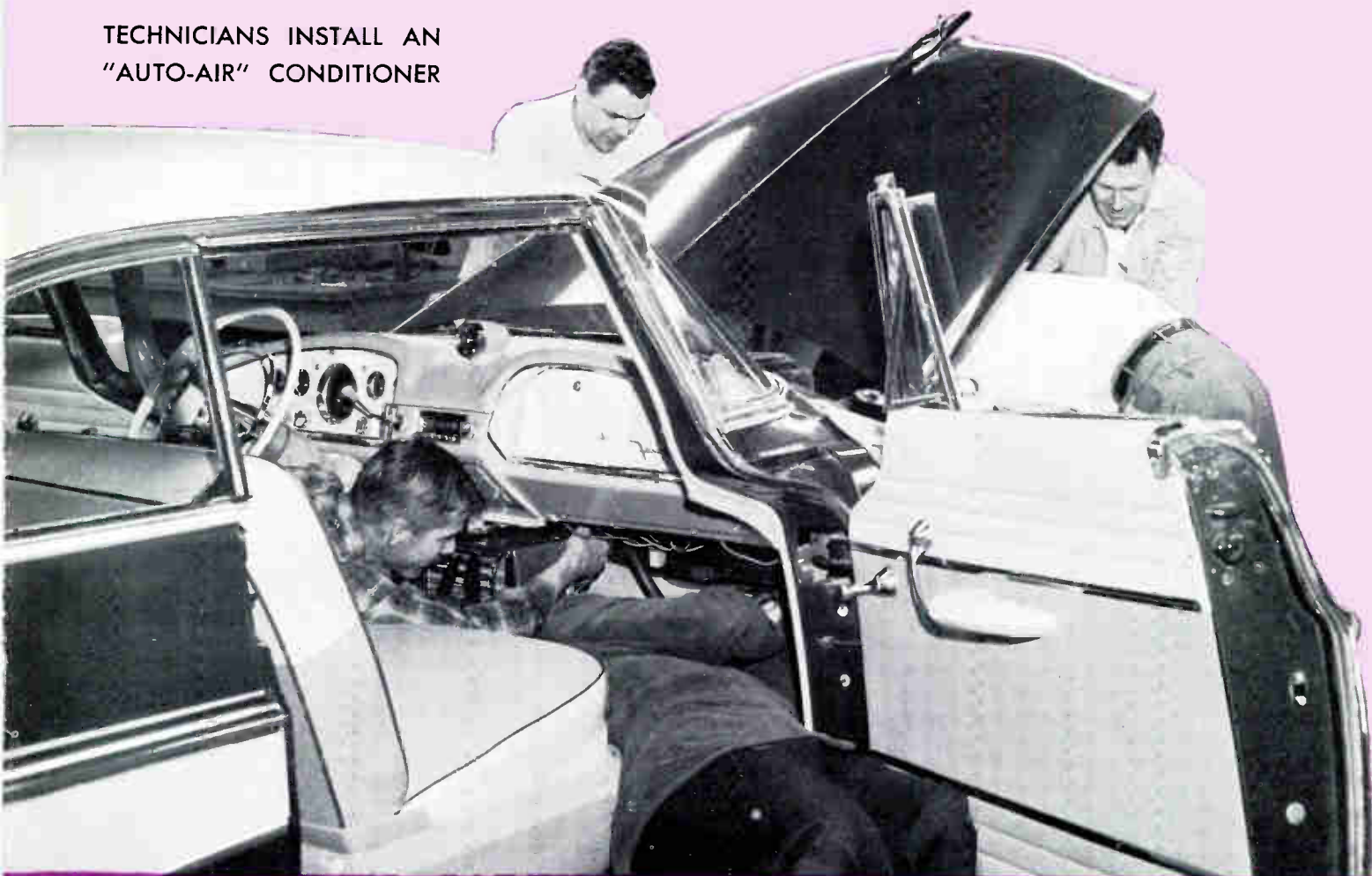




SERVICE

TECHNICIANS INSTALL AN
"AUTO-AIR" CONDITIONER



APRIL, 1956

RCA SERVICE COMPANY, Inc.



SERVICE

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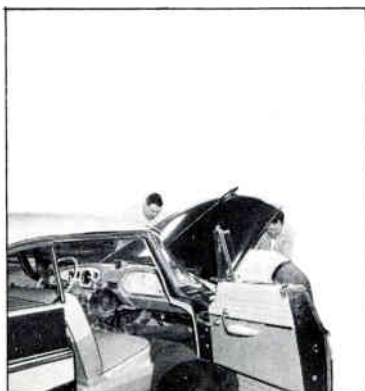
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Contents

1956 A/C Service Has New Look	2
Govt. Service Dept. Managers' Conference	4
Govt. FE's Win Citations and Commendations	5
Jim Creek—World's Most Powerful Radio	6
Tech Prod's "Team of the Year"	8
Sound Products Setup Proves Sound Plan	8
The Field Reports—A Branch/District Roundup	9
In The Promotion Picture	10
General Sarnoff—Achievement Year Awards	10
Foto Features	11

The

Cover



RCA Service Co. air conditioner technicians attend a training class at the "Auto-air" manufacturing company's Dallas, Texas, plant. This year the Service Company undertakes the installation and service of automobile A/C units in 24 branches.



Techs (l. to r.) R. Mears, New Orleans; R. Voog, Miami; S. Kreko, Baton Rouge; and D. Severn, Baltimore, make an under-the-hood auto air conditioning installation during training at the Mitchell Co., Dallas, Texas

1956 Air Conditioner Service

No one is making any secret of it—1956 is expected to be the year of the longest buying spree yet in air conditioning. And the RCA Service Company is set to be right in the midst of the flurry.

A brand new feature of the air conditioner service outlook this year will be the sale, installation and service of automobile air conditioners by some 24 Service Company branches in three districts, the Southeastern, Southwestern and West Central Districts.

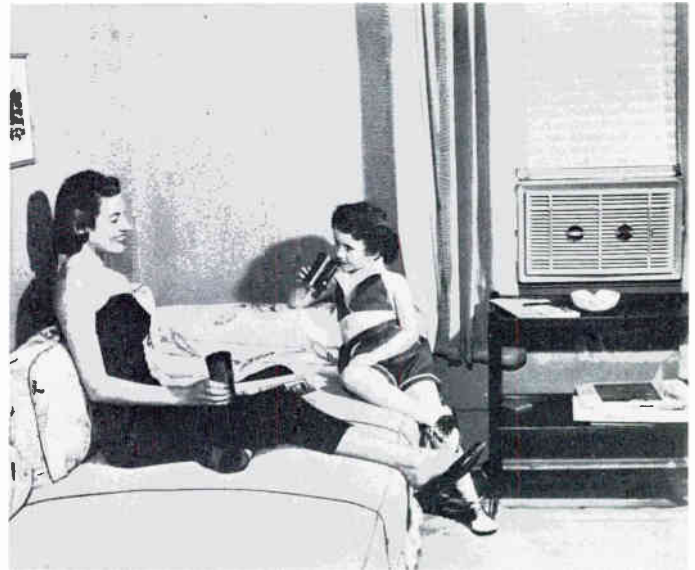
In preparation the Consumer Products Service Department, with the support and participation of Personnel's Training activity, held training programs. For the branch technicians due to handle auto A/C installation and service, classes were conducted at the manufacturing plant of the John E. Mitchell Company, Dallas, Texas. And other branch technicians were sent to Evansville, Indiana, for servicing instruction on the new RCA Whirlpool room air conditioners.



Techs perform actual repair of sealed unit during session at Whirlpool Seegar plant, Evansville, Indiana



The "Auto-air" conditioner installed is a compact unit allowing fingertip control—a touch of a button sets the comfort level and this level remains constant from idling to over 100 miles per hour



Mother and daughter enjoy a room air conditioner

Season Has New Look . . .

Another feature of air conditioning service this year has been the important step forward easing service on room air conditioners in the home.

Harry Erickson, manager of Appliance Service Operations, is enthusiastic about new techniques developed, enabling technicians to make "on the spot" repairs of the sealed-in mechanism—eliminating the need to replace the entire A/C system if the unit fails.

Jim McTeigue, manager of Appliance Service Sales, quotes expert market predictions that more than a million and a half room air conditioners will be sold—regardless of whether or not there is a protracted hot spell—and adds that it means plenty of installation and service work for the Service Company.

The knowledgeable manager and his right-hand man, Tom Magonigle, point out that room air conditioner service each year is accounting for a progressively larger share

of our business. With proper preparation, they say, this year should be no exception. A manual containing the entire 1956 program has already been forwarded to every branch, the necessary operating and sales procedures outlined in detail.

With the first contingent of Service Company technicians trained in the new "on the spot" approach; a training course for the field underway by the Training activity; and the branch sales and service on auto air conditioners, the 1956 A/C season takes on a new and diversified look.

"As is true of the TV service business," Jim says, "prompt, conclusive and courteous service is the key to success in the air conditioner program."

Branches are urged to remember that the selling season is short. Those not fully prepared will fail to capture their share of the important and growing air conditioning business.



Service Company technicians install "Auto-air" unit under the watchful eyes of the class instructor, Dallas



Instructor shows techs how to use Charging Board, new eqpt. for sealed unit repairs in the customer's home

Government's TAC Field Engineers Awarded RCA Field Citations



Maj. P. J. Ireland presents G. J. Dugas his RCA citation

Two Service Company field engineers assigned to Tactical Air Command are recipients of RCA Field Service Citations. The two awards went to George Dugas, assigned to the 11th Tactical Missile Squadron at Orlando AFB, Florida, and RCA Group Leader Vernon Kimball, Headquarters, 18th Air Force, at Donaldson AFB, South Carolina.

FE Dugas has been with the Company since 1952 and was sent to the missile squadron in November, 1953, following a tour with an AC&W group in Falmouth, Mass.

A native of Jackson, Louisiana, George taught at the Air Force's Keesler Field before joining the Service Company.

A 1950 University of Arkansas graduate, Vernon Kimball began with RCA two years later and spent his first year with an AACS outfit before leaving the frigid Northeast Air Command for his present assignment.

The communications specialist calls Little Rock, Arkansas, home and spent 12 years in military service before joining the Government Service Department.



Vernon Kimball accepts his citation from Col. M. Fernandez

FE Instructs 1st AF Test Class



AF Dir. of Maintenance and D. Botticello examine a class-assembled simple oscillating timing device

RCA Field Engineer Daniel Botticello recently completed a unique "first" at his assignment in England.

The electronics instructor at Burtonwood Air Force Base helped pilot the charter class of the Electronic Test Equipment, Repair and Calibration School through nine weeks of extensive studies and tests.

The eight-man class consisted of seven U. S. airmen and one civilian presently working in electronics at Burtonwood.

This course is not taught at the Burtonwood tech school as the men need several years' experience in radio, radar, and general electronics before they can comprehend the advanced training and instruction. The course acquaints the men with equipment used in testing radio, radar, GCA, and gunsight mechanisms.

The work of the electronics calibration class is extremely accurate and demanding because most mechanisms are tuned and timed by a Crystal clock . . . a device so hair-splitting it is expected to lose time only measurable in seconds over a period of many years.

FT. BLISS MAINTENANCE FE's CITED



Capt. W. A. Krakauskas (above) commended (l. to r.) FE's F. J. Vaughn, H. F. Strauser, K. A. Hardy, & M. L. Horn. The men are in front of M-33's they help keep "on the air"



Jim Creek transmitter building (Official U. S. Navy Photos)

“This is truly a marvel of electronics engineering.”

The statement belongs to Seattle Branch Manager Earl W. Degner immediately after returning from a recent visit he and his branch techs made to the U. S. Navy’s Jim Creek Naval Station, housing the world’s most powerful radio transmitter.

Earl declares that “The hams in the group gaped in astonishment when the operators showed the control panels.” As well they might!

Located about 55 miles northeast of Seattle, the Navy Department chose Jim Creek Valley as the perfect site for its all-powerful “voice.” The then heavily-wooded

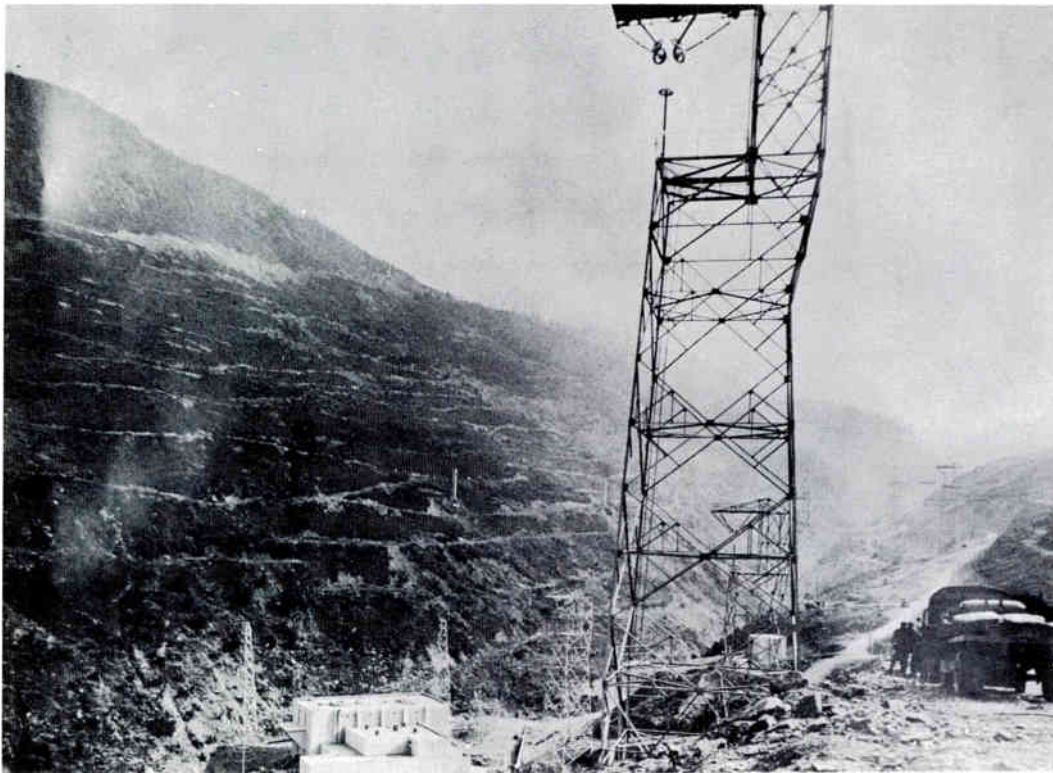
Jim Creek - - - world's most

- *1,200,000 watts output*
- *Stabilized against earthquakes*
- *110,000 volts for the transmitter*
- *Six years of research & engineering*
- *150,000 feet of steel copperweld antenn*

site was selected after extensive surveys based on considerations of (1) Height and terrain suitable for erection of the Catenary antenna system, (2) Main power supply of great capacity, (3) Nearly ideal ground conductivity of surrounding area, necessary for the ground net required for a system of that type, (4) Consideration to logistical support and (5) A location to provide the most security in event of hostilities.

Transmitting in the VLF (very low frequency) range, the self-sufficient installation has a giant antenna network for the transmitter spanning the valley between the Wheeler and Blue Mountains of the Cascade mountain range.

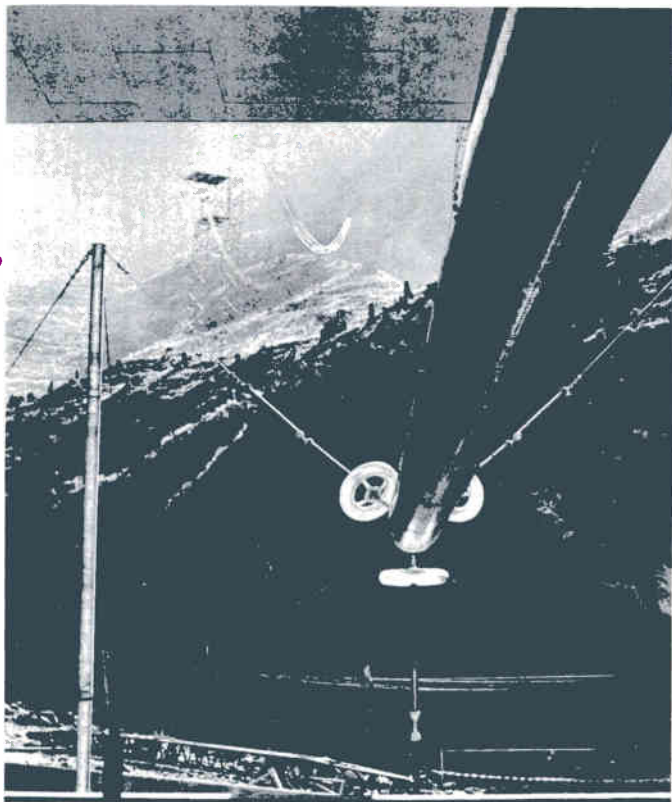
Prior to the erection of the antenna system, nearly a year was spent cutting thousands of Douglas firs from the valley slopes. This was necessary to facilitate rigging work, eliminate the possibility of forest fires, and most



Bird's-eye view through the steel framework of a bus tower used to support antenna lines. Equipment for Jim Creek had to be shipped overland from Camden, New Jersey, via 27 freight cars. Then the Navy had to carve a road through the Cascade wilderness, a feat rivaling any of those in the history of “Taming the West”

powerful radio transmitter

a cable



View from the transmitter station, along antenna lead-in trunk, showing 145-foot bus tower halfway up mountain. "Doughnuts" guard lead-in trunk from Corona discharge

important, to improve transmitter efficiency since trees tend to absorb large quantities of the energy radiated by the antenna.

The antenna consists of ten spans, or catenaries, each over a mile in length. They form a zig-zag pattern high above the floor of the valley. Twelve 200-foot steel towers erected along the crests of the twin mountains support the antenna spans.

From the mid-point of each catenary, cables plunge straight down to the towers of the busing system which ties the giant transmitter to its antenna.

The tapering nature of the valley causes the catenary spans to vary in length. Of the ten, the longest is 8,700 feet and the shortest, 5,640. To allow for the ice and wind conditions in the area, the spans are permitted to sag as much as 1,063 feet at their center point.

Like the transmitter, the antenna system is divided into two halves, each half independent of, and isolated from, the other and each made up of five of the catenaries. This arrangement makes possible the operation of one half of the transmitter and one half of the antenna in the event that the other half of the antenna should be out of service.

The transmitter building is constructed of concrete, without windows, air conditioned and copper sheath-lined throughout. Its foundation extends 35 feet below the ground.



Gen. Sarnoff (L) and Adm. Carney inspect a model of Jim Creek and its unique and powerful antenna setup

Other buildings at the station include barracks, mess hall, family quarters, fire station, machine shop, carpenter shop and electrical and plumbing shops utilized by the more than 100 Navy men assigned there.

During the dedication ceremonies in November, 1953, Brig. Gen. David Sarnoff, RCA Chairman of the Board, noted that "while the structure's skeleton is concrete, steel and copper, its heart is the electron—the tiniest thing in the Universe."

General Sarnoff called Jim Creek a "testimonial to teamwork." He pointed out that RCA was ably assisted by more than 175 other business firms that supplied parts and components for the transmitter. And he added that those 175 firms are numbered among RCA's 5,000 suppliers, most of them small businesses, who work with the Radio Corporation of America on military as well as civilian production.

The first message beamed from Jim Creek was directed to the fleet units around the world. It was dictated by Admiral Robert B Carney and tapped out in Morse Code by General Sarnoff. Within minutes the acknowledgments from around the world came in, officially beginning the life of the globe-circling "voice" that packs a punch enabling it to be heard through magnetic storm barriers—even beneath the surface of the sea!

"It was a real inspiration to see the RCA emblem so prominently displayed," said Manager Degner. "We were all quite proud to be a part of the Company responsible for this tremendous installation."

Adm. Carney notes fleet & RCA acknowledgment locations



Team of the Year



Al Kunze, New York



Barney Bachin, Camden



Harry Morrow, Pittsburgh

RCA Service Company's Technical Products Service Department added its weight to the recently concluded Golden Achievement Year when Tech's "Team of the Year" Sales Drive produced three service careerists at the top of each of the three categories.

The drive was launched following announcements that VP W. L. Jones' industrial service organization would determine its three best front runners, on the basis of sales efforts, in each of the following categories: (1) Field engineers, (2) Field supervisors and managers, (3) District and activity managers.

When the score was toted up, the drive had produced three service veterans at three different locations—but all had in common an *uncommon* ability to sell and compete!

New York Field Engineer Al Kunze began a sustained effort in the last half of the drive which carried him through to top honors when his five-figure sales performance record was tallied.

In the field supervisor and manager class, Pittsburgh Field Office Manager Harry Morrow took an early lead, constantly maintained it, and led his fellow managers into the finals with a more than comfortable 105% of quota.

Barney Bachin, manager of Tech's Camden Repair Shop, romped into the winner's circle with a healthy 150.5% quota standing that left his co-district and activity competitors far behind. His nearest challenger was more than 40 points away.

All three men were awarded RCA color television sets for their outstanding records.

Sound Products Setup Proves Sound Sales Plan

The sound products setup shown in the photograph at the right is one of Commercial Electronics Products' best salesman.

Put together last year by West Central Antenaplex Manager John Brendell at the Denver Branch, the display has evoked a great deal of interest with prospective customers.

With an array of merchandise obviously too large to fit into the traditional salesman's briefcase, John hit upon the plan of leaving his samples in one place and inviting prospects to view them at the branch—and the plan is paying off!

One Colorado school is already exploring a sound system for their field house, while a second school superintendent is interested in the installation of a dual channel school console in a new 1½ million dollar building, plus systems for four older schools.

More impressive than any sales photographs or literature, the display houses over \$7,000 worth of sound products inventory and may be operated singly or as components of the various RCA sound systems, including a school console and a Hi-Fi system.



Denver Telephone Scheduling Clerk Lorraine Charron and Br. Mgr. Hal Christian beside the school console portion of John Brendell's sound products' display

The Field Reports - - - A Branch/District Roundup



Pittsburgh District personnel get together at one of their regular meetings prepared by Training. (Seated, l. to r.): Chief Clerk C. Ernst, Erie Br.; Dist. Mgr. O. H. Bowers; N. Pittsburgh Sales Mgr. A. Halli; New Castle Tech D. Clingensmith; R. Bonetti, S. Pittsburgh mgr.; and Steubenville Mgr. L. DeMartin. (Standing) N. Pittsburgh Mgr. P. Valentine; S. Pittsburgh Serv. Mgr. J. Gregorini; Dist. Acct. E. Jonardi; Wheeling Mgr. J. McLaughlin; W. Fredrickson, now Norristown mgr.; Johnstown Mgr. J. Paljug and District Training Administrator R. Voight.



Westchester Br. Sales Mgr. John Taggart (l.) and Dispatcher Joe Balli admire complimentary letters received from customers by branch.

Each time a "complimentary" comes in, it's framed and put up in the "trophy room."

Morale-boosting program belongs to John Taggart who says "it makes a fellow or phone girl exert just a little more effort in hopes that he or she gets a letter for framing."

Cleveland Tech Products District Office Engineer S. J. Brown received congratulatory letters from TNT, Inc., and J. M. Brower, chairman of the recent "Salute to Eisenhower" rally. FE Brown was praised for his deft handling of the Grand Rapids, Michigan, telecast.



Midtown tech Ed Christian puts the finishing touches on a mobile "install" in bullet-proof Cadillac destined for Formosa

San Diego—Square Peg In A Round Hole Dept.—Tech Bill Grazier was given a job card marked by sales manager, "Sure corner cabinet sale." At the end of the day he was asked, "Bill, did you pick up that corner cabinet deal?" He replied, "I had it sold, but when I went to point out to the lady how well it fitted into the room—six corners. It was a hexagon-shaped room!" Bill added, "That's about as frustrating as the guy who buys a two pair of pants suit—then burns a hole in the coat."



Philadelphia Tech Prod field engineers attend a Cherry Hill lab training class in television projection eqpt. From left: E. Perry, Wash., D. C.; J. Adelman, Wilmington, Del.; F. Dailey, home office; C. Graham, Phila.; C. Stewart, Norfolk, Va.; and J. Silen, of home office, Cherry Hill



Hollywood (above): Frank Inglima (l.) and Phil Weisel hard at work at their Hollywood bench.

Frank is shop manager and an acknowledged Color & B & W TV expert. He's been with RCA seven years now, spends his vacation with his family on Santa Catalina Isle fishing expeditions. Phil is a color & Hi-Fi specialist and has designed sound systems for many of the film colony's personalities. He also gained a reputation for topflight closed-circuit chain installations.

Northeast Phila.: Sales Mgr. Ed Strep has begun a sales clinic for demand service techs Dan Hunziker, Herb Wesler, Jim Weir, Joe Slocum, Bill Robertson, Bob Yankanin, Emil Petzold and contract salesman Bob Wagner. The men meet twice a month to discuss each lesson all have received from ICS course entitled "Salesmanship," then proceed to apply its principles.

In the Promotion Picture



Arnold Will



Frank Duzick



Leonard Parpart

DETROIT WEST: Former Chief Tech Arnold Will joined RCA in March, 1947, and helped open many area branches. Now he's promoted to Field Service Manager. Succeeding Will as chief tech is Frank Duzick. He joined the Service Company in 1948 and is thoroughly trained in color TV and mobile eqpt. Leonard Parpart moves up to Telephone/Scheduling Suprv. He is a former part-time night phone salesman, having sold at both Pontiac and Detroit.

INDIANAPOLIS: John M. Harts (r.), Indianapolis tech since 1952, has been named service manager.

John began his RCA career at the age of 22 as an apprentice in Bronxville, N. Y., and moved with that organization to its present location in White Plains, N. Y.

Transferring to Indianapolis in 1952, the former tech achieved an outstanding record of good customer relations, in addition to consistently fine TV service.



WHEELING, W. VA. BR.: Jim "Mac" McLaughlin began his RCA Service Company career at the Long Island City shop in November, 1946, according to RCA SERVICE reporter W. J. Bernhard, Jr.

Then he served as a tech at Franklin Square and Youngstown. At Youngstown he was appointed field supervisor. In 1953 he transferred to Pittsburgh as service mgr., and now heads Wheeling as branch manager.



Over 350 Cherry Hill managers turned out for

Home Office & Field Mgrs. Attend Gen.

The Radio Corporation of America in 1955 did the largest volume of business in its 36-year history, exceeding one billion dollars in sales for the first time, according to the 36th Annual Report to RCA's 170,122 stockholders by Brig. General David Sarnoff, Chairman of the Board.

General Sarnoff noted that the record Corporation business achievement puts RCA among the top twenty-five industrial companies in the United States. Sales of RCA products and services amounted to \$1,055,266,000, compared with \$940,950,000 in 1954, an increase of 12 per cent.

Net profit for the Corporation, after taxes, was \$47,525,000. The Corporation's Federal income taxes, social security, property tax, and other state and local taxes totaled \$66,611,000 last year. In addition, the Corporation paid excise taxes amounting to \$31,387,000, making the total 1955 tax bill \$97,998,000, an amount equivalent to \$6.98 per Common Share.

General Sarnoff, whose 65th birthday coincided with the issuance of the Annual Report concluding the Golden Achievement Year, made the following statement to all RCA employees:

"Thanks to the fine teamwork of our organization, RCA not only met but exceeded its target of one billion dollars in gross volume in 1955. This established an all-time record for RCA and will serve as an inspiration to all of us in the promising years ahead."

"I congratulate the entire RCA Family and extend my personal thanks to all who have played a part in this outstanding performance. It exemplifies teamwork in American Industry at its best."

"As we continue to move across new frontiers of science, research and engineering, production, marketing and service, let pioneering and progress be our watchwords."

In a joint statement by General Sarnoff and Frank M. Folsom, President of RCA, on behalf of the Board of

FOTO FEATURES



Service Co. ceremonies and plaque acceptances

Sarnoff-Golden Achievement Year Awards

Directors, it was noted that the public's spontaneous acceptance of new products and services is highly encouraging to scientific research. Eighty per cent of RCA's total 1955 sales were in products and services which did not exist ten years ago.

In the Report's summary of additional activities, the expanding technical assistance programs to the Armed Forces and governmental agencies resulting in a 30 per cent increase in skilled engineering and technical Government Service Department personnel, was noted. The Report concluded with the acknowledgment that Service Company's Government Service Department field engineers are now performing maintenance and training services on electronics equipment at all aircraft and warning sites within the Central Defense Force area. Similar services are being performed at most military bases within continental United States and at 40 overseas locations.



Florida's Missile Test Project managers attended the plaque presentation by Govt. VP P. B. Reed to Project Mgr. A. L. Conrad



Honolulu Br. Mgr. Jim Ward (standing, r.) reports "We work hard weekdays, play hard Sundays." Shown beside Sunday-caught Marlin is a sailor; RCA Distrib. Sales Mgr. D. Dady; boat capt.; RCA Dir. J. Walton. Front, Mrs. Walton (l.) and Mrs. Ward

Kalamazoo TV Branch Telephone Clerk Darlene Jay makes an attractive pin-up model for co-worker-photographer M. Holmes

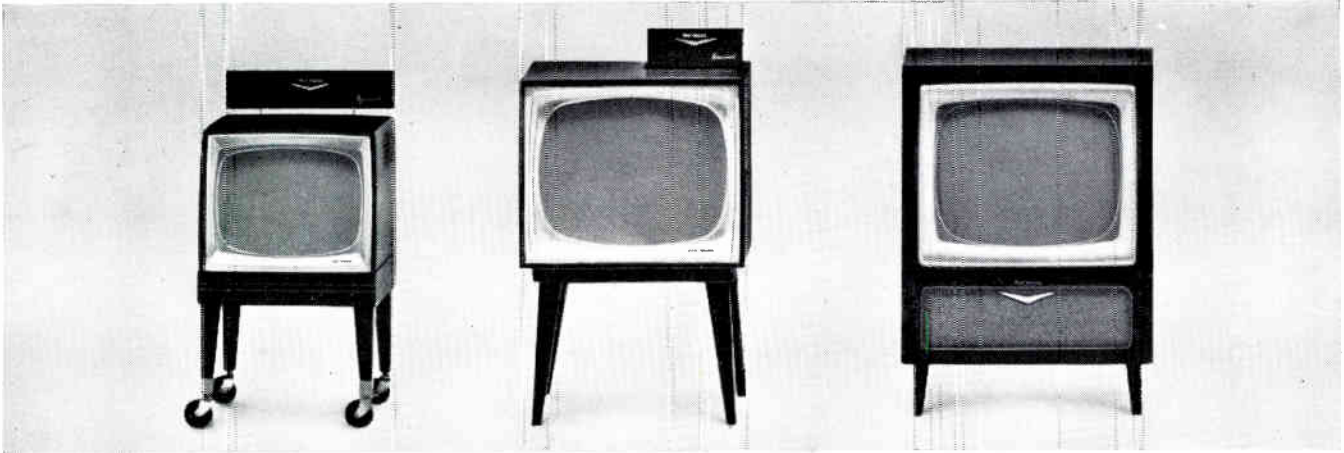


Bench Technician Merle Holmes, of Kalamazoo, is in the pinup picture business as a hobby. His wife schedules and costumes the 15 models now required and Merle says he adds photo eqpt. with his EPPP and commission earnings



GREATER PROFITS—NO MAINTENANCE WORRIES WITH RCA VICTOR'S 3-IN-1 MOTEL TV PLAN!

(1) You choose from the exciting new RCA Victor TV line.



The Thrifton 17, Model 17S6022.

The Towne 21, Model 21S6052.

The Brady 21, Model 21S632.

(2) RCA installs custom-built antenna and (3) installs and services the TV sets.



RCA Victor Motel TV pays its own way! It's a fact: motel guests will pay more for accommodations with TV. And with RCA Victor TV . . . the television more people prefer . . . you're sure to have more guests, more often. Remember—RCA Victor gives you a complete 3-in-1 TV plan! You choose from RCA Victor's exciting new TV line . . . RCA installs the TV *and* a custom-built antenna . . . and RCA Factory Service guarantees you dependable maintenance. Write now and find out how RCA Victor Motel TV pays for itself!

RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



EVERY YEAR MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TELEVISION

MAIL THIS COUPON TODAY FOR FULL DETAILS!

Television Sales Service Section, Bldg. 202-1V
RCA Victor, Camden 8, New Jersey

I am interested in seeing how RCA Victor Motel TV pays for itself. Please send me further information on your 3-in-1 plan.

NAME.....TITLE.....

MOTEL NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....