

RCA SERVICE COMPANY

# NEWS

July, 1954



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

## Demo Group Ends S. R. O. For 1400 AT&T Stockholders

**W**HETHER it's a basketball tournament or a stockholder's meeting, the Service Company's Public Demonstration Group handles the televised proceedings with equal aplomb.

A short time ago the demonstrators, under FRANK N. HELGESON, televised (for the second time on closed-circuit theater equipment) a New York meeting of 1400 American Telephone and Telegraph Company stockholders gathered in the company's assembly room at 195 Broadway for the annual election of the firm's directors.

The stockholder's meeting, especially noteworthy for its magnitude and the equipment involved, lasted all afternoon and proved once again the amazing versatility within the RCA team.

In addition to the televised proceedings, the audience was taken on a "tour" of the utility's Long Lines Headquarters with Long Lines personnel explaining and demonstrating their various operations.

### Emergency Drafting of Branch Technicians

All this not only required the technical know-how of the demonstration specialists, plus the emergency drafting of New York, Philadelphia and Washington, D. C., branch techs and Tech Product's engineering experts, but a lot of overall coordination and direction by R. H. Hooper's Camden promotion group.

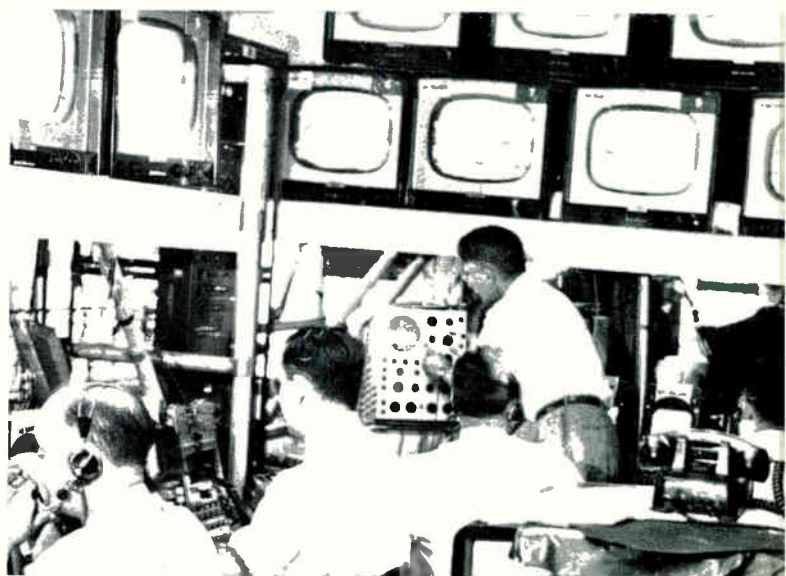
Frank said the 30 minute partially-filmed tour took place when ballot counting time arrived about midway in the meeting. Rehearsal involved 16 days and he added, "I doubt if any other rehearsal has been so extensive for one show. The technical preparation was comparable to the national networks readying for a political convention."

Pick-ups of the behind-the-scenes activity were timed to the second with the entire program, according to the phone company's magazine *Long Lines* "... razor-sharp and 'professional' as scene after scene rolled out on the screens."

Kinescope recordings of the entire proceedings were made for later viewing at the telephone company's nationwide branches.

Music to the ears of the cast and the hard-working demonstrators was the prolonged applause by the stockholders at the conclusion of the five-hour meeting, but the demonstrators didn't have time to rest on their laurels. They had a heavy spring schedule, winding up with

(Continued on page 2)



Service Co. demonstration specialists man the controls during the televised proceedings at AT&T's headquarters



View of meeting in progress, with E. D'Agostino (RCA's Exhibition Hall) on top camera & M. Dillon (Wash. br.) beneath him



## Demo Group Ends S. R. O. For AT&T cont. from pg. 1

closed-circuit coverage of a medical seminar in New England.

Frank is somewhat wary of this type meeting. He remembers a few years ago when the group was in Italy on tour for an American pharmaceutical organization.

"It was a hot night," he says, "and several surgeons were in the midst of a lung operation, which we were televising. Suddenly the power failed and the lights went out. The hospital lacked stand-by

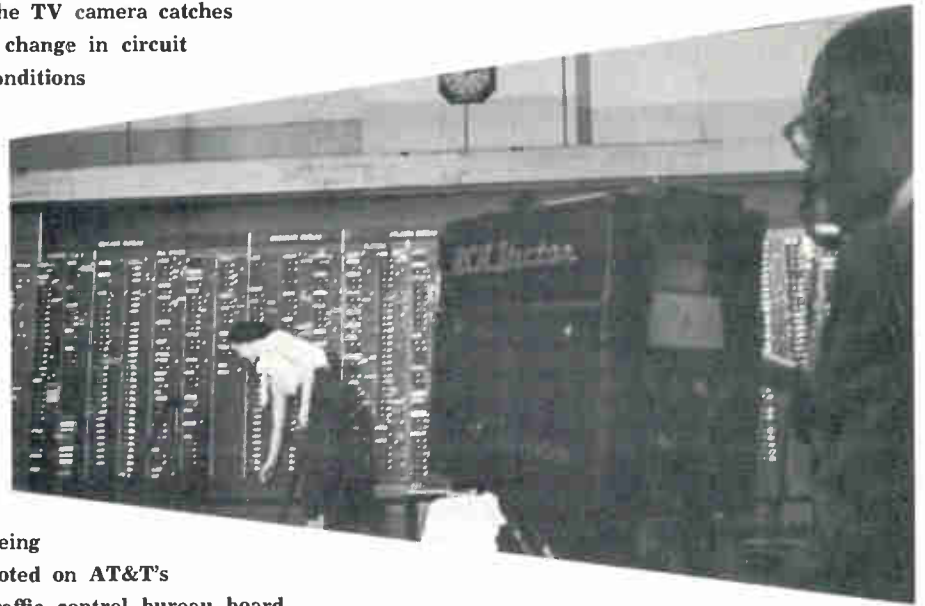


**F. Helgeson (back to camera), J. Mullen, D. Hooper and B. Gold await the cue**

emergency lighting, so the lights stayed out for 20 minutes during which the packed spectators sat in the dark. It would have been even more tense, and possibly tragic, had someone yelled fire."

The group's whirlwind tours and hectic schedule notwithstanding, Frank adds (amid ringing phones and snatches of conversation in his office), "That's why I like it here—everything is so nice and calm."

The TV camera catches a change in circuit conditions



being noted on AT&T's traffic control bureau board

(At right) ► Service Co.'s E. T. Brown & Promotion's W. J. Lawrence controlled operations at 195 Broadway



(Below) 40 Service Company & Camden Promotion specialists pose after completion of the mammoth televising task ▼





## Two-Time President's Cup Winner Named Pittsburgh District Manager

**O**RVAL H. BOWERS began his Service Company career collecting complimentary letters. And the constant stream of letters from customers praising the service he supplies, plus the high regard accorded him by his associates and subordinates, has always stood him in good stead.

The letters serve as a constant reminder that the Dakota-born ex-rancher is a man who realizes the full implications of consistently fine service in a service industry.

Around the middle of August the Flushing branch manager moves up the Service Company's chain of command to take over the reins as manager of the Pittsburgh district in Vice President DON KUNSMAN'S Consumer Products Service Department.

### Buchanan Named Administrator

Orval succeeds FRANK R. BUCHANAN who jumps up a notch, leaving his Golden Triangle headquarters for an important command in Camden as Administrator, Product Planning.

Following graduation from South Dakota's Volga high school in 1934, Orval went to work as a ranch hand-mechanic in Vienna about 40 miles away.

While maintaining and overhauling the lumbering equipment, the unassuming youth signed up for a two-year correspondence course with the National Radio Institute that was to change the shape of things to come in his life.

The course completed, he went into business managing a ranch that included diversified crops, in addition to operating a part-time radio repair shop just outside Vienna.

Busy with the dual occupations, Orval's enterprising business career was only halted by the U. S. Army which he joined several months prior to Pearl Harbor.

The Army speedily applied his skills, selecting him as a radio and radar laboratory instructor at Ft. Monmouth, N. J. Before his 50 months' military service ended, he was the N.C.O. in charge of 35 other teachers at the Signal Corps Radio Repair School, shepherding the military destinies of some 350 students per class.

The war over and his discharge in his pocket, Orval stayed on in the East working for a Red Bank, N. J., appliance dealer until he spotted an ad in a New York newspaper offering employment with the up-and-coming RCA Service Company.

### Joins Service Company

Following a week's orientation at the old Kearney, N. J., shop in July, 1947, the TV technician transferred to Fords (then managed by BOB GRAY) where he was given a truck and equipment and sent out on his own.

Almost from the first day on the job, the letters and telephone calls began to trickle into the branch praising the tech who, 11 months later, was named service supervisor (I & S).

While holding that post at Oakhurst, Orval continued to advance his personal frontiers, education-wise, with a course in business administration through the International Correspondence School.

Even after the business day ended for most others, the now-methodical manager was concerned with service, the best possible service for his customers, and

**Flushing's outstanding performance is rewarded. Br. Mgr. O. H. Bowers (l.) Gets the Pres. Cup From RCA Pres. Frank M. Folsom**

what's more, did something about his concern as the following excerpt from a customer's letter attests: "Mr. Bowers has given up his evenings at home in order to spend time with customers trying to improve set reception."

It was this type of obscurity-defying determination that won him a transfer in 1950 to the more responsible Toledo branch manager's post, where he added a bright new chapter to Service Company history.

### Battles Huge Odds

In the face of almost overwhelming odds, capped by a generally prevalent business squeeze, the capable manager increased service and sales by leaps and bounds while simultaneously setting new norms in customer relations (all the while dovetailing in a course at Toledo University in public speaking).

In Flushing last May, Orval's branch (where techs are averaging \$14 extra a week in EPPP and sales commissions) halved customer's complaints while demonstrating their power-packed performance when the Man of the Hour award went to Flushing Tech MARK KOURS.

Associates asked to describe the new district manager, who has been in the President's Cup contest winning circle twice, come up with adjectives like: "level-headed", "steady", "impartial", and "conscientious" which perhaps leaves out a major facet in the character description, the quality of humility.

The day Orval was named to his new grade, he accepted his co-workers' congratulations in Flushing, then speedily donned a branch softball uniform when the day ended—his branch was playing ball that evening and he couldn't let the team down.

### Flushing loses a relief pitcher





# He's Trod The Boards Broadway To Hollywood



Tepp and his secretary, Connie Sciotto

**G**A. TOEPFERWEIN has a better-than-average knowledge of the theatrical and motion picture worlds because many of his 25 years with RCA were spent in the installation of sound systems in theaters and studios.

Oddly enough, one of "Tepp's" favorite shows flopped on Broadway back in the days just after the big depression. One flop more or less meant little when such an occurrence was almost common, but Tepp says, "*The Eternal Robe*, one of the most wonderful stage spectacles I ever saw," failed because people feared it was loaded with religious propaganda (which it wasn't).

## Recalls Photophone Days

The lean, gray-haired Texan recalls his old Photophone days in New York (where he started Feb. 1, 1929) when, in the company of fellow-engineers, he disagreed with consulting architects and engineers over the installation of the Radio City Music Hall sound system. Tepp says the biggest problem in the then-new auditorium was acoustics. While still in the designing stages, three different consultants maintained that theoretically, the sound system ought to work. Later, when the orchestra section proved to have "double-talk" (an echo), folks stopped questioning Tepp's practical on-the-job experience.

Two years later, Tepp and a crew installed a sound system approaching the magnitude of the Radio City job, in Philadelphia's Mastbaum theater. The job racked up a record believed unbroken to this day in theater sound system installation—they had it operating in less than a month after working night and day.

Today, although his post as manager of field operations in the Service Company's

Technical Products Service Dept. has a much broader scope, the steam that accomplished near-miracles is still evident.

Tepp now admits that at first, he had to keep looking for more work to handle, "I hated to sit in this show-case office with some time on my hands and everyone walking by."

That philosophy led him to his present control-center position over Tech's varied installation, service and maintenance responsibilities to motion picture exhibitors, industrial and scientific equipment users, and of course, the broadcasting industry, all operating delicate devices ranging from RCA's electron microscope to beverage inspection equipment.

The sound expert vividly remembers one New Year's Eve afternoon, when, within 15 minutes of the end of the business day, Vice President W. L. JONES called him into his office to tell him he was taking over the management of beverage control's field operations, declaring, "You have 15 minutes to learn all about it."

## Records Disclose Secret

Earlier this year he thought his 25 years' service was to be kept a secret. Through an oversight in his records, when Feb. 1 came and passed without any service pin, Tepp didn't say anything, but he couldn't fail to see other 25-year pins awarded. Then suddenly, the years caught up, the records were straightened out and a few weeks ago he received proper recognition in an appropriate ceremony.

Still, the record searching blasted a secret which he had kept even longer than his RCA career. It came to light that his first name was not George, as most believed. Tepp confesses he had no reason for keeping it quiet. It just seemed easier to allow people to assume the "G" meant George instead of Gustave.



Tepp gets his 25-year pin from VP W. L. Jones as Oper. Mgr. C. Johnson watches

# "TO ERR IS HUMAN . . ." TO CORRECT—RE-DESIGN

**O**NE of Quality's key men, T. Y. FLYTHE, BILL ZAUN's administrator for Tech Products field quality, achieved a signal honor recently when he was named to a Radio-Electronics-Television Manufacturers Association subcommittee, charged with delving into the reasons for human failures in operations involving electronic equipment.

Tommy says the committee, composed of research and investigative experts drawn from industry, will make recommendations to RETMA's Electronic Applications Committee for Reliability. The subcommittee will attempt to unravel those factors which depend on the human element, particularly the selection and training of operational and maintenance personnel, plus design factors which may reduce human error.

## Dedicated Quality Expert

In discussing his task with the Service Company, the quiet dedication of the quality expert discloses itself, indicative of a man tolerant of man-made equipment incorporating design faults, but always a service pioneer who abhors compounding those errors by obstinate adherence to drafting board "perfection" that later causes trouble in the field.

"The complexity of electronic equipment today," says Tommy, "makes it easy for humans to make errors. In some cases the human failure may be due to design. It is extremely important that design be fool-proof while constantly aiming at simplification and standardization."

## Cuts Bulky AF Manual

During World War II while working with the military training Air Force personnel in electronic equipment operation and maintenance, the Virginia-born specialist was troubled because he saw airmen attempting to wade through a 200-page manual to perform essentially simple maintenance checks.

For two years Tommy burned the midnight oil wrestling with the complicated terminology and diagrams, finally emerging with a simple blueprint containing 14 applicable steps in place of the bulky manual.

Confronted with the evidence which presented a clear-cut, understandable reduction in maintenance time and cost, the military (after much wearying persuasion) adopted the Flythe plan and a decided improvement in maintenance techniques was soon noted.

Tommy quietly, but in his relentless manner, concluded: "Simplification gets better results."

# Microwave Joins The International Set

Govt. Dept. Instructors Train  
RCAF Personnel For NATO Duty



Government Service Department Instructor Matt Swider demonstrates while his class takes notes

THE classes were scheduled to begin on Monday. GEORGE HUTCHINS, "MATT" SWIDER and "PETE" CEPAS, three Govt. Serv. Dept. instructors, were wringing their hands. The instructors had been assigned by Operations Training Mgr. M. M. BRISBIN to commence microwave relay communication classes for 15 Royal Canadian Airforce men the following Monday and now, late Friday afternoon, despite the effort of the previous three weeks of planning, it appeared certain the microwave equipment (needed for the Bldg. 7 classroom) couldn't be set up in time.

Afternoon wore into evening and after the equipment was delivered to the classroom, the teachers hastily broke open the crates and assembled the mobile units (over the 48-hour weekend left to them), just in time to greet the airmen with tired smiles and red-rimmed eyes Monday morning.

## Program Trains 60 Canadians

The first day of the program, designed to train a total of 60 Canadians in 16 weeks in the operation and maintenance of RCA Mobile Microwave-Relay equipment, was handled without event and when night fell, so did three instructors—right into bed.

Canada purchased several million dollars worth of mobile microwave equipment (eventually destined for Europe) fulfilling her NATO commitments. The airmen were trained by the Govt. Service Dept. to utilize the systems for tactical advantage.

George said the type unit used to train the airmen is housed in vehicles and can carry 24 channels of voice, plus 18 channels of teletype, in two directions simultaneously.

He pointed out the mobile unit can be put into operation in about an hour (including 30 minutes for the erection of the hydraulically-operated antenna mast) and it can be dismantled and underway to a new location, should it be necessary, in half an hour.

Describing previous uses of microwave by railroads, pipe line companies and electric power utilities to throw switches electronically a thousand miles away, he declared that such utilization by these organizations was "probably the greatest use of microwave up to the present. Now microwave is coming into its own as purely a communications system."

Employing UHF signals instead of wires, dipole antennas (housed in the parabolic reflectors called "dishes") beam the signals from point to point, over a line-of-sight path.

All three men were agreed that the Canadians "devoted themselves to quickly grasping the instruction." This proved a decided relief to the Govt. specialists who had anticipated minor lecturing problems when they learned that some of the men had only 12 weeks of radio training. Matt attributed the ready grasp of the course material to the fact that all these students are "careerists" (instead of conscripts) who will shortly go overseas with the mobile systems.

## Instructing Trio Disbanded

The mission completed, the instructing trio was disbanded, George Hutchins was sent to Europe to aid in microwave installation (on a follow-through program with BILL DEAN). The former radar expert has served with RCA since 1951 in just about every major European nation. During the Second World War the precisely-spoken Bostonian was a radio officer in the Merchant Marine. After the shooting ended, he worked for Pan-American World Airways in the Middle East before joining RCA.

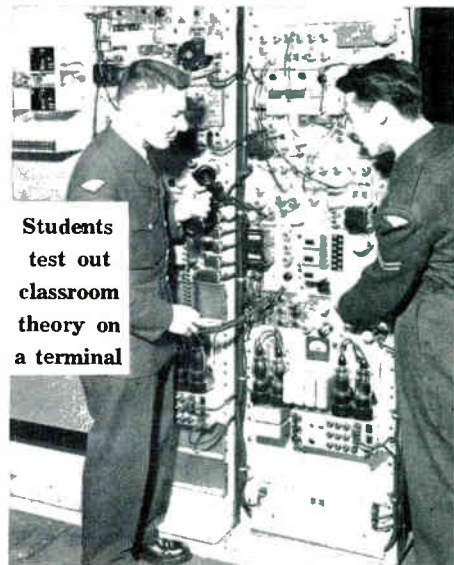
Pete Cepas is rounding out six years with the RCA Service Company and is now in Europe on a microwave assignment. The Brooklyn-born Field Service Citation winner began servicing TV sets as a technician on Long Island in 1948 before subsequently switching to Government two years later.

Matt Swider was the trio's "recruit" service-wise with RCA, but he's certainly

no newcomer when it comes to guiding students through the maze of electronics.

Attending LaSalle College before the war with his eye on a degree in accounting, the Roxborough high school quadruple-threat man (nine letters in soccer, basketball, football and baseball) threw accounting over his shoulder after the Air Corps exposed him to the classroom. Matt left the service fired with ambition to continue teaching electronics. Mapping out his future, he won appointment at Philadelphia's Spring Garden Institute where he taught by day (and sometimes night) while working evenings at Temple University for his BS in education on the GI Bill of Rights.

Matt grins when asked how he juggled his three-pronged career as teacher, student and provider for the Swider household of four. He says three children are only a bit more difficult to raise than one, because as they grow up, the older child helps take care of the youngest. Matt admits though, that his best hours for application to the books encompassed the early dawn (when only the milkman is about).



Students test out classroom theory on a terminal





## On The Teletype Trail Panama To Pepperrell



Field Engineer Walt Sheridan in Labrador



A new day starts at Pepperrell AFB BOQ

**W**ALTER R. SHERIDAN was a missionary. Not the kind that wears a black suit, but the kind that wears a field jacket. In common with the ordained missionary, Walt also had a job teaching. He had to assist Air Force personnel in practicing test procedures, shop management plans, supply channels and maintenance schedules designed to get the fullest use from their teletype equipment.

The Govt. FE says the primary use of teletype by the Air Force is for important weather data, with secondary emphasis on flight plans and administrative work.

Walt joined RCA in 1951. Before starting with the Service Company he had worked for Trans-World Airlines in Tripoli and later Paris, and before that had done similar teletype maintenance and operations instruction for the Lockheed Aircraft Corporation in Iceland.

### Assigned to Panama

His first assignment after joining the Company's Government Service Department was Panama. After Panama came Pepperrell AFB in Newfoundland.

Using the base as his headquarters, the communication's specialist traveled to Iceland and Greenland installing, maintaining and repairing teletype equipment (in addition to the missionary work).

It was while he was in Iceland that he met his Danish-born wife, Henni. Within 90 days after he met her while swimming in one of Reykjavik's numerous pools (warm spring-fed), Walt was a married man.

A large part of the FE's troubles in the sprawling, isolated north sprang from atmospheric disturbances. Walt said storms would cause signal blackouts, adding that such interruptions and fade-outs are the subject of constant investigation by the communication services in their struggle

(Left) A royal palm sways beneath the sultry Panamanian skies while (above) two lonely airmen trudge along a snow-encrusted road at Sondrestromsjord Air Force Base on the island of Greenland, denoting the vivid scenic contrast for Service Company's Government FE's

for round-the-clock use of communication equipment.

Warning of an impending "Phase Three" would send all hands scurrying for shelter. Walt explained the term's use in designating a storm in which high winds coldly blast finely-powdered snow against human and structure alike. The men would then be forced to stay indoors wherever they were when the storm struck.

"I was caught in one once for 12 hours," he said. "All I could do was to stay cooped up eating C rations while reading everything I could get my hands on. I opened the door once to see what it looked like outside and the whole world seemed to be blowing past."

Back now in the United States, Walt took his family of three along with him to his new assignment in Washington, D. C.

### No Capital Tours

The grandeur of our capital notwithstanding, the FE won't repeat an earlier mistake attempting to point out the sights to his wife. He recalls when he proudly began to indicate buildings of historical significance to his newly-arrived wife during a bus trip from a Long Island airport into the city. After Walt had gone on at some length on the history and splendor of his native land, his wife turned to him and, woman-like, asked him to please be quiet as she was studying the latest American fashions in dresses as exhibited on passersby.



Mrs. Sheridan, one-year-old Ray & Irene

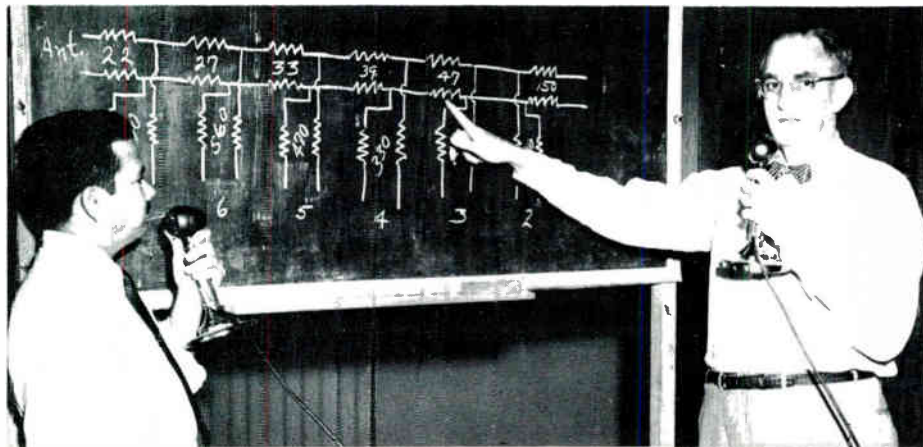


Walt poses alongside teletype machines



St. John's, the capital of Newfoundland

# The Original Technician Lands TV On The Isle



Service Mgr. S. Espada, of Splendid, Inc., & M. Tomlin (r.) during Puerto Rican clinic

**T**AKE a well-seasoned TV specialist, one who has grown with television since its commercially-infant days just after WWII, confront him with TV service under varying conditions and occasions, provide him with challenging opportunities and rapid-fire deadlines in a service industry—and you'll end up with a recipe for dependable top-notch service and Manager of Receiver Engineering MURL TOMLIN.

"Tom," an old island hand (he was billed as "Long Island's original technician" in the July, 1950 issue of the *Service Co. News*), recently surveyed another island for TV service opportunities—Puerto Rico.

A few months ago Tom was in Venezuela when he received a call from Service Co. President E. C. CAHILL to place Puerto Rico on his return itinerary, and in cooperation with RCA International Div., assist in setting up an island-wide TV servicing clinic for technicians there.

## TV Begins in Puerto Rico

TV only arrived in PR a few months ago and in going through the traditional birth pangs, Tom says it reminds him greatly of a similar period in this country. Agreeing that the impact of TV will be tremendous on the island's economy, Tom recalls the first televiewing days in the U. S. when he, along with others, sat around staring hopefully at a monotonous test pattern. In touring Puerto Rico he saw islanders with the same hope-filled gleam in their eyes as they watched the almost trance-producing test patterns.

With 20,000 sets already shipped in and 20,000 more expected by the year's end, Tom's mission was to conduct a series of service clinics (for the first time in his RCA career), despite little knowledge of the Spanish language.

"There wasn't any language barrier," he says. "Even though I don't speak Spanish, I can read it, and besides, English is compulsory in their schools."

Establishing his headquarters in the capital of San Juan where he was aided by the RCA Victor distributor there (Splendid, Inc.), Tom saw the invitations go out, outlining the courses to be covered in the first TV clinic ever held in PR. The subjects ranged from "*El negocio de television en general*," to "*Antenas, lineas de transmission y rotores*."

Enthusiasm reached a fever pitch among the technicians when it was announced the first station (WKAQ-TV) was sche-

duled to officially hit the airwaves a few days after the conclusion of the clinic.

Tom says the seriousness of the techs, 95% of whom never saw TV before, greatly aided the tremendous success of the clinics which he estimates included lectures to more than 300 technicians in the island's three largest cities.

One of Puerto Rico's problems with TV operations, according to Tom, lies in the fact that the island, being surrounded by salt water, presents transmission line difficulties in a constant battle with corrosion. It wasn't unusual for a set to work fine by day, only to completely lose the picture at night. Tom solved this one by suggesting the use of the foamed-polyethylene line developed for UHF.

## Clinic Wins Praise

The clinics completed, Tom was pleasantly surprised to learn that a letter had been written to President Cahill by Splendid, Inc., declaring the choice of "M. Tomlin to supervise our training program" an excellent one.

"The results of the television clinics surpassed our expectations. Everyone who attended finished the clinics with a knowledge of television fundamentals."

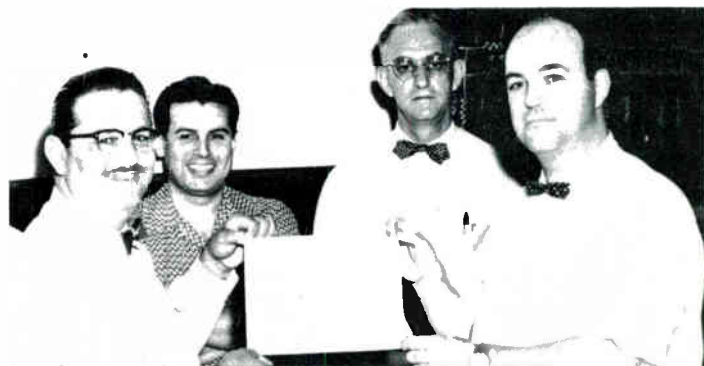
Probably the more than two million potential viewers on the island will never be aware of Tom's contribution to their entertainment—even the "original technician" depreciatingly brushes aside any praise. He was too busy getting ready for another trip south of the border, this time to Colombia, where he will no doubt chalk up another first for TV service on the international scene.

Some of  
the more than 300  
Puerto Rican  
technicians  
who turned  
out for clinics  
inaugurating  
commercial  
TV on the island



Murl sees the  
culmination  
of his efforts as  
he observes a  
presentation  
of an attendance  
certificate

by G. G. Connelly,  
(right) Splendid's  
general manager





# President's Cup Winners Feted In New York City



Five hard-riding winners coming out of four "ranch territories" caused some head-scratching and consternation when it came time for President's Cup awards in the recently completed RCA Roundup—but the problem was resolved with Solomon-like wisdom when it was decided to grant Indianapolis and Flushing branches (tied exactly in the same "ranch") identical cups.

During the 13-week contest, each branch (in competition with other branches of similar selling potential) was challenged to increase sales and customer satisfaction.

Scoring was based on branch weekly complaint ratio, multiplied by tech's EPPP and commissions, compared against a gross billings percentage quota recommended by the TV operations section.

A constant stream of bulletins kept spirits running high, while extra stimulation was provided with prizes during the three phases (Ride-Out, Roundup, Rodeo) leading up to the final presentation of the coveted President's Cup on June 28.

Following the conclave of Service Company executives and winning branch managers in RCA President Frank Folsom's office, the gold trophies, won by Flushing, Indianapolis, Montgomery, Salt Lake City and Spokane, will be rewarded to victorious branches this month.

(Above, l. to r.) A. C. Criss, br. mgr., Montgomery, Ala.; VP Don Kunsman; W. L. Davis, br. mgr., Indianapolis; W. L. Rothenberger, mgr., RCA Victor Eastern Region; L. E. Traeger, br. mgr., Spokane; R. N. Baggs, gen. sales mgr.; RCA President Frank M. Folsom; R. E. Bomeisler,

West Coast Dist. mgr.; O. H. Bowers, Flushing mgr.; C. R. Odden, N. Y. Dist. mgr.; J. K. Stewart, Salt Lake City mgr.; Robert A. Seidel, vice president, Sales & Service Subsidiaries; & Service Co. President E. C. Cahill gathered in New York for President's Cup ceremonies.

## A Warm Report From Summer Ave.

**B**ILL BRASCH knows his way around the roof-tops of Memphis, Tenn. He ought to. He's been doing TV repair and installation ever since he left the Navy (for the first time in October, 1945. He reentered the service March 1, 1950, for 34 months additional duty).

The ex-chief petty officer worked for Sears, Roebuck and Company before the Navy called him back during the Korean conflict to teach younger sailors about electronics.

Now Bill is handling air conditioner installations for LARRY SIGNAIGO's branch and he's gaining a fund of information about windows, all shapes and sizes, to add to his knowledge of roofs (all shapes and sizes).

Starting with the Service Company June 1 of last year, Bill applies his skill for efficient service and his personality for meeting the public, both adding up to favorable comments, customer-to-branch. The branch reports, "he does his work well and always leaves the customer pleased."

The amiable tech is married, the father of two daughters, Joy and Becky, and after work's done, pursues his hobby as a ham (WZEBW).



Bill Brasch on Summer Avenue in Memphis, Tennessee

### RCA SERVICE COMPANY NEWS

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THOMAS A. FITZGERALD

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





September, 1954



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

## Site Surveys Send FE Searching Sand and Skyline

THERE'S nothing pacific about the Pacific. In far-flung island outposts—in the teeming, populous cities of the Orient—Service Company's Government field engineers press a relentless battle against tides, typhoons and terrain.

FE's like HAROLD H. BROWN join American airmen pushing, pulling and man-handling jeeps and trucks, loaded with electronic equipment, over torturous trails, bent on finding the best location for Air Force communication equipment.

These men know that a nation, thousands of miles away, depends on them for its security.

### Dependence on Communications

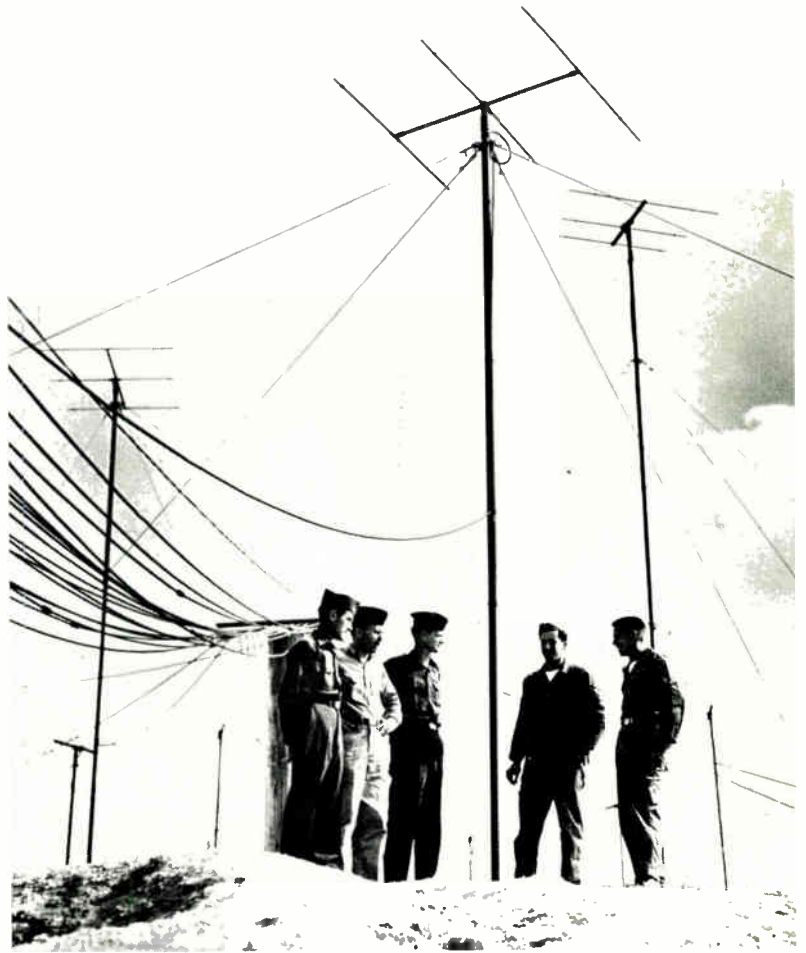
A good portion of that matter-of-fact dependence rests on our Air Force. The U. S. Air Force must develop, operate and maintain a system of communications second-to-none if its multifarious activities and units are to be instantly welded into an effective striking force.

The Service Company men sharing that trust wear the Contract Technicians' patch. They're men like Harold Brown.

It was a high school science course back in the pre-Pearl Harbor era that cast the die for the future field engineer. A lab project requirement to build a radio receiver and transmitter was all the impetus necessary to permanently affix youthful ambitions to the field of electronics. "I was hopelessly bitten," says "Brownie."

(Continued on page 2)

(At right) A sky-high mountain-top discussion in Korea between three RCA Service Co. Govt. Dept. field engineers & U.S. airmen about ways and means of improving an antenna field. The airmen and the field engineers are on a site tour



## Robt. A. Seidel Named Consumer Exec. Vice President

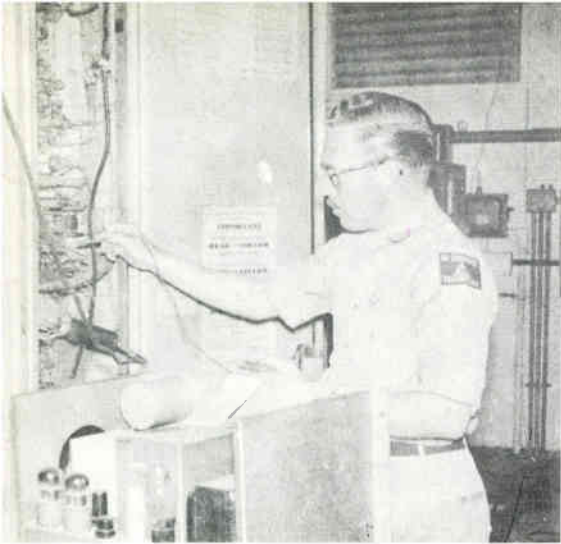
RCA President Frank M. Folsom announced the appointment of Robert A. Seidel as exec. vice president, Consumer Products, filling a vacancy caused by the resignation of Joseph B. Elliott.

Mr. Elliott has been with RCA since 1935, except for a period in 1944-45 when he left to become vice president, Sales & Advertising, for Schick, Inc., of which he's been a director since

1950. Mr. Elliott returned to Schick, Inc.

Mr. Seidel joined RCA in October, 1949, and has served as vice president of RCA's Sales & Service Subsidiaries. Prior to association with RCA he had been vice president and comptroller of the W. T. Grant Co.

Mr. Charles M. Odorizzi, exec. vice president, Corporate Staff, has assumed Mr. Seidel's former duties.



(Above) Govt. FE Harold H. Brown repairing carrier eqpt. while with a communications squadron on the island of Guam

### Site Surveys cont. from pg 1

The years marched on and Brownie found himself leaving his books (after a year at Texas A & M) for the Army. He served almost three years in Europe with the Signal Corps as a tech sgt. repairing radios, telephones and teletype machines before he was discharged.

After a stint with Western Electric installing switchboards and central office equipment the length and breadth of Texas, Brownie won a Civil Service appointment modifying Signal Corps equipment and later repairing radar at Kelly AFB, San Antonio.

Then Korea loomed and Brownie re-entered military service (the Navy this time). After 20 months he was released to inactive duty.

Joining the Service Company's Government Service Department, the FE headed for the Far East, spending 14 months ranging the Pacific from Guam to Korea and Japan.

An average working day more oft than not found Brownie bouncing over make-shift Korean roads (or hacking a path through a jungle in Guam) "visiting" near-inaccessible AF communication sites.

#### Plenty of Know-how needed

In addition to installing, maintaining and servicing the equipment, the FE also serves in an advisory capacity to the AF. Many times service calls for know-how on a spanking new piece of delicate mechanism the FE hasn't had a chance to examine closely.

"The FEs are expected to know all about it," says Brownie. "We stay on our toes by constant spare-time cramming." And he adds, "That's the size of our job."

In training now at Ft. Monmouth, N. J., for his next assignment on Formosa, Brownie announced he plans to take along a Geiger counter.

The constant struggle between the FE and Far East terrain has taken on the aspects of a contest, increasing the Texan's long-time interest in geology.

He plans to obtain all the information and literature about soil study that he can lay his hands on, then "study up on it." He feels it is best to know your adversary.

(Left) O.J.T.—On-The-Job-Training—in operation. These U.S. airmen are monitoring radio relay equipment in Korea, under the watchful guidance of Harold Brown, for proper alignment & system utilization



(Right) This trio, at a Korean VHF radio relay site, includes (Left to right): Govt. FE Harold Brown, of San Antonio, Texas; FE John Marsh, Little Rock, Ark.; & FE Bill McCarty, of Mentone, Ala.






# Missile Test Center Host To Gen. Sarnoff and Pres. Folsom



(Left to right):  
 Vice Pres. P. B. Reed,  
 Pres. Frank M. Folsom,  
 Col. Robert Maloney, Jr.,  
 Gen. David Sarnoff  
 and Missile Manager  
 A. L. Conrad, on  
 arrival at Patrick  
 Air Force Base, Fla.  
 (U.S. Air Force Photos)

Arriving by plane in late July for a tour of the Missile Test Center, Florida, General David Sarnoff, chairman of the board of RCA, and President Frank M. Folsom left two days later, lauding the organizational teamwork in VP P. B. Reed's unit. The extensive inspection took RCA's top executives from Patrick Air Force Base to the launching pads, shops and laboratories of the sprawling project. Praising the missile-men's interest and spirit, both General Sarnoff and President Folsom wrote Government Serv. Department's director the following letters:

**RADIO CORPORATION OF AMERICA**  
 RCA BUILDING  
 30 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.



DAVID SARNOFF  
 CHIEF OF THE BOARD

July 26, 1954

Mr. P. B. Reed, Vice President  
 Government Service Department  
 RCA Service Company  
 Camden, New Jersey

Dear Mr. Reed:

The visit which Mr. Folsom and I paid to Patrick Air Force Base at Melbourne, Florida, last week was most interesting and stimulating to both of us. I speak for Mr. Folsom as well as for myself in expressing to you our great satisfaction with the work of yourself, Mr. Conrad and the able staff you and he have assembled on this job.

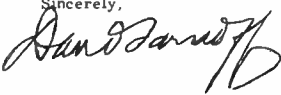
The teamwork of the organization and the cooperative spirit among the RCA and the Pan American men and the Air Force were heartwarming to observe. We were also deeply impressed with the knowledge of the subject and the understanding of its importance by all the RCA men on the job to whom you and Mr. Conrad introduced us. I am sure that this interest and spirit on the part of our men are contributing greatly toward the success of this project.

Of all the work that is now going on in the rapidly growing and changing art and industry of electronics, I know of no branch that is more important -- indeed, that is as important -- as the relationship of electronics to guided missiles. I believe it is no exaggeration to say that the security of our nation and its people depends upon the early and practical development of pilotless and guided missiles. As we all know, the achievement of this goal depends to a large extent, and in a vital manner, upon electronics. I am sure that each one of us who is privileged to play a part, however small, in this crucial development is rendering a service of inestimable value to our country as well as to our company and ourselves.


I shall continue my deep interest in the further progress you and your men are making in this field and ask you to keep me fully informed.

I am sending you an extra copy of this letter with the request that you forward it to Mr. Conrad at Melbourne.

With kind regards and many thanks to you and Mr. Conrad for all the courtesies extended to Mr. Folsom and to me during our stay at the Patrick Air Force Base, I am

Sincerely,  


**RADIO CORPORATION OF AMERICA**  
 RCA BUILDING  
 30 ROCKEFELLER PLAZA  
 NEW YORK 20, N. Y.



FRANK M. FOLSOM  
 PRESIDENT

11 August, 1954


Mr. P. B. Reed, Vice President  
 Government Service Department  
 RCA Service Company, Inc.  
 Camden, New Jersey

Dear Pincky:

Thank you for sending me the photographs taken during General Sarnoff's and my recent visit to the Air Force Missile Test Center at Patrick Air Force Base. They tell a graphic story of our stimulating and interesting experiences, and will serve as a pleasant reminder of the outstanding young men who are so ably representing us.

You, the Government Service Department personnel at Patrick, and all the members of the RCA Service Company who have had a part in this operation are to be warmly congratulated for RCA's vital contribution to the magnificent job being done at the Missile Test Center.

Kindest regards,

Sincerely,  




Gen. Sarnoff & Pres. Folsom at Cape Canaveral, Fla.

# Four Tech Products' Engineers And A Manager Add Up 125 Years Of RCA Service

## Charleston . . .

45 years ago HARRY DAVIDSON heard his first radio signal (Gen. David Sarnoff at Wanamakers, N. Y.) and ever since, he's faithfully pursued the elusive electron.

Building spare-time sets, he heard of the Navy's Brooklyn radio school, joined up and handled traffic day and night for three days when the Titanic sank.

After the Vera Cruz landing and the Battle of Jutland, he put the first church sermon on the air and built WOR's original transmitter.

Joining RCA's Photophone service, he installed his initial PG 10 in Vermont and while it sounded O.K., he worrisomely asked to have it checked.

"A fellow showed up with a big pipe, a pocketful of matches and a lot of good advice (VP W. L. JONES)."

From there on, according to Harry, things moved into high gear, "I met a lot of swell Photophone guys who helped over the rough spots."

## Atlanta . . .

CHARLES J. FAULSTICH left high school and joined the Navy, serving in the Armed Guard.

Discharged in 1920, he was working for Burroughs Adding Machine as a field serviceman when he married Bess Hall three years later.

With RCA, Charlie remembers a sound equipment installation in a small Southern town.

"The theater was quite reverberant and this worried the owner. He took me to the auditorium and loudly clapped his hands. The wall flutter was terrific, but

I noted the auditorium's shape was such that wall effects wouldn't be too bad when speakers were stage-mounted. After the demonstrations, the owner remarked, 'This theater is sure full of acoustics.' The job turned out satisfactorily in spite of them."

Pleased with his challenging Electron Microscope work, the engineer's also proud of his wife's skill with ceramics and her culinary ability.

## Gloucester . . .

KENNETH P. HAYWOOD became interested in radio back in crystal set days. A friend bought a set, the first in Ken's home town (Mt. Gilead, North Carolina) and Ken's loyal devotion to electronics had been given the impetus necessary to carry him to his present post as Tech's manager of special product services.

After he got his EE degree at North Carolina State College, he went north to Schenectady, N. Y., and General Electric on a student engineering program.

Transferring to RCA, Ken did an installation and vacation assignment out of Philadelphia, later headed the Phila. district office.

Home in Pennsauken, N. J., consists of his wife, Kathryn, a son studying aviation at Vermont's Norwich University and a 13-year-old daughter in junior high.

## Trenton . . .

When he was 16-years-old, ROBERT BISBEE got his commercial radio operator's license and went to sea during school vacations.

One summer cruise turned into an extended vacation when the ship failed to return home until November.

The displeasure of the school authorities notwithstanding, Bob returned to the sea as junior radio officer.

Serving seven hours on, five off, 24 hours a day, he still found time (the captain's non-fraternization-with-passengers-rule aside) to convince a young lady to abandon her plans for marriage in S. America. She stayed aboard and they were married as soon as the ship docked in this country. (The disgruntled captain steadfastly refused to exercise his prerogative to marry them on shipboard.)

An ex-Photophoner, Bob spent the last 20 years in Trenton where he's handled 25 types of RCA theater equipment systems.

Home is ably captained by his wife, Mary, with a billet for recently-engaged Martha, while his other daughter, Virginia, is anchored in Roswell, New Mexico.

## Philadelphia . . .

Born and raised in Philadelphia, CHARLES H. GRAHAM has sold service for Photophone and now Technical Products, establishing a record for staying in one territory for more than 25 years.

After completing high school, Charles went to work as an inspector in an aircraft factory at the Philadelphia Navy Yard. Six years later he left to take a job servicing electric pipe organs while working for his degree in electrical engineering at Drexel Institute.

The coming of sound motion pictures sent most theater organs into limbo and Charles decided his future was with RCA.

Signing up with Photophone in Camden, he now works MYRON WHEATON's district.

## Plans Across The Table

Sales & Merchandising Manager GEORGE SANDORE defined the word *service* for a Philadelphia meeting of Tech district managers gathered to formulate plans for the theatrical and industrial fields.

The sales specialist reminded Tech's field command that our primary reason for being is to deliver good service, and that our contractual obligations are based on that premise. He added that the delivery of such service does not obligate the customer to us because he is getting only what he pays for.

He tipped off the meeting: "Provide more than the contract calls for, and especially more than he can get elsewhere and the Company's growth is assured."

(L. to r.) H. Frisbee, Cleveland mgr.; L. Watson, dist. oper.; H. Madison, W. Coast mgr.; F. Wagner, adv.; S. Schotz, pres. aide; O. Wenzel, acct. mgr.; H. Mayer, N. Y. mgr.; & K. Haywood, mgr. spec. serv.







**CHARLESTON . . . Harry & Frieda Davidson—"Tech's wives should get medals"**



**TRENTON . . . Harry Mayer (l.), Carl Johnson, Bob Bisbee & G. Sandore hold informal chat after pin ceremony**



**ATLANTA . . . C. J. Faulstich—adding machines to the RCA Electron Microscope**



**PHILADELPHIA . . . Charles Graham receives VP Jones' congratulations, with Myron Wheaton about to offer best wishes**



**GLOUCESTER . . . VP L. Jones (l.), Ken Haywood and Carl Johnson recall old days after Ken's pin presentation**

# RCA To Show New 21-in. Color Tube

New 21-in. Tri-color Television Picture Tube  
22% Larger Than Any Other Color Tube Available

**A** NEW and improved 21-inch tri-color kinescope with a picture area of 250 square inches has been developed by the Radio Corporation of America and it will be demonstrated on September 15, it was announced by W. W. Watts, executive vice president, Electronic Products, Radio Corporation of America.

At the same time, RCA will demonstrate a new color television receiver chassis having greatly simplified circuitry.



W. W. Watts, exec. vice president, RCA

This, Mr. Watts pointed out, substantially reduces the number of tubes and components required in a color set and results in a significant reduction of costs.

Mr. Watts said RCA has vigorously pursued a program of development in many directions with the objective of designing the most practical color picture tube to meet the requirements of industry and the public. He pointed out that while its earlier research and engineering developments were along the lines of 15-inch and 19-inch tubes, RCA has always had the objective of developing and producing color tubes comparable in picture size to the popular 21-inch black-and-white tube. Because of excellent progress made at RCA research and engineering laboratories, he explained, the goal of a practical 21-inch tri-color tube has been reached.

## Incorporates Many New Features

Mr. Watts declared that this new RCA color tube employs a 21-inch round metal envelope and incorporates many new and important inventions and developments made by RCA engineers. These have resulted in greatly improved performance and increased picture size.

Among the important features of the new RCA color tube are:

1. *Larger picture*—the RCA 21-inch color tube has a picture area of 250 square inches. This is 22 per cent larger than any other color tube now available.

2. *Shorter tube*—The new RCA electron

gun makes it possible to produce color tubes of shorter length than heretofore.

3. *Less weight*—RCA round metal construction results in a color tube about 25 per cent lighter in weight than present competitive 19-inch glass tubes.

4. *Better color purity*—The RCA new and improved shadow mask and mounting system produce an improved color picture and a markedly improved picture on black-and-white signals.

5. *Better picture contrast*—This is accomplished by the use of a filter-glass face plate plus the new gun and shadow mask assembly which allow the tube to be driven harder than was previously possible.

6. *Room glare eliminated*—The RCA 21-inch color tube uses a frosted face plate which eliminates glare from reflection in the picture caused by room lights and windows.

## New Design Enables Lower Cost

"We have incorporated all of these features in a new design which enables us to produce the RCA 21-inch color tube at a lower cost," said Mr. Watts. "Our introductory price for this tube, to equipment manufacturers, is \$175.00.

"The most significant improvement in the RCA 21-inch color tube is in the new RCA mask and mounting system," Mr. Watts explained. "This incorporates new principles of dynamics which provide accurate and stable registration within the tube itself. These new principles make possible simplified mechanical mounting of the mask in the tube and greater beam-power input during the operation of the tube without objectionable distortion of the mask. This maintains color purity at the high as well as the low levels of picture brightness.

## Uses Improved RCA Curved Mask

"Our 21-inch tube incorporates the new and greatly improved RCA curved mask," Mr. Watts said. "The phosphor dots are on the face plate of the color tube. In the course of its developments, RCA—the creator of the shadow-mask color tube—has experimented with many different types of masks, including curved masks. But up to now, the basic problem in the use of the curved mask has been the color impurities it caused around the edges of the picture. The new RCA inventions and developments overcome this basic deficiency. They enable the full utilization of the face plate area and establish a new high in color performance."



## Brighter Days by Working Nights

**S**IX years may seem a long time to work for an EE degree, but Bronx Technician ALFRED HARTMAN has had his eye on that honor ever since he graduated from Townsend Harris High School in New York City 17 years ago.

Al knew what he wanted out of life. He wanted his degree in electrical engineering. Even when circumstances caused him to move to Detroit, halting his college days at C.C.N.Y. and he took a job as a department store stockman, Al grimly determined to get that degree.

Before he joined the Navy in 1943, Al made assistant manager in the short space of three years.

In service schools he learned all about airborne electronic equipment, communications and radar gear. Shortly after completion of the training schools he was assigned to the Naval Air Test Center in Maryland, where he operated test equipment used in conjunction with antenna radiation patterns.

Separated from the Navy in late 1946 (with the rate of AETM2/c), he started the new year as a TV tech.

Within that year Al enrolled at N.Y.U., taking evening classes. Last June he graduated.

Bronx Branch Manager BOB WILKINSON shared Al's pride of accomplishment. Months before he had set the wheels in motion, recommending the tech for RCA's specialized training program conducted by the College Relations Department.

Al entered the Design and Development training phase last month in various engineering activities, planned to assist him in determining the phase of engineering he's best suited for.

After completion of his rotating assignments, Al moves to a particular product department to gain on-the-job training in a specific technical area.

Manager of College Relations Robert Haklich says: "We are definitely in favor of having men, presently with the Service Company and working for technical degrees, in our program."





## Meet Me In St. Louis

Goes the song at this meeting of West Central District br. managers. (L. to r.): Hal Christian, Ted Mitarnowski, Ed Griffiths, Don Fette, John Franz & Howie Whitcomb. Sig Schotz (West Central Dist. Pres. Cup contest sponsor) is at the piano's keyboard

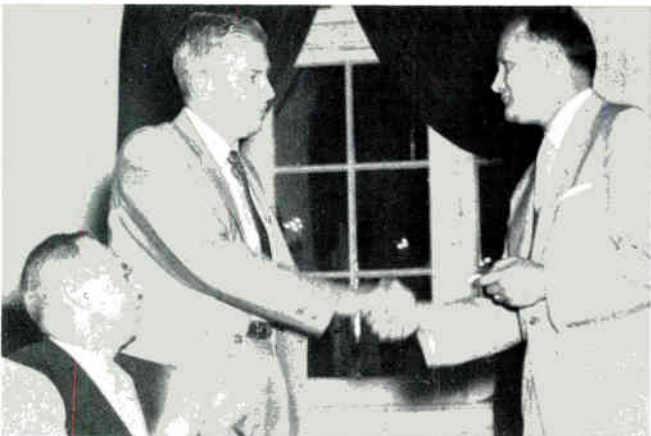
The twin-themes of a recent meeting of West Central District branch managers at the Sheraton Hotel (St. Louis, Mo.) were discussions revolving about branch operations and continued improvement in efficient service, after VP DON KUNSMAN keynoted the affair in an over-the-top talk on overall operations.

Indianapolis Branch Manager BILL DAVIS accepted congratulations from his fellow-branch bosses and home office guests for the Indianapolis branch capture of the President's Cup (along with co-winner

Flushing), while GENE HARDESTY (also Indianapolis) picked up his award for being tops in the district I&S contest.

Denver's HAL CHRISTMAN heard commendations for that branch's successful performance gaining the "Go Getter" award for the highest appraisal rating within the district during the first quarter of the year.

The speeches and give-and-take talks about sales concluded, the group beelined for the nearest piano for a drill in close harmony.



Denver's Hal Christian (l.) accepts Vice President Don Kunsman's (r.) congratulations after winning the "Go Getter" award while Sales Manager Bob Baggs shows his approval

Double handshake in St. Louis for co-winning (Pres. Cup contest) Indianapolis Branch Mgr. Bill Davis (center) from President's Assistant Sig Schotz and District Manager Bob Redecker



## Picnicking's Pleasant In Peoria's Parks

TV Branch Clerk JOY ROWE, of Peoria, Illinois, has decided to make her vacation this year a stay-at-home affair. Instead of a trip like last year spent visiting the East and touring New England, Joy is bringing the East to the Midwest.

She says the Rowe household will be packed with sojourning Easterners, some of whom think Indians are still running wild out No. 829 way. She advises them to leave their guns home, but bring along



"Illinois scenery is more restful," says Joy

their cameras and appetites. The only Indians left are firmly located at some of the state's famous burial mounds.

Swimming and picnicking "at some of the finer recreation spots in and around Peoria" are in this young lady's recreational spotlight. She says, "We have arranged with friends for the use of their 18-foot motor boat in order to enjoy our favorite family pastime of cruising the scenic Illinois River." Joy concedes this scenery may not be "as rugged and overpowering as the seacoast, but it's just as beautiful and definitely more restful." And she proudly points out that her seven-year-old son Wayne is already a skilled fisherman, in addition to his demonstrated aquatic talents.

Not all her vacation travel will be by water though. The Rowes have a new car this year and driving to shady picnic spots through rolling hills is part of the fun of family picnics.

Rounding out the take-it-easy period will be entertainment at night spots and ballrooms, some slating a few of the bigger "name" bands throughout Peoria's summer season.



Ants are not the only picnic hazards

## A MODEL SINGER

THERE'S a 22-year-old Miss in Treasury's Payroll Records Section who uses an alias, but it's strictly legitimate and no one's alarmed.

LILLIAN SIMONS, who uses the *nom de theatre* Lee Simone, has made a paying proposition out of her part-time twin professions of singing and modeling.

One of the finalists in the Miss Greater Philadelphia contest this year, the winsome young lady hails from Collingswood, New Jersey.



Following graduation from high school she went to work as a typist-clerk for the Hollingshead Corporation (in Camden) and later for an automobile club before joining the Service Company in late 1951.

Lill's singing engagements have been in several of Philadelphia's better hotels, while the balance of her spare time finds her modeling the latest fashions in some of Philadelphia's Main Line department stores.

The blue-eyed, 119-pound girl says she entered the beauty contest in hopes that the attendant publicity would help her career, and it has.

While she was on vacation in upstate Pennsylvania, she had an opportunity to sing for famed orchestra leader Fred Waring and his brother, Tom, both guests for an evening at the resort.

Lill's doubtful about entering any more beauty and talent contests. It's not that she doesn't enjoy the keen-spirited competition, but she discloses that now her age is against her. After all, she'll be a doddering 23 next year.

### RCA SERVICE COMPANY NEWS

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in the RCA Service Company, Inc.

Editor  
THOMAS A. FITZGERALD

Vol. 11, No. 6

September, 1954

## RCA Product Promotion Prepares The Public



RCA's story about the development of color TV takes to wheels, assisted by Cons. Prod. adv. men Tony Ricketti & Jack Moss

SEVERAL weeks ago when RCA President Frank M. Folsom presented President's Cups to five winning branches, he declared that with the introduction of color TV service "the service industry is presented with another challenge and another opportunity, comparable to the introduction of black-and-white television. It will be upon the service man's skill, his knowledge, and his courteous, helpful manner that the industry will depend to gain the ultimate goal of complete customer satisfaction with color television service."

To reinforce that statement with action backing up its technicians and salesmen, RCA launched the most concentrated and intensive advertising and sales promotion campaign ever undertaken by any company to introduce color television to the public.

#### Wide Slogan Distribution

The slogan *RCA Pioneered and Developed Compatible Color Television*, devised by Brigadier General David Sarnoff, typifies the thoroughness of the entire hard-hitting campaign when its wide distribution is examined.

In the Service Company alone; our trucks carried a color television poster in 52 markets which featured the slogan; the branches displayed it in color posters fitted within picture frames atop the sets; all letters of solicitation have been imprinted with the slogan in red (contrast-

ing with the black body text) and many branches are using postage meter slugs bearing the slogan on their mail.

Throughout RCA and the nation the slogan is seen by millions of persons daily.

All company publications carry it; the slogan is prominently displayed at industry conventions and gatherings; it's seen in trade papers; in department stores using it in window displays; newspapers, radio and TV shows announce it; NBC's Color Caravan carried it through a recent 10-city tour and dealers and distributors aid the campaign with the slogan emblazoned on literature ranging from olders to calendars.

To the Service Company this overall, aggressive promotion means support for the man-in-the-field.

The public knows about RCA compatible television. The color sets are rolling off the production lines. Now—it's up to the Service Company to "... gain the ultimate goal of complete customer satisfaction with color television service."

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