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RCA SERVICE COMPANY

NEWS



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Keeping Cool Is Big Business

HOTTEST THING on the market today is the room cooler.

People have become so used to the comfort in summer of their favorite movie house, shop or bar that they can't bear that thought of home without an air conditioner.

After a nice cool day in the office, a hot house lacks cheer.

Before you can laugh over your TV, you've got to be able to laugh off the humidity.

The air-conditioning industry predicts that '53 will be another record-smashing year in man-made coolness, with sales reaching an easy 475,000 units. Seventy-five percent of these will go into homes.

Straight Up

And it's "only the beginning." The market promises to continue sharply upward for years to come.

To meet the overwhelming demand that soon will pace the rising thermometer, RCA Victor presents an air-conditioner line which includes five window models and two air-cooled condenser consoles, ranging in price from \$229 to \$899.

Since so often it's "not the heat but the humidity," room coolers dehumidify. The smallest unit can evaporate into the outside air 15 quarts of water every 24 hours.

Related to the air-conditioner is the dehumidifier, which takes out about a bucket of water a day (somewhat less than the room cooler). It sells for \$129.95, and just plugs into the wall.

(Continued on next page)

Lorraine Misik enjoys air conditioner as section head Cliff Rigsbee (l.) watches expert Hal Timmerman adjust it



Paper's Worth \$500

PROCESSING of TV-maintenance contracts now requires one piece of paper instead of 22, which means big savings for the company.

It also means a \$500 check for Machine Accounting Manager JOHN SWI-

ENCICKI, (below, r.), our most recent member of the Century Club.

In the last four years, 25 persons from here have joined the honorary society, made up of people whose ideas
(Continued on page 4)

John Swiencicki (r.) accepts pin and \$500 from Treas. and Compt. Don Kunsman, Acct. Mgr. Orrin Wenzel is audience

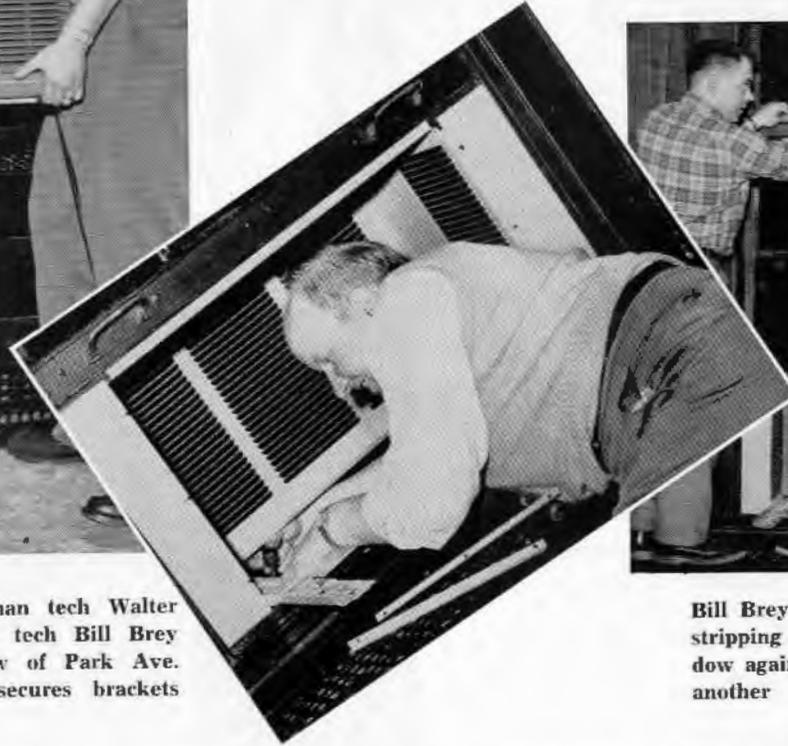


KEEPING COOL IS BIG BUSINESS

(Photos set up by N. Y.
Dist. Sales Manager
Bern Grossman).



MANHATTAN journeyman tech Walter Scheck (r., above) and tech Bill Brey insert cooler in window of Park Ave. apt. (Right): Scheck secures brackets



Bill Brey (above) carefully fits weatherstripping into place before sealing window against air leaks. Walt Scheck takes another turn on a retaining bracket

(Continued from first page)

Coolers also remove pollen from the air and filter out airborne dirt and dust.

The company has swung into operation a nation-wide service setup. Each branch carries complete parts and trains techs to put in and repair the new lines. An air-conditioner class for field training heads was held recently at the home office.

New products call for versatility.

To safely install a cooler, the tech must trace house wiring. Along with his Volt Ohmyst and pencil test lamp, he also totes wood drills, hammers, tin shears, level, caulking gun, hack saw and scribe.

RCA Victor has a one-year warranty on all component parts, a five-year guarantee on the compressor. First year's contract, which includes installation and service—exclusive of filter replacement—costs \$29.95 for a window model. After the first year, the service charge is \$14.95.

Though room coolers appeared first in 1930, we did not enter the competition until '52. And along with other makers sold out before midsummer. Total industry sales last year reached 400,000 units, about double those of the previous year.

Air conditioning had an unspectacular start. Slowly, before War II, sales increased each summer. After the war, there was a slight acceleration, but it wasn't until '50 that the boom began. That year, sales doubled. With 65 percent of '51's units going into homes, saturation there reached only one percent. For other appliances, it was 80 to 90 per cent.

Last summer, in parts of the south and southwest, coolers outsold other household appliances—while they lasted.

Despite a wide-open field and obviously desirable product, this latest better-living link stirs up heavy competition. To kickoff '53 sales, Victor takes a full-page color ad in April's *Better Homes & Gardens*, a two-month start on last year's break-date. June and July issues will feature black and white inserts. In April, *Life* also joins the barrage.

The "Phil Harris-Alice Faye Show," "Kukla, Fran & Ollie," and "RCA Victor Show" all will plug the line. The four-month newspaper campaign is five times larger than last year's.

Meanwhile, P. C. McGAUGHEY's field-service engineers (RPT) are busy helping distributors and dealers set up warranty and independent service backing for RCA room coolers.

Fills Summer Slack

Happily for servicemen, air-conditioner calls shoot up as TV calls drop, that is, between June and August. The industry pattern so far has been: one percent room-cooler sales during November, December, January, February and March; five in April, eight in May, 24 in June, 25 in July, 24 in August; down to six percent in September, and three in October.

Last year, builders discovered that air conditioning was possibly the biggest sales pull they could put into new homes. In the south, it's becoming as essential as plumbing.

The new feature is influencing the decor of the home. For instance, since the air conditioner filters out dirt and dust, lighter colors are practical in furnishings.

The furniture itself will wear better, free of dampness, which causes swelling and subsequent cracking. Sleeping is easier, especially for those subject to pollen allergies.

ELECTRONIC COOLER?

In 1951, on his 45th year in radio, RCA Board Chairman David Sarnoff made three wishes for his 50th year.

One was for an electronic air-cooler. In a talk last month before IRE engineers, he said it's "still in the embryonic stage, but I see signs of life."

Behind "The Fan"

AIR CONDITIONING is a year-round job for the man-in-charge.

HAROLD W. TIMMERMAN is the home-office representative and service expert on air conditioners for the RPT (Radio-Phono-TV) group.

He had been with General Electric for nine years when he came here in May '52 as administrator of service on the brand-new cooler line. He reports to CLIFF RIGSBEE, Commercial Service Section head.

Tim coordinated the air-conditioner service policy, parts and training programs. Also, he's been making distributor contacts, studying competition, and editing service notes and service-clinic lectures.

A native of Sioux Falls, S. D., where his father was city solicitor, Tim got his BS in mechanical engineering from South Dakota State College. He was picked by GE as a trainee. Later, in the Navy, he was a seagoing lieutenant (jg).

The tall, slim westerner (6 ft.-4) lives in Moorestown, N. J., with his wife and two boys, three and five.

"In the old days," says he, "I did a lot of choral work. I like to sing. A little pencil sketching and model building, too . . . No time for that now."

ATLANTA—Jimmie Sbravati (*below*), with Charlie Reed, last year installed



Photo by Bob Casey



Midtown Manhattan skyscrapers showing RCA air conditioners on window sills

130 coolers, this year looks forward to bettering that figure.

Sbravati is seen with one of two AC 375 deluxe air conditioners which he and Reed last month put in a local residence in 2 hours and 10 minutes.

HOLLYWOOD (*right*)—Happy housewife looks ahead to cool and dustless summer thanks to RCA air-cooler.

Technician Raymond S. Smith displays filter which eliminates air-borne dust. The unit is the "75."





Pres.
Ed Cahill (l.)
and Dick
Propst, AF
mgr. (r.),
listen to
Chuck Lane's
tales of
Korea



Monty Mosteller (standing) dining in Formosa with Chinese military and friend.



Col. J. R. McNitt, Tokyo, awards field service citation (RCA) to Ronald Carlson.



Frank Zito gets citation from Major R. Woody, USAF CO at N. Truro, Mass.

ISLAND UP FRONT

BACK HOME after a year-and-a-half in the Far Eastern operations theatre, CHUCK LANE is a seasoned field engineer.

Besides broadening his radar experience to include direct communications, he handled Diesel power, truck repair, building construction, movie projection, patrol duty and ammunition distribution.

As replacement for Merit Award winner MORRIS PATNEAUDE, Chuck left in '51 to serve the U.S. Air Force for more than a year on an island seven miles off the west coast of Red-held Korea, 90 miles over the Yellow Sea from Communist China.

It was only a seven-mile strip, a mile across at its widest point, but—

"The whole year I was there was one continuous show," Chuck relates. "Bombs shook the earth day and night. The British Navy lobbed shells overhead. We could watch the dive-bombing over Korea.

"Full crews of B-29's, hit by Migs or flak, chuted down on us. We helped 'copters in their sea-rescue work and saved many airmen's lives by controlling planes back to friendly territory.

"Removal of crippled aircraft from the beach—so that others could come in—was one of our main efforts."

Marines Were There

Once the Reds reported they'd taken the island. Their attempts, however, always were broken up by the Navy or ROK and U. S. Marine outfits. Still, they kept up a constant campaign of infiltration. North Koreans would drift in in wooden boats, each holding ten to 15 men.

Because of this threat, everyone was assigned a patrol. Chuck was responsible for a 500-yard-long compound perimeter, where he checked distribution of AF men

in foxholes, and their hand grenades.

No invaders ever got past the Marines on the beach to assault the hill where Chuck and his comrade held out. One particularly foggy night, however, the place felt so crawly that the RCA man and his CO sent out a call for flares, which a warship promptly delivered overhead.

The place "lit up like a Christmas tree," but nothing ever came of it.

Besides fog, they had wind. Our engineer had modified antennas for wind resistance. But while he was aboard, Typhoon "Marie" leveled the place. His group was commended for keeping open communications. Control of the important relay circuit was lost for only an hour.

Olympics Star

"Because something always was going on," Chuck, a former Olympics star, didn't mind a diet of almost unvaried "B" rations, with stretches of pancakes.

"Six months on the second assignment seemed like a year," he admitted.

This duty, for which he volunteered, took place on the mile-long dot 25 miles south of Pusan in the Korean Straits—"a very remote section of Japan."

It was here that he established direct communications circuits with VHF, FM and air-to-ground gear, while helping to recondition the radar station.

Two years ago, he signed on as a field engineer from IBM's Buffalo office, where he was a tech. His EE is from Rensselaer Poly. In '49, he was on the Olympics Lacrosse team. On Korean Island No. 1, he played volley ball at low tide. At Island No. 2, Jap baseball.

First stop after Korea was Gorham, N. Y., to visit his folks. He's just 30.

WORTH \$500 cont. from page 1

have won them \$100 or more.

These ideas have developed out of trying to find the most efficient way of completing everyday tasks.

"It was just a matter of putting it on paper," John summed up.

Weeks after the award, a favorite debate out in Pennsauken (N. J.) is that between Mr. & Mrs. Swiencicki on what should be done with the windfall. Their two-year-old son joins them in this.

The IBM chief was hired by RCA in '40 as a machine operator in Camden. Seven years later, he set up the Service Company's machine accounting group.

Sarnoff Honored

RCA's No. 1 man has received the first Founders Award of the Institute of Radio Engineers (IRE).

Brig. Gen. David Sarnoff, RCA board chairman, was cited March 25 for "outstanding contributions to the radio engineering profession through wise and courageous leadership in planning and administration of technical developments, which have greatly increased the impact of electronics on the public welfare."

The majority of the 1000 engineers attending the dinner in New York were young Americans. They heard RCA's leader predict for them a boundless future in radio, television and other electronics.

Discussing a new development, he said: "Tomorrow, we will demonstrate for you a much simplified closed-circuit television system, which provides a camera attachment for a standard home receiver. The simple attachment . . . does not affect the normal use of the receiver."

"With the addition of this camera, every one of the 23,000,000 television receivers now in use becomes, potentially, a closed-circuit system for schools, the home and other places."

For
"courageous
leadership,"
Gen. Sarnoff (r.)
is first man
honored with
Founders
Award by IRE
Pres.
James McRoe



He visioned for the "average home," a TV system permitting the housewife, at the snap of a switch, to view the children asleep in bed or at play in the yard, and the visitor at the front door.

He predicted that "the dimensions of industrial television may surpass the growth in broadcast television . . ."

"The world of business machines" was visualized as "ripe for electronics."

While still voicing his hope for simpler

methods in television—namely, direct amplification of light just as there is direct amplification of sound—he professed surprise at the rapid development in tape recording for TV, which he witnessed recently at Princeton.

"The quality of the recorded picture," he reported, "still needs improvement—but even its present performance convinced me that I will have the television tape recorder before the time I specified (1956, his 50th year in radio)."



Photo by Bill Williams

Spring Scene

ORRIN WENZEL, accounting manager, tried his hand at trout-fly modeling last winter.

The other day, he found time to test his handiwork. With son, John, 6, and a Haddonfield (N. J.) neighbor boy, he went to a small lake in Clementon.

Within an hour, one fly netted three calico bass. Both youngsters were impressed, each in his own way. That night they ate the fish.

The following day, when Orrin got

home from work, Johnnie dashed out of the house:

"Daddy, we're selling flies! I got 55 cents for one today!"

"Which one?" daddy inquired.

"The one that caught the fish."

He'd sold it to the neighbor boy.

The accounting manager prefers not to compute, for net profit, his time in ratio to selling price (or vice versa). He's dwelling on his son's good sense of timing in a seasonal market.

Orrin Wenzel,
accounting
mgr.,
oversees fly
manufacturing
by son Johnnie.
(Note ham
set on desk).

Fred Fast; Watch Slow

THE DEMONSTRATION GROUP's on the road so much that they often miss out on local doings.

FRED BROWN was aware of a big party in Philadelphia, in November, for those who had served RCA 25 years, but he was somewhere else.

He kept on being in so many spots that the reward for a quarter-century's service only caught up with him last month, when an informal gold-watch presentation was arranged.

Fred Brown climbed off his last ship in 1929, after four years as a wireless operator in freighters, and took a job with RCA as a movie soundman.

He went from Chicago to Dallas, to Indianapolis; stayed in the Hoosier capital for nearly 17 years.

He joined the "Demo gang" in 1950.

Ever since seventh grade, in Cambridge, O., Fred's been interested in wireless. His ham call, W91V (Indianapolis), goes on the air whenever he's home in Westmont, N. J.

He also "messes" with TV. He lives with his wife and daughter, 13.

(Picture on last page)

Hollywood:

TV SHOOTS THE OSCARS



Show at Pantages theatre is caught by six TV sets seen above. Big-screen video is encased to look like home set

by **Warren K. Charles**
Hollywood Branch Manager

THE "OSCAR" AWARDS presentation here in Hollywood in March caused a great deal of furor, from which we at the branch were not excluded.

We had the job of putting in 19 TV sets throughout the Pantages theatre. Everything had to be installed in duplicate—for instant switchover in case of trouble—and everything had to be done between midnight and 10 A.M.

All in all, though, the Silver Anniversary of the Academy of Motion Picture Arts & Sciences was a pleasant assignment for everyone involved.

Results were so successful that Jerry Madden, theatre manager for the "All Star Review," called in a request for a similar setup.

And Roger Gimbel, a Home Instrument ad manager, RCA Victor, wrote: "A great contribution was made by you and your organization, and I particularly want to commend the work of Field Installation & Service Supervisors

RAY SOKOLOWSKI and ANDREW C. GUNTHER. They and their assistants did a spectacular job."

The tenseness we felt Thursday night at the Pantages, because of the newness (and bigness) of the operation, changed Friday night not in degrees but in character. Our "Academy Crew" shifted to the Shrine auditorium, where NBC technicians already had completed their remote-control setup.

By working through from 11 P.M. until 4 P.M. Saturday, the Shrine job was completed. We were checking out the last set when the audience began to arrive. This was a tighter schedule than the Oscar job.

At the Pantages, sets were suspended from the balcony on a special platform. Another four sets were placed forward along the sides of the theatre. Master of Ceremonies Bob Hope and the orchestra leader each had a set.

The director, and the stars in the wings and dressing rooms had TV from which to take cues. There were pic-

(Continued on opposite page)



● Tech Products G. H. Benjamin (*l.*) and C. S. Schwander line-up theatre-TV receiver

● Harry Blackmore (*l.*) and Ed Kirk, TV techs, make last-minute adjustments to cueing set



FLANKING Nipper, who yielded prominence only to Oscar, are (l. to r.): I & S Supervisor Roy Sokolowski, Mgr. Warren Charles, I & S Supers Andy C. Gunther, and Warren Burr



tures in the press room. One columnist wrote: "Everywhere one looked, he saw television."

A highlight of the night was the curtain drawing apart on an RCA theatre-projection set, made up to look like a giant-size home receiver. The audience reacted with a loud round of applause.

Theatre-TV represented an engineering feat. The picture was thrown on the screen from the rear instead of the front. Word was it couldn't be done, because of light levels on the stage.

But veteran theatreman ART JACKSON, Technical Products Hollywood district manager, proved, with a beautiful picture, that it could.

In order to operate the 19 sets, it was necessary to convert the video signal supplied by NBC to one of the commercial frequencies.

This was accomplished by using RCA Victor's newest device, the Monotran. After conversion, signals were amplified via Master-Tenna and distributed throughout the theatre.

12-Way Transmitter

A Monotran, by the way, is a transmitter which selects one of 12 channels to pipe signals to as many as 24 receivers at 300 to 400 feet.

There were problems, of course. When we learned that the distributor had no 21-inch TV sets, there was frantic long-distance calling to have them air expressed. These arrived just in time to be set up and checked out for final rehearsal.

And, it was a headache having all gear in duplicate. It finally proved unnecessary, because everything went well from beginning to end.

The Monotran was so new that it was grabbed off the line and air expressed to Hollywood. We had to take time to familiarize ourselves with it.

But it was great sport. Our people were treated generously. We saw much of the program from the wings, and felt a part of the extravaganza. Probably what we enjoyed most was working among the celebrities during rehearsals, when they were completely natural—seeing glamour gals in pin curls and bandanas one hour, and the next, as one newspaper writer put it, "cinderellas on parade."

Special thanks go to supervisors SOKOLOWSKI and WARREN BURR; also to technicians ED LONG, HAROLD GALLAGHER, KEN DICKERSON, HARRY BLACKMORE, ED KIRK and JOHN HELLER, all of whom achieved for RCA the overwhelming appreciation of many viewers, including the directors of both programs.

TV (micro) Waves at Movies

As the New York *Mirror's* radio-TV editor put it, "They (the movies) never had it so good." He was reporting on RCA's telecast March 19 from Hollywood and New York of the 25th annual "Oscar" awards of the Academy of Motion Picture Arts & Sciences.

Manager WARREN CHARLES, supervisors RAY SOKOLOWSKI, WARREN BURR and ANDY GUNTHER and six technicians from the RCA Service Company's Hollywood branch put in the sets that cued the performance.

Tech Products Hollywood District Manager ART JACKSON, his supervisor, G. H. BENJAMIN, and engineer, C. S. SCHWANDER, set up the big-screen theatre-TV.

"The faultless microwave switching from Hollywood to New York made it appear as if it was all done on the same stage," wrote the *Mirror*.

The press acclaimed the "romance," or "love affair," the "marriage of TV and the movie industry."

Time referred to a "shotgun wedding." Cracked Master of Ceremonies Bob Hope: "With Oscar 25 years old, it's high time he got married. While it's true he has a child bride, the kid is loaded. In fact, the bride's father (RCA) is picking up the tab."

To everyone it seemed a good match.

"For nearly two hours," pointed out the *Mirror*, "millions of potential movie patrons . . . heard the sweet siren song of propaganda—people whom the motion-picture industry has been trying to lure out of their living rooms for the past four or five years."

Art Jackson,
who
designed
theatre-TV
setup,
examines
gear



53's A Fight!

FIGHT DAY is here. Some branches already are taking the count, some are winding up for the knockout; nobody's worrying about the bell; they're too busy cutting loose on that challenge: *53's A Fight!*

The sales campaign to carry branches, districts, and areas through the "buyers-market" days of 1953 got the starting bell this month.

In the drive, covering the second quarter, all punches count—initial and maintenance contract sales, demand service and protection-plan sales, multiple-outlet sales, mobile communications sales, air-conditioner sales, all other sales.

Golden gloves for everyone is job security, during the leveling-off period following the post-war boom and early Korean war years.

All business will feel it, because all consumers will feel it. But the thing to remember: the public is still consuming—a steady diet of the things it has grown to depend upon.

One of these is service.

The Strategy

Now, only the best will do. We've got it. We can sell it. The strategy is to get there first with the most hooks, crosses, uppercuts and stay through all the rounds.

Rules are easy. Contestants are area and district heads and sales coordinators, and the person responsible for sales in each branch. Areas are competing against areas, districts against districts, branches against branches within districts.

Judges are Vice President JACK BOKSENBOM, Vice President DAN CREATO, and Treasurer and Controller DON KUNSMAN.

25-YEAR watch finally catches up with Demonstration group's Fred Brown (r., in photo right). Tech Products VP W. L. Jones presents the Hamilton & Personnel Manager Hal Metz offers congratulations.

(See story on page 5)

RCA SERVICE COMPANY NEWS

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Editor
MANNING SMITH

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CONDITIONING for 53's A Fight! campaign are these Advertising staff members (standing back, l. to r.): Jack Moss, Jack Hebenstriet, Fred Weber, Neal Landy. (Crouching): Bernie Marshall, Mgr. Herb Poole.

ALL SALES COUNT!

- ★ MAINTENANCE CONTRACTS
- ★ INITIAL CONTRACTS
- ★ DEMAND SERVICE
- ★ INSTALLATION INCOME
- ★ MASTER-TENNA & ANTENNALES INCOME
- ★ AIR CONDITIONER INSTALLATION & SERVICE
- ★ MOBILE RADIO INCOME
- ★ COUPON INCOME

SETUP for Easter—Home office cafeteria display is admired by (l. to r.): Angelina Schelpat, Elena Melfi, Cafeteria Mgr. Cy Perkins, Dot Cleary and Lois Owens.

