

NEWS



June, 1954

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AIR CONDITIONER INSTALLATIONS TO DOUBLE AS SINGLE UNIT OWNERS INCREASE COMFORT

The Experts Say

SALES and installations of RCA air conditioners are expected to hit well above last year's mark and we're just getting into the season.

For a complete answer to the reason for the industry-wide boom in air conditioning, we went to the experts.

First and foremost, "Home owners in many parts of the country now look upon room air conditioners as a household must and not a luxury," according to W. F. Carolan, general sales manager, RCA Victor Room Air Conditioner Department.

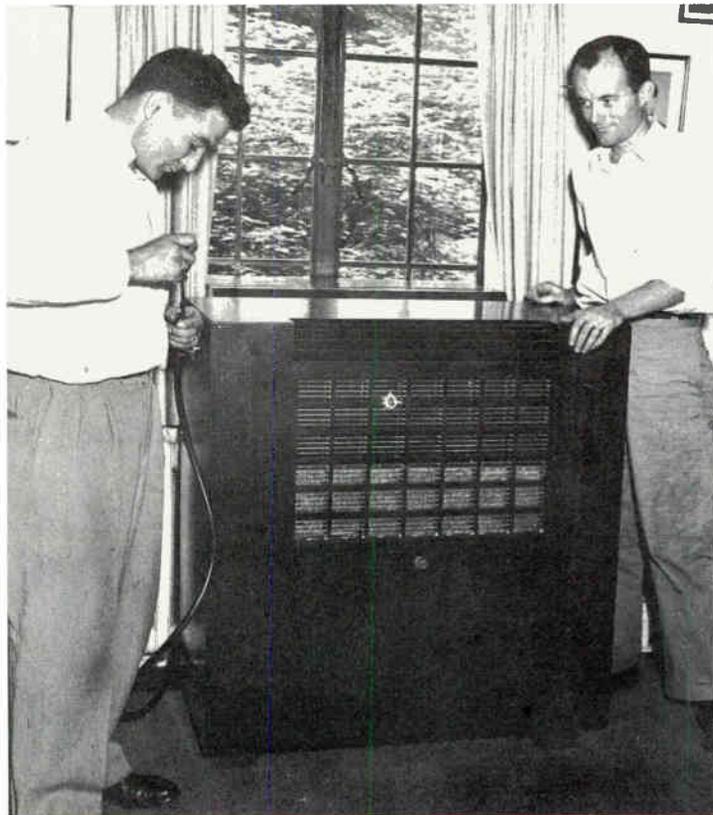
Longer Selling Season

Next, the selling season breaks earlier and ends later each year. The longer buying season naturally means more volume sales and installations.

Also, increasing consumer acceptance of and knowledge about not only the cooling benefits of units, but the valuable ventilating service performed, adds up to increased service opportunities.

A new trend by consumers, that of multi-unit ownership, according to Mid-Eastern District Sales Coordinator PAUL BAWIER, accounts for last year's customer entering the spotlight again this year. "People today," says Paul, "are considering air conditioning throughout the entire house. One man I know just bought three units at one time."

(Continued on page 2)



Photos by Ray Fisher
Henry Durbano (l.) and Richard Barry, both Collingdale technicians, make final adjustments on a console A/C installation

The Branch Says

"A CONSIDERABLE number of our present installations are of second or third units. I feel that this type of business will represent a substantial portion of our overall air conditioning business this year," says Collingdale Br. Mgr. R. L. SHOEMAKER.

"Shooney's" field supervisor, RICHARD "DICK" ERDLEN concurs in that forecast, pointing out that he finds multi-unit ownership becoming more evident this year.

Both men cite one example in their area, a six-unit installation in a physician's home, as a manifestation of the growing trend.

Branch Trains Techs

To meet the increased service responsibilities, the branch trains their techs in A/C installations and service by observation and on-the-job training with an experienced tech, in addition to regular meetings under the guidance of Dick Erdlen, who is charged with Collingdale's A/C operations.

A discussion of the aspects of air conditioning installations brought the all-important technician into the picture.

"HANK" DURBANO, a journeyman tech, was reported as one man who has shown considerable ingenuity in performing difficult installations. Hank also scores high in public relations. It's not unusual for the branch to get a

(Continued on page 2)

Experts Say (Cont. from pg. 1)

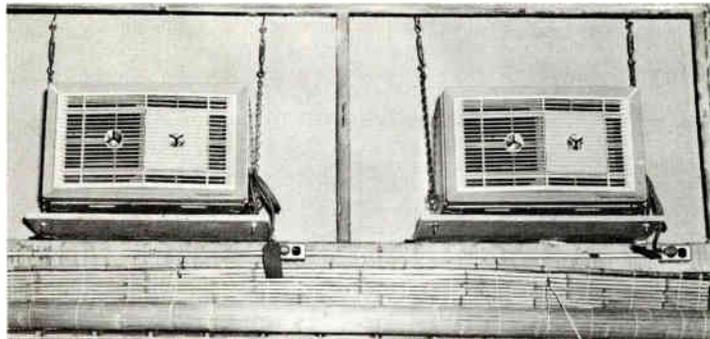
An innovation believed new and rapidly taking hold nation-wide is the placing of units in the wall instead of the customary window sill installation. The sales specialist contends that many purchasers feel room air conditioners must be placed on a window sill. "I've seen conditioners installed now above or below the window, which, of course, does not detract from the window's appearance."

H. W. TIMMERMAN, mgr. of field engineering for the Service Company, notes that most people "seem to prefer the three-quarter H.P. unit," while Technical Operations Manager JOHN OGILVIE points to the healthful relief granted asthma and sinus sufferers through air conditioning.

Bonus Features

Other "bonus" features range from important labor-saving advantages to housewives with less dusting required (due to filtered air), to changed recreation activities with bill-burdened Dad reporting substantial savings in summer vacation and recreation expenses.

Add all this up and the total points to only one thing—a slam-bang year for air conditioner sales, and most important to us, installation and service.



An example of one of Collingdale's "double-header" transom installations at the Mailing Service Co., Inc., 4017 Ludlow St., Philadelphia, Pa.

Branch Says (Cont. from pg. 1)

phone call from a pleased customer, praising this tech as "a man who obviously knows what he is doing."

Dick adds that Hank is also helpful in assisting the customer with instructions for maximum performance operation on the units he installs. Hank has been known to suggest a second unit while installing the first, and then give an on-the-spot survey of the customer's additional requirements.

Journeyman A. J. "PETE" ELKO also comes in for his share of plaudits when air conditioning is the topic. Pete is considered "one of the best," and two of the most recent customer bouquets went to him for being "very courteous," and

generally "helpful."

Dick says the branch doesn't normally deliver the units. A professional delivery service handles that phase of the operation, but a card goes with the unit, instructing the customer to contact the nearest branch for service. Dick declares,



Collingdale Branch Manager R. L. Shoemaker at his desk

"We install the unit within 24 hours after we get the call."

Summing up the general appraisal of the air conditioning outlook for this year, JOE JORDAN, I & S supervisor, agrees with Shooey's declaration that, "A successful season in any branch this year in the air conditioning field will depend entirely on the branch ability to render prompt, efficient, and courteous installation and service."



Dick Erdlen (l.) goes over special installation instructions with Tech Hank Durbano just before Hank starts out on his day's work



"And away we go." Fellow-tech Richard Barry (l.) lends a helping hand to Hank as a crated unit is loaded into Hank's truck



Joe Jordan (l.) and Dick Erdlen map branch air conditioning plans

Chinchilla Care Calls for Cool Customers

J. W. VAN CLEVE, Norristown branch manager, tells of a unique application of RCA air conditioning. Jack reports that his branch received a request for installation of a three-quarter ton unit in the "playroom" of a home in his area.

The installation was made and a month later Jack was surprised to receive a complaint from the customer.

An immediate investigation was launched which developed the information that although the temperature control was excellent, the humidity was much too high for the well-being of chinchillas.

Jack was as amazed as the technicians who had installed the unit. No one was aware, until the complaint, that chinchillas were to be the beneficiaries of A/C.

The Norristown branch and Jack collectively took a deep breath and proceeded to render service *par excellence*.

A technician was immediately dispatched, armed with a sling psychrometer, to determine the exact humidity reading. He discovered the reading was well within the "human comfort zone," but the delicate chinchillas required less humidity.

At this point the customer confessed the reason for his former reluctance to inform the branch that the unit was to service his chinchillas. He was afraid local zoning ordinances might prevent raising chinchillas in his playroom. He also announced his determination that no other equipment was needed (despite recommendations to the contrary), and made it a point of honor with the branch that the A/C unit do a task design engineers had not contemplated.

After adjustments, it was decided the unit would give maximum performance in this special case if it were moved.

The move succeeded in satisfying the customer and the chinchillas, plus saving branch honor when a renewal check came in.

"261, Dager speaking."
Don Dager, home office TV administration clerk, takes notes on a new problem concerning the movement of a tech's furniture



Does Solo Now for The Sake Of Harmony

WITH harmony a must in the life of a musician, DONALD W. DAGER's infantry band experience fits easily into his daily pattern as TV administration clerk.

Not as far afield for a musician as he may at first appear, his job is to pull together the various (and sometimes discordant) notes resulting from the issuance of travel and living expenses to the field, arrangements for the movement of household and personal effects, the transfer of petty cash between home office and the branches, and a continuing check on field personnel assignments to be sure men are actually where they are assigned on paper.

Don's typical daily dozen might see requests by mail or telephone for travel expenses for field personnel to attend a district meet, requests for the movement of a tech's furniture from Boston to Wichita, a query to a branch regarding petty cash expenditures, the composition of a special field report regarding a Consumer Products Service Department technical problem, in addition to follow-up action on a man assigned to Miami, but still working in Michigan.

The subsequent rapid routing to the exact place and individuals concerned

with these diversified problems speaks of training in traffic, accounting and business procedures (with a dash of steady nerves).

The verbal byline delivered in clipped tones, "261, Dager speaking," assures the caller the solution must not be as painful as the seemingly insurmountable problems looming up each day in a world-wide service organization.

Don's inherent desire for harmony in all things goes back to childhood days in Haddonfield, New Jersey, when his father (then an auditor for New York Ship Building Corp.) sang and played a "mean trombone" and his mother instructed on piano and organ.

Gets in Family Act

An only child, Don determined to get into the family act and soon made his debut on the clarinet. Now, nights and week-ends, whenever the occasion arises, "Dager's Instrumental Ensemble" plays for choral societies, theatrical groups and entertains at weddings.

Don tells of one wedding a few months ago where music, mirth, and almost the marriage, were abruptly interrupted. "The nearby fire siren sounded," he says, "and out raced the hook and ladder. The next thing I knew, the door burst open and in came the firemen, boots, helmets and all, to drag out the unsuspecting bride for a speedy ride through town. Turned out her husband was a member of the company." Don adds that the bride was unhappy about the whole affair.

Starting with the Service Co. after handling real estate and accounting for an insurance company, Don had an interest in our chief clerk training program. But 1952 saw service operations continuing their healthy expansion, and when he became more valuable here, it was decided to keep Don on at home office assisting Tech Operation's Manager JOHN OGILVIE. (Continued on page 4)



In the Windy City, RCA Victor Distrib Corp. joins RCA Serv. Co. to plan for this year's A/C season. L. to R., sitting: Batavia's W. Hampton; W. Edwards, Oak P. boss; N. Fuller, Bell Av. br.; R. Bates, sales mgr., Appl. Dept. RCA Victor Distrib; C. Vassmer, sales coord., Northfield. Standing: J. Holzman, v.p., sales, RCA Victor Distrib; J. Ogden, reg. sales rep.; W. Rauhen, Gary br. & J. Smith of North Side

Eastern and Western "Man of the Hour" Award

Flushing, N. Y., Technician Tells Dinner-Gathering Why He Makes RCA His "Partner"

When MARK KOURS returned to RCA last September after his recall to duty with the Navy, the first thing he did was to request all the sales information Flushing branch had on hand. Eleven working days later, Mark converted 47% of his demand service calls to contracts.

Mark then went on to cop an October

"Man of the Hour" award in the first campaign for technicians and in December he converted 58% of his C.O.D.'s to contracts.

The second "Man of the Hour" contest, kicked off in January after the December revisions boosted the payments made under the Employee Performance Pay-

ment Plan, provided Mark with a perfect vehicle to display his penchant for fast, yet efficient service.

Sparkling the Flushing team (Flushing was announced a co-winner with Indianapolis last month for the President's Cup), Mark really dug in after Mrs. Kours, pointing to a vacant spot in the den, suggested that the MH plaque would fit nicely there. So Mark proceeded to make his conviction of the value of an RCA service contract pay off.

The Forest Hills Inn, in Queens (site of the national tennis matches), was the place where 135 turned out to applaud Mark's dual achievements in EPPP and extra sales commissions.

Selling is a Challenge

The Rockaway lifeguard (who feels that selling is a challenge), told the gathering that the opportunity provided by the Service Company, with EPPP and sales commissions, makes him feel like a partner in the business—"and RCA is a wonderful partner to have."

Flushing Sales Supervisor TOM BARRY says, "Mark can tell whether a set should come into the branch within ten minutes after he arrives on the job." While Mark stresses his belief in what he sells, he also keeps his eye on EPPP. The system he uses is to handle each customer as an individual and correct the complaint first before smoothly moving on to his next call.

Consumer Products Vice President DON KUNSMAN told his audience that Mark brought in sufficient sales to keep three techs on the payroll, adding, "this award goes to a man who works in a branch that has always been good—and is continually getting better."



Mr. and Mrs. Mark Kours stand proudly behind the MH plaque. VP Don Kunsman (3rd from left) & Bob Gray, eastern area mgr., wait to congratulate the Kours' team

Does Solo Now (Cont. from pg. 3)

The father of two sons, six-year-old Lance and eight-weeks-old Tracy, Don says he met his red-haired wife on a blind date. Not a man given to snap decisions, he courted her "for eight or nine years, off and on," when the service decided his marriage plans.

The Army added a new instrument to the band when they equipped him with a rifle in place of his clarinet and he played better than a two-year engagement from Guam to the Philippines.

Filling out any free time is Don's devotion to his boat, a 14-foot kyack which his wife, Anne, refers to as a "leaky, old tub," but which Don loyally heaves to the roof of the car whenever vacation plans include room to sail it. Don built the boat himself and says while his wife might deride it, she "still enjoys it."

Anne Dager enjoys the "old, leaky tub" on a near-home lake. Don says the craft skims along in a stiff breeze despite the outriggers, a safety precaution



Winners From Flushing and Chicago South Side

Former Air Force Gunner Selects His Target And Now Sets His Sights On Service



Chicago's Dick Mayerchin

It was R. A. "DICK" MAYERCHIN night early last month at Chicago's Sherry Hotel where the Chicago South Side branch technician was awarded the Western Area "Man of the Hour" honors.

Tops as a salesman, Dick was also feted for his consistent record of big EPPP earnings, both of which attest to his versatility as a technician.

The award is based upon a technician's ability to demonstrate that he can sell while simultaneously racking up a top rating in EPPP.

Presented before a gathering of more than 160 guests, the award represented a goal on which Dick had set his sights shortly after joining RCA almost four years ago.

Prior to capturing Western's top position, Dick won all six monthly "Man of the Hour" awards in both campaigns, and only narrowly missed the coveted area honors in the last contest by \$25.

A veteran Air Force gunner with combat duty in Italy behind him, Dick and

his wife Lou decided, after the war, that the field of electronics offered the best future and opportunity. Then Dick promptly set out to prove his decision correct.

Branch Manager W. L. "BILL" NEUBEK says, "Dick sells customers from the minute he walks into their homes. He repairs and sells for the customers' best interest, all at the same time."

The constantly cheerful tech uses his friendly personality to sell and then rapidly move on to his next call in his daily fast pace (as proven by his selection on both EPPP earnings and extra sales). His best single sale was to a customer who bought a conversion, three-speed changer, outdoor antenna, and contract.

Praised by Vice President DON KUNSMAN

as "the top technician among a thousand technicians in the Western Area," Dick feels his sales and EPPP earning ability protects his job as well as all other jobs in the company.

The 35-year-old father of two, Dick has now adjusted his sights and includes a new car to be purchased with his surplus earnings. He announces, "It won't be long now."

(Below) Mrs. Mayerchin congratulates Dick as Vice Pres. Don Kunsman looks on. (Below, left) At the Forest Hills Inn, N. Y., the Harry Helmigs, the Arnold Benincasas, the Larry Colantuonos, the Art Hayslips, Miss Tufts and Bernie Grossman. (Below, right) The Tom Honans, the Ed Stantons, the Bill Stantons, Mr. and Mrs. Ray Miklosh and Mr. and Mrs. Bob Miller, at Chicago's Sherry Hotel.





(Left) Harry D. Kuhne, an Ohio contract technician with the 307th Bomb Wing on Okinawa, is congratulated by Maj. Gen. Fay R. Upthegrove, commander 20th Air Force, after the General finished presenting him a field serv. citation



H. P. Laessle, Govt. Serv. Dept. field mgr., confers citation on Wilbur P. McDonald (center) while Brig. Gen. Bryan looks on

RCA Field Engineer Ed Kelly receives his field service citation from Maj. Gen. Jarred V. Crabb at Colorado Springs, Colo. Observers at the ceremony are H. P. Laessle (extreme left), and Col. John Horton, deputy chief of staff for personnel



Harry A. Budd accepts his award from Lt. Col. W. R. Maher, Jr., in Germany. W. J. LaPerch, RCA field mgr. (extreme left) notes that Budd's citation is in recognition of outstanding work with the Air Force in Europe

(Below) Ed Longenecker is given his citation by Col. P. Fernandez in South Carolina while Carl Harvey (right) waits to offer congratulations





Government Service Department

Field Service Citations

*Presented to these men for their technical contribution,
exhibition of loyalty and devotion to duty,
and for demonstrated willingness to accept difficult assignments
resulting in outstanding performance*

Field Engineers

ADAMS, GEORGE R.
AXTON, THEODORE F.
BAIREY, GEORGE B.
BEAN, JOHN G.
BECK, EDWARD A.

BORTH, GORDON H.
BRAUM, DAVID B.
BRITTINGHAM, ARTHUR W.
BUDD, HARRY A.
CAMPBELL, ROBERT J.

CATHCART, RAYMOND V.
CIPPERLY, WILLIAM L.
CLARK, HOWARD D.
CLINTON, ROBERT P.
COBLE, FRED W.

COURTRIGHT, JOHN A.
CUNNINGHAM, CARROLL G.
DECKER, ELMOND D.
DESPOSITO, HARRY J.
DOUGHTY, SAMUEL D.

DURAGE, JAMES S.
EATON, CHARLES B.
EVANS, R. E.
FINEGAN, GORDON B.
FORRESTER, T. F.

GOLDSTEIN, SEYMOUR
GRIESINGER, CHARLES W.
GRUNDY, WALTER E.
HALDANE, WILLIAM R.
HELLIWELL, JAMES

HENDRY, WILLIAM L.
HOLMES, CHARLES M.
JOHNSTON, MARSHAL
KELLY, EDWARD
KEMPFF, DONALD M.

KENNEDY, HOWARD J.
KORNACKER, JOSEPH M.
KUHNE, HARRY D.
LAWSON, JAMES C.
LEE, W. HARLEY, JR.

Group

US Far East Air Force
AA & GM School, Ft. Bliss
USAF, AACCS, D/Eng
Signal School, Ft. Monmouth
US Signal Corps, Japan

AA & GM School, Ft. Bliss
US Air Defense Command
US Signal Corps, Far East
US Air Force, Europe
AA & GM School, Ft. Bliss

US Signal Corps, Domestic
USAF, AACCS, D/Eng
AA & GM School, Ft. Bliss
USN, BuShips
US Air Defense Command

USN, BuShips
USN, BuShips
USAF, Security Service
USN, BuShips, Overseas
Signal School, Ft. Monmouth

US Signal Corps, Japan
US Air Defense Command
US Air Defense Command
USN, BuAer
USA, MAAG, Turkey

US Far East Air Force
US Signal Corps, Korea
Signal School, Ft. Monmouth
USN, BuShips
USAF, MAAG, UK

USN, BuShips
USAF, AACCS, D/Eng
USN, BuAer, Overseas
US Air Defense Command
US Air Force, Europe

USN, BuShips
USAF, SAC
USAF, SAC, Far East
USN, BuShips
USAF, AACCS, D/Eng

Field Engineers

LILIENTHAL, DONALD M.
LONG, KENNETH G.
LONGENECKER, EDWARD W.
LUTZ, ROBERT D.
MALINOWSKI, T. G.

MCCARTY, WILLIAM H.
MCCULLOUGH, EDWARD C.
MCDONALD, W. P.
MCKOWN, JAMES S.
MCNUTT, LEON C.

MILBY, ROBERT E.
MILLER, KENNETH
MILSON, H. H.
MORGAN, RUSSELL K.
MUECKE, JAMES V.

NEILL, ROBERT
NICHOLS, BURT
OLSON, JAMES R.
OSTBY, EDGAR M., JR.
PAGLEE, M. R.

PEARCE, CHARLES L.
PONTUS, ALEXANDER M.
PORTER, ROBERT J.
ROSENTHAL, NORMAN
SCHEIER, LESTER

SIMMS, DUDLEY V.
SMITH, LEE ROY
SOWDEN, JOHN
SWANK, GEORGE D.
THOMPSON, LEON L.

THOMPSON, SAMUEL E.
TONE, AUGUST
TOSCANO, PATSY
URSENY, WALTER
WATSON, CHARLES W.

WHALEN, GILFORD D.
WINN, GENE H.
WRIGHT, GEORGE
ZABACK, RICHARD A.
ZICHWIC, GEORGE R.

Group

US Air Defense Command
USN, TDE
USAF, TAC
USAF, AACCS, D/Eng
US Air Force, Europe

US Far East Air Force
US Signal Corps, Korea
USAF, Hq. 1800th AACCS Wing
USN, BuShips
US Air Defense Command

USN, BuShips
USAF, SAC
USAF, MAAG, Greece
US Air Defense Command
US Signal Corps, Far East

USAFE, 1807th AACCS Wing
USAF, MAAG, Italy
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Gibbs & Cox
USA, MAAG, Italy

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US Air Defense Command
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USAF, AACCS, D/Eng
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USAF, MAAG, Belgium
AA & GM School, Ft. Bliss
Signal School, Ft. Monmouth

RCAV, MGSR
USN, BuShips
USN, TDE
US Air Force, Europe
USAF, AACCS, D/Eng

USN, BuAer
US Far East Air Force
USAF, MAAG, Norway
USAF, SAC, Far East
US Air Defense Command



Government Service Department Field Engineers Q. W. Coker (left) and Tom Doherty examine photos of Japan, where both men recently served

Close Shave Makes For A Smooth Japanese Exit

Q. W. "RED" COKER didn't mind the Japanese children nudging their mothers and pointing at his magnificent red beard. Nor did it bother him when adult Japanese disbelieved his 31 years (in a land where only the elders sport long, trailing chin whiskers). What made him shave off the year's growth was the concern of a dubious passport examiner who questioned Red's beardless passport photo with the man before him seeking to leave Japan.

Keen Student of Japan

A keen student of Japan and its internal affairs, Red joined the RCA Service Company Jan. 5, 1953.

His first assignment as a Government Service Department field engineer took him to northern Honshu where he worked five months with the 511th Air Control & Warning Group.

The soft-spoken Southerner later served on Hokkaido, a rural island in northern Japan which lays claim to Japan's first railroad and three or four oilwells. It was here that the former airman got a good chance to compare changes in Japan and its people. His former military service saw him land in Japan a few weeks after the end of the Second World War.

He says, "I was surprised this time to find that the scars of war are gone. The cities had been just flat, blackened areas when I saw them in 1945." Red credits



Red Coker behind foliage

much of that nation's recovery with the prevalent "life must go on" fatalism. "They started gardens then right on top of the blackened ruins," he said. Now, he says, much of the national interest seems to be centered on continuing their building expansion, versus the exponents of a stronger, internally stable economy.

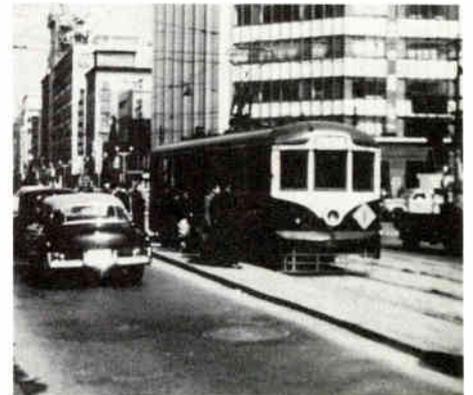
The Georgian marvels at the intentness of even the Japanese youth. He relates how a high school age houseboy they employed would work from 8 a.m. to 4:30 p.m. and then go to school until 11 p.m. each day.

Bridge, poker, fishing and skiing were some of the pastimes used to speed sometimes lonely assignments. Although an avid fisherman, he admits to little luck in Japan. "Japanese fish just wouldn't bite for me." He adds that the skiing was hampered by thick shrubbery and bamboo on one volcanic-born island about 20 miles off the Japanese west coast.

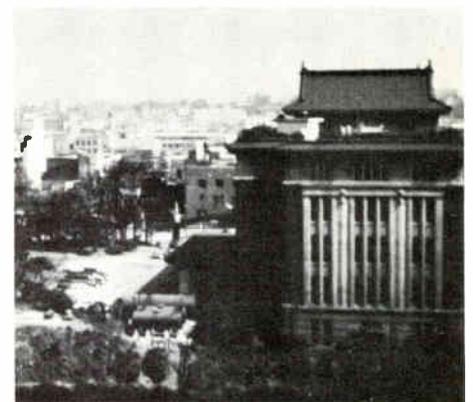
To Marry in England

A lover of concert and opera, Red says he will marry a girl he met while he was at Mississippi's Keesler Field (prior to joining RCA) just as soon as he can find quarters near his new assignment in Braintree, England.

But he doubts that he'll find anything in England to compare with the traditional Japanese hot baths. He describes the virtues of entering a resort hotel, exchanging your clothing for a kimono and "clopers" and then going on an outdoors sight-seeing tour while you wait your turn. He figures Englishmen might stare at a red-headed, kimono-clad figure, trudging their highways on a rubber-necking tour.



Near Hibuya Park in Tokyo



Army Hall, famous Far East billet

Almost Missed His Own Wedding

THE big plane was flying high over the shimmering expanse of water between Midway and Honolulu. **THOMAS F. DOHERTY**, Govt. Serv. Dept. field engineer was an impatient passenger hurrying back to the United States for his forthcoming marriage and re-assignment after more than 13 months in Japan. Suddenly one of the plane's engines "conked-out" and the huge craft had to wheel about and return to Midway.

Hot-footing to the nearest phone, Tom called East Rockaway, Long Island, and his bride-to-be was told of the latest in a series of mishaps seemingly destined to keep him from the altar.

Repairs were made, lots of ocean and a continent crossed, and the nervous FE crossed the wire in a photo-finish that just fitted the long-scheduled wedding plans.

Tom says the before-the-wedding nervousness was the last time he had a chance to be nervous. "After that, everything happened too fast."

The ex-Air Force tech sgt. (World War II and Korean vet) reported soon after

his honeymoon to home office for a few weeks training and re-assignment.

One of his favorite Japanese dishes now is "Sukiyaki." He says this is chopped meat allowed to stew with vegetables and eaten after the meat is dipped in raw eggs. He didn't say whether his wife, Cora, will be requested to serve it, pointing out that it must have certain Oriental vegetables for true flavoring.

His duty training Air Force personnel and aiding in the maintenance of air defense sites kept him busy. Tom recalls how winds sweeping across the Sea of Japan would often reach gale intensity (50 to 60 miles per hour) and he and 1st Lt. Charles Zemple, AF communications officer, would join other AF personnel re-erecting and repairing the storm-smashed antennas.

The Chelsea, Massachusetts-born engineer echoed sentiments often heard with returning specialists, when he declared 1st Lt. Zemple "a good officer and a fine fellow." One of his regrets on leaving Japan was the end to the fine friendships made with Air Force personnel wherever he worked.



The Ginza, Tokyo's "Fifth Avenue," where the Japanese shop in modern stores

Once a liberal arts major at Hofstra College, Hempstead, Long Island, he confessed a one-time ambition to teach political science and history. Tom notes, however, "The teaching courses I had helped me a lot with instructing in Japan."

Pleased with his new assignment at Langley Field, Va., he only dreads moving his household effects. Despite his short married life he has discovered the ease used to acquire the multiform possessions so necessary to that state. He moans, "Three-quarters of my stuff is at my mother's home and now we have a whole attic filled with wedding gifts."

Sluice Panning To Soldiering— 11 Arctic Years For Govt. FE



"There's gold in them thar hills," says John Lloyd to George Green (center) and Dick Probst, all of Govt. Serv. Dept.

JOHN LLOYD speaks of Alaska with the combined air of a pioneer and a Chamber of Commerce official. You detect a modest sense of pride, bordering on possessiveness,

as he tells you of intermittent journeys through Alaskan towns growing into prosperous cities, of mineral wealth of the future state-to-be, and of the much-

maligned climate, comparable, he says, to that of our northwestern states.

With infectious enthusiasm he details mining operations in the territory, as well he might. As a boy in Denver, Colo., "I began mining for gold with a sluice box. I got blisters on my hands, a sore back, and no money, but it taught me one thing. Let machinery do it."

That was back in the 1930's. The Govt. Serv. Dept. field engineer has since gone from the sluice box to University of Alaska extension courses in mining because, in 11 years in Canada and Alaska, "I'm always running into ore samples while traveling up and down the coast and I wanted to know all about them."

John started with the Service Company in March, of 1953. That was just after he completed a second tour of duty with the Army (totaling almost nine years of interrupted service).

Served in Signal Corps

During the war years the engineer served in the Signal Corps doing air to ground communications work in Canada's MacKenzie River Valley. Just before the war's end in 1945, John traveled as a maintenance inspector over northwest Canada on the Alcan Highway.

A civilian once more, he worked the tall timber country as a lumber buyer for a Canadian company exporting to this nation. Then a short stint in Portland,

(Continued on page 10)

11 Arctic Years (Cont. from pg. 9)

Oregon, servicing sound equipment proved too dull for a man used to open spaces and John reentered the Signal Corps in December, 1947.

The amiable specialist served more than five years as sergeant first class, instructing and supervising training in basic electronics for the Army's Alaska Communication System before joining RCA.

He admits the winter months in the northern Alaskan wastes makes mountain-top installations tough.

John recalls one night when one of the box-like cars used to transport men and supplies from the base camps (at the foot of the mountain) snagged itself on its overhead cable and dangled the men inside about 100 feet from the nearest tower.

"It was about 10 p.m. on a cold night," he said. "Fortunately we had an ex-cowboy in our midst, an airman, who climbed the ice-coated tower, expertly lassoing the car. We held the rope while the stranded men climbed down to safety."

Attends Fur Rendezvous

Just before his visit to home office he attended the Anchorage "Fur Rendezvous." He explains the rendezvous as a carry-over from the days when the Eskimos would gather to sell their furs. Now, of course, the Eskimos don't sell many furs, but the traditional buying and selling has been replaced by dog races, beard-growing contests, tribal dancing, and the old-time native sport of blanket tossing.



Alaskan aerial tramway tower

John met a few of his Eskimo friends from Nome who persuaded him to become the "tossee" in their blanket toss. "They threw me about 20 feet in the air." He adds, "The blankets are actually made of walrus hides with thongs for the participants to grasp."

Although back now in the land he knows so well, Alaska, he hedged on making it his permanent residence in the future. Conceding there "are a lot worse places to live, I intend to settle down eventually in either Washington or Oregon. The northwest is better than any place I've seen so far."



Collingdale Contract Renewal Clerk Lois Russell plans New England vacation tour

The Company Is Important —Even On Vacations

WHEN you join girl friends for a share-the-expense vacation tour, LOIS RUSSELL, Collingdale branch renewal clerk, will tell you not only do you see more and travel farther, you travel in congenial company.

26-year-old Lois plans to tour New England on her vacation this year. Other years since she's been with the Service Co., she motored to Miami Beach and before that took a seven-day boat trip in Canada.

Lois started at Collingdale the day that branch opened its doors after moving from Bryn Mawr. Prior to joining RCA, she worked as a typist for a Philadelphia insurance company.

Each year, with ex-schoolmates, she plans pleasant vacation jaunts designed to relax and acquaint her with the varying climates and scenery offered throughout the nation.

While the Florida Chamber of Commerce may wince, Lois asserts, "I like

Miami Beach and its atmosphere, but I don't know if I could take Florida weather all the time." Making hasty amends for any toes stepped on, she adds, "there was always a breeze blowing though, and people treated us well."

Wants to See Maine

The planned junket to New England is calculated to include Maine, "I've always wanted to see it, I've been told it's so nice." But plans are not so minute as to give advanced knowledge of where she'll be each day. "We just go ahead and when night comes, we look for a place to stay. We don't have any arguments about where to stop that way, and then we return by a different route."

Lois favors swimming and dancing as recreations on vacations, but year 'round, swimming takes a back seat to dancing which she enjoys as often as three times a week.

She admits that "you might call dancing my hobby."

(Below) Bowling champs of the Northeast branch. L. to r.: John Rubic; Joe Jaskel, captain of the "Coils"; Bill Exline; & Howard Gibson. Coils won by two-pin margin



Oklahoma O.K. with Color Added

SEVERAL hundred "oohs and aahs" were heard at the Oklahoma Home-builders' Show recently when visitors, watching new color sets on display, saw a dramatic switch from black-and-white TV to color during a newcast over Station WKY-TV, Oklahoma City.

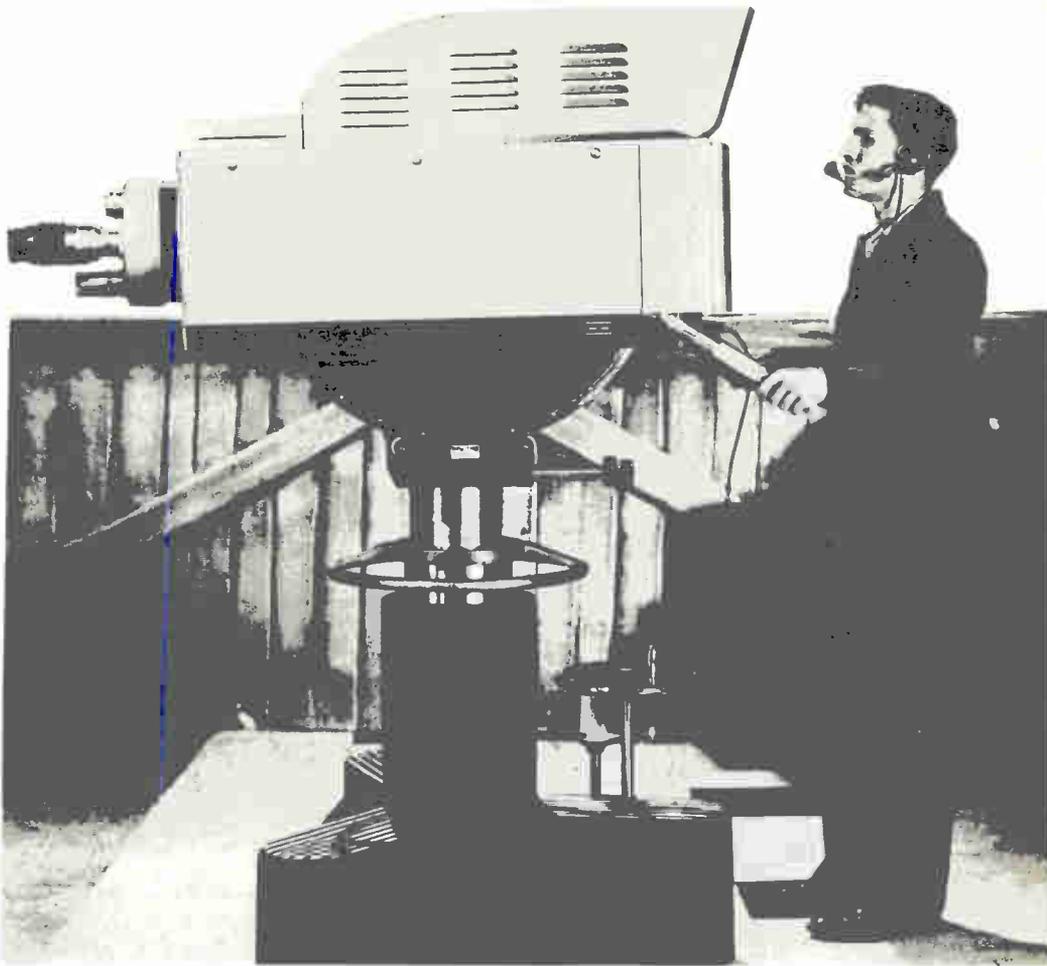
The event marked more than another pioneering achievement by WKY-TV in producing a locally-originated studio color-cast—it also marked a demonstration of skill and talent for Broadcast Communications Section Field Engineer HOWARD W. TOWN.

Howard began his RCA career in electronics in December, 1947, when he went to work in stock control at the Detroit branch.

Enthusiasm Alone Not Enough

The Michigan-born six-footer found that enthusiasm alone is often not enough for advancement. On the advice of the branch manager, Howard left to couple his ambition with education, enrolling in Detroit's Electronics Institute, where he gained a solid background in electronics.

After graduation he joined WJR, Detroit, as a studio-maintenance engineer, operating and maintaining broadcasting equipment. For two years he put into practice the theoretical training acquired as a student. Keeping his eye on the future, Howard performed his duties so well that he soon landed a student television engineering post with NBC in New



York where color TV studies inevitably linked his wagon to the then-embryonic color star.

A year spent there (including advancement from student TV engineer to studio engineer) rounded out the necessary training and Howard returned to the Service Company as a Broadcast Communications Section FE, where trouble-

shooting with TURNER GRIFFIN's gang included several months in Caracas, Venezuela, for TV transmitter and antenna adjustments.

Home now in Gloucester, New Jersey, where Jerry, Howard's wife, keeps her eye on two pre-school Towns while her husband flies about the country kicking-off color TV for the nation's TV stations.

Howard Town (extreme right) makes the last adjustment on the color camera control panel while TV station engineers wait expectantly, just prior to a studio color test telecast



Balmy Bermuda Bound via Suggestion Awards

It helps to know where you're going and Miss EMILY J. PURCELL, of the Northeast Philadelphia branch, knows exactly that.

Emily, a contract renewal clerk, is going on a boat cruise to Bermuda when her vacation rolls around and helping to finance the trip is her consistent record of suggestion awards.

The most recent of her three awards eliminates drawing up makeshift applications for original contracts and saves a lot of wear and tear on branches explaining to customers our original contracts.

Now, if a demand service or approved registered customer needs an application, the servicing technician can supply the red-and-white form.

Emily has been with the Service Co. for



Emily J. Purcell, Northeast Phila. br., plans a boat cruise soon to Bermuda

five years and knows her way around forms and contract processing. Before joining RCA she worked for R. L. Polk

Co., of Phila., who formerly did all the Service Company's renewal contract solicitation and contract processing.

(Below) In Dallas, Texas, a branch managers' meeting welcomes three "fellow-Texans." Left to right, standing: J. Ewert, Austin; P. Brune, Houston; C. Rose, New Orleans; J. Lippincott, J. McTeigue & T. O'Connell, all of home office; W. Hess, dist. mgr.; M. Griffin, dist. sales coord.; C. Lewis, dist. material control; P. Brimer, dist. acct. Seated: S. Crawford, Tulsa; J. Glancy, Little Rock; F. Sullivan, San Antonio; E. Baker, Ft. Worth; A. Divine, Oklahoma City; T. Spinks, Baton Rouge; L. Signaigo, Memphis; M. Bothwell, El Paso; W. Seuren, Dallas; and C. Hulteen, Galveston.



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RCA *Pioneered
and Developed*
**COMPATIBLE
COLOR TELEVISION**

(Above) The day that color TV broke in Washington, D. C., Woodward & Lathrop sold three units with complete coverage contracts. Herman Rathkamp, buyer (left), hands contract requests to D. C. Br. Mgr. Bob Miller (center) as Bill White, sales supervisor, looks on most approvingly