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1951

RCA SERVICE COMPANY



NEWS



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

TV Fit for A King

MEMBERS OF THE SERVICE COMPANY'S hard-working Demonstration Group don't consider themselves dashing types, but when you haul the RCA banner from South America to Sweden, when you show up for work one day in hip boots and the next in tails and cummerbund, you are set up a bit from your shiny-seated fellows.

On the average of once a week, a demonstration crew is somewhere, either in this country or another, proving to new audiences that RCA equipment is better than any other here or abroad. Their assignments are a round of parades, see-yourself shows, ship launchings, religious ceremonies, and surgical operations.

Just the other day, one crew got back from Stockholm where it demonstrated to King Gustav VI, of Sweden, the tremendous cultural and scientific possibilities of television.

Three members of the Service Company—Frank Helgeson, Earle Whitaker and Bob Gold—with three RCA Victor promotion men—Dick Hooper, Walter Lawrence and



Stockholm's Concert House

NEW FRONTIER awaits crew in Sweden where (from top) Frank Helgeson, Walt Lawrence, Bob Gold, Earle Whitaker will show king TV. (Center below) Meade Brunet, RCA International head, and airline officials.

Douglas Deakins—were on hand to telecast the awarding of the Nobel prizes, December 10, to an overflow audience from Stockholm's Concert House. All told, some 2000 persons turned up for the famous ceremony.

While on this adventure, they also gave King Gustav a private show in his palace, put on a demonstration for the Riksdag (legislature), and shot a heart operation by Professor Clarence Crafoord at the Sabbatsberg Hospital.

What worried Chief Engineer Frank Helgeson when he boarded the Scandinavian Airlines' Constellation in New York, Dec. 5 (see cut opposite), and on the overnight hop across the Atlantic, was how he was going to set the stage, rehearse the cast and cope with incidental diplomatic relations, without any Swedish to work with. His folks were born in Norway, and he knows just enough about the Scandinavian language to know it doesn't match English, and can't be got out of a pocket dictionary.

He needn't have worried. A great many Swedes speak English, and our Swedish distributor and host, Sven Jansson, director of Elektronikbolaget, Stockholm, provided plenty of interpreters and other courtesies.

First to arrive on the scene was young Doug Deakins, from Victor, who was shipped aboard the *SS Stockholm*, Nov. 15, in two staterooms: one for Doug, one for 6800 pounds of TV broadcast equipment and 56 pieces of per-

(Continued on next page)





David Sarnoff



Gustav VI

RCA's chairman of the board, General David Sarnoff, wrote to his majesty, King Gustav VI, of Sweden:

"It is especially gratifying to us to be able to demonstrate television as a new service for social advancement in a nation possessing a progressive spirit that has won for your people the respect of the world for contributions to the arts, sciences and society. . . . We sincerely hope and believe that its service will become the most powerful force ever known for strengthening international understanding and world peace."

TV FOR A KING—Continued

sonal luggage—including cummerbunds for everyone. Without a sash to swathe his middle, no man's officially dressed for Stockholm nights. And there are only four hours of daylight this time of year.

The equipment consisted of two TV field cameras, two "Life-Size" (TSL86) projectors, which give 6 by 9-foot pictures; and a group of 16- and 19-inch receivers. During handing out of the golden Nobel medals by Gustav, one camera was mounted in front of the king, another to the side to catch notable guests. A receiver was set up to permit the king to view the telecast during the proceedings. A coaxial cable carried the picture to an upper-floor auditorium and to a theatre some 300 feet from the house. For the palace demonstration, microwave relay was used.

With only four hours of daylight, the crew went to bed and got up in the dark; worked nearly round the clock, scarcely knowing the sun shone. The first day, Frank got the equipment set up, started working on the test pattern; spent the next two perfecting the production, rehearsing Swedish electricians and cameramen who never before had seen such gear. Frank used a diesel generating plant to get 60-cycle power, rather than depend on Stockholm's 50-cycle.

(Continued on page 12)

from War to Peace

On December 10, 1950, the world's largest radio company, RCA, televised the world's most famous court of honor: the awarding of golden Nobel medals by King Gustav VI, of Sweden. General David Sarnoff, RCA's board chairman, acknowledged the invitation by letter; six RCA men handled the mission.

This was the 50th anniversary of the ceremony inaugurated by Alfred Nobel, the Dynamite King, who patented the high explosive in '62, harnessed nitroglycerin, invented smokeless powder and detonators; did as much to advance the science of warfare as any other individual in recent history.

The fabulously wealthy bachelor, son of a Swedish armament maker, was primarily interested in awards for literature and science; the Peace Prize came as an afterthought, at the insistence of a pacifist friend, Bertha von Suttner, Viennese novelist.

Peace Prize

This year the Peace Committee, a group of five elected by the Norwegian Storting (parliament), gave the prize to Dr. Ralph Bunche, for his work as mediator in the Arab-Israelite conflict in Palestine. It was scheduled for presentation in Oslo prior to the Stockholm proceedings.

The Royal Academy of Sciences, Stockholm, charged with picking the winners in science and physics, chose Otto Diehl and Kurt Alder, of Germany, for chemistry; and Cecil F. Powell, cosmic ray scientist of England, for physics. The Caroline Medical Institute of Stockholm, which makes the selection in physiology or medicine, decided on Dr. Philip S. Hench, of the Mayo Clinic; Cadeus Reichstein, of Switzerland; and Dr. T. Edward Kendall, American biochemist, for medicine.

Literature winners, chosen by the Swedish Academy of Literature, were America's William Faulkner and English-born Bertrand Russell.

Writing was Alfred Nobel's great love, which never was satisfied. One journalist explained: ". . . in his many beginnings (as a writer), as in his disappointments, he worked hard enough to realize how hard it is to write well."

Since it was Nobel's prime purpose to free young, creative minds from the weight of poverty, the prizes carry with them a substantial monetary reward. The 1950 budget provides each winner with about \$30,170.



◆ SET THE STAGE IN STOCKHOLM—
(l to r) Douglas Deakins,
Dick Hooper and Walt Lawrence,
all of RCA Victor promotion

Techs in Tails

FRANK HELGESON

Frank Norman Helgeson, shown with arm on a "Life-Size" TV projector, the type used in Sweden, is a crack engineer, as well as the paper worker he's had to be to head the Demonstration Group since it was formed in 1947. He has been with RCA ever since taking his EE degree from Northeastern University, Boston, in '29. Mert Brisbin, now of the Training Section, spotted him in the lab on a talent-scout expedition, signed him on.

One of his first jobs, which lasted a year and a half, was putting in centralized radio and antenaplex systems in N. Y. City. Then, for 12 years, he was a Photophone engineer out of Kansas City, working Iowa, Missouri, Oklahoma, Nebraska, Colorado and Kansas. During World War II, Frank went into Government; started out on the east coast, progressed to Pearl Harbor and Guam.

When he took on the demonstration assignment everyone judged it would last six months, but, during 1950 alone, business increased by one half. (The group also is kept busy servicing and modifying its considerable gear.)

Frank and his wife, a former Camden school teacher, live in a 60-year-old frame house with grounds in Merchantville, N. J. Their son, Peter, 17, played on the local high's football team last year. Like most good engineers, Frank's a great tinkerer, for years worked hopefully on an original ("turk") TV set in his home.

EARLE WHITAKER

Earle Edward Whitaker, leaning on TV camera control "suitcase," an original member of the group, also was a first member of the old Government Section, on outside assignments.

He worked the Boston Navy Yard, British West Indies, Norfolk, New Orleans. He covered the sub base at New London, Conn., and the Manitowok, Wis., sub yards, where they dove pigboats in Lake Michigan before floating them down the Mississippi.

Once, during a speed run on a French destroyer off the New England coast, his DD was turning up, he says, 40 knots in a peasoup fog, her bow high out of the water. RCA's servicemen spotted 15 to 20 "targets" on the aircraft radar (the surface one wasn't working)—targets that turned out to be a big westbound convoy.

"You could 'a tossed a haseball on some of their decks," he related. "A loaded tanker cut right across our bow inches away."

Earle has been on hundreds of demonstration shows in nearly every state in the union; is home at Palmyra, N. J., about half the time. Here he has a kilowatt rig, W2YXW; a wife who's "the world's best soprano" (sings solo at Christ Episcopal Church, Riverton); two daughters, 9 and 17; and a Hammond organ he plays by ear. You ought to hear his *Limehouse Blues*.

BOB GOLD

Robert Charles Gold, with industrial TV camera, also has a ham set (W3PDA), a problem to neighbors when he doesn't stick to 20-meter phone. Ten feet from his aerial on either side, there are TV antennas.

"I could hit 50 with one stone from my place in Northeast Philly," he says. He has TV himself, his own make. Bob's always making things: ham radio and equipment for the group. The Chicago Museum display was his.

Bob, born 34 years ago in Lamoni, Iowa, joined RCA in '41 to take over a theatre circuit in Kansas City under Bill Hardman, but was switched at once to Government. He started the war in the Brooklyn Navy Yard, moved on to Casa Blanca (nearly a year), Mare Island, Pearl Harbor, Philippines, and back again to Brooklyn to finish the war.

For a while, he was with the original L. I. City shop, then returned to Honolulu as supervisor of seven RCA techs rolling up electronic gear; sorting, inventorying and indexing great piles of usable stuff to be returned to the States.

For the last two and a half years, he's been with Demonstration. His wife, who went with him on the two-year Honolulu tour, is the former Jean Schweitzer, one-time secretary to A. A. Vogel, former Victor controller.



RCA REWARDS

Service Company Veterans

ELEVEN MEMBERS of the Service Company were honored at the 25-Year Club dinner, held in Philadelphia's Bellevue-Stratford Hotel on December 9.

Principal speaker was C. M. Odorizzi, operating vice president of RCA Victor and board chairman of the Service Company. Among several other top executives attending was E. C. Cahill, Service Company president, who, incidentally, just completed 20 years of RCA employment.

Grace A. Archer, Frank W. Hamre, Paul P. Melroy and Edward Schneider are the four new members who received gold watches to mark their quarter-century of service. (All but Ed Schneider, who was with a Demonstration crew in South America, were present for the affair.)

Paul V. Smith joined the veteran group a year ago, and in 1948: Benjamin Harvey, William H. Howard, Margaret Johler, W. L. Jones, Stephen F. Neilssen and Walter Thomson.

G. H. Metz, Personnel chief, presented Ed Cahill with his 20-year pin earlier. Others in the company who received lapel pins marking 20, 15 and ten years of service are:

Technical Products, 20 years: J. B. Dearing, H. E. Frisbie, A. Goodman, K. P. Haywood, A. E. Jackson, C. E. Johnson, W. W. Jones, C. Y. Keen, J. Leidy, J. Maura, G. Sandore, H. Taylor, G. Toepferwein, F. Vetrovec, F. Wentker, E. Karcher, O. Coulter, R. Bisbee, G. Hild, J. Weiss, W. Cooley, C. Swinney, A. Hughes, C. Faulstich, J. Hovorka, B. Bibben, C. Rush, F. N. Helgeson, S. Journeay, A. Knight, R. Northrop, W. I. Wall, C. Wylie, W. T. Armstrong, W. Barberie, F. Gookin, P. Humphrey, F. L. Brown, M. Fritz, C. Herbst, M. Gieskieng, W. Attmore, C. Graham, G. Knapp, D. Gould, H. Davidson.

Fifteen years: L. B. Hart, H. Kalyn, E. VanDuyne, G. Benjamin, C. Lewis, F. Huff, R. McKinsty, R. Cobble, R. Sear, T. Foster, J. Niedbalski, Miss M. Wiczorek, B. Douglass, H. Madison.

Ten years: E. Ayres, Miss O. L. Bach, H. Bartolf, G. Closs, W. Gilreath, T. Griffin, H. J. Markley, H. J. Mayer, F. H. McCarthy, S. Schultz, T. Shipferling, E. Stanko, M. E. Wheaton, T. Hines, W. Ballinger, N. Owens, G. Dunkelmann, S. Lebow, M.



25-Year Dinner

(Top) S. Nielssen, C. M. Odorizzi, B. Harvey, F. Hamre, W. B. Thomson, Grace Archer, Paul Smith; (Inset) Ed Cahill, W. Baxter, H. Winters, Hal Metz

Levy, J. Reibeisen, N. Ripp, P. Sohor, A. Hyne, H. Sauter, H. Geers, D. McMillan, A. Oswald, R. O'Toole, J. Watson, L. N. Browne, A. Riley, R. H. Hecht, C. Atchison, R. delCastillo, F. Harris, E. Pothier, J. del Bello, W. Streiby, F. Armstrong.

Financial, 20 years: R. L. Olmstead. Fifteen years: T. Mines, Miss L. Wormick. Ten years: J. Dean, H. Hannum, J. Swienicki, R. Biehler. **Executive**, 20 years: E. I. Markley, J. A. Milling, W. J. Zaun. **Quality**, 20 years: T. Flythe, W. Manwiller, F. W. Smalts, Mrs. G. Black. Fifteen years: V. Stramm. Ten years: F. Atlee. **Government**, 20 years: W. F. Hardman, J. Pesce. Fifteen years: L. R. Yoh, H. Laessle. Ten years: S. Heller.

Consumer Products, 20 years: W. H. Bohlke, F. Lakewitz, H. Lyons, P. C. McGaughey, C. C. More, F. Schmelzer, A. L. Spaeth, K. Finanger, L. Fetter, Miss E. Newman.

Fifteen years: H. C. Brown, V. M. Curtis, J. Driscoll, M. Gander, E. F. Gerry, G. Hand, E. E. Keys, J. Niedbalski, M. W. Tilden, T. Zoll, Miss V. M. Curtis.

Ten years: S. E. Baker, J. Eckert, J. Gallagher, V. Giacoboni, R. G. Middleton, G. Rendell, S. Shorr, C. Welscher, D. W. White, J. Zabor, R. Scully, M. Stites, Miss J. Armstrong, W. Henshall, W. Griffing.

Personnel, 20 years: Mert Brisbin.

15-YEAR MAN



Seagraves & Niedbalski

Manager W. M. Seagraves (left), of the Franklin Square (N. Y.) branch, presents Jerry Niedbalski with a 15-year pin. Jerry joined RCA in '35 as a communications clerk in New York, advanced to radio operator, and in '45, to technician. He came to the Service Company three years later as a TV tech at Franklin Square.

A service contract for "medicinal use"



NURSE spins record over hospital radio station while Serviceman Gordon Phipps looks on and patient listens in

VA hospitals are on RCA list

UP IN THE HILLS of northern New Jersey is a city of some 3000 persons where the radio's literally good medicine. Here, 15 hours a day, loud speakers deliver a musical routine that's broken only by occasional newscasts and variety programs.

For more than half the inhabitants of these 850 up-and-down acres, the tunes are a call to the outside world, where many haven't set foot in years; eventually, some will venture out. Meanwhile, the two 60-watt and two 15-watt amplifiers, which broadcast radio, recorded and live programs to 67 speakers and 42 head sets throughout 15 buildings, have to be kept in condition.

This is the job of the Service Company; in this instance, of Gordon Arnold Phipps, field representative of the New York Technical Products District.

2000 Patients

Of these people at the Veterans Administration Hospital, in Lyons, some 2000 are patients, suffering in varying degrees a mental illness. They are cared for by more than 1000 doctors, nurses and specialized workers. About 80 percent of the sick are what Dr. C. N. Baganz, the manager, terms "emotionally flattened," which means they no longer have any real will to live.

Music is one form of stimulus with which the medics endeavor to cast a little light into the darkness. Others are insulin coma, electro-shock therapy, electro-stimula-

tion. Sometimes music is used in combination with one of these treatments.

"A lot of the patients don't like it (the music), but that's all right, too," said the manager. "Sweet tunes are piped to all shock therapy units, so that when the patient comes out of shock, he's lulled along in his recovery. Our music programs are divided between the recreational and therapeutic."

Constant Music

A special Music Committee gets up the daily broadcast fare as carefully as dietitians plan meals. A program schedule is mimeographed weekly. At 8 A. M., the institutional day begins with a newscast, followed 15 minutes later by three-quarters of an hour of "master-works"—Wagner's *Venusberg Music*, Tchaikovsky's *Suite No. 3*, Dohnanyi's *Wedding Waltz*. For the rest, with five-minute news breaks, there's constant music, principally sweet. After supper a variety show or humorous serial comes on, then a spot of *GI Jive* and more music.

The disc jockeys who tune in AM & FM offerings, fill in with transcriptions—from the control room known as Station VOLA—are for the most part Gray Ladies of the Red Cross.

The Service Company cares for amplification systems in more than 100 VA hospitals, and in about a third of them motion-picture equipment.

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IN TOKYO P. B. Reed meets FEAF tech reps: (l. to r. against wall) Hausen, Toscano, Hatchwell, Mr. Reed, Gould, Blount, Hollis, Nagel; (far side, table) Rogan, Schnell, Ossenback, Staniszewski, Tyrol; (backs to camera) Malde, Hardy, Cafaro, Trippe, Krauss. AT HOME (right) Government's veepee poses with Ethel Anderson, Bertha Hope, Esther Henney, his secretary



He Was There

THE GOVERNMENT SERVICE DIVISION's vice president didn't need the nation's president to declare a state of emergency in order to know how black the picture is in the east.

Pinky Reed got back from where the emergency was born three days before Mr. Truman's proclamation (Dec. 16). Immediately, he called in his staff and began streamlining his division in this closer-to-total-war situation.

He learned much in a three-week personal inspection of field engineers in San Francisco, Honolulu and Tokyo. Principally he found that we're still in need of manpower—well-trained stable men, adaptable to military life and ready to go anywhere on field operations, right up to the battle front, if called on.

Ten of the Service Company's tech reps worked behind a falling battle line near Hamhung; had to be flown out ahead of a Chinese breakthrough. Other RCA servicemen still are working in Korea.

Big Hand

On his return to the home office, the vice president was greeted by a 6-by-5-foot banner on which was blazoned WELCOME HOME PINKY (see cut above). The Pinky was lettered pink.

"The situation's extremely serious over there—much tougher than anything experienced in World War II," he told his staff. "And there's every evidence the military will have increasing need of our help as far ahead as anyone can see."

During his 19,000-mile flight he ran into heavy weather once, between Honolulu and Frisco. "I was in the rear seat and experienced maximum yaw," he related. "The wings of the PanAm Stratocruiser were flapping like a bird's. I was glad when we came down at Wake for a couple of hours."

Looking ahead to the new year, Mr. Reed stated: "Neither the military nor the company knew what requirements would be when we started the new division. We've been in business long enough for this to change. Introduction of any business is followed by a trial-and-error period during which best practices are sought. Our operation's no exception. The same thing is true for the military.

"At first it appeared it would not be necessary to send civilian engineers to Korea. But by the time our men got to Japan the situation had so deteriorated it was vital to the nation that they perform communications work in Korea. Ten men—in the best interest of their country and their company—volunteered.

Facts of Life

"I have taken an extensive trip to talk to the military and to our fellows and have a much better view of problems. Now we're aware of what work must be assigned, and conditions under which that work's to be done. And now that we know the facts of life, certain new policies will be effected in the interests of the armed services, company and individual field engineer. It'll be a healthy thing when everyone knows exactly what job he's in. It will be healthy from a long-range point of view. If we don't give maximum service, our services no longer will be required."

Mr. Reed was helped to these conclusions by personal interviews with top officers at San Francisco (Nov. 21-23), Honolulu (Nov. 25-27) and Tokyo (Nov. 30-Dec. 8). In Tokyo he talked with Maj. Gen. L. C. Craigie, vice commander, FEAF; Brig. Gen. George I. Back, signal officer, GHQ; Brig. Gen. Alkire, materiel, FEAF; Lt. Col. W. M. Thomas, assistant signal officer, GHQ; Col. E. A. Sirmyer, Jr., in charge of communications, FEAF; Col. C. B. Overacker, 1808th group, AACS; and Captain J. M. Farrin, materiel, ComNavyFE.

Consulted at Honolulu were Col. David Crabtree, CO, 1810th group, AACS; Col. James Corr, signal officer, Hawaii; Commander W. I. Bull, Navy electronics chief, Pearl Harbor; Commander A. A. Wellings, electronics, ComSerFor; and on the west coast, Col. Gus Hoffman, communications boss, Western Air Defense Force.

"I found some things we've done were mistakes," Pinky Reed went on, "and if continued would limit our opportunity for growth as an industry offering an extremely valuable service to our armed forces and continuing opportunity for our people. . . . Most important, I learned to do a job for the U. S. Army, Navy or Air Force, you've got to be ready to go into any areas they direct."



CONTACT



for RCA Field Engineers

with U. S. forces the world over



PUBLISHED BY THE RCA SERVICE COMPANY, INC., AN RCA SUBSIDIARY FOR ITS GOVERNMENT SERVICE DIVISION

BATTLEFRONT VOLUNTEERS

NORTH KOREA, a sub-zero inferno, is fit for nothing from a Yank's point of view but getting out of as fast as possible.

Ten of the Service Company's tech reps took it on the lam, after a long hard month of servicing gear for the Signal Corps. The equipment went too; they blew it up before being evacuated in a C-54 a day ahead of a Chinese breakthrough northwest of Hamhung.

None of the fellows wanted the Korea job in the first place. In the kids' writeup, Tokyo was described as end of the line and when Korea was sprung on them some didn't want to buy. They were on the spot—but qualified to work on gear vital to other fellows.

Speaking up for the company, Government's vice president, Pinckney B. Reed, wants these men to know how much RCA "appreciates their contribution to their country and company."

Their acceptance of this responsibility and fulfillment of these important and dangerous assignments will not be forgotten. Pinky declares.

Of the crew, two servicemen—al-

ready used to checking carbines along with radar signals—were in Korea when the job 15 miles from the fire fight came up. They were Edwin Osgood French, of Maple Shade, N. J.; and Dewitt Julio Carpenter, of Baltimore, Md.

Ed FRENCH, who is 31, (see cut right) was with the Camden TV branch for nearly two years when he transferred to Government last summer. For three years during World War II, he worked as an Army radar engineer in Hawaii.

DEWITT CARPENTER, 27, (r.) was a Baltimore branchman from early '49 until last summer. He got his electronics experience in the Navy, going in as a seaman in '42, coming out a chief two years later. He put in a year aboard the *USS Monssen*, a destroyer of the Pacific Fleet, which rode out seven beach bombardments, seven invasions and took part in the Surigao Strait torpedo run.

In Tokyo, JAMES ROGAN, (l., below) 37-year-old former tech sergeant with the Army Air Corps, was first to pack a carbine along with his VoltOmyst and

Korea Districtmen



French & Carpenter

head for N. Korea. He had been leading a quiet existence as an engineer at the Pennsylvania Power Co., Sharon, when RCA took him on a few months ago.

To the same front went THOMAS BRESLIN, Long Beach, Calif., former radar repairman in the regular army. Enlisting in '47, he was discharged last June. He came with RCA immediately at the Camden TV branch.

GEORGE JOHN ROSS, another evacuated tech rep, is a branchman from Oak Park, Ill.; came with the company in '48, after being a Civil Service radio mech at Pearl Harbor for three years. He's 24, a native of Maywood, Ill.

Other Tokyo volunteers were WALTER HOLZER, Northfield, N. J.; and FRANK EFFRON, Pittsburgh, Pa. Walt was in touch with RCA from '44 to '45 as an inspector of our airborne radar for the Philadelphia Navy Yard. Then he was with the Army at Fort Bragg repairing radar.

Frank Effron served in the Navy from '45 to '48; put in a year at Pearl Harbor in radar materiel.

GOOD SOLDIERS—(l. to r.) Jim Rogan, Walt Holzer, Oak Park's George Ross



Letters Home

Because the armies and navies of the UN need to learn about electronics, RCA style, the boys in the home office are learning a lot about peoples round the world from letters written by tech reps the world over.

In Norway, Nick Fanu has found they're very official. Rubber stamps, diplomatic passports, business cards are in the groove. Over in Japan, Harold Schnell finds they like parties; have them all the time, that you need a course in how to duck them, politely.

In Belgium, they're sort of like Vermonsters; make do with what they have and are lung on patching; also, are too polite to say they don't understand. In Rome, Frank Lutzock (below) is still shooting pictures of ruins. (The ruins of Germany no one's filming.)

Latest communications from Bill La Perch, in Belgium report that he "worked like the devil" in Cologne, and enclosed expense accounts to illustrate:

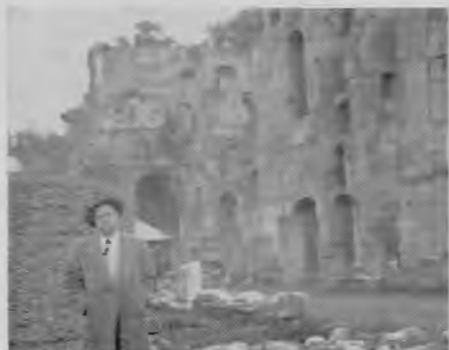
"... had no tech manuals shipped with the equipment I was teaching, so a Belgian sergeant and I extracted all the pertinent information and translated it into French. This took several nights so as not to interfere with daytime classes.

"Crossing the border into Germany is like entering another world. There are practically no cities which have not been destroyed. I'm getting to be an international finance expert, what with having to change francs into marks and vice versa."

In another letter, Bill suggests that "some familiarity with the language is invaluable. The elementary French I possess provides a certain amount of entree. These people are too polite to stop you when they don't understand.

"Col. Martin has been good enough to ask me to go shooting with him and the ambassador. The range is the same place

Lutzock & Ruins



Frank Lutzock gracing some of the ruins he's photographing for a collection while stationed in Rome



School Days In Germany

A group of our engineers working under MAAG (Military Aids Advisory Group) attends the Signal Corps school in Ansbach, Germany, to learn "methods of procedure." Sent over to instruct Army men in use and maintenance of electronics equipment, they must learn how to teach what they know.

(First row, l. to r.)—Nick Fanu, Jack Bowerman, Bill La Perch, Bob Hunsicker; (second row)—Harry Mills, Chuck Gibbs, Bill Winters, Bob Hubbard, Ken Clark.

THE CAPTAIN WAS PLEASED

Bob Hubbard and Jeff O'Connell, Jr., already have been saluted for accomplishments in Belgium. Captain Tom Kavanaugh, U. S. Artillery, wrote an enthusiastic letter to the chief of MAAG-Belux. Copies found their way to Tom Whitney, field operations manager, who passed them along.

The Belgians, it seems, had a recalcitrant piece of home-made electronics equipment essential to the instruction of the Belgian Army. When all available military and civilian engineers failed, the captain appealed to MAAG, which replied with Bob and Jeff. The RCA engineers

researched the problem, came up with the answer in short order.

"Without the assistance of these technicians it would have been impossible to conduct a satisfactory course of instruction," wrote the captain.

"We wish to thank you very much for the excellent job," wrote Tom Whitney to the boys in Belgium, "and let you know the home office appreciates the efforts of our fieldmen. . . . The report has been forwarded to Mr. P. B. Reed, our vice president, and we also are sending it to the office of the Chief, Signal Corps, Washington, D. C."

where Edith Cavell was executed in World War II."

Andy Conrad, Technical Section head, got a quick note from Harry Stovall to please send printed material on his job at hand: teaching a special radar use. "I'm going to the anti-aircraft school (in Germany) to dig up all the info and other material I can. In about a week, after I return from Germany, my troubles begin."

Andy Hilderbrand, Army & Navy contract manager, got a very satisfactory letter from Bob Hubbard, in Belgium:

"Things are finally getting in high gear over here and everyone seems to have plenty to do. Since returning from the firing range with Jeff O'Connell, I've been working with Harry Mills, planning a course at the Villeverde school. Tomorrow, Harry, Bill La Perch and I leave for Ansbach and Karlsruhe, Germany, for the orientation course. We feel it will be of great value in lining up training aids and course outlines."

Bob had a little radar trouble at an unfortunate time: "On Saturday the ambassador, a few generals and many colonels appeared for what turned out to be a good

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Keeps Close Touch



Dick Derlin, who works for Andy Hilderbrand, with offspring at their Moorestown (N. J.) home. In writing to engineers overseas, he "tries to personalize," because he's interested in keeping in close touch, something the boys certainly appreciate, according to mail received. Dick's 29, graduated from Earlham, Ind., in '50; was in the Army three years before college, served as X-ray tech in Europe.

Naval Aviation's Electronics Specialists

DOWN ALONG THE PATUXENT RIVER, out at Point Mugu, California; and far up in the northwest corner of the U. S. on Whidbey Island, technicians are setting up maintenance shops, teaching new circuits and devising standard test methods for U. S. Naval Aviation.

No other armed service has such a group of specialists as the Naval Aviation Electronics Service Unit, which is made up of Navymen and civilian engineers. A large group of Service Company representatives is attached to this crack outfit, whose electronics know-how is as up to the minute as the Naval Observatory clock.

The corps was created out of necessity. A quick glance at any cockpit will show that few instruments do not depend upon electricity for their operation. Furthermore, a sound system, homing device or signal apparatus is new only until RCA's labs, or some other, produce a better one.

The tech who knew how to install and service yesterday's electronic specialties isn't much help today unless his ears are tuned in on the lab, preferably through NAESU. Civilians taken into this service are given approximately six weeks training in the school at Washington, D. C., where they're instructed in every type of electrical gear used in Navy aircraft down to fuel gauges; are required to keep abreast all electronic developments in the field; and supplied with the *Digest of U. S. Naval Aviation Electronics*, published by the unit as an aid to keeping engineers up to date.

NAESU's commanding officer is Lt. Cdr. A. J. McEwan.

USN.; its executive officer, Lt. Cdr. R. E. Bowan, USNR. Students stand ready for immediate call to any part of the world—for any length of time. Mostly, they are assigned a maximum period of three months within the U. S., or six months to some foreign port, but a review of the need may show the tech should remain longer.

During World War II, the unit was known as the Airborne Coordinating Group (ACG). Company members were Tommy Flythe, Quality; Charlie Hobbs, Technical Publications; Murel Tomlin, chief engineer's office; and Harry Bowes, Fort Lee branch manager. A recent graduating group (*below*) includes a number of former TV branchmen.

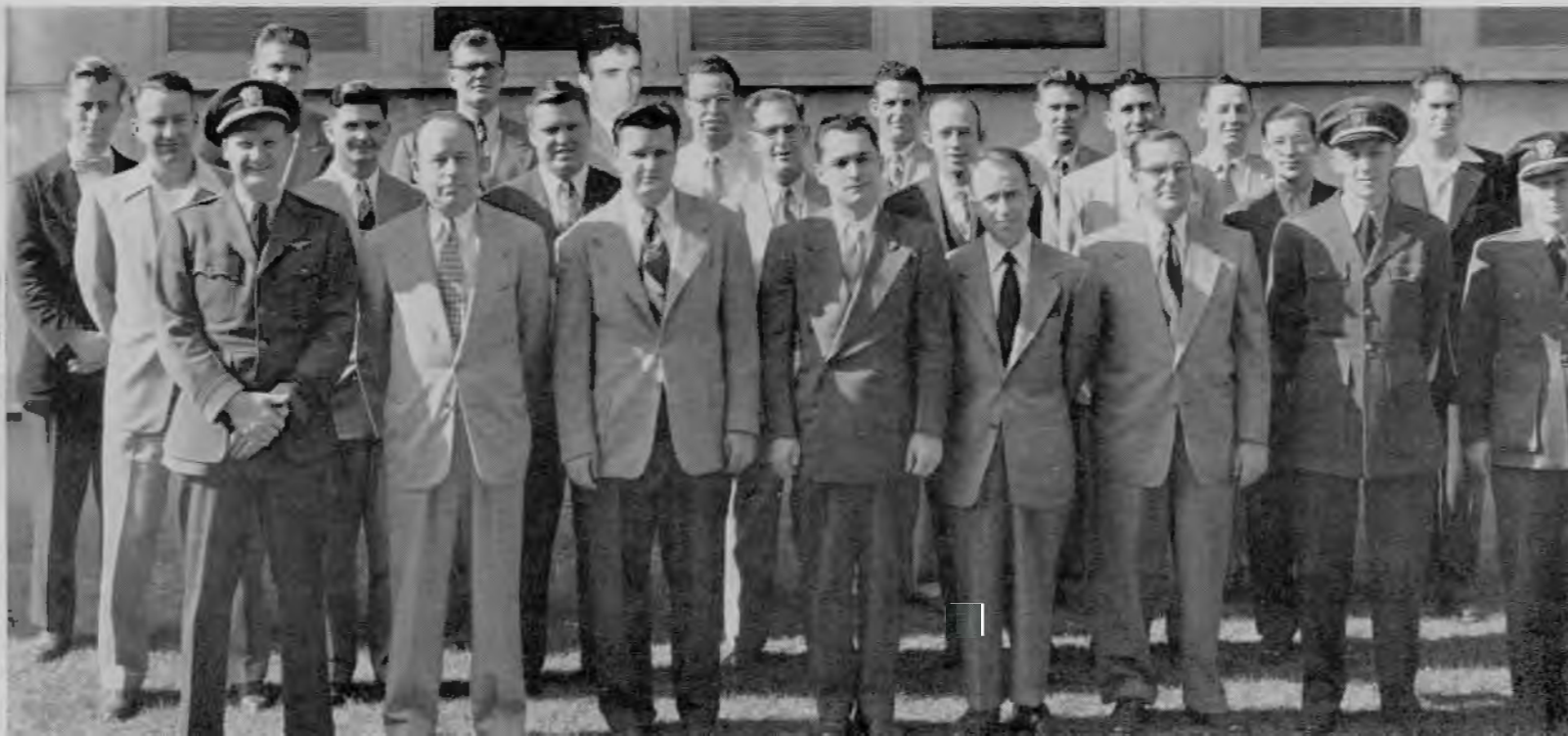
Following graduation Nov. 15 of this first RCA class, the school's CO told Vice President P. B. Reed, it was *the best single group we've had down here—best all around.*

Prime purpose of the unit is insurance of maximum safety for naval airmen; but its alumni establish service shops, revise study courses, help evaluate such equipment as the bombsight stabilizer; also test systems, such as the airborne teletypewriter.

Specifically, the Navy's determined no pilot will show up missing because his bombing equipment didn't work; and no plane will be shot down by friends because of IFF failure.

Finally, NAESU engineers supply a living bridge across a never-closing gap: the fleet's receipt of new airborne electronics gear and their effective employment.

First RCA class from NAESU school with CO, (*extreme l., front*) Lt. Cdr. A. J. McEwan, next to Bill Hardman, Service Company Pentagon rep; followed by Tester, Bander, McCain, Miller, Lt. Cdrs. Bowen & Miller; (*middle*)—Lynch, McClure, Dean, Ginnett, Gammon, Whalen, Finigan; (*top*)—Busse, Mitchell, Roemer, McDermott, Acker, Glendinning, Johnson, Stout, Proffitt



ENGINEERS *teach* AIR DEFENSE



ALAN KIRSCH, one of several RCA instructors at Stewart AF base, N. Y., GHQ, Eastern Air Defense, advises young airmen on very high freq. gear.



PAUL BRAUTH, RCA engineer with Air Control & Warning Squadron, Roslyn, L. I., traces action of full-wave AC type rectifier for WAF (Women's Air Force).

LETTERS HOME—continued

show. In the middle of all this the radar quit and Jeff and I raced around for a few trying minutes getting it back on the air. Everyone was reported highly pleased with the show finally."

From Nick Fanu, Andy Hilderbrand got a report on Norway:

"Our passports are what they issue to 'tourists.' . . . we'll have to register with the local police and I believe pay taxes after a time." He also asked for business cards and reported he had a rubber stamp made: "Just a little more politics to speed up and get things done . . . The Service Company News is great; keep sending it!"

Harold Schnell reports that he and Lee Thompson, in Japan, were loaned to the Procurement Section by the Signal Corps. "In the course of three weeks I've inspected cast iron pipes, comforters, lumber, wire of all types, light bulbs, light switches, railroad switches and, of course, dry batteries.

"The Army has treated us wonderfully since we got these things straight. And the Japanese treat us like kings. I've had to turn down many, many parties which the manufacturers wished to give us."

At home, Myron Telep wrote to Warren Werner, Air Force manager, from Norfolk:

"I have again discovered how to turn on the radar equipment. . . . I wish to thank you for your letter, Warren. It was nice to hear from RCA again. Would it be possible to have the Service Company News mailed to me?"



FRANK E. COLONNA, also 645th AC&W Squadron, Roslyn, familiarizes two Sergeants and a PFC with layout of BC-610 transmitter components. RCA supervised on-the-job training greatly helps students understand equipment.

EDWARD J. LAUDEN demonstrating short cuts in physical tracing of complex circuits of BC-610 transmitter to a Sergeant and WAFs. After mornings in classroom, students spend afternoons at supervised work.



DALLAS Branch - - -

another Texas brag

EVERYBODY KNOWS they do things in a BIG way in Texas; the Service Company itself's a pace setter.

Since last July, the Dallas branch has jumped from a force of 11 to 20 people, to take care of the increased business.

Last July, only 20 percent of all RCA TV receivers sold in the booming market were accompanied by service contracts; today, half of all sets retailed are signed up for service.

J. B. (Jim) Murphy is manager of this thriving shop, which serves three TV stations, two in Dallas and one in Fort Worth, 33 miles away. He has been on this job for a little more than a year, came here after setting up the Fort Worth branch.

Before that he had been in Facilities administration at the home office for about a year; lived in Haddonfield, N. J., with his Texas wife, the former

Doris June. He met Doris while he was in Dallas looking up suitable real estate for the new branch; she was employed in RCA's regional office in that city.

"J. B." stands for just that, no further name, though he's known as "Jim" to everyone. A native of Detroit, he started his RCA career in the television district there as one of its first servicemen.



Jim Murphy

Then, as field rep for Real Estate & Facilities, he found sites, among others, for the original San Diego, Seattle and Salt Lake City branches.

Marvin Gunter, Frank Hensley and John Ewert helped him set up shop at 1620 N. Industrial Blvd., a new industrial development area.

This winter, the force is working on its bowling averages; hopes to enter the big city league next season—hitting in the 200's in keeping with its technical skill!



TEXANS—(top) Marjory Bobb, cost clerk, and Ann Newman, telephone girl. (Below): Jim Foith, stockman, and Eddie Baker, a subcontractman



THE GANG—(kneeling l to r): Marvin Gunter, Robert Roundy, Robert Fulton, Walter Spencer (Standing): Eugene Nicholl, Drexel Yandell, Henry West, Margaret Scaville, John Ewert, Ann Newman, Marjory Bobb, Lois Hagon, Carl Pierot, Ray Lackey, Edward Lewis, James Faith, Jake Fleming, Elvet Speed. (Standing on trucks): Thomas West, Ray Bailey





ED DORAN

Financial's geared to deadlines

TO MOST PEOPLE Financial means that weekly pay check. But the Service Company's division—which happens to turn out more financial statements than any products department at RCA—has other deadlines as demanding as your Friday stipend.

Month in and month out, it runs with a precision equal to the instruments which maintain it. Like an electrically-driven gear, each subgroup does its part to keep the figures right up to the minute. At any given hour of any day, the division is sure to be working on that specific hour's chore. Any breakdown in the timing causes a shift into overtime gear to get back on the hourly schedule.

The general books of the company, which record all sales and expenses, are the responsibility of the General Accounting Group, managed by Edward William Doran, who reports to Lyle Olmstead, chief of the Accounting Section.

Ed's group handles more accounts payable, fixed assets and inventory statements than any other organization at RCA. These come in from more than 100 branches from coast to coast. Thousands of daily cash and sales reports pour in, plus tens of thousands of invoices. Put through the accounting mill, these give us our sales.

The man who untangles the revenue web is Harry Bright, head of the Fixed Assets unit. Also, monthly, thousands of bills are set down in the operating expenses ledgers, the job of Accounts Payable, headed by Bill Cesanek. Finally, a ton of receipts gives Inventory, headed by Charlie Simon, material costs.

Well Oiled

In Financial there's no puttin' off 'til tomorrow. Every night the time clock bangs an end to a completed schedule. The entire system is paced by a no-two-ways-about-it deadline.

The first working day of each month the division begins to collect all these pieces of paper. This means that the remotest and smallest branch in the organization has got to be on time. As Ed Doran underscores: *TIME is so important that if one branch holds up the paper work, the whole tremendous operation's held up, and we have to make up every lost hour. If there's a tieup 1000 miles away, we're in a jam in Gloucester.*

And, like all machinery, the system has been known to break down. Recently six IBM printing machines cut out all at once. Because of an unprecedented work load, they had not been shut

off for their usual monthly overhaul. So, General Accounting had to do exactly three days' work in two. Four staffers worked all night one night, and 15 worked five hours overtime for two nights. Three days after the break, the group was right back on schedule. (Note: The branches and everybody concerned had their financial statements on time!)

The system's precise—not static. It is constantly changing as new tricks are introduced. Ed and Lyle Olmstead are always rebudgeting their financial-returns time schedule—seeking perfect, foolproof deadline devices. Two years ago, statements were issued on the 21st working day of the month following the one in which they were started on the line; now they're put out on the 13th working day for the preceding month. That is, 13 working days after the end of any month, financial statements complete to the last penny's worth are produced.

New Tricks

In spite of there being nearly twice as many branches as there were two years ago and each individual statement showing three times as much information, there's been no increase in the permanent work force. Some innovations have been made.

One of the most important improvements was conversion from typewritten to hand-written forms. Formerly, figures were built up on a master work sheet and laboriously typewritten on a master form; now they're left in their original penciled state and mimeographed that way.

Also, means have been found to make wider use of IBM machines, and branches now are given big summary sheets on which to score daily cash and sales receipts, instead of submitting invoices and contracts in haphazard batches.

The slightest time-saving device, or the smallest drop of efficiency is considered worthy of examination by this division, since it's the little bolts that hold the big machine together, the shot of oil that keeps it going.

ED DORAN HAS KNOWN ABOUT EFFICIENT PERFORMANCE and time-value for a long while; has managed with and without it. There was a time when he worked in Pittsburgh as an elevator operator in a hospital ten hours a day, seven days a week, went to night school at Duquesne U. four hours, three times a week; studied in his spare time. This was putting in all the hours, but somewhere the efficiency was fouled up: Ed lost 15 pounds, got to hate Pittsburgh.

So he trekked to Philadelphia and found a better setup. With a job as accounting clerk for the Pennsylvania Railroad, he had time for (1) a four-year accounting course at the U. of P.'s Wharton School, (2) to marry a local girl. (They now live in the Wissinoming section of Northeast Philadelphia.)

He and his wife acquired a hobby—reading whodunits at the rate of four a week. Of course that number's been cut to one for Ed who totes homework since being made responsible for fast-moving decisions in Financial. He was 14 years with the Pennsy, when he made the switch to RCA, hired by Howard Letts, now Records controller.

As an accountant in the general office at RCA Victor during the war years, he

figured out financial data for renegotiation purposes (enabled the government to decide how much of the earnings the company should keep). This one-man operation was of top importance. From '45 to '48, he got up Victor's consolidated financial statements, for forwarding to RCA in New York. This was pretty close to the ultimate in accounting importance.

Ed came to the Service Company two years ago as supervisor of the General Ledger unit, was upped to his present post last April.

His wife is a hand at figures herself, has been office manager for a number of small corporations. Another hobby, crowding the mystery novel field, is enjoying their 10-inch TV set; they watch every show they have time for.

DOUBLE DEADLINE



John Swiencicki

During the recent printing machine breakdown in Financial, John Swiencicki, IBM manager, worked all night until 5 A. M., beat it home to rush his wife to a maternity hospital; hurried back to the Service Company at 10 A. M., worked all day, returned to the hospital at 7 P. M., for a quick look at his new son (see *SERVICE NEWS masthead*), went back to the IBM machines at 8:30 P. M.; worked until midnight—and so to bed.

VA HOSPITALS—Continued



GORDON PHIPPS

RCA's GORDON PHIPPS has been making monthly checkups of Station VOLA, at Lyons, one of many regular stops in his territory, which covers approximately a 50-mile radius.

Though he reports to District Manager Harry Mayer at the 24th St. RCA offices in Manhattan, he rarely has time to touch base, uses the phone instead. From his home in Westfield, N. J., he travels well over 10,000 miles in half a year in a company car, averaging more than two dozen calls a month.

Public address systems are only one of a wide variety of specialties in Gordon's line. He helped "Cy" Keen, for instance, put in big-screen television at the *Fabian Fox Theatre*, Brooklyn; *Marine*, Flatbush; *Queens*, Queens Village; *RKO Fordham*, Bronx. He squeezes a complete emergency movie sound system in his car, which vehicle really is a mobile electronics laboratory.

Electron Microscopes

At Columbia University, N. Y.; and the U. S. Testing Laboratories, Hoboken, he helped install electron microscopes, which he now services. At phonograph record plants, cigarette and plastic factories, he maintains metal detectors. Gordon has serviced nearly all and helped install most of the exact weight scales in his district (in biscuit and flour mills). RF (induction heating) generators are his job in toothpaste, cosmetic and ping-pong ball factories.

He picked up—on his own—the contract for parts and service

at the Picatinny Arsenal, near Dover; laid 7000 feet of pair wire at this research center of the 1st Army. He hasn't yet located any beverage works in the area, so can't fix beverage inspection machinery.

Fixing things is what Gordon Phipps likes best; that's why he quit the retailing end after running a radio sales and service shop in Williamsport, Pa., for 18 years. Then, for awhile, during the war and shortly afterward, he managed the radio lab at a vocational school; but three years ago, on Thanksgiving Day, he signed on with Dick Carnis, N. Y. district supervisor.

Public Relations

In addition to servicing a formidable variety of equipment, Gordon comes in for public relations. At Lyons, he sometimes spends half an hour with the hospital manager chatting over ailments of Dr. Baganz' elaborate radio system in his own home; leaves the doctor feeling happy about the service and eager to hurry home and try out some of the RCA man's suggestions.

Like the doctor he is, Gordon carries a bag; only his isn't little and black, but a 20-pound briefcase, into which is crammed everything from tubes to an oscilloscope.

At home with his wife and nine-year-old daughter is his silent ham radio. Since he turned *Mr. RCA In The Field*, he's had no time to work Station W2YSD, though he's the proud holder of a commercial operator's ticket for both phone and telegraph. Also, his private flying license no longer is in use.

They Save Their Pennies To Buy Contracts

IT'S BEEN A HARD WINTER on trees, roofs and antennas. But in spite of storms, scarcity of parts and price increases, RCA service is so good customers rush to renew contracts—even though some, like a lady in Malden, Mass., have to save up to meet the bill.

Of course, with the weather and everything, Frank Smalts' section is working overtime answering complaints, but doesn't expect to catch up on the compliments.

One man in Brooklyn wrote in to Sheepshead Bay just to celebrate the third year of renewal: "I do not want to merely enclose my check without a word of thanks and praise . . ."

The Bushwick (Brooklyn) branch not only handled a client's problem to his complete satisfaction but drew a letter stating:

The service provides us with every confidence RCA will be able to solve electronically and economically the color problem.

Out Chicago-way, a Kiwanis Club past-president said: "The young man who serviced the set was thorough and courteous. With chaps such as he, it's no wonder RCA is so well spoken of." (That's JOHN CZERECOWICZ).

Sometimes there's relief from the praise, as in this Baltimore note:

"He (the branchman) asked if I would be satisfied if a crew came out and checked the antenna and tried to eliminate reflections on Channel 11. I told him I'd been trying to get his men to do this very thing for the past month."

Happy ending: "They came out and in less than two hours had the set working to my wife's satisfaction." He sent thanks to ROBERT MILLER.

Not being able to fool customers on RCA instrument performance, competitors try to smudge service. Johnstown's JOHN VINCENTI proved one attempt wrong.

The communication: "Your competitors said we would wait six to eight

weeks for service from you people but we've had prompt and satisfying results. VINCENTI gave us wonderful service."

Sometimes service is so good, the customer's sorry he had to complain to get it.

From Cleveland: "I cannot help but express particular appreciation for work done by WENDEL FRIEDL. He has been most conscientious and sincere. . . . Can't help saying I hope I'll never again be such a problem to you."

Even dealers are impressed. Netcong (N. J.) got a big hand from Stanhope Appliance Co.: "I was never treated so

that "we cannot become a dealer solely in RCA service . . . our appreciation and thanks to both FRANK ROHR and HARRY BOWES."

Fort Lee's CHARLES PORSCHEN won an orchid. Gen. David Sarnoff, RCA's board chairman, got a letter from a customer the New York District office's JOE ECKENRODE made happy.

In Hollywood, GEORGE KOKORIS and PAUL TAYLOR got top notices from set owners, and in San Diego BILL THACKERY saved the day for party throwers with quick repair work.

Kansas City's manager, VICTOR VICKSELL, is "doing a swell job." In Pittsburgh, from two happy customers come notes lauding CARL GAERTNER. In Miami, GORDON BISHOP and MARCUS PERKINS take bows.

In St. Louis a letter praised EDMUND STEINMAN and LOREN McKENNON. THOMAS BARGEN, Newark, drew a letter; and LESLIE FISHER, Camden.

In Summit, N. J., it was BOB HUSTON who inspired a lawyer to write in. JOE SHUSKUS, DALE BROWN and BILL CHILAK, Brooklyn, were commended. In Cleveland, some unnamed servicemen were called "gems."

In Cambridge, CARL GEDER succeeded where others had failed; and ANNE DILLON won a rave.

Also, to that branch came a letter of abject apology from a man who "shouldn't mail letters for at least 24 hours, until I've thought things out . . . I found we get much better service from you than friends do from local concerns."

In San Antonio, EUGENE MALLAK got a long complimentary letter; and in Memphis, it was DAVID MITCHELL.

In Grosse Pointe (Detroit), flowers to ELPIDIO RUSCIOLELLI; and in St. Louis, to JACK OWENS.

Chicago got a stack of letters. ROBERT LINDLEY received two; DICK MANN one. In Wilmette, WALTER DENNIS and the entire office were lauded.

The same story could be told of BILL BUCHSMAN's branch in Toledo.



nice by any other organization. They (the branchmen) are always looking for ways to help me as an RCA dealer, and are the best salesmen I've ever had. Before the agency opened I did my own service, and today my customers are more satisfied than ever—because your organization took over."

Hotel Hershey in picturesque Hershey, Pa., backs us. The manager wrote:

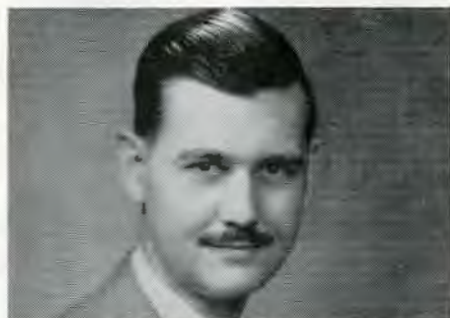
"We telephoned the Lancaster office for one of your servicemen . . . he did a wonderful job and the set has never been so good. Hundreds of our guests have remarked about what a wonderful instrument and inquired the name."

And the pleasant voice at the other end of the line: MRS. SYLVIA LESLIE (Flushing), was commended for being not only "very courteous but for keeping a service date promptly."

Howell Brothers, Hoboken, regrets

P I C K U P

VICTOR PROMOTION



Jim Toney

RCA Victor's new public relations director came up from advertising manager of the Home Instruments Department, in Camden, to take over the spot vacated by John K. West, when the latter was made vice president-in-charge of the National Broadcasting Company's western division.

Mr. West, now headquartered in Hollywood, has been with RCA for 20 years; the new director, James M. Toney, only seven, but both are fairly young men and both have had steady and rapid rises since coming to the company.

Hoosier

Mr. Toney, an Indiana native who went to the University of Illinois, came on in Chicago in 1943 as a purchasing expeditor.

In 1930, John West joined the advertising staff of the then RCA Radiotron Company, in Harrison, N. J., after attending schools in his native Charleston, W. Va., and Wesleyan University.

During World War II, he served in our War Contract Service Department. Mr. West was largely responsible for setting up RCA's Exhibition Hall, in Manhattan; the Showroom, in Camden; the RCA Television Exhibit, in the Museum of Science & Industry, Chicago; and finally, the organization and direction of Arturo Toscanini's nationwide tour with the NBC Symphony Orchestra.

In 1945, Jim Toney was appointed a sales representative of the RCA Victor Distributing Corporation, in Chicago, and two years later was upped to general merchandise manager in charge of sales.

Gigantic Spreads

Next year, he was brought to Camden as advertising manager of Home Instruments and piloted its gigantic ad programs through TV's phenomenal development and "45's" overwhelming success.

Tech Notes

The Denver Community Chest recently complimented Kansas City's **Jerry Campbell**: "The whole organization recognized and appreciated his assistance" in rigging up the speakers for the downtown show.

Dane Waltz is covering Chicago now for Technical Products, transferred from Dallas Nov. 16. He replaces **Charlie Connaught** on industrial service. Charlie goes to Engineering Products.

While **L. Tom Mooney** recuperates from a back injury that's been bothering him for some time, his son, T. L., is doing his job. Senior Mooney hopes to return the first of January. He serves the Minneapolis-St. Paul area.

Johnny Meyers, Houston, is on leave of absence because of health.

Houston just took on a new engineer, **Bob Shorthose**, to help service the Interstate Circuit, a chain of 180 theatres.

Red-Blooded Company

The home office topped the field at RCA in the Camden area during a recent blood-donor drive.

Two coordinators, under Carl Hecker (Personnel's new safety & insurance manager), hit 140 percent of quota. They were Millie Dengler, who works for Niel Ingels, Real Estate & Facilities; and Joe Siegel, an assistant to Joe Murray, head of Government employment. (The Tube Department was next with 132 percent; Home Instruments third with 131 percent).

THINK OF SUMMER



Betty Jane Peterson

Our current pretty girl has been with the Bridgeton (N. J.) branch since it opened nearly two years ago. Betty was Miss Bridgeton for the 200th anniversary of Cumberland County in 1948.

Hearty Crew

Springfield Gardens, Dec. 5—The branch worked without heat and by candlelight on the Monday after the storm. (The 65mph gale with rain and cold.) The girls wore slacks and their husbands woolen socks. A few even wore gloves. Hot coffee helped, too. No one was absent and no one caught cold.—*Sally Freudenberger*.

AIR FORCE men receive two-week course in tape recorder upkeep at home office. *Mert Brisbin (far left) has charge while Arnold Durham (background) and A. C. Conrad (foreground) teach boys system.*



TECHNICAL PRODUCTS HEADS AT YEAR-END DISCUSSION



DISTRICT MANAGERS & HOME OFFICE MEN pose for photo before settling down to review 1950's business Dec. 13-16 in Philadelphia. (Seated l to r): Sig Schotz, Financial; Ley Watson, Technical group; Carl Johnson, District Operations chief; George Sandore, sales; Dave Neill, advertising; all home office; Doug Van Dwyne, Kansas City; Fred Wentker, Chicago; Walt Gilreath, Dallas. (Standing): Hugh Frisbie, Cleveland; W. W. Jones, Industrial manager; Ed Stanko, Technical head, both home office; Charlie Swinney, Atlanta; Myran Wheaton, Phila.; Frank Hamre, Pittsburgh; Harry Mayer, N. Y.; Stub Schultz, San Francisco; Art Jackson, Hollywood; Barney Bachin, repair shop; John Mauron, Boston

TV FOR A KING—continued

The Nobel occasion was out-of-this-world elegant, but Frank Helgeson concentrated on his problems: "I was more interested in how it was done than who was televised," he said.

E. T. BROWN (l.) in Bogota



People and arrangements were the problems of Dick Hooper, Victor's promotion chief; and Walt Lawrence, husband of Elinor Lawrence, secretary to Dan Creato, Service Company vice president and general counsel. Dick traveled to Stockholm from South America, where he had been setting up things for four Demonstration Group men putting on TV exhibitions for E. R. Squibb & Co. (He had been in Sweden performing the same duty just prior to the South American junket.)

While the new medium was being shown off across the North Atlantic, Harry Ewing, Ed Schneider, E. T. Brown and George Closs were still down below the border shooting surgical operations (see cuts). They gave their first show at Lima, Peru, Nov. 20; followed with a stop at Bogota, Colombia; went on to Ciudad Trujillo, Dominican Republic; and ended up at Havana. They got home on Dec. 22.

On Dec. 13, Tom Campbell and John Fox packed an indoor camera chain, 16 TV receivers and themselves off to the Armstrong Cork Co., at Lancaster, Pa. On Dec. 2, Fox handled a 45-rpm float and sound system for a hometown affair—the Gloucester City (N. J.) parade.

One of the more exciting domestic demonstrations was at Augusta, Ga., in

October, when the fair grounds were flooded. Brown, Ewing, Fox and Whitaker waded around in hip boots, harassed by twin contingencies: keeping the field unit from soaking and themselves from electrical shock.

HARRY EWING works (top) and relaxes (below) in Bogota, Columbia



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