



October, 1954

RCA SERVICE COMPANY

NEWS



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

Customer Good Will...

It's Everybody's Business

MARVIN WEBB's Wilmington, Delaware branch a short time ago completed a solid week of schooling in Consumer Products Service Department's new Consumer Good Will Program.

Branch Manager Webb's operation was carefully selected by HERB POOLE's advertising staff as a typical branch, to learn the reactions and effectiveness of the program designed to impress on Service Company personnel the importance of not only "The Man Behind The Dollar," but what that customer expects of The Man From The Branch.

After months of program planning, and conferring (with field and home office representatives), Wilmington was chosen as the field "lab"—and the
(Continued on page 2)

Wilmington, Del., technicians hear Br. Mgr. M. Webb explain some of the finer points in Cons. Prod.'s new Consumer Good Will Program, designed to hike sales & service while providing a sound business basis for future progress



RCA Combat Television Makes Ft. Meade Debut

PRODUCTS made at many plants of RCA's Television, Tube, and Engineering Products Divisions contributed to the first public telecast of an epochal advance in military tactical communications—combat television—at Fort George G. Meade, Md., on August 11.

Jointly conducted by the Signal Corps and our Company, the demonstration showed for the first time the Army's "command post of the future," equipped with television "eyes" that enable the combat commander to see and influence the course of battle.

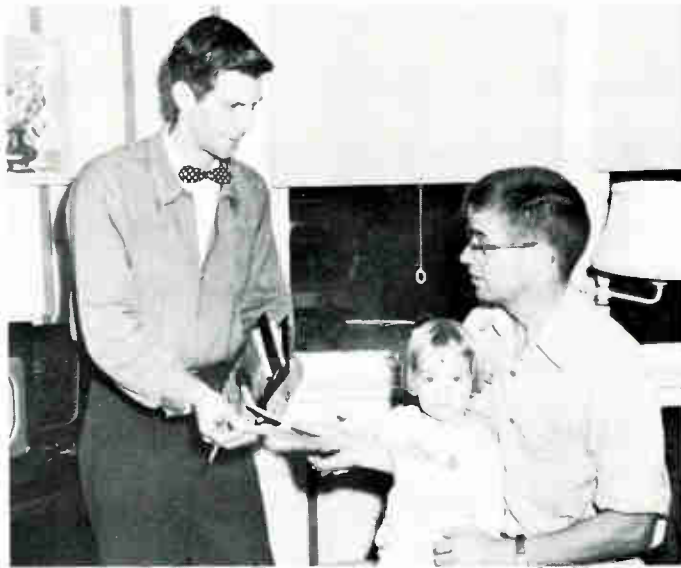
Broadcast in color over the television network of our RCA family member, the National Broadcasting Company, the

(Continued on page 6)



(Left to right) Mid-eastern Dist. Sales Mgr. Paul Baiwir, Advertising's Jack Moss & Br. Mgr. Marvin Webb get together in Wilmington for a last conference before kickoff

(Right) Tech Bob France, of Wilmington br., gets paid for a contract renewal by customer F. A. Heischut. The tech also talked conversion, got a promise & intends going back



Bob tells Mrs. E. M. Riley of the service he's performed on her set (Note the drop cloth covering rug to prevent any possible damage)

Good Will cont. from pg 1

program was hailed by branch office and technical personnel as "highly successful".

Now the films, records, letters and posters are in circulation among the nation's branches, with similarly successful results anticipated in the drive to make everyone, from clerk to manager, customer-conscious.

Consider the innumerable opportunities that present themselves daily to Service Company's technical specialists and clerical workers for leaving with the customer an indelible feeling of good will, and you begin to grasp the scope and challenge of the program.

A Courtesy Campaign

All facets of the program examined, call it public relations, customer relations, good will, etc.; it sifts down to one basic feature—*Courtesy*.

It's courteous to smile and introduce yourself when you enter the customer's home.

It's courteous to be considerate of the customer's furnishings by exercising care with your equipment.

It's courteous to explain briefly what services you've performed on the set.

It's courteous to preface and end any requests and answers with *please* and *thank you*.

It's even more than courteous—It's Everybody's Business, it's effortless, it's your future job security and progress . . . you spell the *service* in the Service Company.

(Below) Mrs. Jo Knapp knows it pays to answer "with a smile in her voice"



New Promotions and Assignments ...New Direction in Field & H. O.

COMMERCIAL Service Manager **CLIFFORD RIGSBEE**'s service and marketing talents have been drafted by RCA's corporate staff function in Camden.



Cliff Rigsbee moves to Camden

Cliff now handles the duties of administrator, Consumer Products Analysis, reporting to Barton Kreuzer, director of Product Planning.

No stranger to the consumer products and marketing fields, Cliff spent 25 years and one day with one of Indianapolis' largest department stores (L. S. Ayres) before joining the Service Company some four years ago.

In addition to his varied tasks and responsibilities with Ayres, the big, ex-marine had the opportunity of serving, on a consulting basis, as a committee member of the Associated Merchandising Corporation, whose activities encompassed development of private brand names for major appliances, radio and television.

While serving in VP **DON KUNSMAN**'s department, Cliff provided the steam behind the now well-accepted Service Clinics and RPT Tips.

Father of five sons (two fliers; one Navy, the other Marine Corps) and grandfather of two, Cliff makes his home in Haddonfield, N. J., occasionally plays golf, dabbles in photography and has been an active ham for 27 years.

Now managing commercial service at home office is **CONRAD ODDEN**, former N. Y. district manager.

This isn't Conrad's first assignment in the Company's headquarters, although it is the first time he's had a desk there. Conrad recalls when Service Co. was the Installation & Service Division of the RCA Manufacturing Co. (circa 1942). He was working RTV then, contacting deal-

ers, distributors and customers, but he was on home office payroll.

The ex-Norwegian air force pilot remembers best **TOMMY FLYTHE**'s (of Quality) succinct advice as he was to go out on RTV after a half-a-day's training: "Be a good listener and a poor talker."

Conrad has an outstanding record of "firsts." In 1939 he and the service manager of the N. Y. district installed the first TV set and antenna on Long Island. A radio-phonograph-TV combination, it was set up for a dealer's opening and carried President Roosevelt's arrival at the New York World's Fair.

Back to 1925

Possessed of an alert sense of humor, Conrad can go back even farther . . . to 1925 when he and a fellow-soldier were installing a spark transmitter on an old Jenny (a fighter plane of WW I vintage) at Mitchel Field, Long Island.

With his back on the ground and his feet propping the heavy unit under the plane, he watched a young man coming from the adjoining Meadowbrook Polo Grounds to the scene of his efforts.

When Conrad and his sergeant were queried by the fellow as to what they were doing, Conrad answered abruptly, "Stop asking questions and give us a lift."

After a crowd gathered to watch, Conrad learned the Prince of Wales was their helper.

When he left, the future Edward VIII commented that it was nice to have worked with Conrad and the sgt., and Conrad democratically told him to "Come over anytime."

EX-TV technician **ROBERT E. BOMEISLER** leaves his West Coast baliwick for the first time, to take over direction of the N. Y. district.

Bob, filling Conrad's shoes in Gotham, received his EE degree from UCLA in 1948 and joined the Service Co. the same year.

Howard Bennett, comm. serv. staff assistant, discusses future plans with **Conrad Odden** (r.), ex-N. Y. district mgr., now commercial service manager



Brian, Bob & Anne Bomeisler

A Christmas rush saw Bob pulled off installations after about four months and he was transferred to field service. In 1949 he transferred to the district office as training coordinator, where he managed to squeeze in some accounting, statistical and material control work, which Bob feels later proved invaluable.

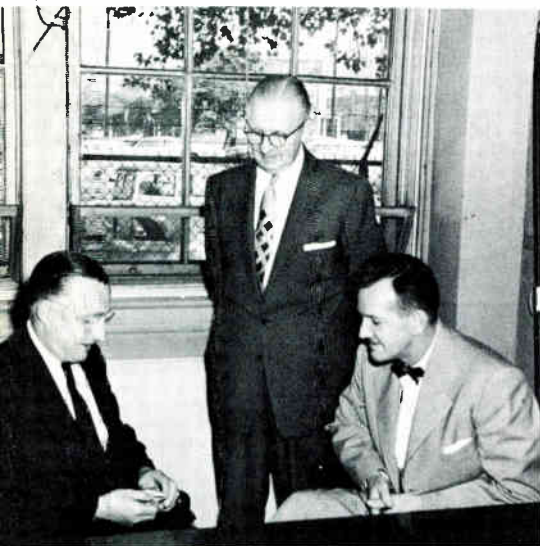
The former football player was soon named 'Frisco branch manager and after an outstanding performance there, was selected to head up the district in 1953.

Bob still chuckles over the time in San Francisco when he regularly rode the train to work. And to get back and forth from train to home, he rode a bicycle. His fellow-managers still talk about the time his briefcase became entangled in the front wheel, dumping Bob in the streets of Palo Alto.

Most of his leisure time goes into athletic endeavors. Energy formerly expended on tennis courts has been channeled to his current interest in two-man volleyball, played on southern California's beaches. And he says he will either take up squash or invent a game to be played in New York's snows.

THE West Coast district has a new hand at the helm, **EDWARD T. MCGOVERN**, who formerly held down the post of manager, Consumer Products Commercial Field Administration, at home office.

Born in North Chicago, Ed went to
(Continued on page 4)



F. Schmelzer receives his 25-yr. pin from E. McGovern as R. Herrold watches

work as office boy for the Farwell Detmers Cornice Co. The firm fell victim to the Depression and Ed vividly remembers crews of construction workers sitting in the office playing cards, awaiting calls for work that never came.

School vacations he caddied around Chicago's links, later traveled to Florida as a caddy master. He shoots in the mid-eighties today.

Joins Montgomery Ward

The fall of '33 he started with Montgomery Ward as a package wrapper and in the ensuing 10 years worked up to department manager.

The Army called then and Ed entered basic training for the anti-aircraft service. His eye on a commission, he passed the O.C.S. tests only to have the Army discover no future need for AA officers. Ed wound up the war in the infantry, carrying a BAR in Europe.

Returning to Ward's, he was assigned to Denver. When bottlenecks developed in Chicago's packaging and billing departments, a call went out for his acknowledged trouble shooting abilities. There, Ed directed seven to eight hundred clerks handling mail orders.

Begins With Service Co.

Beginning with the Service Co. in late 1952, Ed worked first with Treasurer & Controller GERRY PFISTER, and later, as commercial field adm. manager, directed Material Control and Office Analysis Group activities. Also he coordinated office management and clerical training programs for TV field personnel, in addition to overseeing field accounting and purchasing problems.

THE present commercial field administration manager, WILLIAM T. McCLELLAND, arrived in Philadelphia, Pa., at the age of seven. Bill was born in Manila, P. I., where his father was in government service.

An early fascination with digits led to the University of Pennsylvania's Wharton School of Finance. Graduated in the midst of the Big Bust, Bill laughingly tells of his first job delivering bread while ribbing another fellow-college man engaged in delivering milk.

Later employment in material control with the Curtis Publishing Co. proved more to his liking and Bill kept track of thousands of gallons of ink required by the thundering presses.

The war found Bill handling material inventories for the Baldwin Locomotive works where tanks rolled from the assembly line to Philadelphia docks.

Concludes War Contracts

An RCA newspaper ad brought him to the Victor Division after the war, where he had the unique experience of "working myself out of a job." Hired as an accountant, his heavy experience in government contract termination kept him busy during the switch to a peace-time economy. Soon he was the only one left in his department and he was transferred to cost accounting at Engineering Product's Camden fabrication operation.

Sought out by Service Company in mid-1950, he worked first in the sales accounting group, later managed general accounting.

His fondest recollection is of the day when he was named "Boy Mayor of Phila." Mayor Mackey greeted Bill, grabbed his hat and walked from the office, declaring, "It's all yours." Bill took him at his word and ordered a city tugboat, rounded up his cabinet and spent the day touring the Port of Philadelphia.

(Below) William T. McClelland



"Carol's" Bluster Norwalk's Luster

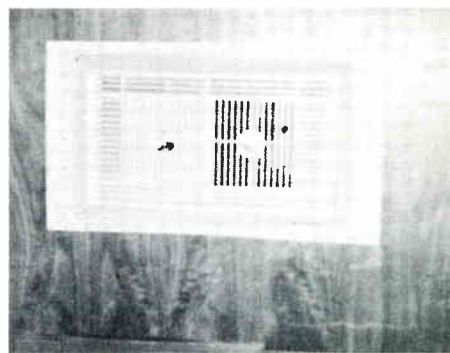
NORWALK'S Sales Manager RAY BELVEAU has found additional supporting facts for his conviction that an RCA air conditioner is the only practical unit on the market today. Ray boasts his boys not only do top-notch installation jobs, but hurricane-proof the units to boot.

A few weeks ago, Ray says, the branch received a call from a commercial establishment desiring an A/C installation. The branch dispatched Tech WARREN MOTTI to survey the store and make recommendations. Warren sized up the



Warren Mottl paints finished unit

situation and suggested the unit be installed on the roof, with the cool air piped down to the store by means of ducts. But the tech didn't stop there. He proceeded to draw up the duct specifications and then had them made by a tinsmith.



Interior view of completed job

Warren and fellow-tech SAM JUDICE then followed through, installing the conditioner.

Unknown to either man was the fact that the customer had been told by other organizations that air conditioning was impossible for his store. Ray adds: "Needless to say, the customer was very pleased."

Now, two hurricanes later, the unit remains, the customer is doubly pleased and Ray is touting the hurricane-proof units made possible by his enterprising technicians.

EXPERIMENT IN VICKSBURG . . .



The testers placed their receiving antenna on this water tower, which was 115 feet in the air and some 37 miles from station WJTV, located at Jackson, Miss.

Following exhaustive measurements of picture quality and other factors determining the degree of improvement in the Vicksburg area, the booster tests were hailed as "highly successful" by RCA Engineering Product's Vice President Theodore A. Smith.

The testers used a 1-kw booster to amplify and repeat WJTV's signals. They reported a 200-fold increase in power to Vicksburg's former poor coverage areas, actually Grade A picture quality.

Little Signal Interference

WJTV officials were reported pleased with the tests (which incidentally, produced very little interference with the parent station signal) and RCA hopes to add boosters to its broadcast equipment production lines with FCC approval.

Experimentation is old stuff with Ed Sattler. He went to Temple Tech, in Philadelphia, after working in an electronics lab wiring and constructing automatic clock and coding devices.

Completing courses in TV and electronics, Ed served station WFIL-TV as a transmitter engineer before joining the Service Co. some four years later.

Uniquely qualified on both UHF and VHF, the broadcast engineer resides in Mt. Ephraim, New Jersey.

Successful UHF Booster Testing Fills in TV "Shadow" Areas

Not since Civil War days has the topography of Vicksburg, Mississippi been under such intensive study.

Just over 91 years ago General U. S. Grant and his Union forces hammered at the bluffs on which the citadel-like city is built.

The bluffs, ridges and rolling terrain accounted for many hours of study by Union engineers in their attempts to seal the city's fate by winding up the long siege.

Chart UHF TV Waves

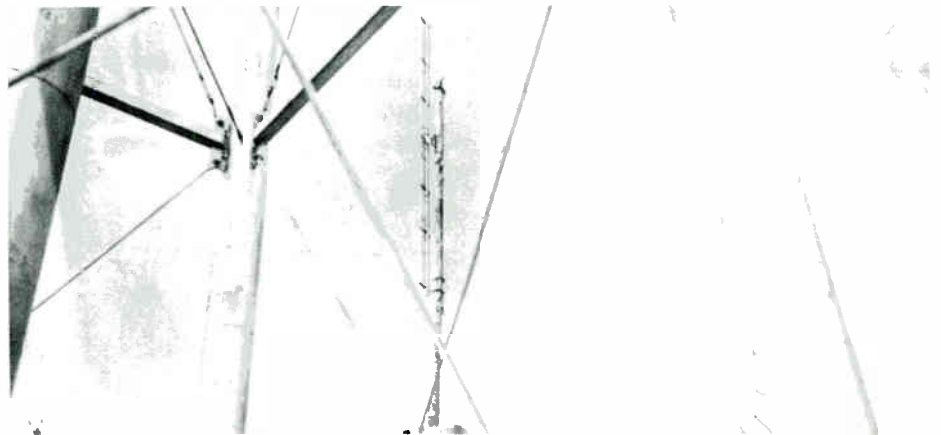
Contemporary engineers like Technical Products Field Engineer EDWARD SATTLER and Princeton Lab scientists recently spent similar long hours mapping and charting the terrain's effects on ultra high frequency television waves.

The Service Company field engineer joined the scientists experimenting in methods designed to extend coverage of UHF television stations to "shadowed" areas. The field tests were carried out under actual operating conditions in cooperation with Station WJTV, Jackson, Miss.

Operating under FCC experimental authorization, the specialists set up their newly-developed equipment near Vicksburg, some 37 miles from the station's main transmitter.

The full-scale field tests of the new system followed months of careful study by RCA engineers into likely methods of

improving UHF-TV coverage. It was hoped that successful system utilization would be particularly useful where an important population area was situated in a shadow.



(Below) View of transmitting antenna, 90 feet above ground at Vicksburg, Miss.

(Left to right) Princeton Lab scientists: W. Morrison, Jesse Epstein & Bruce Rankin; Serv. Co. Field Engineer Edward Sattler & station WJTV's Chief Engineer J. R. Whitworth





These soldiers, in a tactical demonstration, show one of the many ways the portable TV camera can be used. The scene is televised for transmission to several command posts

(U. S. Army Photographs)

simulated battle was staged by personnel of the 3rd Armored Cavalry Regiment, with airborne and ground television cameras providing intelligence of the "enemy" operations and following the course of the attack to its successful conclusion.

The televised scenes were transmitted to the command post, several miles to the rear, where they were reproduced for

the troop commander and his aides on one color and seven black and white monitors. Receivers were also set up at the White House and the Pentagon to view the telecast, demonstrating the practicability of future military television communications between a theater of operations and headquarters in Washington.

The event was not only a debut of a unique new application for RCA black

Members of the 3rd Armored Cavalry Regiment at Ft. Meade, Maryland, manning the RCA TV equipment just before the beginning of the mock battle



Soldier televises attacking units

and white and color television field and studio pick-up, monitoring equipment, and RCA Victor receivers, but also the introduction of the new Camden-made Mobile Color Unit of the RCA Shows and Exhibits group. This unit, on a single truck, was used for interior shots of the command post, while the RCA-NBC Mobile

Color Unit, comprised of two trucks, handled the exterior pick-ups. The significance of combat television was hailed in brief talks during the NBC broadcast by General Matthew B. Ridgway, the Army's Chief of Staff; Major General George I. Back, Chief Signal Officer, and Brigadier General David Sarnoff, Chairman of the Board of RCA.

"After its possibilities are thoroughly tested," General Ridgway said, "television, as a means of military communication, can take its place beside the atomic cannon, the Skysweeper anti-aircraft gun, the Nike and Corporal guided missiles, and the Honest John rocket as part of our modern Army."

Debut Reflects Skill and Devotion

Addressing himself to General Sarnoff and General Back, he went on to say, "I think you both should be proud, as I am sure you are, of the contributions to national security which we have witnessed here today. They reflect the skill and devotion of the dedicated men and women of the electronics industry and the Army Signal Corps, working together for a stronger America."

General Back also lauded the contributions of our Company to military communications, and described the successful combat television experiment as a progressive outgrowth of the concept of military applications for television proposed to the Armed Forces by General Sarnoff some 20 years ago.

In 1934, Dr. V. K. Zworykin, Vice President and Technical Consultant of RCA



Televising to headquarters the capture of a "prisoner"

at Fort Meade cont. from page 1

Laboratories Division, proposed to General David Sarnoff the development of a television aerial bomb—a pilotless missile with electronic eyes—as an American alternative to the use of suicide pilots even then being discussed by the Japanese.

General Sarnoff immediately approved the concept and carried the proposal to Washington for discussion with the armed services, whose representatives showed such interest that RCA scientists, engineers and research funds were put to work to develop suitable equipment.

First TV Eqpt. Used in WW II

From it stemmed the first military TV equipment to be tested in battle—the now-famous RCA BLOCK equipment employed successfully by Army and Navy air forces in experimental remote-control attacks on targets as widely separated as Rabaul and Heligoland.

Recalling these developments, General Sarnoff declared, “Twenty years have passed since we began to develop our concept of military television. During those years our scientists and engineers have worked hand-in-hand with the armed services to develop the most effective uses for television in a variety of military operations in the air, at sea and on the land.

“Today we see concrete evidence that a new era in tactical communications has opened.”

Relaying the picture to the rear



Pointing out that the Fort Meade demonstration indicates that combat television units will enable a commander to keep a watchful eye on every section of the battlefield, the RCA Board Chairman predicted, “The use of television in military operations, will provide increased combat efficiency and make possible a substantial saving of lives.

“The results already achieved through Army-industry cooperation give us good



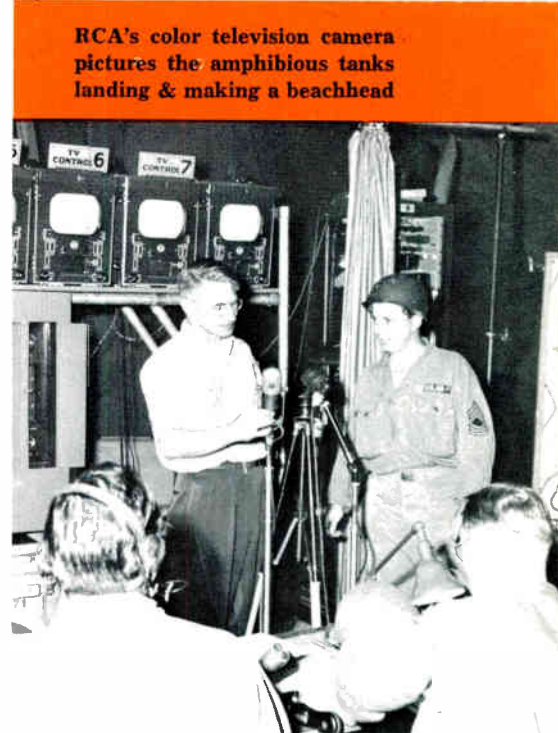
reason to believe that further achievements are within our reach. This teamwork is continuing in the laboratories and in the field. The goal is to provide the armed forces of the United States with the most effective communication by sight, as well as by sound.

“I foresee the extensive use of military television not only as a tactical system for use in combat, but also for communication between the center of commands in Washington or elsewhere, and theaters of operation across the seas.”

In recent years, RCA airborne equipment was employed at the Bikini atom bomb tests, where television-equipped pilotless drone aircraft controlled from mother planes were flown through the atomic mushroom to obtain first-hand information on radio-activity. And in 1952, improved BLOCK equipment, installed in bombs and explosive-laden drones, was employed in attacks on vital targets in North Korea.

RCA Supplies Mobile TV

RCA also supplied the first Signal Corps Mobile Television System, a four-van unit used for evaluation and training. The Signal Corps' successive Interim Tactical Television System, employed on the simulated battlefield at Fort Meade, used compact RCA Vidicon cameras.



RCA's color television camera pictures the amphibious tanks landing & making a beachhead

Frank Helgeson, mgr. of Service Company's Demonstration Group, sets up the equipment to be used at the Army's headquarters

The television camera takes to the air in an Army light observation plane, demonstrating the amazing versatility of combat television



A Small Saga Including Floods & Landslides

GLORIA watched George closely that night when he came home from work. She knew, with wife-like intuition, that something was wrong—and had been wrong for several months now.

Efforts on her part to have George lead up to the problem in conversation had only met with monosyllable answers and grunts from behind the daily newspaper.

It wasn't that GEORGE SMALL was morose or anything like that, but he just didn't talk about his work any more. He hadn't for quite some time now.

Gloria made a mental resolution:

"George, you're going to tell me what's eating you—and without my asking, too."

A few weeks later, while perusing an issue of the Company news that George had left on top of the living room coffee table, she saw a feature article on Hawaii and a new branch opening there.

Suggests A Change

Later, as George pushed back from the table after supper, Gloria turned from stacking dishes in the sink and asked brightly, "How would you like to go to Hawaii, dear?"

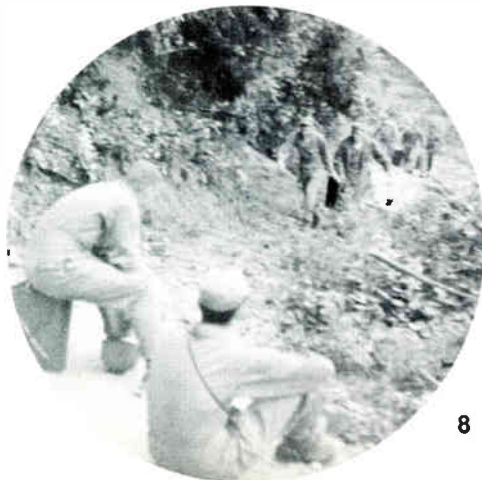
George looked at her rather blankly for a moment, then his face broke into a slow-spreading smile as they both realized a major crisis in the Small household had been averted. Now it was out in the open.

TV Technician George Small, of the Bushwick branch, began to speak (in a relieved manner) about what was troubling him.

He told his wife how he felt he wasn't getting ahead fast enough, that he had bigger and (he hoped) better plans for them. Still, he admitted, he was reluctant to leave the Service Company.

In two and a half years he had gone from apprentice to journeyman; they had been wonderful people to work for and even though there was little doubt that he had his foot on the first rung of the ladder of promotion . . . he just felt he was capable of more responsibility and

GI's & FE's carrying fresh water



8



Govt.
FE George
Small testing
communications eqpt.

work—he wanted a job with what he felt was more challenge.

Gloria and George talked until late in the evening. George finally agreed with Gloria's logic that "RCA has a lot to offer" and at length he announced his willingness to ask for a transfer to the Government Service Department the next morning.

J. J. NYE, the branch manager, agreed with George (following an hour-long interview the next day) that perhaps the Govt. Serv. Dept. could offer the opportunity George was seeking. While he disliked losing a good tech—still he would certainly put through the transfer request.

George started with Government in Feb., 1953, after completion of the usual six weeks training at home office and was assigned to Japan.

Finds Tokyo Rebuilt

On his way to southern Kyushu, George, like most veterans who had seen the devastating ruins of Tokyo following the Japanese surrender in 1945, was astounded to observe the extent of the rebuilding of the capital. Most of it had been "completely flattened" when he saw it last.

Working as an instructor on military radar equipment with the 527th AC & W Group, the FE guided Air Force personnel through the fundamentals of site construction and location, with the airmen learning the rudiments by participation in "O.J.T." (on-the-job-training).

Outstanding in the ex-corporal's memories of his second sojourn in the Far East are the bleak days during the late spring of last year.

That was when the incessant and torrential rains washed in disaster in the form of floods and landslides.

"It rained for three or four days without let up," said George. "Then came the floods, washing the sandy soil in the area

A flooded house & rice field



World Radio History

down the hillsides and eventually causing landslides. In two days we had 24 slides and we were plenty worried about our six to eight hundred feet high hill-top site."

One of the road-side drainage ditches, which had never held more than 12 inches of water, went to eight feet deep during this rainy season.

The turbulent, rushing water gouged into the hill site. The men feared for their water supply. The water tower, despite its huge concrete base, was slowly being undermined.

A retaining wall, 32 inches of thick concrete, was pushed 600 feet from its location, carrying two Japanese houses with it.

Labor Without Halt

Derricks and men worked without halt to keep the drainage ditches and pipes free of the tons of clogging sand carried by the swirling, coffee-colored waters which threatened to back up and engulf whole villages, heaping more misery and disease on the ill-fated land.

The ponderous slides knocked out communications, consisting of commercial land telephone lines, for more than a week. But the airmen and the field engineers managed to maintain their site and keep it functioning 24 hours a day, in the best military tradition.

Then came the long period of waiting for the rampaging water to subside—and then the GI's joined with the stoical inhabitants in rebuilding their homes and lives.

Serving now with the Air Defense Command in the Eastern Air Defense Force, the FE is at Ft. Knox, Kentucky.

George enjoyed his two-week vacation in Florida last May with his wife and son after his return to the States.

Now the ex-TV installation technician speaks confidently of his future with RCA. And why not? He's found the job with the challenge he needs.

George, Gloria & son Mitchell



Greece



... A pause before ancient ruins in Athens

Germany



T. G. Whitney & Mrs. H. Mills (wife of European mgr.) share driving responsibilities with Harry after a halt for pictures.

Turkey



... St. Sofia Mosque in old Istanbul, Turkey

Govt's Field Operations Manager Spans A Continent

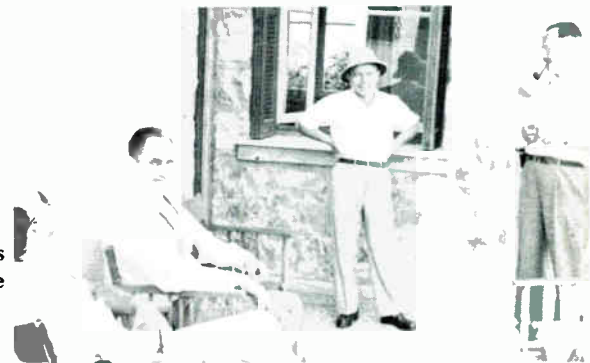
With his head full of facts and figures concerning Government's sweeping overseas operations, T. G. WHITNEY recently arrived back at home office after a four and one-half week whirlwind business tour of Europe and the Near East.

During the trip, planned as a general inspection of living conditions and to aid in solving personal and technical problems of the field engineers, Tom saw eight countries: France, Germany, Italy, Greece, Turkey, Yugoslavia, Spain and Portugal.

The inspection-tour itinerary also covered visits to many U.S. military officials and missions in the NATO countries.

Highlight of the trip for Tom, who was accompanied by European Manager HARRY MILLS, was a Fourth of July lawn party given by U.S. Ambassador Riddleberger in Belgrade, Yugoslavia. Dignitaries attending included members of the Yugoslav general staff.

(Left to right)
H. H. Millson,
N. Dawedowsky
G. Gaetanos &
T. G. Whitney
discuss some of
the FE's problems
in Athens, Greece



In usual order,
Tom Whitney,
M. R. Paglee,
Italian officer
& J. Bassi pause
for the camera
in Rome, Italy



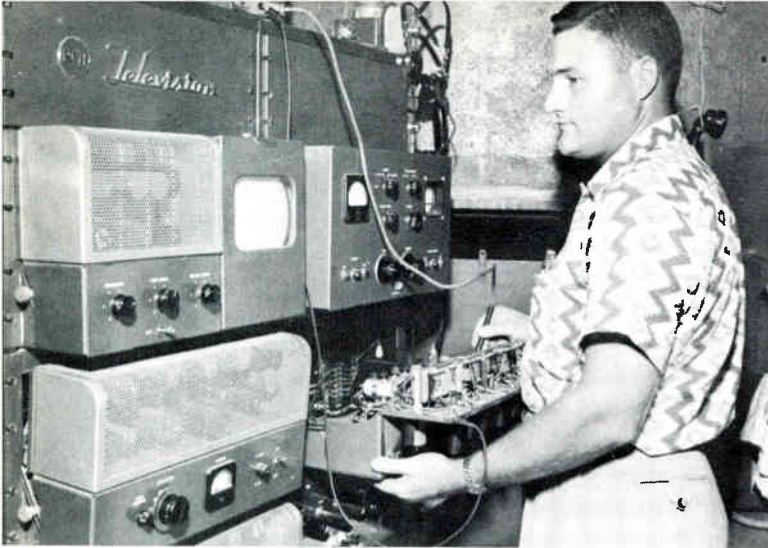
Persons at this Rome, Italy, party were positive they were seeing double.

(Left) Jack Begon, NBC commentator, (right) Serv. Company's T. G. Whitney



A footsore & weary Operations Manager pauses in his travels in the streets of Ankara, Turkey





Tech Prod's Field Engineers Pipe Ringside Seats Nationwide

Dallas district's Bob Shorthose checks his closed circuit TV equipment the night of the Marciano-Charles heavyweight fight

Brown, handling his first fight coverage, reported the sync was lost only once (and that momentarily), but otherwise an enthusiastic reaction by his crowd of 3,200.

Al worked for three days prior to the contest installing at PT-100 at the Palace Theater. He says the audience was so noisy you couldn't hear the commentator, but a good picture filled the entire screen and the management was elated.

Pittsburgh Sells 10,000 Seats

Above the Mason-Dixon line, Pittsburgh Field Office Manager HARRY MORROW's men handled three theaters in that city, with a combined audience of 10,000 fight fans.

FE H. W. WINKLEMEN declares heated interest (theaters were sold out two weeks before) evident until the two fighters entered the ring, but after each round, enthusiasm waned sharply.

Two instantaneous video drop-outs during the sixth round went unnoticed with Wink's by-now almost lethargic audience, notable for the unusually large number of women present.

Pittsburgh's pre-fight preparations included changing a kine in one theater, four modifications in another and a total of nine tubes replaced in all three projection booths.

ALL the pre-fight tension before the recent Rocky Marciano-Ezzard Charles title tilt wasn't confined to ringside corners in Yankee Stadium, N. Y.,—the strain existed in theater projection booths coast-to-coast in the many cities where over 40 Technical Products Service engineers handled the closed-circuit TV projection equipment.

And there was good reason for the tenseness. The bout had the largest TV audience and was the most ambitious, coverage-wise, held to date.

Indicative of the pre-fight walking-on-eggshells period is FE BOBBY SHORTHOSE's reaction:

"How would you feel when you turn the high voltage on just 10 minutes before show time and have the overload kick out . . . you then turn up the video and find you have nothing but a white picture on the screen? After the theater had lost revenue for two days due to postponement of the fight, you start to break out in a

cold sweat as you suddenly realize if the fight isn't shown there will be some \$8,000 in refunds and this isn't counting all the money tied up in telephone cables and labor."

Bobby's increased gray hairs notwithstanding, District Manager WALT GILREATH lauded him (and his fellow-engineers in the Dallas district) for excellent performance, noting that despite minor pre-fight difficulties, there was no loss of screen time and the management (Met Theater, in Houston) and audience were pleased. The veteran theater-TV engineer handled the entire operation in his stride.

Dallas, covered by PAT TYNER and RUSS WILLIAMS, was handled with similar dispatch, with both men announcing they used to be nervous, but no more. "We just watch the program."

Over in Louisiana, L. N. BROWN and AL RILEY serviced two theaters in New Orleans.



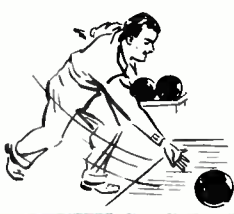
(Above) Engineer Al Riley working at the Saenger Theater, New Orleans, pauses, in his thorough preparations, for a picture

(Right) F.E's H. W. Winkelman and E. W. Berger test their theater TV equipment to insure perfect operation before the fight. Standing is Loew's Penn Theater Manager Frank Arena, in the projection room



(Left) Pat Tyner, of Tech's Dallas dist., makes his final check on the closed-circuit TV apparatus. Pat's also skilled in RCA's Electron Microscope and ITV. Dist. Manager Walt Gilreath says Pat's never lost a show





Of Sports... Champions... and Catches



Service Co. Pres. E. C. Cahill presents the 1953 Bowling Champs Cup to Capt. Frances McCarthy. Others (l. to r.): Pat Villanova, Delores Norton, Phyllis Doyle, and Florence Thyssen



Service Co.'s Personnel Manager Joe Murray opens the 1955 season



'53 Men's Bowling Champs get cup from Pres. Cahill. (L. to r.): M. Gracey, H. Brown, P. Eichfeld, J. Fuhs & Payroll team Captain P. J. Kelly at ceremony in president's office last month



Flushing's proud of this championship team, awarded a trophy symbolizing the New York district crown, won by besting 8 branches



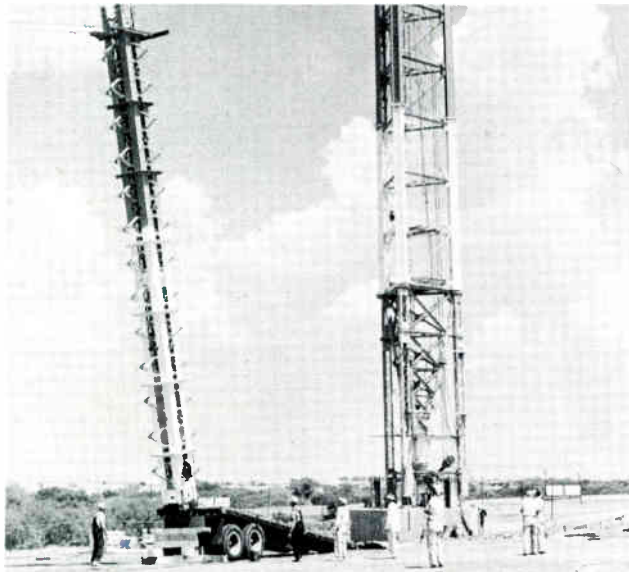
This Service Company Home Office team won a hardfought playoff to cop the Fastball League Crown at Camden

(Below, left to right): Ed Esko, Harry Sloan, Milt Gracey & Lou DePass. This home office golf foursome won the 1954 Night Golf League honors



(Left to right) Bill Trefz, Serv. Co. Pres. E. C. Cahill and Bob Scully with a fine South Jersey catch

RCA Is Riding High . . . atop World's Tallest TV Mast



Station KWTV's 14 bay supergain antenna on the way to the top of the world's tallest man-made structure, just outside Oklahoma City

Two Tech Products field engineers have the answer to the old chestnut, "How high is up?"

FE's JACK BRINTON and WAYNE NEUHAUS will tell you it's 1,572 feet. That's how high the world's tallest man-made structure soars—from antenna-tip to base.

The towering mast with its 73-foot RCA antenna was ordered by Station KWTV, Oklahoma City, Oklahoma, to increase its effective radiated power approximately six times.

A. R. Hopkins, broadcast sales manager, Engineering Products Division, says the structure stands about 100 feet higher than New York's Empire State Building and more than 580 feet higher than the Eiffel Tower in France.

Begins Operating This Month

Expected to be in operation this month, the overall mast (with antenna) weighs more than 75 tons; is a guyed type; and is designed to withstand wind velocity up to hurricane proportions.

The RCA antenna (TF-12 BH) is a 12-section, very-high-frequency superturnstile type. Built for 50,000 watt input, it will increase KWTV's effective radiated

power from 50,000 watts to 316,000 watts, the maximum allowable under FCC rules.

KWTV has been on the air with an RCA TT-10 AH 10kw transmitter since December, 1953, and with this power increase expects to provide Grade A service to about 55 miles; Grade B service to a distance of almost 74 miles.

In addition, the giant mast will also accommodate a second antenna for use by the Oklahoma Educational Television Authority.

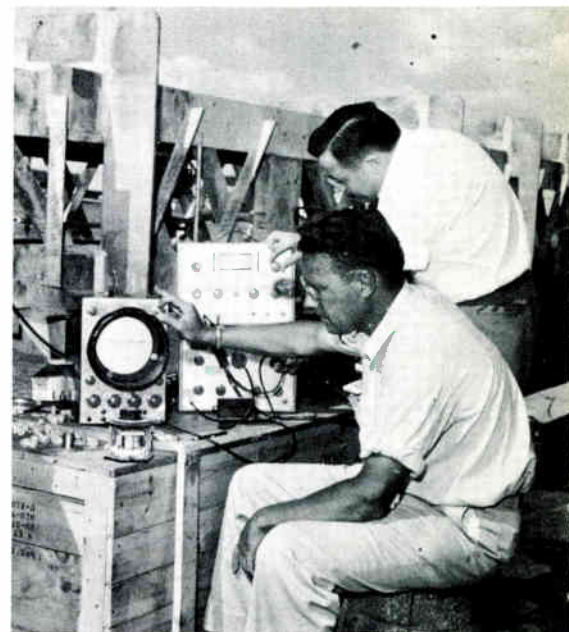
The two Service Co. specialists were on hand to check out the antenna and transmission line.

Wayne Neuhaus, a resident now of Penns Grove, N. J., received his early schooling in Glen Rock, Pa. Following graduation from high school there, he entered Gettysburg College, only to find his future was in electronics. Deciding to specialize, Wayne entered Kansas City's Midland Television School where he studied radio and TV (making him almost a pioneer in early TV courses). After graduation he worked for several radio stations as a transmitter engineer, ending up as chief engineer before he left radio for a career in servicing.

Joins Service Company

Joining the Service Co. early last year, Wayne underwent extensive training at home office before assignment to the Engineering TV Broadcast Group.

Noted for his flexibility and versatility, he's spent considerable time climbing and aiding in the erection of high-powered Midwest TV antennas while rolling up an enviable record of customer compliments.



Tech Product's Field Engineers' Jack Brinton (foreground) & Wayne Neuhaus making final ground check on RCA antenna for educational station KETA

Wayne's fellow-engineer on the skyscraper antenna was Jack Brinton, who began working for the Service Co. back in 1946 as a technician's helper out of the Camden shop.

Jack entered the field of electronics service soon after graduating from Iowa State College with a BS degree in electrical engineering.

Serves in Korean War

Servicing Philadelphia area TV sets from the old Bryn Mawr branch, Jack was named field supervisor and soon after, hostilities in Korea saw him enter the Navy for the second time.

A tour of duty as a radio communications officer only whetted the engineer's long-standing interest in sound reproduction (as a boy he constructed two amateur phonographs) and upon his return to the Service Co., he transferred to TURNER GRIFFIN's TV broadcast engineers.

Married now and making his home in Aldan, Pa., Jack's found the increased responsibility to his liking, even with "commuting" on a national basis.

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RCA Pioneered
and Developed

**COMPATIBLE
COLOR TELEVISION**