



SERVICE



... ENJOY YOUR
VACATION, BUT
REMEMBER THE
SAFETY RULES
WE LEARNED IN
SCHOOL THIS YEAR

JUNE, 1955

RCA SERVICE COMPANY, Inc.



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The

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The

Cover



Connie Maull,
dir. of Walt
Maull, Quality,
& Eddie Hilder-
brand, Andy
Hilderbrand's
(also Quality)
young son, get
vacation safety
instructions
from "teacher"
Harriet Schrey,
of Personnel.
See page seven
for big contest.
Photo by Fisher

Designed for Your Future

TWO SEEMINGLY unrelated campaigns currently under-
way within our Company this month are both
concerned with the future—and more specifically:
your future.

You are being asked to support a campaign requesting
that you put aside some of your wages for the purchase
of United States Savings Bonds through the Payroll
Savings Plan, and we're also asking your cooperation in
a Company-wide off-the-job safety program and contest.

The relationship of the two may best be appreciated
by acknowledgement that your general well-being in-
volves your mental outlook and your physical safety.

Constant stress on safety-at-work has appreciably
reduced occupational accidents to the point where safety
authorities have shifted their big guns and now train
them on you and your family at home.

A new concept of safety calls for a sincere recognition
on your part of what actually constitutes safety hazards
in and around the home. Known as a "defensive" attitude,
it asks that you conscientiously search for and eliminate
potential accident-making situations, large or small. It
may run all the way from thoughtfully providing locks
on cabinets containing poisons, medicines, and guns, to
having your home, as well as your automobile, carefully
inspected for the discovery and elimination of potential
fire hazards or accident-causing defects.

With much the same success that followed the adoption
of defensive driving attitudes in reducing automobile
accidents, safety experts now hope for similar "self-
critical" analysis of the home and its accident-producing
situations and circumstances.

In the case of savings, psychologists agree with econo-
mists whenever the topic of "reserves" arises. Merely the
knowledge that you are putting something aside out of
current earnings not only satisfies a basic impulse in
humans, but creates a feeling of security . . . so necessary
to good mental health. And economists, of course, have
long endorsed the sound practice of regular savings.

What sounder investment exists than investment of your
money in your Government? Just for example: if you save,
through the Payroll Savings Plan, only \$2.50 a week . . .
in five years the Savings Bonds that will have accrued
will have a value of \$683.35; in nine years and eight
months they will have saved \$1,424.05 and if you continue
putting \$2.50 away weekly . . . in 19 years and eight
months your bonds will have leaped in value to \$4,579.12!

In neither of these programs is it necessary for us to
appeal to the loftier concepts of patriotism, idealism, or
your sense of thrift. We're speaking, in each instance, of
self-preservation.

So may we ask that you be selfish? Save your money
through United States Savings Bonds—and take care of
yourself and your family, whether at home or on vacation,
by eliminating needless, costly accidents off-the-job.

It's designed for you—your family—your future.

Hostile customer growled her complaints. I patiently repaired set while explaining intricacies of TV. Appreciative customer renewed contract and boosts RCA products to family and friends.
D. E. Gist, San Diego Branch

... family was dissatisfied with other service companies. After I repaired set, they bought a contract and sent home office a complimentary letter about my work and courtesy shown them.
J. B. HOLLIDAY, Detroit-West Branch

I had just finished guiding a little girl across a busy intersection when her mother arrived. Her "Thank You" was the purchase of a contract, and new installation.
Andrew S. Porran, Andover Branch

... installed a new receiver at an institution, and while person in charge watched, I instructed all present in the set's operation. I'm sure he was impressed, for several weeks later he purchased master antenna system for six sets with six contracts.
EMIL MUZYCKA, Bronx Branch

While servicing a customer's set, he remembered I had let him enter traffic from a driveway two days before. He bought a Plan II contract.
R. S. Dew, Savannah Branch



Trenton TV Br. Tech. Frank Mazzella, Mid-eastern Dist. winner, holds Hamilton watch, his prize for winning statement

As telephone clerk, I always keep in mind that the first impression the public receives of our Company is my voice and manner. My branch manager has received letters complimenting our courtesy.
C. K. HAYNES, Charlotte Branch

TV Branches
participate in
contest, proving
courtesy pays
dividends

The Time...

For Courtesy

IN THE first phase of Consumer Products Service Department's Courtesy Campaign, 11 television technicians were awarded Hamilton self-winding wrist watches for their winning statements about courtesy and the way it aids them perform service.

Hundreds of statements received from all over the country proved that courtesy is not just a catchword, but a vital and invisible tool in the serviceman's kit.

A careful study of the experiences recounted in the statements submitted by branch personnel make one impression vivid—you can never tell when an act of courtesy or a pleasant manner will repay you many times over for the small effort expended.

Listen to Larry Kacher, South Philadelphia TV Branch: "After repairing a TV set, the customer complained that her air conditioner needed adjustment. I made the adjustment and courtesy paid off when she signed a contract for her air conditioner as well as one for the TV set."

Or Hollywood's Ed Walsh: "Courtesy pays me in customer goodwill and confidence in my ability as an RCA technician. Courtesy has paid off in sales and more than once has turned an irate customer into a contract customer."

R. L. Hollenback, also Hollywood Branch: "While doing a service call at a card club, I helped the lady-in-charge set up the bridge table. Short while later I succeeded in selling three additional service contracts to the ladies attending."

And the reward need not always be monetary... witness Baltimore's Chuck Ogata: "The customer was an old, invalid woman in her seventies. It was obvious that television was her only source of entertainment. I was amply rewarded when I saw her grateful smile, followed by feeble handshake."

This month makes each technician lacking any complaint record, eligible for a special lapel pin—and Consumer Relations Manager Frank Smaltz is anxiously watching the complaint scoreboard for final results.

**oak park's
antennaplex
partners
install**



**Bob
Sherrill**
looks toward
fifteenth floor
while tying cable



**Tech
Vernon
Tantillo**
ties down cable
outside 14th floor

A New System ... FOR GUESTS

WHEN Bob Sherrill and Vern Tantillo tell their co-workers at Oak Park about "their high positions in the servicing industry," they know what they're talking about. Both men recently completed a job for Branch Manager W. T. Edwards at Chicago's Sheraton-Blackstone hotel that added stature to their already fine reputations on antennaplex installations.

The job was a big one. The Sheraton-Blackstone, formerly the Blackstone, was acquired a short time ago by the parent Sheraton organization. The hotel had a system with 103 rooms wired when its operators decided to expand the system, providing more guest room television. The new system called for a total of 344 outlets, making necessary a redistribution of the existing 103 outlets, together with a tie-in for the additional 241 outlets Bob and Vern were charged with installing.

A rapid survey of the hotel by the technicians gave them a starting point and both were on their way toward new plaudits.



Bob Sherrill (standing) adjusts gain of amplifier while **Vern Tantillo** checks on picture quality



Vern Tantillo (l.) and Bob Sherrill (r.) explain riser layout to Service Manager George Slaby

Bob Sherrill engineered the entire system. Because of the riser layout it was decided to run two SX8B amplifiers independent of each other. The signal from a single set of antennas is split and distributed to each amplifier. Outside wiring was used and, as Manager Bill Edwards proudly points out, "Bob and Vern directed the entire installation except for some help in unpacking and delivering 236 new 17-inch TV hotel sets the hotel purchased."

And he adds, "With a similar installation at the Chicago-Sheraton, a contract exists covering 750 outlets and 668 receivers in these two hotels alone (Bob and Verne also handled that job)."

The bachelor half of this antennaplex team, Vern Tantillo, joined the Service Company almost five years ago. Graduating from Proviso Township High, he was all set for a more desk-bound career, what with his commercial courses behind him, when he enrolled in Chicago Technical College for courses in radio and television engineering. Until he could break into electronics, he worked as a machine operator while continuing correspondence courses with a radio institution in Washington, D. C. Acknowledged a conscientious craftsman, Vern resides with his parents in Maywood, Ill.

Veteran of some of the heaviest fighting in the Pacific during WW II, Bob Sherrill, former Marine corporal, started at the Oak Park Branch as an apprentice technician almost a year before Vern Tantillo.

Dangling outside of a 14th story hotel window in order to tie cables doesn't rate a second thought from a man who fought all the way from the Marshalls to Iwo Jima, picking up a Purple Heart and two personal letters of commendation in between.

The former native of Pomeroy, Ohio, got interested in a career in electronics while working for the Pennsylvania Railroad as a machinist's helper, started a two-year course at Chicago's American Television Lab and, right after completion, went to work for RCA.

A resident now of Algonguin, Ill., located on the Fox River about 40 miles northwest of Chicago, Bob and his wife, Helen, are amazed at the way completed antennaplex assignments in Peoria, St. Paul, Gary, Albany, and Indianapolis rated letters of commendation, sprinkled with such phrases as "outstanding, most accommodating," etc. But then they shouldn't be—it's a habit with Bob.

Bob (r.) checks set's number as Br. Mgr. Bill Edwards watches



Service Co. Launches Savings Bond Drive:

Pits Branch Against Branch, District Against District



*In this hallowed spot, —
And still the Bell pro-
claims "Liberty to the
people" . . . Liberty to
earn, to spend, to save,
Self-respect in our jobs
today, thrift which
builds a secure future
for ourselves, our coun-
try, with United States
Savings Bonds.*

The Flag—the Bell—and Young America

THROUGHOUT the month of June the annual RCA Service Company Bond Drive is being held at all Consumer Products, Technical Products and Government field locations. This is the first time that this annual drive has been carried out simultaneously at all locations. Although the campaign has shown satisfactory results so far, most locations still have not approached the assigned goal of 65% participation.

As a result of the Bond Drives already completed at RCA plants throughout the country, the Company-wide participation by employees in the Payroll Savings Plan has climbed to over 50%. The latest monthly Savings Bond Report covering all RCA plants and subsidiaries listed the Service Company in 25th place of the 29 locations included in the report. In May only 22.3% of Service Company employees were investing in payroll savings.

At present the New England District Office, headed by R. H. Dunlap, leads all TV districts with 34.3% participation. Close behind in second place is O. H.

Bowers' Pittsburgh District with 28.2%. Bringing up the rear are R. W. Redecker's West Central District with 17.3%, West Coast District, E. T. McGovern, manager, 16.9% and on the bottom with 13.1% participation is the Southwest District, W. P. Hess, manager.

In the Tech Products campaign, three district offices show over 40% participation. They include Philadelphia District, M. E. Wheaton, manager; Pittsburgh District, H. M. Morrow, manager, and Kansas City District, E. D. Van Duyne, manager. Over-all participation for Tech Products field locations stands a little better than 29%.

It's still a wide open race to see which districts will be the first to top their quotas. Several TV branches have exceeded the 65% goal, but no district has come close as yet.

The best way to have money available when you need it is to save regularly. The most convenient way to do this is by the regular purchase of bonds through the Payroll Savings Plan. Bonds grow in cash value each six months you hold them. If held for the maximum length of 19 years 8 months they grow to \$1.80 for each dollar your originally invested.

Start your systematic savings the easy way with U. S. Savings Bonds.

For a
**BRIGHTER
FUTURE**

Join the
PAYROLL SAVINGS PLAN

HEY KIDS!
WIN WONDERFUL RCA PRIZES
IT'S EASY — IT'S FREE
JUST ENTER
RCA SERVICE CO.'S SAFETY CONTEST

Illustration of a signpost with the contest title.



Look—A Safety Contest
Just For You—The Children
Of RCA Service Co. Employees!

Here's What You Do—For Division "A"

Up to & including nine years.

1. Draw a poster, not exceeding 8½ x 11" in size; the theme stressing Safety—either in or around the home, or in an automobile, or on vacation.
2. Forward the safety poster, with your parent's name, and clock number to:

Personnel Records, 201-1,
 RCA Service Company, Inc.,
 Cherry Hill, Del. Twp.,
 Camden 8, New Jersey

And Here's What You Do—For Division "B"

Nine to 14 years inclus.

1. Write an essay, 250 words or less, on "What My Family Is Doing To Promote Safety."
2. Forward the safety essay, with your parent's name, location, and clock number to same address as in number two for Division "A."

Contest Rules

1. Your mother or father must be employed by the RCA Service Company, Inc.
2. You must compete in your own age division.
3. You may submit as many entries as you wish.
4. Entries must be received before September 15, 1955.
5. Attach your name, age, and address, printed legibly, to each entry you submit.
6. Judges' decisions are final.
7. All entries become the exclusive property of the RCA Service Company, Inc., and none will be returned.

There Are \$150.00 Worth Of Prizes!

Just look at the grand prizes waiting for six children to win merely by drawing or writing a short essay on safety.

For boys and girls up to and including nine-year-olds, first prize is a portable record player, valued at \$30. Second prize in Division "A" will be the choice of an electronics hobby kit or a table radio for your own room. The third prize is a wonderful children's record album.

In Division "B" for boys and girls nine to 14 inclusive, the first prize winner will be awarded a clock radio—just the thing for a youngster's room. Second prize will be a table radio, while the third prize for the older division will be the much-publicized teen-age "Platter Party" album.

Be sure to hurry and get your entry in—don't forget there are over \$150 worth of prizes just awaiting some safety-minded boy or girl.

Why not get your mother or father to help you? Make this a family project for safety off-the-job.

When Bataan Fell, He Made . . .



the long walk FOR FREEDOM

Joseph Schoebert, employed at RCA's Missile Test Project, Florida, hid from the Japanese for over two years during WW II before escaping (Photo courtesy of Orlando, Florida, Sentinel)

JUST over thirteen years ago, when Bataan fell, a man now employed at RCA's Missile Test Project, Cocoa, Florida, refused to surrender to the Japanese and walked and worked his way to freedom.

An exciting story of the World War II incident is recalled by Joe Schoebert, who was a radio man and weather observer in the U.S. Air Corps, Fifth Interceptor Group.

Married now, with a three-year-old daughter, Joe is employed as a switchboard operator in the Cape Canaveral Communications Unit of the Range Operations Section.

A native of St. Louis, he was in the National Guard for three years and in 1934, went into the regular army. Later, he switched to the air corps and was transferred overseas in 1939.

When Bataan fell April 8, 1942, Schoebert was one of seven in his group who made up their minds not to surrender to the Japanese. From then until October 17, 1944—when he reached safety in Australia—his story was one of determination. "I wanted freedom more than anything else," says Schoebert.

The last hours before Bataan fell were eventful. "The Japanese," says the missile-man, "had unlimited supplies and men; we were running out of supplies—munitions, food and medical supplies. We had 125,000 men and no replacements."

The word was passed that 6 p.m., April 8, was the official time to surrender. Dawn the next day, before the troops were to report to their captors, Joe and six others made their way up through the central part of the peninsula. They hoped to eventually meet with other American forces.

Four months later, the group had been reduced to four of the original seven.

Comparative safety was reached when the group came upon two other Army men who had set up a camp with Filipino help. From this point, Schoebert and another soldier set out again after a six months' stay.

Joined by two other Americans, the quartette began a new leg of their journey to freedom in early 1943, but

Joe got malaria and had to return to the last temporary camp where he remained 18 months, within a few miles of Japanese troop concentrations, without seeing another American.

"I built a home in a valley, which couldn't be seen from above by scouting Japanese. There was no safety in moving so I stayed."

An attack of beri-beri dropped him to 80 pounds, but friendly Filipinos pulled him through.

Recovery saw him once more head into the jungle on a trek to freedom. This time he reached the ocean and managed to get in touch with an American submarine, the original Nautilus, on a mission delivering supplies to guerrillas. Joe was taken aboard and transferred to Australia in October, 1944. Four months later he arrived back in the United States—the long freedom trip over.

RCA MTP Personnel Make Record Gift



Patrick AFB Cancer Drive Coordinator, Lt. W. Keebler, accepts \$1,030.58 contribution by MTP employees from Margie Hoban, of Technical Training. Others (l. to r.): J. Ragen, Trn. & Serv. MTP coordinator; W. P. Rolland, area drive chairman and F. H. Kury, Brevard County Cancer Society chairman

Cherry Hill Marks Completion With Open House



(Above) Some of the more than 6300 employees, their families and guests who turned out to tour the unique Cherry Hill Hall of Progress, where historic and modern RCA product lines are displayed

(Below) The operation of television picture signal generating equipment is explained to interested Open House guests by Television Division engineer J. G. Hoehn, in the TV Lab



RCA's MTP Participates In Armed Forces Day



A crowd estimated at 10,000 persons visited the Armed Forces Day exhibit presented jointly by RCA Missile Test Project personnel and PAA's Guided Missile Range Division at Patrick AFB, Fla.



Project personnel show off some of the joint PAA-RCA equipment they use daily in their assignments. Their exhibit filled more than three-fourths of the exhibition area and drew large crowds

assignment

burbank:

World's 2nd
largest TV
projection
screen lets
audience see
action as it
occurs before
the TV camera



California's Color City, U. S. A.

IT'S BEEN a long time since C. Y. Keen, the Service Company's authority on theatre TV projection, has bothered to tally up the number of closed-circuit telecasts and theatre projection jobs he's been engaged in ... but Color City is a recent task he recalls with pleasure.

Operations were launched last March in what has been described as "the latest and most impressive addition to NBC's array of color facilities, already the most extensive in the television broadcasting industry."

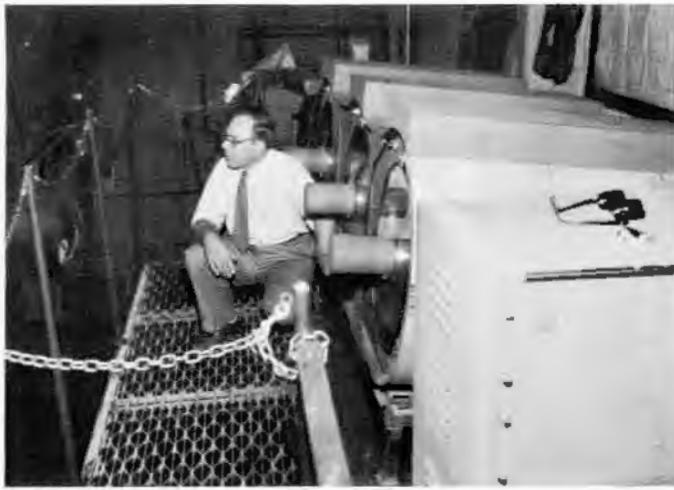
Located on a 50-acre tract in Burbank, California, the mammoth color TV studio, the first ever built from the ground up specifically for colorcasting, incorporates many unique features—one of which is a large-screen color projector (newly developed by RCA) that allows the studio audience to watch the performance on a movie-size, 15-by-20 foot screen.

Months before a 90-minute "spectacular" kicked off the new color TV center in front of an assembly of motion picture, theatre and broadcasting celebrities, "Cy" Keen was directing the installation of the color TV projection equipment, aided by Duane Adams and Field Supervisor Cliff Schwander, both of the West Coast District.

Over a month's hard work, including a six-day schedule and nights, went into the installation before the white-maned projection expert and his team would give it their



Technical Products Department's C. Y. Keen here sets up another one of the many closed-circuit television shows in which he's participated



W. Coast Field Suprv. Cliff Schwander teamed with Cy

COLOR CITY, continued

stamp of approval, but that's the professional calibre performance by which Cy built his reputation.

The 25-year RCA careerist began as a chemical engineering after graduation from the University of Washington. Radio and sound, a pastime for afterwork relaxation, eventually proved more attractive and Cy left chemical engineering for RCA Photophone in New York.

From 1929 to 1937, the specialist Photophoned the whole northwest territory, held down assignments in Colorado and Texas, and then transferred to sales in St. Louis.

The following year saw him district service manager in Cincinnati. Just before war broke out, Cy went into engineering at Indianapolis. Two years after the peace was signed, he joined the Service Company where theatre TV projection operations, either in this country or abroad, keep him on 24-hour notice.

The native of Minnesota resides now in New Jersey, except when his twin avocations, fishing and photography, take him on extended trips.

Even from the outside, Color City impresses the visitor with its big studios



FOTO FEATURES

(Below) Providence, R. I., TV Branch awards its technicians safe driver pins. (L. to r.): J. Dougherty, D. Taylor, E. Miley, Manager F. Cole, R. Chasse, I. Osofsky, & G. Goudreau—all award winners



(Below) Col. M. C. Mautz, director of the Signal School's Enlisted Dept., presents Field Service Citations to Govt. Serv. Dept. instructors at Ft. Monmouth, N. J. (L. to r.): J. Alexander, J. Brown, Col. Mautz, W. Lowry, Service Co. Field Supervisor L. Scheier and J. Zickel



Remember When . . .



The first television branch managers' meeting took place in Camden, way back in the latter part of 1946 (Photo submitted by M. O. Pyle, Training, Personnel Dept.)



IN FEZ, MOROCCO ancient Boujeloud's Gate is just a few steps from the wonderfully cool comfort and filtered air provided by modern RCA Air Conditioners.



SCORCHING SUN pours through bamboo canopies which give little shelter against the searing temperatures that sometimes go as high as 130 degrees at Marrakech.



HOT DUSTY AIR from sun-baked streets presents a difficult challenge to the air-filtering capacity and all-around cooling efficiency of any room air conditioner.

PROVED IN THE BLISTERING HEAT OF MOROCCO!

RCA Air Conditioners backed by the research and engineering skill of RCA . . .
your guarantee of satisfaction here at home

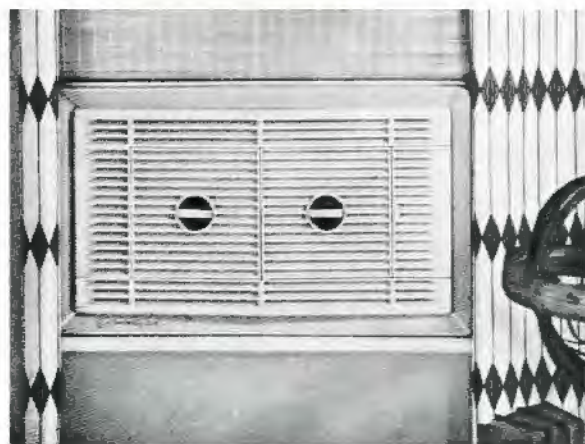
FOR YOUR OWN HOME OR OFFICE choose the only air conditioner that gives you the extra protection of RCA's worldwide leadership in research and engineering skill.

In Morocco, Karachi, Singapore and other of the world's toughest weather spots, RCA Air Conditioners are demonstrating amazing efficiency and durability . . . providing mountain-cool comfort under blistering temperatures, day after day . . . filtering dirt, dust and sand from the air . . . wringing gallons of moisture from steamy atmosphere.

You may never experience climate like this . . . but you can be certain that your RCA Air Conditioner will give you reserve power and dependability to keep you cool and comfortable on the hottest days and nights you'll ever know. See the new 1955 models now at your RCA Air Conditioner dealer's. RADIO CORPORATION OF AMERICA, CAMDEN, N. J.



THIS ON-THE-SCENE PHOTOGRAPH shows an RCA Air Conditioner installed in the Palais Jamaï, formerly a Sultan's palace and now the leading hotel in Fez, Morocco.



NEW FLUSH MOUNTING . . . permits you to install the new 1955 RCA Air Conditioner flush with inside walls so as not to interfere with draw drapes or curtains. The right size for every room . . . $\frac{3}{8}$, $\frac{1}{2}$, $\frac{3}{4}$, 1 and $1\frac{1}{2}$ h.p. models . . . all engineered for better year 'round living.

RCA Pioneered and
Developed Compatible
Color Television

ONLY RCA GIVES YOU ALL THESE ADVANTAGES:

"HEART-OF-COLD" COMPRESSOR: top cooling capacity; five-year warranty.

"MUSH-A-BYE" FANS: so whisper-quiet you scarcely hear them.

PERMANENT FILTER: aluminum; easily cleaned; never needs replacement.

PUSH-BUTTON CONTROLS in concealed "Climate Tuner" Panel.

DIRECTIONAL GRILLES: easily adjustable; direct air to any part of the room.

AUTOMATIC THERMOSTAT: assures constant, automatic temperature control.

HEATS OR COOLS: built-in heating available on some models.

RCA FACTORY SERVICE: available only to RCA owners. Service contract optional.

Wherever you live, you'll feel better with an

RCA Air Conditioner



because RCA makes a world of difference anywhere in the world!