



RCA SERVICE COMPANY

NEWS

December, 1953



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

TV Techs Star in Sales Program

Success of the big "Man of the Hour" sales campaign was celebrated at banquets on both coasts.

Vice President Don Kunsman was in New York to present the trophy to ROBERT GOLDMAN Dec. 3. He flew to San Francisco to award the prize to WILLIAM A. JACKSON Nov. 23.

These presentations climaxed a three-month drive for television servicemen to star as contract salesmen.

Sales Manager Bob Redecker points out that "the tech is on the scene when the customer needs to buy service."

(See *The Sales Tech*, pgs. 9-13).

MANHATTAN sales party (*below r., seated, l. to r.*): Marilyn Fader & escort Bob Goldman, Midtown Branch Mgr. Tom Hermida, Don Kunsman. (*Standing*): Dist. Mgr. Conrad Odden, Mrs. Hermida, Area Mgr. Bob Gray

WEST COAST star Bill Jackson (*r.*) gets trophy from VP Don Kunsman

25-Year
Club banquet—
RCA Victor
Oper. Vice Pres.
C. M.
Odorizzi (*l.*)
presents
Service Co. Pres.
Ed Cahill
with gold watch &
congratulations



Christmas Greetings

At this time of the year particularly, our thoughts turn toward our fellow workers. We reflect upon the problems they have encountered, upon their accomplishments, and their well-being and happiness.

I recall first, that many of you are in foreign countries with our Armed Forces and I know that you are spending Christmas away from your families. I most sincerely hope that you are in pleasant surroundings and with good friends.

You who are on foreign assignments as well as those of you who are assisting our Armed Forces in this country, must derive a feeling of pride and satisfaction from your important contributions to the defense of our country and peace of the world.

In every state of the union and the territory of Hawaii there are those of you who are installing and servicing television receivers or theatre and industrial equipment. Your work brings pleasure and happiness to many people and the rest of us are proud of your accomplishments.

I know that a group of you are working desperately to get television transmitters on the air and to meet the deadline for color television transmission. Some of you, too, may not be home for Christmas but I hope you soon will complete these emergency assignments and be back with your families for a belated Christmas holiday.

And those of you at the Home Office deserve much praise. You are striving constantly to render better support to our fellow workers in the field and to help do a better and more effective job.

To each of you wherever you may be, I wish a Merry Christmas and a Happy New Year.

E. C. Cahill

He Started on the Railroad

PRESIDENT ED CAHILL got his BS degree from the Milwaukee School of Engineering in 1928, the same year that the movies got their "voice."

A pioneering electronics industry was just right for the son of pioneer parents who had gone out to Montana in the first train that made the trip on the Great Northern.

He joined RCA as one of Photophone's first engineers 25 years ago.

Back of him was practical experience as well as classroom instruction. At barely 17, he gave up his dream of prospecting for gold and silver in the

hills near his native Glasgow, Mont., to enlist in the Army during World War 1. Mustered out, he turned to the thing that interested him most: Electricity.

For five years, he was an electrician for the "High Line" (Great Northern) at St. Paul. Also, he clerked in the office. Then, having saved enough money for a start, he enrolled in the Milwaukee engineering school.

During the term, he waited on tables and held a score of jobs with Milwaukee electrical manufacturers, turning out such products as special motors, generators

and control equipment. Summers, he ran the hydro-electric power plant at Montana's Glacier National Park.

They All Say

The Cahill Story had to be picked up from friends, largely. He discussed his experiences as reticently as a poker player being questioned about a good hand. But squeezing facts from friends wasn't hard. There's a vast memorabilia—dating back a quarter of a century in RCA—and it's growing steadily.

Throughout the country, coworkers and clients are unanimous in declaring our company's president a "great guy."

"He thinks first in moral terms," one man remarked. They all say that, "The welfare of the people who work for him is at the top of his list."

CARL JOHNSON, Tech Products operations manager, recalls when he was "just a field engineer," back in '35. Equipment troubles were so bad in Houston that sound failed in theatre after theatre. Carl is sure he was slated to go. He thought word had come when the assistant service manager arrived from Camden.

Root of the Matter

"Mr. Cahill stayed a whole week," Carl remembers. "He worked right along with me in the booth, stayed on the job all night for several nights, and went to no end of personal trouble to get the facts. I was sure it was sabotage, but I couldn't prove it. We proved it together."

Ed started to work for RCA in New York but was soon sent to handle the Minneapolis-St. Paul territory, including a theatre up in Winnipeg, Manitoba.

The RCA Photophone-RCA Victor merger in '32 placed the field engineer at the head of the Chicago district office. Today—after 20 years—customers out there, including the movie operators' union, still ask after Ed Cahill. Their loyalty to RCA was established through him.

Two years later, he was made boss of the Central Service Division, one of three national divisions of RCA Victor. In '36, he was brought into Camden as assistant national service manager.

Again, after two years, he branched out. As head of the new Photophone Sales Division, he handled theatre equipment and film recording sales as well as national service activities. In '41, industrial electronic apparatus was added.

Old members testify the Service Company's only president (since its founding in '43) "never changes, never gets a swell-head, stays on the same level."

When he can find a little time off, the President invariably goes fishing. At odd moments, he does the gardening.

Home is a modest brick & frame house in Haddonfield. He lives with his wife,

(Continued on page 14)



THE CAHILLS relax at Beach Haven, N. J. Jerry, 11, (l.) displays prize catch. Mary-Ellen, 5, digs castle foundation, and E. C. stands in a favorite spot. (His party netted 65 fish that day.)





25-YEAR CLUB WELCOMES NEW MEMBERS

TEN NEW Service Company members and 18 past members were honored at the annual RCA Victor 25-Year Club dinner November 21 when Vice President W. W. (Wally) Watts told of the numerous fields in which the Radio Corporation of America leads the world.

The head of RCA Victor's Technical Products division attributed this leadership in nearly a dozen lines to research and diversification.

He disclosed that the company invested \$50 million "in the dream of black-and-white television before seeing a penny of return," already has invested \$25 million in color and is prepared to spend another \$15 million in the Compatible Color TV system's first year on the market.

President E. C. (Ed) CAHILL, of the Service Company, was one of those presented with a watch commemorating a quarter century with RCA.

Four Technical Products Service Division field engineers were there for the first time and Purchasing Manager ARTHUR L. (ART) SPAETH.

BENJAMIN (BEN) HARVEY, of Consumer Relations, a past member, was

**(Standing, l. to r.): Walter Wall, Mike Fritz, President Ed Cahill, Board Chairman Charles M. Odorizzi, Charles Rush. (Seated): W. W. Jones, Charles Wylie, Fred Wentker, W. G. (Mannie) Manwiller, Art Spaeth.*

on the reception committee. In attendance at the annual ceremony were more than 100 of the 1579 membership at RCA Victor throughout the country.

CHARLES M. ODORIZZI, RCA Victor operating vice president and Service Company board chairman, presented the watches to all new members.

In his address, Mr. Watts declared that the success of RCA and of the "old timers" in the organization was achieved by maintaining a "steady keel."

He made it plain, however, that this steady keel was attached to a vessel which kept on sailing through still or stormy waters, with or against the wind.

Service Company members who marked their 25th year with RCA in 1953, in addition to Ed Cahill and Art Spaeth, included four Technical Products field engineers: WALTER I. WALL, CHARLES M. WYLIE, MICHAEL F. FRITZ and CHARLES H. RUSH.

Two executives from Tech Products,
(Continued on page 5)

Quarter
Century man,
Purchasing
Mgr.
Art Spaeth
with
Mrs. Spaeth,
daughter,
Deborah and
sons,
Andrew (l.)
& David

(Story on pg. 6)



Tech Products Engineers Total 100 Years of Service

TECHNICAL PRODUCTS isn't dreaming of a *White Christmas*, but a hectic one, dreams running to nightmares on the Big Screen. Everywhere, field engineers are working day and night to meet deadlines on 100 CinemaScopes for Christmas Day premieres.

The four field engineers who crossed the 25-year line in 1953 had to stretch time to the limit to attend the celebration in their honor, in Philadelphia, November 21.

WALTER I. WALL, of West Englewood, N. J.; MICHAEL F. FRITZ, Chicago; CHARLES H. RUSH, JR., Absecon, N. J., and CHARLES M. WYLIE, Schenectady, are all theatre servicemen, primarily, and graduates of Photophone.

Times Square Setting—

WALTER WALL keeps the film running in Times Square movie palaces. His first big job with the old RCA Photophone Co., Inc., was putting in original "talkie" equipment at Broadway's Earl Carrol Theatre for the showing of *Rio Rita*.

Born in New York City, in 1900, he went from high school there to Columbia University, and on to Columbia's School of Engineering to win his EE in '25.

He got his first experience along with his formal education (and the money to pay for it) working as a projectionist.

Before joining RCA in '28, he went out with a road company showing *Wings*, one of the first sound-film productions.

From Broadway, RCA shifted Wall to the Midwest on movie sound. He didn't get back to Gotham for five years.

For just one other period, Walt was missed in the movie houses, radio and TV studios of the Broadway crossroads—he spent four years as our service engineer at Radio City Music Hall. Walter Wall is married, and has one son and daughter.

Atlantic City—Eastern Shore—

CHARLES RUSH handles two territories: Atlantic City and Wilmington—Eastern Shore (Md.). He started his career in 1921, at 15, when he was apprenticed as an electrician to a graduate engineer who taught him engineering as well. In two years, working before and after school and weekends, he finished his apprenticeship.

This was in Greendale, Va., where the Rushes had moved from Gainesville, Ala., following World War I. All of Charles' early experience was in the southern mountain country. At 17, he was working for a coal mining company as lineman, sub-station installer, and on construction and maintenance of an electric railway.



Walter I. Wall

From there, he went to the mines of Kentucky. From there, to Bristol on the borders of Virginia and Tennessee to work at radio and telephone service.

In '28, he went with Western Electric, and the same year switched to RCA Photophone, in New York. Early next year, he was sent back to Bristol. He did a lot of traveling. That same year, he was called into New York and sent to Oklahoma. He stopped off in Bristol to marry a girl there and they went west together.

Charlie also has held territories in Rockford, Ill.; Minneapolis, Kansas City,

Mr. & Mrs. Charles H. Rush & Ellen



Springfield, Mo.; New York, Norfolk.

The Rushes have two children: a son whose studies at Milwaukee School of Engineering have been interrupted by Army service; and a daughter who is a senior at Friends High School, in Atlantic City.

Around "The Loop"—

MIKE FRITZ covers Chicago's busy downtown "Loop" section (see photo on opposite page). He has been in the big lake city for 25 years, sold the first service contract for theatre equipment there in 1929.

He came to Photophone from the Bennett Engineering School, which had followed schooling at Syracuse U. and in his home town, Beacon, N. Y. He, too, worked as a projectionist to pay for his education.

What interests Mike as much as servicing equipment is getting more equipment to service. He's known as a salesman with connections in the difficult city area of Chicago, was national winner of service sales for '37 and '38. Also, he has a knack for keeping projectionists happy.

Theatreman Mike Fritz is 47 and a bachelor, who finds time to cultivate the hobbies of fishing and photography.

In N. Y. Foothills—

CHARLES WYLIE (photograph on opposite page) handles a large schedule of theatres, which he built up himself. He likes to have plenty to do and manages his stiff program without difficulty.

Schenectady is his headquarters, but the territory he works sprawls out over the hills of northern New York. Last summer, he took his first leave of absence to recover from a bout with pneumonia.

Born in 1902, in Manhattan, he went to Columbia, where he received his EE in '27. He joined Photophone next year, at its inception, in the New York office.

Like his three contemporaries, he's primarily a theatre serviceman. But he copes also with other products. He frequently is commended for high output.

Prison Job

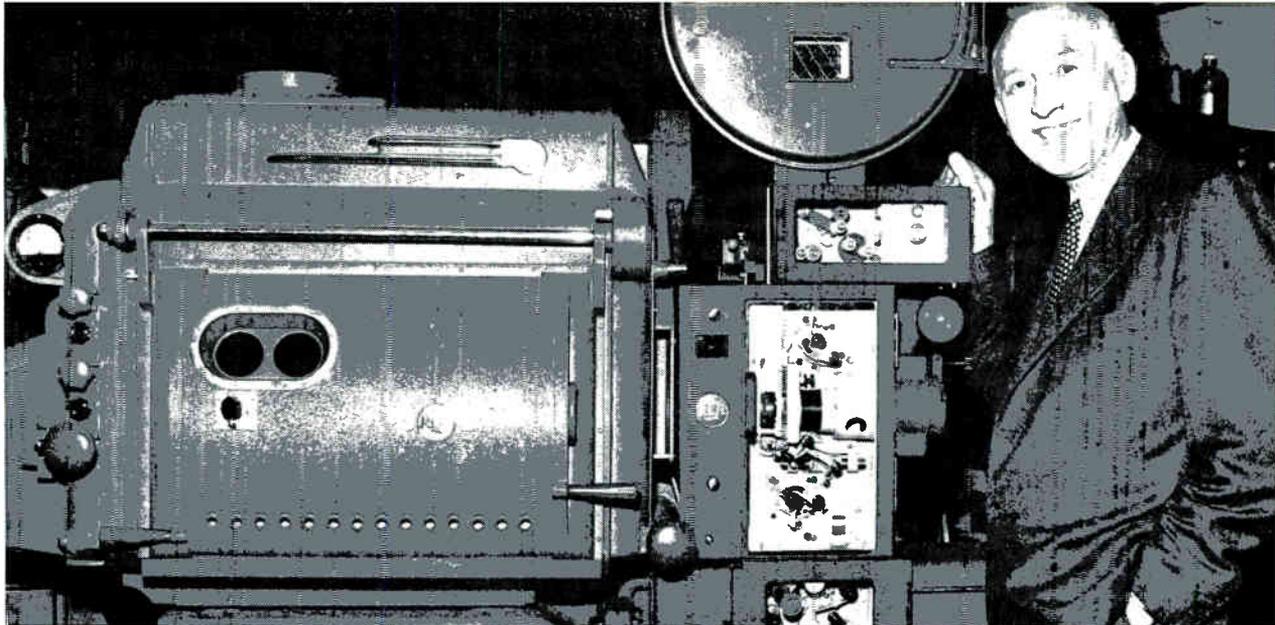
"During the 25 years," he writes, "highlights have been installing the first metal detector at Lewisburg Penitentiary, in Pennsylvania; and helping to install the first two-way short wave commercial communication equipment.

"One system afforded communication between the engine and caboose of a freight train. Others were installed in forest-fire lookout towers.

"In recent years, I have put in and serviced large-screen theatre TV, ampule-inspection equipment, and helped to install an electron microscope.

"I have just completed my fourth CinemaScope installation." Charlie Wylie is married and has three daughters.

Mike Fritz,
Chicago,
with hand on
movie
projector sound
box,
offspring of
Photophone
he knew
25 years ago



25-YEAR CLUB cont. from pg. 3

both on leave of absence, added to the rolls were W. W. JONES and FRED WENTKER, former Chicago district manager.

The Government Service Division was represented by JOE S. PESCE, sales representative at Dayton, and the Quality Division by W. G. (MANNIE) MANWILLER.

Three women are among the past members: GRACE A. ARCHER, secretary to Mr. Cahill; TEDDY MINES, home-office cashier; and MARGARET JOHLER, secretary to the Chicago Tech Products district manager.

Among members attending the banquet were BILL BOHLKE, MERT BRISBIN, F. L. BROWN, TOMMY FLYTHE, BOB HERROLD, HARRY LYONS, PAUL MELROY, CLIF MORE, JOHN MURPHY, LYLE OLMSTEAD, ED SCHNEIDER, BILL SMALL, PAUL SMITH, WALTER THOMSON, A. E. LONG, W. L. JONES.

2000 Members by '55

Mr. Watts pointed out that RCA Victor—made up of the Victor Talking Machine Co. and sections of General Electric and Westinghouse—had only some 10,000 employes in 1930. The company now has some 50,000. By '55, the 25-Year Club will number 2000, which means that one out of every five with RCA Victor at its start remains with the organization.

"How has this remarkable record come about?" he asked. "What has it meant in terms of people? What significance does it hold for our future?"

"It was no accident. It's all part of a pattern that was set up years ago . . . a pattern evolved from the basic principles of RCA—research and diversification.

"Research, engineering—the development of new products, new services, new industries—these are the things that have kept RCA at the head of the parade.

"Diversification—helping to keep the company well balanced and financially sound, through those ups and downs that any one product or service may experience

Charlie Wylie,
at
Schenectady
theatre,
testing equip-
ment for
CinemaScope
opening



from time to time—is one of the reasons that so large a group is here today."

Explaining that Engineering Products business, growing rapidly, is helping to carry us through the transition period until we establish the next new industry, he suggested what this might be:

"One great field of promise is in transistors. These tiny devices' ability to perform many of the functions of vacuum tubes is expected to result in as sweeping changes in our way of life as when electric power came into the home and factory.

"Offering even more immediate promise is color television—the result of our own research. These and other products will help create tomorrow's prosperity.

"Is it just blind faith to be so confident in research and diversification?"

"RCA Victor is first in television set sales, has been from the beginning.

"RCA Victor is first in home radios and 'Victrola' phonographs. We are first because we improve on what we pioneer.

"RCA Victor is first in phonograph records—both commercial and custom."

Other RCA "firsts" he mentioned were television broadcast and theatre equipment, industrial TV, and Service. The Service Company is the only national service company for TV, and takes the lead in theatre and Government service.

The RCA tube leadership, he stressed, is "about as fundamental as you can get." This preeminence goes right back to the RCA Radiotron Co. and the very beginning of RCA's manufacturing operations.

In terms of people, the Technical Products vice president said that the "steady keel" meant a nucleus of "seasoned people who knew the ropes . . . who had the know-how to undertake new assignments and projects . . . people capable of growing with the growth to which they contributed."

Mr. Watts remarked: "Regardless of the level of your job, you must have done it well. For nobody ever attained 25 years of service by sitting on his hands."



W. G. Manwiller admires kindergarten art of daughter Peggy. Mrs. Manwiller (L.) holds Lassie. Daughter Jennie at right

25 YEARS SPENT SPENDING MILLIONS

WHEN ART SPAETH started the Purchasing section here in 1946 for Controller Lyle Olmstead not many wanted to check in. They thought the Service Company a passing phase.

In 1953, Art, with his staff of 15 people (buyers, follow-up men and clerks), has disposed of \$13,000,000 of the company's money.

For cash spent, he received 200 carloads of kinescopes (150,000 TV picture tubes), two-and-a-half million receiving tubes, 12 carloads (or 80 miles) of tubing; five carloads of transmission line, 100,000 antennas, 13,000 antenna rotors, and so forth and so on.

To date, Art has spent about \$250,000 on color test equipment and is still waiting for required items not yet in production. With the aid of TV engineers, he is working on this problem and buying what is needed for newly-designed test gear.

He controls the purchases of all of our television service branches. The 11 Technical Products district offices are his concern, as is the buying for Government service field engineers throughout the world.

Screwdrivers & Trucks

Screwdrivers and light fixtures, desks and trucks come under his supervision, along with test equipment. Vehicles are an enormous item: trucks and cars.

With new instruments demanding new test devices, and with the demands of wars, half wars and threats of war, Art sometimes has more trouble finding materials than the money to pay for them.

He recalls, with lingering alarm, the famed Signal Corps contract for repair of urgently-needed Walky-Talkies following the outbreak of war in Korea.

The old instruments needed parts and tools discarded after War II, but Purchasing, along with Executive and Financial, of course, maintained company prestige. The Army held RCA up as an example of "how to control costs and materials and properly administer a CPFF contract."

Complimented on "Headaches"

The Purchasing manager's folders are chuck full of complimentary letters accumulated through the years. One, from Chief TV Engineer MERRILL GANDER, dated '48, thanks Art for help in antenna development work, refers to Purchasing's job as "unglamorous with continuous headaches."

Certainly it reacts to pressures in the company like a nerve. Where the push is,

(Continued on page 8)

A Career in Quality — from Coils to UHF

NEARLY all of his RCA years WILSON GUY (MANNIE) MANWILLER has been studying Quality. Now, he and his boss, Andy Hilderbrand, go all over the countryside chasing the beam (VHF or UHF) to determine what makes or mars Quality reception on TV.

"I like it," says Mannie, matter-of-factly. He enjoys testing the relative merits of competitive makes of television receivers. He enjoys touring in a station wagon packed with TV sets to compare reception.

He and Andy go to Trenton, New Jersey, for instance, to test adjacent-channel interference. Then they're off to Union City, N. J., for strong-area signals, to the Appalachian range in Pennsylvania for fringe pickup, or Norfolk, Virginia, for an investigation of the new UHF selectors.

A recent assignment took Mannie to Harrisonburg, Va., to study adjacent-channel trouble. He also does "field tests" at the Quality labs, in Browns Mills, N. J. His reports go to Home Instruments, Camden.

He came here in 1930 from General Electric, where he had been making radio transmitters for RCA. With him, when this company took over the work, came TOM GRIFFIN, KEN HAYWOOD and CLIF MORE.

Soon he was in Quality work. After checking assembly for a year, he was placed in charge of quality for Coils, and, finally, became foreman of Test, in Coils.

Mannie came to the Service Company in '49 to do quality reports for Chief TV Engineer MERRILL GANDER, which he prepared until joining BILL ZAUN's new Quality division when it was opened in '50.

The 25-year man is a blue-eyed, stocky "Pennsylvania Dutchman" from Mt. Penn, just outside Reading, Pa. His electrical training was achieved at the Bliss Electrical School, in Washington, D. C.

Caught South Pole

He is 45, which means that he and his profession were young together. He was at GE's short-wave transmitters, in South Schenectady, when Admiral Byrd made his historic broadcasts from the South Pole, and, late at night, it was Mannie who helped amplify the signals and broadcast these first messages from the bottom of the world through Station WGY.

Also, he built the first radio Mt. Penn saw. Like most Pennsylvania Germans, he has a warm feeling for the "red hills of Pennsylvania." He and his family had Thanksgiving with his folks up there. The Manwillers, Mr. & Mrs. and two daughters, 13 and 5, live in Oaklyn, N. J.

Military Background

JOSEPH S. PESCE, the Government Service Division's 25-Year Club member and its representative with the Air Force at Dayton, is fundamentally a military man.

He completed advanced infantry courses at the University of Dayton, where, in '28, he received a reserve Army commission and a BS in electrical engineering.

In the early 30's, he was taken off field work on motion picture, public address and police radio to become RCA's liaison man at the Brooklyn Navy Yard.

Here he worked on development and production of movies and allied equipment for the Navy. To this, he later added experience on battle-announce equipment.

When assigned to designing systems, preparing specifications, making type approval tests and so forth, his jobs were mostly with various Federal departments, the U. S. Army and Signal Corps.

Then, working on auditorium acoustics

for the military, he went to Panama, South America and other foreign countries for RCA International to help affect a standardization of acoustical equipment.

On his return, he was sent to Indianapolis, with Engineering Products, to work on Government contracts. Here, Joe enlisted in the Air Corps in '42.

His three years of service were spent in the Sound department of the 18th AAF base unit, Culver City, California.

He prepared training films on ground and airborne radar and communications. Also, he got up documentary films, and, in '45, was in charge of the department.

He attended the University of Southern California to polish up on electronics.

Out of the Air Corps in '46, Joe went with Engineering Products in the sale of motion picture and broadcast studio television. He remained with the division until transferring to Dayton with the RCA Service Company in late '50.

Joe Pesce handles all Government division operations across the board with



Joe Pesce

the Air Force at Wright Patterson AFB. He is a member of the National Association of Manufacturers representatives and the Armed Forces Communications Association, is constantly studying ways to expand our services to the Air Force.

Navy Chief
Fire Controlmen
visit
Color-TV
truck
with BuOrd
Mgr.
Bob Sharp
(center, seated)
at close of
new course*



TV HITS THE FLEET

NEARLY 100 Navy chiefs are expected to attend classes on the new RCA Victor target-designation system, conducted by the Government Service Division's Bureau of Ordnance group, of which BOB SHARP is the manager.

Already, six Chief Fire Controlmen from the Fleet have completed the eight-week course in Gloucester.

Schooling in TV circuits is the basis of study, since, for the first time, this fire-control system employs television principles. It is to be used aboard large combat ships.

GEORGE MILLIGAN, the first CPO to be

indoctrinated in the installation, service and operation of the new equipment, has been assigned permanently to Bob Sharp's staff. His last tour of duty was aboard the guided-missile ship, *Mississippi*.

Bob's activity soon will include training on guided-missile ships.

About half of the 30 people in his group, which was established in Dec. '51, are stationed in Washington.

BOB HARTMAN was in charge of the first course which the chiefs completed last month. He joined Sharp last February, after teaching microwave and TV at Fort Monmouth while a member of the Army.

In addition to teaching the Navy men, he has been conducting courses for design & planning engineers and shop employes at Navy yards where installations of the new TV fire control are to be made.

The five CPO's went out on the first of 40 scheduled installations. They will work with Government division field engineers on the highly-complex system.

*(Seated, front): Chief Fire Controlmen Robert Vincent and Warren Shupp.

(L. to r., back): Bob Hartman, Chief George Milligan, Mgr. Bob Sharp, Chiefs Glyn Pope, Sam Chichirillo, Verle Voss.

Lecture Wins RATET Honor

A LECTURE on servicing VHF and UHF, together with printed technical information, won recognition from a New York independent servicemen's association for CARL WELSHER, manager of Technical Publications.

The embossed award certificate, signed by Charles J. Vassallo, president of the Radio & Television Electronic Technicians Association, was forwarded to Carl last month.

This is the second such honor for the Service Company. In October, Vice President DAN CREATO accepted a plaque from the National Alliance of Television & Electronic Service Associations (NATESA) in recognition of "fine efforts in the interests of independent servicemen."

Carl Welsher gives much of the credit for his award to JACK MAY and DON PETERSON, the engineering editors who presented the successful "service clinic" lecture.

EXAMINING award from independent techs are (l. to r.): Jack May, Don Peterson, Sig Schotz, presidential ass't; Mgr. Carl Welsher, Lillian Mottram



SPENDING MILLIONS cont. from pg. 6

there's bound to be some quick buying, whether it's for a Demonstration Group exhibit at Chicago's Museum of Science & Industry, TV shows in Berlin, Hollywood branch behind the "Oscar" award presentations, hard-to-get test gear for Frankford Arsenal, or an equipment call for a new training class in mobile-microwave.

It's been an active life in Purchasing here ever since the beginning. Art, in those days, did 75 percent of the buying himself. BILL GRIFFING, now a buyer for Engineering Products, the other 25.

Art acquired 750 trucks in three years in addition to complete equipment for branches as they mushroomed.

In '49, he helped to liquidate warehouses at Newark, Chicago, and Los Angeles in favor of shipping direct to branches on a "drop shipment" basis, with suppliers paying the freight. Wherever possible, material is obtained at the scene of need.

Art, who is 44, never worked anywhere but RCA. His first purchasing job was office boy in Camden, when Victor was still making talking machines. In '28, he was just 19 and newly graduated from high school in his native Pitman, N. J., where his father, Louis, is a cabinet maker and upholsterer. At nights, he studied business law and administration at Temple.

Before long, he was in charge of Invoice Clearance. Right off, something went wrong that gave him a bad time for a moment. An executive had ordered a one-inch rubber stamp to expedite disposal of scrap material. But when it arrived it was one foot long! The supplier's error. When the exec took it to the young buyer's desk, all he wanted to know was, "Where's the stamp pad?"

It took longer to solve the next problem. Made assistant buyer of paper and printing, he found responsibilities included two "girls" at least 15 years his senior.

They had been there a long time, were "set in their ways" and known to "take anybody apart" who budged their routine.

"But I learned to get along with 'em," boasts Art, looking back on this hurdle.

Here from Records

Made a buyer, he was placed in the new General Purchasing Group within the main section. When another group was developed to handle buying for Records, he again was transferred. His final switch was to the Service Company in '46.

Art Spaeth is a member of the National Association of Purchasing Agents, Philadelphia chapter. Also, he is treasurer of a committee for a Boy Scout troop.

In '36, he went to the wedding of a friend who was marrying a Collingswood (N. J.) girl and found it catching. A short time later, he married the maid-of-honor, also of Collingswood.

Their children are: David, 13; Andrew, 10; Deborah, 8, all of Collingswood.

Promotion in Purchasing

Vince Giacoboni has been named manager of the Purchasing group, under Art Spaeth at the home office, in Gloucester. He replaces Jack Wark, who now runs Purchasing at the Government Service Division's Missile Test Project, Cocoa, Florida.

Vince has been with Art Spaeth for five years, in Purchasing work since 1947, when he moved over to Engineering Products from the cabinet shop at RCA Victor, Camden. He started there in '39, as a junior helper.

Ever since '46, he's been going to night school: Temple University for office management and business English, the Purchasing Agents Association, Philadelphia chapter, for advanced buying, and a Philadelphia technical school for electronics.

Soon, Vince will qualify as a full-fledged television technician.

He's 32, a native of Camden.



THE SALES TECH

"MAN OF THE HOUR"



DECEMBER 15, 1953

VOL. I

FIFTH EDITION

SALES TECHS BILL JACKSON, BOB GOLDMAN WIN AREA AWARDS

Kunsmann Makes Award To Midtown Winner In Campaign Climax

For his outstanding sales work during the recent "Man of the Hour" campaign, Midtown Branch Sales Tech Robert Goldman received the Eastern Area "Man of the Hour" Award from Vice President Don Kunsmann at a dinner party in the famed Toots Shor's Restaurant in New York City, December 3.

Almost 200 guests, including members of the Midtown Branch, were present to see Goldman receive the award, a handsome trophy emblematic of the sales championship of the Eastern Area. The New York dinner was the climax of the "Man of the Hour" campaign.

In presenting the award, Vice President Kunsmann congratulated the Midtown Sales Tech for doing "a remarkable sales job." Kunsmann pointed out that the Midtown Branch, like the San Francisco Branch where he awarded the Western Area trophy to Bill Jackson a week before, had been a problem branch not too long ago. Hard selling by the technicians, the Vice President said, was one of the big reasons why Midtown was

(Continued on page 2, column 3)



VP Kunsmann Presenting The Awards



Newark Tech Runner-Up For Eastern Award

"A choice example of what RCA advertises as their technicians," is how District Sales Coordinator Jim Giles describes Newark Sales Tech Harold R. Mihalak.

Mihalak, an October "Man of the Hour" award winner, was runner-up in the race for the Eastern Area Award won by Bob Goldman.

On sick leave because of an appendectomy during the first month of the campaign, Mihalak came

back strong during September and October with sales totaling more than \$6000. They included 84 maintenance and seven initial contracts, eight antenna installations, 21 overhauls and 10 other sales... worth \$338.81 in sales commissions.

The Newark Sales Tech, with the Company five and one half years, is earmarking his commission earnings for payments on his new home.

VP Kunsmann Presents Award At Dinner For San Francisco Tech

William A. "Bill" Jackson, stellar San Francisco Sales Technician, received the coveted Western Area "Man of the Hour" award from Vice President Don Kunsmann at a dinner party in San Francisco's Fairmount Hotel, November 23.

About 60 guests, including the members of the San Francisco Branch, were on hand to see Jackson receive the Area Award, a handsome trophy symbolic of the sales championship of the Western Area for the months of August, September and October.

"I am extremely proud to be able to present this award to you," Vice President Kunsmann told the San Francisco Sales Tech. It wasn't too long ago that San Francisco was a problem branch, the VP said, but now it is one of the better branches in the country. Selling by the San Francisco technicians, Kunsmann said, plus able leadership by District Manager Bob Bomeisler

(Continued on page 2, column 4)

Mayerchin, Caminidi Close Western Award Runners-up

Ace Sales Technicians Richard A. "Dick" Mayerchin, of South Chicago, and Nunzio Caminidi, of Detroit West, were top runners-up in the contest for the Western Area "Man of the Hour" Award, Western Area Manager Sid Baker revealed at the Western Area award dinner party.

Mayerchin won three monthly awards during the campaign. He averaged \$125 per month in commissions and sold on 68 per cent of his D.S. calls.

Caminidi, standout sales performer at Detroit West, averaged better than \$85 per month in commissions during the campaign for more sales.

George Remer Earns \$209

October was a banner month for Hollywood Sales Tech George V. "Vern" Remer.

Remer sold his way to a "Man of the Hour" award—and collected \$209 in sales commissions.

The Hollywood Sales Tech achieved his high commission total, one of the highest in the country during October, by selling 88 contracts, including 14 L-T-P contracts, 12 overhauls, and three outdoor installations, reports District Sales Coordinator Barney Chicoine.

A family man with a wife and three children, Remer is putting his commission dollars into new furniture and a new automobile.

Three Triple Winners Among 52 Who Received Final Monthly Award

Fifty-two Sales Technicians received distinctive morocco pocket secretaries for their outstanding sales work during October as the "Man of the Hour" campaign for 1953 ended.

Among the winners of the October award, the final monthly award, were three triple winners—Nino Cenci, of Jacksonville, Dick Mayerchin, of South Chicago, and Fred Kozak, of Oak Park. Cenci, Mayerchin and Kozak were selected by their District Managers and District Sales Coordinators in each of the three months of the campaign.

Twenty-one hard-selling Sales Techs were honored twice with awards for their sales achievements, and more than 130 Sales Techs in all won awards during the campaign.

Each of the October award-winners received a personal letter of congratulation from Company President Ed Cahill and a copy of the Honor Roll of winners in addition to the pocket secretary award. The award, a combination wallet and note pad, is shown on page two.

In congratulating the triple winners, President Cahill pointed out that having faith in our service and knowing it thoroughly were two big reasons for their sales success.

The technicians who won for a second time in October included

(Continued on page 4, column 2)

Paterson Technician Has Big Sales Day

Paterson Sales Tech Tony Kinz is saving his sales commissions for a big vacation next year—and at the rate he's selling, says District Sales Coordinator Jim Giles, that vacation should be a honey.

One Tuesday in November, says Giles, Tony left the branch with six D. S. and three contract calls. He came back with four Complete Coverage Contracts, two overhauls and one outdoor installation sold... and \$19.49 in sales commissions earned, says Giles.

A veteran of five and one-half years with the Company, Tony won a "Man of the Hour" award for October sales, which included 26 contracts, 10 overhauls, five antenna installations and 11 other sales. His October commissions amounted to \$159.81.



Dallas Sales Techs Eddie Smith (left) and Bill White hold District Cup at branch party climaxing "Rags To Riches" contest. Smith captained winning team; White headed losers who had to attend in "hobo" costumes.

Everybody Selling Now At Camden Branch In All-Out Sales Drive

Everybody's selling now at Camden Branch in an all-out drive for extra sales and extra commissions, reports District Sales Coordinator Paul Baiwir.

Both Phil Slomick, who won a "Man of the Hour" award in September for his salesmanship, and Paul Riegert are clicking on D. S. calls, says Baiwir, and Bill Collins is doing a standout job selling contracts on Dealer Setups. On antenna work, Ed Lowery is cashing in by selling plenty of extras.

"Take Dave Sinett," says Baiwir. "He stopped in a store for a pack of cigarettes—left with a contract sale."

Bud Scully and Bud James have their own personal sales contest going, the District Sales Coordinator says, and Charlie Pierce and Lennie Mecca are both selling hard to build up their commissions.

"Everyone in the branch is hustling to do a better job of selling," Baiwir declares.

Currah To Erect Tower With Commission Money

Earl Currah, October "Man of the Hour" award winner from the Steubenville, Ohio, Branch, has some unusual plans for his sales commission earnings—he plans to improve his television reception.

That's not as easy as it sounds, however, in the mountainous country around Steubenville. To bring TV into his home sharp and clear, Currah is going to erect a 70-ft. antenna at his home, says Sales Coordinator Ken Israel.

(Continued on page 5, column 2)

Kunsmann Makes Award

(Continued from page 1, column 1)

one of the Company's better branches today.

Area Manager Bob Gray congratulated Goldman on his outstanding achievements in selling our services, and pointed out that Goldman's sales record was the best in the country.

"I take my hat off to Bob Goldman," said New York District Manager Conrad Odden. "He has done an outstanding sales job. All of you have done an outstanding job in sales," he told the Midtown personnel, "and thereby obtained greater security."

Goldman sold \$11,766 worth of contracts and services during the three-month campaign, District Sales Coordinator Bernie Grossman revealed, to clinch the Eastern Area Award. His sales included 133 contracts, 45 overhauls, 18 installations and 22 other sales. His commissions amounted to \$588.

The Midtown Sales Tech plans to use his extra commission earnings to finance his Miami Beach honeymoon. He will be married the day after Christmas.

Goldman specializes in combination sales, Grossman points out, and often sells a single customer on several of our services. "He feels that on all service calls, the customer's needs should be filled, and often an additional sale such as a contract, overhaul, or an antenna is all that is necessary to satisfy the customer completely," the District Sales Coordinator says.

Branch Manager Tom Hermida, who acted as toastmaster at the dinner, is extremely proud of the Eastern Area winner. "If there is the slightest prospect of a sale," Hermida declares, "Goldman will make it."

Jackson Makes A Sale The Hard Way—Has Scars To Prove It!

When Bill Jackson, Western Area "Man of the Hour," arrived at the dinner party in his honor with fresh scars on his forehead, he took quite a kidding from the other San Francisco technicians for "beating up the customers just to make sales."

But Jackson had a ready explanation. Seems a customer who didn't have the money for a contract accidentally knocked a lamp over on him. After a little first aid, the excited, apologetic customer dashed over to her sister's nearby home, borrowed the money for the down payment, and bought a contract from the battered sales champ.

VP Kunsman Presents

(Continued from page 1, column 4)

and Branch Manager Dale Brown, have made the difference.

Area Manager Sid Baker pointed out the difficulty of selecting a winner. The excellent sales work of Richard A. "Dick" Mayerchin, Chicago South, and Nunzio Caminidi, Detroit West, the runners-up, made the choice doubly difficult, Baker said.

In presenting Jackson with the October "Man of the Hour" award, District Manager Bob Bomeisler expressed his, and the District's appreciation of Jackson's outstanding work.

Among the guests were District Sales Coordinator Barney Chicoine and Oakland Branch Manager Bob Rowatt and his wife.

In winning the Western Area Award, Jackson sold almost \$8100 worth of contracts and services, including 83 L-P-T contracts, District Manager Bob Bomeisler revealed. His commissions for the three-month campaign period amounted to \$403, Bomeisler pointed out, in spite of the fact that Jackson was not a Demand Service Sales Technician during August. Jackson won the designation in a branch sales contest during that month, Bomeisler said, and up to that time received only occasional D.S. work.

The West Coast District Manager explained that Jackson's \$8100 gross billings represented a big portion of the gross billings of the entire branch for the three-month period. His commissions, Bomeisler said, represented a 59 per cent increase in his gross earnings. "Bill Jackson is an outstanding example of a man who is vitally interested in the welfare of our Company. He has proved by his sales perform-

(Continued on page 5, column 4)

San Francisco and Midtown Personnel Celebrate Awards



CONGRATULATIONS—Vice President Don Kunsman congratulates Bill Jackson as Area Manager Sid Baker (left), District Manager Bob Bomeisler and SF Branch Manager Dale Brown look on.



EASTERN WINNER — Midtown Sales Tech Bob Goldman receives trophy from Don Kunsman as his fiancée, Marilyn Fader, and (l. to r.) Conrad Odden, Tom Hermida and Bob Gray look on.



GUESTS — Guests at San Francisco dinner (l. to r.) Bob Bomeisler, Dale Brown, Mrs. Brown, Don Kunsman, Bill Jackson, Mrs. Jackson, Sid Baker, Barney Chicoine, Mrs. and Mr. Bob Rowatt.



ACCEPTANCE SPEECH — Bob Goldman addresses fellow branch technicians and their guests after accepting the Eastern Area "Man of the Hour" Award from Vice President Don Kunsman.



DINING — San Francisco Branch personnel and their guests shown at dinner honoring Sales Technician Bill Jackson, Western Area "Man of the Hour" Award-winner, in the Fairmount Hotel.



AT TOOTS SHOR'S — Midtown Branch personnel and guests enjoy the award-dinner at the famous New York restaurant. Almost 200 attended the affair honoring Area Winner Bob Goldman.

Midtown Celebrants At Toots Shor's



Triple Winner Now Sells 11 Per Week

The sales record of Oak Park Sales Technician Fred Kozak exemplifies the many benefits of the five per cent commission plan both to the individual technician and to the Company, believes District Sales Coordinator Mark Stites.

Kozak, always a good salesman as well as a good technician, and one of the three Sales Techs who won "Man of the Hour" awards in each of the three months of the campaign, averaged seven sales per week prior to the five per cent plan. Now, says Stites, he averages 11 sales per week—mostly contracts.

During the three-month "Man of the Hour" campaign, Kozak sold 122 contracts and closed 20 other sales, including outdoor installations and overhauls, and earned \$263.72 in commissions.

Pomeroy Spots Prospect Right In The Branch

Fast-talking Forrest E. "Al" Pomeroy, October "Man of the Hour" award winner from Grand Rapids Branch, laid the groundwork for one of the 40 contract sales he clinched during October right in the branch.

While Bench Tech Norm Hall worked on a set brought into the branch, Pomeroy worked on the man who brought it in. He found out the set belonged to the man's father and that the man himself owned an RCA Victor television receiver. He called at the father's home the next day and clinched a contract sale—and, at last report, had a firm promise of a contract sale "next payday" from the fellow who brought the set to the branch.

Ex-Bronx Sales Tech Now Selling In Miami

A former Bronx Branch technician is making a name for himself in Miami these days, reports District Sales Coordinator Erv Crandell.

Sales Tech Joe Armstrong transferred from the Bronx to sunny Miami last winter, and now has won two "Man of the Hour" awards.

Armstrong earned \$61.50 in sales commissions during October. He is building an educational fund for his six-months-old daughter, and expects the fund to swell considerably during the next few months because of the new UHF station in Miami.

Monthly Awards

(Continued from page 2, column 1)

Ernest Anderson, Boston; Arthur Farrell, Binghamton; William Taylor, Flatbush; Eastern Area Award Winner Robert Goldman, Midtown; James Burns, Birmingham; James Weist, Atlanta; Ora Feeback, Dayton; Jim Savage, West Cleveland; Alfred Caputo, Akron; George Nicely, East Cleveland; William Gaines, Toledo; Napoleon Reyna, East Detroit; August Romano, Webster Groves; Robert Scoggin, St. Louis; Western Area Award Winner William Jackson, San Francisco; Frank McDonald, Salt Lake City, and Robert Hamilton, Seattle.

Sales Techs Tom O'Connell, Springfield, Mass.; Henry Nasse, Bronx, and Ray Boff, Lynwood, won both in August and September, but did not win again in October.

Other October award winners included Daniel DeMale, Hartford; John Judd, New Haven; George Droney, Norwalk; Clifford Farling, Syracuse; Phillip Gizzi, New City; Nick Gessler, Auburn; Mark Kours, Flushing; John Brinson, Springfield Gardens; Harold Miha-

Fellow Techs Congratulate Jackson



Friendly Pooch Saves Sale For Webster Groves Star

The lady of the house was hurriedly preparing for a journey downtown, and it looked very much like Webster Groves' top Sales Tech, August "Gus" Romano, was not going to have time to give his contract sales pitch... that is until a little dog came to his rescue.

As she applied the finishing touches to her makeup, the woman let the family dog in. The friendly pooch came in with a rush to greet Romano... and a few minutes later Gus was well into his sales pitch as the apologetic customer plied her needle and thread repairing a V-shaped hole ripped in the leg of the Sales Tech's trousers by the dog.

And, as usual, says District Sales Coordinator Russ Wilken, Romano made the sale—a Complete Coverage Contract.

Winner of "Man of the Hour" awards in both September and October, Romano earned \$83.62 in sales commissions during October.

lak, Newark; Anthony Kinz, Pater-son; Anthony Deterding, Bayonne, and John Vilagos, Rahway.

Also, Karl Dinkelacker, Collingdale; Robert Barrett, Arlington; Frank Howell, Wilmington; William Hines, Allentown; Dan Rafaniello, Jacksonville; Leroy Ward, Cincinnati; Earl Currah, Steubenville; Jack Hubble, Flint; Forest Pomeroy, Grand Rapids; James Isaacs, West Detroit; John Smedinghoff, Chicago-Knox Ave.; Tony Trozzo, Northfield, and Charles Parker, St. Louis.

And, Douglas Martin, St. Louis; Melvin Hensley, Memphis; Bill Wilson, Dallas; William Ranshous, Columbus; Robert Bergeron, Fort Worth, and George Remer, Holly-

Chicago-Knox Sales Tech Celebrating New Home, Fifth Year With Company

Sometime in December, Sales Tech John Smedinghoff, of Chicago-Knox Ave., and his family will have two big occasions to celebrate, relates Sales Supervisor George Garon.

They'll be moving into their new suburban home, and they'll be marking the anniversary of his fifth year with the Company. The family includes his wife, Dorothy, and two boys—all acquired since Smedinghoff started to work for the RCA Service Company.

Incidentally, Smedinghoff is counting on the five per cent commission plan and his own salesmanship for a big assist in paying for the new dwelling, says Garon. "This five per cent plan can almost pay for our new home," Smedinghoff will tell you.

The Knox Ave. Sales Tech won a "Man of the Hour" award for his October sales efforts. He's currently selling contracts on 30 per cent of his D. S. calls and averaging one antenna sale a week.

Taylor Earns \$342 On Sales In Two Months

One of the most important reasons for Bill Taylor's success in selling RCA Factory Service is his own personal belief that his customers are better off with a contract, reports District Sales Coordinator Bernie Grossman.

And Taylor, a two-time winner of a "Man of the Hour" award from Flatbush, has been impressively successful. His commissions for his two award-winning months, September and October, have totaled \$342.74.

Sales by the Flatbush Sales Tech during October alone included 53 contracts, 13 overhauls and one outdoor antenna.

Nicely Doing Nicely After Only Six Short Months With RCA

An RCA Victor Factory Service Contract with an RCA Victor television receiver is really "Television's Greatest Combination" in the considered opinion of East Cleveland Sales Tech George Nicely.

Nicely, who won "Man of the Hour" awards for his sales performance in both September and October, worked for several years with various service organizations before joining the East Cleveland Branch, says Sales Supervisor Bill Orend, and acquired first-hand knowledge of the high cost of service to television owners without contract protection.

In the six short months he has been with the Company, says Orend, Nicely has compiled an excellent sales record. Since August, he has completed 301 D. S. calls, sold 146 contracts, and earned \$235.75 in sales commissions. And, Orend points out, he usually collects EPPP money by keeping his production high.

"George started out with ambition and has been going great ever since," Orend declares. "He has been outstanding even in our group of hard-hitting Sales Techs."

Hard-driving Technicians Rolling Up Miles And Sales At Flint, Mich., Branch

Three hard-driving Sales Techs are rolling up plenty of sales and commissions at the Flint Branch, says District Sales Coordinator Paul Kugler.

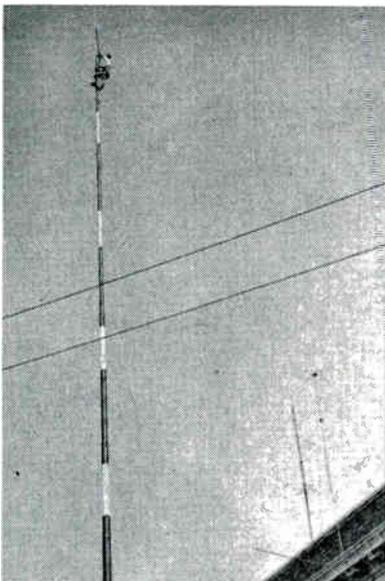
Paced by October "Man of the Hour" award-winner Jack Hubble, the Flint Three earned more than \$200 in sales commissions during October while averaging about 1500 miles on the road.

Hubble picked up \$95.95 in commissions on the sale of 35 contracts, 11 overhauls and four outdoor installations and UHF conversions. He turned in the most outstanding job in the District, says Kugler, by selling a contract on 77.6 per cent of his 49 D. S. jobs.

Teammate Carl Glover almost matched Hubble's commission earnings by selling more than 30 contracts on about 50 D. S. calls, and the third man, Charles Ethier, brought in 16 contracts on 35 D. S. calls.

Hubble and his teammates are planning an extra fine Christmas with the help of their extra sales commission money, says Kugler.

Bird's Eye View



Rahway Branch technician Joe Markle, Jr., gets an excellent view of Woodbridge, N. J., as he installs a mobile communications antenna atop 110-ft. pole. Markle and fellow tech Ken Weigel installed the pole, the antenna and all mobile units in record time. The system will be used by Woodbridge police and all other emergency groups.

Currah

(Continued from page 2, column 2)

The Steubenville Sales Tech well knows the advantages of a high tower in the bad reception areas around the branch. He recently turned a customer complaint about a snowy picture into a tower sale—and sold the customer a Complete Coverage Contract to boot.

Sales Tales About "The Men of the Hour"

Eastern Area Award-winner Bob Goldman has some very definite plans for that \$588 in sales commissions he collected during the "Man of the Hour" campaign. He is being married the day after Christmas, according to District Sales Coordinator Bernie Grossman, and will use the money for a Miami Beach honeymoon . . . Western Area winner Bill Jackson kidded VP Don Kunsman "You're not the only Pennsylvania Dutchman at this dinner." Both Jackson and Kunsman hail from the Keystone State . . . Karl Dinkelacker's still cleaning up at Collingdale. He earned \$157 during October . . . Wilmington's Frank Howell is sporting a new automobile that he intends to pay for with sales commissions . . . Bill Hines is making careful follow-up pay off in Allentown.

John Brinson is the only repeater so far in Springfield Gardens Branch's own "Man of the Month" contest. He earned \$126 on sales during October . . . Ernest Anderson clicked for \$111 during October at Boston . . . Bob Scoggins was high man of St. Louis . . . Charlie Parker was a close second in sales commissions earned . . . Ken Sullivan, of Akron, has sold 229 contracts since Spring . . . Jacksonville's Nino Cenci is sinking his rapidly-mounting commissions into bonds for his adopted daughter . . . John Vilagos, of Rahway, brought home \$120 in commissions during October . . . Binghamton's Art Farrell is still No. 1 Sales Tech in the branch.

Akron's Al Caputo gets a "kick" out of selling contracts . . . also out of the \$347 he collected in sales commissions during three-month "Man of the Hour" campaign . . . Flushing's Mark Kours had a \$101 score for October, one month after returning from the Navy . . . Mel Hensley, Memphis, and Eddie Smith, Dallas, won District Manager Bill Hess' nomination for the Area Award . . . Fort Worth's Bob Bergeron clinched the sole of a Master-Tenna System contract after dealer had been turned down . . . Cliff Farling, of Syracuse, is banking his commissions for the future . . . Tony Trozzo, of Northfield, is salting his commissions away for a new home sometime soon.

The Area Award Dinners climaxed the 1953 "Man of the Hour" campaign, but don't let up 'cause there's big plans cooking for another one early next year . . . Bill Ranshous' excellent sales work is contagious at Columbus Branch, according to Branch Manager Bert Schroeder . . . Cincinnati's Leroy Ward sold something on 53 of his 94 October D.S. calls . . . Ora Feeback just missed the \$100 mark during October. He had to settle for \$99 in commissions . . . Sent out on a Dealer Setup for a customer who had previously cancelled, Boyonne's Tony Deterding re-sold the cancelled contract, sold on L-T-P contract on the new set, and brought back an order for two new antenna installations . . . On the last day of October, Jim Isaacs clicked for six contracts on six D.S. calls to round out a \$77 commission month.

"Nape" Reyna, of Detroit-East, is getting ready for that trip to Peru. He didn't quite make that \$100 addition to his traveling fund in October but came close — \$94 . . . New City's Phil Gizzi is improving steadily . . . Auburn's Nick Gessler is really working for those five per cent commissions . . . When a customer's set requires service at the branch, six-foot-five, 225-lb. Bill Wilson, of Dallas, just puts it under one arm, tucks his tool kit under the other, and heads for his truck.

The October Award



VP Kunsman Presents

(Continued from page 2, column 4)

ance that he is truly the 'Man of the Hour,' Bomeisler declared.

The soft-spoken award-winner is saving his commissions for a down payment on a new home for his family, which includes two children. He has been with the Company 31 months.

Return Call Pays Off

Sales Tech Charles Dilks, of the Bridgeton, N. J., Branch, had to promise to return the next day prepared to refund the money in order to close a Preferred Rate Contract sale with a woman customer who wasn't too sure her husband would okay the purchase.

He returned as promised, met the husband, and sold him up to a Complete Coverage Contract, says District Sales Coordinator Paul Baiwir.



HE MAKES TWO-WEEK STANDS

THIS IS A STORY about a traveling analyst.

Once there was a Wage & Salary administrator named JIM O'CONNOR,

who stuck to his desk in Gloucester for four years, leaving only for short junkets to the shore or to visit his mother up in Waterbury, Conn.

Jim
O'Connor at
home
somewhere in
a hotel
room.
He travels
constantly for
TV
Operations

Since March, when he took on this analytical job for TV Operation, Jim has traveled 25,000 miles.

How does he like it?

"The job's fine," says Jim.

His reason for visiting branches from Seattle and Portland to Milwaukee and Washington, D. C., is to check clerical systems. He devotes exactly two weeks to each office. So far, he has visited more than 25.

Weekends, he gets in a few side trips, such as Mt. Rainier, Yellowstone or Astoria, where he landed a 65-pound salmon, a big one even for the Portland area. In Milwaukee, he took in a Braves game.

Originally, he's a Yankee from Down East, got his degree from Clark U., Worcester, Mass., in 1944 (where he was president of his senior class.)

Before coming to the Service Company in '48, Jim was a traveling economist for the U. S. Department of Labor.

"I still think there's no place like the country round Boston," is his verdict.

Three other home-office analysts have been on the road since March: CHUCK KREUGER, MIKE TOBIN and WARREN BREY. Chuck has his wife, and the Kreugers were able to work in a vacation trip to Mexico.



Edgar Branch

Thinks & Talks Fast

EDGAR W. BRANCH, chief clerk in the Kansas City Tech Products district office, likes to keep busy.

Given the right season—and time—he likes to hunt and fish. Other sea-

sons, he'll dabble in politics (non-professional), collect and swap coins, and think up ways of expediting the work in the KC office, headquarters for a sprawling territory.

Since he joined the RCA Service Company in 1947, he's had four suggestions accepted. The most recent, last summer, won him a \$79 award and brought up the total above the \$100 line to make him a member of the "Century Club."

Latest money-saving idea was that certain frequently-ordered replacement parts (such as exciter lamp socket No. 21423) be purchased from specified manufacturers instead of through replacement parts.

Not only did this change effect a direct saving, but it put the divisional warehouse on its toes to have stock properly identified and thus insure efficient turnover of stock.

Ed, who is 32 and a bachelor, is a native of Sheridan, Wyoming. His college education was interrupted—after one year at the University of Wyoming and one semester at the University of Denver—by the Pearl Harbor disaster.

Two days afterward, he enlisted in the Army, stayed in until December, 1945.

A school-time hobby was oratory and

dramatics. While he was working for his degree at the University of Missouri, he won the leading role in the first all-university dramatic production of the year ('46). As a high school senior, he was a member of Wyoming's state champion debating team and runner-up for first place in the annual oratory tournament sponsored by the American Legion.

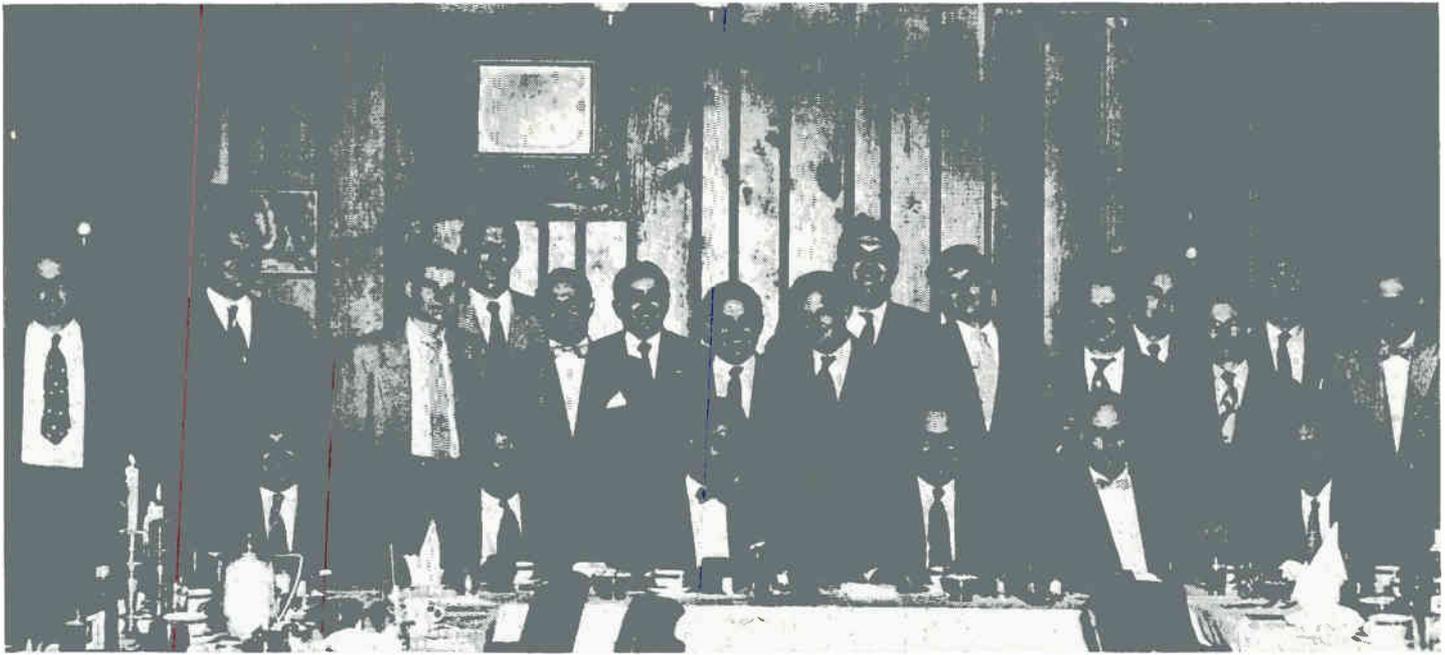
The brief report turned in on his three Suggestions does not state whether or not Ed Branch combines this vocal and inventive genius on sales.

ED CAHILL cont. from pg. 2

Lillian; 11-year-old son, Jerry; 5-year-old daughter, Mary-Ellen. The Cahills met in Chicago, were married in '36.

He keeps up his contacts with his Alma Mater. For years, he has served as an industrial electronic-engineering advisor to the Milwaukee school. In '52, he was elected to the Board of Regents and to the Corporation as an alumnus. Also, he is a board member of RCA Institutes.

Home office Christmas parties are annual successes because the President wants everybody to enjoy them as he does. There are very few members of the office who don't have at least a passing word with the chief before the party's over.



SCHOOLS' OUT and students celebrate at dinner in a restaurant near the home office, Gloucester. This is the

fourth of a series of three-week courses on mobile communications conducted by the Mobile & Microwave

section, of which Jim Coleman (*seated, center r.*) is the manager. Graduates from the TV branches now number 50*

MICROWAVE IN THE AF

Microwave antennas at Air Force Base, San Antonio, Texas, are tested by Elmond Decker (*r.*) with X-band source he built. Top three are helical-fed parabolas; fourth is disc-cone fed parabola.

Security officer Capt. Lester Peacock (*center*) is in charge of project. Other man is Dave Harris, project engineer from Pennsylvania State College.



**(L. to r., seated):* Gale Rutter, administration; Lloyd Phillips, snper; Paul Desborough, marketing mgr.; Jim Coleman, section mgr.; Bill Welch, oper. mgr., Frank Hartwick, planning director.

(Standing, l. to r.): James Connery, N. E. Phila.; Bill Durr, Lynwood; Joe Sakaitis, St. Louis; Harold Nehrenz, Oklahoma; Bill Jamison, Steubenville; Edmond Tremblay, Albany; Frank Long, Lancaster mgr.; Mark Fogel, Lancaster; Ken Heinz, mgr. mobile sales; Dick Keen, Seattle; Merrill See, Kalamazoo; Edgar Lewis, Dallas; Jesse Goben, Omaha; Mark Sloate, Hollywood; Geo. Groth, San Francisco.



PRIZE SUIT, presented by Adm. Dorsey Foster (r.), is worn by Myron Telep (epaulets). Board Chairman C. M. Odorizzi ad-

mires badge. Pres. Ed Cahill (l.) & VP Don Kunsman also gave blue suits. (Below): Sid Baker with Mr. Cahill before donning suit

SHORE DINNER ENDS "BLUE SUIT" DRIVE

THE MEN doing the best jobs are wearing blue suits these days.

"Campaign Blue Suit" wound up December 10 at the dinner of the TV district managers, meeting in Atlantic City's Hotel Haddon Hall.

MYRON TELEP, Detroit DM, won the suit presented by Admiral E. Dorsey Foster, vice president & director of planning, at RCA Victor. The awards were made on the basis of the monthly district managers' "appraisal sheet," a

run-down on general performance.

SID BAKER, western area manager, wears the suit given by President Ed Cahill, judge of the contest.

Detroit District Sales Coordinator PAUL KUGLER was awarded a suit by Vice President Don Kunsman.

A low score won in the contest, running from August to September.

Telep's score was 480. Runner-up was RUSS DUNLAP, of Cleveland, with 560. Last place score was 950.



Photos by Ray Fisher

Show Boat

THERE'S a "show boat" plying the Ohio and Monongehela Rivers all the way from Morgantown, W. Va., to Pittsburgh, Pa.

It was just an ordinary diesel work-boat until the owners, Jones & Laughlin Steel Company, got an inspiration and called our South Pittsburgh branch.

JACK HAGUE was sent aboard the *Alliquippa*. During a cruise up the river, he installed stacked conical antennas, a corner reflector and rotor; tuned in the set and they had pictures.

Office Manager B. J. KINCAID, of Pittsburgh, said they weren't surprised that Jack, who is 27, turned the trick. He's rated "tops," locally. His specialty is multiple-antenna setups.

Jack Hague
aboard
diesel boat
in which
he installed
TV set



RCA SERVICE COMPANY NEWS

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Editor
MANNING SMITH

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RCA SERVICE COMPANY

NEWS

RCA's Missile-Men Gather Range Data

MAYBE you've never heard an impersonal voice over a loudspeaker methodically ticking off a "count-down"—"X" minus five—four—three—two—one—, until the final "zero" is lost in a burst of sound and action cleaving the tension-laden air.

Perhaps you haven't been privileged to be among the observers braced against the awe-inspiring blast of a guided missile thundering into hitherto serene skies, its target unseen and hundreds of miles away.

Even if you can't quickly point to a spot on the map of Florida indicating Patrick Air Force Base, your freedom, your future, and quite possibly, your very life—depends on the assembled skills and knowledge of men there, constantly striving to maintain our country's position in a never-ending contest against the intangible—time—and the potential—an aggressor.

Two-fold Mission

RCA Service Company technicians, engineers, and specialists, hand-picked and garnered from all corners of the world, are embarked on a two-fold mission; superior defense and security in the guided missile field for this nation and its allies, through the use of the most economical methods for less cost to the taxpayer.

To better understand your share in this massive endeavor involving men, minds, and missiles, let's first examine the role of the RCA Service Company at the Air Force Missile Test Center (for the most part unheralded due to necessary security regulations).

(Continued on next page)

New Washington Office

THE Technical Operations Section of the RCA Service Company's Government Service Department recently

establishment."

Open house was held during the first three days of March when P. B.

Government's
new office
building at
Alexandria, Va.,
providing
consulting and
engineering
services to the
Armed Forces



opened a new office in Alexandria, Va., managed by ROBERT (BOB) SHARP.

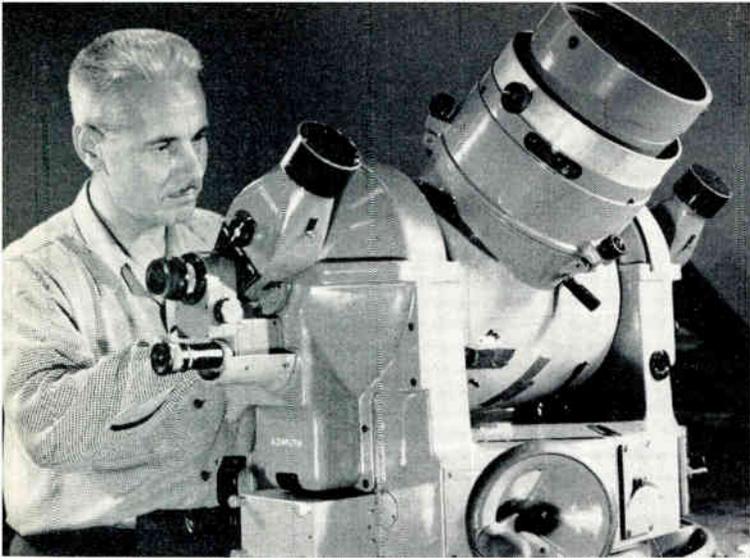
FRED CHIEL, manager of Tech Operations, who recently succeeded A. L. (ANDY) CONRAD (now mgr., Missile Test Project, Cocoa, Florida), credited the opening of this new facility to continued expansion in the scope of the department's services.

Designed to provide consulting and engineering services for the Armed Forces, Fred said, "the office will allow even closer liaison between RCA engineering services and the defense

Reed, vice president in charge of government service activities, other RCA officials, and high ranking Army, Navy, and Air Force officers inspected the operation and building.

Included in the three-day dedication ceremonies officially inaugurating the office was an RCA compatible color TV demonstration, inspection of RCA electronic training devices, and displays of the various projects and products of Tech Operations.

The new office is located at 522 N. Pitt St., Alexandria.



R. G. Meier
adjusts delicate
Scophony camera
at Florida's Missile
Test Center

the missile's flight as it hurtles along its southeasterly path above the Bahamas. Extensive set modifications are often necessary to make them conform to rigid standards of accuracy and reliability.

The Test Instruments Shop, under W. A. VAN HEININGEN's watchful eye, calibrates and repairs test instruments, plus operating a "baby" bureau of standards.

Returning now to our missile which has passed the preliminary checks, on a day determined by the base weather office (and electrical interference monitors) to be most suitable for the test, lights flash on in neighboring towns from midnight on, marking the beginning of hours of intensive preparation and checks.

The big moment is almost at hand. Our missile, a Martin B-61 "Matador" pilotless bomber, is to be tested tomorrow morning. Down range weather is clear and cloudless. The craft has been exhaustively checked and is on its way (by portable launcher) to the Cape Canaveral launching site. There, it is lined up to a heading carrying it over the least inhabited area of the Bahamas. Future range extension can be opened all the way to Puerto Rico, more than 1000 miles.

Count-down Begins

For hours the pre-flight checks go on as telemetering equipment and other recording apparatus is installed in the nose (where some day a warhead may be placed).

Air Force planes and crash boats have warned away shipping and other aircraft from the range area and the Range Safety Officer gives the signal for the final count-down to time zero.

All personnel except camera men and key technicians are inside the three-foot walls of the control building.

A voice comes from the loudspeakers—"X" minus five—four—three—two—one—and zero is never heard in the roar of the great tongues of flame which jet from the Matador's booster rocket as the firing button is pressed and the glittering scarlet weapon becomes airborne.

(Continued on next page)



Airborne Martin "Matador"

MISSILE TEST cont. from pg. 1

Almost two years ago, the Air Force suggested that portions of the missile test program could be taken over by an industrial company at a substantial saving to the government. It was felt that the initiative, decisiveness, and flexibility so indispensable to the successful operation of any large, modern business could be applied to the testing center.

Competing for the contract were more than eleven firms. However, it soon became apparent that Pan American World Airways, because of its extensive experience in the Caribbean area, and Radio Corporation of America, with its wide knowledge and long experience in electronics, were ideally suited to the solution of the problems raised by such an installation.

Established in 1951 by the Air Force, the Missile Test Center (called AFMTC) provides the answer to the growing need of our nation for a suitable location to test guided missiles, drones, and pilotless bombers. The unit is on a strip of once nearly deserted land which lies between the Atlantic Ocean and Florida's Indian River and stretches along the coast from Cape Canaveral to Patrick Air Force Base.

Slowly Taking Over

During the last six months, Pan American and RCA have slowly been taking over the functions of the Air Force personnel who, during the past three years, have been building and operating the range.

Largely responsible for the smooth transition from government to civilian operation have been the executive and organizational talents of R. S. Mitchell, divisional manager, for PAA's Guided Missile Range Operation, and A. L. (ANDY) CONRAD, RCA's Guided Missile Range Operations manager. Andy had been heading the Tech Operations Section (Gov't Service Dept.), picking up valuable experience on quality control at Frankford Arsenal and during the pre-

liminary study on proposals for the range.

RCA Service Co. (sub-contracting to Pan Am.) operates the electronic and optical instruments used getting missile test data. Records obtained by radar, telemetry, theodolites, and cameras, are reduced to usable form by RCA experts and turned over to missile manufacturers and the Air Force. The information aids in further missile development.

When a contractor sends a missile to be tested, many separate but closely coordinated facilities are required for the successful completion of only a single flight test. First, the missile is taken to a hangar to be meticulously checked by personnel of both the Air Force and the manufacturer. While the preliminary check is in progress, RCA specialists at the MTC and the down range tracking stations test and calibrate the electronic and optical instruments soon to record test data.

Competent Evaluation

In the Systems Analysis and Performance office is a group of highly competent scientists and technicians who evaluate the effectiveness of the range instrumentation services. Among the scientists is a slender, intense German expert, Dr. A. E. HOFFMAN-HEYDEN, whose field is microwaves. He checks the accuracy of electronic trajectory systems (radar tracking apparatus) supplying information to range instrumentation and Range Safety personnel.

R. F. MEIER and his associates, of RCA's Precision Instruments Shop, work with the fabulously expensive and precise cameras and theodolites which record the missile's action at the moment of launching. Among these is the Scophony camera mounted at the launching site (Cape Canaveral) to photograph the azimuth, angle of elevation, and general behavior of the missile the instant it becomes airborne.

JUNSON EIDSON's Radar Shop handles the SCR 584 tracking radar sets which follow

Home Office Host For Electronics Parley

MILITARY electronic experts from the Armed Forces, home office, and field concluded a meeting early in March with Field Operations Manager T. G. WHITNEY announcing successful solutions to technical assistance problems were discussed.

Other subjects covered here included field and systems engineering, technical publications, training services, and overall training programs.

Government Service Department Vice Pres. PINCKNEY REED, keynoting the affair, introduced Service Co. Pres. E. C. CAHILL and RCA Vice Pres. ROBERT SEIDEL, Sales and Service Subsidiaries) who also spoke.

Tom Whitney, addressing the group, reviewed the growth of the department over the past year and called attention to the "continued importance of industrial participation in military electronics training" (training Armed Forces personnel).

Heading the military representatives from all three services at the parley were: Major General J. D. O'Connell, deputy chief signal officer, U. S. Army, who was the principal speaker at a dinner honoring the military and RCA field managers; Brig. General W. R. Slaughter, U. S. Army Ordnance Training Command, Aberdeen; Brig. General J. B. Burwell, U. S. Air Force; and Brig. General J. S. Willis, commanding officer, U. S. Army Signal Corps Supply Agency, Philadelphia.

MISSILES cont. from pg. 1

At this moment, telemetering equipment begins transmitting every morsel of information concerning the missile's behavior, batteries of still and motion picture cameras record the smallest details of performance, radar tracking commences, and Air Force F-80's and F-86's follow the flight beside the Matador as its booster rocket drops to the ground.

A short while later the Matador reaches the end of its path and plunges into the Atlantic.

The flight over, the real work of RCA's Missile Test Project starts.

The Photographic Lab, under the supervision of M. T. OWENBY, swings into high gear, developing and processing the thousands of feet of film used in the test. Tapes recorded earlier by the multiple channels of telemetry are reduced to usable charts and graphs by the mathematicians and statisticians of the Data Reduction Branch.

Thus the information, figures, and photographs made by machines must return to men whose minds and energies are spent purchasing a commodity we are sometimes prone to take for granted—national security.

European FE's Meet In Germany

Dinner and conversation at Chiemsee, Germany (l. to r.)

Harry Mills, Mrs. Peggy Mills, W. H. Propst, Mrs. Mildred LaPerch, William LaPerch



A THREE-DAY meeting of the Government Service Department's European field engineers was rated a huge success by H. J. MILLS, European field manager, on his whirl-wind return visit to the home office early this month.

Held in Chiemsee, Germany, the gathering of T. G. WHITNEY's "Old World" field operations personnel saw 45 engineers exchanging technical information in a conference designed to iron out knotty field problems, along with RCA administrative matters.

W. J. LAPERCH, field supervisor, wielded the gavel at the session which included Air Force officers in guest speaker roles. A number of wives were able to accompany their husbands to this beautiful

mountain resort.

Chiemsee, located in southern Germany's Bavarian Alps, afforded the specialists a fine opportunity for sight-seeing following the daily business sessions. W. H. PROPST, AF contract manager representing the home office, described a tour of the castle of the mad Bavarian King Ludwig II, as a sight of un-forgettable beauty.

Mills, headquartered in Frankfort, noted the magnitude of the conference and expressed a hope that the excellent opportunity for an exchange of information could become a permanent institution. As he put it, "it gives men working on the same jobs in different countries a chance to compare notes and to talk directly with someone from the home office."

W. J. LaPerch and Cairo distributor with industrial TV camera during international exhibit



Awaiting inspection is truck containing TV eqpt





Mgr. Phil Ackerman and his assistant, John J. Kuhn, ready to start the day

Taxes and Timing "Service to the S



WHILE the tax structure of the state of New York may at first appear of interest only to its citizens, the Service Company's Payroll Group finds such seemingly unrelated information vital to a portion of its function—paying thousands of employes in every state of the nation and at overseas locations accurately and on time.

About 25 persons make up the payroll organization, headed by Group Manager PHIL ACKERMAN, under Assistant Treasurer R. L. OLMSTEAD.

When you consider that aside from the major concern of smooth payroll operations, the unit is responsible for payment of travel expenses and subsistence, payroll accounting and time keeping, maintenance of payroll records and changes, deductions for local, state, and federal taxes, and the payday cashing of several million dollars worth of payroll checks annually, you begin to appreciate Ackerman's justifiable pride in the group's outstanding record—all pay checks out on time during the last three years. The Machine Accounting Payroll Unit, which prints the checks, shares in this record.

Declaring this performance "quite an achievement" considering the annual Christmas rush and other obstacles that often keep the unit hammering hard long after completion of the



← Milt Gracey's IBM Group, (l. to r.) Bill Katzmar, Bill Sattler, Ed Esko, Joe Caprarola & M. Gracey

→ Payroll Acct., (clock-wise) Helen Mower, Betty Miscioscia, Eugenia Kolodziejewska, Dorothy Gross, Teddy Mines, Fred Swartz, Dean Moore, Rose Bernard



g, All in Payroll's ervice Company"



Mary Taraser
(seated at desk)
checks reports
from Payroll
Records and
Reports (l. to r.)
Ella Ferguson,
Cass Bollman,
her sister **Dot.**
Bernadette Riley,
Gloria
Morlachetta
Lillian Simons,
and **Olive Pine**



"Time On Our Hands"
is the theme for **John**
Murphy's Timekeepers
(l. to r.) **J. Murphy,**
Ruth Day, Paul Kelley.
(rear row) **Terry**
Williams, Bernie
Alexander, and
Paul Eichfeld.
Absent was **P. G. Kelly**



→
The new pay
system calls
for a
conference.
(l. to r.)
F. Swartz,
J. Murphy,
P. Ackerman,
M. Taraser,
and **J. Kuhn**

normal work day, Phil asserts "we have the most conscientious people in the company" and backs it up by pointing to their collective RCA service of 163 years (almost seven years average service).

JOHN J. KUHN, assisting Phil, speaks proudly of such splendid service records as Supervisor of Time Keepers **JOHN MURPHY'S** 26 years and four months, Cashier **TEDDY MINES'** 26 years and five months, 12 and a half years service for **FRED SWARTZ**, supervisor of Payroll Accounting, and **MARY TARASER'S** almost 12 years. She's Supervisor of Payroll Records.

"Service to the Service Company" is the group's program. This includes the preparation of statistics on employe charitable contributions in different cities, plus payroll deductions for such items as automobiles, auto insurance, household appliances, and oddly enough, alimony.

Jack Kuhn describes a recent and lengthy long-distance telephone call from a woman complaining about court-ordered payroll deductions, adding with a grin, "we're in every kind of business, doing more varied tasks than most other payroll departments."

The unit is now in the midst of a major change in procedure, shifting the majority of Service Company personnel from a weekly pay basis to a bi-weekly one. Phil explains the shift as a "stream-lining" movement aimed at payroll consolidation forging a stronger link in the company's far-flung operations, and the genial red-head hopes to slip the plan into gear with only minor payroll headaches.

Phil looks to the future and sees an inevitable problem with steadily increasing local and state taxes (following a nationwide pattern) necessitating varying payroll deductions. All of which adds up, of course, to a broader knowledge of multi-tax structures.

As for his hobby, Phil would like to take a busman's holiday. He's a licensed real estate and general insurance broker, but can't find much time to dabble in it. He came to work for RCA in October, 1951, after managing a similar payroll group for the United States Rubber Company. During World War II, the northeast Philadelphia resident served in Europe as a Signal Corps radio-teletype operator.

Also a War II veteran with two years South Pacific duty, ex-Navy chief petty officer Jack Kuhn enjoys golf on the week-ends. He attended the Wharton School, at the University of Pennsylvania, and began with the company in 1946 as an Engineering Products Division cost accountant. Jack is a Quaker City suburbanite, residing out on the Main Line, in Wayne, Pa.



Indianapolis Branch Races Toward Memorial Day

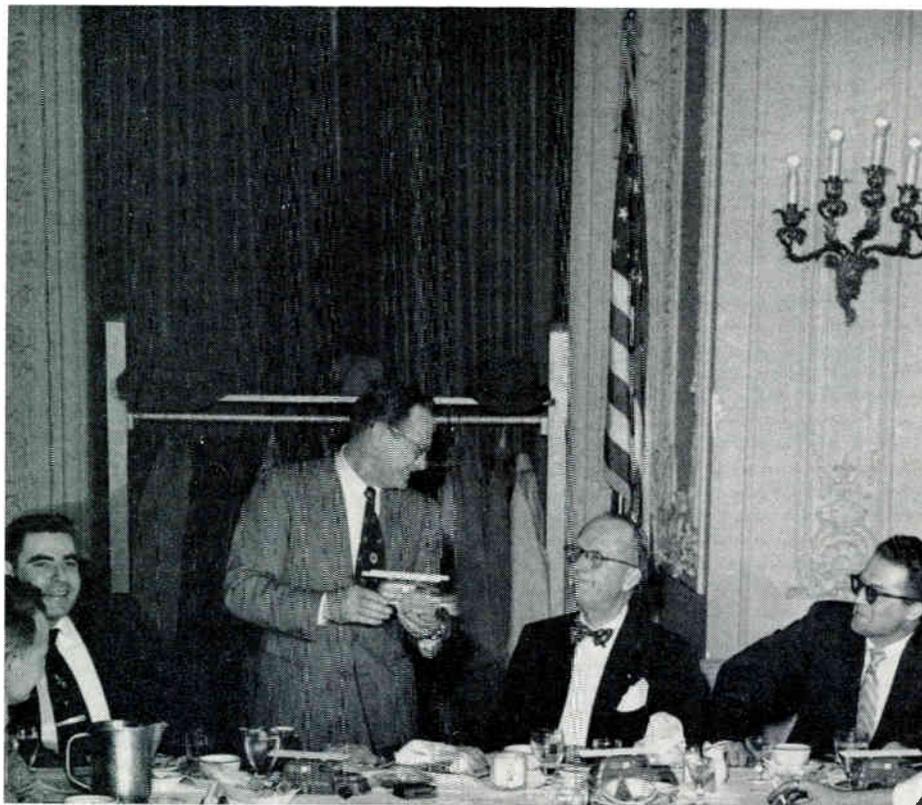
WITH Memorial Day not too far in the offing, the Indianapolis Branch recently held a kick-off dinner for a purely local contest.

The branch sales technicians are divided into two teams, captained by **GEORGE CROFT** and **RONNIE FITZWATER**. Patterned after

DON DIXON, sales coordinator, was selected as track doctor, and Manager **BILL DAVIS** was appointed head usher.

Bill might find his the hardest job of all because he has to seat all the techs after they win the race.

The prizes for the winning team will be



Indianapolis Branch supervisors and technicians gather for dinner and to hear "How to Win" advice from famed sportsman Wilbur Shaw

the famous American Automobile Association's 500 mile Memorial Day classic, the branch launched the "SSS" (Sell, Service, Succeed) 500 race.

Wilbur Shaw, three-time winner of the annual 500 mile holiday race, gave the boys the green flag marking the start of the contest and told the branch dinner-gathering how teamwork and cooperation is not only essential in auto racing, but also in RCA's service program.

Praising the techs who have visited the Shaw home to service his receiver (under contract with Indianapolis), the veteran driver was named pace car driver (for an RCA toy truck) and official starter for the branch contest.

Office Manager **CHARLES ALBORN** was chosen chief timer, **JOHN HRIPTO**, chief tech, was named chief troubleshooter, **GENE HARDESTY**, I & S, track supervisor,

grandstand seats to 1954's Memorial Day race.

The burden on Bill's shoulders was increased even more when it was decided should both teams exceed their quotas by 20 per cent, the entire branch will have a post-race steak dinner (charcoal broiled) in Bill's backyard.

With the techs all strapped in their cars, both team captains issued a statement declaring "the ultimate will be to make the branch manager dig into his own money-belt to pay for the post-race steaks" after the contest.

Even the efforts of the sales tech's wives were enlisted with the announcement that with the highest number of points goes a \$25 gift certificate.

The course set, the trial heats over, the techs of 817 roared off after the dinner, bent on winning the SSS 500 race.

Utah to Hawaii – A Bridge in 2 Weeks

NOT much more than a month before December, 1952, Hawaiian TV officials hurried into the Camden office of **W. W. (WALLY) WATTS**, executive vice-president of Electronic Products, RCA, with a plea for help.

The KGMB-TV management asked RCA help to be on the air Dec. 1, their announced dead-line.

C. Richard Evans, station vice president and general manager says Mr. Watts looked up and queried, "Do you really mean it?" Assured of the importance of the request by the worried broadcasters, the executive quickly and tersely answered "Let's do it."

The lines drawn, the battle against the clock found Service Company experts in the vanguard. Broadcast Communications Manager **TURNER GRIFFIN** and **JOHN B. DEARING**, broadcast technical specialist, manned key posts.

Griff declares, "the installation was so urgently needed that Johnny returned to Camden to pick up a few special test equipment items just after barely completing a rush job in Omaha. Then, on a bank-shot, he grabbed a suitcase and left for Hawaii."

America's TV Outpost

Equipment at that time was extremely hard to round up, but a search from coast to coast unearthed the required parts and normal shipping time was slashed to the bone, the vital components speeded on their way to "America's outpost of television."

Meanwhile, a transmission line was acquired from a mountain top in Utah and Dearing made two trips to Hawaii (the second trip in 1953 for power increases), installing two separate transmitters and antenna system "... with the greatest possible efficiency. His work was in a large part responsible for getting KGMB-TV on the air in the shortest possible time with fine picture quality."

The packaged components arrived in Hawaii Nov. 14.

In a letter to General **David Sarnoff**, RCA board chairman, Evans writes, "in just two weeks time, a television station was built and programming began, as announced, Dec. 1, bridging time and space to the mainland."

Later, in a resolution, the station's board of directors lauded "... those persons at RCA who directly or indirectly had a hand in this successful venture."

Griff describes the man largely responsible for the resolution as "one of the best men we have. We use him as a

(Continued on opposite page)

"Silver Stars" In Tech Product's Silver Mining Plan

Who ever thought Tech Product engineers could sell and service contracts with picks and shovels?

For most of the 200 tech products field engineers who participated in the Division's annual sales drive, 1953 proved to be a red hot year. Labeled the "Silver Mining Sales Plan," the winning engineers received "silver points," which were redeemed for merchandise prizes as a reward for their efforts in selling theatre and industrial service contracts.

W. L. JONES, vice president of the Technical Products Department, commended all those who had engaged in the plan for



N. Y.'s Joe Reibeisen

their fine performance and untiring efforts.

While the final standings show an over-the-top national average, G. F. SANDORE, manager of Tech Products Sales and Merchandising, points with special pride to Pittsburgh where ex-District Manager FRANK HAMRE's (now Chicago mgr.) team rolled up a fabulous 165.1% of their quota for a record finish.

District Manager HAL MADISON and his San Francisco crew labored hard trying to match the Pittsburgh tally with their own 154.5% for the year, and CHARLIE SWINNEY, district manager of Atlanta, dug deep to come out of his southern mines with 147.2%.

BRIDGE cont. from pg. 6

pinch-hitter who always comes through on problems of all types."

Dearing, an RCA veteran of over 24 years service who makes his home in Hadlonsfield, N. J., according to his boss, "keeps the customers satisfied and can be depended upon to handle any new situations."

Griff adds, "we need more like him."



Atlanta's Bob Cobble

Mining may sound like a strange occupation for a New Yorker, but it's a fact that JOSEPH REIBEISEN, field engineer at the New York district office, took national top honors in the Division's Silver Mining Plan with over 120,000 silver points to his credit.

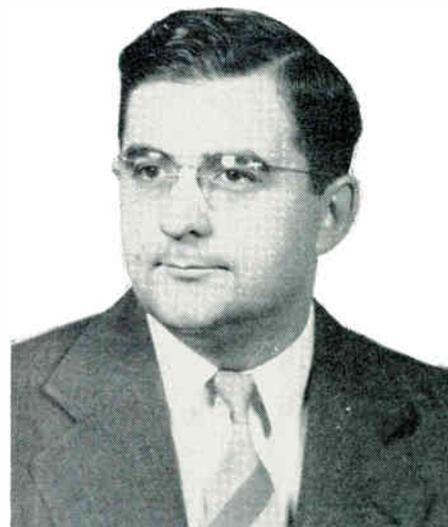
For second place in the recently completed contest, honors went to Atlanta's ROBERT (BOB) COBBLE (113,202 silver points).

Philadelphia's JOHN HUBER mined himself into third position working along with

Supervisor HOWARD HEPLER when he counted over 78 thousand points.

George Sandore explained "there isn't any secret to the winners' success, only plenty of calls and plenty of hustle to bring in the business. You have to make calls in order to sell."

Quick to agree that his entire "gang" did a fine job by pushing hard during the year, he held out the promise that all will soon have another chance to prove the results obtained by driving home the benefits of RCA service.



Philly's John Huber



Frank Hamre (l.) accepts a watch from Tech Prod's Vice Pres. W. L. Jones (r.) after driving Pittsburgh to the top. Mgr. G. F. Sandore (center) applauds the presentation

Herbert W. Knipfer 1892-1954

HERBERT WILLIAM KNIPFER, 61-year-old pioneer in the guided missile field, died Jan. 24, at Florida's Melbourne Hospital.

Manager of Government Service Department's Optics and Machine Shop Unit at Patrick Air Force Base, Mr. Knipfer began his interest in guided missiles in 1942 at Wright Field when he was asked to assemble parts from a captured JB-2 "Buzz-Bomb."



Herbert W. Knipfer

Only a week before his death he received a cash award for his suggestion on a modification of a model D, Bell and Howell motion picture printer. The modification will reproduce a legible time pulse on the positive print, greatly aiding activities which cannot have the original negatives and must use positive prints. It will also permit the photo laboratory to match and time the negative one way only, thus saving about 780 man hours annually.

Born in Columbus, Ohio, Mr. Knipfer is survived by his widow Florence, a daughter residing in Texas, and a brother and sister, both of Columbus.

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THOMAS A. FITZGERALD

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G. F. Sandore
(2nd from left)
proudly accepts his
25 year service pin
from Vice Pres.

W. L. Jones
(3rd from left).
Pleased observers
are (l. to r.)
C. Johnson, Tech
Operations Mgr,
F. R. Wagner, Adv.
Mgr, & Personnel
Mgr.
J. F. Murray, Jr.



Fort Bliss, Texas, Hams Aid U. S. Air Force

AMATEUR radio operators stationed at Fort Bliss, Texas, as RCA military contract instructors, recently rendered the Air Force invaluable assistance by establishing a communications network following a mountain-side crash of a B-36.

The long-range bomber slammed into a mountain of the Franklin Range and almost immediately the El Paso amateur emergency net was alerted, sending mobile crash units rushing to the scene.

The mobile net control was set up from a mobile unit belonging to GEORGE H. (BUD) WILLIS, of Kansas City, Mo., who left his auto and carried a ten meter walky-talky while he climbed to the almost inaccessible crash site.

Willis, who began with RCA last July, broadcast the developments to the mobile net control station. The information was then re-broadcast to fixed stations in

contact by telephone with military authorities at Biggs Air Field.

Another Bliss instructor, ROBERT KISKO, of Plainfield, N. J., (recently transferred to Ft. Monmouth) helped establish the net from the base of operations to the wreckage. Bob has held his amateur radio license for more than five years.

As the rescue progressed, the amateur net was the only possible system of communications.

When darkness set in, the RCA Service Company men maintained a powerful public address system directing lost rescue workers to safety, while others joined forces installing a huge searchlight.

The Air Force not only commended the men involved, but now is considering the use of the instructor-operators in a permanent role for any future rescue attempts.

Bud Willis stands
before scattered
wreckage of Air
Force bomber

