



RCA SERVICE COMPANY

NEWS

January-February, 1954



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

Army of Engineers Put Color Show Over

THE RCA Service Company started the New Year with one of the most spectacular single achievements in its history.

RCA laboratories brewed the electronic magic, NBC put on the show, but it was the Service Company's part to get the pictures through in full color across 3000 miles.

From Los Angeles to Baltimore, the decision of those privileged thousands who viewed the first west-to-east demonstration of Compatible Color Television January 1 was, generally, "excellent."

Technical accomplishments of the Tournament of Roses colorcast from Pasadena, Calif., measured up to expectations nearly 100 percent.

This does not mean, of course, that the company will start installing color TV on a landslide basis. But it does indicate that the new line will impose a steadily stronger influence on everyone in Television from technician to tech writer.

That Little More

In addition, the remarkable speed with which the whole Radio Corporation of America put together a color network of 22 cities excited those who were a part of it and impressed those who observed the feat.

"The entire program had to be handled to some degree on a crash emergency basis," explained President ED CAHILL, who worked as hard as anyone in the Big Push.

"It was due only to the conscientious efforts and ingenuity of our people everywhere that we made it," he said.

WARREN WERNER, color coordinator, declared that our success was "a tri-

(Continued on next page)



Photo by Bill Pilgermayer

RCA leaders greet Service Company Merit Award winners at the Barclay*

THREE RECEIVE MERIT AWARD

THREE Service Company members were among 20 selected this year for the Award of Merit, RCA Victor's top citation for salaried employees.

DANIEL R. CREATO, vice president, secretary & general counsel, was honored for "outstanding contributions" to the growth of this company and excellent trade relations between RCA and the service industry.

STEVEN WLASUK, manager Special Project Engineering, for creating color TV test equipment (dot generator and color signal simulator).

ANTHONY L. CONRAD, manager Missile Test Project, for work in connection with securing and setting up the contract at the Air Force Missile Test Range, Cocoa, Fla.

Engraved gold watches and citations were presented by Frank M. Folsom, RCA president, at a banquet Jan. 16 in Philadelphia's Barclay Hotel, attended by 120 Award of Merit Society mem-

bers and top-ranking RCA officials.

Selections are made from 18,000 RCA Victor employees by the Award of Merit Committee, of which Thomas W. Massoth was 1953 chairman. President EDWARD C. CAHILL was on this year's selection committee.

Other Service Company merit society members are BOB BAGGS, JOHN CALLAGHAN, MERRILL GANDER, MORRIS PATNEAUDE, PINCKNEY B. REED, BILL ZAUN, LORENZ SCHROTH, BOB GRAY, CONRAD ODDEN, and HARRY BOWES.

**(L. to r.): Steve Wlasuk, TV Engineering; Dan Creato, vice pres. & general counsel; C. M. Odorizzi, exec. vice pres. corporate staff, RCA; Frank Folsom, president, RCA; Andy Conrad, mgr. Missile Test Project; Robert Seidel, vice pres. RCA sales & service subsidiaries and Service Company board chairman; President Ed Cahill.*

SHOW cont. from pg. 1

bute to the spirit of the people in the company. Almost without question," he added, "everyone gave a little more, or a lot more, than you would normally expect—on every level."

"Even in 1937 and '38," declared Chief TV Engineer MERRILL GANDER, "when we were making history with black & white TV demonstrations, I never saw anything like the all-out effort inspired by this show."

Nat only was the colorcast of Southern California's brilliant annual parade the first from west-to-east, it also was the first prolonged beaming of color TV outside a studio.

In addition, this was the largest audience to view tinted images. In 22 cities, where we had set up equipment, NBC outlets were piped signals by American Telephone & Telegraph microwave. Each broadcaster had a color receiver.

Receivers were shipped—most of them flown—to distributors within signal range everywhere, to the FCC and RCA officials' homes. Distributors staged "openhouse" demonstrations for dealers.

Everywhere that broadcast equipment went and everywhere that a color set was tuned in, a specially-trained RCA Service Company technician was standing by, providing built-in service day & night.

TURNER GRIFFIN's Technical Products broadcast engineers installed equipments and modified transmitters for color broadcasting at the stations, and MERRILL GANDER's men put in color monitors both in the stations and for AT & T.

TV Engineering also set up the 35 receivers for the dealer demonstrations in



PLEASED reaction to New Year color demonstration is received Jan. 2 in TWX room by Warren Werner (l.) & Ed Cahill

17 cities, and was responsible for the perfect performance of all 45 sets in the homes of RCA executives and important outsiders. Not a single failure was reported on these individually placed sets.

The colorful California display was received in the following cities: Baltimore, Chicago, Denver, Johnstown (Pa.), Los Angeles, Milwaukee, New Haven, New York, Newark, Omaha, Philadelphia, Salt Lake City, San Francisco, St. Louis, Toledo, Washington, Wilmington (Del.), St. Paul, Dayton, Cincinnati.

The number of viewers at these places averaged 500, but 2000 were on hand in Denver and as few as 50 in Dayton.

In Cleveland, Detroit and Wilkes Barre, last-minute emergencies couldn't be over-

come in time for successful demonstrations. The signal from New York would not reach Wilkes Barre, the only program failure. In Detroit, a show for 300 persons at a golf club was successful.

For the first 12 minutes of the New Year's Show, the AT & T had an unbalanced coaxial feed line. Picture quality, however, improved throughout the demonstration. When it was over, everyone knew that the big dream had come true.

"As the two NBC color cameras scanned a succession of elaborate floats . . . and other parade features," reported the *New York Times*, "the scene was a veritable bevy of hues. Sometimes the distant shot had remarkable composition and depth; at other times the closeup was better . . . All things considered, the results were exceedingly good."

Black & white (monochrome) sets operated alongside color receivers. But in spite of the back seat they took for this show, they'll continue to play the leading role in service for some time to come, we are told by company officials from RCA Chairman David Sarnoff on down.

Controlled Revolution

"What we have proved with this demonstration," observed Vice President DON KUNSMAN, "is that the RCA Service Company continues to ride the crest of the world's most promising technological revolution—the harnessing of electronics.

"It emphasizes again the challenge and opportunity facing the TV tech, who cannot afford to postpone his studies until color sets are available in quantity."

In 57 cities one or more stations already have ordered RCA color broadcast equipment. The first of these equipments was delivered in December. February will see shipment of the first color cameras and other gear necessary for origination of color programs in local studios.

According to its plan for colorcasting two shows a week during '54, NBC in January scheduled in tints the *Original Amateur Hour*, *The Kate Smith Show*, *Your Show of Shows*.

Lined up are the New Orleans Mardi Gras on March 2 and the Academy Award presentations from Hollywood later in the month. As stations start their own color programs, more and more demands will be made on the Service Company.

"The tide of new development is rising so fast," Don Kunsman warned, "that the technician who wants to keep his head above water must adhere to constant self-improvement." He recalled that broader use of UHF had scarcely let up on its demands when color started edging in.

"The successful technician today has to be prepared to study next week what the laboratory research scientist dreamed up last month," he emphasized.

CROWDS came early to view Pasadena parade in color at Center Theatre, Radio City



Lawyer Cited for Part in Good Will

As the company's representative on industry committees, DAN CREATO has diligently fostered friendly understanding between RCA and the service industry.

Because of this—in addition to his “expert knowledge of the law and grasp of commercial requirements”—the Service Company's vice president, secretary & general counsel was presented with the Award of Merit for 1953.

Not long ago, as a result of Dan's efforts, RCA was given the “Friends of Service Management Award” by the National Alliance of Television & Electronic Service Associations (NATESA), an organization of independent servicemen.

This was in recognition of his dual campaign to educate the public toward faith in the skill and integrity of television servicemen everywhere and generous distribution to the industry of information on the best ways and means of servicing TV. (*News*, Oct.-Nov. '53.)

These facts were brought out in Dan Creato's citation, which points out:

“When, through misunderstanding and misinformation, problems have arisen in connection with local service associations, Mr. Creato has devoted himself personally and without stint to their successful resolution . . .”

When controls functioned through the National Production Authority and Office of Price Stabilization, the legal counsel steered a smooth course

Copes with Codes

“In the critically important area of contract language,” his citation continues, “Mr. Creato's counsel has insured issuance of service contracts both legally and commercially sound. This achievement can hardly be overemphasized in view of the multiplicity of local codes and regulations which are involved.”

Dan has been with the RCA Service Company since it moved to Gloucester in '48, and before that with the RCA Victor law department for 13 years.

He received his law degree from Temple in 1930 and practiced in Camden for five years. Like many busy executives, he finds relaxation, when possible, in fishing—preferably deep sea.

There are six in the Creato family, including a daughter, 8; and three sons, the eldest, 18, all of Haddonfield.



Dan Creato

Merit Engineer is Walking Circuit File

ACCORDING to Ed Klingeman, who works with him, STEVE WLASUK is as valuable in a laboratory as a reference book because of his “phenomenal circuit knowledge.” He never forgets a circuit worked with, not matter how long ago the experience.

The senior development engineer of the TV Engineering section is so valuable to the Service Company that he received the 1953 Award of Merit. He had a multiple claim on the honor.

He designed and oversaw building of UHF and color test equipment, which saved many thousands of dollars per UHF and color branch.

And Steve is responsible for an RCA Service Company “best seller.”

In '52, gross sales on his Master-Tenna system totalled \$195,000.

In Feb. '53, he completely redesigned this equipment, which now is available at about 90 per cent of the former cost, while offering approximately five times the voltage output, increased flexibility, more servicing conveniences and facilities for adding UHF or color.

A companion one-tube booster amplifier and accessories made up the package, grossing \$300,000 the first year.

It's too early to tell how much money will accrue from the sale of his recently-



IN BASEMENT lab Steve Wlasuk works on designs; Sec'y Jean Armstrong takes notes

contrived all-electronic remote control attachment for TV receivers.

According to his chief, MERRILL GANDER, his design provides “better performance, flexibility and styling than any similar device on the market.”

Steve started with the company seven years ago as a tech under Merit Award winner ANDY CONRAD, then manager at Albany, now head of the Missile Test Project, Cocoa, Fla. Steve helped open Bronxville, later ran it for a while.

Missile Manager Honored for Contract

TECHNICAL qualifications and administrative skill—compounded with common sense—have made ANTHONY L. (ANDY) CONRAD an outstanding figure in 1953.

Because he has consistently increased sales and profits, and “brought added prestige to the company,” the manager of the Government Service Division's Missile Test Project, at Cocoa, Florida, has been given the Award of Merit.

According to PINCKNEY B. (PINCKY) REED, vice president of the Government division, it was largely due to Andy's efforts that RCA was awarded the contract for the AF missile project, which will mean millions of dollars worth of business in the next two years and require an organization of more than 600 people.

Conrad, who has been here for nearly eight years, started Government work in '50, when he helped with our heavy recruiting effort at the outbreak of war in Korea. August of that year, he became the division's chief engineer, and January a year ago, was made head of the newly-

(Continued on page 14)



Andy Conrad



BEHIND SCENES at Astoria (L. I.) color labs, Howard Spencer & Joe Fissmer (l. to r., foreground) check receiver color balance with cathode-ray oscilloscope

COLOR, as We See It

by Merrill Gander
Chief Television Engineer

JUST BEFORE "CURTAIN TIME" for the Tournament of Roses show, January 1, every available RCA Service Company technician with a knowledge of color was assigned to a definite spot where a color receiver was to be demonstrated.

Most of these posts were filled at the last minute. Many men had to be flown to strategic points from urgent assignments elsewhere. All December we had been busy with demonstrations, lectures and the writing and publishing of our color service book (see page 10.)

On December 22, Ed KLINGEMAN, CLIFF SCHNEIDER and the writer participated in press viewings in New York. The following day, members of independent service organizations were given preliminary color lectures. Receivers were being set up in the homes of VIP's everywhere.

All scheduled programs were fulfilled without a single major complaint. In view of the limited test-program time, the complexity of the job and thinly spread personnel, we feel that the Service Company's contribution to the color program on New Year's Day is something we can look back on with satisfaction. There were, however, Times and Incidents.

Never was a program so completely laid out or attended so carefully as this first nation-wide color demonstration of the annual parade, from Pasadena.

The telephone company, broadcast station engineers, the branches, color and home office personnel—all were motivated by one intense desire: maximum coordination with a minimum of avoidable technical difficulty.

In New York, for days before the event, trucks and personnel were standing by to deliver parts or emergency shipments to the airport. Special detectives were alerted to provide complete security.

In one instance, the RCA executive plane was commissioned to fly a receiver to Milwaukee, where it was met at the airport by an RCA truck. At station WTMJ, the set was received by a color expert flown out previously from New York. Within three hours, the receiver was performing for a large gathering at the station.

Naturally, such a program of emergen-

cies made small allowance for relaxation, humor or efficient planning. In retrospect, incidents which contributed to our thyroid delinquency and ulcerous tendencies, appear ridiculous and even funny.

Perilously close to the deadline, two emergency kine-replacements were air shipped to St. Louis. A small Camden sticker remained on the cartons and someone thought these must be destined for Camden, so back they came. Fortunately, alert personnel in New York sent the kines to St. Louis again on the next plane out—still in time for the show, and minus the confusing stickers.

Flown Tenderly

Another story concerns a piece of hand-built color test equipment destined for the west coast. It had been so carefully packed and handled that not the slightest smudge appeared on the carton when it was unloaded in California. There, the test gear was found to be a duplicate shipment, so, just as tenderly, it was returned to New York. As it was uncrated on the work bench there, one of the legs collapsed, sending it crashing to the floor.

Early morning test transmissions and extemporaneous out-of-town hops contributed their own touches. One engineer won a free ride in a prowl car to explain at the police station how it was he was tracing cables in a building at 3 A.M.

Another was locked in a shipping room overnight when, according to every-day schedule, the truck gate clanged shut automatically. The most embarrassing situation, probably, was having to appeal to Travelers' Aid for funds when a trip had to be taken without benefit of a cash advance.

At the time, such incidents strained
(Continued on opposite page)

Photos by Ray Fisher



Placing tri-color tube in demonstration set at Astoria are Bill Mason (l.) and Howard Spencer

temper — already threadbare — but they helped in welding together a working color group that made possible the triumph of New Year's Day.

Magic In Our Stride

In these days of guided missiles, atomic weapons, harnessed solar energy, wonder drugs, automatic industrial devices, electronic computers, 3-D, CinemaScope, and other modern miracles, we have learned to accept Science's contribution of weekly wonders.

In view of this, domination of public thinking by an electronic revolution is astounding. Nevertheless, color is gaining momentum in the race for first place among the historical and controversial subjects overheard in the pool room, canasta terrace and executive lounge.

The subject is basically controversial: no two people will agree on the exact shade of any given color. In fact, some of the shades obtained by mixing the primary colors may not be familiar to all of us.

In mixing paints, we use the familiar primaries red, yellow and blue. In TV, we use the primaries red, green and blue. Either set can be mixed to produce any shade within the color spectrum.

Is His Face Red?

In color TV, it is left to the customer or technician to decide just what colors should be reproduced. Since the original scene is not at hand, receiver controls might be adjusted to produce a red shirt as readily as a white one.

The key to true color reproduction must be found in the flesh or skin tones, a person's teeth or other known-whites in the picture. Even these may vary with room lighting. A receiver set up properly in the afternoon may be grossly out of adjustment when viewed under artificial lighting, or even worse under fluorescent lighting. And even the best converged picture, if examined closely, might show a tinge of color (to the experienced eye) on a black and white transmission.

Thus, not all the tech's problems will be confined to parts failures or circuitry.

A thorough explanation as to what color is, could cover several novel-length books. Certainly it's not new. Man's awareness of color dates back thousands of years to the time when he first discovered that the juices of certain plants, smeared on himself or other objects, gave these objects a more agreeable appearance.

He had no names for different colors, simply a knowledge of difference. Today, Science has discovered for us that the

(Continued on next page)

He was Left Alone with Color

HENRY JAMES CRAVENS is the Service Company's Color TV pioneer.

He has worked on this program steadily since he was assigned to the Princeton laboratories in 1949. Even when everyone else was taken off the project, after the FCC's adverse decision in April, '50, Jim was kept on the job back stage.

Naturally, with this background, he has handled nearly all the color demonstrations. He takes care of preparations in every field: signal transmissions, network

In January, '51, he was called to Princeton, where, for six months, he worked with the engineers; built three color receivers himself and checked out others.

Six months later, he was in Camden with the Home Instruments color section, checking out receivers and helping with color shows. Six months ago, he was moved to the Astoria (L. I.) color labs.

Once in a while, he touches the home office. Last time was January 6, when he flew in from the west coast, where he set



SERVICE CO. staff at Astoria with color sets before going out on Tournament Show*

facilities, power, lighting, seating, air conditioning, interior decorating, staging—and whatever else comes up.

In preparation for one show, he worked 107 hours without a breather.

Jim got into Color via UHF. Starting with the company in the nation's capital back in '47, under Branch Mgr. GEORGE FISH, now of Quality, it soon was discovered that the recent Navy chief knew how to handle VIP's as well as VHF.

Over six-feet-one-inch tall and weighing 257 pounds, he has the heartiness that goes with a robust and successful farmer.

When UHF came along, he was the logical choice to put demonstration sets in the homes of Washington officials. Also, he worked on experimental UHF transmitters. It wasn't long before his orders were coming from Dr. George Brown in Princeton.

When the color laboratory was opened in Silver Springs, Washington, D. C., in '49, Cravens was the first tech assigned.

up the "Roses" show for 700 viewers, at Burbank, Calif., and helped with demonstrations at Los Angeles and Pasadena.

As a Navy regular, he made chief electronic's mate, and during War II, served aboard of the USS *New Mexico*.

He comes from a farm near Georgetown, Ill., but home has been Washington, D. C., since '47. His wife and three boys, 16, 15 and five, go to their seashore cottage near Annapolis in fine weather.

Occasionally, Jim gets to go along. Lately, he hasn't even been able to make Washington over weekends.

"We put in tremendous hours and travel a lot of miles in this show business," he laughs.

*(First row, l. to r.): John Dickey, Bob Morey, Earnie Johnson, Field Super Jim Cravens, Andy Anderson, Stan Swerynski, Joe Fissmer. (Back): Bill Wilson, Henry Kent, Herb Heinig, Howard Spencer, Gerald McGinty, Ray Bintliff, Don Block



CHIEF ENGINEER Merrill Gander (2d from l.) chats at New Year color show in New York with Milton Walsh, Exhibition Hall engineer (l.); Don Block, color specialist; Bern Grossman, N. Y. TV sales. Show in hall was for dealers and distributors.

Early Merit Winner Was Once Entire TV Field Staff

MERRILL GANDER, chief television engineer, was one of 15 to receive the Award of Merit the second year of its existence, which means that he was one of the first 17 members of the Society, since only two were honored in 1944.

Merrill was one of the original ten men who went to New York from the old Service division back in '38 to work on early black & white TV receivers.

The next year, he was the only serviceman left on the test project. He cared for the 100 demonstration sets in newspaper offices, hospitals and homes of important people in and around New York.

TV in Mothballs

As World War II came closer to America's shores, television was put back in the laboratory and Merrill was returned to Camden to work on armed forces needs.

He was shifted from his post at the Norfolk air station to the Pearl Harbor station on Ford Island right on target. Aboard a ferry enroute to the field, he was only 500 yards away from the USS *Oklahoma* when she was bombed and sunk.

The Pearl Harbor strike left Navy planes chopped up. There was no call for Field Engineer Gander to service their radar. Instead, he was put on fleet radar.

Then, after working on Mark 11 (AAA) radar at Navy bases across the U. S. for two years, the engineer began writing military technical books in '44.

Soon as the war was over, TV stepped forward again and Gander was turned over to BILL ZAUN, now Quality manager,

to help organize TV engineering here.

It was his work on "systems and facilities" for dealer and distributor installations which made it possible for the company to swing "T" Day—the day television went commercial. Also, Merrill devised antennas for the first commercial sets. For these accomplishments, he was given the Award of Merit.

The curly-headed chief engineer was born in Norristown, Pa., of Pennsylvania German stock. His late father was a stationary engineer in a steam plant in Norristown, and his mother and sister still live in that city.

With a BS from Drexel Institute, he went on to post graduate work in electronics at the University of Pennsylvania in '33. In '35, he joined RCA Victor as test maintenance engineer, at Camden. He has been chief engineer here since '49.

Gander keeps a staff of 53 operating at full speed. The endless details of his job tax endurance, patience and sense of humor. Merrill's all survive.

Popular Office

Between phone calls, dictation and cheery interviews—there are always visitors waiting—he lopes from first-floor office to basement labs and back.

He has the gift of calm speed. As the pressure went higher and higher in the closing days before the Tournament of Roses show, Merrill just put on more steam but never let his nerves show.

And he always goes way out of his way to let his engineers take the bow for any praise his department might get.

COLOR cont. from pg. 5

eye detects this difference as "frequencies," or wave lengths. Dominant wave length determines whether the eye sees red, blue or purple.

In 1802, Thomas Young brought out the fact that color is a sensation. We know that white light contains a mixture of waves of all lengths. Therefore, by omitting waves of certain frequencies from white light, the remaining wave lengths will give us a sensation of color.

In color television, the primaries selected were red, green and blue. Proper mixtures of these will produce all over-colors and white. Thus, at the overlapping point of three colored filters—red, green and blue—the sensation would be white. Where only the red and green filters overlapped, the resulting color would be yellow. Where the red and blue filters overlapped, the effect would be magenta, and where the blue and green overlapped, the color cyan would result.



COLORMEN Bob Morey & Joe Fissmer checking "phase & quadrature" at Astoria

Knowledge of colors and color-mixing is known as "colorimetry" and our technicians must be well grounded in the fundamentals of colorimetry before they can diagnose adequately the difficulties in transmissions and receiver circuitry. Also, this knowledge will be invaluable in helping them to prepare explanations to the customer on proper set adjustment and when vagaries occur in transmission.

The full impact of color television is, of course, not yet known. Even black and white TV has affected our way of living. Room furniture has been rearranged to provide best viewing. Eating habits have been adjusted to place the family comfortably seated in front of the receiver at a favorite-program time.

Colorful World

It is not unreasonable to expect the customer will gradually become more color conscious. Those of us who have
(Continued on opposite page)

been working with the new medium have found ourselves looking for color in our surroundings and being much more aware of different shades of color.

Probably, housewives will start hanging brighter drapes and curtains to remove the flatness or drabness of a room in which a color receiver has been placed. Naturally, the set will show off better in a room which contains color.

Also, milady undoubtedly will spend a few additional minutes before the mirror as she recalls complexions and makeup affects on the color program she viewed the night before. In any event, the enjoyment added to television by the introduction of color is undeniable.

As far back as 1949, JIM CRAVENS and GEORGE NEWHOUSE, of Engineering, already were actively engaged in color development work and field tests in Washington, Princeton and New York.

Princeton Experiments

Under the guidance of Dr. George Brown, Dr. Elmer W. Engstrom and D. W. Epstein, they worked with Princeton laboratory personnel, helping to build engineering models of receivers, checking through newly-designed circuits and experimenting with new tube applications.

In '50, the program was vastly enlarged. Service Company and Princeton personnel installed preliminary receivers in the Bureau of Standards, FCC laboratories, and RCA executives' homes.

Our men assisted in the work with three kine receivers, two-kine radi and, more finally, the single kinescope receiver. We assisted in field test for picture quality evaluations.

Meanwhile, experiments progressed with transmission of color signals over cable and microwave between Princeton, New York and Washington.

Color No Priority

During early '51, the color project was all but dropped. Material was in short demand and engineering personnel was needed by priority projects. Only JIM CRAVENS remained on color here.

Assigned to Home Instrument's Advanced Developments section, he assisted in building new-type color receivers and laboratory and field testing models with greatly reduced numbers of tubes.

Early receivers employed 54 receiver tubes. The number was reduced gradually to as low as 34 in one of the models.

When Princeton established separate color laboratories in Silver Springs, Wash., D. C., and Astoria, L. I., several company members joined Home Instrument and Princeton engineers at these points.

GERALD MCGINTY, JOHN ANDERSON and STAN SWERZYNSKI went from the New York TV branches to Astoria. ALEX POPE-

(Continued on page 10)

Pulled off Bench to Create Color Dynamic Demonstrator

EDGAR R. KLINGEMAN'S substantial knowledge of TV was acquired through experience and reading. He studies continuously. From publishers' lists he orders the latest books on all related subjects.

"If you don't keep up," says he, "you fall to the bottom of the heap."

Things keep humming on his present spot. February a year ago, he was called in from the N.E. Philadelphia branch,



AT CHICAGO show Ed Klingeman looks over equipment for Am. Furniture Mart

where he was chief tech, to build a dynamic demonstrator for color TV.

He produced a successful model in May, then turned his skill to developing a color signal generating rack (112 tubes) for showing color bars or 35mm. transparencies using a flying spot scanner.

The job of setting up the gear was turned over to CLIFF SCHNEIDER, Engineering, JOE FOY and PAT NAPOLITANO, chief techs, N. E. Phila. and Collingdale.

Like the other colormen, Klingeman

has lost track of weekends. Days are just days. Along with preparing for the all-out color broadcasts, he spent the months prior to New Year's Day making color photographs for the company's color book, slides and getting up lectures.

There was one weekend he begrudged the Service Company. Summoned to Chicago for the Tournament of Roses color reception at the American Furniture Mart, he was kept there four days. (RCA pictures were pronounced best among all set makers at this all-industry show).

But Ed Klingeman missed his party.

He was to have taken his wife to New York to see *Dial M for Murder*. After the show, the Klingemans had a date with Gustine Huber, the leading lady, and Richard Derr, an actor Ed had known back in Norristown, Pa., where he was born. Mrs. Klingeman went to New York alone.

Neighborhod Ham

In Norristown, Ed also knew his present boss, MERRILL GANDER. They went to the same church. As a boy he built some of the original radios for his neighbors in 1923. He serviced TV before he went to Chicago to study electronics.

He signed on with RCA as a helper at the old Chestnut Hill (Phila.) branch in '47. After working in Allentown, he went to N. E. Philadelphia as chief tech.

While at Allentown, in '51, he devised major circuit-changes in the year's TV line, which netted him a "suggestion award" of \$500.

For several years, he and his wife lived on a remodeled farm near Quakertown, Pa., but gave up their "show place" on coming to Philadelphia. They now live near Mt. Holly, N. J. Ed has no time for farming these days. He spends his free time at home on engineering problems.

Stan Swerzynski (l.) & Herb Heinig sweep multiple-antenna system at Astoria for color response



COLOR HI



Los Angeles

Bill McDaniel (r.) color specialist, tunes in set for Parsh Henry, RCA Victor mgr. of Leo J. Meyberg, coast distributor



TEST gear explained by John Heller to (l. to r.): Barney Chicoine, West Coast dist. sales coord.; Otto George, Lynwood



COLOR BOOK is discussed at Hotel Statler show by (l. to r.): Ed Long, John

Heller, Hollywood color techs; W. Coast Dist. Mgr. Bob Bomeisler, J. Croft, RTV.



TOP EXECS enjoy Los Angeles viewing. Marty Bennett (l.), RCA regional mgr., tunes in Starky Starkweather, vp & gen. mgr., Leo J. Meyberg, on sales prospects

Color is Coordinated

WARREN WERNER thrives on a diet of deadlines. He was just the man to coordinate the color show on New Year's Day.

He hadn't had such a good time, he says, since he helped set up Air Force service for the Government division following the outbreak of war in Korea in 1950.

His first experience with "crash programs" came in the Army. He entered the service as a private in '39, emerged a lieutenant colonel in the Air Force in '46.

His specialties then were air defense networks and strategic bombing. As a regular, he was one of the first ten Army men to work on radar in '39.

Commissioned in '41, he helped set up radar stations and a communications net

for the Air Defense command. He spent '43 with the Anti-Sub command.

As communications officer for the 58th Wing, first B-29 group in the Far East, he flew over India, the Hump, etc.

When he left the service in '46, Werner joined our Demonstration gang, then switched to the old Collingswood (N. J.) branch. In '48, he became Television's first Philadelphia district manager.

He has worked also as assistant to the vice president of Consumer Products, Washington district manager and boss of the Pittsburgh district, where he was stationed until last August when transferred in to coordinate the color effort.

Born in Allentown, Pa., Warren grew up in Northeast Philadelphia, was at one time national service manager for Ansley Radio, in Trenton, N. J. He's 36.



LYNWOOD Mgr. Fred Carpenter (l.) and Hollywood Boss Bill Thackrey watch for test pattern on a demonstration set

HIGHLIGHTS



sales; Geo. Kokoris, Holly. sales; Ray Sokolowski, I & S, Holly.; Greg Beetha, Holly. sales super; M. Hackett, Lynwood sales



JACK WILLIAMS (l.), ad mgr., Home Instruments, & Bern Grossman, N. Y. sales coord. talk it over at Exhibition Hall



IRVING SARNOFF (l.), exec vp, & Ad Mgr. Carl Sonnett, both Bruno-N. Y., talk over RCA Color Book at Center Theatre

New York

W. L. Rothenberger (l.), East. region, RCA Victor, & Dave Wagman, gen. sales mgr. Bruno-N. Y., after colorcast



ALL SET for crowds which turned out for color demonstration at Raymond Rosen's, Philadelphia distrib, are (l. to r.) Jack

and Ed Rosen, Tom F. Joyce, company chief; Howard Johnson, Phila. dist. mgr.; Bob Baggs, Service Company sales head

Philadelphia

Show at Raymond Rosen Company receives last-minute check by (l. to r.) John Jepson, color specialist; Bill Powell, RTV, Tech Bill Wolfe





Training
Men
Milt Pyle (l.)
and
Russ Hall
talk to
the field

Training Program Keeps Broadening

THE TRAINING program for color is designed like the widening circles in a pond, with Manager MILT PYLE the "stone" that sets the ripples rolling.

In November, at night in the home office, Milt and his technical staff, composed of RUSS HALL, BUD COOK and CHUCK LASWELL, opened the first classes on color, for home office staff members.

Following these, chief techs, district training coordinators and RTV (radio-television-Victrola) men were given instruction for from two to three weeks. The RTV reps currently are putting on classes themselves in 65 cities.

In January and February, 40 chief techs are scheduled for two-week courses in color and RCA licensees for four-day classes.

In addition to indoctrinating servicemen in branches, district training coordinators conducted classes at the RCA Bloomington and Indianapolis plants.

Milt has put energy and imagination into the job he handles under Training & Employment head GEORGE WRITTEN.

300 Pix to a Story

Visual aids play an important part: It takes 300 slides to tell the color story. Tape-recorded instruction is used and, wherever possible, the Dynamic Demonstrator and Flying Spot Scanner.

Pyle became Personnel's training manager a year ago in December, when the UHF facility started. He joined the company in 1948 from WCUM, Cumberland, Md. While equipping the radio station "100 percent RCA," he met BILL ZAUN, Quality head, who lured him to Gloucester.

He's a native of California, graduate of San Jose State and ex-Air Force major.

With RCA, under Zaun, he devoted himself to hi-voltage transformers, special tubes, various resistors, and condensers, and to solving the detent problem.

Milt and his pretty wife and three children live in Haddonfield, N. J.

COLOR BOOK GETS FINE RECEPTION

THE TEAM of Pyle & Hall was responsible for production of the Service Company's 58-page, four-color book, *Practical Color Television for the Service Industry*, which a leading technical publisher describes as an "excellent job."

The project came under Training Manager MILT PYLE, who also wrote several sections. RUSS HALL did the editing and production and was a contributor.

BILL BOHLKE, former head of multiple-antenna service, also was a contributor and helped with preliminary planning.

Other contributors were DAVE CALLAGHAN, HANK COLLINGS, BUD COOK, MERRILL GANDER, ED KLINGEMAN, BILL MCDANIELS.

The book, published by the RCA Service Company, retails for \$2 a copy; contains color TV fundamentals, circuitry (with a three-foot pull-out schematic), and installation and service instructions.

There are 44 striking color reproductions and color pictures.

The color photography was done by CHARLIE HOBBS. (Charlie also took 10,000 pictures for the trainee lectures.) Color art work was by ANTHONY MITCHELL, of Technical Publications.

Pyle & Hall labored day and night and weekends, since last August, to get *Practical Color Television* in industry hands. At the same time, they were arranging classes for the color training program.

Rider Likes Color

"The men who worked on this book," noted John F. Rider, head of the publishing company which bears his name, "did an excellent job . . . A magnificent job was done with the color reproductions."

The publication is an example of the finest printing and paper stock.

Twenty thousand copies were run off for the first edition. A like number will be printed for the second and third editions.

Aside from a short period as technician at the old Collingswood (N. J.) branch,

where he started in 1948, RUSS HALL always has been in Personnel Training, always has written technical publications.

He also conducted and organized our technical training program.

In '51, when UHF still was in the development stage, he published an article on *Upstairs Television*, which dealt with RCA's efforts back to '46.

He has edited countless home-study courses and put together many manuals for TV installation and new-line receivers.

Russ attended Rutgers, and lives with his wife at Medford Lakes, N. J.

COLOR cont. from pg. 7

LARSKI and JIM CRAVENS handled most of the work in Washington.

The RCA Exhibition Hall was equipped with an Antenaplex system suitable for distribution of color signals. We helped install, then worked at the Washington transmitter, setting up Studio A in the Trans-Lux building and assisting with the Johnnie Victor theatre and NBC theatre equipment, in New York.

Our engineers assisted in tests of picture tubes in Lancaster, in setting up facilities and demonstration areas for color shows, in experiments on cable and microwave transmissions and tests on every known receiver function.

In '52, the color program was accelerated by regularly scheduled demonstrations, audience-reaction tests and other engineering demonstrations of RCA and competitive color receivers. Jim Cravens assisted in the competitive demonstrations. He was in great demand by even competitive manufacturers in setting up and adjusting their own color receivers.

During off hours, other Service Company personnel aided competitive manufacturers in procuring emergency parts in order to meet demonstration dates. In one instance, Cravens provided transportation and personnel to return to Syracuse to procure parts so that a GE receiver might be demonstrated on time.

Year of Decision

1953 was the year of final preparation, FCC approval (Dec. 17) and full-scale demonstrations and viewings for the public.

The year also saw a concerted drive on test-equipment development and training. Our color personnel, which had been increasing gradually, were rotating among the more active markets. By Sept., 19 field specialists had been trained.

With this nucleus of color-trained personnel, under Jim Cravens, we were able to meet all demonstration schedules, complete home installations and field tests scheduled through the balance of

(Continued on opposite page)

New Board Chairman Comes to Service Co.

ROBERT A. SEIDEL, new vice president of RCA's Sales & Service Subsidiaries Division and chairman of the board of the Service Company, has a background of high achievement in industry.

Mr. Seidel was appointed to his post in a general reorganization.

The former RCA Victor operating vice president and Service Company board chairman, CHARLES M. ODORIZZI, is promoted to executive vice president of the newly consolidated corporate staff, which serves all RCA units and subsidiaries.

The Service Company's new board chairman formerly was vice president & special assistant to Walter A. Buck, RCA Victor vice president & general manager.

He supervised RCA's entry into air conditioning and gas & electric range fields.

In his new capacity, Mr. Seidel is also responsible for RCA Institutes and RCA Victor Distributing Corporation.

He came here in 1949 from W. T. Grant Co., N. Y., where he had been vice president & controller since '40. In '46, he was commended by the War Department for his work as consultant-director of operations, Army Service Forces.

It was his plan which the Army adopted for its supply control system.

The same year, he received the gold medal of honor from the National Retail Dry Goods Association, of which he was chairman of the executive committee.

Before joining W. T. Grant in '40, he served as retail merchandise manager and merchandise manager of home furnishings for Montgomery Ward Co., Chicago. Mr. Seidel is married, has two married daughters, five grandchildren.

COLOR continued

'53—but not without anxiety and considerable personal inconvenience.

Whenever the work load permitted, color-indoctrinated technicians conducted after-hours voluntary classes for other technicians. Techs trained even in this manner contributed valuably in the "big push" of Jan. 1.

Naturally, training and receiver setup cannot be accomplished without test equipment. This has been a very pressing phase of our work on color. As late as June of last year, a search throughout the industry turned up nothing that could be integrated into our program.

We even checked the "want ads" for test equipment development engineers, figuring that a company advertising for them might be planning the manufacture of color test equipment. We checked all
(Continued on page 15)

Experiment
that
worked—
Harrison Rae (l.),
and
Howard Whitcomb
and
color set



All at once — Rabbit Ears

REHEARSALS for the Big Show went smoothly in Omaha. Most serious problem confronting Manager HOWARD WHITCOMB and color specialist HARRISON RAE was the fact the ballroom in which the colorcast was to be demonstrated New Year's was the scene of a New Year's Eve blowout.

Techs had to wait until the last reveler left at the first streak of dawn before they could get down to work.

As soon as possible, Rae and Whitcomb strung a multiple-antenna extension to the ballroom, connected a distribution transformer, made other connections and tuned in on four color sets a test pattern supplied by station WOW-TV.

The crowds came, switches were turned,

the Tournament of Roses was beamed on the air from Pasadena—but not on four sets. Only one showed a color picture.

"Adjustment fault" was ruled out at once. Something major had to be done quick. Whitcomb decided to try an indoor antenna. By the time the program introduction was over, they had three indoor antennas connected to the three sets.

Orientation of these "rabbit ear" antennas was very critical, but in flashed color! The "Oohs" and "Aahs" of 400 viewers, reports Harrison Rae, was compensation for a threatened nervous breakdown by him and Howard Whitcomb.

Comments from the audience, during and after the show, were "very gratifying."

Quick Picture for the Senator

JIM LIGHT gave Senator Edwin C. Johnson, of Colorado, the "clearest pictures he ever had" for Christmas.

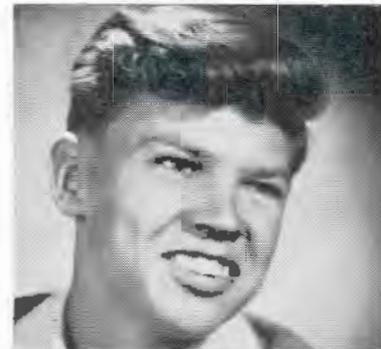
About 5:30 P. M. the day before the Yule, the senator found that his TV set was not working right. He called for help and his trouble was relayed to BOB MILLER, Washington branch manager.

Bob put Jim on the job. He arrived at the senator's home about 6:30 and quickly had the set in order. Mr. Johnson was so pleased that he wanted NBC and the Radio Corporation of America to know that the receiver now "had a clearer picture than it ever had."

He was "very grateful that we had someone take care of his problem in so short a time," and on Christmas Eve.

President ED CAHILL wrote to Manager Miller: "This kind of spirit does credit to the RCA Service Company and so long as it is continued, the Service Company is bound to be successful . . ."

"It appears that this good work on the part of Jim Light is not an isolated example since I have just received a tele-



Jim Light

gram from another one of your customers who is loud in her praise of him."

The young tech from Welch, W. Va., joined the company in 1950, spent the next two years as working leader on the big multiple-antenna jobs in that area.

After graduating from high school in '46, Jim put two years in the Navy and then took a course in electronics.

He's a demand-service man at Washington, consistently a winner of large extra earnings. He was branch choice for the "Man-of-the-Hour" award recently.



Henry Seay
inspects
antenna beacon
& lightning
rod assembly
for Station
XETV,
Tia Juana,
Mexico

\$1 Million Triumph & a Resolution of Praise

IN one year, HENRY SEAY'S itinerary with Broadcast Communications has included jobs in 40 states and two foreign countries, including the Philippines.

After five-and-a-half grinding months of problem solving in the islands, a 160-word resolution of gratitude preceded him to the home office in December.

This resolution, accompanied by a highly commendatory letter, was signed by Antonio Quirino, brother of Elpidio Quirino, until November president of the Philippines. Antonio is head of Bolinao Electronics Corporation, for whom Seay directed construction of Southeast Asia's first television station, DZAQ-TV, built at the cost of \$1 million.

Both Mr. Quirino and Seay were concerned about the time it took to complete the station. Such a job in the U. S. usually requires from one to two months. Quirino, in explaining the delay, wrote:

"Despite almost unsurmountable difficulties, Mr. Seay was able to accomplish his mission in record time . . . I have developed much faith in him . . . He acted as more than just a TV expert by showing sincere personal interest and concern for the station . . . I thought I would be helpless without him . . ."

There were times when he would have been. Our engineer was 14,000 miles from Gloucester without a single spare part. When a tube became weak he couldn't discard it. He moved it around until he found a spot where it would work.

When 2000 TV receivers arrived from the home office, no spare parts for them came in until three months later. Seay

watched while some of the sets were dropped 20 feet in unloading. To his amazement, he found only six defective. Half of them had been sold on the basis that "there might be a TV station."

If it hadn't been for the quality of RCA equipment and DZAQ-TV's chief engineer, an American, the field engineer declares he "would have gone crazy."

Embattled Tower

It all started with the tower. It was a homing affair for aircraft left behind in the mud by U. S. forces after War II. Henry had just about finished fabricating the necessary missing parts when the U. S. decided to reclaim its property. Discussions dragged on for months.

Originally, the tower was to be located atop the radio station. The transmitter was to fit into some convenient corner. These arrangements had to be junked when tower and transmitter were moved to the top of a hill 500 feet above sea level, overlooking Manila Bay.

Both tower and station had to be earthquake and typhoon-proof. A shop had to be set up to build receiver antennas, since none arrived until months after the first signals went on the air (Oct. 14).

"Signals," the broadcast service expert reports, "are exceptionally good." Although coverage is only expected for 50 miles, signals have been received as far away as 80 miles. Shows are in four languages: the local tongue, Spanish, English (American movies and recorded programs), and one hour daily of Chinese.

For a month after opening night, Henry
(Continued on page 14)

A YEAR OF PACING TV CONSTRUCTION DEMAND

SINCE the FCC lifted its ban on new TV station construction, April, 1952, broadcast engineers of the Technical Products Service Division have been zigzagging across the map like a present day Pony Express, getting the pictures through. (See Feb., 1953 RCA Service Company News.)

During the last two years, achievements by Manager TURNER GRIFFIN'S group of generally invisible migratory workers have been appreciated and remarked on, on all sides.

JIM BORDERS, for example, was commended in December for his work in little Princeton, Ind. At the same time, out in the Philippines, an electronics corporation passed a formal, 160-word resolution of praise for HENRY SEAY, who set up its million-dollar television station, the first in the new island republic.

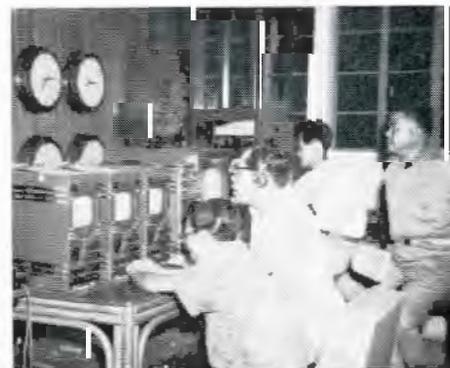
Gen. Sarnoff Gets Letter

The letter concerning Jim Borders, written to Gen. David Sarnoff, RCA board chairman (and answered by Mr. Sarnoff), was signed by Robert L. Epstein, general manager of Princeton's new WRAY-TV. Mr. Epstein was so impressed by Jim's performance that he was convinced he'd been sent the company's top engineer:

"It is beyond the realm of possibility," the manager wrote, "to assume all such personnel at RCA are the same as these two (second man was RCA Victor's sales engineer ADRON MILLER), so please accept my sincere thanks for assigning me your top sales and field engineers."

Statements from customers, accompanying Vice President W. L. (BILL) JONES' New Year's message to all Broadcast Communications men (see opposite page), indicate that Manager Turner Griffin's fellows are all "top engineers."

PHILIPPINO engineers operate camera controls at Station DZAQ-TV, Manila



A Big Impression In A Small Town

SINCE he joined RCA January a year ago, JIM BORDERS has put in or helped to install UHF broadcast stations in Rockford, Peoria and Decatur, all Illinois; Duluth, Minn.; Evansville, Ind.; Henderson, Ky.; and Sacramento, California.

Sacramento, says Jim, was one of those dream operations. Generally speaking, you can count on something going wrong on any broadcast job but that wasn't the case out in California last year.

Although there wasn't even a tower on hand when the engineer arrived, he got Sacramento on the air in nine days—eight hours ahead of deadline, which happened to be the opening of the World Series.

On this assignment, he was the sole service engineer for antenna, transmitters, cameras—the works. Sacramento wired its compliments to Broadcast Communications Manager TURNER GRIFFIN.

Along with UHF, Jim is an expert on camera ("video," in local parlance). He's dispatched often on camera emergencies as well as transmitter "fire calls."

Hours Don't Count

Jim is a family man with a wife and two kids, 4 and 2, in his native Louisville, Ky., where he spends every spare moment. On the road, however, the engineer says overtime hours don't matter. He'd "just as soon put in time getting on the air as kill it in a strange town."

This disregard for time impressed them at WRAY-TV, in Princeton, Ind.

"Mr. Borders practically lived with us for over two weeks," Robert Epstein, the general manager, wrote. "Not once did he act discouraged, even though problems arose that seemed impossible to solve.

"I'm an engineer, so fully understand the problems. It was more than his knowledge that helped . . . Possibly it was the confidence he imparted to everyone . . .

Pictures After Midnight

"There wasn't a single day, including Sunday, that Jim Borders didn't work with us until after midnight. When we finally went on the air, the quality of the pictures was like I've never seen before."

Princeton, Indiana, is tiny as TV centers go, but has a sizeable market 25 miles to the south in Evansville, and 25 miles to the north in Vincennes.

Some of Jim's "confidence" as a broadcast engineer was gained as a Marine master tech in World War II. He is 32, and came here from WHAS, Louisville.

In reply to Mr. Epstein's letter, RCA Chairman David Sarnoff wrote:

(Continued on next page)

In from
outstanding projects, Jim
Borders & Henry
Seay (seated)
visit with Vice
Pres. W. L.
Jones (r.)
Turner Griffin
& Sec'y.
Shirley
Oechsle
(standing)



Message to all Broadcast Engineers from W. L. Jones

It is a pleasure to be able to tell you how deeply we feel about your past accomplishments, how confident we are of your future success.

As members of the RCA Service Company's team of electronic specialists, you can be proud of your role in bringing television to millions of homes across the nation.

Executives at the broadcast stations take time to let us know how much they value your efforts. Below are a few of the messages received.

It makes us very happy to pass these warm and friendly comments on to you along with our own appreciation of your ability and initiative.

WTRF-TV, Wheeling, W. Va.—The boys in your company who helped put us on the air are certainly a tremendous bunch and never in my life have I experienced such interest and cooperation. I'm speaking particularly about GENE PERUSSE. We appreciated also the wonderful help of DON MASON, JOHN LENTZ, JOHN VICK, BILL FLETCHER, JOE PINKOCZE, and ANDY DEML.

WTOK-TV, Meridian, Miss.—Don MASON was very cooperative . . .

UNITEL, INC., New York, N. Y.—PAUL FOODY is to be congratulated on the manner in which he handled the technical and human relations problems in his association with the Nippon Network and Unitel . . . We feel this is another instance where the RCA

Service Co. and the consultant have worked together to render satisfaction to our mutual customer.

KGNC-TV, Amarillo, Tex.—JOHN THAYER got things nicely straightened out for us . . . We would like to put in a word to have him back for the antenna and transmitter tuneups.

WLW-TV, Cincinnati, O.—I wish to express my thanks to you for making FRANK PORTER's services available. We found him very well qualified and always ready to go out of his way to cooperate to the fullest.

WCSC-TV, Charleston, S. C.—CHARLEY WRIGHT has been most cooperative, understanding, efficient, and above all, interested in the problems of getting our station on the air.

WGVL-TV, Greenville, S. C.—We want to express our very sincere appreciation for the excellent job which AL PECK did in helping us install our equipment . . . He spent many hours beyond the call of duty.

WSUN-TV, St. Petersburg, Fla.—They proved their skill with picture clarity people rave about, and they proved their ability to work under pressure without falling apart at the seams . . . Many thanks to whoever is responsible for selection of folks like DAVE JOHNSON and HERB DOVER.

Big Impression continued

"Such kind letters as yours bring encouragement to all of us at RCA. I know that they (engineers Adron Miller and James Borders) will greatly appreciate your commendation and it will inspire them, as well as others in RCA, as they go into various towns and cities to forward the march of television . . ."

FIRST TEST pattern check on off-air monitor at Princeton, Ind. (L. to r.): Robert Epstein, station mgr. & Jim Borders



\$1 Million Triumph continued

had to fight his way through TV crowds on his way to the studio. The chauffeur of the station-owned car kept his hand steadily on the siren for two hours while edging through Philipinos viewing the new medium in shop windows.

But the assignment was not all headache. Henry enjoyed a quasi-autonomous status as THE AUTHORITY ON TV from the Radio Corporation of America.

Our man was invited to the Presidential palace on numerous occasions, along with the top local movie actresses.

Before this, the engineer had been racing around North America, putting in stations from Minnesota to Mexico.

He had joined the company in Oct. '52, from a quiet job with Station WFAA, Dallas. Soon his emergency-directed itinerary, included, in one week, jobs in Mobile, Ala.; Lincoln, Neb.; Rochester, Minn.

This schedule is not unusual for engineers in "Griff's" section. (Seay reports to Super WILLARD (WILD BILL) HANSON.)

No sooner had he returned from Manila, Dec. 1, than he was rushed to Kalamazoo, Mich., for emergency work on an antenna. From there he sped to Shreveport, La., where he spent three weeks installing a station (in the last large TV market) in time to telecast the New Year.

He flew to Gloucester, N. J., the last day of 1953, ready for any "emergencies" that the New Year might bring.

The Texan is 28, an ex-radio tech from War II, when he served in Manila with a fleet radar repair outfit. In '46, he obtained a commission in the AF reserve.

He's unmarried, but owns a house in Dallas he bought on a GI loan. "Home" is a bedroom in the house, which he leases.

Right now, however, Henry's considering buying one of those "Dacron," wash-shake-and-wear-it shirts and throwing everything else away.

Missile Mgr. cont. from pg. 3

formed Technical Operations section.

Under his guidance, profits and employment rose steadily on a number of operations. He was responsible for such highly technical contracts as the Quality Control project at the Frankford Arsenal.

Meanwhile, he was working on the Service Company's proposal for the Air Force Missile Test Range, which he had spearheaded the year before. In Oct. '53, he was made manager of this project.

Since then, according to Pincky Reed, he has "proceeded with the establishment of our organization there in a manner that has won the endorsement of the Air Force and the other contractor, Pan American World Airways."

Father is Engineer

Apparently, Andy comes by his technical-executive ability naturally. His father, electrical engineer who once manufactured paper, is now a consulting engineer on paper mill machinery in Walpole, outside Boston, where Andy was born.

He got a degree in Physics from Lafayette College in '43 and married a girl from Smith College. Then he joined the Army. Plowing along in an LST one afternoon between New Guinea and the Philippines, 2d Lt. Conrad, of the Signal Corps, had a "brilliant thought."

His job of servicing radar had its problems. Getting service on radio had been a headache, too. After the war, he thought, there would be the new, even more complicated television to service—a good field to get into!

One of the first things he did after his discharge, was to send job letters to the presidents of RCA, Dumont, Westinghouse and GE. Dumont invited him to design components for TV cameras.

But he wasn't interested in a purely engineering job. Besides his wife was from Philadelphia and they wanted to live there.

So, in April of '46, he crossed the river to see what "those guys in Camden" had to offer in a television-service future.

BILL ZAUN, present Quality manager, liked his looks and technical experience.

Bill liked his background in general: at Lafayette he had been president of the inter-frat council and Phi Kappa Pi, a member of the student council, junior and senior honorary societies, freshman football and wrestling teams. (He was on the 150-lb. wrestling team with BILL BAXTER, Personnel chief at Cocoa.)

"T" Day Buildup

The company was busy installing TV antennas at dealers, building up all around for the day in November when 630TS sets would hit the market. In May, the old Kearney (N. J.) shop was opened.

ANDY HILDERBRAND, now Quality, was boss; HARRY BOWES, now at the Florida missile test project, was outside tech and ANDY CONRAD was on the bench.

In September, Andy opened in Albany our fifth branch, stayed there a year.

Called into the home office during the company's most active period of growth, he hired nearly 1000 persons in '48.

After six months of recruiting, he turned to coordinating Personnel activities, an executive job dealing with salaries, transfers, records, and so forth.

The next year, his administrative skill was again called upon to set up and run a systems engineering group. Then, when the Quality division was formed in '49, he took over Tubes & Components, under Bill Zaun, a post he kept for five months. This, he insists, is where he "got his technical education."

His friends admire his ability to get along with people as much as they respect his engineering know-how and feeling for business. They call him "conservative," "quiet," and a "loyal friend."

Andy has been living in Chestnut Hill, a residential section of Philadelphia, with his wife, Catherine, and three children, Cathy, nine; Andy, five, and Bill, born November 11, 1953.

NEW YEAR party for Tech Products Dallas office at Field Super Charlie Moore's home. Mgr. Walt Gilreath (center) with Sec'y Clyd Patterson, Clerk Harold Thomas



Veteran Fieldman Back with Wife from Rome

JOHN FRANKLIN visited the home office in January, wearing a shirt bought in Lisbon, suit and shoes acquired in Italy, and displaying a complete Italian vocabulary with a shot of Portuguese.

Everything he now owns is European, including a beautiful Italian wife and five-month-old daughter, born in Rome.

The field engineer was 24 when he left for Italy in the first Air Force group two and a half years ago. That was the first trip abroad for the young man from Lansing, Mich., but he merged into his new surroundings so well that he had no plans for returning to the States.

He flew home with his new family after his mother suffered a stroke.

The group, under JOE McMAHON, has been praised consistently for its performance and ability to "get on" with the citizenry with whom it works and lives.

FRANK FOLSOM, RCA president, and W. W. (WALLY) WATTS, RCA Victor Tech Products vice president, both visited the school set up for the Italian Air Force 50 miles south of Rome, near Latina.

Government Service Division Vice President P. B. REED has been there twice.

For the last year, John has been in Lisbon, giving on-the-job training to the Portuguese Army and Air Force with a radar set he installed for the purpose.

He liked both Italy and Portugal. It was "the feel" of Italy that "got him," he said,

Piera
Franklin
at Park
in
Italy



"the ancient buildings, the flower and wine festivals, the little towns." He liked Lisbon's "cleanliness."

Piera Franklin declares that her husband "speaks better Italian than most Italians." He learned it from her, says John. It is the Tuscon ("pure") variety.

On the hop from Lishon to Lansing, Piera developed appendicitis and had to be operated on in Buffalo. She now is visiting John's mother in Lansing.

Being familiar only with Italy's bargaining system, America's fixed prices bother the engineer's wife. The first time she went into a super market at Lansing, it cost John \$25. She's now attending a U. S. Citizenship class.

John's family background is old Scotch-Irish, and the small daughter's name is Mary Esther Franklin.

Born in Lansing, John worked in the auto factories there before War II. In the Air Force, he became a staff sergeant on



John Franklin

electronics instruction. He took a course in television after the war and was hired by us in June '51. A few days later, he was on his way to Rome.

From there his USAF commanding officer wrote: "... has shown himself to be very resourceful and industrious ... has put in long hours ... a pleasing personality."

COLOR cont. from pg. 11

the trade journals and followed up advertisements claiming special test equipment. Most of these were "feelers," with not even an engineering sample available.

To meet our program, test equipment was needed in the field by September. The only answer was to provide what we needed. With all pressure on the quickest possible delivery, it was decided to duplicate the color generator with certain improvements. Consequently, STEVE WLASUK, Engineering, was assigned to the problem in June. Within four weeks, with wiring and assembly assistance from nearby branches, we had six samples shipped.

During the following weeks, Wlasuk was secretly engaged in another project.

In September, we were treated to the unveiling of an engineering model of a simplified color checker—a small, ten-tube device that not only provided 11 color bars but contained brightness information (monochrome) and other features.

Spurred on by his success, Wlasuk decided to improve his own design.

Our New Location

Air Force Missile Test Center, Patrick AFB, Cocoa Beach, Fla. is the RCA Service Company's newest "branch."

The Government Service Division office at AFMTC is "headquarters" for the RCA Missile Test Project.

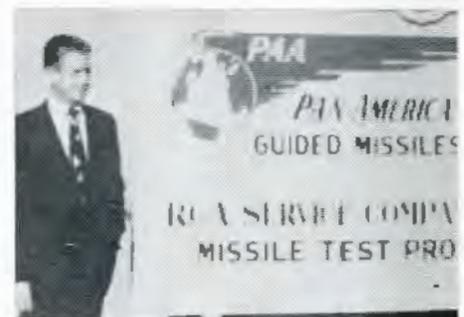
In association with Pan American World Airways, the company has a contract to operate certain facilities of the AF Florida Missile Test Range.

The Government Service Division is responsible for the system's engineering, installation, maintenance and operation of electronic, optical and photographic instrumentation, communication, data collection and reduction.

This important project—which will em-

Within ten days, a new model was demonstrated with only eight tubes and incorporating crystal-controlled RF output on Channel 2 or 3 (pix and sound carriers, crystal controlled).

With three engineers assigned to the problem of parts procurement, we had a



Vice Pres. Pincky Reed at Cocoa

ploy more than 600 when fully operating—is headed by Andy Conrad. Many of the company's top technical and key administrative people have been transferred to this vital activity.

final engineering sample of a Color Signal Simulator by October 1. Parts were ordered for 65 and by the end of '53, 15 were in the field in time to support the January 1 deadline, at a fraction of the cost of available equipment.



Night Work

THE DISTRICT ATTORNEY of Lebanon County, Pa., wrote Harrisburg about two fellows up on his roof a few nights before Christmas. He was pleased.

CHARLIE WILGIS, branch manager, was just as happy to get the letter.

DICK STENDEL and MARTIN REMSBURG were sent to the home of District Attorney L. E. Meyer late in the afternoon of Dec. 19 to install a TV receiver.

"I feel it's my duty to report to you my observations," the DA wrote.

"These men worked on the roof in the dark. It was cold. They were pleasant . . . Not until the job was practically completed did they mention that you were having a party for employes that night.

"Working on a Saturday night, missing a Christmas party, and being pleasant about it is almost unbelievable . . ."

Dick Stengel was transferred from Collingdale branch to Harrisburg last spring. He now is senior tech as well as color and multiple-antenna specialist.

Martin (Hobie) Remsburg, of Hummelstown, is a newcomer with the company. Both men made the Christmas party. They finished up the DA's job about 9 P. M. and got there a little late.

DA SPOTLIGHTS pre-Christmas TV installation at Harrisburg home. (L. to r.): Dick Stengel, L. E. Meyer, Lebanon Cty. (Pa.) district attorney; Martin Remsburg



COLOR CLASS

RTV (radio-television-Victrola) representatives from all over the country attended a two-week course on color TV at the home office in January.

They are (l. to r., seated): Tom McKeown, Kansas City; Herb Horton, Memphis; Don Roberts, Dallas; Hal Timmerman, home office; Don White, Indianapolis.

Charlie Wack, Cleveland; Don Peterson, Birmingham; Jack Kroft, Los Angeles; Cleon Taylor, Detroit; Godfrey Rendell,

Exhibition Hall; Boyd Farr, San Francisco; Ray Witt, Boston; Joe Kavanagh, Atlanta; Bob Hamilton, Seattle; George Mayersak, home office; Bob Scattergood, Pittsburgh; Joe Vann, Charlotte.

(Standing): Clif Rigsbee, Commercial Services mgr.; Mac McGaughey, RTV mgr.; Clint Walter, home office; Howard Bennett, home office, Commercial Services; Carl Welsher, Tech Publications mgr.

RCA SERVICE COMPANY NEWS

Published at Camden, New Jersey for employes and others interested in the RCA Service Company, Inc.

Editor
MANNING SMITH

Vol. 11, No. 1 January-February, 1954