



SERVICE



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RCA SERVICE COMPANY, Inc.



SERVICE

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You Never



M. D. Boatwright, Tech Prod electron microscope specialist now holds MS
W. A. Curtin, EPD, Moorestown Plt., studied under RCA scholarship at MIT

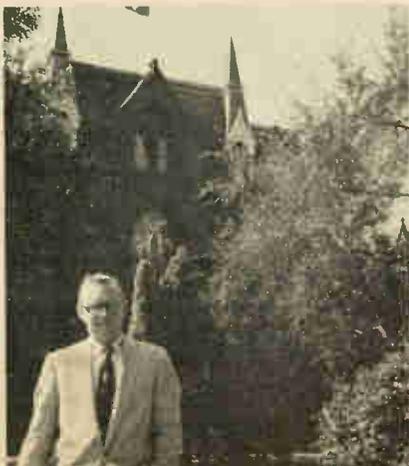
The

Contents

<i>You Never Stop Learning</i>	2
<i>Miami Success Story</i>	4
<i>Color for Casey</i>	5
<i>Wagonwheels Means Mobile</i>	6
<i>Citations for Government</i>	7
<i>A Diary of Service</i>	8
<i>CinemaScope in Guatemala</i>	9
<i>Field Reports & Safety for Fall</i>	10
<i>RCA-Whirlpool Merger Plans</i>	11

The

Cover



Procedures Analyst F. McCabe, SCO Financial, returns to night classes this month like thousands of fellow RCA employes in the back-to-school trek under RCA sponsorship

FRANK McCABE, Marvin Boatwright and Kenneth Croyle work at different jobs within the Service Company, but they have another common bond—all have the urge to better themselves.

Ken, a TV technician at NE Philadelphia Branch, studies International Correspondence School courses at home. He has also taken the required RCA Home Study courses for technicians.

Frank McCabe, home office systems analyst, has been going back to school ever since he graduated from high school. Frank earned his BS in business administration while working for an appliance firm. After joining the Service Company in 1951, he continued to follow up his education with postgraduate work in office supervision.

An electron microscope specialist for the Company's Technical Products Service Department, Marv Boatwright was awarded his master of science degree last June at Stevens Institute of Technology. Marv declares that he "soon became so overwhelmed by the educational background of microscope customers that it seemed a good idea to begin graduate studies."

These men are not alone in their knowledge that additional education is "a good idea."

Last year more than 1,500 Radio Corporation of America employes took courses at colleges and universities outside working hours under the Corporation's Tuition Loan and Refund Plan. RCA Vice President and Technical Director Dr. C. B. Jolliffe disclosed that RCA spent \$141,000 to reimburse employes on completion of their studies made possible by the plan. Tuition Loan and Refund provides financial assistance to qualified employes taking approved courses relating to their work.

Furthermore, in appreciation for the cooperation of over 60 colleges and universities where RCA employes ad-

Stop Learning

- RCA's Stake in Education:
- Company & Private Home Study Courses
- Company On and Off The Job Training
- Company-sponsored Institutional Courses
- Company Scholarship & Fellowship Programs



Northeast Philadelphia TV Branch Technician Kenneth Croyle studies plane geometry at home

vanced their educational horizons, the Corporation made grants of up to \$2,500 to each institution.

The beginning of the 1955-56 scholastic year this month marks the eleventh year of operation for another phase of RCA's overall educational program—the RCA Scholarship and Fellowship Plan. This year RCA will award 33 scholarships and 20 fellowships valued at nearly \$100,000. Last year, too, the scope of the scholarship-fellowship program was extended "in view of the close relationship between the electronics industry and the entertainment art" and now includes the fields of dramatic arts and music as well as industrial relations.

The Corporation also sponsors prized Sloan Fellowships, a one year postgraduate course at the Massachusetts Institute of Technology for engineering supervisors.

Another part of the Corporation's broad program of educational development, under RCA sponsorship, includes shorter specialized management courses not leading to

degrees. A. L. Conrad, Missile Test Project manager, participated last year in this four-week course by the American Management Association.

In addition to the formal education programs, RCA also provides planned training, under the guidance of specialist training instructors, for further advancement in the employe's chosen field. Some are presented during working hours in classrooms—others may be offered after-hours on subjects related to many occupations.

All in all, such a vast program serves to indicate that RCA's personnel are iron-clad proof that the lack of a college degree due to financial problems doesn't necessarily hold back an ambitious employe.

But those who strive and thrive under the multi-phase educational programs offered know that completion certificates or degrees are often earned by foregoing social pleasures, long lunches, and sacrificing sleep . . . coupled with hard work and intensive study. Still—the McCabes, Croyles and Boatwrights feel it's well worth it.



W. W. Cook, Service Company instructor specialist, conducts a class in color television



RCA Engineering Committee, from the various Corporation Divisions, ponders training standards

service surgery cuts costs

The Miami Success Story



Checking out another RCA TV set sale is (l. to r.) Ray Castro & Joe Garcia, of Goodyear, & Miami Branch RCA Service Co. Techs Bill Baum & D. S. Lipscomb

GOOD ADVICE on how to "Improve Profits on Television" was given to distributors and their sales personnel throughout the country recently by Consumer Products Vice President Don Kunsman.

"The Miami Story," the success story of three Miami outlets of the Goodyear Stores' chain, was presented by the Consumer Products VP in a whirlwind, four-city DQA meetings-tour.

It was a story with a purpose, for it told of the spectacular success of the three Miami stores who promoted television's greatest combination, RCA Victor Television and RCA Factory Service, into substantial TV profits after having taken a licking while handling three other TV lines in the competitive Miami market.

Aided by colorful, humorous slides produced directly from a leatherbound salesman's presentation prepared by the Consumer Products Ad department, the CP VP told his enthused audiences that the three stores were plagued by the problems of high inventories, obsolescence losses, repossessions and service costs prior to July, 1954. The stores repossessed more than 400 sets in the preceding 12 months. Mr. Kunsman said, while service costs were running about \$2000 per month. Everything was high, except profits.

In July of last year, the VP related, the three Miami Goodyear stores took a giant step upward when they decided to sell RCA Victor television exclusively and to rely on RCA Factory Service for all TV service.

Through a special arrangement, technicians of the Miami Branch began delivering and installing all RCA Victor sets sold by Goodyear, as the Service Company took over all service responsibilities, enabling Goodyear to concentrate on set sales.

Goodyear began to promote the sale of contracts with RCA sets. RCA Factory Service was featured in all Goodyear TV ads, and Goodyear sales personnel strongly recommended our initial contract to all TV customers. As a result of this hard-hitting promotion, contracts were sold with almost 100 percent of the RCA Victor sets moved by the three Miami outlets.

And what was the result? "By handling just RCA Victor TV and relying on the Service Company for all installation and service," said Mr. Kunsman, "the Goodyear Stores of Miami were able to reduce inventory, reduce obsolescence and increase sales efficiency. Repossessions skidded from 400 in the preceding 12 months to just six in the first ten months of the new exclusive RCA arrangement. Service costs dropped from \$2000 per month to \$200 per month . . . and would have dropped to zero except for the other brand sets Goodyear was still responsible for under the pre-July '54 setup.

"Most important, the TV departments of the three Goodyear Stores showed a substantial net profit at the end of the 10-month trial period, proving once again that RCA Victor Television and RCA Factory Service is television's most profitable combination."



Miami Goodyear Mgr. Earl Channels and Miami TV Br. Mgr. Mark Perkins congratulate each other after full year of mutually successful operations



... out with the old set

... do some inside work

in
less
than
60 min.

Color for Casey



... Bob Chandler checks dots

... Don Dixon aids Bob

Newspapers and newspapermen have long been noted for rapid-fire operations—but that renown was matched not too long ago by TV Tech Bob Chandler and Sales Coordinator Don Dixon, both of Bill Davis' Indianapolis Branch team.

Both men figured in the installation of an RCA Victor color TV set in the home of The Indianapolis Times' TV critic, Casey.

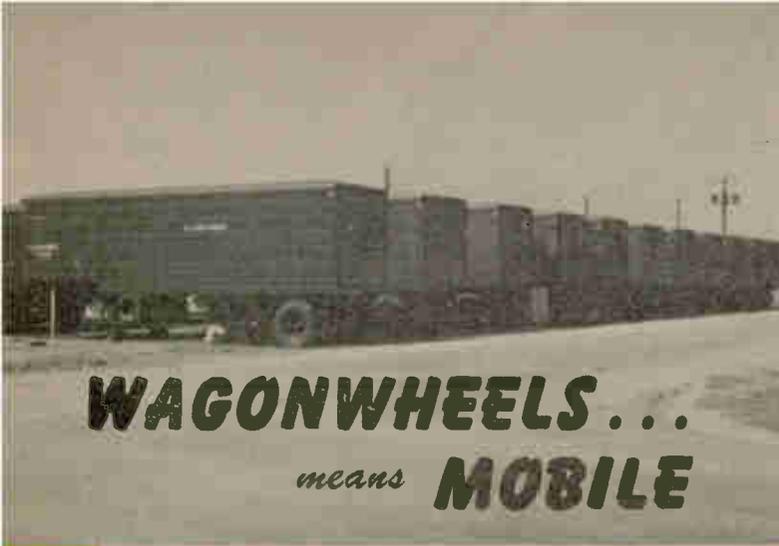
The swift-moving installation, arranged jointly by Indianapolis RCA Victor distributor, Associated Distributors, Inc., and Branch Manager Davis, involved the removal of the critic's old black-and-white set for the vastly improved color set.

Within an hour, Bob, recent West Central District Courtesy Campaign winner, and Don were packing up their equipment—leaving the newspaper columnist to write: "... there has come within our ken, but not our understanding, a new electronic phenomenon, a phenomenon so overwhelming in its beauty and so implausible in its very presence that all we can say is, 'seein's believin'."



... and there you are—the set's operating

Photos courtesy of the Indianapolis Times



WAGONWHEELS . . . means **MOBILE**

It was in March of 1954 that the Rome (N.Y.) Air Development Center turned over to RCA a job calling for the preparation of a set of drawings. More specifically . . . the assignment was handed to Government Service Department experts. For from these drawings was to come "Wagonwheels."

Wagonwheels is the code name for a project involving the development and construction of a mobile communications center for the Tactical Air Command (TAC).

The job was to be done at TAC Headquarters, Langley Air Force Base, Virginia, under the supervision of TAC Communications.

The assignment came under Government's Systems Engineering and Edwin A. Jenkins was selected to head up the project for Government.

But before Ed could go to work, Major William N. Manley, of the office of the TAC Deputy for Communications, had to locate suitable space. And as project officer he speedily snared (1) a building, (2) desks, and (3) drafting tables. When Ed arrived on March 15, he had a place to hang his hat.

The key word of the project was (and is) "mobile." The communications' equipment is mounted in twenty-two standard, highway-type semi-vans; each air-transportable in a C-119 type airplane. This latter requirement, of course, imposed additional design problems since the weight and balance of the C-119 had to be considered in the layout of the equipment in the vans.

The twenty-two vans break down into: five teletype (on-line crypto), four carrier, three telephone switchboard, two message center, two off-line crypto, two maintenance, two technical control (circuit switching), and two operations' vans.

Much of the gear had to be locally designed and built. For example, the patch panels in the technical control vans—used for setting up the system circuits.

F. Dvorak (l.) & C. Evans

B. Connor (std.) inside van



Tangible progress seemed slow at first, due to the lack of information and equipment. However, Major Manley, no mean hand at procurement, and Technical Sergeant Thomas F. Page, also well-versed in procurement know-how, soon had data and supplies rolling in.

RCA engineering personnel began coming in, too. Francis Carbone on March 29, Frank Dvorak and Bill Connor in April. Clyde Christom checked in from Cocoa in May, and the following month, Bob Clinton, a mechanical engineer, arrived from Norfolk.

Draftsmen were hired locally. Senior Draftsman Richard T. Meyers joined the project in April. His crew includes: Russell W. Beard, Lester H. Ellington, Clarence W. Evans and Herbert R. Schippell.

Now Wagonwheels had started to roll. Ed Jenkins assigned responsibility for the various type vans to his engineers best qualified to handle them: telephone vans went to Francis Carbone, teletype to Bill Connor, carrier to Frank Dvorak and the rest came under Clyde Christom's wing. The mechanical problems, such as the design of reinforcing braces, shock mounts, racks, etc., were turned over to Bob Clinton.

Six months later, the contract was extended to include actual construction of the vans, using the help of Langley airmen.

When January of the new year rolled around, the project was further extended to include design and construction of twelve more vans and fifteen shelters to house additional equipment for advance communications.

A vital factor in the success of the project is the teamwork evident between airmen and RCA field personnel. Ed readily concedes that without the efforts of Major Manley and Sgt. Page in supply problems—Wagonwheels might have been mired in the mud. On Government's side of the ledger, the blending of personalities, skills, and abilities demonstrates again that close-knit, hard-hitting teams is just another way to spell success.



Ed & Major Manley talk supplies

Dick Meyers steered drafting



... in any language

Government Dept.'s Global Service Wins Citations



Govt FE Jerry Marlow instructing Chinese soldiers on Formosa. Jerry & FE Ken Niland received Chinese letter of commendation seen at left



Tripoli . . . FE J. M. Brumfield accepts his citation from Lt. Col. E. R. Riddle. Watching are Capt. Erdosey (l.) & Major W. A. Jones



England . . . Major General J. W. Spry (l.), USAF, congratulates FE William Siddall. Looking on are Capt. O. F. Nugua & Col. G. B. Klein (r.) at citation ceremony

Japan . . . Col. C. P. Lussig seals presentation with handshake for Government Service Dept. FE Phillip L. Gullette



Typical of Government Service Department field engineers . . . men cited for "meritorious service vital to the national defense" . . . is FE Charles J. Black, Jr.

The military electronics specialist is pictured above accepting a coveted certificate from Col. John B. Gaffney, Eastern Air Defense Force Deputy for Personnel, while Capt. Kenneth Davison and Government's Eastern Area Manager Edward J. Lauden watch the presentation.

Only a limited number of men are annually selected for the distinctive honor.

In FE Black's case, he was one of the men responsible for formulating electronic training programs at EADF for the past three years. And in the relatively short space of three years Charles Black has seen the transition from now outmoded aircraft to new jet-type airplanes which depend so heavily upon the latest electronic devices available.

Charles Black—like his fellow field engineers around the world with the Armed Forces—wins salutes from a grateful Nation for accomplishment.



from the field . . .

A Diary - of SERVICE

When you're a drive-in theater owner and you're high up on a scaffold busily painting the screen, then a fellow drives in to talk service contract renewal . . . you're apt to be reluctant about climbing down just to talk.

But if the fellow—instead of just killing time awaiting your descent—grabs a paint brush and pitches in . . . well, you join the ranks of other theater owners who have signed up with Technical Products' Field Engineer Sam Piazza.

Working for E. D. Van Duyne in Tech's Kansas City District, Sam's trips take him throughout Kansas and into Oklahoma. The unorthodox methods applied to accounts by the former theater projectionist turns business contacts into sincere friendships, hikes service contracts and renewals, and leaves the competition grinding their teeth.

Take an Oklahoma city, for example. On his first visit to a theater there, Sam noted the disorderly state of the projection booth and equipment. Before he serviced the equipment under contract, he cleaned the room and projectors. The surprised owner offered to pay cash-on-the-spot for the cleaning job, but Sam refused. Still, the owner refused to let Sam leave town until he bought him a steak dinner.

Servicing a Kansas theater, Sam couldn't help but hear an air conditioning unit making so much noise it disturbed the patrons. Learning the unit was housed on the roof, Sam borrowed a ladder, tightened a fan pulley and halted the racket.

Another theater owner became indebted when, after his cashier and concession girls went home sick, Sam took over and "spent several hours catching tickets."



Discussing frequency response tests with H. J. Westerfeld, Fox Theatre Manager, Trinidad, Colo.

Forgetting the clock, the bustling engineer has managed to: help hang new theater screens, repair popcorn machines, advise owners on service problems, and perform favors like purchasing hard-to-locate tools for projection operators in the many towns he visits.

This enthusiastic performance of service outside the immediate contract stipulation has earned the service craftsman a degree of loyalty among his customers seldom seen in the servicing industry.

Sam's performance and delivery reinforces his creed that, "I . . . regard all exhibitors in my territory as equals . . . deserving of the same caliber of service that will reassure them that RCA service is unequalled."



Sam replaces drive belts on blower



Adjusting controls at "pop" counter



in Guatemala City it's

Cine Moderno with RCA CinemaScope

IT'S A LONG distance from Poughkeepsie, N. Y., where Paul V. Smith grew up, to Guatemala, where he recently made the first RCA CinemaScope installation. However, those miles, plus more than thirty years of electronics experience, comprise the story of a Tech Products home office engineering specialist.

Paul's most recent assignment called for the installation of an RCA CinemaScope system at Guatemala City's *Cine Moderno*, a theater with a seating capacity of 2500. Although he admits to only a basic knowledge of Spanish, Paul feels that "if people like you and cooperate, you don't have to know the language. Just learn a few fundamental phrases and you'll get by."

The sound specialist did much more than merely "get by." He went to work the same afternoon his plane landed in Central America and proceeded to earn a letter of commendation, praising his engineering know-how and personal attributes.

Global traveling is nothing new to Paul. His first travel assignment began in 1925, when he took the first model Photophone 35 mm. portable film projector out for GE,



RCA's Guatemala City headquarters



From left: Helper, Ass't Operator, Chief Oper., Theater Mgr., Paul & RCA distributor Senior Rios



Camera devotee, Paul took this shot of shuttered shops during city's siesta

showing an advertising film. After transferring to RCA in 1930, he spent some time in testing work.

In 1951 Paul traveled to Berlin with the Demonstration Group. Two years later he participated in the CinemaScope installation at New York's Radio City. Last year, Paul headed for Bombay, India, and a Stereophonic sound system installation.

THE FIELD REPORTS

FLUSHING



Above is Flushing Tech Bill Schloman who made 17 completions in one day. Sales Mgr. Bill Fowler says Bill is in the habit of averaging \$30-\$35 a week with E.P.P.P., and in addition averages \$10 a week in sales commissions. The sales manager adds that it's significant to note that the fleet-footed technician's call backs are among lowest in the branch.

CHARLOTTE . . .



These men are proud of their newly acquired FCC radio telephone licenses. They drove 85 miles on a Saturday to take exams. Reason—Br. needed more licensed men for 25-unit truck line installation. (Std., l. to r.) H. Bridges, G. Gibson. Seated are Br. Mgr. F. King & W. Dyre

NORFOLK . . .



Steak dinner for Branch personnel upon occasion of 100% renewals in a month



Safety for Fall

Nearly every day we read in the newspapers about some child being hit by an automobile.

In any of these accidents the driver will plead that it was unavoidable—that the child suddenly darted in front of his car and that he was unable to stop in time. Sometimes, for that reason, the driver is exonerated.

I have never hit a child with my car. I fervently hope that I never shall; but if I did, I wonder whether official exoneration would lift the blame from my conscience.

The driver is nearly always morally (even when not legally) to blame if his car kills or injures a child. Perhaps the child did suddenly dash out into the street or run out from behind a parked car directly into the path of his car, but is that sufficient excuse? Shouldn't the driver have known that it is typical of children to suddenly dash into the streets, and that children frequently appear without warning from behind parked cars?

Shouldn't the driver have regarded the presence of the sidewalk or the parked car at the curb as a warning to expect just this sort of thing? Shouldn't the driver have had his car so completely under control that he could stop if a child did the unexpected?

If you were the father of a child that was killed by an automobile, would you be satisfied with any such excuse from the driver responsible?

Administrator of Safety and Insurance, Art Berdini (pictured above) knows there's always a safe way.

RCA in Appliance Merger

A new association RCA has entered with Whirlpool Corporation and Seeger Refrigerator Company was announced by RCA President Frank M. Folsom.

Mr. Folsom sent RCA executives a copy of a letter directed to Whirlpool stockholders by Mr. Elisha Gray, President of Whirlpool Corporation. A similar letter was sent to Seeger stockholders.

Mr. Gray's letter read, in part:

"We are pleased to inform you of arrangements agreed upon in principle by the Boards of Directors of Seeger Refrigerator Company (Seeger), Radio Corporation of America (RCA) and Whirlpool Corporation (Whirlpool) whereby a new company will be formed under the name Whirlpool-Seeger Corporation (Whirlpool-Seeger), which will own and operate the businesses now carried on by Seeger and Whirlpool and the stove and air conditioning divisions of RCA. The new firm will have approximate total assets of 130 million dollars, and a net worth of about 85 million dollars.

"Seeger has for many years manufactured refrigerators and freezers for sale by Sears, Roebuck and Co. (Sears) under its trademark, *COLDSPOT*. Whirlpool has similarly manufactured home laundry equipment for sale by Sears under its trademark, *KENMORE*. Since World War II, Whirlpool has also manufactured and sold through distributors and dealers, a home laundry equipment line under its trademark, *WHIRLPOOL*. RCA has manufactured and sold gas and electric ranges under the trademark, *RCA ESTATE*, and room air conditioners under the trademark, *RCA*.

"The proposed plan is an outgrowth of consideration over a period of time on how best to cope with developments in the appliance industry. Whirlpool believes a more complete line of major home appliances must be offered to distributors and dealers if its home laundry equipment line is to retain its share of industry sales and growth. The merger will not only accomplish this but is expected to open up new avenues of growth, expanded research and provide better means for operating in today's markets.

"Sears is a stockholder in both Whirlpool and Seeger and plans to continue as such in the new company. RCA will have stock interest in the new firm but total holdings of RCA and Sears will be less than 50% of the total outstanding stock. By agreement between RCA and Sears common stock owned by each in excess of 20% of the total outstanding common stock will be voted by the President of Whirlpool-Seeger. It is proposed that Mr. Walter G. Seeger, Chairman of the Board of Seeger, be Chairman of the Board of the new company, and Mr. Elisha Gray, President of Whirlpool, President and chief executive officer. The rest of the new company's management will be selected from the merging businesses. Sears and RCA will have minority representation on the Board.

"Also RCA will enter into an agreement covering the use of the 'RCA' trademark in combination with 'Whirlpool' on the new company's products. Use of this combined trademark will be timed with introduction of new merchandise lines during 1956 . . ."

Establishment of the new company, Mr. Folsom explained, is contingent upon approval of stockholders of the Whirlpool Corporation and Seeger Refrigerator Company. Anticipated effective date for the new company's operations was set for September 1, 1955.

FOTO FEATURES

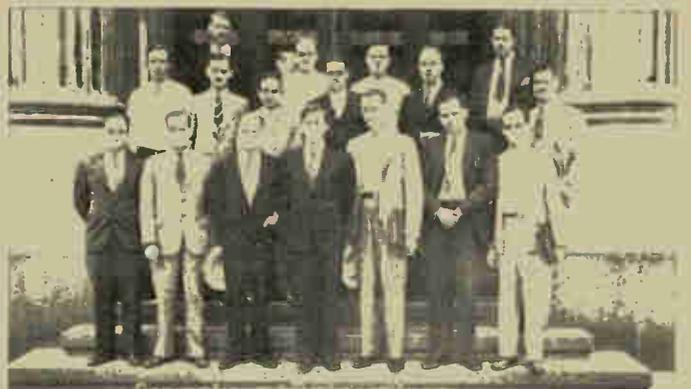


SCO Pres. E. C. Cahill (l.) with MTP Managers S. D. Heller, A. L. Conrad & A. E. Wark just before management review meeting at Indiatlantic, Fla., last month

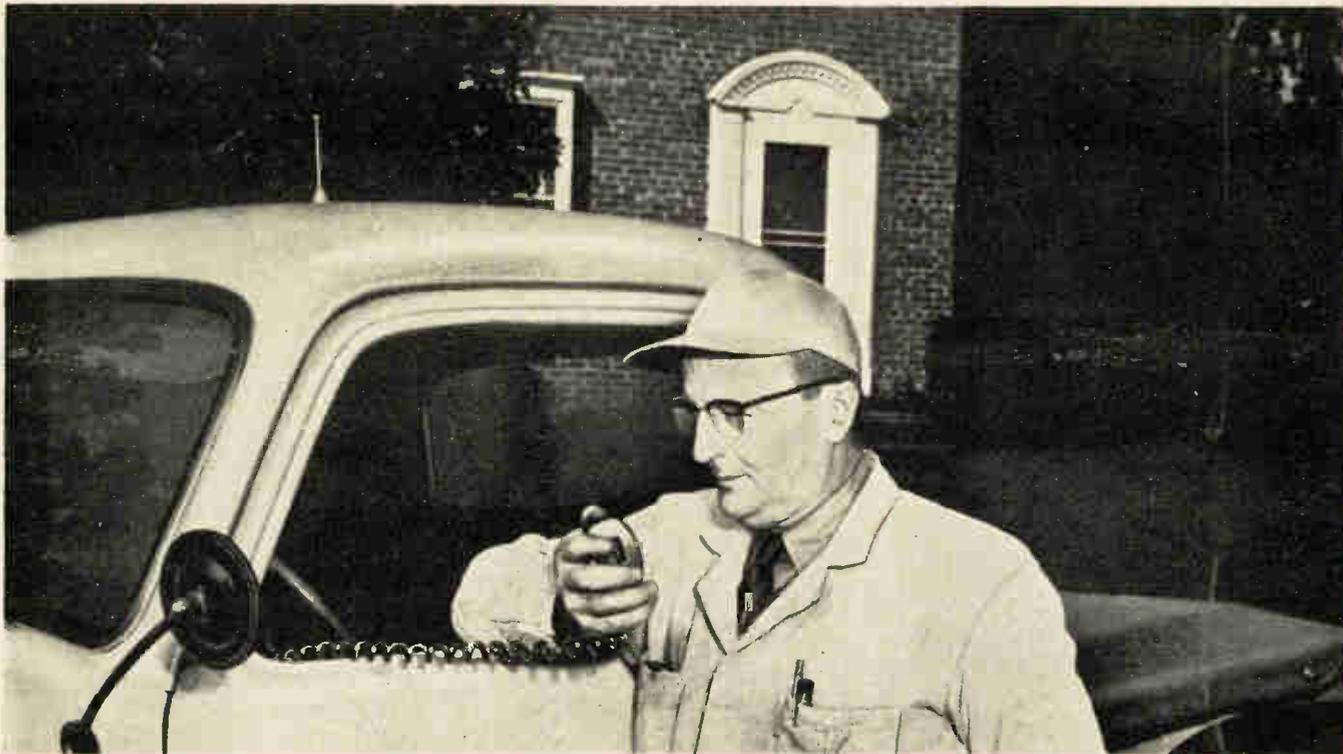


Florida's fine racing beaches make MTP draftsman Rod Boyter (l.) a racing enthusiast. A co-driver & mech., he plans to enter own car in 1956

Remember When . . .



They held a convention of district managers of the "Service & Installation Division" in Camden, July 9 to 19, 1934 (Submitted by G. Toepperwein)



Drivers can call office as well as receive calls from office.

How RCA 2-Way Radio-Dispatched Service Pays Off in COOL Savings

... over 16% less travel time per call
... up to 20% more calls per day

"Trucks are being routed faster, more calls per hour are being made with RCA 2-way radio," declares the vice-president of an air-conditioning service business in Washington. An executive of a refrigeration service company states, "Our average travel time per call has come down from nearly 3 miles to 2.5 miles. And calls per man per day have increased from 7.5 to an average of 9." Service men do a more efficient job, the customer is sold on your all-out performance.

Drivers can call the office as well as receive calls from the office, and they can talk to each other (if you want it that way). Office personnel can oper-

ate the radio—it's easier to use than your telephone. A truck can be reached whether it's moving or parked. It's just as if your dispatcher were alongside every man.

The installation of the RCA 2-Way Radio soon pays for itself... and then pays off daily in dividends of cool savings and extra profits that mount into thousands. The RCA reputation for engineering skill and all-out excellence of equipment assures long life and trouble-free performance.

The RCA Service Company provides installation and service on a nationwide basis.



Dispatcher controls every driver. Calls are dispatched immediately.



Service men do a more efficient job, have time for more calls.

Use handy coupon for further information



**RADIO CORPORATION
of AMERICA**

COMMUNICATIONS EQUIPMENT
CAMDEN, N. J.

Radio Corporation of America
Communications Equipment, Dept. S-261, Building 15-1, Camden, N. J.

- Please send me your new booklet explaining profitable application of 2-Way Radio in service fields.
- Please have an RCA Communications Specialist call.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____ COUNTY _____

CITY _____ ZONE _____ STATE _____

World Radio History