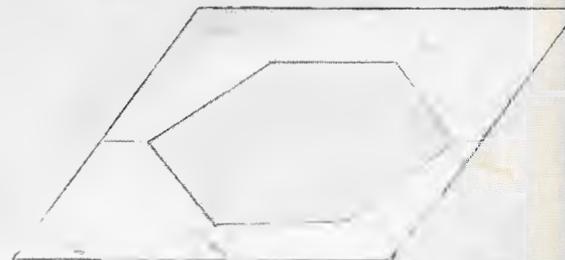
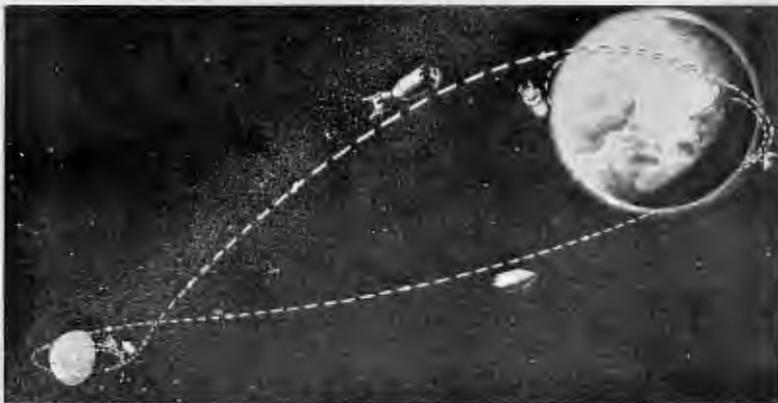
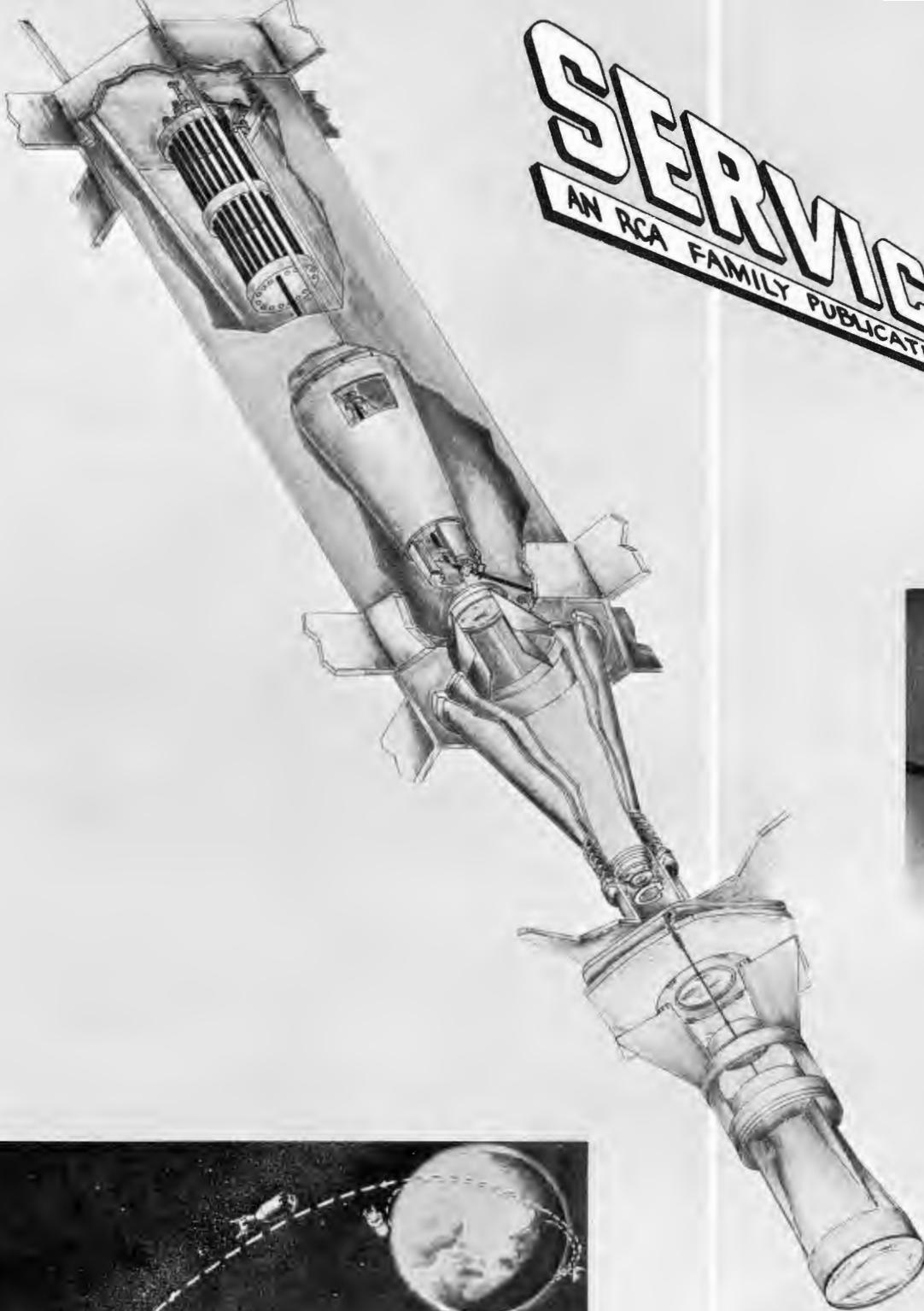


# SERVICE

AN RCA FAMILY PUBLICATION



RCA SERVICE COMPANY

FEBRUARY, 1963

AT CHERRY HILL—(l to r) recipients  
 H. B. Thomas, G. C. Hopkins, P. V.  
 Spencer, M. A. Groom, T. J. Saul, H. G.  
 Wright, E. Stanko.



**RCA Service Company**  
**1962**

Raymond F. Brady  
 Arthur G. DeComp  
 Walter W. Gilreath  
 Marion Groom  
 Gordon C. Hopkins  
 Arthur E. Kellogg  
 Donald P. Newman  
 Thomas J. Saul  
 Paul V. Spencer  
 Edward Stanko  
 Hugh B. Thomas  
 Herbert G. Wright

Awards were presented to RCA Service Company employes at banquets in Cherry Hill, Cocoa Beach, Chicago and Los Angeles.

**to the new members  
 of the RCA 25-Year Club:**

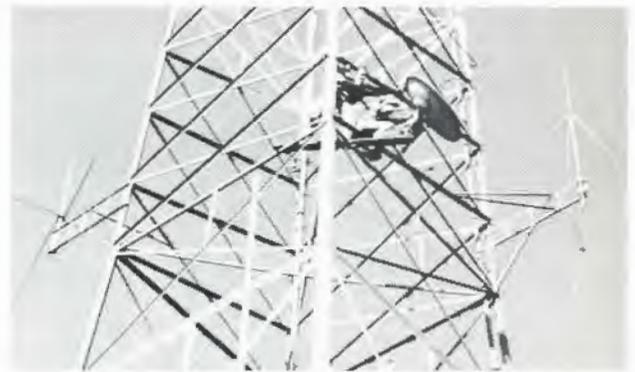
"The cumulative skill, experience, loyalty, and dedication represented by so many thousands of 25-year employes are RCA's most valuable assets. It is these assets, buttressed by ingenuity, dependability, and enthusiasm, that have enabled RCA to continue to grow and flourish. During the past 25 years, we at RCA have met many vital challenges. In the future, we shall be called upon to meet others. The sense of responsibility and the spirit of teamwork demonstrated by our experienced RCA people insure that whatever these challenges may be, RCA will meet them successfully."

DR. ELMER W. ENGSTROM  
 President, Radio Corporation of America

**Vol. 19, No. 1, February, 1963**

Published for the employes of the RCA Service Company—a division of the Radio Corporation of America—with home offices at Cherry Hill, New Jersey. Editor—J. Grube, Personnel Dept., Bldg. 201-1.

**THE COVER**—The Salar Simulator Module depicted on our cover is an important RCA innovation which, adapted to a space environmental chamber (upper right), will simulate the sun's intensity on a vehicle traveling from the earth (lower left) to the moon. See page 6.



*AT LESS THAN \$3.00 PER PUPIL per year, the Catholic Church's Boston Archdiocese plans to bring ETV to 175,000 pupils, teachers, nuns and priests.*

## Boston Archdiocese equipping Schools with Educational TV

One of the nation's largest educational television projects, contemplating a network reaching every classroom in more than 300 elementary and secondary schools, has been announced by the Right Rev. Walter L. Flaherty, Director of the Radio and TV Apostolate of the Boston Archdiocese.

"Through television," the Monsignor said, "we will be able to serve both the educational and spiritual needs of all our pupils. And we can expand our program to include religious instructions for adults, training for our nuns and priests, and college credit courses for our adult population.

"We chose to equip our schools with RCA Victor Educational Television receivers because the RCA proposal seemed best for our situation," Monsignor Flaherty said. The "package" includes the ETV receivers, installation and maintenance during a six-year period, movable stands, a technical survey prior to installation of master antenna systems at each school, a UHF transmitter and a broadcasting antenna. These latter two pieces of equipment are required for transmission of ETV programs throughout the Boston Archdiocese.

The total package requires an investment of less than \$3.00 a year per pupil. "It's a small price," Monsignor Flaherty pointed out, "to bring educational television and its tremendous potential applications to our students."

The program calls for a survey of each school to determine its individual needs. RCA's engineering representatives will work with each pastor and principal to determine the best locations for receivers in classrooms, the number and location of receivers in convents and rectories, and any added master antenna outlet requirements for auditoriums and other areas.

When the system is completed, the RCA Factory Service Branches in Boston will provide maintenance required on the system and receivers, including parts and tubes replacements.

The Boston Archdiocese, which takes in a radius of some 40 miles, first entered television in 1954 by converting the second floor of the late William Cardinal O'Connell's former chancery office into a studio. It is equipped with three TV cameras, control equipment, microphones and necessary studio accessories, purchased from RCA.

Monsignor Flaherty said that by the fall of 1963, the television network would enable His Eminence, Richard Cardinal Cushing, Archbishop of Boston, to speak and be seen by some 175,000 pupils, teachers, nuns and priests in the Archdiocesan schools. In addition, convents and rectories will be able to receive the UHF transmissions from the Catholic TV Centre in Boston.

## COMPANY AFFAIRS



**DENVER (T&I)**—Reg. Service Manager H. J. Benham (left) admires G. L. Campbell's new 20-year pin.



**CHERRY HILL**—Tech Publications Manager C. E. Welsher receives his 25-year pin from Advertising Manager Poole (right).



**FLATBUSH TV BRANCH**—15-year ceremony for Jim DeCota (left) and Bill Taylor (right), who received pins from Manager R. G. Griffiths.



**N.E. PHILA. TV BRANCH**—With Manager A. McCormick (1 to r): 15-year men Wolf, Preston, Exline, Billman and (10-year man) Bishop.



**DETROIT EAST TV BRANCH**—Chief Tech M. C. Boyda gets his 15-year pin from Manager J. Migday.

A. B. GAGE, Tech. Prod., Mobile  
 N. GUBA, Consumer Prod., TV  
 M. T. HALE, Accounting  
 W. M. HAYNES, Consumer Prod., TV  
 B. H. HOLMES, Consumer Prod., TV  
 M. T. HUNSUCKER, Consumer Prod., TV  
 D. J. HUNZIKER, Consumer Prod., TV  
 LILLIAN JOHNSON, RCAI  
 L. D. JOHNSON, Gov't Serv., Field Proj.  
 E. W. JONES, Consumer Prod., TV  
 E. V. KALUZNE, Consumer Prod., TV  
 E. R. KELCH, Consumer Prod., TV  
 J. T. KLUBA, Consumer Prod., TV  
 J. G. KORBEL, Consumer Prod., TV  
 N. H. KRANTZ, Consumer Prod., TV  
 L. A. MATULA, Consumer Prod., TV  
 J. W. MCGEE, Consumer Prod., TV  
 J. V. McMAHON, Gov't Serv., Field Proj.  
 J. E. MURPHY, Consumer Prod., TV  
 J. C. NOOK, Gov't Serv., Field Proj.  
 C. OLSON, Consumer Prod., TV  
 J. K. PELKINGTON, Consumer Prod., TV  
 F. R. PRIMOSHICK, Gov't Serv., BMEWS  
 C. M. RAINEK, Consumer Prod., TV  
 N. R. RIDGELY, JR., Gov't Serv., Field Engr.  
 W. W. SCHLOMAN, Consumer Prod., TV  
 E. J. SHERIDAN, Consumer Prod., TV  
 R. E. SIRY, Consumer Prod., TV  
 F. SLOMICK, Consumer Prod., TV  
 R. C. SMITH, Consumer Prod., Admin.  
 W. E. THACKREY, Cons. Prod., TV, Region  
 G. W. THOMSON, Gov't Serv., MTP  
 N. P. TOWLE, Consumer Prod., TV  
 C. T. WILLIAMSON, Consumer Prod., TV  
 E. L. WIREBACK, EDPS, Engr.  
 BEN ZEINES, RCAI

### February, 1963

#### 20 years:

E. R. ANGELASTRO, Com'l Field Support  
 H. H. BALL, Tech. Prod., T&I  
 C. A. CAIN, Restaurant  
 J. C. MORHAUSER, Accts. Receivable

#### 15 years:

G. M. ADAMS, Consumer Prod., TV  
 R. C. ADAMS, Consumer Prod., TV  
 E. H. ANDERSON, Consumer Prod., TV  
 M. T. AZULAY, Gov't Serv., MTP  
 M. J. BARNABIC, Cons. Prod., TV, Region  
 A. BARSAMIAN, EDPS, OTAC-501  
 J. R. BELIVEAU, Consumer Prod., TV  
 R. H. BUNTING, Tech. Prod., T&I  
 R. J. BYRNE, Consumer Prod., TV  
 P. H. CHAPPAS, Consumer Prod., TV  
 R. A. CHASSE, Consumer Prod., TV  
 A. C. CHATTEN, Consumer Prod., TV  
 N. J. CORBO, Consumer Prod., TV  
 G. T. DAVIS, Gov't Serv., Field Proj.  
 V. M. DeLUCA, Consumer Prod., TV  
 G. A. DIEHL, Real Estate  
 C. T. DOBROLSKI, Consumer Prod., TV  
 F. N. DOUTHIT, Gov't Serv., Field Proj.  
 G. J. DOWNEY, Consumer Prod., TV  
 E. T. GAWLINSKI, Consumer Prod., TV  
 L. C. HAGER, Consumer Prod., TV  
 F. M. HANCOCK, JR., Consumer Prod., TV  
 R. G. HANES, Consumer Prod., TV  
 R. G. HARKER, Gov't Serv., MTP  
 G. C. HENGEN, Consumer Prod., TV  
 T. W. HOCKENBERRY, Consumer Prod., TV  
 J. D. HODGSON, Consumer Prod., TV  
 F. N. HOWELL, Consumer Prod., TV  
 J. C. HUBER, EDPS, Engr.  
 R. T. HUNDT, Consumer Prod., TV  
 A. J. IANNONE, Consumer Prod., TV  
 F. F. JOHANNES, Consumer Prod., TV  
 PHILIP JONAS, RCAI  
 K. S. KELLER, Consumer Prod., TV  
 P. J. KELLEY, Payroll  
 V. B. KURINSKAS, Consumer Prod., TV  
 F. H. LARSEN, Consumer Prod., TV  
 J. LAURICK, Tech Publications  
 J. M. MacKENZIE, Tech. Prod., Mobile  
 DYNECOURT MAHON, RCAI  
 P. McDONALD, Consumer Prod., TV  
 L. A. MECCA, Consumer Prod., TV  
 E. R. MILEY, Consumer Prod., TV  
 L. M. MOMOT, JR., Consumer Prod., TV  
 J. L. OGILVIE, Consumer Prod., Admin.  
 E. PATTON, Consumer Prod., TV  
 D. K. RICE, Consumer Prod., TV  
 L. ROSENTHAL, Consumer Prod., TV  
 C. R. RUF, Consumer Prod., TV  
 I. E. SAARI, Consumer Prod., TV  
 W. J. SAUER, Consumer Prod., TV  
 K. T. SHORTER, EDPS, NYLIC  
 K. C. SPEERS, Consumer Prod., TV  
 A. F. STEVENSON, Consumer Prod., TV  
 B. W. THOMAS, Gov't Serv., Field Engr.  
 J. J. ULRICH, Consumer Prod., TV  
 C. A. WHITEHEAD, Consumer Prod., TV  
 J. T. WRIGHT, Consumer Prod., TV

## LONG SERVICE

### December, 1962

#### 15 years:

W. T. A. BAXTER, Gov't Serv., BMEWS  
 N. W. STRINKOWSKI, Gov't Serv., BMEWS  
 W. A. YOUNG, Gov't Serv., BMEWS

### January, 1963

#### 25 years:

J. DEL BELLO, Tech. Prod., T&I  
 G. F. DUNKELMAN, Tech. Prod., T&I  
 S. S. LEBOW, Tech. Prod., T&I  
 J. REIHEISEN, Tech. Prod., T&I  
 J. W. WATSON, Tech. Prod., T&I  
 C. E. WELSHER, Tech Publications

#### 20 years:

EDWIN DOOLEY, RCAI  
 C. W. GIBBS, Gov't Serv., MTP

#### 15 years:

B. G. BAKER, Tech. Prod., Mobile  
 J. M. BERGSTROM, Consumer Prod., TV  
 F. W. BOYER, Consumer Prod., TV  
 W. G. BROSKUS, Consumer Prod., TV  
 H. A. RUDD, Gov't Serv., Field Engr.  
 E. R. CHARLES, JR., Consumer Prod., TV  
 J. E. COHOAT, Consumer Prod., TV, Region  
 J. J. CONNORS, Gov't Serv., Mktg.  
 J. M. CRESHAM, Consumer Prod., TV  
 J. J. CULLEN, Consumer Prod., TV  
 J. CZERECHOWICZ, Consumer Prod., TV  
 J. W. DALY, Consumer Prod., TV  
 W. C. DALY, Gov't Serv., Field Engr.  
 M. DeCAPITE, Consumer Prod., TV  
 K. E. DINKELACKER, Consumer Prod., TV  
 J. C. EISELE, JR., Consumer Prod., TV  
 J. D. ELLIOTT, Gov't Serv., Mktg.  
 T. S. FERGUSON, Consumer Prod., TV  
 R. C. FLEISCHER, Consumer Prod., TV

## Take Care!



*Dr. Paul T. Milnamow, Cherry Hill, defines a common seasonal complaint and suggests a pleasant "do-it-yourself" style remedy . . .*

Spring fever, a condition not truly medical in nature, takes its toll in fatigue and restlessness. It affects everyone, with symptoms ranging from a yen to be active to the wish to "just sit."

Some victims turn to polishing golf clubs, testing the rod and reel, spading the backyard. Others, more lethargic, yearn to sit and think, read, and otherwise occupy themselves with the least physical activity.

One characteristic common to all sufferers is the wish for a "vacation" from the daily grind of living. Work—for the businessman, the housewife, and for the child in the school-room—becomes monotonous, tedious, burdensome. It's time for the change that everyone needs, and no one person is exempt.

The winter exodus to southern climes—or to northern ski resorts—is one manifestation of humanity's need for a change at this time of the year.

So is your wife's new hat, or the fact that she's replaced your chair out of range of the television set. Junior's inexplicable behavior is another indication that it's time to provide the change that you and your family need.

Plan to "get away from it all," no matter how short the sojourn. Even a day's outing can work wonders. Do whatever gives you the most enjoyment—but remember that an overindulgence in anything may do more harm than good. Late hours, fitting too much into a short time, and excessive exercise can result in fatigue, if not in the discomfort of actual pain.

Let your playtime away from routine provide the zest and revitalization you need. Properly applied, the prescription of a "change" will restore equilibrium, balanced perspective, and a new appreciation and interest in your occupational activity, whatever it may be.

### Technical Products Service

#### SALUTE

W. L. Jones, a well-known veteran of the Service industry, recently accepted a broadened responsibility to the Service Company in an appointment to Division Vice President, Special Assignments.

The former Division Vice President of Technical Products Service got his start as a wireless operator with the old American Marconi Company. Preferring tramp steamers "because they never went 'round the world the same way twice," he touched many times at India, Java, the East Indies, China, Japan.

He became associated with the original RCA Photophone Division in the late 1920's, and later was assigned to set up a service organization for the RCA Manufacturing Company. As the unit's national Service Manager, he eventually was active in the formation of the RCA Service Company, Inc., and was appointed a Vice President of the new subsidiary, in 1943.

During the last war, he set up a field-engineering group to provide electronic services for the armed forces on a world-wide basis—the "core" of our present Government Services organization.

In his new capacity, Mr. Jones will give his attention to specially assigned projects, drawing upon his vast experience in the many branches of Service as we know it today.



*DIV. VICE PRESIDENT W. L. Jones (right) turns the reins of Tech. Products Service over to Manager R. F. Adams.*

### Financial Support Services

#### AUDITING ACTIVITIES

Fifteen travelling auditors, members of the RCAS Audit Staff, met in December at Haddon Hall, Atlantic City, for their annual conference with Auditing Managers from Cherry Hill.

As a group the men travel over 200,000 miles per year, auditing Service Company locations from Miami, Florida to Clear, Alaska and Thule, Greenland. To reflect the performance of these various locations, they issue approximately 130 audit reports to Management per year.

At the year-end seminar, they were given a review of the past year's activ-



*FINANCIAL SUPPORT SERVICES Manager R. L. Olmstead (left) with (l to r) Auditing Manager W. C. Cox, Managers Charles Gilman (Commercial), George Higuchi (Government), Paul Horner (Internal).*

ity and a projection of the program for the ensuing year. They participated in a revision of the audit manual, and in discussions with field operations personnel to create a closer coordination of effort, and a better understanding of joint responsibilities.

This year, the field operations groups were represented by Manager A. W. Pedrick, Field Support Services, and by CPS District Managers F. X. Diamond (North Jersey) and T. F. Lane (Detroit). Midweek sessions were attended by RCAS Treasurer E. H. Griffiths and Controller H. A. Semler.

The RCAS Audit Staff is managed by W. C. Cox, reporting to Manager R. L. Olmstead, Financial Support Services.

**Personnel Administration**

**AN OBLIGATION**

Every year, Company Insurance men continue to experience a number of death claims where the deceased employe had failed to up-date or change his beneficiary.

Proper designation, when two or more persons are named as beneficiaries, is also a problem area. Upon the death of the employe, it has been found that one of the beneficiaries is also deceased, and the surviving beneficiary receives the entire proceeds. It may have been the employe's intent that the share intended for the deceased beneficiary should have passed on to his heirs.

If all the proceeds are to be divided equally among the surviving beneficiaries, the designation should be:

*"to John Doe, Jane Doe and Henry Doe, my children, or to the survivors or survivor of them, in equal shares."*

If one of the beneficiaries should die before you, you may want his share to go to his heirs rather than to the other beneficiaries named. The designation should then be:

*"One-half to John Doe, my son, if living; otherwise to . . . ." (Insert the names of John Doe's heirs, and state each of their relationships to him.)*

Then it will become important to change your beneficiaries every time there is a change among the heirs of your beneficiaries.

In the event of a change in your beneficiary, notify the Insurance Group in your Personnel activity.

**Nuclear & Scientific Services**

**APOLLO AND THE SUN**

NASA's Manned Spacecraft Center at Houston, Texas, has awarded a \$3,690,000 prime contract to the RCA Service Company for systems engineering, fabrication, installation, and test of a solar simulation system to be used in environmental testing of the Apollo spacecraft.

Service Company's President, A. L. Conrad, said that the system, using the carbon arc source, will simulate the sun's radiation intensity to be encountered on a trip from earth to the moon. By adapting the proposed RCA simulator system to what will be the nation's largest space environmental chamber at Houston, NASA scientists will be able to observe the effects of solar heating on the full-scale, manned Apollo spacecraft.

The carbon arc is well known for its high intensity and excellent color match with the sun.

RCA has developed an automatic feed mechanism which permits continuous operation and yet is compact enough to fit in a small module. Multiple units can then be used to cover large areas. An important advantage of the modular design being used by RCA is that it will permit adaptation of the system to space environmental

chambers now in operation, as well as to chambers in design.

Before awarding the contract, NASA inspected and witnessed a demonstration of a prototype module developed by Service Company's Nuclear and Scientific Services organization. Project headquarters for the NASA simulator system will be located at Cherry Hill, under the direction of Harry Reese, Jr., Manager of Nuclear and Scientific Services.

**Missile Range Programs — MTP**

**AT LESS COST**

MTP's Range Photography unit has been conducting tests for several months on the possible uses of quartz-iodine sealed-beam lamps for photography of critical work areas and night missile launches.

Housed in explosion proof fixtures, these lamps can be used safely in a highly explosive area or close to a missile prior to liftoff. The lamp-and-fixture combination is rugged enough to withstand the shock of booster launches, and powerful enough to replace the large searchlights which are a familiar sight during night launches.

The final in the series of eight tests involved the lighting of an Air Force Titan missile. To avoid interference with operations at the Cape, the Titan



*TO LIGHT A NIGHT LAUNCH, MTP's Range Photography unit has successfully tested the use of quartz-iodine sealed-beam lamps; found them effective, and cheaper.*



**DR. CHARLES S. CUMMINGS** is MTP's new Manager of Systems Analysis.

on display at the Patrick AFB Technical Laboratory was used. A fifty foot tower was erected 100 feet from the missile. Thirty-six 1,000 watt lamps mounted on the tower flooded the 90-foot missile with an average of 350 foot candles of light from base to tip.

Several types of still and motion picture cameras and films were used by the RCA photography men to demonstrate the feasibility of the new lighting method. Results indicated that the new method will, if adopted, produce better and more informative night photographs at a greatly reduced cost.

### IN CHARGE

Dr. Charles S. Cummings, former manager of MTP's Systems Evaluation unit, was recently promoted to Manager of the Project's Systems Analysis function.

He is entrusted with a large share of the responsibility for keeping the accuracy of all of the Atlantic Missile Range's tracking instrumentation systems in a constant state of high performance.

With RCA/MTP since October 1961, Dr. Cummings was associated with the Remington Arms Company of Bridgeport, Connecticut, for twenty years in research and technical management positions.

The New York born physicist is a member of the American Ordnance Association, IRE, Operations Research Society, and the Institute of Management Sciences. He has had several articles and a book published, and holds two patents.

### Field Projects

### NASA/LOC

The National Aeronautics and Space Administration, famous for its vital role in space exploration, now has a responsibility to the free world in fulfilling plans to put man on the moon.

To perform this gigantic task, NASA has become a large rapid-growth organization divided into various "Centers." Each Center is designed to accomplish contributory parts to the ultimate goal; each either continually or periodically maintains sizable activities at the Atlantic Missile Test Range. Some of these Centers are the Goddard and Marshall Space Flight Centers, the Manned Spacecraft Center, and the Launch Operations Center (LOC).

NASA/LOC, under the able leadership of Dr. Kurt Debus, has within its structure a branch known as "Technical Information Services," which provides all NASA users of the Atlantic Missile Range with essential technical information support.

This enormous and certainly indispensable task is headed by Mr. James Russo, Branch Chief. He is responsible for the collection, storage, reproduction, publication — and to a great extent the generation — of technical information used at the Atlantic Missile Range and at other NASA Centers.

Through a contract awarded in October of 1962, Service Company's Government Services division is supplying Technical Support to this NASA/LOC Branch, in the area of Technical Reports and Manuals preparation, Presentations, "Space Port News," Management Reports, History, Technical Library, and Art Services.

Richard E. Higgs is Manager of the 43-man Service group, and reports to J. F. Murray, Div. Vice President, Field Projects. He has had nine years of experience on the RCA Missile Test Project, and a year on an Air Defense Force contract. Prior to joining RCA, he spent over eleven years in the Air Force as a Pilot, Squadron Commander and Communications and Electronics Officer.

Field Projects employees on this same contract are also situated at Huntsville, Alabama and Point Arguello, California; in support of the Technical Reports Section of the Technical Information Branch. This Section is supervised by NASA/LOC's Mr. George Hawkins.



**R. E. HIGGS** is the new Manager of the NASA/LOC Project, Cape Canaveral.

### Cherry Hill

### GOOD WORKS

The distaff side of Field Projects, with an assist from the men, sparked a generous donation of one hundred gifts to the Camden Home for Children, when they called off their Xmas get-together; spent the equivalent for toys and clothing. The idea boomed, and the Xmas trees spotted around 206-2 soon bulged with largess. The Committee (below, l to r): Jane Redman, Betty Evans, "Jo" Heckmann, Peg Hayard, Annamac Barrett.



**CHRISTMAS COMMITTEE** displays gifts collected for homeless children. (See story above.)

Consumer Products

**TRAINING THE TECH**

RCA's ability to back up an excellent product with excellent service is a key factor in the high degree of public acceptance which we enjoy today.

But keeping on top of service requirements—and anticipating service needs before they develop—is no simple task.

Regular changes and new developments in tubes, transistors, diodes, kinescopes and circuit design are only a small part of the problem. Annual new product changes are a perennial challenge to produce timely and accurate service data for the field before it is needed.

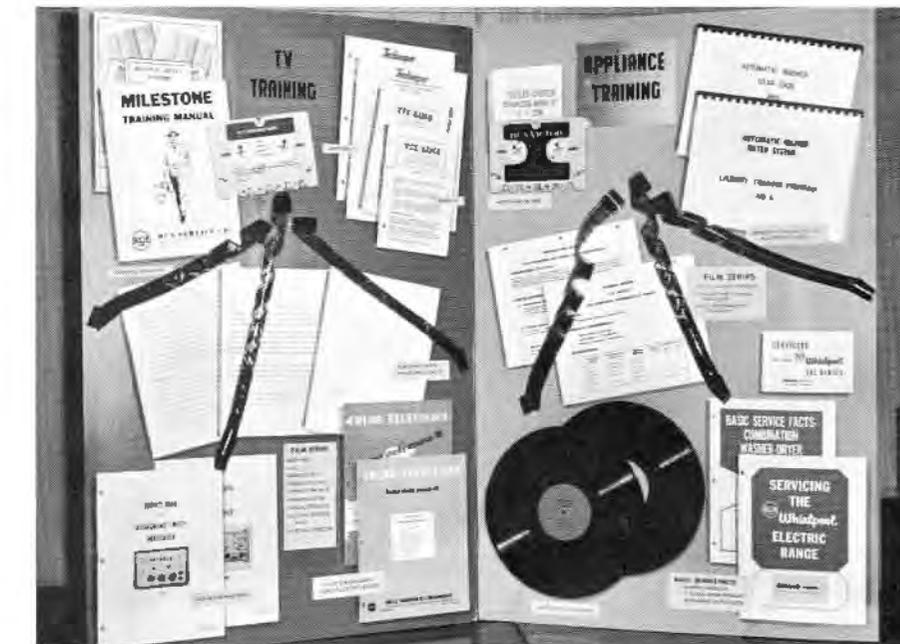
While TV, hi-fi and radio receive much attention, increasing special-products sales such as Master System installations, Message-at-the-Desk, Maid-Call, Nurse-Call, audio systems, etc., have greatly increased the scope of service responsibilities.

**Continual Instruction.** To maintain technical competence among two thousand or so Field Technicians, Consumer Products Service provides a schedule of formalized training, stemming from the Cherry Hill office of Technical Training Manager W. W. Cook and his Home Office training staff.

Through sixteen Training Administrators, who work out of Regional offices, they plan and supervise the continuing training programs conducted by Branch Instructors for technicians in each of the Company's 157 branch locations.

In areas where the branches are more centralized, Branch Instructor meetings are conducted by the Regional Training Administrators to review new products and training techniques. A large portion of the Administrator's time is spent in the branches, reviewing technical performance and assisting the Service Manager and the Branch Instructor with their local training requirements.

**Required Hours.** For the large variety of appliance products that are serviced in the home, the Whirlpool Corporation requires an average of 48 hours of training per technician. For the past two years, he has received an average of 60 hours. Also, a large number of hours have been spent in training the TV technician in Color TV and remote control service. Further, specialized training is constantly being



*TRAINING AIDS supplied to Instructors maintain consistency in Consumer Products Service programs.*



*TRAINING MANAGER W. W. Cook, with aides R. C. Smith, J. A. Dickey, H. G. Spencer, J. A. Boyer.*



*TRAINING ADMINISTRATOR Ray Smith produces a new film strip.*

conducted for those technicians involved in multiple systems work. Nearly all of this training is conducted by the Branch Instructor.

**Training Aids.** To reduce the Instructor's preparation time, and to maintain training consistency in the branches, the Home Office Staff and Regional Administrators must supply adequate training material and aids. These take the form of slide-films with sound-on-tape, product brochures containing description and circuit analysis, the monthly publication *Tie Line* and the quarterly *Technique*, plus a wide variety of training materials from the Whirlpool Corporation.

**Specials.** There are, in addition, crash training programs covering the

servicing of such special products as electronic control systems, alarms, coffee brewers, microwave ovens, intercoms, air contamination precipitators, and sound entertainment devices on buses.

Other crash training programs develop periodically for inter-Company groups or outside firms—Wells Gardner, Western Auto, Sears, etc.

The wide diversity of product—and, therefore, of training needs—is such as to tax the ingenuity of any training staff. However, the overwhelming testimony of many satisfied customers bears out the belief that Service Company continues to meet its corporate responsibility in the servicing of RCA's consumer products.

### SCORE SHEET

What makes a good tech better, and a better tech best?

Houston's Branch Manager F. S. Wing submits the following list of qualities, used to select the Houston Tech of the Month:

1. Good morale; an interested attitude.
2. Willing cooperation with others.
3. "Self-starting" ability.
4. Favorable customer relationships.
5. Good control of equipment and material.
6. Close observance of branch procedures.
7. Safety awareness.
8. Satisfactory sales results.
9. Good over-all production results.
10. Paperwork accuracy.
11. Neatness:
  - (a) in appearance;
  - (b) in truck and shop care;
  - (c) in paperwork.
12. Punctuality and attendance.

For his outstanding contribution to Houston Branch activities in November, J. T. Showmaker was recently honored as Tech of the Month.

### MULTIPLE SYSTEMS

**Toledo.** A wary forty-eight hour hush had fallen over Toledo Branch. Everything had been done that could be. Nothing was left but a decision on the part of the Hillcrest Hotel, who held the final proposals of an RCA lease covering both sets and service for the next several years.

But silence gave way to jubilation when Hillcrest's manager signed for a six-year lease, worth in the neighborhood of \$69,000. At a hastily organized victory party, the beribboned lease was presented to Cleveland District Manager Jack Laschinger and Cleveland Field Sales Manager Terry Glyde.

**Long Beach.** Compton Branch is proud of its contribution to the restoration of the Breakers International, in Downtown Long Beach.

This elegant hotel is being equipped with 200 TV sets (12 color), TV Antenna system, AM/FM Radio, room status system, maid-page system, guest room message indicator, and fire indicator and alarm.



WITH FANFARE Toledo Branch Mgr. Averman (right) gives Hillcrest Hotel lease to Cleveland Field Sales Mgr. Glyde and District Mgr. Laschinger.

### Technical Products Service

### RADAR TRAINING

Brought into Camden from various parts of the country, two groups of Radiomarine installation and service specialists recently completed intensive training on actual True Motion Radar equipment.

Classes were conducted in Engineering Building #53, where a waterway and objects picked up by the radar system, were simulated.

RCA Radiomarine True Motinn Radar is a high powered, high resolution, shipboard, surface search radar. It operates on a wavelength of 3 cm or 10 cm, or both, depending upon the type of equipment used.

In the pictures below (top l to r): Messrs. Moore, Edmonson, Hays, Estes, Horan, Dicks, Parsons. Below: Messrs. Jaymount, Lewis, Gates, Ramsden, McEachran, Kreiger, Schneider, Moore, Parsons, Barlow, Turnow, Stanko, Hopkins, James, Newman, Webster, Burman.



RADIOMARINE installation and service specialists (Group A) trained in Camden on True Motion Radar.



HOUSTON'S Service Mgr. Draske congratulates J. T. Showmaker (right), chosen Branch Tech of the Month.



TRUE MOTION RADAR classes were coordinated by Tech Products Service Engineering (E. Stanko, Mgr.), to assure proper installation

and service of these equipments by factory-trained specialists. Above, Group B.



Regional Manager Benham (right) presents T&I "Bounty" prizes to Kansas City winners C. H. Atchisson, C. P. Forbes . . .



. . . and to C. A. Bunce, Chicago. In Atlanta, Bounty winner Mel Studt with (l to r) Tech Leatherwood, Field Mgr. Campbell, Regional Mgr. Bassett.



ferred to the Advertising function, reporting to Manager H. A. Poole.

In the picture below, taken before these moves were made, are Service Company Advertising people (l to r): Joe Kacher, Tony Ricketti, Andy Hilliard, Herb Poole, Betsy Strasser, Ronnie Serrano, Dick Foley, Nora Hughes, Sven Swanson, Gordon Mitchell, Mary Klenzing, Betty Hartsig, Earl Nazar, Vic Damiani.

### BOUNTY HUNTERS

Theatre Installation and Service specialists and engineers ended the year with the presentation of awards in their annual contract sales competition, collecting their "bounty" in S&H Green Stamps.

The stamps are "Incentive Program Stamps," rather than the widely known cash discount stamps; are redeemable for merchandise at S&H redemption centers and subject to all applicable laws and ordinances.

In addition to stamps earned on each month's sales, two bonus periods were announced during which it was possible for the high man in each region to earn as much as 1,000 additional stamps for the month's work.

Grand awards given at the end of the contest period earned participants up to 5,000 additional S&H stamps. The top S&H stamp earners during the full term of the contest also received trophies in recognition of their high sales performance.

### Communications Products

#### ALIGNMENT

In December, an announcement made by RCA Group Executive Vice President C. M. Odorizzi placed the responsibility for the engineering and marketing of Mobile Communications, Radiomarine, and Audio-Visual products with the Broadcast and Communications Products Division.

Affecting the organization of Commercial Services under Div. Vice President G. W. Pfister, and some staff sections, the announcement terminated a product activity which Service Company had assumed about a year ago.

Simultaneously, the Division's Vice President and General Manager C. H. Colledge appointed A. F. Inglis to Division Vice President, Communications Products Operations. He named R. N. Baggs (Radiomarine), A. Fischer (Mobile Communications), and A. J. Platt (Audio-Visual) as Marketing Managers.

Advertising Department managers who returned to Camden with the products activity are A. M. Hilliard and S. O. Swanson. Also transferred from

Service Company to the Broadcast and Communications Products Division: Manager of Educational Electronics J. W. Wentworth and staff, L. V. Hollweck and L. L. Lewis.

The Commercial Publications Services group covering these products, and managed by C. E. Welsher, was trans-



Advertising Manager H. A. Poole (fourth from left) got his Advertising gang together for this commemorative photo, before the product activities moved to Broadcast Division.



OFF TO EUROPE: "Jet-Up" winner J. B. Gunn, CP Branch Manager, Oakland.



OAKLAND TV TECHS Bob Gisslow (above) and Dick Lutno prove they carry RCA on their backs (right). Oakland won Grand Prize in "Jet-Up" Contest.



FLATBUSH TV Tech Joe Munson begins his day.



NEW ORLEANS—"Outstanding Salesman" Al Tortage with (right) Sales Manager Jesse Jones.



CHICAGO—Appliance men in Chicago area branches attended a product demonstration sponsored by Whirlpool, the local RCA dis-



tributor, and Service Company. A similar session was conducted in the Milwaukee area.



## Every Room Becomes the "Room of Tomorrow" with RCA Victor "Mural TV" Receivers

The same RCA Victor TV and other RCA guest conveniences suggested by the "Room of Tomorrow" designer can grace your guest rooms, too!

Take your choice from RCA's Full House Line of five TV sets—black-and-white or color, 19" to 23" (overall diagonal) picture tubes—all designed with special features for hotels and motels: Tamperproof back, burn and stain-resistant finish, volume limiters, matching stands and more! Even wired remote control now available in a commercial set!

RCA Service Company  
A Division of Radio Corporation of America  
Dept. K-27, Bldg. 203-3, Cherry Hill Offices  
Camden 8, N. J.

Please send more information on RCA's Full House Line  
for hotels and motels.

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Hotel/Motel \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

PLUS . . . Optional accessory equipment such as guest room message indicator; background music and paging system; fire indicator and alarm; room status board, and maid intercom system.

AND HERE'S MORE NEWS . . . Actual stereo broadcasts and music now can be piped into guest rooms through a speaker unit that's hardly bigger than a table radio! It's new—it's news! Hear it now!

RCA's full line of entertainment and communications equipment, at your option, available through the popular RCA lease plan with no money down, RCA financing, or outright purchase—three ways to get single source reliability!

**MAIL COUPON NOW  
FOR FULL HOUSE INFORMATION!**



**The Most Trusted Name in Television**