

RCA SERVICE COMPANY

News

April, 1948



Published by and for members of RCA Service Co., Inc.

Flying Squad Makes L.A. To N.Y. Hop

41 Men Arrive In NYC To Push Television Installation

When a big American Airlines' DC-6 pulled up to the unloading ramp at La Guardia Field on April 3rd, it disgorged eighteen teams of installation men, and five service crews of the Los Angeles Television Shop. The forty-one men have been brought to the New York area for a month's stay to help handle the unprecedented demand for installation of RCA television receivers.

Although the Service Company has continually stepped up its New York force at a rate of about 100 men per month, the popularity of RCA television - as indicated by sales - has brought an even sharper rise in new installations. Since April forecasts indicated the greatest sales since television hit the market a drastic action was called for.

A survey of television shop operations indicated that Los Angeles was enjoying the most comfortable margin of installations and service with respect to sales; thus, 41 of their technicians were temporarily transferred to New York until staffs there can be sufficiently swelled to carry the load.

The men flown in from the west coast arrived completely outfitted with tools and test gear necessary in their work. Local transportation requirements are being met by a fleet of thirty rented trucks.

While this instance of group transfer is not new in television operations, it is unique

(Continued on page 2)

Anniversary Picture Contest Extended To April 30th

Response to the News' Picture Contest has been good, but we don't want any possible entries left out. Therefore, we're extending the contest to April 30th.

So NOW IS THE TIME to make a final check of your photo album. Also, don't overlook the possibility of photographing an old installation still in use or antiquated test equipment. PG-1 to PG-13 equipment is still at a premium so you've a chance to be a winner if you have the photos.



Photo above shows men of the Los Angeles television shop boarding a chartered DC-6 of the American Airlines for a trip to the sidewalks and rooftops of New York.

Contest Kicks Off Shop Cleanup

This Spring a young man's fancy has turned - if he's in one of the RCA Service Company television shops - to thoughts of the big APRIL CLEANUP CONTEST.

Yes, the housecleaning is on, and new records on installation and service of RCA television receivers is the object. And it's no wonder! There's a gala event planned for every shop that comes clean - beats its quota. That's not all. The man in each shop, manager excepted, who does the most outstanding job in the month of April will receive a new 721-TS RCA television receiver.

Each shop's quota is set on the manpower from week to week and points are received for installation and service work. John Dustman's home office staff, is busy tabulating performance, and notifying the men on the "cleanliness" of their shop. John Barrett's warehouse group is on the job to supply the shops with material and parts. In short, there's an all-out drive to set the "service house" in order.

(Continued on page 2)

Atlanta District Boasts 100% RCA Service In Two Areas

Three of George Sandore's theatre engineers gave Atlanta real cause for a celebration this month when Birmingham, Ala. and the Augusta, Ga. area went 100% on RCA service as a result of recent contract signings.

P. D. Colson and Ed Coffee have been doing a real job in Birmingham with the Waters and Acme circuits as well as a number of independents on contract service. When the West End Theatre signed for service RCA went 100% in Birmingham.

Clay Stelling headquartered in Augusta, Ga. was not to be outdone. He went out and signed four remaining Ram Circuit theatres in as many South Carolina towns. When he looked around there was nary a holdout, and his whole area is now on RCA service.

A hearty congratulation to you, suhs, on these outstanding selling and service accomplishments.

RCA SERVICE COMPANY

NEWS

The RCA Service Company News is published at Camden, New Jersey, for employees of The RCA Service Company, Inc.

Editor

JOSH BILLINGS, JR.

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● Can You Spare Two-bits?

When a small group of Service Company employees gathered last May the ensuing discussion led to the formation of the present Sunshine Club.

The organization was established to promote good will among fellow workers and membership was opened to all Service Company employees in the National Office. The organization grew immediately and today nearly all the possible applicants are members. As Ed Cahill was heard to comment "It's an organization to which most of us subscribe because it promotes a strong feeling of cooperative appreciation."

The activity of the organization is of necessity confined to members - dues are only 25¢ per month. Gifts and cards are presented to fellow-workers during illness or for weddings, births, departures, etc. In the past nine months of active operation, the club has presented about forty gifts to members. Thus with an organization of this type the hat-passing technique is eliminated.

The operating committee is composed of representatives from all divisions and includes Elsie Olsen, Grace Archer, Jimmie Gavin, Jim Driscoll, Les Hart, Ada Penny, Thelma Leggoe, Alice Tresnak and Arabelle Dudeff. If you are not a member and wish information, consult your representative.

We think it's an organization you will want to join if you haven't already for _____

More than fame and more than money is
the action kind and sunny

And the hearty, warm approval of a
friend.

For it gives to life a savor, and it makes
you stronger, braver,

And it gives you heart and spirit to
the end;

If he earns your praise - bestow it; if
you like him let him know it;

Let the words of true encouragement
be said;

Do not wait till life is over and he's under-
neath the clover,

For he cannot read his tombstone when
he's dead.

Beverage Inspection Makes Debut On West Coast

Last month saw the initial installation of Beverage Inspection Machines on the west coast at Oakland, Cal. In this respect Supervisor Les Leidy was on hand to take charge.



Les Leidy

In addition to supervising installation of four units, Les conducted a training program for west coast personnel in anticipation of future installations and servicing. As many men as possible were included without disrupting scheduled service work.

San Francisco engineers attending BIM indoctrination sessions include: S. H. Schultz, district manager; R. E. McKinstry, supervisor, F. M. Curtin, E. A. Doyle, L. R. Gibbs, H. N. Sauter, K. E. Stephenson, G. E. Williams, R. G. Davis.

At the Los Angeles meeting A. E. Jackson, district manager, H. M. Madison, supervisor, G. H. Benjamin, H. M. Berlier, G. Ebenhahn, F. H. Harris, N. O. Owens, E. Pothier, Jr., C. S. Schwander, H. J. Hoover and Robert Springer were present.

All personnel attending these meetings voiced approval of the instruction, test methods and associated training data. The west coast is now set for future BIM installations and no problem should arise which the engineers cannot liquidate.

CLEANUP CONTEST

(continued from page 1)

Bob Gray, Newark shop manager, was heard to remark, "Another contest? Well, this time Newark will sweep the field!"

Andy Hilderbrand of Cliffside Park says, "We just missed on the last race, but we're out to win this one!"

Jim Corbett, manpower-rich at Brooklyn, vows, "Third place last time was not good enough for us. This time we're going to really sweep clean!"

"Vic" Of Brooklyn Pushes Renewal Contract Sales

J. J. Corbett, Brooklyn Television Shop Manager, is really pleased with the job Victor Lindgren (shown below) is doing on renewal contract sales.



"Vic" Lindgren

His record which stands close to 100% indicates that Vic is a rather persuasive fellow. He signs many of his subscribers by letter, and his next most effective means is by telephone. But if a customer procrastinates, Vic brings him into the fold with a personal call.

He says, "The whole program works on effective follow-up. I never cross off a possible renewal until I get a positive 'no' with reasons."

Another important factor in the success of Brooklyn's renewal contract sales is that Vic is an early bird. He goes after renewals several months in advance of expiration. Thus he has consistently had many more renewed contracts than expirations.

FLYING SQUAD

(continued from page 1)

in the number of men included, distance, manner of travel, and speed of execution. It is somewhat reminiscent of the wave trap situation in the Philadelphia area when a number of men were transferred to Bryn Mawr, Chestnut Hill and Collingswood shops from Cambridge and the midwest. At that time the local problem was cleared up in a matter of a few weeks.

The flying squad included: J. H. Buckley, L. R. Garman, J. G. Heller, C. K. Hulteen, R. Jackson, M. G. Jones, C. Belk, E. J. Lewis, R. W. Sellers, W. E. Thackery, E. A. Weniger, R. F. Berry, T. Moore, L. Saari, R. L. Stenard, L. E. Wirth, G. F. Beetha, M. I. Acosta, R. A. Cully, C. E. Smith, W. L. Shay, J. E. Vonderohe, D. A. Shepard, J. E. Fenole, J. A. Horning, G. L. Garrett, H. R. Remmen, P. S. Weisel, H. W. Davis, G. F. Davis, E. O. Kirk, L. H. Marks, M. Hackett, E. Makahanian, J. Presco, T. W. Hockenberry, L. R. Kelly, J. W. Lym, J. E. Myers, W. H. Black and J. R. Hoover.

ENGINEER IN HAWAII PRAISED FOR WORK WITH U.S. NAVY

In October 1946 Bob Gold of Government Service Section was assigned to Pearl Harbor on contract work with the U. S. Navy. The other day Paul Melroy, Section Supervisor, received a report which indicated the Navy's satisfaction with Bob's activities of the past year and half. The letter which discloses Bob's activities reads in part as follows:



Bob Gold

"At the time Mr. Gold reported for duty, he was assigned to the Ships Parts Branch to assist in the inspection, identification, and inventory of approximately 5,000 measurement tons of roll up electronic material. The two paramount objectives in processing this material were first, to inspect and identify each item and, secondly, to move it into covered permanent storage locations with the least possible delay.

"As a result of the great shortage of trained officer and enlisted personnel in the Fall of 1946, the hiring of 400 local civilians under a Cost Plus Fixed Fee Contract was authorized. Labor furnished under this contract was completely inexperienced and consequently was concerned mainly with the manual effort needed to sort and manhandle the thousands of cases of roll up material.

"Mr. Gold was informed of the absence of trained supervisory personnel to be assigned to the roll up project, and was also advised that this condition would frequently necessitate his assuming the role of supervisor and administrator in addition to his duties as technician. Throughout the entire project, he not only accepted these additional responsibilities when necessary, but was outstanding in his initiative and devotion to completing every phase of the operation.

"After seven months of intensive work, the electronic roll up material had been

RCA Service Prepares Video System For Summer Conventions

EMPLOYEE SALES OFFERS NEW POPULAR MODELS

Among this month's bargains offered by Employee Sales is a new, ready-to-operate inter-communication setup. It is a two station piece of equipment which retails at \$47.50. The price to employees is a real bargain at \$21.50.

Another very popular item now in stock is the 8TS30 television table model. This is the fastest selling receiver in the television line, and goes to employees at a price of \$302.00 plus installation charges.

When RCA added the new 66X13 wood table model radio to the line it was an immediate hit. This six tube set equipped for standard broadcast is now in stock and sells for \$30.50. It comes in walnut and mahogany.

If it's a combination set you're looking for you'll want to check on the new 710V2 radio-phonograph combination. This ten tube set comes in walnut and mahogany and is sold to employees at \$205.28.

All orders from field personnel should be directed to D. N. Petersen, Employee Sales, 22-1, RCA, Camden.

Wherever a television demonstration is required, you can be sure Frank Helgeson and his group are on the job. Their experience in obtaining spare parts, preparing, packaging and shipping equipment and demonstrating television has been invaluable.

Their most recent work was done in connection with television demonstrations currently being held in Madrid, Spain. The job involved the conversion of field cameras, 16 mm projectors, relay systems and twenty receivers - including all RCA models - for 50 cycle operation required in Madrid.

Future assignments include television demonstrations for The American Medical Society at their Chicago meeting, in June, and the Republican and Democratic Conventions in Philadelphia this summer.

In regard to the latter, it is interesting to note that when broadcasters met with television manufacturers and the convention committee, it was decided that The RCA Service Company's Television Demonstration Group be assigned the job of supplying a complete video system. This involves the construction of special amplifiers and cable systems for the receivers to be set up in the Philadelphia Commercial Museum where ten manufacturers will have receivers on display.



Shown above are members of the Television Demonstration Group at work in the Collingswood Shop. They are left to right: Bob Jordan, Earl Whitaker, Don Buck, Supervisor Frank Helgeson and George Costello. Not shown were Warren Clement, Tom Shipferling and Bill Winters.

inspected, identified, stored, or disposed of by shipment to the continental supply activities. Mr. Gold's ever-willing efforts and outstanding professional ability contributed much to the successful processing of this material.

"Since April 1947, this technician has been assigned to the task of inspecting, identifying, and inventorying several thousand tons of new electronic material which was left over from one of the war-time

communication pools. The stock records for this material were not only extremely inadequate, but in many instances contained incorrect nomenclature. As a result of Mr. Gold's constant application and efficient methods, complete stock identification records are now available for this material."

Need we add more than a hearty congratulation for a job well done. There'll be a welcome mat out in July.

Meet Our RCA Theatre Supply Dealers

Ed. Note: With this issue of the News we introduce two RCA Theatre Supply Dealers, who are already known to many in RCA Service and with whom all should be acquainted. Other dealers will be presented in subsequent issues.

PHILADELPHIA

In the city of brotherly love the name Blumberg is synonymous with theatre equipment for brothers Harry and Ben have been associated with motion picture equipment in Philadelphia since 1912.

When Harry spotted a motion picture machine in a store window at Eighth and Filbert Streets it was love at first sight. He went right in to the proprietor and asked for a job - fixing motion picture machines. His appeal fell on sympathetic ears, but the owner didn't need anyone. This didn't stop Harry. Although he was only 16 he quit school - without parental blessing - and two weeks later he was in the motion picture equipment business. Mr. Calehuff of Calehuff Supply Company was sufficiently impressed, and Harry went to work cleaning machines. Two years later at 18 he was manager.

When United Theatre Equipment, the first theatre supply chain, absorbed Calehuff's, Harry became Philadelphia manager. In 1919 he struck out for himself, and formed the Philadelphia Theatre Equipment Company. It was then that brother Ben joined him, and the association has remained ever since.

Harry recalls Walter Green, later president of National Theatre Supply, as a salesman who used to call on him. In 1926 the brothers sold their business to National, but remained as managers until 1945. During this period Harry consistently insisted that he could create the most satisfied customers by employing RCA Service on Simplex sound installations, and he was granted permission to do so. This association with RCA led to the re-establishment of their own supply business as Blumberg Brothers with an RCA dealer franchise in 1945.

A little-known fact in connection with the beginning of "Drive-Ins" was Harry's assistance in early surveys of out-door projection sights. Harry says that his first thought of people sitting in cars to see movies seemed preposterous, but he soon changed his mind.

As a pioneer in the motion picture equipment field Harry's opinion on projectors is noteworthy especially since it was unsolicited. He said in closing, "Don't forget to say that I've seen every type of projector since . . . well, just say the Brenkert projector is the finest I've seen. It's in a class by itself.

Now it's about time you met the Blumbergs.



Harry and wife stand at left and Ben and his wife are at right in their Philadelphia showroom. Ben's family includes a son, William, 30, and a daughter, Eleanor, 25. Harry has two daughters, Frances, 22, and Dolly, 19. The two Mrs. Blumbergs have been a real help - pitching in on occasions to help with the business.

Both men are strong supporters of the Variety Club and have served on the Board of Directors. They also belong to B'nai Brith, fraternal organization. Harry has been a member of the Projectionist Union almost since its inception. The brothers take great pleasure in doing good turns for people - a fact known throughout Film Row.

KANSAS CITY

When Eldon Peek, owner of Oklahoma Theatre Supply Company, acquired Missouri Theatre Supply Company he found an experienced manager in Lou Kimbriel. Kim, as he is known to friends, hails from Guthrie, Okla. where he was active with Heywood-Wakefield for many years. It was there that he and Eldon Peek became acquainted.

The Kansas City Dealership came under his control with his arrival in 1941; and since that time it is reported that he eats, sleeps and talks theatre equipment about 23 1/2 hours a day. Aside from his family, it is his major "hobby". Speaking of families, you might as well meet the Kimbriels right now.



They are from left to right: Donna, age 9; Mrs. Kimbriel; Eldon James, age 13 mos.; Kim and Barbara Ann, 12 yrs.

He Wanted A Hat So...



When Office Manager Joe Murray moved to new quarters on the 6th he was forced to relinquish his position as 7th floor fire chief. And when Frank Vetrovec heard he was to be the new chief he asked, "How about a hat?" Lyle Olmstead, Financial Division Manager, was agreeable, and the picture above was taken at installation ceremonies. Lyle (left) is questioning Frank (center) about the duties of his office while Joe gives him the axe.

Special activities in which Kim engages include the Variety Club, Lions Club and Kansas City Chamber of Commerce. At present, he is also serving on a committee which is formulating local plans on the Motion Picture Foundation. He's always active in all motion picture affairs, conventions, circuit meetings, etc.

Photo below shows Kim at left and Eldon posed in front of their Kansas City location.



It's All In A Day's Work For Gail



Files and . . .



Photos

Shortly after the consolidation of Service Company files in a central filing system in January, 1947, a new arrival to the company was noted - Peggy Gail Newton. In the interim the central files have grown to 60 or more in number and personnel increased to 5. In September of last year Gail, as she is known to friends, assumed supervision of the central files; and at 18 she is the youngest Service Company employee in a supervisory capacity.

At first she was known as Peggy, but when two other Peggys came into the group she decided that Gail would be less confusing. This good nature is typical of the group which stands by the motto "If it's filed it isn't lost."

Working at RCA was not new to Gail when she came to the central files, for she spent two summers as a mail clerk while still in Woodrow Wilson High School, Camden. Last year she spent her evenings at a model school in Philadelphia, and modeling is now her major hobby. As a member of the Models Guild of Philadelphia she does part-time modeling. She is currently getting a "rise" from the home office gang with her "new look" costumes.

The accompanying photos show her as we know her at work in the central files; and as a photogenic model. Did someone say, "Telephone number?" It's 545.

Let's All Go To A Party



(upper left)

Cliffside Park Shop was the scene of a Valentine's Day party which went over with a bang. Here are a few of the boys with wives and friends.

(lower left)

Some of Fords Television Shop personnel and guests who attended the Victory Dinner at Buttonwood Manor, Matawan, New Jersey. The cause for celebration was their victory in the Television Installation and Service Contest of February.

(lower right)

Television personnel of the Bryn Mawr Shop and guests gathered at the Nut Club in North Philadelphia for a Dinner Dance.



Television Group Demonstrates Factors Affecting TV Picture

Ever since the early laboratory stages of television engineers realized that the picture results at the receiver end would be dependent upon reception factors encountered. Past and present field tests and consumer operations confirm this viewpoint. Thus, providing broadcast and reception equipment is uniform, the variable factors remaining are location, signal strength, and interference.

Numerous attempts have been made to acquaint personnel in television activities with the relative importance of these factors which may either facilitate or disrupt a good picture on the receiver screen. These undertakings include demonstrations, photographs and written descriptions. However, in every case only a limited understanding of the results as viewed was possible. No test was extensive enough to show all important combinations and gradations until the Television Group of the Service Company was called upon.

Their assignment was to design and set up a special installation where all the factors affecting the television picture could be produced or simulated in any order or sequence desired. Then they were to perform various tests and record results together with pictures of the gamut of special factors affecting pictures.

Since the setup had to be - from point of time and expense - placed at one fixed location, the equipment had to be designed to simulate the effects of factors at other locations - particularly with regard to signal strength. This was made possible by introducing an attenuator in the line between antenna and receiver.

Next came the problem of finding a suitable location for the test. It had to be sufficiently distant from the television broadcast stations to minimize signal pickup in chassis wiring, and assure smooth attenuation for demonstrating progressively weaker signal effects. Yet it had to be near enough to show clearly the benefits of a strong signal. Also, the location had to be safe from depredations and a place where the equipment could remain for a period of time - long enough to perform tests and demonstrate to a number of interested groups.

Dave Callaghan who was entrusted with the tasks of locating a suitable building and setting up the demonstration equipment scoured the countryside. He finally settled on an inn 12 miles from Camden. Here in an upstairs room he and Bill Barnes

who assisted him laid out and connected equipment consisting of eight different receivers; test oscillators for simulating FM and TV carrier interference, diathermy interference, etc.; noise makers such as electric razors, ignition systems, motors, etc.; antenna switches and signal attenuators. An assortment of five antennas ranging from an experimental "flying disc" indoor antenna to several varieties of outdoor antennas completed his setup.

The antennas used delivered signals ranging from about 5000 microvolts to 200 microvolts, and a seven-step attenuator was arranged to cut into the transmission line of any of these. Thus, at one setting an antenna provided reception equivalent to that in relatively strong signal strength areas; whereas at the lowest setting the effects of an extremely weak signal were adequately demonstrated. In-between settings were employed to round out the demonstration and show a series of results. At the maximum setting the attenuator could cut a 5000 microvolt signal to about 25 microvolts.

By instituting and regulating various interference equipment in the system the effects upon the television pictures were shown at different signal strengths. Thus, the relative importance of assorted interference under diverse location conditions could be determined. For example, the disruption of the television picture by interference from an electric razor was much greater with a weak signal than with a signal of 2000 to 5000 microvolts. This, of course, holds true for all types of interferences which were employed in the demonstration.

A variety of receivers were used in the setup, and were operated individually by introducing a selector switch into the line. Thus, Callaghan was able to demonstrate the extent of disruption to the pictures of various makes and models by signal variations and interferences. The value of special horizontal synchronizing control circuits embodied in most RCA Victor television receivers was noted throughout the tests.

Bill Pilgermayer of RCA's Photographic Studio took about a hundred pictures at the location during test activities. A few of the test pattern shots, together with explanations appear with this article as well as photos of the overall setup. Without doubt this is the most extensive test of its kind, the results of which will be of great value.



Photo above shows Dave Callaghan and Bill Barnes running tests with their equipment setup on location in South Jersey.



Fig. 1 Test pattern above shows picture as it should appear with ideal reception. Value of a strong signal is obvious.



Fig. 4 Dialhermy interference produced the picture distortions shown above.



Fig. 2 The signal has been attenuated to a point where its weakness is becoming apparent.

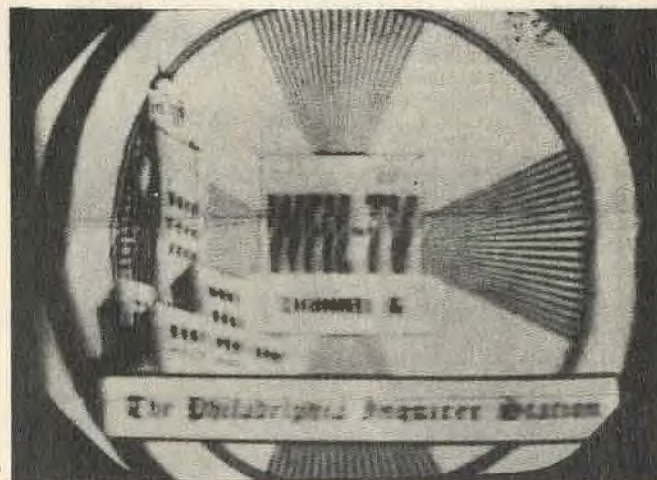


Fig. 5 If ignition interference is present it can disrupt the picture as shown here.



Fig. 3 The snowy appearance of this picture shows the result when the signal is extremely weak.

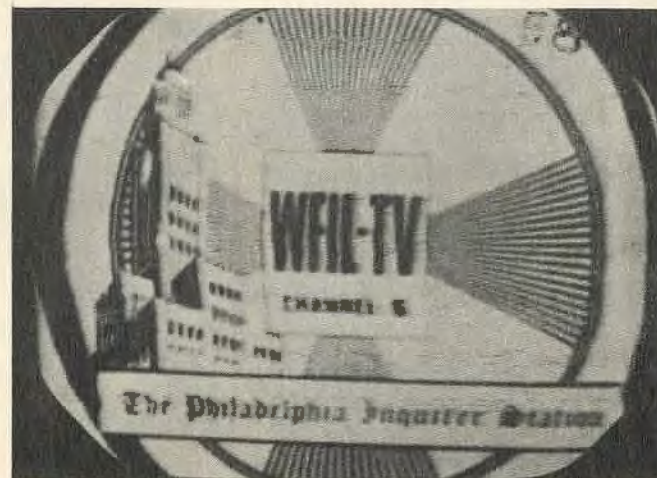


Fig. 6 This is the kind of interference that an electric razor can produce. All interference effects become progressively worse as the TV signal strength lessens.

Camden and District Office News

HOME OFFICE

T. Leggoe, M. Dengler, A. Duff

A glance around the office is all that's needed to see how we're growing. New faces in the past month include: John Laurick, draftsman with Publications Section; Alice Tresnak, Communications Division; Daryl Smith, Television Personnel; Gilda Ercolani, Material Control; Mary Scharnagl, Machine Accounting; Ben Pensiero, Procedure and Audit; Carolyn Barok, Central Files, and Sue Milligan and J. P. Kelly both of Payroll.

Bob Shufelt has been transferred from the field to technical writing with the Publications Section, and Tom Bell is now on Customer Complaint work following a transfer from the Collingswood Shop. Also, Fred Weber is now supervising clerical shop work following his transfer to Camden from the Bronxville shop.

Fred Blau has been transferred from the Budget Section to Television Administration, and is replaced by Charlie Holt in that section.

Helen Holt has joined the Payroll group as a result of a transfer from the Victor Division. The change has affected her transportation schedule, and she's now seeking a ride from the vicinity of 45th and Locust to arrive at building 5 at 8:30.

Walt Gruver transferred from Publications to an assignment in the Bryn Mawr Television Shop.

We extend sympathy to Ada Harker on hearing of her mother's illness. She is now on an extended leave of absence as a result.

Don Stover is back on his feet after a sick spell of three weeks. Glad to have you back Don.

Mrs. Myrtle Hampton left the IBM Section for an extended visit with her son who is stationed with the army in Stuttgart, Germany.

Meet Joyce, 18 months and Kathleen, 6 months. They're the daughters of Jack Gallagher in the Payroll Group.



We now know why Ed Cahill, Service Company President, recently moved to larger quarters in Haddonfield. Ed became the proud papa of a baby girl on April 8th. Congratulations!

BOSTON M. Wieszorek

Your roving reporter dropped in on the Boston office this month and found John Mauran and the gang running along smooth as ever.

Charlie James in Brattleboro, Vermont reported one of the hardest winters in his territory for a long time. Camera-wise we finally got a photo from Charlie with him in it. The shot below shows him, camera in hand, out to capture some of the interesting sides of Vermont farm life.



CHICAGO M. Jöhler

Ken Hollister paid a visit to Chicago for a few days on BIM business. He was followed shortly by Les Leidy who was on his way to west coast scenes of more BIM installations.

Charlie Herbst who was involved in a head-on collision in February returned to work saying, This couldn't have happened to me. What did happen is seen below.



Charley, who was not at fault, says, "Watch out for the other guy driving in your lane." Glad to see you back Charlie.

CLEVELAND M. K. Meyer

Cleveland's news correspondent Meyer was suddenly taken seriously ill on March 17th. We're sorry to hear about this, and hope she'll stage a speedy comeback.

LOS ANGELES C. Lewis

With the installation of the first beverage inspection machine on the west coast, supervisor Harold Madison journeyed to Oakland for instructions under Les Leidy.

Los Angeles recently welcomed Bob Springer to RCA Service.

Rudy del Castillo is now assigned to San Diego replacing Omer Wible who has left the Company.

Al Tinkham is sweating it out in the hot belt - El Centro territory.

NEW YORK M. T. Baran

Bill Ballinger visited briefly while in New York City for a tour of the Navy Yard.

Bill O'Brien has taken up quarters in New York following a transfer from Wilkes-Barre.

Dave Moses entered the hospital for a throat operation. Best of luck, we're pulling for you, Dave.

Al Kunze is in the middle of writing a hair-raising mystery novel in which he is using New York District personnel as characters in his book. Some of the names are Bushy-Hair Inspector William Seib, Blubber-Mouth Kunze (the villain), and Pork-Chop Moses. Others who have not been named as yet include Jack Pernice (the hero).

SAN FRANCISCO G. Willet

Salt Lake City territory welcomed Emil deNeuf back to the RCA Family on February 2nd. He replaces Al Hughes who is transferred to Kansas City District. Best of luck to both in the new ventures.

Les Leidy was a visitor in San Francisco while supervising installation of BIM units in Oakland. He also trained personnel of both west coast offices in anticipation of future installations for Coca-Cola.

California is feeling the effects of one of the worst droughts in its history. Due to lack of rain and snow in the mountains the power supply has been greatly reduced, and "brownout" restrictions are in effect. Theatre operations notes unlighted marquees and considerable curtailment of outdoor lighting. Everyone is literally praying for rain.

Television Shop Notes

BRYN MAWR E. Strep

On March 18th shop personnel, wives and friends gathered at Marty Bohn's "Nut Club" in Philadelphia for a dinner-dance. Highlights of the occasion included Stan Domzalski's entertainment - new suit et al, R. Nuremberg's el ropos, and C. Smith's polka. Some food for thought arrived with Joe Hatchwell, J. Britton and C. Fisher and dates, but what the boys are asking is, "Why did Ed Strep make an early departure?"

A hearty welcome is extended to John Paske, new member of the clerical staff.

Another member of the bachelor club turned in his card last month. Best of luck to Jim Carter and wife.

A number of the boys have established a bowling league; and now that they're sufficiently well organized they offer a formal challenge to Warren Werner and Steve Heller of Collingswood and Chestnut Hill respectively. How about it Warren and Steve, can you get up a team to meet Hatchwell's Hornets?

CHESTNUT HILL S. Heller

In spite of the fact that the Wissahickon boys have been open for business only a few months they now number 70 odd. Many of the men were transfers from Bryn Mawr and Collingswood.

Nineteen men were in from midwestern shops on temporary transfers in the past month to do some trapping.

E. C. Duncan was pleased as punch last month with the arrival of a baby boy.

Sam Adams recently returned from a training course at Camden.

At the Chestnut Hill shop WPTZ's new tower can be easily seen from Steve Heller's desk. This factor together with new RCA broadcast equipment at the station makes Steve's area signal-rich.

Charlie Anderson, presumably looking for his "place in the sun" returned after a four-day absence. Was his face red! He fell asleep under a sun lamp. While the incident was not without humor we trust that Charlie is OK now.

CHICAGO R. Hansen

A number of familiar faces are absent from the shop since the opening of "Red" Hanson's Oak Park shop. Also, Johnny Starr and Bob Haak took a permanent transfer to Cleveland. Then too, Pat Brune, Johnny Hripto, Horace Ellison, Al Endres, Ralph Hart and Dave Fleischer dropped in on Brooklyn on a loan basis.

After seeing the south side cohorts' mouse story, Leo Munson went out to a west side tavern to find a television receiver taken over by a family of rats. Wes Shaw drew the odorous job of making it work again.

Elmer Stebbins, the "Old Master", is back on the bench after giving up his appendix - not without a struggle. He's in the pink, but still wearing a girdle the medics prescribed. He insists he'll wear it till it's worn out. He says, "I paid for it!"

Best of luck to Tom Rowe who left the gang recently to resume studies at Xavier University, Cincinnati. The boys expect to keep an eye on football next season with Tom expected in the lineup.

"Vick" Vicksell left Chicago to set up a new shop in the twin-city area. We wish him well on the new assignment and on his house hunt in Minneapolis and St. Paul.

CHICAGO (69th ST.) E. Wolff

Who said television's a rich man's luxury? During an installation on Chicago's south side Mike Popinchak had the surprise of his life when he opened the door of the dwelling and it fell off its hinges.

CLIFFSIDE PARK F. Forscutt

Cliffside Park shop held its second "get together", a St. Valentine's Day Buffet Supper, at the shop on February 14. Ernie Bailey's shop bench was neatly converted into a very serviceable bar. The entire shop was decorated by the office force with red streamers and hearts. The gang also contributed a new drink to the menu, a TELEVISION SPECIAL - one to a customer.

Jim Hellowell's desk was cleared (for a change) to serve as a buffet table, which was covered by home-made salads, cakes and a dozen other good things to eat, donated by the fellow's wives. Of course a television shop could not have a party without shop talk, therefore, the presence of a track meet on the screen. The three new office girls and their escorts were guests of the gang for the evening.

There is a song which the phone dispatchers have adopted. The tune is Manana but the words were arranged by the staff for the party. Here are some lines.

The kinescope, she flickers and the dials they do not turn,
When pushing in the wall plug the set she starts to burn.
So what am I to do today we're having company;
Oh, won't you send a service man to fix the set for me.
You say, "Manana", Manana is not soon enough for me.
and that goes on and on and on

Elgen Long, newly acquired service man, is set to become a daddy sometime this month. Naturally he is a very nervous man these days since it will be the first.

Last month was a big one for Cliffside. It marked the introduction of the weaker(?) sex to our office. Now, when some mean old customer calls up to obtain service, he hears a sweet, mellow, smooth voice with a cheery "Hello" . . . and usually his blood pressure takes at least a five point drop before he realizes it. The gals, meaning Mary Ann Intermont, Kitty Pfund and Dorothy Whelpley caused that "new look" to take over. Installation men now appear with sparkling fingernails, clean white shirts and crisp ties. Ah!

Ray Fusco, Serviceman, can smile while he puffs contentedly on one of his own cigars. Ray is out front in the shop's "Father" department. The likeable ex-marine became the poppa of a baby daughter during the past month. His brood is now three. Two charming little girls and a future RCA Technician.

This one might be classified in the tall story department but we'll tell it as it was told to us. One customer who didn't quite like a slight delay in service started waving a pistol around when our fuzzy-cheeked installation man appeared. He warned that if things didn't perk up, and fast, he'd be down to pay the office a visit--shootin' Iron and all.



You've probably spotted the smiling daughter of our Stanley Yanus (above). Barbara Ann is a 14 month old "beauty queen" of Bayonne, and pappa Stanley can usually be found bragging about her (and who wouldn't) in the shop.

FORDS

R. Gray

A victory frolic was held on February 28th by the television shop champs. The setting was Buttonwood Manor, Matawan, N. J. where music was furnished by Nova Hale and his band. George Fish of the Home Office was on hand to entertain the group with his bag of tricks. In addition to George Fish and his wife other guests included Mr. & Mrs. Zaun, Mr. & Mrs. Stover and Mr. Odden of the New York District Office. Seventy-six attended in all. Many thanks are due George Hicks for taking pictures.

That old welcome mat is out again. This time we greet newcomers R. J. Chadwick and F. M. Douthit.

Adieu and wishes for success go with Bill Lutz on his transfer to new quarters at Trenton.

John Gridley is no longer a "holdout" following his entrance into matrimonial circles recently.

Fords 648 PTK test panel has been completed, and is a real work of art.



The photo of Edwin Murphy beside his truck gives readers an idea of what the boys at Fords and other shops were up against during the Television Shop Contest. In case you didn't know, the boys at Fords remind us that when you see billboards reading "FORDS OUT FRONT" they mean Bob Gray's shop at Fords, N. J.

"Dispatcher's Dream" Answered At Arlington, Va., Shop



DETROIT

R. Gaskell

Four men have been added to the organization in the past month including Al Barsamian, Carl Gushen, George Borowsky and Bill Schwickert.

Joe Wojciak has departed to join an AM-FM station in Port Huron. Best of luck Joe.

A tip of the Detroit hat to Johnny Meagher for the information and many service and installation tips left as a result of a recent visit.

Phil Molby had a sad experience the other day while climbing to a high roof. His ladder broke leaving him stranded until another one could be brought over.

The Detroit correspondent feels like the doctor who told a proud couple that they were the parents of a baby boy; and who then gasped and said, "Oh, gosh no! Pink booties, it's a girl!" We offer apologies to Felix Foley for mistaking his new daughter for a blue-bootied arrival.

LONG ISLAND CITY L. Poncet

If you're wondering why the Long Island City correspondent hasn't come through with more news, read his story which follows. When Ed McCaffrey asked manager Stan Symolon for an hour off one Saturday to buy a pair of work pants and shoes the answer was "no". "Just give me the money and sizes" said Stan, "I'll buy them for you on my lunch hour." Need more be said?

The turn into the new year of 1948 found Art Clark, Charlie McDermott, Clifton Farling and Ed Campbell whistling a new tune - matrimony. Best of luck to all.

It's "MR." Stone when addressing W. C. Stone at Long Island City since his wife presented him with a baby girl.



NEWARK

E. Steinkaus

Newark regrets losing ace technician Bob Moore who was transferred to Trenton. But with him goes a wish for success from the boys.

A new use was found recently for fire-fighting equipment when an antenna installation was required atop the Irvington, N. J. fire tower. Henry "shipwreck Kelly" Gruskos climbed to the top of a 90 foot ladder provided by the firemen to make the unique installation.

ST. LOUIS

S. Baker

On a recent trip to Kansas City Sid Baker had a chance to observe the television situation there. Looks like things may pop come spring.

Best of luck to Leroy Vigna who had accepted a position with Union Electric Company of Missouri.

Sincere condolences to Loren McKennon whose Mother died recently in Texas.

Lou Schaeperkoetter and Bob Hayhurst have finally thawed out after their return from a trip to the icy wastes of New York.

APRIL FLASH!

There's a 721TS receiver for the outstanding "cleanup man" in each shop

Dave Brown, Arlington, Va. Shop Manager, now has what M. W. Perkins calls an installation dispatcher's dream. It's a mobile telephone unit.

As seen in the accompanying photos, there's no more worrying about locating servicemen when an emergency call comes in. He's always within calling distance - telephone, that is.

The initial installation at the Arlington shop is currently being surveyed to determine whether its use is of sufficient advantage. After a trial period it is possible that similar units will be put in use throughout television servicing.

In one photo we see the instrument located at the lower center of the dashboard. The other shows A. J. Bassnett making good use of the new instrument.

ACCIDENT DROP NOTED AS SPRING ARRIVES

IT DOESN'T PAY TO WAIT A DAY

That's the way Walt Lockhart and Calvin Voss feel about reporting accidents after a recent experience. It seems that Walt slipped from an attic beam and put his foot through a plasterboard ceiling while the boys were on an installation job last October. At the time the customer advised the boys to forget it. They followed his suggestion; but now, after five months, he has registered a complaint.

ICE DOES NEWARK MAN BAD TURN

On February 2nd John Gruszkos of the Newark Television Shop was following a truck on an ice covered highway. The truck driver applied brakes to make a turn, and skidded sideways to block the road. John was in the same predicament a moment later, and plowed into the rear of the truck smashing the grill, radiator, hood and front fenders of his RCA truck. Fortunately no one was injured.

CITY SNOW PLAGUES TRAFFIC

Jim McGary of Newark's Television Shop found himself plowing through snowed under traffic on February 4th minding his own business. All of a sudden a sharp bump informed him that he had been hit in the rear. Another driver who was trying to master a gas station driveway had slipped back into the RCA truck damaging the right rear quarter panel and fender. (Ed. Note: We confess that Jim would have to have eyes in the back of his head to prevent this one.)

At The Wheel

By Ed Jones

*If your mission in life is to wait and to kill,
If your mission in life is to wait and to kill,
Then try passing autos when driving uphill.*

or

*If your aim is to ride in a black limousine,
Mix one hundred proof "alky" with gasoline.*

or

*If Morpheus beckons and you then start to nod,
Don't pull off the road, man, your co-pilots' bad.*

or

*If you haven't a care about children at play,
Try racing through towns in the gay month of May.*

or

*For a thrill on a breathtaking bent take a curve,
And you'll give ballbearers a good chance to serve.*

or

*Jaywalkers may stumble, but it's nothing to you,
Except that it might have been someone you knew.*

or

*If signs "THREE KILLED DAILY" don't mean on to go,
Then hurry up, brother, and go get your quota!*

STUCK THUMB MEANS MINOR OPERATION FOR BOSTON ENGINEER

While on regular assignment at the U. S. Naval Base, Portsmouth, N. H. on February 16th Leo Cimikowski pierced his left thumb with a loose strand of wire. He regarded it as a mere scratch, and continued on the job. The following day soreness developed and he received medical attention. In spite of continued treatment for three days pain and swelling increased. He was then hospitalized for one week during which he underwent a minor operation. Fortunately Leo was back on the job a few days later.

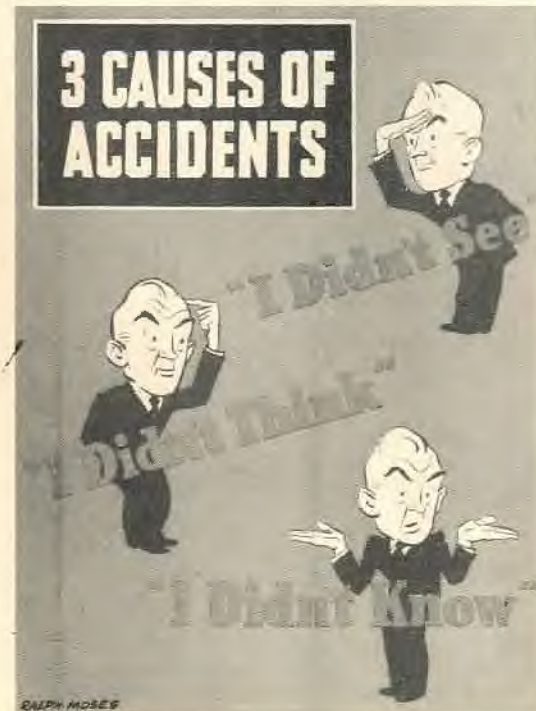
On February 20th RCA Service Company employees received Personal Accident Insurance information folders in pay envelopes. The advantages of this policy are outlined in the folder, and those interested may secure applications from their supervisors. The following table indicates briefly the benefits and costs of the various plans afforded:

Accidental Death Benefit Plan #1	Wk. Inden. For Total Disability for Life	Partial for 26 Weeks	Medical Reimburse	Annual Cost
A-\$1,000	\$25.00	\$10.00	\$ ---	\$16.65
B- 1,000	25.00	10.00	500.00	24.85
C- 5,000	25.00	10.00	---	22.25
D- 5,000	25.00	10.00	500.00	30.45
Plan #2				
A- 2,000	50.00	20.00	---	33.30
B- 2,000	50.00	20.00	1,000.00	44.35
C-10,000	50.00	20.00	---	44.50
D-10,000	50.00	20.00	1,000.00	55.55

Payroll deductions will be made in 13 weekly installments or 6 semi-monthly installments depending on the pay frequency of the policy holder.

A WOMAN'S PREROGATIVE

John Cullen on assignment out of Bryn Mawr Television Shop forgot that it's a woman's privilege to change her mind - even in traffic. Thus, he wasn't prepared when a woman driver pulled over to the curb to park and then changed her mind. As she cut back into line the RCA truck received a dented fender. Fortunately no one was injured.



ACCIDENT
BOX SCORE
FOR FEBRUARY

Home Office 0
District Operations . . 1
Television Shops . . . 35

Total 36



Today's Television Screen is Already 40,000,000 People Big!



RIGHT NOW - TODAY - 40,000,000 people are living within reach of daily television programs. Before the votes are cast in this year's Presidential election, television will reach substantial areas in at least twenty-one states having more than two-thirds of the national total of electoral votes.

Television's amazing growth has afforded new occupational opportunities for many thousands of people. The RCA Service Company as the installer and maintainer of RCA Victor receivers has grown at an unprecedented rate. The widespread public acceptance indicates that prospects for the future are even higher.