



RCA SERVICE COMPANY

NEWS

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M. W. TILDEN

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Dist. Mgr. Retires With 25-yr. Service

ART JACKSON was retired as Los Angeles district manager for Technical Products May 1, after a quarter-century of service with RCA.

He arrived in Hollywood the same time as sound came to motion pictures, and put in one of the very first sound systems for the Carthay Circle theatre.

He's been "Mr. Photophone" to the West Coast for so long that he has no intention of giving up contacts out there with Service Company companions and customer-friends.

Simultaneously with his retirement, Art's district was merged with the old San Francisco territory to become the new West Coast district, which will be headed by HAL MADISON, former manager at San Francisco.

(Continued on page 6)

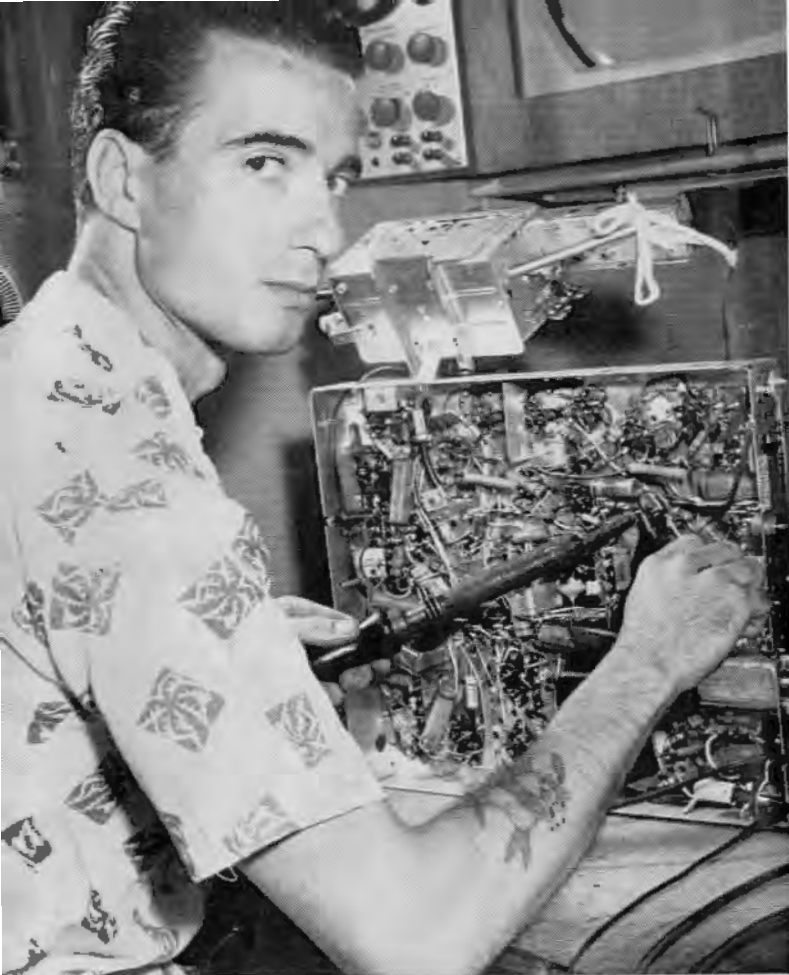
Art Jackson,
former
Los Angeles
Tech
Products dist.
head,
& Mrs. Jackson



OKLAHOMA CITY staff proved customer was right—even before he said they were tops in service.

The crew (l. to r., front):
Jess Jordan, Branch Manager A.
E. (Gene) Divine, Jack Sanders.
(Back row): Don Draper, Hal
Nehrenz, D. Penix, B. Howard.

(Please turn page for story)



"THIS COULD BE IT," announces Chief Tech Don Draper.



Hal Nehrenz
loads
ammunition
for
emergency



Brad Howard
—equipped
for
surgery—
hurries
to scene

Bouquets by Mail

ONE AFTERNOON last month, the editor was snapped out of routine mail-sorting by these lines:

Nothing has ever impressed me like the sterling service dished out by the Oklahoma City branch, and I'd like to do an article tossing a few bouquets to the boys who proved to me that the RCA contract is a document to be respected . . .

Naturally, the article would be gratis, as would the photographs . . . This is the only way I can think of to pin a few corsages on the boys who knocked themselves out to prove you can't lose with RCA.

In a matter of minutes, an enthusiastic letter was on its way to the author of these words, one Bill Stockwell—"Press-Style Photography. Babes by Bill. Wedding Casuals, etc."

A few days later, when the story—with pictures—arrived, we learned that indoctrinating a television receiver with the vibrations of the power plant next door had proved a problem for both Set-Owner Stockwell and our Oklahoma City office.

Members there, however, handled the situation in such a manner as to inspire the accompanying story and pictures.

"TALL ORDER, Stockwell's, but we'll lick it," says Gene Divine.



All photos by Bill Stockwell

"YES, MR. STOCKWELL, the serviceman's on the way," purrs Wanda Barnard. Nell Gage checks file in power-plant battle.



I'M ALL OUT FOR RCA

by
Bill Stockwell

Customer, Oklahoma City

VIDEO POPULARITY polls nod toward *Show of Shows*, but, for my money, TV's finest show is the service anthem crooned by the Oklahoma City branch. Its contract is the smartest buy I ever made.

I'm the nervous type. Anytime a new gadget comes crawling into the house, I pull up an easy chair and wait for the parts to start falling to the floor.

So, when I bought my 21-inch Rockingham console in 1952 and learned of the service contract, I lost no time in getting on the line.

This amazing document, which, in my opinion, ranks with the Bill of Rights and my birth certificate, introduced me to some memorable RCA people, all of whom became involved because of my proximity to the power plant.

These four caught the brunt of my complaints:

Tall, blond DENNIS PENIX, sharp diagnostician; efficient JACK SANDERS, who tenaciously checked every foot of house wiring to run down a stubborn flaw.

DELIGHTED Bill Stockwell proudly dusts adjusted Rockingham.



NEVER STUMPED, Tech Jack Sanders prepares to go aloft and inspect antenna for reaction to the power plant next door.



Also, there was smooth DON DRAPER, whose technical artistry dissuaded me from committing hari-kari on the points of my rabbit-ears antenna, and BRAD HOWARD, whose affability would melt the angriest customer.

And through it all, the fine telephone doubles team of NELL GAGE and WANDA BARNARD lathered me with large helpings of courtesy and sympathy—sweeter harmony than the Andrews sisters.

BOB HARTLEB, manager, now gone to the Jamestown (N. Y.) branch, soon emerged as leading character.

Noting the jutting jawline, you might peg him as an unyielding antagonist, but that's where you'd be wrong. He'll send out to dust your TV cabinet.

Tried UHF Soprano

I bombarded him in my UHF soprano, and not once did he reach into his desk for a revolver.

It seems that living next door to a power plant is tough on a sensitive TV set. Eighty-five percent of my troubles failed to appear in shop tests.

They tested to find no fault, but I wailed:

"I don't mind missing some politics, but the kids are home with colds, and with no TV I've got to read Uncle Wiggly all day.

"My children want to see Rootie Kazootie and all they see is the RCA service man!"

I tightened my safety belt and braced for the comeback. A voice dripped from the phone.

"Mr. Stockell," it said, "I can't tell you how upset I've been that you've had so much trouble. If it's humanly possible, we'll have your set in order for Rootie Kazootie."

When next I talked to the branch, I got a blow! Hartleb had gone to Jamestown.

It was like calling home and being told that your wife was transferred to another district.

But the follow-through went right along. A. E. (GENE) DIVINE, the new manager from Austin, met me warmly, and with assurance of full-speed ahead.

With all the detail confronting him at his new post here, he found time to listen to my beefs on Saturday morning, when the office normally was closed. (Rootie Kazootie goes on at noon Saturday.)

It's this kind of reception that turned a disgruntled customer into a crusading RCA "salesman."



"What no job
card on
Stockwell
today?"
grins Dennis
Penix



Gerry Sauer,
just
arrived from
Alaska,
with bride,
Carmen.

ALASKA: NOT SO LONESOME

GERALD R. SAUER spent 14 months in Alaska, leading Installation & Maintenance teams to places like Shemya, 1600 miles above Anchorage at the top of the Aleutian chain.

He caught fish (30 trout in three hours) at Cold Bay, on the tip of the Alaskan peninsula. Near Elmendorf,

AFB, he found himself a wife, who came from West Bend, Wis., 200 miles down the road from Gerry's home town, Hoka, Minn.

The Government field engineer and his bride, Carmen, arrived in the home office late last month, after driving 4800 miles in a '51 Chevy from Anchorage.

No sooner had they settled in a South Jersey motel and bought a one-wheel trailer, than they were on the highway again, headed for Barksdale, La., where Gerry will reports to AACCS.

Gerry liked both Alaska and his job. (RCA's ERIC GILMORE is still up there.)

"Time passed quickly," he says, "because I was always on the move."

His trips to spots like Shemya were made by air, lasted from three weeks to a month. He went whenever the AF needed an expert on communications equipment.

During War II, he was electronics tech 1/c aboard the troop carrier USS *Ferault*. In '50, he got his EE from the University of Minnesota. The same year, he joined the Service Company, and was sent to an AC & W squadron, in Washington.

Carmen, who worked for the phone company in Anchorage, was married to Gerry April 11 at her home, in West Bend.

Tokyo Has That Southern Charm

TOKYO'S "just about what a city ought to be, almost as good as New Orleans," reports GEORGE FUGLER, who arrived in April from a "short year" at HQ, Far East Logistics Force.

Most of his 11 months George spent training officers, with some 300 in his class. When he left, his CO urged him to "hurry back."

"And that's what I want to do, get back," says he. "Great place. Nice people. Like New Orleans."

George put in a great deal of overtime, but this didn't include time spent building a model railroad.

Once he got this bug, his object was to control as many trains as possible with an all-electronic block setup.

"I had one box of railroad parts and one box of schematics," he explains.

Fugler, who's 26, came to RCA in January '52, and went to Tokyo.

In '50, he received an ME from Louisiana State. He was trained by Texaco for foreign service, and worked for Douglas, at Santa Monica, where DC-3's were being converted into super DC-3's. He's proud of designing a landing-gear door link which still is standard equipment.

For Uncle Sam — On The Cuff

A CONSOLE for controlling heavy air traffic over Guam seemed like a fine idea to STAN ANDERSON and his CO, Capt. John McCord, head of local Military Air Transport Control.

Before they'd scrounged a dozen feet of wire and a handful of tubes, however, this "Frankenstein" was driving Stan and a couple of sergeants to work 14 and 15 hours a day.

But when he left the island last month, the field engineer had the "monster" working around the clock.

Furthermore, the operation—carried out with spare parts—saved the Far East Air Force thousands of dollars.

Guam & Okinawa

Stan was stationed on Guam for more than a year, following a short tour at Okinawa. His week was divided between servicing the transmitters, giving classroom instruction and on-the-job training.

There were two typhoons while he was there. After the disastrous Wake Island blow last fall, air traffic on Guam increased so suddenly headquarters became bedlam. Stan's console was designed to handle these emergencies.

The AF explains: "Under the present system of enclosing speakers and by using baffles, noise level in the (receiver) room, even at peak traffic, is so low conversation can be carried on in a normal tone . . . The new Guam console makes the Guam control operation the most efficient in the entire Pacific . . .

(Continued on opposite page)



George Fugler,
in Tokyo
BOQ examines
Japanese-
made resister.

Redhead Incognito

Winging homeward, RCA Field Engineer George Fugler struck up a chat with a pretty redhead, and enjoyed her conversation all the way into Honolulu, where he handed her off to

a waiting U. S. Navy commander.

Later that night, he spotted her across the dining room with the three-striper, and was told by his companions she was Piper Laurie.

The General Dropped In

Any place that flies the RCA banner spells friends to Brig. General A. R. Gharib, chief Signal officer, Iranian Army.

While strolling by the RCA building, in New York, recently, he decided to drop in. Walking up to the receptionist, he asked (in French) for his friends, Mr. Harvey and Mr. Neat. He wanted to thank them, he said (in French), for "their fine work on our Mission in Iran."

The receptionist rang for help at RCA International, which promptly contacted Paul Melroy, contract negotiations manager, at Gloucester, N. J. He identified Carl Harvey, now TAC supervisor, Langley AFB, Va.; and Clarence E. Neat, Paris.

Then, he grabbed European Mgr. Harry Mills, who happened to be visiting at the home office, and hurried to New York.

Conversing in French (which Harry had polished very well during two years abroad), they arranged for Gen. Gharib to meet Carl Harvey in Washington. (The reunion with Neat, in Paris, will wait.)

ON THE CUFF continued

"Actual saving is estimated to be over \$6000 for material alone. Labor saving, covering specialists' salaries, is estimated to be over twice material cost."

For two months before coming home, the field engineer was on the job daily from 8 A. M. until 2 or 3 the next A. M.

"The console kept building up," he says. "We were always adding on. Especially useful were parts of old planes."

He was no stranger to the Pacific. With the Signal Corps during the war, Sergeant Anderson ran wiring from beachheads at Hollandia, Lingayen Gulf and Atapsie while they were being secured.

Stan came to RCA in '51 from Station WAAM-TV, Baltimore.

STAN ANDERSON



The Technician and The Lady

HERE'S A CASE where efficiency and kindness paid off in contract dollars.

GARRY ROTHMEL was sent out from the South Philadelphia branch to put in a new TV receiver for a lady at the Parkway Apartments. Upon arriving, he found that she already had an old TC-167.

He looked it over, and asked if she would like to have it fixed.

"The man I sent for to repair it said it would cost between \$150 and \$165 for tubes and repairs," she answered.

"With RCA it'll cost \$11.35," announced Garry, and she gasped: "Go ahead!"

Garry repaired it, and persuaded the lady, an invalid, that she might as well keep it for a spare in the bedroom.

Then, he sold her contracts for both the old set and her new one.

The lady was grateful. She wrote to Service Company President Ed Cahill:

"I appreciate so much what your fine young serviceman did for me, I just had to write . . . Mr. Rothmel not only repaired (the old set) in a short time, at a very small price, but encouraged me to keep it for my bedroom, where I have an air-conditioner, and where my doctor requires me to stay during severe heat spells . . . He 'sold me' on a year's service for my old set as well as for my new one . . ."

"All the young men under you are fine and efficient, but Mr. Rothmel did a kindness for me I'll never forget."

WHAT AMERICA NEEDS is

a "second set—" Garry Rothmel (r.) waits for South Philadelphia Chief Tech Ed Sawicki to probe ills of old ('48) 8TC-270 chassis, which Garry has talked customer into keeping for bedroom.



SO. PHILLY: TOUGH BUSINESS

NOT MANY CLIENTS in South Philadelphia's files are grateful elderly ladies.

According to GARRY ROTHMEL, they're, for the most part, "business people," plenty speed- and dollar-conscious.

Garry, just 21, manages to do pretty well on fan mail, however. In fact, he's done well all around since joining the company at Northeast Philadelphia, in '51.

Even the tough ones appreciate "easy

handling," says he.

"We've got to make them realize we're doing something special for them," he explains, "or they're on that phone!"

A Philadelphian, the tech was schooled at Dobbins Vocational and Temple Institute. He holds a 3/c aviation-electronics tech's rating in the Navy Organized Reserve, never misses training. He's a former member of a Navy wrestling team.

Changes In The East

E. T. BROWN is home after a year in the Far East as field manager for the Government Service Division.

"Brownie" is replaced by FRANK E. COLONNA, who won the RCA Field Service Citation for work as supervisor at the 26th Air Division, Roslyn, N. Y. (See March Service News).

CHUCK LANE, who recently paid a visit home after a year in Korea and

six months on an island in the Korean Straits, is back in the Far East in the newly-created post of AF field super. He will work out of Tokyo. (See April Service News).

Ceremony of switching chiefs was celebrated at a Sukiyaki dinner in Tokyo, attended by 31 persons, including HAROLD DICK and JUNE SAWADA, who organized the party.



Art Jackson
receives
solid-gold pen &
pencil
set from new
W. Coast
district mgr.,
Hal
Madison (r.)

DISTRICT HEAD RETIRES continued from page 1

GEORGE BENJAMIN, former supervisor at Los Angeles (Hollywood), is field boss of the San Francisco-area office, and CLIFF SCHWANDER replaces Benjamin as supervisor at L.A.

A dinner staged May 1, in Beverly Hills, in honor of Jackson's retirement was a double celebration.

Vice President W. L. JONES presented the guest of honor with a watch for his 25 years of service.

Art received also, from his men, engraved desk and solid-gold pen and pencil sets. The best tool the former wireless operator ever had in signing up new business, however, was loyalty, according to Operations Manager CARL JOHNSON, both to RCA and the fellows who work for him.

"He was as successful with his men as with customers," Carl declares.

"Art rarely asked for national-office help on business or personnel problems. My desk file on Hollywood usually was empty. He had problems, like everybody else, but always settled them at the district level.

"We always looked on him as the most dependable liaison with the studios . . . A very good business man."

"And a fine engineer," adds Chief Engineer ED STANKO. "You could always depend on Art Jackson for quick response to any communication. He always had time for a note.

"Just before Christmas, he sent me one, thanking us for engineering assistance at various times. It was the only one like that I ever got."

Jackson had other loyalties. He carries a little newspaper clipping, dated 1913. The headline: "Risks Life for City."

He was superintendent of construction for Marconi Wireless, Great Lakes division, at the time, and merely considered it a part of his job to climb a 250-foot pole in the face of a sleet storm, driven by a 60-mile-an-hour gale, in order to make repairs that would sustain Cleveland's only communication with other cities.

At the dinner, he said he could not have achieved what he has without his wife's encouragement for 43 years.

Art Jackson, a native of Ashton, Rhode Island, began his career as a wireless operator back in 1905, when he was 17, with the old De Forest Wireless Co., at their Field Point station, in Providence.

After two-and-a-half years on shore and at sea, he went to work for the assistant scientific director, United Wireless Telegraph Co. (which developed the arc-type wireless telephone.) He was installation engineer on Government contracts.

A short time later, he helped to open the Great Lakes region to wireless.

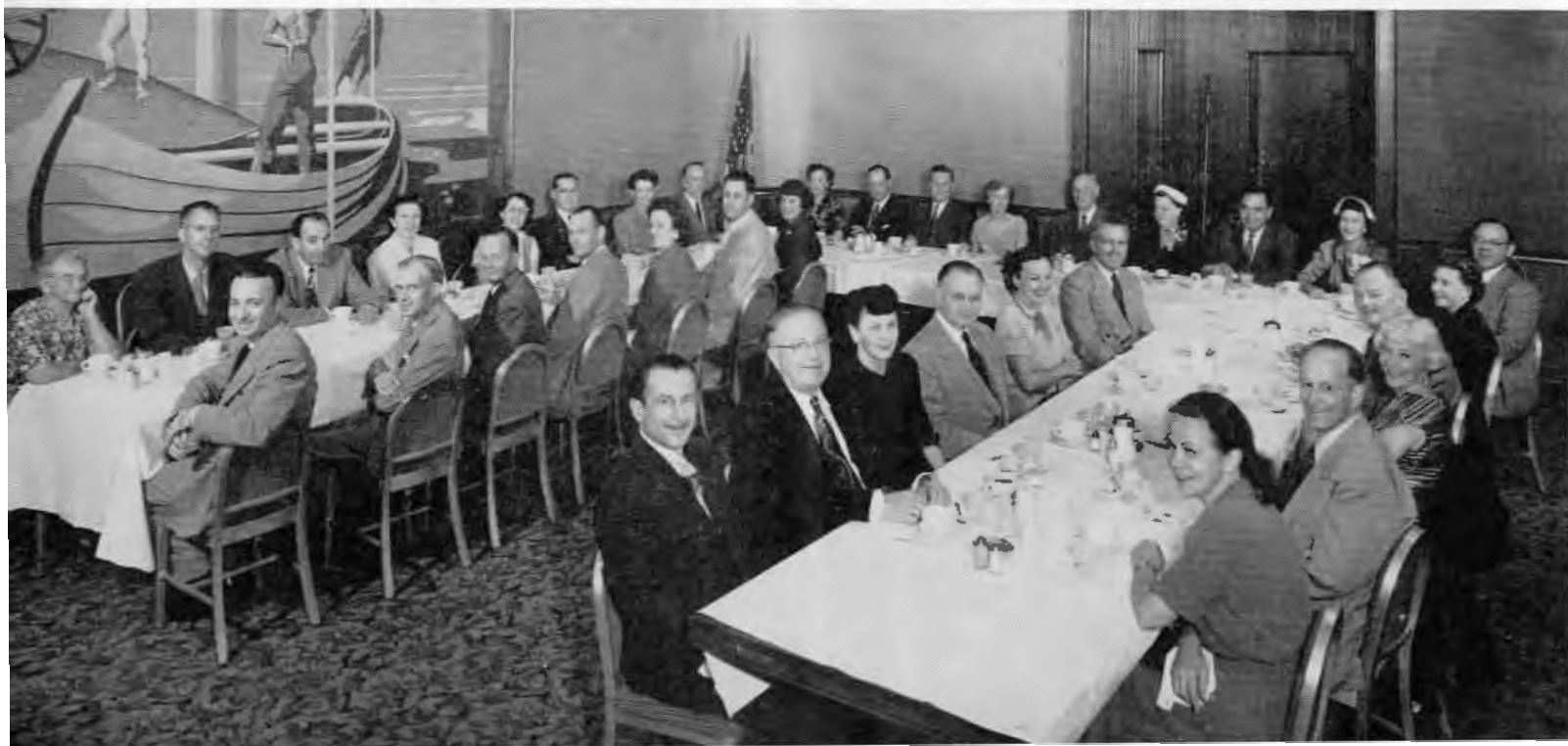
During World War I, he was in the Navy, as a lieutenant (jg), in radio and communications, was sent overseas on Admiral Sims staff; became a senior-grade lieutenant with the aviation forces in Europe. He ended the war as a senior watch officer, Naval Communications, Washington, D. C.

Headed Wireless Company

He was general superintendent of the important Independent Wireless Telegraph Co., in New York, when his health broke, but—after two years of chicken farming, in Slocum, Rhode Island—was back at his trade, in 1928, this time with the old RCA Photophone Company, Inc.

Next year, he went to Pittsburgh as district manager. The next found him
(Continued on last page)

SERVICE COMPANY PEOPLE ASSEMBLE AT BEVERLY HILLS TO CELEBRATE RETIREMENT OF ART JACKSON



Coordinator coordinates (two careers)

BACK IN 1948, Helen Pratt Danella was a Gloucester (N. J.) housewife and mother of two little girls.

She had not been employed for eight years, but one day she walked over to the home office of the RCA Service Company and got herself a job as typist.

The experiment in handling two jobs turned out so well that Helen still is with us. She works hard at both jobs, and "loves" both of them.

Her girls now are 12 and 10, and proficient at home-making. Her husband, John, is a shipbuilder.

Two years after she started, Helen became secretary to MEARL TILDEN, then TV Tech Publications boss and now chief at the Browns Mills (N. J.) Quality laboratories. CARL WELSHER succeeded Tilden last fall.

Last month, the Gloucester housewife was made a coordinator in Technical Publications distribution.

The month before, she captured two Suggestion awards, one worth \$58 and the other, \$5. The first was for an improved method of margin justification on IBM electric typewriters; the latter for dis-

tribution in RCA reception rooms of maps showing the location of Browns Mills.

The coordinator channels finished publications to distributors. The big chore is keeping up to date more than half a dozen important mailing lists.

The housewife runs a smooth house. Even with mother working, life isn't too complex. There's no need for Helen to hurry home to cook dinner, for instance.

Dianna, at 12, is a good cook. The father

gets home shortly after the girls arrive from school at 3:30 P. M.

Promptly on arriving Dianna and Donna change clothes, do homework and tidy up the house. Dishes and beds are disposed of before the family leaves at 8 A. M. In summer, a woman looks after the girls.

The Danella family works together on all projects. Right now, they're remodeling the interior of their house.



DAUGHTER DIANNA SERVES DINNER TO MOTHER & SISTER DONNA



← Frisco's Geo. Benjamin

AT HEAD OF TABLE, the Art Jacksons and Vice-President & Mrs. W. L. Jones, smile for camera.

Others (counter-clockwise, outer rim from near end): Mrs. Curt Winn, W. V. Wolfe, Mr. & Mrs. Frank Harris, the Cliff Schwanders.

Mr. & Mrs. Hal Madison, the Jacksons, Mrs. Jones, George Benjamin, W. L. Jones, Mrs. Benjamin.

Mr. & Mrs. Owen Zweiger, Mr. & Mrs. Watson Jones, the Ed Pothiers, Bob Hanson, Mrs. Hanson (mother).

(Counter-clockwise, inside rim): Curt Winn, the Orin Coulters, Chief Engineer Ed Stanko (Gloucester), the Rudy del Castillos, the Herb Berliers, Norman Owens, Frank Hartwick, K. W. Aldridge, Henry Marcus.

Tech
Products VP
W. L.
Jones (l.) gives
25-yr.
watch to Art
Jackson



Coast TV
Sales
coordinator,
Barney Chicoine,
explains
sound visualizer
at NARTB
meet, in
Hollywood, this
month





Photos arranged by N. Y. Sales Mgr. Bern Grossman

NEW YORK TV TECHS, I & S AND SALES SUPERVISORS ON ROOF OF HOTEL WHERE SALES DINNER WAS HELD*

*The sales meet May 6 at the New Weston, attended by 51 TV technicians, I & S and sales supervisors, was one of a series called in metropolitan markets by Jack McGrath, field sales manager, home office.

With the technician representing RCA in the home, his importance in demand-service sales was stressed.

Pictured (above, l. to r.) are: Bob Blumberg, Midtown; Bob Mitchell, Flushing; Frank Martin, Herb Heinig, Midtown; Ken Knutsen, I & S, Bensonhurst; John Stofka, Midtown.

Herb Adams, Bob Horak, Flushing; Sales Coord. Dan Hand, Bronx; Sales Coord. Gene Meigh, Bushwick; Bob Krull, Henry Nasse, Mike Krisko, Tom Hazel, Bronx. John Brinson, Springfield Gardens; Louis Ragusa, Bronx.

Edwin McCaffrey, I & S, Midtown; John Lorenz, Bill Regan, Bob Wendel, all Springfield Gardens.

DINNER GAMES—Taking part at sales meet are (l. to r.): Ed Pfeifer, Flatbush sales coordinator; Conrad Odden, N. Y. dist. mgr.; and Tom Barry, Flushing sales supervisor



LATE NEWS BULLETIN

DONALD H. KUNSMAN's election as vice president-in-charge of the Consumer Products Service Division was announced by President Ed Cahill May 18, following a meeting of the Board of Directors.



Don Kunsman

He succeeds J. P. BOKSENBOM, who resigned. Replacing Kunsman as treasurer & controller, is GERALD W. (GERRY) PFISTER, former manager of TV field administration, who held that post since April, 1952. He came to the RCA Service Company in '50.

LARRY BORGESON, Western Area head, who has been with the company since '41, will be the new field administration chief.

Don Kunsman came here in '49 as assistant to the president. The following year, he was appointed budget manager, and later elected treasurer & controller.

He is a native of Superior, Wisc., was educated at Superior State Teachers College and Northwestern University.

DM RETIRES cont. from pg. 6

manager of Photophone's western division. For a decade after '35, he also served in recording, machine shop and warehousing operations, and as western division sales and service head for Engineering Products.

In '45, he was given the post from which he just retired. Many times, he was invited to fill some important position in the home office, but Art and his wife preferred to remain in their home and garden on Almayo Ave., West Los Angeles.

RCA SERVICE COMPANY NEWS

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