

RCA SERVICE COMPANY

News

April, 1947



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

Entries Disclose Sales Astuteness

Impressive Array of Standouts
Made Selection Tough

Both quality and quantity distinguished the entries in the Easter Parade Contest. Apparently every eligible person who could muster a qualifying contract turned in an entry. Judging was no simple matter. Nevertheless, the judges came remarkably close to unanimous agreement on their initial ballot.

Losers Had Standouts, Too

A majority of the entries were good enough to press the winners. A standout amongst these others was that of Floyd Armstrong, Cleveland's HF heating specialist. Floyd, who staked his chances on a \$3,600 HF service deal with International Plastics (covering one RCA and three competitive jobs), set forth a downright persuasive story about an intelligently planned campaign. Other industrial entries that caught the judges fancy were those of Carl Welsher (Home Office), W. R. Durrett of Cleveland, Henry Geers of Atlanta, Harry Morrow of Pittsburgh and M. E. Pickrell of New York. With so many more representatives, the number of theatre-deal standouts naturally was much greater.

Everyone was impressed by the understanding of correct sales practices and sales psychology the entries reveal. One finds little evidence of sales hopes pinned merely on artful talking or fast walking. But one does find example after example of thoughtfully planned and cleverly executed selling.

Three-Step Selling

One sees ample proof that every man is thoroughly aware of the three principal steps in the making of any sale, namely: first, make the prospect want the KIND of thing he is selling (service); second, make the prospect PREFER to buy it from him—rather than from a competitor—by making the prospect realize the ben-

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ATLANTA'S STELLING WINS EASTER PARADE COMPETITION

HE WON THE SUITS



The South sports a man named Clay Stelling,
Who by showmen is found so compelling,
That his deals they must ink,
When he gives them the wink.
That's why he two suits got for selling.

HE WON THE HATS



New Orleans has a man that's named Browne,
Who, it's said, on tough sales goes to town.
His technique is to prove
That his work's in the groove.
Thus he won for each Browne a new crown.

Dallas' Browne Places Second in Classy Field

Clay Stelling, one of Atlanta's most reliable performers in the theatre service-sales field, was judged the winner in the Easter Parade Contest that closed on March 17. To L. N. Browne, of the Dallas District, went the second place award. In accordance with the contest terms, the Service Company bought both Mrs. Stelling and her husband a new suit. Likewise, it bought new head gear for each of the Brownes.

To George Sandore, Atlanta's conscientious and affable District Service Manager, also went a new suit as a reward for having the top winner on his staff. Likewise, to Walt Gilreath, Dallas' hard plugging Manager, his choice of a chapeau or boots for having come up with the second place entry.

Stelling a Consistent Service Seller

Stelling, ever since joining Atlanta's field staff in 1942, has been one of the most consistent performers in a district that boasts such standouts as Swinney, Geers and Gould, to mention just a few. Except for a brief fling at the equipment sales game, Clay has headquartered in Augusta, Ga., throughout his service with RCA. Prior to joining RCA, he had about 12 years' experience in the sound projection field, also a couple of years sales work.

Varied Background

Browne joined RCA in 1936. Prior experience, following graduation from North Carolina State College, included engineering assignments with two large radio manufacturers and four years in a radio servicing partnership. Upon signing up with RCA he was assigned to the Dallas District with headquarters at New Orleans. In 1942, he was transferred to

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TELEVISION HAS HEAVY TRAINING SCHEDULE

Program Includes Our Men, Distributors and Dealers

A heavy schedule of training activities has been occupying the attention of the Home Office staff of Television Service. The training program involves a variety of people, including Distributor, Dealer and Service Company employees.

Television Shops

Thus far, a half dozen groups of men selected from our Television Shops have been put through a stiff training schedule which requires seven working days. These men are primarily those who, because of their ability, are being switched from

installation to servicing work. The most recent group is pictured on this page.

The Television Shop Managers also were called into headquarters for a special one-day conference and training session on March 19.

Distributor, Dealer Training

The policy of Home Instrument Sales specifies that no RCA television receiver may be kept on the dealer's floor for more than 90 days. If RCA Service personnel were called on to set up, connect and

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TELEVISION SERVICE TRAINEES IN SESSION



Hard at it when our Staff Photographer put in his appearance, was this group of trainees from six of our television shops. Seated are, left to right: J. M. Shuskus, Kearny; R. J. Duncan, Long Island City; I. Elwin, Brooklyn; S. G. Grey, Bronxville; V. S. Luna, Bronxville; F. Tarkington, Arlington; H. Tjarnell, Albany; J. Olsen, Brooklyn; A. Eldridge, Kearny; T. H. Buraczewski, Long Island City. Standing at head of table are R. V. Scully and M. G. Gander of the Home Office.

TELEVISION SHOP MANAGERS GO TO SCHOOL FOR DAY



Gathered around the table for advice from the management of our company were Television Shop Managers: R. C. Hansen, Chicago; J. A. Hatchwell, St. Louis; K. C. Heddens, Brooklyn; H. J. Bowes, Bronxville; A. L. Conrad, Albany; C. R. Odden, Long Island City; R. L. Olmstead, W. L. Jones, E. C. Cahill, W. J. Zaun and D. H. Stover of the Home Office; R. C. Gray, Assistant to H. P. Laessle at Collingswood; M. W. Tomlin, Bryn Mawr; D. M. Brown, Arlington. Seated in second row at the right are M. G. Gander of the Home Office and E. A. Hilderbrand, Kearny.

Long Island City Men Cop Television Contest

McCaffrey-Ramus Team Wins
Clear-Cut Decision

The E. B. McCaffrey and B. J. Ramus team topped all others in a television installation contest which ran through Jan. 27 to Feb. 15. This team scored 700 points. Its best one-day record was four installations. Each was awarded a \$50 Savings Bond.

Second in the final scorings was a Brooklyn team, consisting of R. J. Duncan and G. B. Finigan. These lads scored 580 points. Their best one-day record tied that of McCaffrey and Ramus. Each was awarded a \$25 Savings Bond.

An RCA pen and pencil set was awarded to each man on the top team for each shop. These men are E. R. Geyer and W. H. Howser, Long Island City; S. H. Savas and P. B. Praetorius, Brooklyn; R. A. MacDonald and M. Gershuny, Bronxville; C. J. Newman and V. A. Kulik, Kearny; H. B. Whiteside and F. J. Bradshaw, Collingswood; G. C. Lee and H. A. Tjarnell, Albany; F. V. Tarkington and J. W. Droll, Arlington; R. W. Carlson and R. C. Peard, Chicago. First three of these teams had top days with three installations; others had two for their tops.

A Special Award of an RCA pen and pencil set was made to H. L. Warringer, Albany Shop, for making two installations on a single day without any assistance whatsoever.

adjust all replacement receivers, this work could interfere with our consumer installations.

Because of this, it was decided that RCA Dealers ought to be taught how to make these switches in instruments without any outside help.

Under the plan which was adopted, our men conduct one training session for each Distributor. At this session, men from the Distributor and his key dealers are taught how to do the job. Here they also get a chance to do the work under the watchful eye of our representative.

The Distributor thereafter conducts as many more training sessions as are needed to cover his dealer requirements. At these other sessions, the Distributor's men serve as instructors.

Charlie Hobbs, of the Home Office, is conducting the primary sessions in the eastern area. The Television Shop Managers are handling those in the midwest and on the Pacific Coast.

THE STORY BEHIND THE NEW AD PROGRAM

Those of you who read theatre publications have noticed that our March advertisements inaugurated a brand new type of campaign. Connected with this is an interesting story.

A twelve-time run is commonly considered about right for an advertising campaign. The cartoon type format had been in use much longer, hence a change seemed desirable for this reason, if for no other. Also, there was a dearth of good ideas for subject matter. These, however, were but two of the deciding reasons.

Opinion Polls Studied

We reviewed in detail the results of previous opinion surveys. We studied the votes and the comments. We tried to get at the reasons behind them. In addition, we polled the District Service Managers again to get an even more up-to-date expression of opinion.

Nine of these managers responded. To our question on whether we should continue the cartoon format, five said "No", two said "Yes", and two were not specific. The comments of the latter two, however, seemed to indicate that they wanted a different type of campaign irrespective of format employed. Of the two who said "Yes", only one did so without reservations.

"Be More Dignified," They Said

A criticism that repeated itself throughout the prior field representatives' surveys was that the cartoon format lacked dignity. Good advertising is supposed to make employees feel proud of their company. The comments made us think that some of the fellows winced when they saw some of the cartoons. If true, this was bad and a black mark against cartoons as they have been used in some of our advertising.

Although much of the most effective advertising, particularly in the consumer field, is of the lighter variety, it wasn't necessarily logical to conclude ours also should be light. After all, how many insurance ads treat fires or deaths in a humorous vein? We decided our next campaign should employ serious treatment.

Reading Habits Considered

We tried to find out what trade papers knew about the reading habits of their subscribers. We found out very little, so had to rely on our own judgment. Based on our own observations and on reports sent in to us, we concluded that an ad in one of these papers, to be read at all, must have high attention-getting values. One device commonly employed for this is a large illustration with a lot of good black mass. We decided to take advantage of this. We also had concluded that most exhibitors do not read many

long ads; so we decided that our ads must get their message across mighty fast.

Various Appeals Were Considered

We had to decide whether we should spend our money on persuading exhibitors that they should have service, or on trying to convince them that ours is the superior service organization. We decided that the first warranted primary attention.

We analyzed the numerous suggestions for advertising material. Some suggested we tell exhibitors what we can do for them. Others suggested we tell them how good we are, the great facilities behind us, etc. We decided that exhibitors, being quite human, are more interested in what we can do for them, and in the benefits they will get from an RCA Service Contract. We, therefore, decided to stress customer benefits rather than boast about ourselves.

We Play On Fear

We knew that fear is the strongest of all the motives that impel exhibitors to contract for service. We knew that practically every Service Representative plays up to the fear motive in his personal selling talk. Why then shouldn't our advertising play up to this same motive? We decided it should.

Picture and Caption Format Chosen

By putting all these conclusions together, we decided that the picture and
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BENHAM JOINS BRENKERT LIGHT PROJECTION COMPANY

Former RCA Servicer Heads Quality Control

H. J. (Dutch) Benham, who for many years served the RCA Service Company as Field Service Representative and District Service Manager, has moved to Detroit where he is in charge of Quality Control for the Brenkert Light Projection Company.

For the past several years, Benham has been serving as a Commercial Engineer for Theatre Equipment Sales. Prior to that, he was stationed briefly at Detroit in a liaison capacity with the Brenkert organization. Previous experiences included a term as Commercial Sound Salesman, Service Manager for the Cleveland District, and Field Service Representative with headquarters at Akron.

On behalf of his many friends in the Service Company, we extend to Benham best wishes for success in his new position.

PROJECTIONISTS' HANDBOOK TO BE REPRINTED

Questionnaire Sent Out For Editorial Content Survey

The RCA Handbook for Projectionists is to be revised and reprinted during the ensuing year, according to Ed Stanko,
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ADIEUS AUGER



When his host of good friends in the Motion Picture industry learned that he will retire this summer, Ed Auger, Theatre Equipment Sales, found himself being feted at film centers throughout the U. S. There are mighty few who have as many friends in the motion picture theatre business. Through testimonial dinners and printed tributes they are showing their high regard for Ed who has spent 47 years in this business, 18 with RCA.

Typical of these testimonial dinners is the one given at Atlanta. Here the Southeastern Theatre Equipment Co., Jack Dumestre, Jr., President, was host at a dinner for Ed and the RCA Staff in the area. Seated left to right are Mr. and Mrs. J. B. Dumestre, III with their daughter, Mrs. G. F. Sanders, Edward Auger, Mrs. J. B. Dumestre, Jr., J. F. O'Brien, Manager of RCA Theatre Equipment Sales, Mrs. R. E. Cobble, R. F. (Bob) Cobble and Mrs. C. J. Faulstich. Standing are J. B. Dumestre, Jr., George Sanders, Johnnie Lomax, Mrs. J. R. Lomax, W. E. Kyle, Mrs. C. L. Swinney, Charles Swinney, Carl Johnson, Manager of our Theatre Service Division and Jack Faulstich.

Exhibitor Pitches Daisies At RCA Servicer Kasey

Excellent Service Makes Him
Recant Rate Increase Gripes

One of the finest tributes we have seen for a long time was paid recently to RCA Servicer C. M. Kasey by one of his exhibitor customers. The bouquet was in the form of an unsolicited letter sent to our Credit and Collection people by Mr. Leo Stephany, owner of the Music Hall Theatre, Newport, Ky. The letter reads as follows:

"I wrote you some time back, complaining against the increased cost of service. I think you can recall my letter. Now I want to apologize for that letter, for without your service I don't know what I would do. I had a breakdown last week and I tried to get a service man to repair my machines, it seems that the operators have gone out of business insofar as making repairs are concerned.

My last thoughts were to call up the RCA Service. I didn't think they could do this repair, but I want to say this, that MAN, Mr. C.-M. Kasey, is one of the finest service men I have ever met, and this is not the first time he saved the day for me.

Anyway, he called me the first thing next morning to find if I got any help, and when I informed him I had not, he said he would call the Union to see if they would allow him to help my regular operator to repair the machine. Within the hour, Mr. Kasey was here and in no time he had the machine in operation, and was I happy.

I was somewhat ashamed of the letter I wrote you, as I have had that increase returned to me on several occasions through the untiring efforts of Mr. Kasey. I hope you will never find it to your advantage to remove this man from this territory as I for one have certainly learned to rely on him."

This letter reemphasizes the idea that the quality of Service is fully as important as the price. The best insurance for the future we can have is to win everywhere the high regard that Kasey has won in this instance.

ADVERTISING

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caption format offered the best means for reaching our goal. The large mass of the illustrations, is calculated to get attention. The brief picture captions tell the essential elements of our story. The short

WITH THE HAMS

When Bob Pearson, Government Section field representative on West Coast, and ten meter amateur phone operator under call letters W9GCE, called CQ from Coronado, California, he raised W9QIB at Indianapolis. Brown previously had chatted about signals and stations, the boys got down to talking about their jobs and discovered that both worked for the RCA Service Co. The operator of W9QIB is none other than Fred Brown, Theatre Service representative headquartered at Indianapolis. Brown previously had chatted with Fred Huff, W2AMB, New York. Hollywood is not the only place where they make "hams."

body text elaborates on our proposition to those who will hold still long enough to read it. Moreover, the resemblance of the ad to regular editorial matter is very strong and this should help induce reading.

This kind of ad is expensive because the art work for four pictures is literally four times as costly as that for one picture. To offset this, we plan to run each ad several times. There will be a lapse of at least two months before an ad is repeated; hence when an exhibitor sees one for the second time it will be practically as effective as it was the first time.

Added savings will result by using different combinations of the individual pictures. The April ad, for example, uses two of the four pictures used to make up the March ad.

Position Also Considered

We also questioned our position in the books in which we advertise. We wondered whether we should be in the general sections rather than in the equipment sections, such as Modern Theatre, Better Theatres and the Physical Theatre. We found that the space rates in the equipment sections are approximately one-third less than for the general sections. Moreover, the papers themselves advised that we stay in these sections. We decided to abide by their recommendations.

Tell Us What Exhibitors Say

We don't think the ads are perfect or that unlimited time on the part of ourselves and our agency couldn't improve them. But we do expect them to do a good job for us.

You, who are in daily contact with exhibitors, have an opportunity to be of real help. You can watch for exhibitors' reactions and pass on to us any you observe along with your own. Good or bad, we want to know what they are so that we will know what to watch out for when planning new ads.

JOHN B. DEARING



DEARING AND HELGESON IN JOB CHANGES

John B. Dearing, until now Supervisor of the Television Demonstration Group, has transferred to the Communications Service Division. In his new assignment, Dearing will supervise installations of transmitter and studio gear of all types. His former place was filled by moving up Frank N. Helgeson.

Dearing joined RCA in 1930 and served successively in the Atlanta and Pittsburgh districts before being called in for television work in 1939. During the war, he served in the Government group.

Helgeson joined RCA in 1932. He spent most of the prewar years on service circuit assignments in the Kansas City District. He was called in for Government service activities at the start of hostilities. Following conclusion of this assignment, he was transferred to the Television Demonstration Group which he now heads.



FRANK N. HELGESON

Powers Promoted To Sales Position

Group He Headed Is Consolidated With 16 MM Under Ballinger

D. B. (Bruce) Powers, one-time RCA Servicer in the Los Angeles District, more recently a Supervisor in W. W. Jones' Industrial Division, and in between a Lt. Colonel in the Army, has joined the field sales staff of the Engineering Products Department. Powers will handle sound sales in the Los Angeles Region. He and Mrs. Powers have already arrived at their new headquarters, following a transcontinental automobile journey.

Sound and 16MM Service Consolidated

The service section formerly headed by Powers has been consolidated with the 16MM section under W. P. Ballinger. "Bally" as he is known to many people at headquarters, developed our present 16MM service plan and put it into operation. He also selected and trained the field service experts who instruct and supervise distributor and dealer service activities. Prior to being called in for Home Office duties, he served in the Pittsburgh and Cleveland districts.

California Was Calling All the Time

Powers has been a life-long resident of the Pacific Coast, excepting for his tour of duty with the Army and his stay of about 18 months here at the Home Office. He was a Field Service Representative in the Los Angeles District when he was called to active duty in March, 1941. While in the service, he coordinated requirements and developed specifications for sound communication and distribution systems, sound motion picture systems, and film recording systems.



D. B. POWERS



W. P. BALLINGER

Powers was released from active duty in Sept., 1945, whereupon he returned to our company and was induced to take a position as supervisor of the Sound Products Section of the Industrial Service Division. The West Coast was in his system, however, and when Sound Sales offered him a fine opportunity to return to his native California, he lost no time in accepting.

On behalf of the entire organization, we wish for Powers a thoroughly Sound-Powered success in his new position. Likewise, we extend our wishes for success in his larger responsibilities to Ballinger.

H. J. BENHAM



Benham, former RCA Servicer in Cleveland and Pittsburgh Districts, has joined staff of Brantek Light Projection Company at Detroit. See story on page 3.

RCA MICROSCOPE FEATURED IN PUBLIC SHOWINGS

Demonstrations Used In Public Relations Programs

Twice within recent months an RCA Electron Microscope has been made the focal point of publicity on behalf of institutions seeking to make the general public more aware of their work. In each instance, the institution purchased a microscope and then proceeded to arrange for a series of admission-free public showings before placing the device in the research laboratory for which it was purchased.

Shown At Chicago and Philadelphia

First of these showings was arranged by Northwestern University of Evanston, Ill. Its instrument was set up temporarily at the Chicago Museum of Science and Industry. Free demonstrations were given to the public in groups of ten during the period Jan. 17 to Feb. 19. People were so interested in seeing this electronic marvel in action that they stood in line for more than a half hour.

The second public showing is currently in progress at the Museum of Franklin Institute, Philadelphia. After a 30-day public showing, this unit will be installed in the institute's research laboratory.

Service Expert Supervises Both Setups

Playing an important role in these two events was John Steely, electron microscope specialist of W. W. Jones' Industrial Service Division. Steely supervised both of these installations and instructed the demonstration staffs.

Prior to the war, John was on theatre service in the Pittsburgh District for some years. Previously, he had also handled Service circuits in the Mississippi Valley area. During the war, he was assigned to Government Service and subsequently to electron microscope activities.

PROJECTIONIST'S HANDBOOK

(Continued from page 3)

Manager of the Technical Section of our Theatre Service Division.

Please Fill Out Questionnaire

As a means for securing the recommendations and suggestions of all interested field personnel, Ed has prepared an elaborate questionnaire. This he has sent out to all Field Representatives who contact theatres.

Ed is anxious that everyone of you respond and thus give him an opportunity to determine exactly what you fellows need to do the right kind of a promotional job amongst your projectionists.

RCA SERVICE COMPANY NEWS

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

Editor

FRED W. WENTKER

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STELLING HEADS EASTER PARADE

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Government Service activities, but returned to his old headquarters for theatre service in 1945. His records on both technical service and service sales stamp him as a man who can be depended upon.

Both entries demonstrated in an understanding of sound selling principles. Both also proved that they plan their selling campaigns in a way that makes a successful ending the logical outcome, and that they have the persistence to stick to their plans.

SALES ASTUTENESS EVIDENT

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efits HE gets thereby; third, be in a position to make delivery of the purchase when his prospect wants it.

The situations and techniques that were employed for each of the three are packed with drama and showmanship. Take, for example, the first step. Notice Browne's approach. Every step was designed to make that exhibitor want what Browne was selling. Getting the prospect to participate by taking down the data was one of the slickest parts of the scheme. It's a proved selling tactic.

Proof Technique A Favorite

To mention all the angles that were worked and the names of all the fellows would take several times more space than we have. So we had to make some random selections and let it go at that. Swinney of Atlanta, Herbst of Chicago and Howard of San Francisco, boldly proved that they could better the sound enough to justify the cost of good service. Bisbee of New York, Berger of Pittsburgh and Campbell of Atlanta used carefully staged demonstration calls. Each took pains to display and use repeatedly each of the test tools. Each got his prospect to participate by

discussing various phases of the work as he proceeded.

Ball of Chicago had to carry this proof technique through three demand calls before he finally got the contract inked in. Tony Falcone of Philadelphia was able to get there via a single demand service call. L. W. Jones of Pittsburgh had to make only one sales call. He directed attention to the bad hum, pointed out other needed repairs, and got a deal right on the spot.

"We Don't Need"—But They Bought

Wilmert of San Francisco persuaded his prospect that it wasn't good business to entrust entirely to his inexperienced projectionist the thousands of dollars worth of new equipment. Burnett and Platt of Cleveland, Colson of Atlanta, and Cimikowski and Titcomb of Boston also stressed protecting the investment and continuity of operation.

Freedom to concentrate on other business affairs was stressed by Page and McMillin at Chicago. "RCA Service for RCA equipment" was the key used by Graves of San Francisco. Hoffman of Atlanta kept calling at a theatre scheduled to open, finally found them at an impasse on circuit trouble. In thirty minutes, Hoffman fixed them up and collected a contract. Ed Pothier of Los Angeles keeps feeding his prospects a steady stream of proof of the value of service. He tells them how service saved a show here, another there.

Durrett of Cleveland was checked on an electron microscope deal by the maintenance chief who maintained his crew could handle anything. Durrett looked for the chink in his armor, found it in "column alignment." This gave the chief enough grounds so he could recommend service without losing face.

Carl Welscher wasn't stopped at National Store & Fixture, Johnstown, Pa., by the blunt statement "We don't want service, and we don't want to hear any more about it." He kept on being just as helpful as possible. He got into a lively discussion on application problems with the General Manager and the Industrial Engineer. This made both men appreciate what Carl was offering, and a quick OK on an S & M deal on their 15-B HF generator.

Surveys Help Do The Job

Pickrell used a businessman's approach to get a deal on three equipments from management of SS America. He showed how this would slash paper work, save red tape delays. He also showed exactly what they would get. Dave Gould, Atlanta, picked up three Navy deals simply by following a business-like survey with an effective selling talk on advantages and quality of RCA Service. Geers, also of Atlanta, signed up a big textile mill sound system by stressing operating efficiency

and protection of their investment. As his clincher, Reasin demonstrated our emergency telephone system to the Armed Forces Staff College at Norfolk, Va.

Step Two Works All Angles

So much for the first step. How did these men accomplish the second? How did they get their prospects to prefer their services to their competitors?

In the contract service business, it's often hard to discern just where No. 1 leaves off and No. 2 begins. This is particularly true when the theatre involved is not already on service. Showmanship in the use of test tools was commonly used in accomplishing No. 2. But lots of others were used too.

Our superior coverage was exploited by Hultgren of Boston; also by Prosser of Pittsburgh in winning a chain of 16 theatres from his competitor. That's only part of latter's story. First he set about getting himself and his teammates into the good graces of the key executives. Every prestige angle was cleverly worked during the build-up stage. So also were the personal selling slants. During this time, service contracts weren't even mentioned. But when the contract expiration day arrived, everything was ready and Prosser got the business.

Projectionist In Key Role

Lohr of Pittsburgh got the chief projectionist lined up on his side. Latter then swiftly okayed deal when circuit owners put it up to him. Moral, never underestimate the projectionist. He's either for you or against you. Which side he's on is squarely up to you.

Kasey of Cleveland persisted even after being told his competitor would get the business. He specified exactly what he would do and persuaded the manager to give him a chance. His work met his promises. The manager then went to bat with his home office, got the contract signed.

If Competitor Fumbles, Grab Ball

There were many instances where the men capitalized on errors of commission or omission on the part of competitors. Rudy del Castillo, of Los Angeles, for instance chanced to overhear an exhibitor (on competitive service) remark complainingly about excessive hum. Rudy introduced himself and offered his services. Exhibitor was dubious, but, being at wits end, figured he should try almost anything. Rudy found that serviceman, in desperate attempt to reduce hum, had cut 30-200 cps response by 21 db. del Castillo's doctoring made such a startling improvement that when he called exhibitor a week later, he was greeted like a long lost brother.

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DISTRICT BRIEFS

PITTSBURGH

A new RCA Theatre Supply Dealer has been appointed for the Pittsburgh District. Name of the dealer is Alexander Theatre Supply Co. Mr. Alexander, the owner, has made nice progress in setting up his organization. He has had considerable assistance from Mr. T. F. McCleary of the Sales Department, who spent quite a bit of time in Pittsburgh for just that purpose. That Mr. Alexander is also receiving fine cooperation from the engineers of the Pittsburgh district is evident from the fact that they have already sold several jobs for him. . . . A Sales and Service meeting was held at the Roosevelt Hotel here in Pittsburgh on Tuesday, March 18, attended by all Pittsburgh District personnel and visitors from the Home Office. In addition to becoming personally acquainted with our new theatre supply dealer, our men received thorough instruction on the new product line, dealer policy, availability of equipment, etc. . . . The marriage of Miss Patricia B. Jancsar to Mr. Regis J. Fishburn was solemnized at Holy Rosary Church in Pittsburgh on February 18. Mrs. Fishburn has returned to her job as secretary to Frank Hamre.

KANSAS CITY

Our old friend Ed Auger stopped over in Kansas City during his recent goodwill tour. At a farewell dinner given in Ed's honor, Charlie Miller and E. D. Van Duyn said the goodbyes to this District's service representatives. . . . We were pleasantly surprised by Luther Stone's recent visit made under his own power. Luther has made a remarkable recovery from the bad automobile accident in which he was involved last year, and is now "Rarin'" to get back into harness. . . . Paul Connet, our District Service Manager, is now a very proud "Grandpa". . . . Some of the boys who took a "Busman's Holiday" and dropped into the District Office on their days off last month: Archie Speak from out in Western Nebraska; Charlie Nagel from up in Iowa; Coy Waller from down Southern Missouri; Fred Walls from out in Central Kansas. What's a few hundred miles of driving when there's a good old-fashioned rag chewing at the far end.

ATLANTA

A farewell dinner for Ed Auger was held on Jan. 30. Sponsor of the dinner was our dealer, Southwestern Theatre Equipment Company, whose President, Jack Dumesstre, and Ed have been personal and business friends over a period of many years. Local members of the Atlanta Service

District presented Mr. Auger with a lounging robe as a token of their esteem. . . . When Charlie Swinney sells them, they not only stay sold, but also go to work for him. At Raeford, North Carolina, Charlie corrected a case of long standing trouble which our competitors could not overcome, even though they had been servicing the installation for a number of years. As a result, the exhibitor went out and secured four more contracts for us. . . . Our Nelson Spock knows how to sell projector parts contracts. Of a total of forty houses on his schedule, thirty have bought this feature. These thirty theatres are not owned by any single customer, but by many. This performance probably establishes four more sort of a record. . . . Clay Stelling is poison to all competitors. As a result of his excellent sales work and fine attention to business, his territory has had to be revised numerous times in order to maintain his schedule within reason. If all field engineers achieved the same success as Clay's, there would be no competition. . . . Dave Gould is back in his old stamping grounds in South Georgia, and is already beginning to write up new contracts with many of his old friends. By his work, he has definitely put a stop to the expansion activities of certain local competitors.

LOS ANGELES

This District gained a new member last month when Ellis King appeared on the scene with sleeves all rolled up for the installation of KMPC's 50 KW. We welcome Ellis into the West Coast group of RCA Service Company's distant relatives. . . . Johnny Volkman spent a number of weeks on the West Coast with the Academy of Motion Picture Arts and Sciences. Although John is not a member of the RCA Service Company, we are taking out papers for his adoption. We are always glad to lend John an ear—I say that's a joke, Son. . . . "T" Day for Los Angeles arrived Monday, March 10. Consequently for some time Larry Borgeson, Television Manager, has been busier than the proverbial cat. There's one thing about Larry—no matter how tough it gets, he can't pull out his hair. We are real proud of the organization Larry has gathered together and made to click—not to mention the ideal shop he has laid out for the boys to work in. . . . Eddie Miller of the El Centro run has resigned. . . . Rudy del Castillo sojourned south of the border for a week with Mexican friends. Rudy speaks the language and gets quite a kick out of brushing up on it. We notice he is waving his hands and shrugging his shoulders since he got back. . . . J. Edward Miller, our District

Sales Manager, who spent some time over in Arizona last month, tells us Owen Zweiger is somewhat busy with new installations, etc. Owen is settling down and enjoying the work as well as the superb Arizona climate. . . . Harold Madison, Supervisor, left for Arizona this week to spend some time with Owen Zweiger and incidentally put in an installation of a PG-230—our first out here. . . . We wonder if Ed Pothier, who we hear is planning a fishing trip, regrets having given up the Bishop run. Bishop is the mecca of all trout fishermen and Ed had that run for years. Now he has to plan for time off to go fishing. Hope Ed lets the exhibitors who are going with him catch most of the fish. You know, Ed, the customer is always right. . . . George Benjamin and Norman Owens are two more fishermen. Maybe our DSM could make a deal for the Bishop run during the season. . . . George Benjamin is also a hunter. Last year he and his party drove 3000 miles into Montana and back in a week just to get a crack at some pheasants. Understand he came back with the limit too. And we always thought pheasants were just for ornaments to be stuffed and put on the mantel. . . . King Aldridge is all set again after a couple of days in a dark room with a slight eye infection. We thought he had been out here long enough not to get eye strain from watching our glamour girls. Maybe we ought to keep him away from the Boulevard. . . . Jerry Ebenahm, our Chic Sale, has added another duty to his many accomplishments. Understand he is now mail carrier for Ellis King while latter puts in long hours on the KMPC 50 KW. . . . Kurt Winn is traveling the El Centro run until we can get a replacement for Eddie Miller. Just got word he has a slight attack of the flu. Can't see how a flu germ can live in that perpetual sunshine and desert air. Maybe he is going native on us and running around without his shoes. . . . News from San Diego says Omer Wible is Commodore of the Coronada Yacht Club. Wonder if it is sail or monkey wrench? . . . Frank Harris is pawing the ground waiting for the annual Commodores' Cruise over to Catalina. This correspondent envies you, Frank. He always enjoyed that annual binge, I mean cruise, when he sailed the old sloop "Irig". You was always monkey wrench and he was sail but the Pacific is a big ocean. . . . Orin Coulter from San Bernardino dropped in the other day to say hello. He looks better than ever. How he ever keeps that weight on a diet we can't understand. His T & E doesn't show it. . . . Cliff Schwander and Harold Hoover must be sober and in-

DISTRICT BRIEFS

(Continued from page 7)

dustrious since the last column. Haven't a thing on them this time. We must be slipping or aren't they doing anything? No—that can't happen in this district. . . . *Corinne Lewis*, our worthy secretary, is supposed to be editor of this column but when the DSM put the bee on her to get going, she replied, "I can't think". No wisecracks now. Next time, however, it's going to be her job, so look out boys. We (this is the editorial *We*) suggest you get busy and give her the gossip or she might do a *Beatrice Fairfax*. . . . This covers everybody in the family but the Ole Man, whom you have suspected by this time to be the reporter. *You see he can do something besides doodle and raise hell.*

CLEVELAND

RCA Servicer *Waldo Bowes* of Louisville, Ky., lost an argument with a lumber truck on icy roads. Fortunately *Waldo* was not injured, but the car was a total loss. . . . The sudden demise of *Iver Grann*, ace Cleveland representative, was a great shock and loss to this territory. . . . *V. M. Goetz*, Cleveland representative, has resigned to become General Manager of Sound Systems, Inc., local RCA Sound Distributor. . . . *E. E. Whitaker* has been transferred from emergency communications service to the Television Demonstration Group at the Home Office. . . . *Boss man T. G. Whitney* has become a rabid camera fan since he acquired one of the new 35mm jobs. Needless to say, he

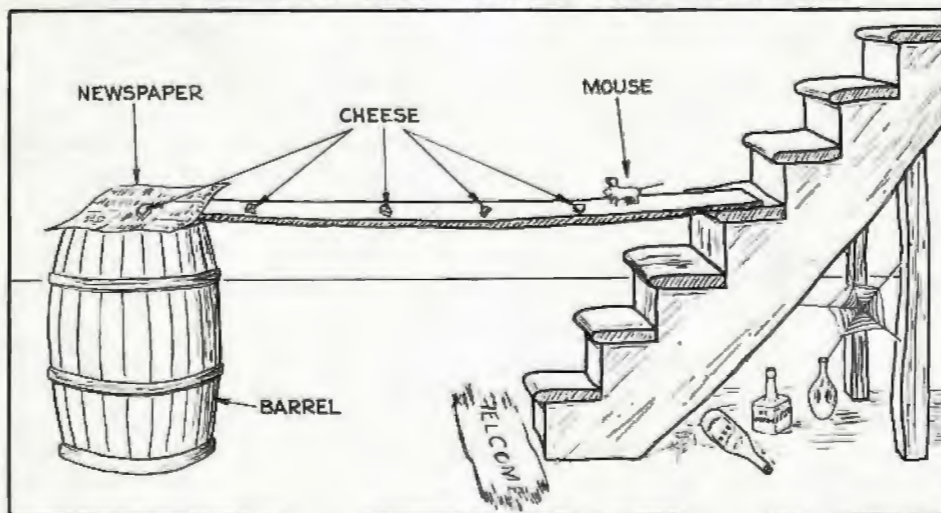
has already developed into a foremost critic and authority on color photography. . . . *Floyd Armstrong*, our smallish professor at large on HF heating problems in the Cleveland District, claims to have evolved a sensational new mouse trap. Says it will work in any standard or sub-standard basement, has no mechanical moving parts, and is inexpensive.

DALLAS

S. C. (Sugar Charlie) Bullington, RCA goodwill ambassador in northern Mississippi and from down Memphis way, reports that he bagged two new service contracts on a recent trip in the Delta country. Nice going, Chief! . . . *Wedding bells* will ring in Jackson, Mississippi at an early date. *Dan Cupid's* dart has pierced RCA Servicer *Howard Smathers'* heart! Congratulations and best wishes. . . . *Charlie Scroggins*, plainsman from the Lubbock, Texas, area, visited the Dallas office recently. *Charlie* often drops in when he is on the eastern end of his circuit. Usually he presents us with a new contract or two as a door opener. . . . *Ted Hulings*, RCA Servicer from Houston, Texas, is quite diversified in his talents. Besides being a sound engineer of note, *Ted* is considered one of the best experts on electric organs in that area. Recently, he has become an authority on metal detectors—eh, *Ted*? . . . *Mr. and Mrs. Russ Godwin* of the Lake Charles area were in New Orleans recently. *Mrs. Godwin* attended the New Orleans showing of "Oklahoma" while *Russ* visited Film Row and the RCA dealer. . . . *Pat Tyner*, down San Antonio way,

has quite a stock of tequila, built up from his tours of the Rio Grande Valley. *Pat* plans to bring some of the "spirit" of old Mexico to his friends up north on his vacation this summer. . . . *Charlie Moore*, our Alexandria representative, took a postman's holiday on March 10 when he and his brother, *Albert*, drove down to New Orleans for the day. *Charlie* was reported looking over various brands of cigars. . . . *Mobile's Louis Corridorri*, known to his close friends as "Commodore", made the sea trial run on the SS *Del Sud* conducted by the *Ingalls Shipbuilding Company* in the Gulf. . . . It is rumored that *RCA Servicer and Mrs. E. T. Brown* of Baton Rouge, Louisiana, are shopping for little garments. Don't know whether they are partial to pink or blue. . . . *Bob Stokely*, theatre equipment and beverage inspection machine expert in Shreveport, La., is really getting around now in his new Studebaker. *Bob* says his old car was OK for the first 100,000 miles. . . . *Byron Savage*, Oklahoma City, who has been carrying an iron man's work schedule, is being relieved of a group of his southern Oklahoma theatres. This is breaking *Byron's* heart since it means he will lose access to Lake Texoma. . . . *Stan Gremillion* is now on theatre service in Dallas. *Stan* is proving a wizard at converting demand calls into service contracts. Occasionally, he lends his talents to HF heating, emergency communication, or what have you. . . . Greetings to *George Walter*, who joined our force in January. *George* is now working out of Dallas. . . . *Al Riley*, New Orleans Supervisor, visited the Dallas office recently. Both *Riley* and *Sid Baker* seem to be thriving on their Supervisor assignments. *Al* weighs 220 pounds, while *Sid* scales a mere 210. . . . We are pleased to report that *Duke Chambers*, New Orleans representative, is feeling well again after a siege of "below par" days. . . . *Allan Chapman*, RPT representative, is back from a lengthy stay in Chicago on a television assignment. *Allan* hasn't thawed out yet from the wintry blasts up in Yankee land. . . . It's going to take a while before *Walter Gilreath* sees the top of his desk again. While *Walt* was out traveling, the district office paper work piled higher and higher. . . . We all enjoyed *Ed Auger's* recent tour through the district. It seems that *Ed* knows everyone everywhere. . . . *Ralph Heacock*, Brenkert sales specialist from Camden has made Texans Brenkert conscious by conducting demonstrations and lectures on the Radarc and Enarc lamps, and B-80 projector for exhibitors and projectionists. . . . *Bob Amos*, Theatre Equipment Sales Manager for the Dallas Region, assisted and *Southwestern Theatre Equipment Company* furnished the equipment, beer and sandwiches. . . . *RCA Serv-*

ARMSTRONG'S SUPER MOUSE STRONGARMER



Shown above is our artist's conception of *Floyd Armstrong's* sensational mousetrap, which is reported to be even more efficient than the electronic variety. Operation is very simple. Mouse is guided along plank by odor of cheese. By using progressively stronger pieces, there results a beam effect which has its focal point at the piece located directly behind the aperture in the newspaper. As mouse approaches focal point, the paper yields, and mouse drops through aperture into barrel. If barrel is in good condition, it can be filled with pickling solution. If barrel leaks, special means for dispatching mouse must be provided. During preproduction trial, inventor reportedly disposed of mouse by dropping in cat, then lifting out cat (with mouse inside).

icer *L. N. Browne* has done it again! During February, *Browne* obtained a new service contract and converted a second contract to cover a newly installed system. He also established quite a record by spot checking more than 15,000 RCA Victor Records at the local Distributor!

SAN FRANCISCO

Welcome to *Louis R. (Lou) Gibbs* who recently joined our organization. *Lou*, who comes from Eugene, Oregon, is establishing a new territory with headquarters in Fresno, California. . . . *Frank Lutsock* is taking over West Coast RPT activities in addition to our Government non-contract activities. As RPT Engineer he will contact distributors in Los Angeles, San Francisco, Portland, Seattle, Spokane, Billings and Salt Lake City. . . . *Spence Egan* took time out from battling the weather and roads in February to sell a sound system to one of his accounts. Got a check in full payment with the order. Nice going, *Spence*. . . . Our thanks to *Bob Schultz*, Theatre Equipment District Sales Manager, for his valuable assistance in signing up the *Westland Circuit* of twelve theatres and seven additional theatres of the *Redwood Circuit*. . . . Congratulations were the order of the day a short time ago for *Audrey Frankel*, Victor Division secretary (formerly of the RCA Service Company), when she showed up wearing a lovely diamond on the third finger, left hand. The date has been set for April 23. Our best wishes to you, *Audrey*. . . . *Spence Egan* entered the Deaconess Hospital in Great Falls on March 10 for treatment of rheumatic fever. We all extend our best wishes for a speedy recovery, *Spence*. . . . *Herb Sauter* has taken off for Montana to handle *Spence Egan's* territory while he recovers.

PHILADELPHIA

Bill Attmore (Richmond Circuit) has just returned from a vacation in Florida. . . . Welcome to *Clarence Miller*, *Harold Lubcker*, *"Doc" Reed*, and *Phil Robinson*, who have recently joined RCA Service Company. . . . The housing situation is making it tough for these newcomers to establish their residences. . . . Six of our men are anticipating immediate delivery of the new automobiles on which immediate delivery was promised nine months ago. . . . A flurry of new installations (along with the snow) hit the city of Philadelphia in March, seven being completed. . . . Plans have been completed for a series of meetings in celebration of our "ABC" Award. . . . *Myron Wheaton* is impatiently awaiting the first robin, reputed to be the harbinger of golf, angle-worms, and trout fishing. . . . *Hal Lub-*

cker's cottage is shaping up nicely. It is situated along an island in Lake Candlewood, Connecticut. . . . After receiving his new Voltohmist, "Poet Engineer" *Roy Brierly* composed a little ode in memory of his "772". . . . "Doc" *Reed* has been officially initiated into a real upper New York State winter; plenty of ice, snow and tough traveling. . . . *Leonard Ewing* is nursing the new RCA electronic facsimile-duplicator, which has just been installed in the RCA Washington Office. . . . *Herb Barberie* is sporting a new \$300 camera, one of the latest importations from abroad. . . . Our district can boast of having the only man (*Tony Falcone*) in the entire organization that can fill out an automobile accident report blindfolded—the result of much practice in recent weeks. . . . *Ben Biben* still contends that the only thing this country needs is a "Good" five-cent cigar. . . . *Bill Strieby* is in the market for a good second-hand tire pump; preferably one with body attached, wearing red hair and a pretty smile.

BOSTON

Boston's early March tropical breezes were no help to RCA Servicer *Harold Hultgren*, about 80 miles away as the crow flies. *Harold* found the snow piled so high that he couldn't get through western Massachusetts to his theatres in Pittsfield. *Harold* was willing to take a chance on the Berkshire Hills, snow or no snow, but the Massachusetts State Police wisely decided otherwise. . . . *Harry Burgess*, newest RCA Servicer in the Boston District, located a home in Hartford two weeks after he had been assigned to that territory. He would not say how much he paid for the house but we notice that he has been skimming on lunches lately. . . . After a five-year tenure, *Charlie James* is losing his "Berchtesgarden Retreat" atop the Brattleboro Hills. The owner died and the heirs sold the house from under *Charlie* who is now looking for a tepee into which he can move his family. No more breakfasts on the spacious veranda overlooking the Green Mountains of Vermont for the *James* family.

CHICAGO

Mike Fritz and *Harry Mayer* were seen one Sunday, the first day of sunshine in twenty, looking over their north forty (square feet, not acres). Sure sign of spring and maybe a couple of sore backs, but vegetables come high at the markets. . . . Now that *Fred Brown* is on the air again and has contacted *F. Huff* in New York, how about other hams trying to contact. Station is W9QIB (Quiet Indian Boy) 10 and 20 meter band. . . . *Kenny*

JOHN F. DAWSON



Formerly a high frequency heating expert on Industrial Service Division Staff, Dawson was transferred to Industrial Electronic Sales to serve in a Sales-Engineering capacity on HF heating in Chicago Region.

C. W. GIBBS



Gibbs, known to his friends as "Chuck" replaced John Dawson on Chicago District HF heating staff.

Page was seen in the lumber yard at Cattoon, Illinois. Can it be that the wing on his house will finally be completed? . . . *Roy Hecht* entered his champion dogs (four-footed) in the show that was held in Chicago on March 29. . . . The *Jack Pope's* have another service apprentice, their fourth boy, *James Edward*, born Feb. 6. Who does he think he is, "Bing"? . . . The Wisconsin boys, *Ball*, *McMillin* and *Herbst*, having finally pushed their way up through a record breaking 23 inches of snow, are looking at the lakes for the first signs of the grand fishing with which nature thereabouts always repays for the tough winters. . . . *Roy Isnogle*, just returned from an extended trip throughout the region, is now known

DISTRICT BRIEFS

(Continued from page 9)

as the "Arkansaw Traveler" of the Chicago District. . . . Maury Reutter has left us, having been transferred to Emergency Communications Sales. Here's luck, Maury, and we hope you sell many systems to help curtail the crime wave.

A CHAMPION, BY HECHT



One of the prize-winning Afghan hounds which are the specialty of Roy Hacht, RCA Servicier in the St. Louis area of the Chicago District. Roy exhibits at the leading shows, has won many a blue ribbon.


NEW YORK

Bill Hardman finds his week-end work schedule fully cut out for him since moving into his new home. With all other responsibilities he has, he is also finishing off an extra room. . . . Some of our boys evidently have the right connections, as they are now sporting new automobiles. George Wild and Bill Howard have new Oldsmobiles; Dave Moses has a new Plymouth; and Elmer Soper has been driving a new Pontiac. Nat Ripp expects to join the select with a new Buick about March 24. . . . This District is well represented by "hams". Alex Knights (W2DZA), Fred Huff (W2AMB), Jerry Dunkelman (W2ACZ), and Al Kunze (W2DLLD) are now back on the air. Elmer Soper located in the sticks at Syracuse, may or may not be back on the air. . . .

Frank Gookin, veteran RCA Servicier in the Boston District, reached the 17 year mark of his association with RCA on St. Patrick's Day. Frank was recently promoted to the rank of Major even though he has not reenlisted in the regular Reserves.

NAVY HONORS H. W. TAYLOR AND J. H. KEACHIE

United States Navy
Bureau of Ordnance



Naval Ordnance Development Award

G E R V I S C A V E L L O

H. W. Taylor

*In appreciation of
Exceptional Service
to Naval Ordnance Development*

1 September 1946

[Signature]
Vice Admiral, U.S. Navy
Chief of the Bureau of Ordnance

Reproduction of Naval Ordnance Development Award conferred on H. W. Taylor of our Industrial Service Division. An identical award was made to James H. Keachie, now an Engineering Products Sales representative in the Cleveland Region. Awards were granted for exceptional service in connection with research and development of high frequency heating of ballistite rolls at Naval powder factory using RCA Model 15-B HF Generators.



H. W. TAYLOR



J. H. KEACHIE

SALES ASTUTENESS EVIDENT

(Continued from page 6)

Others who capitalized on similar breaks were Rieger and Lohr of Pittsburgh, Brierly of Philadelphia, Chambers of Dallas, Hughes of San Francisco, Bleeker of Chicago, Miller of Cleveland and Winn of Los Angeles. Spock of Atlanta helped a projectionist who was readying a theatre for reopening, do a better job and have a safer booth. The exhibitor, impressed with Spock's interest and ability, gave him the service deal he had planned to give his competitor.

It Pays To Be Helpful

Johnnie Lomax of Atlanta made courtesy calls whenever he was in theatre's neighborhood. Each time he was able to correct something competitor overlooked. Result, competitor doesn't service these anymore, but Johnnie does. Waldo Bowes of Cleveland got competitively serviced theatre out of bad hole. Competitor had replaced this, changed that, in desperate effort to restore gain and power output. Waldo, having gotten exhibitor to accept money-back offer, replaced offending opticals, then parlayed the deal into a regular contract.

Seller Is Also Deliverer

One could recite enough to fill all the pages of this paper and not exhaust the subject. But space and time are limited, so on to the last part. How did these men put themselves in position to make delivery of the prospect's purchase when he wanted it?

Here you fellows who sell the goods are in an almost ideal position because what's delivered is strictly up to you. You have the best tools that are available. You have abilities that have been sharpened by experience. Many of your customers are getting a high-class product. Your entries prove it.

The successful Servicicers have lived up to their selling promises. We dare you to find a high-grade selling story except where it's backed up by a high-grade service job. The selling job, therefore, begins and ends in the booth, no matter how many other places get into the picture.

Slick Tricks

We can't resist mentioning some of the stunts that helped close deals. A prize was pulled by Jim Davie of Atlanta. Jim found a prospect frantically phoning everywhere within a 50-mile radius, trying to get substitutes for his sick projectionists. Jim got permission to help out the bedevilled exhibitor, then ran a twelve-hour show, and wound up with a service deal.

Soper of New York found his prospect asleep while wife was cutting the lawn. You've guessed it, Soper took over lawn-

AROUND THE HOME OFFICE

Eleanor McCausland spent her birthday in Connecticut with her sister.

Mr. and Mrs. Merrill Gander celebrated their wedding anniversary on the 30th of March.

Bill Griffing of Purchasing and Al Maiatico of Office Service were recently the principals in an appendectomy duo.

Steve Nielssen has returned from the hospital following a thorough-going check-up. He expects to be back with us shortly.

J. F. Murray, Office Service, is sporting a new maroon-colored Ford.

Harry Brown's son, Harry, Jr., Radarman 3/c, is now back home after an ex-

(Continued in column 3)

cutting job, next listened attentively and interestedly while exhibitor proudly pointed out all details of his establishment. Soper even got him to give detailed pointers on how to prevent a damp basement. Is it necessary to say that this slick treatment got Soper a service deal?

Jack Pope, Chicago district, tactfully persuaded exhibitor who balked on money angle, by pointing out that with better sound his audience would be less restless and he could dispense with one of three ushers. Bullington of Dallas got Theatre Supply Dealer Neil Blount to be there at opening. The two of them closed the service deal that night.

Mike Fritz, Chicago's perennial sales standout, kept ears to ground and when theatre changed hands got several of his customers to back up his sales story. Godwin of Dallas found his way to the heart of a circuit executive by repairing his pre-war combination. Mooney of Kansas City left his car and flew back to Twin Cities when his wife phoned a circuit deal was hot.

Persistence Pays Off

Many of these successful sales negotiations reflect months and even years of persistent effort during which every angle, every break was exploited. Frank Gookin of Boston found it pays to be persistent. Ben Biben, Philadelphia, stuck at it three years before he landed the Amsterdam Circuit of 14 houses. Persistence, as well as an intelligent selling and servicing job has gotten for Ed Pothier, of Los Angeles, every indie house but one in his area.

Yes, these letters do have almost a story-book quality. But what makes them so interesting is not so much the fact that our hero always triumphs in the end; rather it's the fact that they're packed with an understanding of what it takes to sell service and keep it sold. The men who turned in these jobs are mighty astute. They're worth imitating.

WE MOURN

EDWARD W. BROUSSEAU, Manager of our Communications Service Division, who passed away in his native New Orleans on April 8. He was 52 years old.

Mr. Brousseau had been continually employed by RCA since 1919. During most of this time, he was engaged in transmitter activities. Prior to this, he served two years as an officer in the Signal Corps. He was graduated from the University of Michigan with a bachelor of science degree in Mechanical Engineering in 1917.

He is survived by two sisters and one brother.

* * *

EDWARD J. DEMPSEY, RCA Servicicer at the Radio City Music Hall, who passed away at his home at Jackson Heights, Long Island, New York, on April 11. He was 39 years old.

Mr. Dempsey joined the RCA Service Company in 1942 after extensive experience as a theatre projectionist and sound service engineer in and around Scranton, Pa. He was born in Scranton, graduated from its Central High School, and had taken numerous engineering courses through the Extension Dept. of Penn State College.

Surviving are his wife, Betty, two daughters, Mary Louise and Betty, and son, Edward.

* * *

IVER GRANN, RCA Servicicer in the Cleveland District, who passed away on February 28.

Mr. Grann joined the RCA Service Company in December, 1937, after many years of experience as a projectionist and repair expert in Cleveland. He was born in Dunkirk, N. Y. and graduated from the nearby high school at Cassadaga. He also completed an I.C.S. course in Electrical Engineering.

Surviving are his wife and one daughter.

tended cruise with the U. S. Fleet in the Mediterranean area.

Belated congratulations to Warren Clement, who we are told was married on January 3rd in Honolulu to the former Miss Cecil Pavey of Portland, Maine.

Tom Bannon, Publication Section, will be married on May 3rd. Will anyone with a tent to sell or rent—any kind—in any condition—any size—with or without bath—please contact Tom?

Barry Birger Burman, 7 lbs. 13 ozs., arrived at home of Mr. and Mrs. B. F. Burman (Financial Div.) on March 18.

Thomas Michael Gavin, 9 lbs. 4½ oz., announced himself to Mr. and Mrs. Gavin on Tuesday, March 25.

SERVICE COMPANY ABC HAUL IS DISTRIBUTED

Man-sized checks, representing cuts in our ABC Haul, were handed out by our President, Ed Cahill, when he assembled his staff on the morning of March 3. At the same time, he disclosed his decision with regard to the \$300 which had been resting in the President's Award Fund.

In recognition of the good showings made by Philadelphia and Dallas in the Districts contest, Cahill split the money between these two teams. To Philadelphia,

the second place winner, went a \$200 check, and to Dallas went one for \$100.

The District Operations and Financial Division teams decided to spend their winnings on dinners for their members. The Administrative team thereupon elected to spend its money on a dinner for all Home Office personnel not participating in one of these other affairs.

Philadelphia's Myron Wheaton was busily planning a series of area dinners for

his fellow team members. Stub Schultz, winner of the Districts contest, was reported to be planning the purchase of a gift for each of his widely scattered team. Gilreath, likewise was reported looking for an appropriate gift for each of his Dallas outfit.

K. C. Heddens, Manager of the Brooklyn team that won the \$300 Television Shops contest, decided to use his outfit's winnings to finance a dinner party.



Gathered for ABC Check handout were R. L. Olmstead, H. J. Markley, F. W. Wentker, W. J. Zaun, E. C. Cahill, W. L. Jones, L. B. Hart, A. Goodman, W. W. Jones.



At the left with big smile is Walt Gilreath, Dallas District Service Manager. Handing Walt the check is James Cocks, Regional Manager.



As is evident from the name on the check, the handsome gent is none other than S. H. (Stub) Schultz, San Francisco's genial District Service Manager.



Adolph Goodman gets a big smile from Myron Wheaton, Philadelphia's popular District Manager when he presents \$200 check.