



Product Photo

SERVICE



Special Appliance Feature

See Pages 7-10

JULY, 1958

RCA SERVICE COMPANY



SERVICE

Vol. 15, No. 3 July 1958

Published for the employes of the RCA Service Company—a division of the Radio Corporation of America—with home offices at Cherry Hill, Del. Twp., New Jersey

Editor

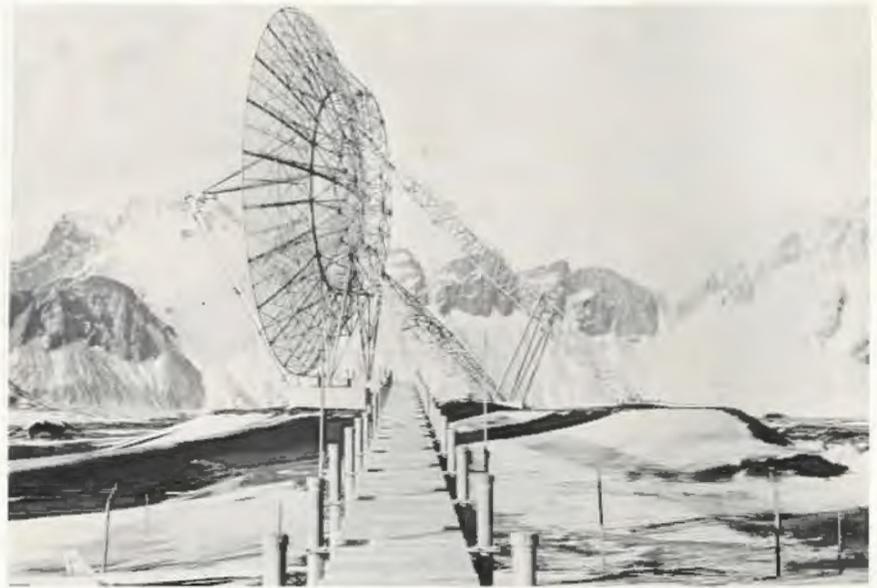
Victor P. Damiani

Personnel Dept., Bldg. 201-1

Cherry Hill, Del. Twp., Camden 8, N. J.

The Cover

Two technicians work in the new Ferndale, Michigan Branch, RCA Service Company's first All-Appliance Service Shop for Whirlpool appliances. RCA SERVICE features Pages 7-10 about this important new service.



A typical Scatter antenna is shown against a northern back drop. Antenna transmits messages from outposts back to central message center

Scatter . . . Government



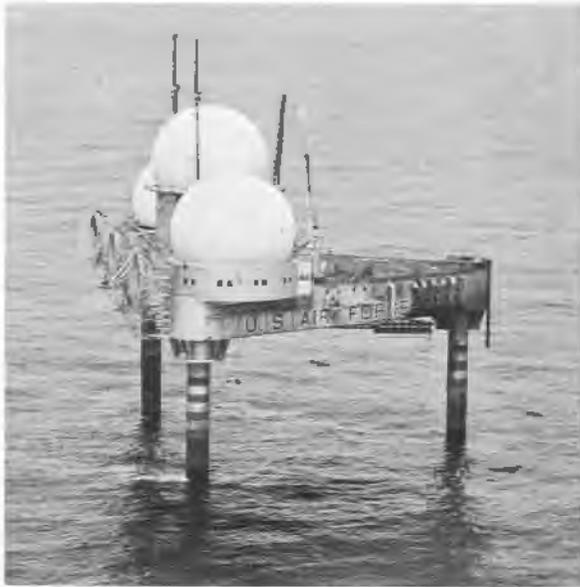
Survey team composed of RCA Defense Electronic Products engineers and RCA Service Company field engineers at Cherry Hill before trip to north



Part of Scatter survey team looks over terrain for Scatter installation in Labrador



Bernje Heidgen, RCA Service Company field engineer, works on plan at site



Texas Towers are part of the Scatter Communications system. They are located as far out as 110 miles, anchored to the ocean floor by three poles



RCA Service Company field engineer puts last touches on a 60-foot antenna at location in icy north

Service in Communications

One of the ways in which RCA Service Company is aiding national preparedness is through "Scatter." Scatter is a relatively new communications technique, providing very reliable circuits over distances of several hundred miles.

Service Company personnel operate and maintain the Scatter Communications system for the Air Force in the northern regions of the continent. After significant studies were made on Scatter—a new concept in 1950—by RCA, the Company entered into the business. Two survey teams of the Service Company's Government Service activity journeyed to Labrador in June of 1956 to secure data necessary to plan installation of a Scatter Communications system at northern locations along the Atlantic.

Since that time, the project—handled by the RCA/Defense Electronic Products Services group of Government Service—has continued.

The idea of Scatter is to point highly directional transmitting and receiving antennas—at opposite ends of the circuit—toward the same point in the atmosphere. The amount of radio frequency energy picked up is enough to establish contact. Scatter installations are especially useful when it is important that communications are never broken, as in military radar networks,

and where rugged terrain or poor broadcasting conditions make other techniques unfeasible.

The Scatter group is headed by T. J. Cameron, Manager, Scatter Programs, who is responsible to B. Bellitz, Manager, Project Engineering Operations, RCA DEP Services.

Scatter personnel have been planning and installing the system for the Air Force for about two years and have journeyed to such sites as Iceland, Newfoundland, and Labrador. Installations have also been made on Texas Towers—platforms out at sea permanently anchored to the ocean floor. These Towers are located as far out as 110 miles.

After temporary installations were made, permanent structures were begun in Iceland last summer, and in Labrador, Newfoundland and at sea last fall. Weather was a big obstacle and interfered with erection of antennas and blocked off harbors in some areas due to heavy ice formations.

When the system has been installed and tested, Service Company personnel keep a 24-hour watch and record the characteristics of the received signals for subsequent analysis. By evaluating the performance of existing systems, new techniques can be evolved . . . and better systems devised . . . for future applications in the expanding field of scatter communications.



RCA Service Company Government Service field engineer installs equipment. Below, Ralph Bradburn, Iceland Area Supervisor, tunes AN/FRC-39 Tropospheric Scatter Communications Transmitter



technical products
holds training program
for new field manager

A New Job Means ---

Earlier this year H. J. (Dutch) Benham was promoted. He moved from Manager, Bizmac Administration, Computing Systems Services, Technical Products Service, in Home Office to Service Manager, Central Region, Technical Products Service, in Chicago.

It was a big step . . . and Dutch was prepared for his new responsibilities. In the new job, Dutch—a veteran of 28 years of RCA service—would be responsible for the overall activities of Technical Products' services in the Central portion of the United States. Included in these service activities are Broadcast Installation and Service, Mobile/Microwave Service and Theatre and Industrial Service.

Before Dutch moved from Home Office, it was important that he be given a picture of the new activities under his wing . . . for from 1956 until this year he had been concerned primarily with Computing Systems Services.

A three-week training program was devised to acquaint Dutch with all the latest information concerning his new responsibilities, his new activities, and the staff functions such as Financial and Personnel.



The Operations picture . . . Carl Johnson, Mgr., Operations (r.), and Turner Griffin, Mgr., Broadcast Communications (l.), confer with Dutch Benham during Training Program



Mobile . . . Benham listens intently as Frank Hartwick, Adm., Technical Operations (l.), follows up briefing for Benham by Joe Coleman, Mgr., Mobile & Microwave Services



Engineering . . . Ed Stanko, Mgr., Engineering (2nd from left), talks quality of service as he points to chart. Looking on are Les Leidy, Mgr., Elec. Eng. Svcs (l.), and Joe Steoger, Mgr., Computing Systems Svcs



Technical Products Service Vice President W. L. Jones takes time to give Dutch the overall TP picture in his office. This also gave Dutch opportunity to ask many questions, as below where he questions Theatre & Industrial Manager, George Toepperwein, who explains wearage on Beverage Inspection Machine pulley



New Responsibilities

During the training program, Dutch covered:

All of Technical Products Service operations . . . Theatre and Industrial, Closed Circuit Color Television, Radiomarine, Broadcast, Mobile/Microwave, and Engineering.

Regional Operations (he visited New York, Philadelphia and Detroit), Sales, Contract Administration, and Material Control.

RCA's Industrial Electronic Products Division, to study their products and manufacturing methods and learn about the product group first hand.

Financial (including such items as Budgets, Inventory Accounting, Assets and Capital Equipment, Audits, etc.), Personnel, and several meetings with Technical Products Service Vice President W. L. Jones to get an overall picture on policies, problems and responsibilities.

Dutch, who is now in Chicago and in his new job, is well equipped to face the task ahead . . . thanks to the orientation program and his previous managerial experience. He has a good understanding of his activities, responsibilities and goals. And, too, he has a more thorough knowledge and understanding of the job of each of the Technical Products Service activities under his guidance.



Financial . . . Such things as profit and loss are discussed by Dutch with SCO Controller Ed Griffiths. Ready to explain their functions are Phil Ackerman, Assistant Treasurer (l.), and (2nd from left) Brad Gesner, Mgr., Electronic Business Systems Planning



Ed McGarrigan, Mgr., Training, Insurance & Services, gives Benham the story of his activity while Bill Radford, Mgr., TP Wage & Salary (l.), dictates to his secretary information Dutch wanted to retain on Personnel procedures

Government Service Establishes New Marketing Activity with H. P. McTeigue as Manager

Establishment of a new Marketing activity as a staff function in Government Service, with H. P. McTeigue as Manager, has been announced by A. L. Conrad, Vice President, Government Service.

Mr. McTeigue will report to Mr. Conrad. H. J. Mills has been named to replace Mr. McTeigue as Manager, Army and Non-Military Services.

The new Marketing activity will be responsible for developing new service opportunities, and establishing, maintaining and improving relationships with business sources on a geographical basis. Marketing will provide Government Service with nationwide coverage of all military and government contracting agencies. In addition to the Field Marketing activity under Mr. McTeigue are the Advertising and Sales Promotion function and the Training Devices and Programs activity.

Mr. McTeigue joined RCA Service Company in 1948 as Training Manager and was transferred to Government Service in 1951 as Manager, Custom Military Training. He was named Manager, Field Operations in 1955 and served as Manager, Army and Non-Military Services from January 1957 until he was named to his present position.

In other Government Service changes:

Administration and Contracting Services activity, managed by L. R. Yoh, was realigned for more effective operation: Technical Support Services (formerly Training Services) was transferred to Operations; Systems Engi-

neering Facilities was transferred to Operations; F. D. Chiey was named Manager, Contracting, reporting to Mr. Yoh.



FAR EAST TROUBLE SHOOTER

A radar scanner in northern Japan bent over his scope and saw a luminous white "blip" from an aircraft moving into range of his spinning radar antenna located on a hillside.

Suddenly, a mass of electrical interference obliterated his scope, much like "snow" blurs a television picture tube. The radar was useless . . . and the aircraft could approach untracked unless something was done immediately.

The radar operator adjusted his controls . . . he knew how to do it, for this same thing had happened before. This was not the first time that the radar site had been the "victim" of a handful of men who are clouding up radar screens all over the Pacific.

These "gremlins" of the radarways are in the 6023d Radar Evaluation Flight (ECM) at Johnson Air Base, Japan, one of the half dozen such units in the entire Air Force. One of their main jobs is to use electronic countermeasures (ECM) against radar sites and interceptors in practice missions. Under operational control of Fifth Air Force, the 150 men in the unit also help train radar men to defend against such tactics.

The first electronic countermeasures were used during World War II when thin strips of metal "chaff" tossed from bombers confused enemy radar operators. Similar tactics are still used. The ECM program continued after the war, and entirely new electronic concepts resulted from new techniques. Most of the new ECM equipment goes to the long-range bombers of the Strategic Air Command.

Unfriendly powers also have ECM to use against U. S. radar . . . and that's where the 6023d Radar Evaluation Flight comes in.

By using ECM to confuse radar on practice missions, the aircraft of the 6023d provide defense units with an idea of what to expect if an attack should occur. This also helps radar men develop techniques to counteract the effect of ECM. Another part of the 6023d's mission is to evaluate ground radar operation.



John Feltus, Government Service field engineer, uses slide rule in checking efficiency of field equipment

Teams of highly skilled field engineers make periodic visits to radar sites all over the Far East to find out if radar equipment is operating at maximum efficiency. One of these engineers is John Feltus of RCA Service Company's Government Service activity. John, a native of Oelwein, Iowa, and an Air Force veteran, tests everything from the tilt of the radar antenna to the power of the equipment. Another of his tasks is surveying new sites for radar equipment. The proper location of the site is important in getting maximum performance out of the delicate equipment.

Feltus, one of the top trouble shooters of the Fifth Air Force group, has an important job to do . . . and he does it. Proof of his fine work is a letter of commendation written to Frank Colonna, Manager, Air Force Service, Far East, by the then Air Force Chief of Maintenance, Directorate of Material, Lt. Col. John R. Hane. Col. Hane termed Feltus "modest and capable" and highly praised his work . . . citing specific instances when Feltus got the job done under adverse conditions.

John, who finished four years with RCA Service Company in June, brought extensive experience in radar maintenance, radar mechanics, and TV service with him when he joined RCA. His 23 months in the Air Force and work with the Rhode Island Air National Guard was all in these fields.

His important role in the 6023d's Radar Evaluation Flight program is one of which he and the RCA Service Company can be proud. For he is working with one of the weapons in the space-age arsenal of the United States Air Force.



Air Force ground crews are assigned to keep specially-equipped B-29s in operating condition



Radar scope looks like this before ECM jamming begins



After jamming, radar scope gives a sunburst appearance

Detroit Site of 1st All-Appliance Service Shop for Whirlpool Appliances



IT TAKES SKILLED PEOPLE—The complete staff of RCA's first all-appliance service branch lines up to show how many people are involved in getting good service to local customers. Represented in this photo are technicians, office workers, and branch supervisors.

RCA Service Co. Handles Whirlpool In Motor City

This publication is a special issue in celebration of the opening of the RCA Service Company's first appliance branch at 2421 Wolcott Avenue, Ferndale, Michigan, serving the Greater Detroit Area.

This extensively-equipped and expertly-staffed center is prepared to handle service on all products of the Whirlpool Corporation. Special equipment and facilities and a well-trained technical force make this operation unique and efficient.

As in RCA's other service activities, every member of the branch team recognizes the importance of prompt, conclusive and courteous service. It is recognized, too, that good service contributes to product sales.

A customer who is pleased with service rendered on his Whirlpool product, not only during the warranty period but after the warranty as well, will favor purchasing another Whirlpool product for his home.

Distributors and dealers recognize the fact that service is just as much a part of their merchandising program as the product itself. The complexities of today's products, to meet the ever-growing demand for new features and conveniences, place additional challenges before any service organization.

To meet these challenges, the RCA Service Company will continue to expand its training programs for the appliances of today, and tomorrow as well.

Turning back the calendar, the progress that has been made since the RCA Service Company first entered the appliance service business in Buffalo back in 1954, can be seen clearly.

During the past four years RCA's services have been requested by an ever-increasing number of distributors, dealers and retail customers. The RCA Service Company's appliance facilities and training programs were expanded to effectively handle this increased volume.

At the present time, most RCA Service Company branches are servicing Whirlpool products, and in many of the large markets such as North Jersey, Chicago, St. Louis, Buffalo, Los Angeles, and San Francisco. (Continued on Page 10, Col. 4)

Supervisors' Average Age 33, Total 24 Years in Service

Although Detroit's four youthful supervisors average just 33 years of age, they've racked up a total of 24 years' experience with RCA and RCA Whirlpool service!

Joe Migday, as branch manager, is one of the company's pioneers in Whirlpool service. When the company entered the appliance field in Dayton, Ohio, Joe was manager of the RCA Service Company branch in that area.



JOSEPH MIGDAY

Ferndale Service Is 'Conscientious' Customer Writes

Within a few days after the Detroit Appliance Branch opened its doors, the first complimentary letter was received.

The letter—from a woman in the suburbs of Detroit—read as follows: "As is true with most people these days, my home has the usual amount of modern appliances to save time and energy.

"The purpose of this letter is to commend you on one of your servicemen—Mr. Richard Hodock.

"Mr. Hodock was out to my home on Saturday, and not only took care of the necessary mechanical adjustments on the machine, but took the time to explain the workings and how to handle it for efficient operation.

"This is the first time I have really understood my automatic. I would say he is not only an excellent repair man, but an excellent salesman.

"It is so rare these days to find someone as conscientious and helpful as Mr. Hodock, I thought you should be advised of what an asset he is to RCA."

He started with RCA in 1950, as a television installation technician at the Cleveland West branch, and quickly moved up to service technician.

Soon afterwards, he was named branch service manager of Cleveland-East. A little more than two years later, he moved over to the Canton branch as manager and, after six months, became branch manager at Dayton.

It was here that Joe gained invaluable experience in Whirlpool service supervision when, during his two years at the Dayton branch, RCA Service Company entered the appliance field in that locale.

Now 36 years old, Joe's in a position to concentrate his skills exclusively on the servicing of RCA Whirlpool appliances.

Bill Claytor, service manager at this specialized branch, has been handling Whirlpool appli-

Service Contracts Satisfy Customers, Mean Repeat Sales

Customer satisfaction, long after the sale is forgotten, is assured by RCA Service Company's contract coverage for RCA Whirlpool washers, dryers and air conditioners.

The first year, of course, is covered by the manufacturer's parts warranty and, through option of many dealers, warranty labor service by RCA's own technicians.

After that period, the customer is offered contract coverage in the form of several low-cost plans:

1. Preferred Rate plan, with comprehensive parts protection, one service call at no extra cost, and additional service at the Preferred Flat Rate of \$4.95 per complete call.

2. Complete Coverage plan, with comprehensive parts protection and unlimited service during the contract period.

These plans are available for washers and dryers individually, or either plan can be contracted to cover both washer and dryer or a combination unit. Room air conditioners may be covered by the Complete Coverage plan only, due to the extremely low price.

But what do these plans mean to dealers and distributors who handle RCA Whirlpool appliances?

They mean customers will be happy with their purchases for many years after the sale is completed, when they contract for protection by RCA.

(Continued on Page 10, Col. 3)

EXPENSIVE FACILITIES AND EXTENSIVE STOCK . . .

Separate Shops for Refrigeration and Laundry Equipment Mark Specialized Operations at All-Appliance Branch

Separate shop facilities for laundry and refrigeration equipment help insure efficient operations at the modern Detroit Appliance Branch.

Each shop's work benches are equipped with polarized and standard electrical outlets, both 110 and 220 volts AC, powered from a circuit-breaker board. All benches also have compressed air outlets handy, working through a three horsepower compressor installed out of the way in a remote corner of the stockroom.



The laundry shop, in which automatic washers, dryers and combinations can be tested and serviced, is complete with standard laundry tubs and gas outlet for burner assemblies. Special tools are within reach of the shop technicians.

Other equipment for laundry appliance service includes power grinder and brusher, air-operated riveting machine, Oberwegner arbor press and wringer tester.

The refrigeration shop, completely walled-in to allow more accurate checking of units for quietness of operation, was set up with "work flow" in mind. Special racks were supplied for the huge refrigerant cylinders.

For air conditioners, six roll-about tables hold the chassis as they go through the service cycle. Each bench is equipped with a Whirlpool charging board and evacuating pump. Compressed air outlets and portable welding equipment are nearby.

MILITARY ORDER—Everything has a proper place in this branch designed especially for appliance service. Here gear cases and superstructures are stacked neatly on their racks, with those on the left awaiting service and, on the right, ready for delivery and installation.

REFRIGERATION SHOP—Refrigerators, freezers and air conditioners get special treatment here. Complete and modern service equipment includes facilities for evacuating and recharging sealed-in mechanisms.



LAUNDRY EQUIPMENT SHOP—This section of the branch is reserved for shop service on laundry equipment. Special tools and equipment are handy for speedy service on appliances which couldn't be repaired in the home.



AMERICA'S FINEST APPLIANCES DESERVE . . .

... ASSURE PROMPT RESULTS IN HOME OR SHOP

Thousands of Dollars in Factory-Specified Parts Carried at Ferndale Branch, on Trucks and into Homes

Each time a new Whirlpool line is announced, RCA Service Company appliance branches receive a list of stock requirements from the manufacturer.

This stock of new parts then is added to the already extensive stock at the branch.

The Detroit Appliance Branch is no exception to this procedure. Thousands of dollars' worth of factory-specified parts—exclusively designed for RCA Whirlpool appliances—are stocked in the branch.

A stockman keeps all parts inventoried and catalogued for accessibility. It's up to him to see that parts are available to avoid any delays in completing a service call.

Added to the Motor City's large fleet of RCA Service Company trucks serving our TV customers, came 33 more vehicles. These trucks themselves are important, but of equal importance are the parts that are carried in what may be considered complete repair facilities on four wheels. This is a must to insure conclusive service in the customer's home.

EXTENSIVE STOCK—With just one make of appliances involved, it's easier to maintain a complete stock of factory-specification parts for efficient home service and comprehensive shop repairs. Only the section reserved for laundry equipment parts is shown here.

In addition, each appliance service truck is equipped with spare parts valued at \$800. Just about every part which can be used for in-home repairs is carried, to insure "one-stop" service calls.

But even before the parts were placed in the trucks, each vehicle was equipped with bins to store the various components in a neat and orderly fashion. This required five tons of steel shelving which had to be ordered, delivered and installed prior to the opening date.

Even the well-packed parts and tools kit, carried into the home by the technician, assures little time wasted in dashes to the truck for additional stock.

"Preparedness" is the key governing equipment and stock carried in tool kits, trucks and branch stockrooms, for prompt, conclusive service.



SERVICE-SHOP-ON-WHEELS—Each RCA Service Company appliance truck is a veritable "service shop," extensively stocked with approximately \$800 worth of parts. The technician can cope with most repair problems right in the customer's home.

SPEEDY RESULTS—To wind-up the job fast and conclusively, to the customer's satisfaction, the technician enters the home prepared to complete the job right on the spot. Here, a check-list insures that all points are covered on a check-up call.



... AMERICA'S FINEST SERVICE!

SPECIAL APPLIANCE FEATURE

Months of Preparation and Detail Required for Ferndale Opening

The date: May 1, 1958. The event: the opening of RCA Service Company's first all-appliance branch in Detroit, another milestone in the history of the RCA Service Company. But, like other historic events, considerable planning and hard work preceded this momentous occasion.

Time seemed to march on at an accelerated pace, starting from the day all arrangements were completed with the distributor for the establishment of an appliance service branch and the target date of May 1.

Many tasks awaited the attention that each one deserved, for all were important to insure proper coordination of all activities in order to meet the objective of transferring the service activities from the distributor to the RCA Service Company without disturbing service to the customer.

Peering into what can now be considered as the past, it can be seen that the mission was accomplished with dispatch and is certainly a tribute to all the people who were involved in establishing the Detroit Appliance Branch.

The era of high stools and eye shades are for moments of relaxation and reminiscence, but, today, yesterday's methods and equipment of pen and ink could not have completed the task of transcribing the thousands upon thousands of service record cards in the allotted time.

This phase of the transition was accomplished by electronic equipment, even to the extent of printing customers' master cards with all the past service history and filing each card in its proper place by street name and address.

All of this was done with one thought in mind, and that, of course, was to be in a position to locate the customer's service record in the shortest possible time, when the phone started to ring on May 1.

While records were being transcribed, things were happening in the area of Detroit known as Ferndale. Alterations to the new branch were in progress and attention to details was paramount. Facilities had to be completed on time and according to plan.

RCA Tri-Phased Training Program Assures Expert, Up-to-Date Methods

A continuous three-pronged training program at the Detroit Appliance Branch makes sure all technicians keep tabs on latest servicing techniques.

Since the bulk of the technical staff have many years of experience on Whirlpool products, RCA Service Company merely brought their servicing techniques in line with its systems and procedures.



ON-THE-SPOT INSTRUCTIONS—Specialized refresher training, right on branch premises, keeps RCA's appliance technicians up-to-date on the latest servicing methods. Here Service Manager W. D. Claytor explains an air conditioning technique.

The branch service manager, William D. Claytor, answers all questions and problems brought in by the men on a daily basis. Bill formerly was Appliance Training Administrator of the East Central Region and is well impressed with the value of a perpetual training program.

Periodically, he holds refresher sessions, to bring any weaknesses to light and to make sure all technicians know latest procedures. The branch has a classroom for training.

Whenever a new line of Whirlpool products is announced, the Appliance Training Administrator schedules sessions to indoctrinate the men on servicing the new appliance.

Through the use of training aids, demonstrations and 35 mm. filmstrips, the intensive program covers every facet of installation and service, as well as basic operation of the units. These films are produced by Whirlpool Corporation, especially for service organizations which handle its products.

The third training source is the home office section devoted exclusively to developing effective training programs. Engineers formulate programs, produce technical bulletins, and report on home office appliance tests to solve service problems.

Whirlpool Executive Welcomes Ferndale

Robert P. Lewis, Director of Consumer Relations of the Whirlpool Corporation, this month sent the following letter to Ferndale Branch Manager Joseph Migday:

"Our people have reported enthusiastically about your splendid new appliance service organization in Detroit.

"I am extremely hopeful that this facility will contribute substantially to the success of our new Detroit branch distributorship. Certainly, all the ingredients of success are there.

"Good luck to you and your entire organization. This arrangement bids fair to reflect great glory on the RCA Service Company generally, as well as providing a valuable sales tool for products of the Whirlpool Corporation."



ROBERT P. LEWIS

Supervisors

(Continued from page 7)

ances for seven years. He signed up with RCA's Cincinnati branch in 1956.

Less than a year later, he was appointed Appliance Training Coordinator of the East Central Region. Bill, about 33 years of age, held that position until joining the staff of the Detroit Appliance Branch.

Service procedures can only be as efficient as the office procedures supporting them, and here the Detroit operations are in good hands.

Office Manager John Plater first came with the RCA Service Company eight years ago, as an installation technician at the Detroit-East branch. After a year on the job, he was promoted to Field Service Manager.

This experience makes him thoroughly familiar with servicing needs, and the methods in which efficient office procedures can make operations run smoothly.

A comparative newcomer to RCA, Sales Manager Stan Dennis joined Detroit-West's sales staff just about a year ago. He successfully supervised the night phone crew of ten salesmen as branch sales coordinator.

Stan is 32, and has been in the selling field since his discharge from the Marine Corps at the end of World War II.

1st All-Appliance Shop

(Continued from page 7)

Angeles and, of course, Detroit, RCA services to fulfill the warranty obligation are used by the majority of dealers.

As time moves on, more and more dealers will call upon RCA facilities for their appliance service requirements.

It is recognized, too, that RCA must earn its way in securing new service business through rendering the type of service that the dealers' customers justifiably deserve and are entitled to.



C. M. Odorizzi

"PEOPLE ARE REALLY THE COMPANY'S GREATEST ASSET"

*Executive's Assertion
Amplly Proven by
Springfield Gardens
Technician Sheridan*

"People are really the Company's greatest asset."

This statement was made three years ago by Charles M. Odorizzi, Executive Vice President, Sales and Services, RCA, and it's just as true today.

Mr. Odorizzi spoke on a subject of importance to RCA Service Company in its everyday operations. People are "RCA's Inner Resources." They are the "key to RCA's growth and progress" and though not listed on the balance sheet, are a valuable "hidden asset."

One of RCA Service Company's valuable "hidden assets" is Ed Sheridan, technician at Springfield Gardens TV Branch. Ed's attitude on dealing with customers has earned him complimentary letters as the one on this page. And our people, like Ed, are our greatest asset . . . for their practice of good customer relations is one of the most important aspects of our business.

Ed's excellent impression on this particular customer has led her to reply in detail about him to Branch Manager S. H. Symolon. Such an impression cannot be obtained without a little forethought and a good customer relations policy.

Here are some of Sheridan's rules:

1. Greet the customer with a smile and call him (or her) by name. This immediately establishes a friendly relationship.
2. Treat the customer's furnishings as if they were your own.
3. Let the customer explain his (or her) views on the set trouble. It may prove helpful in doing a more conclusive job, and shows your interest in wishing to be of service.

Springfield Gardens frequently receives cards and letters about Ed. Some of the comments are:

"Mr. Sheridan is the best and most liked of all the men you send to our home."

"Am very pleased with Mr. Sheridan. He is very cooperative and very nice to talk to."

"Mr. Sheridan is without doubt one of your best service men."

"Mr. Sheridan is a highly capable repairman and certainly knows TV. He is always very pleasant."

Ed's wife, Florence, feels that a happy home life has a lot to do with his success. And Ed certainly brings happiness to work with him.

As Mr. Odorizzi said . . . "People are really the Company's greatest asset." And Ed Sheridan proves it. His actions have enhanced the Company's goodwill and swelled the ever-growing list of satisfied customers.



Technician Ed Sheridan of Springfield Gardens . . . his work proves employes help sell RCA to the public

RCA SERVICE COMPANY
137-37 FARMERS BLVD.
SPRINGFIELD GARDENS, LONG ISLAND
NEW YORK

ATTENTION: BRANCH MANAGER - MR. S. H. SYMOLON

DEAR SIR:

In reply to your recent inquiry concerning your serviceman MR. SHERIDAN, I can honestly answer "YES" to all questions.

Mr. Sheridan has been servicing our set for years and we always find his work very satisfactory. In fact when we do find occasion to have any repair work done on our set we always ask for Mr. Sheridan. We find he will check the set once a year and the set will be in complete working order for many, many months.

Mr. Sheridan is completely courteous at all times and he is one of the few men that we feel safe to have in our home, whether we are all home or just my mother.

He is one of the most considerate servicemen that ever entered our home. If the weather is bad he will always remove his rubbers before entering, and ask where he can place them. He moves our TV set and our chairs very carefully, replacing same in the exact place where they were before. There is never so much as a finger print on anything. He is also very careful where he places his bag and his tools.

We really do wish that every servicemen who ever entered our home was half as considerate and courteous as he is. His work is excellent.

We do hope that we may continue many more years of such satisfactory service, with Mr. Sheridan continuing to repair our set.

VERY TRULY YOURS,

The letter above was received recently by Branch Manager S. H. Symolon, commending Sheridan for outstanding service

RCA PHOTO FEATURES



Rear Adm. John Quinn, Deputy, Chief of the Bureau of Ordnance, presents Navy Certificate of Merit to RCA for "outstanding service" in the field of guided missile development and technology. At Moorestown ceremonies were (l. to r.) H. R. Wege, Mgr., Missile & Surface Radar Dept., Dr. Elmer W. Engstrom, Senior Exec. VP, RCA, and A. L. Malcarney, Exec. VP, Defense Electronic Products



RCA Service Company Performance Trophy went to Government Service in April. A. L. Conrad, VP, Government Service, accepts trophy (left, above) from D. H. Kunsman, VP and Operations Mgr. May winner was Consumer Products Service. G. W. Pfister, VP, Consumer Products Service (above, right) displays SCO motto for '58



Former RCA Service Company manager Robert H. Newton has been appointed Vice President, RCA Victor Company, Ltd., in Canada



As easy to play as a phonograph record, the new RCA Victor stereophonic tape cartridge slips easily into place on tape recorder-player. The attractive cartridge is one of RCA's latest products



The transistor-powered all-function "Wireless Wizard" for color TV—product of several years of RCA research—is another new item



Missile Test Project Combined Charities committee presents three-year pledge of \$20,000 to Brevard Hospital Fund Chairman Harvey Huggins



Northeast Phila. Br. Mgr. Art McCormick (l.) has the pleasant duty of presenting technician Bob Leishman with suggestion award check—proof positive that ideas submitted via the Suggestion System will pay off



It's a new RCA Whirlpool washer for Fred Wentker, Con. Prod. Mgr., Sales Adm., and his wife. Fred bought it with suggestion award money for an idea submitted that resulted in substantial savings for two other RCA Divisions

The Field Reports---A Branch/Region Roundup

ROANOKE, VA.—RCA Service is an around-the-clock job with 28-year veteran G. P. Knapp, a Technical Products Service Theatre & Industrial field service engineer. Knapp, of Roanoke, is a "ham" radio operator and sympathetically went to the rescue when a transformer failure put Radio Station WSLs off the air. Knapp looked through his spare parts and came up with the needed transformer to get WSLs back on the air.

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LOS ANGELES—Hank Neu, Government Service field representative received a citation earlier this year for meritorious service during 1957. A. L. Conrad, Vice President, Government Service, made the presentation while C. H. Miller, Manager, Special Projects, RCA/DEP Services, was on hand. The citation commended Hank for his outstanding performance, technical skill, and devotion to duty while working on a special project for West Coast Electronics Products. Hank has been a Service Company employe for more than six years.

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HOLLYWOOD—A new process of photography and projection called Cinemiracle was used in the Hollywood production "Windjammer," shown recently at the Chinese Theatre in Hollywood. The new system has an RCA 7 track, 8 channel sound system and was installed by Technical Products under the supervision of Ed Burke's Field Supervisor Cliff Schwander, Mickey Solomon, and Bob Hanson. Upon completion of the installation, Schwander journeyed to Oslo, Norway, and London, England, to supervise similar installations there for National Theatres. Cliff set the system up for the premiere of "Windjammer" at the Colosseum Kine in Oslo, where the Norwegian Royal Family attended the production.



Fort Huachuca, Ariz.—RCA Service Company Government Service field representative Gordon Leake is presented citation for meritorious service by Lt. Col. LeRoy M. Northrup, Chief of Aviation Dept., at the U. S. Army Electronic Proving Ground. Leake was cited for technical skill and devotion to duty

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ASBURY PARK, N. J.—George C. Anders, Ashury Park Branch technician, was recently elected President of the Junior Chamber of Commerce of Asbury Park. George's leadership and work in civic affairs gained him the post in the constructive action group. JC is comprised of young men who devote a portion of their non-vocational time to community service in the public interest.



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Tucson, Ariz.—Cited for meritorious service, constituting important contributions to the growth and reputation of the Tucson Facility of Government Service, were the nine employes pictured at left. Facility Manager Joe Langevin presented the citations to (l. to r.) J. Warfield, J. D. Roberson, G. Burns, R. Neilson, S. Reynolds, Lois Roberts, J. Caraher, K. Wightman and J. Selling

The Field Reports - Cont.

Providence, R. I.—One of Providence Branch's recent contests was the "Coats Off" affair. Technicians shed their coats to indicate their acceptance of "King Mod"—Mike George—who had best sales record for the year to date in set modifications. The "King" (in photo at right) with branch personnel



Little Rock, Ark.—Ferris Wing, Little Rock Manager (r.), poses proudly with personnel (l. to r.) Bob Sartin, Clyde Gentry, Wheeler Matthews, Bill Bench, Norm Dickson, Frank Dickson, Glen Gardner and Phil Columbus. Wing joined SCO in 1954 and became Little Rock Manager in 1957



Flushing, N. Y.—One of the reasons renewals and sales performances at Flushing Branch are improved is Jack Badaracco. He recently won the Superior Certificate of Achievement for Branch sales



Oklahoma—Oklahoma City Branch personnel pose with Manager Gene Divine (front row, left). They are, front row, Virginia Moats, Stan Arthur, Lionel Moran, B. J. Wilkerson, John Rohde. Second row, Jesse Jordan, Paul Koelsch, John Weber, Jerry Haynes, Dennis Penix, Cliff Hatcher.

RAYMOND E. BOWDEN, Manager, Special Contracts, at the Government Service Alexandria Facility, died on July 12. He is survived by his widow, Grace, and two grown children.

Formerly a U. S. Navy Commander, Mr. Bowden joined RCA Service Company in 1955 as Engineer, Navy Planning, at Alexandria. He was promoted to Systems Engineer, "B" Military Applications, in 1956, and was named Manager, Special Contracts, last year.

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R. V. JEZZI, So. Pittsburgh TV Branch, Journeyman Technician, died June 1.

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MRS. MAUDE MORTON, RCA Cherry Hill Cafeteria, died July 4.

Saluting . . .

SERVICE CAREERS



Northeast Branch Manager Art McCormick (fourth from left in second row) joins "Ten-Year Club" members at his branch for picture. Total years of service at NE Phila. adds up to 260 years, with Miss Vi Curtis having the longest service



Arlington, Va. Branch technicians to receive their 10-year pins recently include (l. to r.) Harry Clark, Perry Chappas, John Milstead, Dick Hanes, Jim Snarr and Bob Barrett. All but Clark, who is an r-f unit specialist, are working on color TV sets for the branch



Dayton Br. Mgr. W. V. Buschman presents 10-year service pin to E. R. Strickland, who became first Ten-Year-Man at Dayton. Strickland joined RCA Service Company in Cincinnati. Most of his 10 years of service were at Dayton



R. S. Bonetti, Pittsburgh South Manager, presents 10-year pin to L. C. Shirley shortly after work begins as branch personnel view presentation



R. C. Redpath, Pittsburgh District Manager, received his 10-year pin recently. Redpath and E. Central Region Mgr. M. Telep converse after presentation



RCA News - - - Briefly Speaking

Robert W. Sarnoff has been elected Chairman of the Board and chief executive officer of the National Broadcasting Company, by the NBC Board of Directors.

Mr. Sarnoff, who has served as president and chief executive officer since December 7, 1955, announced that Robert E. Kintner, Executive Vice President, Television Network, has been elected President of NBC. Mr. Kintner, David C. Adams, Executive Vice President for Corporate Relations, and Kenneth W. Bilby, Executive Vice President for Public Relations, will report to the NBC Chairman.

Under Mr. Sarnoff's leadership, all divisions of NBC made many significant advances. The NBC Television Network, by re-programming almost 60 per cent of its schedule, brought about the greatest audience shift in television history to capture the No. 1 position in competitive audience areas in the Spring of 1958. Other advances were made, including the expansion of color television as a major broadcast service.

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Pinckney B. Reed has been named to the newly-created post of Vice President, Educational Electronics, RCA, it has been announced by T. A. Smith, Executive Vice President, RCA Industrial Electronic Products.

Mr. Smith said Mr. Reed will plan and implement a broad educational program, utilizing a wide range of RCA-produced "educational tools," including closed-circuit television, sound, tape, film and other types of recordings. Mr. Reed will assume his new duties August 1.

Organization of an Educational Electronics activity within RCA was announced by RCA President John L. Burns at the Company's annual meeting of shareholders on May 6.

As a major part of its overall program, RCA is establishing, in collaboration with New York University, a unique \$100,000 Educational Television Workshop to develop and disseminate the most effective television teaching techniques for the nation's schools. The Workshop is expected to be in operation by the start of the fall school term.

Since July, 1957, Mr. Reed has been Vice President RCA International Sales. Before that he was Vice President, Government Service, RCA Service Company.

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The United Transit Company of Providence, Rhode Island, has installed a pioneering system of two-way radio equipment, supplied by RCA, to speed the movement of its buses, expedite emergency repairs and provide a variety of public services.

H. G. Morris, Executive Vice President of the bus company, said that two-way RCA radio equipment is planned on each of the firm's sixty-six routes, including those extending to Pawtucket and Woonsocket. Transit companies in other cities . . . including

Cleveland, Ohio, and Rochester, New York . . . are experimenting with two-way radio installations on buses, but the Providence firm is among the first to begin service.

* * *

The climb from recession back to prosperity depends "not so much upon the hard sell as upon the good sell—good design and good values for the American consumer," Martin F. Bennett, Vice President, Merchandising, RCA, declared last month.

"This year—more than ever before—good design is of utmost importance in our industry," he told a news conference at the Merchandise Mart in Chicago. "Products must have the appearance and the performance that will make the consumer dip into his savings account and buy. The industry must dramatically prove its confidence in the economy by surrounding the consumer with the greatest lineup of products he has ever seen."

Mr. Bennett said that color television is an example of good design and good value stimulating the consumer to buy. He said that "while sales of many products in the industry are down somewhat, color TV sales continue to climb at a rate substantially above last year."

* * *

Two new all-transistor portable radios designed to play a minimum of five years on a single rechargeable battery, and a cordless transistor table model were announced last month by Raymond W. Saxon, Vice President and General Manager, RCA Victor Radio and "Victrola" Division.

Special battery rechargers will be marketed as accessories to the new portable radios. The rechargers, in effect, transform the portables into AC models while the batteries are being recharged.

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A complete line of equipment designed to bring stereophonic music into the home at mass-market prices has been announced. The new products include stereophonic records priced only slightly higher than the present single-sound-channel records, stereophonic tape in plastic loading magazines as easy to play as phonograph records, and a line of high-fidelity "Victrola" phonographs to play them.

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RCA has also introduced a new "10 Millim Line" of black-and-white and color television receivers, and announced that a special 90-day labor and parts warranty on the full line will be offered without extra cost by most dealers. Twenty-six new black-and-white TV models and six new color sets were shown at a press preview in New York City recently.

One of the highlights of the new line is a transistorized "Wireless Wizard" electronic remote control unit that operates by radio signals all controls on a color TV set from anywhere in a room.

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