

SERVICE



Dear Mrs. Spivey:

The excellent listening might give you a laugh and show you the service also from which you may have saved me by your kindness and efficiency in curing our T. V. troubles.

Thanks again,

Yours truly,

(s) Arthur D. Soley

Mrs. Kyle, whose car and promptness in attending to my service problems completely satisfied me. Truly an asset to your company.

Madison, Avenue & Company
1400 Madison Street
New York 17, N. Y.
July 13, 1955

Mrs. M. Spivey
A. C. & Service Co., Inc.
124 West 80th St.
New York 19, N. Y.

Dear Mrs. Spivey:

First, please accept my apologies for the trouble you had with the set. I was not just a piece of equipment, but I am just a piece of equipment.

I have always realized, from the time I was a child, that I was a trouble maker, and I am sure you completely understand me.



MARCH, 1958

RCA SERVICE COMPANY





Vol. 15, No. 1 March, 1958

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

Editor

Victor P. Damiani

Personnel Dept., Bldg. 201-1
Cherry Hill, Del. Twp., Camden 8, N. J.

The Cover

The RCA SERVICE cover
this issue shows Midtown
TV Branch Telephone
Supervisor Nettie Kyle
with an orchid and com-
plimentary letters.
Her story is featured
in this issue as a symbol of
RCA service and of our
employees throughout
the United States who
keep our customers
satisfied



The Voice of RCA Service...

MIDTOWN TV BRANCH TELEPHONE SUPERVISOR COMMENDED FOR SERVICE BY MR. CAHILL



SCO President E. C. Cahill

RCA SERVICE COMPANY
A DIVISION OF RADIO CORPORATION OF AMERICA
CHERRY HILL, DELAWARE TOWNSHIP
CAMDEN 8, NEW JERSEY



March 5, 1958

Mrs. Henrietta V. Kyle
2059 McGraw Avenue
Bronx, N. Y.

Dear Mrs. Kyle:

Many letters which I have received from very thankful customers have, over a period of years, kept me informed of the outstanding job that you have done in making friends for RCA and its products and services. The originals of many of these letters have been included in the brochure which I am pleased to present to you along with this letter.

These letters prompted me to learn more about you from those who could speak with first-hand knowledge of your contributions toward the achievement of our goals.

All sources agreed that during your employment, first as telephone operator at the Bronx Branch and later as telephone operator and then telephone supervisor at Midtown, you have carried on a crusade to keep our customers happy and pleased with our products and service.

Your treatment of customers has always been friendly, sympathetic, and understanding, and you have dedicated yourself to their satisfaction and to the welfare of our company. Your good work has lightened the task of our technicians in securing customer satisfaction under trying conditions.

You have taken full advantage of the opportunities to convert customers who were having trouble, into friends who were thankful for the courteous and sympathetic treatment and assistance they received.

You are symbolic of all our office and supervisory employees throughout the country regarding whom we have received letters of commendation from grateful customers. These employees too deserve much credit for the yeoman's service they render.

Your example is an inspiration to all of us. I thank you personally and on behalf of the Service Company for your never-ending efforts to please our customers and I congratulate and commend you for having won so many friends and boosters for RCA and the Service Company.

As more tangible evidence of appreciation, I have included with the brochure a blue vase medallion which was made especially for you. The significance of the blue vase is explained in the enclosed copy of Peter B. Kyns's book.

Sincerely,

E. C. Cahill



During Nettie's tour of Cherry Hill, Emil Dodelin (l.) demonstrates old "Victrola" to (l. to r.) S. Schotz, Mr. Cahill's Assistant; M. J. Barnabie, Service Mgr., Eastern Reg.; Mrs. Kyle, W. P. Hess, New York Dist. Mgr.; E. R. Rapone, Midtown Office Mgr.; and A. E. Kruschka, Midtown Branch Manager in Hall of Progress.



Nettie proudly displays medallion and brochure containing every complimentary letter written about her as she poses with (l. to r.) M. L. Bergin, Mgr. Distribution Admin.; D. H. Kunsman, SCO VP & Operations Mgr.; G. W. Pfister, Vice Pres., Consumer Products Service; Mr. Cahill, and Midtown Branch Mgr. Kruschka

Mrs. Kyle Honored for Her Excellent Customer Relations

"A symbol of RCA Service." That's what one of RCA Service Company's customers had to say about Mrs. Henrietta V. Kyle. And a look at her record substantiates this opinion.

The Midtown TV Branch Telephone and Scheduling Supervisor's personnel folder is full of customer letters commending her for excellent service. And it all started almost 10 years ago.

A budget reduction sent Nettie (as she prefers to be called) looking for a new job. Her husband was ill at the time—and fortunately she looked to RCA. The day she walked into the Bronx TV Branch was a big loss to her former employer—and a red letter day for the Service Company.

She joined RCA Service Company as a service records and pricing clerk. During her more than nine years with the Service Company she has had various promotions and one transfer—to Midtown TV Branch, where she is presently employed as Telephone and Scheduling Supervisor.

Nettie's attitude toward her work—her conscientiousness and high degree of enthusiasm—has been the reason for her success. Midtown Manager Art Kruschka puts it this way: "She is constantly aware of the customer's wants and sees the request through, despite the extra effort required."

The key to Nettie's success in dealing with customers is revealed in Kruschka's appraisal of her work. "If anything could ruffle her disposition, it would be the knowledge that, on occasion, we did not completely satisfy our customers," he said.

Such a performance does not go unnoticed. Especially when customers take the time to write to Service Company President E. C. Cahill. As a result of such a distinguished record, Mrs. Kyle was honored on March 6th at Cherry Hill.

Nettie's enthusiasm has rubbed off on her co-workers. And she never stops being thrilled when customers show their appreciation for our service. Perhaps the highest

"Thanks, Nettie." Mr. Cahill expresses gratitude of the Service Company for a job well done and presents medallion and brochure to Mrs. Kyle. Mr. Cahill also presented her a book, explaining the significance of the blue vase on the medallion



Service Company executives and Mrs. Kyle lunch in "The Knoll," Cherry Hill's dining room, after presentation

tribute paid to Nettie, who reaches 10 years of RCA service in August, is what a customer wrote when she was transferred from Bronx to Midtown:

"A wonderful woman, Mrs. Nettie Kyle, was the service
(Continued on page 6)

The Nettie Kyle Story...

"Satisfied Customers"

CONEXPO EXPORT AND COMMISSION CO., INC.
30 WEST STREET
NEW YORK 13, N.Y.

JAMES ERTHEIN
ATTORNEY AT LAW

3 MADISON LANE
NEW YORK 17, N.Y.

May 28, 1957

Mr. S. C. Cahill, President
RCA Service Company
Cherry Hill, Delaware Township
Camden 6, New Jersey

Dear Sir:

I — "one of many millions" — have your letter sent to me as an RCA Victor Television Owner.

I do not know how many will make a personal reply, but if I should be the only one, I want to express the gratitude, the high respect and the deep loyalty towards RCA Victor that the millions of your customers unquestionably feel.

This is, as I say above, a personal reply. I became an RCA Victor Television Owner well over seven years ago. Under a contract I had at the time I had occasion to test your service under the most difficult conditions existing in my residential area. A wonderful woman, Mrs. Nettie Kyle, was the service head of my area. Her treatment of me was the epitome of patience, kindness and efficiency. It did not surprise me that eventually she was promoted to a more populated area.

In the years that have passed, friends and relatives have also purchased RCA Victor Television sets. I like to feel that my high recommendation was a factor in their doing so. Strangely, most of these reside in the area now under Mrs. Kyle's jurisdiction. And every one of these has received the same unsurpassed service. Everyone has become an enthusiastic booster of Mrs. Kyle, a symbol of RCA Victor's Service.

Thus it is that on behalf of millions of RCA Victor Television Owners, I thank people like Mrs. Kyle, those who work under her supervision, and everyone up to you, sir. All of you breathe meaning into the famous RCA trademark of Quality.

Very truly yours,

James Erthein

JE:DW

*451 F. 6. 6
can't find
copy of
letter
4/11/57*

*Nettie
I'm sure
the
approximate
time of
the
letter*

*Dear Sir,
This letter is from
a satisfied customer
of my service.
He has a pleasure
in his service as courteous
and efficient as I am.
I have a contract for
my service. I am
not satisfied with
my service. I am
pleased to recommend it to
all my friends on the
fact that I am a very
satisfied customer.
I am a very
satisfied customer.*

HADLEY CORPORATION OF AMERICA
115 WEST 11th STREET
NEW YORK 13, N.Y.

November 19, 1957

Mr. S. C. Kyle
RCA Service Co., Inc.
Washington D.C.
1000 1st St. N.W.
New York, N.Y.

Dear Mr. Kyle:
Thank you very much for the new
set which you sent me. It is now
very well.

Sincerely,
Jack L.
Baptist

150 West 21 Street
New York 11, N.Y.
June 4, 1957

C. T. MORRISON & CO.
Electrical Supplies and Appliances
1111 1st Street, New York 17, N.Y.

December 11, 1951

135 West 102nd Street
New York 24, N.Y.

Mrs. Kyle is certainly an asset to your organization, and your entire personnel would benefit by following her fine example.

Your prompt and satisfactory attention to my request for an examination of my picture tube, replaced the tube for me and I am quite pleased with the present picture.

Yours very truly,

Mrs. John Villan

Gentlemen:
The writer is of the
been accomplished it is worth
On September 21, 1951 we delivered
RCA television set to Miss S. Lorigon, 21
SS, N. Y., and since that date both the writer
have been contacting your Mrs. Kyle in an effort to get
factory reception on both sound and picture on this set.
has been most cooperative in every respect and has every
effort to satisfy our customer and that every
effort to rectify the situation.

For the service I want to
family a good technician

I certainly appreciate her courteous and good service. I feel that an employee like Mrs. Kyle deserves mention.

C. T. MORRISON & CO., INC.
James E. Morrison
Vice-President

I've been receiving since I signed the
card — & especially for the courteous
style when I've called.

JPG:dw

RCA Service Company, Inc.,
1000 Route 20, New York

100 West 17th Street,
New York 52, New York
October 23, 1951.

EDWARD J. ROBINSON
100 West 17th Street
New York 52, New York
November 10, 1951

R. C. A. Service Co., Inc.,
100 West 17th St.,
New York 52, New York

November 10, 1951

zation, and your
personnel would benefit
her fine example
Yours truly,
R. Schaeffer

41 West 83 St.
New York 24, N.Y.
April 3, 1957
this note to bring
the efficiency of
past five years
R.C.A. service
I not been too
service, although
my dis-

It is through Mrs. Kyle's efficiency, her competent manner and her complete understanding of my situation that I have been getting the service of which RCA is so proud. Mrs. Kyle is truly an asset, and I am sure RCA appreciates her qualities.

FW/EC
Enclosure.


The Plaza
A HOTEL
FIFTH AVENUE AT FORTY-NINTH STREET
October 23, 1951
Mr. J. T. King
R. C. A. Service Corp.,
1000 Route 20,
New York
Dear Mr. King:
Many thanks for writing to
me about the trouble with
my set.

me by your
troubleshooting.
Thanks again.

Yours truly,

/s/ Arthur A. Selby

Mrs. Kyle,
and promptness
service problems
attitude completely
certainly an asset to your
company.

Steiner, House & Co.
19 Bleecker Street
New York

Mrs. Kyle has been most cooperative in every respect and has certainly made every possible effort to satisfy our customer . . .

My Dear Mr. King
Thank you for your letter
which is appreciated
The technician who helped me
was most cooperative and helpful

First, please accept my apologies for the delay in
I warned you over the telephone.
I have always realized, dealing with your organization,
television trouble worries, and you have brought that so aptly out
call to you.

On the occasion of my next service call I certainly
will ask to speak to you to arrange details, as I feel assured
from past experiences, that appointments will be properly
and the ultimate results will be to my entire satisfaction.

In closing let me again state, many, many
Very truly yours,
/s/ Harold M. [unclear]

Will you tell me how much Mrs. Beck and I
interested you showed in having our set
fixed. It is operating splendidly now.
our sincere thanks.

Yours sincerely,

/s/ Henry M. Beck
123 W. 37th St.
N.Y.C.

I just want to say that the way Mrs. Kyle treated me was exceptional. She knows her job very well and deserves a pat on the back for the nice manner in which she handles people.

Mr. E. C. Cahill,
R.C.A. Company, Inc.,
Camden 8, New Jersey

Dear Mr. Cahill:
In view of the fact that I have
been one of your T.V. service contract
over close to (7) seven years. Therefore,
I have the liberty to call your

Thank you
Mrs. Kyle
May thank
you for just what you
made up for everything
I had to go through
with my set.

This little note is from a "satisfied customer" — and I mean satisfied. It's been a pleasure the past few years to deal with someone as courteous and cooperative as Mrs. Kyle has always been to me.

to business
have my T.V. serviced
on Saturday.

Henry Bagard
working condition.

Elizabeth Roe

A Message . . .

This issue of RCA SERVICE is dedicated to Nettie Kyle and also to all of you office and supervisory employees throughout the country who have contact with customers regarding our products and services.

Many complimentary letters are received from customers, expressing their appreciation for the friendly and understanding manner in which you handled their calls. A great many more who do not take time to write are equally impressed and thankful.

Our many friends whom you and our technicians create continue to buy RCA products and service and boost them to others.

In an effort to learn the secret of Nettie Kyle's success, we asked her what formula she used in dealing with customers.

"Offhand," she said, "I have no formula or if I have one I am not conscious of it except possibly to try to apply the Golden Rule. I do know that customers get impatient if they are kept waiting on the phone. They like to be answered by a friendly sympathetic person—not by a mechanical impersonal voice that sounds like a recording. They want to feel that you will try to take care of them promptly. They appreciate your following through for them to see that their trouble has been satisfactorily corrected. Sometimes I make a follow-up call to be sure that the customer is well pleased. Very few customers are unreasonable if you explain things fully and treat them nicely. I get a lot of satisfaction out of making friends of them."

Nettie Kyle's creed indicates a profound knowledge of customer psychology coupled with a mighty fine attitude on her part.

As a group you talk on the phone or correspond with several million customers each year. This affords you an opportunity to impress them favorably. Let's take full advantage of these opportunities and win many new friends for RCA in 1958.

E. C. CAHILL

Nettie Kyle Honored (Continued from page 3)

head of my area. Her treatment of me was the epitome of patience, kindness and efficiency. It did not surprise me that eventually she was promoted to a more populated area.

"In the years that have passed, friends and relatives have also purchased RCA Victor Television sets. I like to feel that my high recommendation was a factor in their doing so. Strangely, most of them reside in the area now under Mrs. Kyle's jurisdiction. And everyone of them has received the same unsurpassed service. Everyone has become an enthusiastic booster of Mrs. Kyle, a symbol of RCA Victor's Service."

At the Cherry Hill ceremonies, Mrs. Kyle was presented with a blue vase medallion in gold—the symbol of a "Go-Getter"—and a bound brochure containing a copy of all the complimentary letters customers have written about her service.



S. D. Heller

S. D. Heller Named Vice President, BMEWS Service

The Radio Corporation of America has been selected by the United States Air Force to direct, as prime contractor, an anti-ballistic missile super-radar detection system program, it has been announced.

The project, which is known as BMEWS (Ballistic Missile Early Warning System), is the responsibility of RCA's Defense Electronic Products Division.

DEP selected RCA Service Company to provide the field support services in connection with the contract.

The following RCA Service Company appointments have been announced by SCO President E. C. Cahill:

Mr. Stephen D. Heller, Vice President, BMEWS Service.

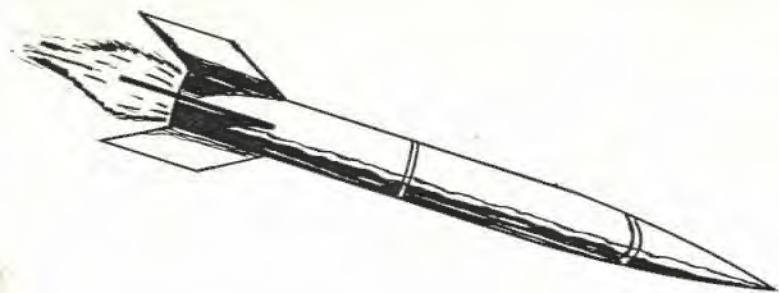
Mr. K. M. McLaren, Vice President, Missile Test Project, succeeding Mr. Heller.

Mr. W. J. Zaun, Manager, Operations, Government Service.

Messrs. Heller, McLaren, and Zaun will report to Mr. A. L. Conrad, Vice President, Government Service.

Also announced by Mr. Cahill was the appointment of Mr. T. Y. Flythe, as Manager, Quality Control, reporting to Mr. Cahill.

Mr. Heller joined RCA in 1940 in the RCA Victor Standards Laboratory, where he served until 1944 when he joined the Army. Upon discharge, he was transferred



K. M. McLaren



W. J. Zaun



T. Y. Flythe

to RCA Service Company. He served as Branch Manager in the New Jersey-Pennsylvania area in 1948, and later moved to Washington, D. C., as a Field Representative responsible for opening new RCA service facilities in the East and South.

In 1950, he transferred to Government Service and was named Manager of Field Engineering, Eastern Air Defense Force. In 1952, Mr. Heller was assigned to Cocoa, Florida, as Supervisor of RCA Field Engineers. When the Missile Test Project was established in 1953, he was named Manager, Range Operations. He was named Vice President, Missile Test Project, in 1957.

Mr. McLaren, a retired Navy Captain, joined Missile Test Project in 1954 as Project Administrator. He was named Manager, Planning and Analysis in 1955 and Manager, Range Engineering, in 1957.

A graduate of the U. S. Naval Academy and the Navy Postgraduate School, Mr. McLaren served as Assistant Chief of the Bureau of Planning, Navy Bureau of Ordnance, and as Commanding Officer of Naval Ordnance Stations during his career.

Mr. Zaun, a veteran of 28 years with RCA and Award of Merit recipient in 1947, joined the Company as a student engineer. From 1930 to 1935, Mr. Zaun served as a field service engineer and worked on commercial equipment, including the installation and service of RCA

equipment in Rockefeller Center, as a member of Radio Central and the Technical Service group.

From 1935 to 1939, he was Technical Editor and Service Radio & TV Service Supervisor, RCA Manufacturing Company, and during the next four years was a section and division head in the RCA Manufacturing Company. Following this, Mr. Zaun was Assistant Manager and Operations Manager in RCA Service Company's newly organized government service group. At the end of World War II he participated in developing and managing factory television service, and in 1950 was named Manager, Quality Control.

Mr. Flythe joined RCA in 1927 in New York and later was a Shop Inspector for RCA Photophone. From 1934 to 1939, he served RCA Manufacturing Company, Service Division, as a technical writer, and the next four years was a Field Engineer.

After extensive experience as a Field Engineer, Government Section, of RCA Service Company from 1942 to 1945, he was named Product Service Supervisor, Home Products Division, RCA Service Company. From 1947 to 1949, Mr. Flythe served as Field Supervisor, RPT Section, Consumer Products Service, and from 1950 to 1953, he was an engineer in Quality Control Field Service, Quality Division, RCA Service Company. He served as Administrator, Technical Products Field Quality from 1953 until being named to his present position.

Missile Test Project Commended by Gen. Yates

A tribute to the RCA people behind the scenes who have been helping to make possible the successful testing of missiles and rockets at Cape Canaveral, was recently paid by Major General D. N. Yates, Commander of the Air Force Missile Test Center, Patrick Air Force Base, Florida.

Rocket and missile tests, which are front-page stories in our nation's newspapers, are the climax of the work of the men and women of the RCA Service Company's Missile Test Project, fanning out for thousands of miles from Patrick AFB.

The RCA people maintain and operate the complex electronic, optical and other equipment used to check out the missiles and gather data on their performances in test and in flight. Many work in remote down-range stations, stretching thousands of miles across the Caribbean Sea and Atlantic Ocean.

Pan American World Airways is the prime contractor in the operation of the AFMTC range, for which the RCA Service Company provides supporting services.

The commendation by Gen. Yates singled out the performance of RCA associates in the successful 5,000-mile test flight of the SNARK guided missile. Developed by Northrop Aircraft, the SNARK reached Ascension Island on its test last October 31, described by Gen. Yates as "a milestone in weapon development."

In his letter of commendation to Stephen D. Heller, Vice President, BMEWS Service, who was at that time, Vice President, RCA Missile Test Project, Gen. Yates wrote:

"I believe that the AFMTC Range support of this mission also was a truly significant contribution to the maintenance of national strength sufficient to deter the forces dedicated to the eclipse of the United States as a world power.

"I congratulate both Pan American

World Airways and the Radio Corporation of America Service Company on their performance in the many range tasks related to preparing for and conducting the SNARK mission.

"This is but one of the series of major operations which this Center must support with equal facility in the months to come, if we are to fulfill our responsibility to the Department of Defense. The success of the Range in this important test greatly strengthens my conviction that AFMTC will be equal to the challenges of the future."



The SNARK Missile . . . its range is in excess of 5,000 miles



Technical Products Wins January Performance Cup

Technical Products Service has been awarded the "Make '58 Really Great Performance Trophy" for its accomplishments during January. The presentation was made to Technical Products Service Vice President W. L. Jones (r. in above photo) by D. H. Kunsman, Vice President and Operations Manager, RCA Service Company.

The trophy is awarded to the operating activity of the Service Company "which has the most outstanding performance as compared to our objectives for 1958," Mr. Kunsman said.

At the end of the year, the cup will remain with the team (activity) which

has for the year exceeded its goal by the greatest amount.

The contest for the cup will help each group keep track of its performance month-by-month and compare itself with the objectives, Mr. Kunsman said.

\$ **A Good Buy!** \$

U. S. SAVINGS BONDS

Purchase them through the
Payroll Deduction Plan.

\$ \$

And Overseas . . .

Service Company Operations Are in Various Areas



Government field engineer Jack Crawford (l.) checks out equipment at radar site in North Africa. (At right, top photo) FE Henry Sawyer skirts overcast at 9,600 feet over the Alps. (At right) is street scene in Athens, Greece, near where Government personnel are stationed



Libya Greece
Germany North Africa



George Gaetanios (r.) and Nicholas Dawadowsky relax at meeting in Europe. Below, "sailor" Bill LaPerche, Mgr., Air Forces Service—Europe, is towed after running aground on Lake Chimsee, Germany

Ed Beck, Coord., Plans and Contracts, Government Service, was formerly Mgr., Overseas—Europe—Army. Before returning to home office recently, he obtained these pictures of the countries in which Service Company has personnel. Here is his photographic report



Hans Steinbrich (above) is secretary of RCA Service Company Government Service European Office at Wiesbaden, Germany. (Below) Ted Whitaker at leisure in Tripoli



Jim Blodgett in uniform during hostilities in Morocco.





Part of head table when Gov. Leroy Collins spoke at MTP Management Club consists of (l. to r.) Mrs. S. D. Heller, Mr. Heller, Mrs. Collins, Gen. D. N. Yates, Mrs. Yates, Gov. Collins, and H. N. Morris, Club President

MTP Management Club Attracts Top Speakers



Above is full view of head table. At right table are (top to bottom) AFMTP Chaplain Major Howard B. Foran, Mrs. Foran, Pan American Airways Vice President in charge of Guided Missile Range Div. R. Mitchell, Mrs. H. Morris, Mrs. Mitchell, and SCO Vice President & Operations Mgr. D. H. Kunsman



World famous rocket scientist and designer of the first U. S. satellite, Dr. Werhner von Braun exchanges pleasantries with Mr. Heller



Gov. Collins (r.) chats with Mr. Heller and H. N. Morris after addressing the MTP Management Club at Cocoa, Florida

The RCA Management Club of RCA Service Company's Missile Test Project in Florida sets its sights high in the selection of guest speakers and has continued very successfully in obtaining high calibre officials at its monthly meetings.

Most recent guest speakers include Dr. Werhner von Braun, Technical Director, Army Ballistics Agency, Redstone Arsenal and designer of the Explorer—the first U. S. satellite; Governor LeRoy Collins of Florida; and Captain Robert F. Sellars, Commanding Officer, U. S. Naval Ordnance Test Unit at the Missile Test Project.

In addressing the club, which consists of all Service Co. supervisors at MTP, Gov. Collins thanked Mr. S. D. Heller, who has since been appointed Vice President, BMEWS Service, for the wonderful reception. He told the group that an investigating committee was being established to find ways to keep Florida's facilities abreast the rapid increase in residents. The state's official expression of appreciation was voiced also by Gov. Collins for RCA's activities in Florida.

Capt. Sellars, who discussed "RCA and the Navy," had high praise for the fine cooperation and excellent results achieved by RCA in meeting the Navy's requirements. He commended RCA specifically for its efforts in regard to the Vanguard and Polaris missile programs.

Dr. von Braun, world famous rocket scientist, in his address stressed the importance of the Missile Test Project in the missile development program and expressed appreciation for the cooperation accorded the Army Ballistic Missile Agency by Air Force Missile Test Project and its contractors, which include RCA Service Company.

He invited RCA management to visit ABMA facilities to better acquaint themselves with its operation. Looking to the future, Dr. von Braun predicted developments that will enable man to launch a rocket to circle the moon and return to earth, a manned rocket to the moon, and space platforms that would orbit indefinitely about the earth.

The Management Club, headed by President Harold N. Morris, Manager, Instrumentation Engineering, is devoted to the study and improvement of management communications and improved management for more economical and efficient operations.

The Field Reports



Youngstown—Branch Manager Marty Poshedly and his personnel are joined by Pittsburgh District Manager R. C. Redpath (second from left) in their celebration of winning Distinguished Service Award



Boston—Consumer Products Service VP G. W. Pfister and Mrs. Pfister admire DSA trophy won by Boston



Again Boston—Mr. Pfister congratulates Boston TV Branch for a job well done. In photo are (l. to r.) Mr. Pfister, Branch Manager Wally Campbell, and technicians Al Martin and Joe Callahan. Entire branch celebrated at local country club



Des Moines—Consumer Products Manager, Sales & Merchandising, R. W. Redecker congratulates Ted Mitarnowski at Des Moines Branch victory celebration. Looking on are (l. to r.) Mrs. Redecker, Mrs. Mitarnowski, West Central Region Manager Ed Wozniak and Mrs. Wozniak



Seattle—Technical Products Western Region Manager H. M. Madison poses with Seattle Area Radiomarine and Theatre and Industrial personnel of Technical Products Service

F. W. Hamre

Frank W. Hamre, Service Manager, Technical Products—Central Region, died in St. Luke's Hospital in Chicago on February 4th.

A veteran of more than 32 years of service with RCA, Mr. Hamre joined the Company as an electrician in New York City following his discharge from the Navy. He served as a survey engineer in RCA Photophone in 1928 installing motion picture sound in the Pittsburgh District.

After working as an installation and service engineer and photophone service engineer, he became Manager of Pittsburgh District in Service Company's Technical Products Service group in 1944. He served in this capacity until 1953, when he was named Manager, Chicago District Technical Products. He was named Service Manager, Technical Products—Central Region on January 1, 1957.

A native of Brooklyn, Mr. Hamre attended high school in Brooklyn and was a graduate of the Navy course in Gas Engines and Electricity at Columbia University in 1917. He is survived by his widow, Mrs. Mary M. Hamre, and a son, Donald.



Every 3 seconds!

Every three seconds, an RCA Factory Service Technician performs a service call somewhere in the United States!

That means, in the time it takes you to read this ad—approximately 45 seconds—15 contacts were made all over the country. Fifteen RCA Victor TV owners have taken advantage of their exclusive opportunity to call RCA's own technicians for service!

As the sole RCA consumer-contact, the factory technician is truly a "goodwill ambassador" for RCA products.

He specializes on RCA Victor television, uses RCA parts exclusively, and works out of the friendly neighborhood branch of RCA Factory Service.

No wonder so many customers count on him for technical advice, especially on color TV! No wonder he lays the groundwork for RCA Victor "Living Color" sales!

Yes, it happens every three seconds—RCA Factory Service Technicians make contacts that create color-conscious customers!



RCA SERVICE COMPANY

A DIVISION OF RADIO CORPORATION OF AMERICA

CAMDEN 8, NEW JERSEY