



**SERVICE**

World Radio History

DECEMBER, 1955

**RCA SERVICE COMPANY, Inc.**





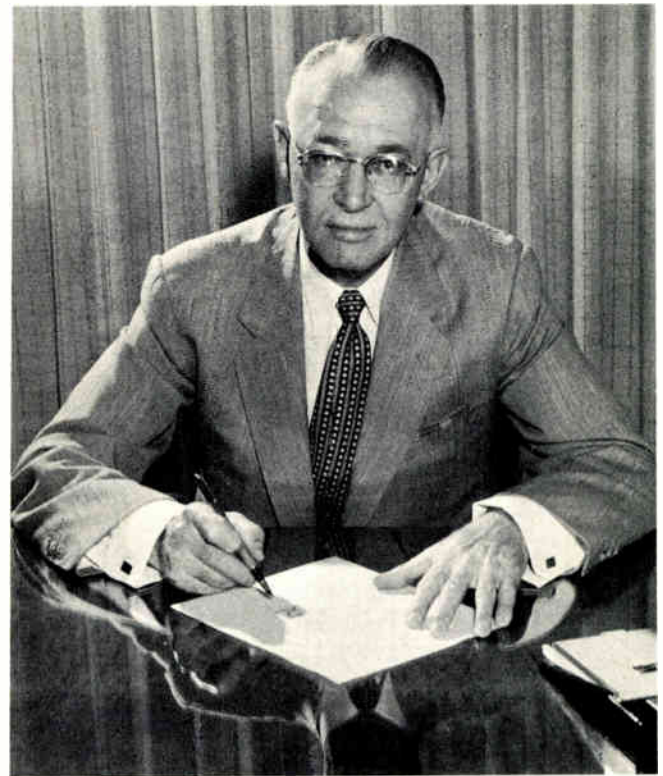
# SERVICE

Vol. 12, No. 8      December, 1955

Published for the employees of  
the RCA Service Company, Inc.—  
A Radio Corporation of America  
Subsidiary—with home offices at  
Cherry Hill, Del. Twp., New Jersey

Editor

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RCA Service Company President E. C. Cahill

## The

## Contents

President's Holiday Message .....	2
Far East TV Show Wins Top Tribute .....	3
Assignment in the 49th State .....	4
Govt. Engineers Garner Praise .....	5
Service in Defense and Community .....	6
SCO Youngsters Win Safety Prizes .....	8
Prep Kit Designed for Kids .....	8
Service=Shows To Tech Prod. ....	9
Top RCA Staff Announced .....	9
The Field Reports .....	10
RCA Retirement Program Changes .....	11

## The

## Cover



'Way back last August, when most of us were concerned with our summer vacations or picnics, RCA advertising men were foresightedly thinking of Christmas and sales promotion. So, forgetting the thermometer, they gathered models, costumes and spirit to make the photograph you see on our cover

## Holiday Message

THE Christmas season annually brings to each of us not only an extra measure of good will and contentment, but perhaps more important, a keener and warmer appreciation of contribution and devotion.

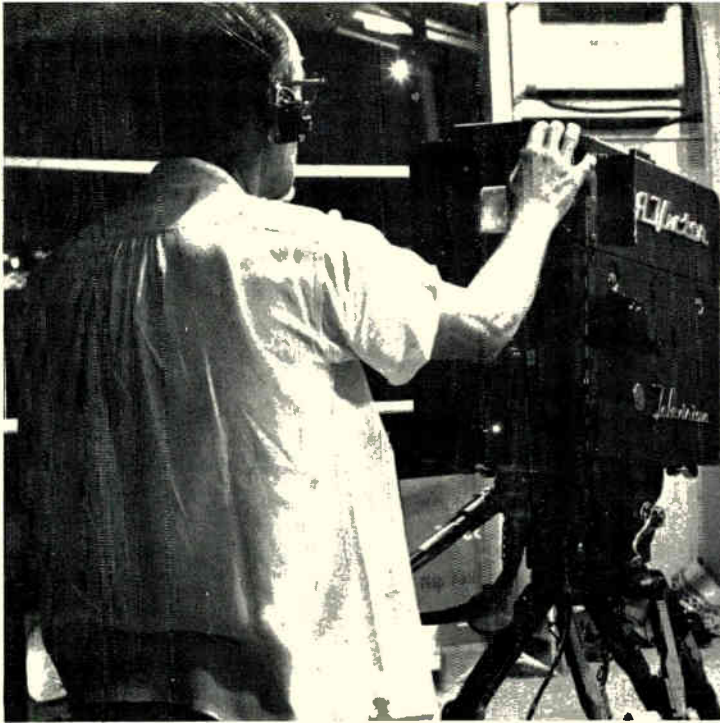
In this period of good cheer, let us be mindful of the gift of world peace, of the opportunity presented by our country's prosperity, and of the continuing strides toward a fuller, richer life made possible by electronic research and development.

My thanks for your loyalty and devotion to the Company during the year now ending; and may I join with you in the hope that the New Year brings us increased success resulting from even better service to our customers.

I sincerely extend to you and your families my personal good wishes for a joyful Christmas and a prosperous New Year.

E. C. Cahill

# First Far East Look at TV Wins Demo Men Top Tribute



Included in a 15-man team of RCA engineers winding up a five-month closed-circuit TV demonstration in Southeast Asia and the Middle East is Technical Products' Demonstration group led by Frank Helgeson.

Under arrangements worked out with the U. S. Department of Commerce and the RCA International Division by Camden's R. H. Hooper, Manager of Shows and Exhibits, RCA Community Relations, the first major demonstration of TV ever undertaken for Asia was estimated to show TV for the first time to 12 million Asians.

The project, including 35 tons of equipment worth about \$500,000, was the feature of three international trade fairs. The demonstrations were held in specially-designed pavilions and displayed live and filmed TV programs, along with the closed-circuit viewings.

President Frank M. Folsom's letter spotlights the overwhelming success of the project earned by the Demonstration-Exhibition teamwork.



**Backstage with (left to right): D. Hooper, E. Sattler, L. Ewing, E. Whitaker, F. Helgeson and C. Schneider at the Third Pakistan International Industries Fair, in Karachi**



**The Indonesian audience reacts with enthusiasm seeing themselves on television for the 1st time**

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

FRANK M. FOLSOM  
PRESIDENT



11 November 1955

Mr. F. N. Helgeson  
RCA Service Company, Inc.  
Building W2-B  
Ellis & Essex Streets  
Gloucester, New Jersey

Dear Frank:

I am enclosing a copy of a letter I received from Mr. T. M. Hague of the Standard Vacuum Company at Palembang, Sumatra, in which he speaks in glowing terms about the job which Chet Davis, Joe Mullen and the other members of the RCA crew performed at the Djakarta Trade Fair. Since you were a member of a similar Trade crew at the Pakistan Trade Fair, I am certain you did an equally fine job of representing the United States and RCA, and will be interested in Mr. Hague's comments. I am sure they apply equally to the men of your crew.

I cannot tell you what a warm feeling of pride this letter gives me. As you know, my work on behalf of the Company takes me all over the world, and wherever I go I meet RCA people -- from the Service Company and other branches of RCA -- all doing a truly outstanding job.

It gives me an indescribable feeling of pride and pleasure to be associated with such fine and capable people.

I know that your assignments on behalf of the United States Department of Commerce in Pakistan, and elsewhere, have been extremely difficult. I know something of the personal hardships you have endured and the extraordinary difficulties and handicaps you have overcome to achieve the kind of shining results that I like to think are typical both of our Company and of our great Country.

Your performance, together with the other members of the RCA team, has made a real contribution toward the prestige of Americans and of RCA. I want you to know how very proud we are of you.

It would give me great pleasure to greet you and thank you personally for the remarkable job that you have done.

Sincerely,  
*Frank M. Folsom*





FE Harry Bieber (baseball cap) rides to work, Alaskan-style

## Assignment in the > 49th State

Friends of Government Service Department Field Engineer Harry Bieber know Harry as an ambitious man . . . but few would have been willing to concede 18 months ago that he'd leave the University of Tulsa, join the RCA Service Company, meet his wife-to-be, and return to his assignment in Alaska with his bride. However, the flashback device tells the story.

Hailing from Tulsa, Oklahoma, he left Tulsa Central with a keen desire to know more about the science of electronics. Enrolling in Oklahoma A & M, he won an associate degree in electronics and then went to work for radio station KAKC, KAKC-FM, in Tulsa as transmitter engineer.

Within a year, Uncle Sam in the form of the U. S. Navy beckoned to the naval reservist and Harry boarded the U.S.S. Sphinx for a two-year tour of duty in Korea as a radarman.



Mr. & Mrs. Harry P. Bieber, Jr., at their recent wedding

Released to inactive duty in January, 1953, Harry went to work for Douglas Aircraft Corporation in his hometown as a radio and radar mechanic. While he was working for Douglas, Harry attended night classes in physics at the University of Tulsa and when he was switched to the day shift, he was forced to look for other work.

Back to a radio transmitter job he went and that's where he was when he joined the Service Company.

Reporting into Gloucester, N. J., for the customary training period, the field engineer was soon working with Government's home office Field Support Group.

Attending a local wedding with mutual friends, Harry met Grace E. Galaini, of Berlin, New Jersey, and following last September's wedding ceremony . . . the bride and groom set up housekeeping in their apartment in Anchorage.



Harry working on equipment installation in Alaska

## Veteran FE Instructs in Europe



Govt. FE Berny Heidgen (l.) instructs American airman in the operation of new type microwave equipment recently received in European theatre. Berny has been in Europe for three years working with the Tactical Control Wing, the organization responsible for the defense of most Air Force overseas units

# Government Engineers Garner Praise Instructing, Writing

## Italy



Bill Johnson (r., kneeling) & Italian military personnel class

When Bill Johnson faced his first class of Italian military personnel to lecture about the theory and maintenance of VHF and UHF communication and navigation equipment, he was slightly disconcerted to find that, contrary to earlier assurances, only one student in the entire class could speak English. "I also discovered my words had to be carefully selected and slowly spoken for this particular student to understand me."

There was only one thing to do and Bill did it. He appointed the English-speaking Italian serviceman his official interpreter on-the-spot, and then he proceeded with his lecture courses.

That his decision was sound and his lectures worthwhile is attested by a letter of commendation received in October from the Director of Courses for the Italian Air Force.

"In spite of a language handicap," wrote Captain-Pilota G. Napoli, "your knowledge brings credit to yourself and your country. Your teaching is in such a manner that the lessons are easily understood."

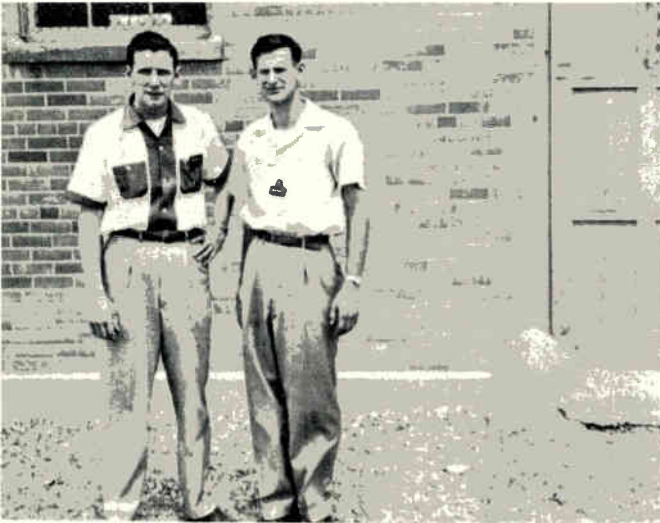
Bill concedes that, "Lecturing to a group of students as though they understood you, which is necessary to keep interest, and at the same time selecting phrases and words that can be easily translated makes an unusual training course."

Bill left the Navy over 10 years ago with a then-common dream . . . that of owning his own business. And while his radio-TV repair business kept him in the field of electronics, he wanted to teach. So, after being his own boss for almost five years, he went to work for the Air Force instructing on radar at Tinker AFB, Marion, Oklahoma.

In less than two years Bill felt the need for broader horizons and he joined the Service Company in March, 1952.

Today, he operates out of Udine, Italy, and European Air Force Field Manager Bill La Perch is glad another member of his team has set the standard for future operations.

## Texas



At Ft. Bliss, Texas, R. E. Finnis (l.) & R. C. Walter

For two Government Service Field Technicians who joined the Service Company last year, assignment at Ft. Bliss, Texas, is nothing new. Both Bob Finnis and Ray Walter served at the Army's Anti-Aircraft and Guided Missile Center when they were soldiering for Uncle Sam and though neither man was acquainted with the other

. . . neither did they suspect that each would one day form half of an editing-writing team that would win praise from the Army.

Ray and Bob were the subjects this year of a letter to home office from Major Henry S. Salmon concerning their excellent performance while assigned to his group's editing section.

Their work consisted of composing and editing a trouble-shooting manual, a complete and revised edition of a schematic diagram book, lesson plan outlines, and special texts used as instructional material in repair courses.

The officer wrote: "Their outstanding performance and cheerful cooperation are a credit to themselves and the RCA Field Service organization."

Ft. Bliss Contract Manager John Nook discloses that Ray's interest in electronics began with his two-year hitch in the Army when he studied Fire Control Systems.

Married, with two El Paso-born children, the native New Yorker has established a reputation for meticulous attention to detail and possession of a truly amazing memory.

Bob Finnis was born in Salem, Massachusetts, attended Salem High School and went on to Massachusetts Institute of Technology where he studied aeronautical engineering for two years. An additional year's education at the Massachusetts Radio School fitted him admirably for the Service Company. An aptitude for teaching, coupled with effective technical writing, combined to earmark him for Ft. Bliss.



*Service  
Def  
and  
Comm*



**Left: 1st Lt. John Piatt (2nd from r.), Cherry Hill Personnel, checking score cards with fellow members of the 446th C.A.M.G. Co. on the firing range at Ft. Meade, Md.**

*U. S. Army photograph*



**Above: 1st Sgt. William Blankenship (l.) Appren. Tech at Charlotte TV Br., checks burp gun at Ft. Bragg, N. C.**

**Below: M/Sgt. Ernest H. Wallander, Allentown TV Br. Chief Clerk, takes command during two-weeks' duty at Ft. Knox, Ky.**



**Left: Chief Petty Officer Aubrey J. Grier, Manager of Still Photography, MTP, Florida, spends one weekend a month in training at the Naval Air Station, Jacksonville, Florida**

Service Company employes will tell you that doing your part as a good citizen means more than merely living and paying taxes in the community . . . it means taking an active part in community life through service.

On these pages we've gathered a few pictures featuring community activities in which some of our employes participate.

Veterans form the vital nucleus around which the hometown military reserve unit is usually built.

John Piatt, an administrator of Insurance and Safety in the Personnel organization, attends regular meetings throughout the year. His reserve unit is composed of men skilled in military government.

*NOTE: RCA SERVICE will be forwarded to the homes of employes on military leave of absence upon request of their families. Please supply employe's home address to the editor.*





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Right: Tom Ferguson (r.), Technician of Franklin Square, L. I., TV Branch, helped form the "Oceanside Stallion Athletic Club," which sponsors athletic programs for boys and girls, 7-13. Tom, shown here with the football team, has held many offices in the community organization and is presently the Stallion's president



Below: Johnstown TV Branch Technician Joe Rosmus (r.) teaches eagle scouts the fundamentals of radio and television. The TV Tech believes every boy should be prepared for a future in the field of electronics



Once a week 1st Sgt. Bill Blankenship's artillery team meets in Charlotte. Once a year the group leaves home to journey to Ft. Bragg where they put into practice the training they've received during the year.

The mission of M/Sgt. E. H. Wallander's unit last summer was to train some two hundred Engineer Reserve Officers at Ft. Knox, Kentucky.

Chief Petty Officer Aubrey J. Grier spends one week-end each month training as a member of the Reserve Wing Staff at the Naval Air Station, Jacksonville, Florida.

And no less important to the community are the parents of children, such as Tom Ferguson, Joe Rosmus, or Ed Gripp, who give freely of their time that youngsters may have capable and mature leadership.

A tribute to the interest and vitality of MTP Chamber of Commerce members is the election of one of them as president of the organization and the active roles played by five other co-workers.

All testify to active lives in active communities.



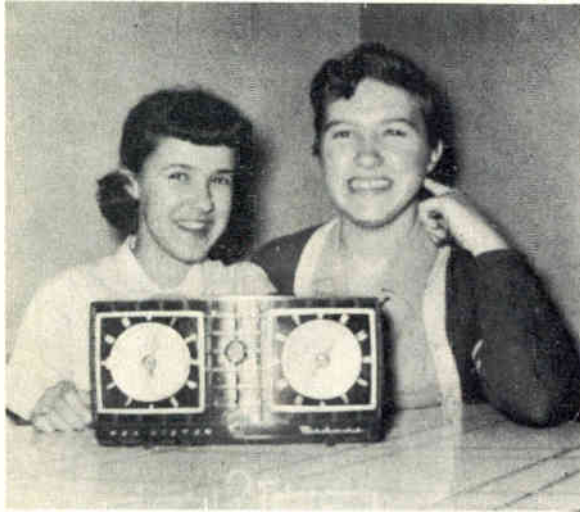
Above: President of the Greater Eau Gallie Chamber of Commerce W. O. Marshall with other MTP employees of the chamber. Left to right: W. L. Rose, J. Reber, G. Soderquist, W. Marshall and G. M. Powers

Below: Tech Products' Ed Gripp (5th from l., back row), Cherry Hill, & son Eddie, Jr. (5th from l., middle row), are an active father-and-son scouting team





# Service Company Youngsters Take \$150 Worth of Safety Prizes



Frances & Arlene Toth with their prize



Linda Kennedy, St. Louis, enjoys her portable record player

The eight-year-old daughter of Consumer Products Webster Groves TV Branch Chief Tech Harry S. Kennedy took top honors in the recent Service Company Children's Safety Contest, while a Somerset, Massachusetts, team of sisters, Frances and Arlene Toth, daughters of Tech Products Field Engineer Frank F. Toth, joined forces to take the first prize clock radio in their Division "B."

Linda Kennedy won the Safety Contest judges' acclaim with her wax crayon drawing illustrating the danger in allowing children access to matches. A crying child burned by fire, an alarmed and distraught mother, along with the warning: "Don't let matches lie around," served to bring Linda first prize in Division "A" (up to and including nine years) and a handsome portable record player.

The Toth sisters combined to submit a safety essay covering safety in the home, outside the home, and traffic safety rules that added up to first prize, in Division "B," the nine to fourteen years of age group. Both girls believe that "to learn safety when we are young" makes for a safer and sure future. Other prize winners were:

#### Division A

Janet McLaughlin  
127 Tillotson Circle, Pittsburgh 9, Pa.  
Second Prize, a Table Radio

Patricia Forscutt  
115 Ava Ave., Somerdale, N. J.  
Third Prize, a Children's Record Album

#### Division B

Louis Natkin  
6632 Rutland St., Phila., Pa.  
Second Prize, a Table Radio

Charlene Webb  
52 Marlton St., Woodstown, N. J.  
Third Prize, a "Platter Party" Album

## Prep Kit Designed For Kids

Government  
Department's  
Anne Zemen  
tests new  
Prep Kit



If Consumer Products' Fred Wentker has his way—thousands of youngsters will soon be busy putting together the "Electronics Prep Kit."

Already rolling off the production lines with initial shipments to branches underway, TV technicians all over the country are set to handle the amazing and attractive kits exclusively (no other sales channels are contemplated).

Designed for any young fellow who can read, Fred says, "Any youngster and most fathers can assemble it." The only tools required are (1) a pencil, (2) a screwdriver, and (3) a pair of pliers.

Naturally, the one-tube set won't take the place of a commercial radio—it's primarily made for educational value . . . with utility a secondary consideration. Nevertheless, it's completely equipped with batteries and headphones so that Junior doesn't have to buy any additional parts.

Selling for \$12.50, the handsome kit includes a simplified manual entitled "Introduction to Electronics for Junior Technicians," so that all the electronically-minded young man needs is the urge and interest.

**ATTENTION  
TV TECHNICIANS  
Get set for a blast in January!**





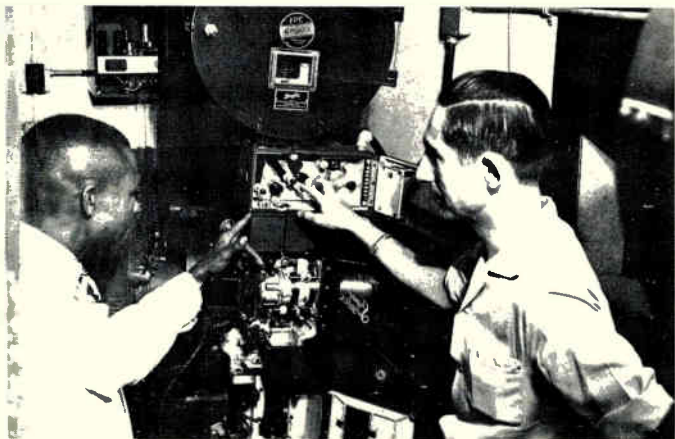
**Heavy-weight Champ Rocky Marciano hears earlier fight featuring his opponent Bobo Olson over an RCA portable**  
*(Photo, courtesy of United Press)*

## Service=Shows To Tech Prod

In Hartford, Conn., whenever there's a fight . . . they call Technical Products Field Engineer Harry Burgess. That is, they call Harry whenever the fight travels the closed-circuit medium of Theater Network Television to the Meadows Drive-In.

The last heavyweight title bout between champion Rocky Marciano and challenger Archie Moore arrived on the drive-in's screen before a capacity audience (2,000 cars), courtesy of FE Burgess and cooperating telephone men.

Harry arrived on the scene a full week in advance of the title tilt . . . lined up the necessary equipment and completed his assignment in the best Tech tradition when the battle ended in the ninth round . . . credited by local newspapers with "a smooth operation."



*U. S. Army Photograph*

**Tech Theater Engineer R. Koch (r.) with Depot's projectionist**

Out in Herlong, Calif., recently, Tech Engineer Bob Koch picked up a letter of commendation from the Sierra Ordinance Depot's Post Restaurant Fund General Manager Edward W. Wetherill after he converted the Depot's theater projection equipment to CinemaScope.

The Post Fund Manager hailed the superiority of the new screen images and sound, which he pointed out, keeps the Post theater apace of other installations.

And Bob was praised for aiding the projectionist gain know-how with his new equipment and for his overall demonstration of skill and cooperativeness.

## Top RCA Staff Posts Announced

New executive assignments on the Staff of the Chairman of the Board and the President of RCA were announced recently.

Dr. Elmer W. Engstrom was appointed Senior Executive Vice President. In this capacity, Dr. Engstrom is responsible for the RCA Laboratories, Defense Electronic Products, and the Commercial Electronic Products, also the Engineering Services, Manufacturing Services, and Product Planning staff activities.

Ewen C. Anderson, as Executive Vice President, Public Relations, is responsible for the Commercial Department, Press Relations and Institutional Advertising, Washington Office, and Community Relations activities.

Charles M. Odorizzi, as Executive Vice President, Sales and Services, is responsible for the RCA International Division, RCA Communications, Inc., RCA Service Company, Inc., RCA Victor Distributing Corp., and RCA Institutes, Inc.

Robert A. Seidel continues as Executive Vice President, Consumer Products, and is responsible for the RCA Victor Television Division, RCA Victor Radio and "Victrola" Division, and RCA Victor Record Division.

W. Walter Watts, Executive Vice President, Electronic Components, is responsible for the Radiomarine Corporation of America and the Tube Division. Present plans contemplate expansion of the Tube Division into three operating divisions, Tubes, Semi-conductors, and Component Parts.

Ernest B. Gorin, Vice President and Treasurer; Edward M. Tuft, Vice President, Personnel; and Robert L. Werner, Vice President and General Attorney, who will continue in their present assignments, have been added to the Staff of the Chairman of the Board and the President.

## Color TV 'Works' for Ad Agency



Henri, Hurst & McDonald, Inc., Chicago advertising agency, has installed a color TV set in their reception room where Chairman of the Board W. D. McDonald declares it performs a "public service demonstrating tremendous advertising opportunities for clients," and the response by visitors is very gratifying

# The Field Reports --- A Branch | District Roundup

TAMPA—A customer walked into Chief Clerk O. H. Hussey's office, complained a tech left the picture crooked on their 16-inch set. A legitimate call back, Hussey proceeded to write it up while apologizing, wound up explaining TV modification program . . . customer canceled call back and placed \$219.50 modification order.

\* \* \*

SOUTH PITTSBURGH—Telephone operator Hazel French opened her mail recently, pulled out and put on a pair of gloves a customer sent her for "courteous, efficient" handling of service call request.

\* \* \*

RICHMOND—Modification specialist Hugh Meadows (pictured below) said he got in on the ground floor of a good thing as he put finishing touches on branch's first custom corner modification recently.



**Custom Corner Modification Wins Thanks From 1st Customer**

CHICAGO—SERVICE reporter Marge Johler issues a challenge . . . says her Tech Prod District Office has four employes averaging 29 years, 10½ months of service. Marge, 33 years, 5 months; Frank Hamre, 30 years, 4 months; Joe Hovorka, 28 years, 9 months; and Mike Fritz, 27 years. Can anyone top this?



**Kalamazoo—**After almost 6 years faithful service to the Kalamazoo citizenry, Mr. "RCA," Stan Burek (r.) turned over the Branch reins to new Manager George E. Kunst. Stan began managing the then-fledgling Kalamazoo Br. in 1950. The Branch captured a President's Cup two years later and went on to earn an outstanding sales record. The former Detroit Br. Service Mgr. now directs the Toledo Branch

Louisville, Ky., Technicians Jim Thompson & Ed Clayton (r.) begin Antenaplex system installation job, the result of cooperative efforts by Branch & Wells TV Company



## GOING UP

And there it is . . . atop the Brown Hotel. Br. Mgr. Gene Campbell adds that the package for four "Derbytown" hotels includes over 700 television sets



## Set Up—and Ready to Go



SERVICE reporter Emily Arko sends photo showing Tech Prod FE K. P. Herrick (seated by eqpt.), Cleveland D.O., ready to begin a Sun Oil Company closed-circuit telecast at Toledo's downtown Hotel Secor



## RCA Reports Retirement Changes

Four important improvements in the RCA Retirement Plan, which were recently approved by the Board of Directors, went into effect December 1. These improvements do not involve any increase in contributions or additional costs to employes. The Company pays the bill for these new features.

In addition to these four changes in the RCA Retirement Plan, a new program of hospital-surgical benefits for retired employes is now in effect. The Company has also made arrangements to provide each year, a statement of benefits and contributions under the Plan to each participant.

The third series of changes in the Retirement Plan since it was established in 1944, the modifications were framed to keep the RCA retirement benefit program up to date, and to make it one of the most modern in American industry.

These improvements, which apply automatically to all actively employed members of the RCA Retirement Plan, represent features which have been negotiated with the various labor organizations representing employes. They have also been submitted for approval to the U. S. Treasury Department under the Internal Revenue Code. Here are the highlights:

1. An increase from \$125 to \$135 a month in the *minimum* combined Social Security and RCA Retirement Plan benefits for those retiring at age 65 with 22 or more years of credited Retirement Plan service. Increases in the minimum are also provided for those who retire at 65 with between 7 to 22 years' credited service.

2. A new guarantee of monthly retirement benefits for *five years*. This is the new "5-Year Certain" provision which means that if the Retirement Plan member dies within five years after retirement, his retirement benefits will continue to be paid for the remainder of the five-year period to his beneficiary.

3. A new disability retirement benefit for those who have 20 or more years of Retirement Plan service, and who become permanently disabled between the ages of 60 and 65. The disability benefits will be the amount of monthly benefits built up under the Plan by the member at the time of the disability, and payable at age 65. But under this disability provision there's no reduction, even though the disability benefits will start before age 65. Also, for the period from 60 to 65, a minimum disability benefit of \$50 a month applies. Then, when the member on disability benefits reaches 65, his disability payments stop and he becomes eligible for normal retirement benefits, with the guarantee of at least five more years of benefit payments.

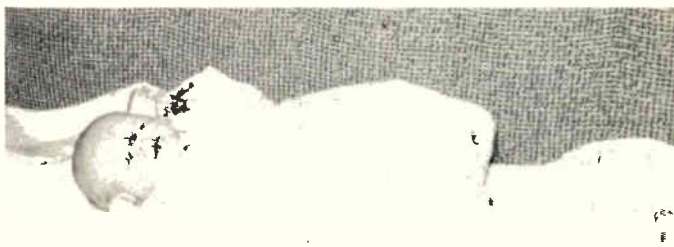
4. A new option, which, if chosen by the Retirement Plan member, provides a *guarantee* of retirement benefits from the Plan equal to the *total actuarial value* of the member's benefits at retirement date. The monthly benefits paid if this option is elected would be somewhat less than normal benefits, but at death of the retired member, his beneficiary would get a *lump sum* payment equal to the actuarial value less the amount of benefit payments received by the retired member.

5. A new Hospital-Surgical Program for retired members, under which a portion of the retired employe's

## FOTO FEATURES



In the famous namesake dept.—Marylyn Monroe (l.) succeeds Loretta Vinditto (r.) as Telephone Clerk, Providence, R. I., TV Br.



Chicago TV District Manager Bob Adams added another member to his staff of four . . . and in the best RCA tradition, named him Robert Charles Adams

RCA Group Life Insurance (all except \$300) may be used to help pay certain hospital and surgical costs.

6. From now on, every active member of the Plan will be issued a statement each year showing the amount of benefit he has built up under the Plan. This statement will normally be ready for distribution each spring and will show the benefits built up for the period of membership to December 1, of the year before.

These improvements are explained in detail and appear along with the full text of the amended Plan in a new edition of "You and the RCA Retirement Plan," which is being distributed to all employes. If you have any questions, your supervisor will help you get the answers.

In the next issue of RCA SERVICE, a number of questions and answers illustrating how the improvements in the RCA Retirement Plan will help provide you with greater security during your leisure years will appear.

Of course, the preceding summary and those questions and answers do not give a complete technical explanation of all the Plan's features. They do not, therefore, in any way alter any provision of the official text of the RCA Retirement Plan.

(Continued next issue)



# Electronics fun for Christmas!

## RCA ELECTRONIC PREP KIT

Just **\$12<sup>50</sup>** ... order now

Instructive fun for young or old! Everything necessary, including step-by-step instructions, to build first a simple radio, then one more advanced, both of which pick up broadcasts direct from stations. RCA-designed . . . works on harmless dry cells, and no

soldering necessary. Complete with dry-cell batteries, earphone, antenna, nothing else to buy. Send now and also receive special introductory electronics booklet by RCA Engineers. Or, call nearest RCA Service Company Branch.



*Not sold in stores . . . send check or money order . . . \$12.50 ppd.*

### RCA SERVICE COMPANY, INC.

A Radio Corporation of America Subsidiary  
Electronic Prep Kit, Dept. 621-C, Camden 8, N. J.