



SERVICE



World Radio History

JUNE, 1956

RCA SERVICE COMPANY, Inc.



SERVICE

Vol. 13, No. 4

June, 1956

Published for the employes of the RCA Service Company, Inc.—A Radio Corporation of America Subsidiary—with home offices at Cherry Hill, Del. Twp., New Jersey

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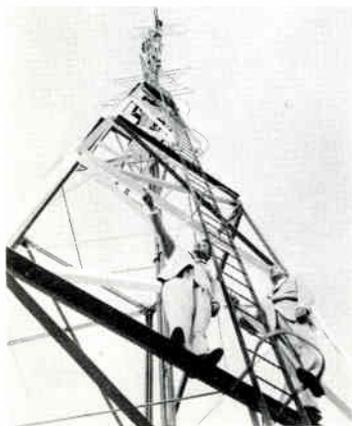
The

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The

Cover



Technical Products Field Engineer Wayne C. Neuhaus (l.) and Sr. Mario Bolanos, pres., Radio y Television, Guatemala, check the antenna installation, in the heart of Guatemala City, inaugurating television service for Guatemala



Field Service Managers John Eisele (*far left*), Jerry Monaghan, *Midtown*, and Phil Smith (*seated right*), Franklin Sq., hear instructor Bob Wilkinson point out supervisory responsibilities

Both Areas Complete

Matching the completion of classes this month at hundreds of colleges and universities across the nation is a similar windup of training for service managers in both Eastern and Western Areas.

Launching a special training program for all field and branch service managers, called "the first of its type in the RCA Service Company," D. K. Thorne, Western Service Area Personnel Administrator, and R. C. Janzow, Western Service Area Field Engineer, took their program into six cities (Detroit to San Francisco) where some 53 managers participated.

Presenting a three-day program in each city, Ken and Dick were the conference leaders in the instruction that successfully used the planned conference discussion technique. Program material covered human relations, responsibilities of the service manager's position, improvement techniques through the how-to-do-it approach and, in addition, gave the managers an opportunity to introduce and exchange ideas on procedures, problems and improvement.

As Western Service Area Manager S. E. Baker reported to Consumer Products Vice President D. H. Kunsman, "The successful acceptance of the program was due to employment of pertinent material, an excellent job of instructing and moderating by Ken Thorne and Dick Janzow, and the wonderful cooperation of the district and branch managers, training administrators and, of course, the field managers."

Rated equally important in the program's accomplishments by Western's director was fulfillment of the need in the primary supervisory echelon, for improved communication and association with their counterparts from other branches.

Over in the Eastern Service Area, R. E. Bomeisler's New York District last month wrote *finis* on a training program for field service managers from five N. Y. branches.

The program was designed to outline to the FSM's their responsibilities via lectures by experienced man-



Back row (l. to r.): Field Service Managers Walt Meyer and Jim Thompson, of Bronx Br. Front row (l. to r.): FSM's Phil Smith, Jerry Monaghan & John Eisele, the training program students

Service Mgr. Training

agers, plus discussions centering about human relations.

A natural byproduct netted by New York is the recognition by the student-managers that problems formerly considered uniquely their own are actually common to the service industry.

Evidence of the success of New York's program was the student comment:

"When you're in any one branch for a length of time, you tend to excuse your branch problems on local conditions. Getting together in a training program of this type lets you find that other branches have the same problems. More important . . . in some cases, these other branches have found the answers to these problems."



Standing (l. to r.): S. Baker, West Area Mgr.; W. Davis, West Central Dist. Mgr.; R. Redecker, now with RCA St. Louis distrib.; J. Harris, Br. Ser. Mgr., Houston; D. Niyinski, FSM, St. Louis; M. Vogt, Br. Ser. Mgr., New Orleans; R. Janzow, Eng., W. Area; and D. Thorne, W. Area Pers. Adm. Seated: W. Rhode, Br. Ser. Mgr., Dallas; J. Hart, Br. Ser. Mgr., Indianapolis; W. Sharp, Br. Ser. Mgr., Kansas City; D. Barbee, Br. Ser. Mgr., Omaha; and C. Allen, Field Service Manager, St. Louis



Detroit—(front, l. to r.) C. Fires, BSM, Cleveland E.; R. Beau-bien, BSM, Toledo; J. Moriarty, BSM, Detroit W.; & E. Wludyka, Detroit. (Back row:) R. Janzow, Area Eng.; W. Nelson, BM, Jackson; P. Reeves, BSM, Cleveland E.; A. Will, FSM, Detroit W.; E. Stamp, Detroit DO Trn. Adm.; & R. Wolf, BSM, Detroit E.; and D. Thorne, Area Pers. Administrator



Cleveland—(seated, l. to r.) E. Grigsby FSM, Cleveland E.; J. Garnon, BSM, Cincinnati; M. Posedly, BSM, Akron; D. Turley, BSM, Columbus; and J. Scallions, BSM, Dayton. Std.: J. Laschinger, Dist. Field Sales Mgr.; R. Hansen, Cleveland Dist. Mgr.; K. Brumm, FSM, Detroit W.; C. Kachurchak, Dist. Trn. Adm., Cleveland; J. Plater, FSM, Detroit E.; E. Rickles, FSM, Cleveland E.; R. McGhee, BSM, Cleveland, W.; & D. Thorne, Pers. Adm., West Area



Los Angeles—(front, l. to r.) R. Jackson, FSM, Lynwood; M. Selle, FSM, Lynwood; G. Groth, Inst. Mgr., San Francisco; & R. Warrington, BSM, San Francisco. (Standing:) C. Kaelin, FSM, Hollywood; R. Hallenbeck, FSM, Burbank; M. Fish, BSM, Burbank; & G. Morrow, FSM, Hollywood

Philippines to Ft. Bliss . . . Govt. Service Merits Honors

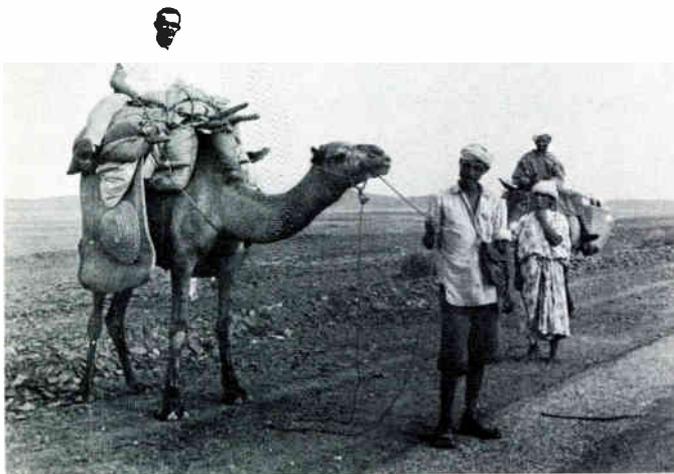


Subic Bay, P. I.—Project Mgr. G. Hutchins (*l.*) observes Field Service Citation ceremony for R. Johnson being congratulated by Capt. S. Zola, CO, OICC NOY Contract, with Cmdr. G. Ritchey (*r.*) looking on. FE Johnson is assigned to 12ND proj.



Ft. Bliss, Texas—Contract Mgr. J. Nook (*l.*) takes part in Field Service Citation presentations to instructors J. Zimmer (*2nd from left*) & C. Billings by Col. F. Wilkins, Director of the Army's Ft. Bliss Department of Electronics & Engineering

Goes a Mile . . . ON a Camel



Government Service Department Field Engineer Robert A. Losey traded cigarettes (brand unknown) for a ride on a camel

Robert A. Losey, a Government field engineer now with M. E. Patneau's Strategic Air Command group at Offutt Air Force Base, Omaha, Nebraska, has ridden in just about every mode of modern transportation—from camels in French Morocco to airplanes with the Air Force.

An ex-M/Sgt. with nine years' Air Force service, Bob at one time was SAC's commanding general's radio operator.

One of his first assignments was with the 55th Strategic-Reconnaissance Wing in French Morocco.

After visiting Marrakech, he was on his way back to the Ben Guirer AFB when he stopped along the road to

talk to an Arab family that was moving their home.

"Every possession they had was on the camel's back (*see photograph at left*) and they told me they had traveled over 21 miles that day."

Following extensive bartering between the FE and the Arab owner, carried on in a mixture of French, English and sign language, Bob was permitted a ride for two packages of cigarettes.

He adds the advice that camels are notoriously short-tempered and when you approach, keep your eye on "all portions of him, particularly his head. They bite . . . and if they can't reach you, they can spit a good many feet with good accuracy."

GSD's Oper. Mgr. Checks Units in West

Government Service Department's Field Operations Manager, T. G. Whitney, recently completed an inspection-tour of Government's activities in the West. The manager's trip was made with a group of manufacturers' representatives connected with RETMA (Radio-Electronics-Television-Manufacturers Assoc.).

Following the completion of the RETMA schedule, the Ops Manager swung out on a tour that carried him to most of the military activities where Service Company's Government Service Department has field engineers and instructors stationed. His itinerary took him through Colorado, Arizona and California, where he stopped at Army, Navy and Air Force bases and held group meetings with engineers.

Dovetailed into his "look-listen" tour was one made to the new Army Electronic Proving Grounds at Fort Huachuca, Arizona. This base serves as a testing ground for the Army's electronic warfare and battlefield surveillance techniques and equipments, for combat operations research in communications, and for Signal Corps aviation activities.

Kalamazoo TV Branch Marks 6th Anniversary in July

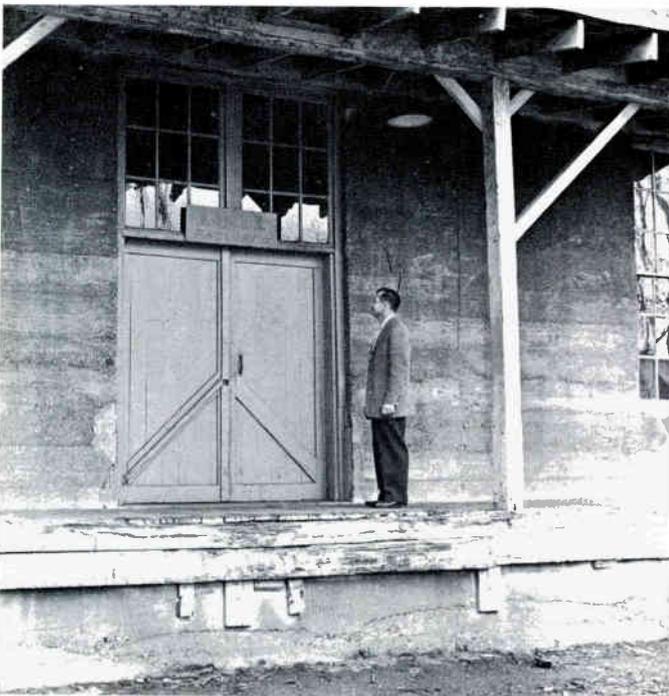


Kalamazoo TV Branch Mgr. George Kunst views present site

Kalamazoo Branch next month marks its sixth birthday and, in taking a look backward over its collective shoulder, found that the scene had changed almost unnoticed by the hustling guys and gals located there.

Actually, Kalamazoo had its humble beginning in March, 1950, as a sub-branch of Grand Rapids, but within four months "Kal" had shaken the sub status and was operating as a full-fledged branch under the able management of S. T. Burek (now manager of the Toledo Branch).

The 1950 version of the branch found it housed in a huge warehouse building. The branch consisted of one long, narrow room practically surrounded by a chewing gum ball manufacturer. SERVICE reporter Merle D. Holmes



Former Kalamazoo Br. Mgr. Stan Burek surveys original branch



Kal's (l. to r.): R. Castle, R. Cook, W. Whipple, C. Bradley, J. Hoekstra, G. Kunst, G. Perkins and K. Ives line up for "6th"

adds that branch personnel at least never experienced a shortage of gum balls.

The branch opened with three technicians, but quickly soared to more than a dozen with the opening of a local TV station.

In June, 1951, the branch moved to its present location and celebrated the move by capturing a coveted President's Cup. Boasting one of the largest shops in the Detroit District, 1956 Kalamazoo is in sharp contrast to the old branch, only one-third as big.

Now under the reins of G. E. Kunst, "Kal" looks forward with confidence at the expanding and increasingly more diversified electronics servicing industry.

George F. Sandore

Technical Products Service Department Sales and Merchandising Manager George F. Sandore died suddenly early this month at his Haddonfield, New Jersey, home.

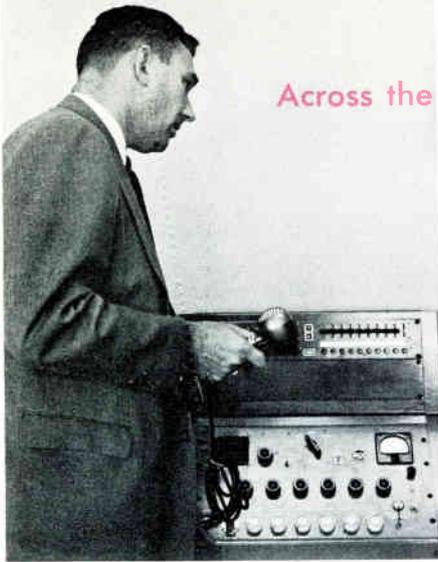
A veteran of more than 27 years of service with RCA, Mr. Sandore was named to the merchandising post in 1951. Previously, he had been manager of Technical Products' Atlanta, Georgia, district.

Joining the former Photophone Division of RCA in February, 1929, as a service engineer, Mr. Sandore was assigned to installation of motion picture equipment in Mexico, Cuba and Puerto Rico. In 1940 he was named district service manager in Kansas City, and three years later he transferred to the RCA Service Company, Inc., when that organization was formed.

A native of Westerly, R. I., he graduated from Allentown (Pa.) Prep School and from Rhode Island State College with a Bachelor of Science degree in electrical engineering. He was a member of the RCA Victor 25-Year Club and a number of professional societies.

Mr. Sandore is survived by his widow, Mrs. Eva Hogan Sandore. Services and interment were at Westerly, R. I.

Across the country . . .



School's Out . . . RCA's In



Prefabricated schoolhouse in Lafayette, Indiana, by National Homes, Inc., features built-in RCA Sound System. Above, the principal of the Edgelea school prepares to make an announcement over the school's sound system

The same organization within the RCA Service Company that installs and maintains theater sound and projection equipment, services the RCA Electron Microscope, and makes possible the many unusual uses of television in industry, also has under contract service school sound systems . . . and that organization, of course, is the Technical Products Service Department.

Unless you've carefully considered RCA School Sound Systems applications, you might be hard put to readily answer why school authorities find the modern sound system such an indispensable part of the educational scene today.

Actually, an RCA sound system, with its centralized control and classroom distribution features, literally brings the world into the classroom—for observation and study.

For example, with a sound system a school hears news broadcasts, Education Department sponsored programs, addresses by prominent public speakers and radio pickups of local or international importance—all reproduced in the classroom where it serves to stimulate student interest in a particular field, or dramatize a study of current events.

To a school principal, the sound system may represent something else, administrative control and coordination. Why? Because:

(1) The principal's message reaches all parts of the school or grounds at the same moment.

(2) In emergency cases and routine fire drills, his instructions are heard by teacher and student at the same time.

(3) Announcements, such as calling a faculty meeting, reach the teachers without their being required to leave their various classes.

And now, with prefabricated schools being erected with built-in RCA sound systems, there's little doubt that tots who formerly associated the RCA monogram only with their home television receiver, will see that RCA grows up with them.

And though it's vacation time for the youngsters, Technical Products field engineers stand behind service contracts from the Lowell High School, Lowell, Massachusetts, to El Camino College, Gardena, California . . . all year 'round, assuring schoolmen and students alike the very finest in RCA service.



With sound system, teacher doesn't leave class unattended for superintendent's announcements. (Foto by Natl. Homes Corp.)



In Pittsburgh's Webster Hall Hotel, 300 GM guests view telecast while FE A. W. Winkelman (lower right) checks quality

TP Districts Televis GM Technical Center Dedication

If you were to begin planning for a 90-minute event a full six weeks in advance . . . someone might wonder if it's all worth it. The answer is that it is worth it when you're shooting for letter-perfect equipment performance on a closed-circuit telecast dedicating General Motors' new Technical Center. And that's what Technical Products did last month.

The task of displaying GM's ultramodern Technical Center, located at Warren, Michigan, via closed-circuit TV network to some 25,000 business and professional leaders at meetings in almost 60 cities stretching from San Francisco to Boston, calls for technical ability and split second timing, both of which Tech's engineers used to the fullest.

Over 60 men from all of Tech's districts and field offices were needed to assure the professional touch and the lion's share of responsibility went to H. E. Frisbie's Cleveland District where 17 equipments were in operation, including two projectors at the Center site—one exclusively for the press covering the ceremonies.

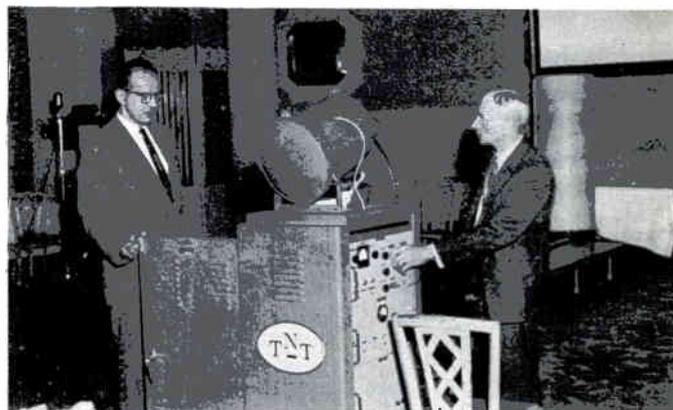
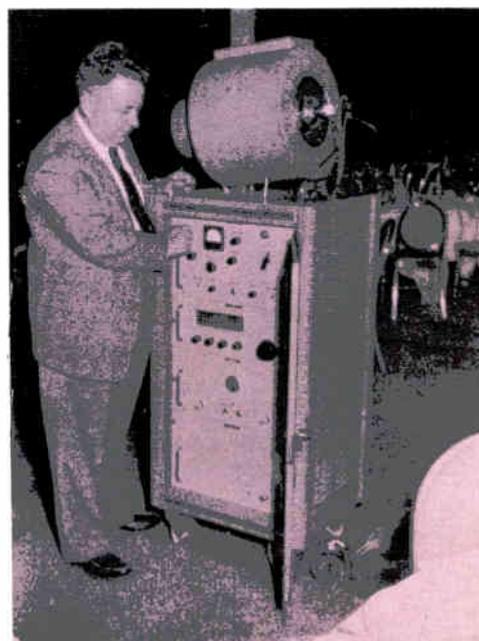
Supporting the far-flung corps of field experts were home office conferences, phone calls and programming so necessary to coordinate televising a show of this magnitude.

In addition to both an outdoor and indoor TV camera tour of the Center, the program carried addresses by President Eisenhower from the White House and GM President Harlow H. Curtice and C. F. Kettering, GM research consultant, from the Technical Center.

One particularly knotty problem was that portion of the script stipulating an outdoor panoramic view of the Center from a moving truck with the TV camera mounted on the truck's platform. And that one was neatly hurdled using microwave equipment.

Over-all, the engineers reported enthusiastic audience response from around the country . . . proving again that painstaking preparation, coupled with Technical Products field craftsmanship, adds up to make successful the most demanding of performances.

Dallas District Field Engineer Emmett Murphey, at Oklahoma City telecast, looks over the closed-circuit projection equipment before the show commences



Eqpt. Oper. C. Kocab & Pittsburgh FE H. W. Winkelman confer

TV Techs Win Public Endorsement in Opinion Survey



An "overwhelming majority" of the nation's 36,000,000 television set owners are well satisfied with the promptness, quality, prices and courtesy of TV service technicians, it was reported by RCA Service Company President E. C. Cahill.

Mr. Cahill said the hearty public endorsement was disclosed in the latest nationwide survey conducted by Elmo Roper, market research expert, for the RCA Service Company, Inc., and the Consumer Products divisions of the Radio Corporation of America.

"The survey revealed that 91 per cent of the set owners interviewed," said Mr. Cahill, "were pleased with the quality of the serviceman's work, the same percentage reported the serviceman was pleasant and courteous, 83 per cent were satisfied with the price and 89 per cent thought their call for service was answered promptly. Eighty-three per cent said they would call the same service firm again.

"These findings are a fine vote of confidence on the part of the public in the skill and integrity of the more than 100,000 highly-trained technicians who install and maintain television receivers in America's homes."

Mr. Cahill explained that, among other things, the Roper survey—latest in a continuing study—highlighted the following points:

1. Of the television families interviewed, covering different income brackets in widely-separated parts of the country, "overwhelming majorities" were thoroughly satisfied with all aspects of service received; few set owners had any complaints with repair service they were getting.

2. Further corroboration of this fact was provided by answers to a question: "Do you plan to use the same service company in the future, or not?" Eighty-three per cent said "Yes," with only nine per cent saying "No" and eight per cent "Undecided."

3. Fifty-two per cent of all persons interviewed, who made calls for service during the past year, reported "same day" service: 18 per cent received service the next day; nine per cent during the next two days—or 79 per cent of all service calls were answered within two days of the call.

4. While the median cost of service calls increased in the past 15 months, reflecting the increased age of the average TV set, 83 per cent of the persons interviewed reported satisfaction with the prices charged, while 13 per cent said the prices were "not very good" and four per cent did not know or did not answer.

5. Regarding the quality of service received, 91 per cent indicated their approval; 75 per cent terming the service "very good," 16 per cent "fairly good" and only five per cent expressing dissatisfaction. Four per cent did not know.

The latest survey is the eighth annual study of its kind conducted by the Roper organization for RCA. Undertaken and carried out on a scientific, impartial and nationwide sampling basis, the survey was described by Mr. Cahill as the most extensive ever carried out to determine authentic public feeling toward technicians.

"Naturally, we are pleased with the results of the latest survey," Mr. Cahill said. "Not only is the RCA Service Company, Inc., proud of the record of its service technicians, but we are proud to be associated with an industry which has in its ranks the thousands of trained and reliable independent technicians that make up the entire electronics service business.

"If this most recent survey proves any one point, it is that the record of the country's TV servicemen warrants continued public confidence in their work. I am certain the industry will continue to provide just as good service in the future as it has in the past."

School Is Out . . . Drive Carefully

June is the time of year when millions of school children suddenly become "liberated." It seems as though everywhere we look we see children gleefully doing what they do best—playing. If you're a parent, you look at them and you thank God that here in America they are allowed to do just that. You know that in other lands this is not always the case.

Here in America, you also know that this wonderful picture can change in a split second, for that's all it takes for an accident to happen. You know that drivers are often careless, not realizing that the life of a child may be in their hands. So, when you thank God for allowing your child to live and play in this great country, you should also pray that all drivers will remember what's at stake. Pray that every driver will drive as though every child were his own.

In the RCA Service Company's Promotion Picture



Richard E. Whitehouse

Bronx—A nine-year RCA-man, **J. Halsey Lightowler** (r.) was recently named Service Manager at the Bronx Br. He started at Long Island City Br., then moved on to Springfield Garden. Six years ago he arrived at the Bronx as Chief Tech. A former Signal Corps sergeant, the Manager served most of his 3½ years in the Pacific in a radio repair section, traveling all the way from Guadalcanal to Japan



Howard Spencer

MIDTOWN—Recently appointed District Training Coordinator, **Howard Spencer** was the Midtown Branch Chief Tech. A former Air Corps Technical Sergeant, he served in Europe. Returning home, he enrolled in a nine-month course at New York's Melville Radio and Television School and, upon completion there, joined the Service Company on August 25, 1947.



LONG BEACH—James McKown was recently appointed Group Leader of RCA BuShips engineers at Mobile Electronic Technical Unit Eleven. This unit serves the electronic needs of the Navy at USNS, Long Beach, California. Jim has been with the Service Company since 1952 and has served the Navy at bases in California and Japan. Married, with two children, Jim's a graduate of Ohio State University.

MIDTOWN—Succeeding **Howard Spencer** as Midtown's Chief Tech is former Technician **Larry Black** (l.), shown receiving congratulations from Branch Mgr. **Ed Wozniak**. A former Navy Electrician's Mate, Larry was recalled to duty for the war in Korea and then rejoined the Service Company some 15 months later. At Midtown he earned a reputation for being able to satisfy customers, along with demonstrated salesmanship.



South Philadelphia—Former Service Manager **Henry A. Forscutt** was recently promoted to Branch Manager, South Philadelphia TV Branch. An ex-technician, Hank has worked his way up the ladder and most recently served at Northeast Philadelphia as Service Manager. Married, the father of three daughters, the Manager has gained a reputation for maintaining excellent customer relations

LONG BEACH—James A. McIntyre, now Manager of Government's COMSERVPAC Area, BuShips Contract Engineers. Jim replaced John L. Boulton, who is now West Coast Field Operations Manager. Graduate of Oregon State University, he joined the Service Company in 1950 and has always served on the West Coast.



Long Beach—Named Group Leader of RCA BuShips engineers (Govt. Serv. Dept.) in the San Francisco area, **C. G. Johnson** (l.) joined the Service Company in 1952 and has served at Naval installations on the West Coast ever since. A native of Montana, he's an avid fisherman and is especially proud of one son who holds the family record for the biggest rainbow trout



The Field Reports - - - A Branch / District Roundup



Richmond—John Payne, branch bench tech, makes a last-minute check on an "Auto-air" conditioner installation. The branch is off to a flying start with the auto A/C program and John's predicting a hot summer and cool driving this year for the Richmond, Va., area



Hollywood—Dispatcher Selma Kapelovitz, say co-workers, always manages a smile despite hectic "Battle of the Job Cards"



Art McCormick's big Northeast Philadelphia TV Branch annually serves over 10,000 RCA customers

Boston . . . Evidence of customer satisfaction are the quality check cards currently being returned to the Company's TV branches by RCA Victor set owners after service calls. Branch Manager Wally Campbell is proud of Laurent J. Breault (r.), of whom a customer wrote, "Could not ask for a better serviceman." Larry joined SCO last December.



Vincent M. DeLuca, another Boston TV technician, has worked hard to earn and keep his fine reputation for excellent customer relations during his more than eight years with the Service Company. Despite the fact that he covers a large service area, Vince still guards customer satisfaction . . . recently one customer renewed, requesting that only Vince handle his service calls.



Seoul, Korea . . . Joe Roberts (3rd from right), of Technical Products Broadcast Installation & Service, oversees studio end of a low power TV demonstration. The engineer went around the world on this one, returning by way of Portugal where he assisted in a similar demonstration



Chicago Dist. Mgr. R. F. Adams (center) and Pres. Cup. Dist. "sponsors" J. F. Murray (l.), Pers. Mgr., & S. Schotz, Ass't to Pres., display confidence after recent Chicago sales meeting

FOTO FEATURES

"THE HOUSE THAT EPPP BUILT"



Technical Products Field Engineer L. A. Boulet receives his 10-year RCA service pin from Cleveland Dist. Mgr. H. E. Frisbie (r.)

Careerists Awarded 10-Yr. Pins

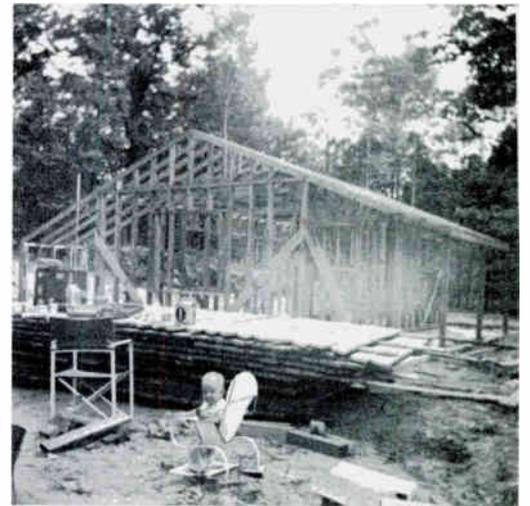
Technician John Erdmann (r.) was awarded his 10-yr. RCA service pin by Midtown TV Br. Mgr. Ed Wozniak. An ex-Air Corps sgt. with over four year WWII service, John is an RCA Institutes graduate and has achieved an enviable record of complimentary customer letters



Clifford Allen (l.) is congratulated by NE Phila. Br. Mgr. Art McCormick upon being first NE Phila. tech to gain 10-yr. pin



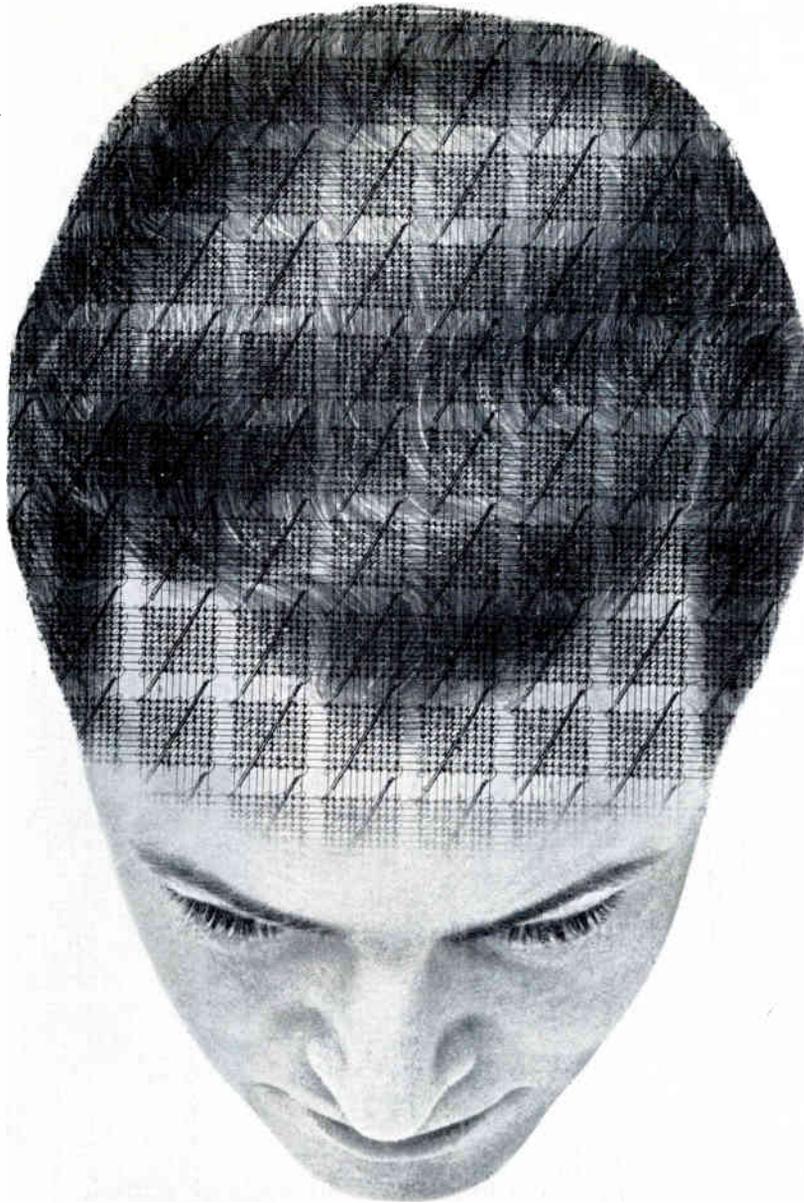
Detroit West's Frank Boedigheimer lays foundation of his summer resort cottage



Situated in upper Michigan, the technician's son, Frank, Jr., supervised the weekend labor



Almost finished, Frank's "House that EPPP built" is now livable and ready for his leisure time



Superimposed over this man's head is the matrix (or heart) of RCA Electronic "Memory." See description below.

New RCA Magnetic "Memory" recalls thousands of facts in a fraction of a second

Each dot you see in the squares above is actually a magnetic "doughnut" so tiny that it barely slides over a needle point. Despite its size, however, each "doughnut" stores away one bit of information for future reference. And 10,000 of them fit on a framework smaller than the size of this page!

Here are the cells of the RCA magnetic "memory" that is the key element in virtually all high-speed electronic computers now being produced or in development. Perhaps the greatest significance of this "memory" is its

ability to deliver, in a few millionths of a second, any information it stores away.

Almost instantly, an insurance company can process a claim. Just as fast, a manufacturer with inventories spread around the country can determine what products are making money—and *where*.

With the help of such "memories," electronic computers will be able to predict accurately the next day's weather for the nation, using data on atmospheric pressure, temperature, and wind velocity from every part of

the United States.

The leadership in electronics that created this man-made RCA "memory" is responsible for one achievement after another in television, radio, radar—as well as any other RCA product or service you may name. And continually, RCA scientists at the David Sarnoff Research Center, Princeton, N. J., are thinking, planning, pioneering even greater triumphs in "Electronics for Living"—electronics that make life easier, safer, happier.



RADIO CORPORATION OF AMERICA
ELECTRONICS FOR LIVING