



RCA SERVICE COMPANY NEWS

December, 1952



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25-Year Club—'52

THE STURDY INNER CORPS of RCA Victor," Admiral Walter A. Buck called the members of the 25-Year Club before the vice president & general manager of RCA Victor presented the symbolic gold watches to "160 in the class of 1952."

In addition to the membership—which now boasts 1100 men and 250 women—many high company officials were present at the fifth annual ceremony in the Bellevue-Stratford, Philadelphia, Nov. 22.

Brig. Gen. David Sarnoff, who delivered the principal address, referred to the "junior club of only a quarter-century service." The RCA board chairman looks back over 45 years of service.

Judging by the Service Company's eight new members, Gen. Sarnoff and Admiral Buck touched a strong point: these seven men and one woman are all still young, still in the phase where cumulative experience builds up to greater responsibility.

LYLE OLMSTEAD, assistant treasurer, is the new manager of the Treasury Section.

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BALTIMORE Mgr. Frank Diamond (r.) helps Pat Hart bag one of 65 turkeys won by branch in first phase of President's Cup drive. *(Story on page 14).*



ONLY WOMAN member from Service Company in "Class of '52," Teddy Mines receives 25 Year watch and congratulations from Adm. W. A. Buck.

President Ed Cahill and RCA Victor Operating Vice President C. M. Odorizzi (back) add their congratulations.

New members (seated clockwise): John Murphy, Tommy Flythe, Bill Bohlke, Lyle Olmstead, Joe Havorka, Clif More.

Missing is Alex Knights.

Message

from

E. C. Cahill

IT IS A GOOD YEAR we are celebrating, a good year to look back on, and a good foundation from which to survey the future.

We have grown. New frontiers have opened, territorially, commercially, scientifically. More are coming up as sure as the New Year.

To those men off some far place, about Country and Company business, I'd like to say:

MERRY CHRISTMAS!

You are contributing Good Will through Service, without thought, in some cases, even of personal safety—a practical good will.

To our television technicians and specialized engineers; our office workers and sales corps throughout this country, may I call out:

MERRY CHRISTMAS!

And remind you of the part you have played in making this a happy holiday for thousands of families. Your job is *SERVICE*, but service also is your privilege. Any worker is paid to produce so much; what he gives beyond that is an investment in good will and the future.

Hollywood Sends Girl East

FROM TV DISTRICTS all over the United States, representatives came to the home office early this month to attend the new training class in telephone answering.

Hollywood rep was the only girl, **MARY ELLEN FERGUSON** (below), who flew in for her first visit to headquarters, at Gloucester, N. J., in the midst of a snow storm.

The streamlined method of receiving, scheduling and servicing customers is the outcome of careful planning by Manager **JIM HANNUM** and **ART THURSLAND**, of Systems & Methods.

Mary Ellen joined the Service Company in 1948 as a phone clerk and dispatcher. She now is the telephone and scheduling supervisor at our Hollywood branch.

Itinerant Teacher of UHF

W. COOK AND HIS TRUCK are inseparable traveling companions. They have visited Reading, Allentown, Lancaster, Wilkes-Barre, Atlantic City, Hartford, New Haven, and branches in Chicago, Detroit and Pittsburgh. The first of the year, they'll be in Atlanta.

Bud Cook is the Service Company's itinerant teacher of UHF. His "Training Caravan" is equipped with:

Ultra-High-Frequency sweep generator, UHF oscillator, complete sets of service tools, a 16mm movie projector, 35mm slide-projector, one each of U-1, U-2, U-70 UHF selectors; and one each of the various types of UHF antennas.

Also, he carries a complete set of training charts, a supply of *Television Technicians Installation Manuals*, complete set of color slides on Ultra High Frequency antennas and selectors, and films on the progress of RCA in UHF.

The truck, with Bud as driver and barker, was set up in November by **RUSS HALL**, technical training head. (Russ works for **MILT PYLE**, formerly Quality, now Training manager).

Bud used to be chief tech for the Northeast Philadelphia branch. Last July, he was attached to the home office, put through a six-week training course, which included trips to the old Bridgeport (Conn.) UHF experimental station.

After that, he trained technical people in Portland, and briefed an UHF training specialist from each district. He's been with the Service Company since '47.

BOW-TIE UHF antenna is discussed by (l. to r.): Training Manager Milt Pyle, Bud Cook, and Russ Hall



COAST chiefs & supers get details of new phone method from Mary Ellen Ferguson.

They are (l. to r.): Warren K. Charles, Hollywood mgr.; Larry Borgeson, dist. mgr.; Bill Thackrey, Lynwood mgr.; J. Calaghan, Lynwood super; Ray Sokolowski, Hollywood

ABOUT YOUR CHECK-CASHER

THEODOSIA ("TEDDY") MINES is the Service Company's only feminine member to join the 25 Year Club in '52. The home office cashier once handled our entire payroll. That was from 1943 until '46, when the first branches began to open, and there were only about 360 people employed here.

Teddy lives with her sister at 324 Cooper st., between RCA Victor's general office and Broadway, Camden. Her father, the late Lewis Wilson, had a drug store for many years at 3d & Linden sts.

Right after graduation from Camden High, Mrs. Mines got a job at the Victor Talking Machine Co. as central-files clerk, also assisting the receptionist in No. 2 building.

During the depression, which reduced her 70 coworkers to 20, Teddy was in Payroll. But she held on until '35, and was made the first receptionist in No. 15 building. After two years, she became assistant cashier at RCA Victor.

When the Service Company was incorporated in '43, she came to this company to take charge of its payroll.

Meanwhile, in Oct. '40, Teddy Wilson became Mrs. Dillwyn

In Paris,
Teddy Mines
(black dress).



Mines. Her husband, classified advertising manager of the Camden Courier-Post, died in Nov. '41.

Teddy sticks fairly close to her home and job, but, for a month during the summer of '51, she visited her nephew, a lieutenant colonel in the Marine Corps, in Paris.

25-Year Service in Servicing →

THE MONDAY FOLLOWING THE SUNDAY Tommy Flythe was 18 years old, he started to earn his living as test and repairman on "catacombs," the heart of the famous RCA superheterodyne.

Twenty-five years and a tall ladder of jobs later, he is in charge of field quality on radio, phonographs, records, air-conditioners, TV components: a key man in BILL ZAUN'S Quality Division.

Even before he struck out for RCA's old service station, 326 Broadway, N. Y., Tommy had been fixing radios in his home town, Emporia, Va.

In '28, the recruit was set to sampling quality of radios made by GE and Westinghouse for RCA sale. From '30 to '32, he was inspector in RCA Photophone's national repair shop, Brooklyn. In addition, Tommy went to school: six months at Pratt Institute, and a four-year stretch at CCNY.

(Continued on page 5)



Alex Knights, Tech Products, at work in N. Y. district



Tommy Flythe gets hearty grip & watch from Adm. Buck

← EXPERIMENTS IN VHF

ALEXANDER H. KNIGHTS was born in New York and, aside from a couple years off to see the world as radio op aboard Panama Railroad vessels, he's always worked in and around Manhattan.

Before starting his 25-year-old RCA career at the old research laboratories, in Van Cortland Park (Bronx), he worked in the radio lab, Brooklyn Navy Yard; the Thermodyne Radio Corp., Plattsburgh, N. Y.; and Kolster Radio Corp., Newark, N. J.

As early as 1928, he was in Photophone, which has been his chief interest ever since.

A member of the Quarter Century Wireless Association, he got his first call letters (2TW) in '14. For the last six years, he has been experimenting and operating on the VHF bands 50mc-through-1215mc. (Call letters: W2DZA).



BILLY, a bishop and two pawns ahead of Bill Bohlke, Sr., isn't worried over next chess move. Mother is neutral.

→
 OMSTEAD homestead photo, set up and developed by Richard, 20 (top). Others: Mr. and Mrs., Catherine, 16.



ELECTRONIC DYNAMO

WILLIAM HOLLANDER BOHLKE has the kind of enthusiasm that's spontaneously transformed into production. Antenaplex is his job—a full blown development of the seed planted in 1929.

In that year, Bill helped put in the first RCA centralized-radio system, providing loudspeakers in every room of New York's Governor Clinton Hotel.

When RCA moved from New York to Camden, it was Bohlke who organized a field-engineering group to handle this work nationally. Some of his men at that time who are now in key positions: BILL ZAUN, Quality manager; P. C. McGAUGHEY, in charge of the RPT group; and Consumer Relations head FRANK SMALTS.

The Antenaplex manager travels, plans, negotiates, and dictates all the time. If he had the staff, he could keep a dozen girls snowed under with correspondence. If he had time, he could keep half-a-dozen trade journals crammed with RCA technical articles.

He always has worked up to the limit.

It seems to be a family characteristic.

Bill's parents, Mr. & Mrs. W. C. Bohlke, live in Martinsville, N. J. His father, a retired railroad man, was a member of the Metuchen (N. J.) council, police commissioner, etc.; his mother was active in community affairs, and Bill was a member of the Board of Education. Also, he gave the salutatory address at high school in '23—on "Radio."

Bill started his first "ham" spark-coil transmitter in the eighth grade, and, in '21, built one of the first radio receivers in his town. (Continued on page 6)

25-Year Club continued

BILL BOHLKE heads the fast-growing, competitive Antenaplex activity.

TEDDY MINES handles cashiering for the 600 home-office people.

TOMMY FLYTHE, CLIF MORE, JOHN MURPHY and the two Technical Products field engineers, JOE HOVORKA and ALEX KNIGHTS, are all top men in their divisions.

Of the eight, three started with the Radio Corporation of America, three with the old Victor Talking Machine Co., one with Westinghouse, and one with General Electric in a group absorbed in 1930.

Lower Balances & Higher Scores

A FEW WEEKS BEFORE receiving his 25-year watch, LYLE OLNSTEAD, assistant treasurer here since last spring, was appointed manager of the Treasury section, a new post and an important one to add to his long Financial repertory.

In his latest capacity, Olmstead oversees all cash-handling functions of the home office and branches: Payroll, Accounts Receivable, Accounts Payable, and branch bank accounts.

Recently, he developed a deposit system which helps reduce branches' outstanding bank accounts.

Around Gloucester, his fame centers on another phase of his ability with figures: he adds up the highest bowling scores, rolls between 175 & 180, and one year played in the Jersey State rolloffs. He's also a great Phillies fan.

Budgets for Everybody!

Lyle joined Victor Talking Machine Co. the year he was graduated from Temple's night school. Three years later, in '30, he was in charge of Accounts Payable for the old RCA Victor Co., went from there to General Accounting at the old RCA Manufacturing Co. He was one of the first in the budget section, "preparing budgets for everybody."

At the start of the war, he formed the Priority section, and, a year and a half later, was appointed administrative assistant to E. E. Lewis, then financial vice president.

When the RCA Victor Division was formed, in '45, he was made budget administrator, under E. B. Gorin, who now is treasurer of the Radio Corporation of America.

Soon, he was budget manager of Records, and the same year ('46), as controller of the Service Co.—which boasted three branches—he created our Accounting department.

The son of the North Philadelphia undertaker, Andrew G. Olmstead, he lived most of his life in Philadelphia. Last April, after 20 years of commuting to 29th st. & Girard ave., he and his family moved to Haddon Heights, N. J.

There, Lyle, an elder of the Presbyterian Church, teaches the men's Bible class. The Olmstead's one son, Dick, 20, is a mail boy at the home office while studying commercial photography at Temple. Their daughter, Catherine, is 16.

Payrolls & Bridges Span Time & Space

THIS COMPANY'S timekeeping supervisor has seen some spectacular events in his time, not the least of which was the Philadelphia-Camden bridge rising over his old swimmin' hole.

Another, which JOHN P. MURPHY watched even more closely, was stretching of the Service Company payroll from 500 to more than 6000 people, since he became supervisor only six years ago.

Except for the period between '42 and '45, when he was working for Uncle Sam's Army, Murphy never had any other boss but RCA. During the war years, he served in staging areas among soldiers readying for combat. For one thing, he screened them to find if they'd taken out enough GI insurance.

Following his Camden High graduation, John went over to Philadelphia for a course in accounting, got his first full-time job as a cost-checker at Victor Talking Machine, a position similar to today's timekeeper. He's been in timekeeping ever since, for a quarter of a century.

With seven people under him, he sees that everyone's overtime, commissions and vacation money is ready for the payroll deadlines—branches as well as home office.

Three Murphy brothers used the old swimming hole. The other two, Wilbur and Tom, have become, respectively, office manager of the David Sarnoff Research Center, and captain-in-charge of the Camden City Detective Bureau.

Tommy Flythe continued

Shortly after finishing this nightly grind, he was transferred to Camden as an inspector in that Photophone shop. The next year, '33, the depression really got to RCA, and Tommy, like everybody else, felt it. But the shop kept trying. He turned to manufacturing new-production test equipment.

Next year, he went with the Service division, forerunner of the Service Company, as field sound man. Later, with BILL BOHLKE, Antennaplex manager; and KEN HAYWOOD, Tech Products, he prepared service lectures. At night, he taught radio at Temple University and Camden Vocational School.

Old RP

By '39, he was covering Radio-Phonograph (RP), out of Atlanta. His district comprised 11 states, including two-thirds of Texas. He succeeded P. B. (PINCKY) REED, now vice president of the Government Service Division.

When RP became RPT, after television went commercial, Tommy was working New York and New England for that group. Sound switched from AM to FM, horizontal scanning freqs jumped from 441 lines to 525, and Tommy had to convert about 4000 TV sets. He set up six conversion stations: three at distributors, two with independents, and a company shop in Flushing's Northern Boulevard, which he managed.

From New York, in '42, the RPT rep came to Camden to assist STEVE NIELSEN, then head of radio-phono field activities, but found himself, in a few months, handling radar for the Navy at air stations all over the U. S., and, for five months, at Adak, Alaska. He also worked on "Block" equipment.

In '45, he headed up radio-phono service here, and, for a short time, ran Tech Publications. In '50, when the Quality Division was formed, he moved into his present spot.

Outstanding among Tommy's contributions are:

The tabulated method of recording alignment procedure, developed in '36, and followed by all the radio industry.



Payroll's John Murphy, Lillian Simons (l.), & Alice Caban

Electronics: Design for Living

ELECTRONICS HAS ABSORBED JOE HOVORKA'S existence, aside from his family. As a matter of fact, his only son, at Illinois Institute of Technology, is following in his father's footsteps.

When Joe's not in the field supervising, he's home reading up on technical literature or conducting experiments in his home-built laboratory.

Born in Chicago, in 1905, he was graduated from high school in Cicero, Ill., went to work for a radio maker as test and service tech.

He was working for an RCA-owned distributing company when the unit was taken over by RCA Victor Distributing Corp. in the early 30's. He had become service manager.

The super of the Chicago Tech Products district is, says Manager FRED WENTKER, "top technical man out here."

Joe never went to college; he accumulated electronics knowledge the hard way, through studying on his own, while working in the field. Prior to receiving his 25-year watch, the engineer put in a PT-100A theatre-TV system for the TESMA convention in the Morrison Hotel, Chicago.

Mr. & Mrs. Hovorka and their two children live in Berwyn, Illinois. The daughter is in high school.

Joe Hovorka checking TV amplifier rack in Chicago dist.



A simplified instruction guide for Army & Navy altimeters, produced in '44, and adopted by both Services.

Tommy Flythe is a member of the plant-wide Quality Committee and the local Suggestion Committee. He is married; has a daughter, Joan, 16; and a son, Tommy, Jr., 6.



Cliff More tests community Antenaplex signal at Laconia

Scotch-American Design

CLIF MORE IS A NEW ENGLANDER from 'way back—back to 1637, when the first More landed from Scotland. His home town is Barre, Vermont, the granite center of the world, and his favorite ties are plaid—Scotch—naturally.

A member of the TV-engineering section, C. C. More functions as MERRILL GANDER's chief engineer on Antenaplex, which he's been handling since the Service Company began erecting the system five years ago. He recently completed the layout for multiple-outlets at the Boca Raton Hotel, Florida.

In the fall, he conducted a two-week survey of field strength of U. S. television stations in Ontario.

He worked on the layout for the first Community Antenaplex, at Pottsville, Pa., and a number of others since, including the recent Laconia (N. Y.) project. The Antenaplex system at the Waldorf-Astoria is his design, too.

He got his EE at the U. of Vermont in '24, and went to work for Bell labs, New York. He spent a year in Buenos Aires ('26-27) putting in South America's first dial exchange.

The engineer came to us via General Electric. In '27, when GE was building 60 percent of our radio receivers, he worked for them at Schenectady on quality with MERT BRISBIN, now of Government training. In '30, when RCA took over the Victor Talking Machine Co., he and Mert were among approximately 100 GE engineers turned over to RCA, at Camden.

Specs Writer

For nearly five years, Cliff wrote specifications and procedures for radio components in final assembly, then headed a group which continued this work while designing and building test equipment for virtually all RCA products. In '37, Cliff began designing test gear for sale.

The Service Company manual on *Practical Television* that he helped to prepare in '39 was for years the standard technical description of TV, inside & outside RCA.

Under the late Adolph Goodman, he wrote service instructions for movie sound, and, with the advent of War II, kept on issuing field papers, but on sonar and battle announce. For six months, he worked on Navy contracts in the field.

At war's end, he stayed on in Government under PAUL MELROY, now contract negotiations manager. When TV hit the assembly lines, he and MERT BRISBIN got together again, and, for more than a year, combed the east coast for technicians.

Cliff More is married to a girl from his home town; they live in Erlton, N. J.

Bill Bohlke continued

Having won a state scholarship to Rutgers University, he played on the football and baseball squads, worked on the newspaper, joined ROTC & USNR, Alpha Chi Rho, the engineering society, became associate members of AIEE & IRE.

After graduating in '27, with sophomore honors, he accepted the job offer made to him, as an outstanding engineering student, by Westinghouse, Pittsburgh. Here he worked on radio.

May 14, 1928, he transferred to the old Radiola Service Division, of RCA, as field engineer. Two years later, he was writing instructions for centralized radio and Antenaplex. During '34 and '35, Bill was in charge of the RCA Victor Service Division's publications section.

He turned out service-lecture kits, with complete lecture books and ten sets of slides, every six weeks. The opening New York and Philadelphia lectures always were given by Bill. He helped develop the popular "World-Wide" antenna kit for better SW reception. He wrote articles for magazines.

In '35, Bill saw a dream come true: he asked and was assigned to NBC's field test of RCA's new, all-electronic, high-definition television broadcast system. With five other pioneers, he set up, in New York, the first TV-service branch.

Next year, he and RCA Victor's Ernie Johnson watched the first TV reflections ("ghosts") ever seen in New York—and wondered what they were. He and Johnson developed the first dipole-reflector antennas to minimize the effect of reflected signals; they were first to experiment with "fringe" reception by building high-gain antennas, low-loss lines, etc.

They received pictures 80 air-line miles from the original Empire State building transmitter, W2XBS-NBC.

In '39, the Antenaplex manager wrote the first booklet on TV, *Practical Television by RCA*. It still is in use. He is a charter member of the American Television Society.

Developed Dynamic Demonstrator

With commercial TV stopped in '39, Bill directed test-equipment sales for Tubes. He traveled with Technical Publisher John F. Rider and lectured on the RCA-Rider Chanalyst and Volt Ohmyst test equipments. It was then he developed the now famous Dynamic Demonstrator. During the war, hundreds were used by the armed services for instruction.

Another contribution, developed with Rider—and merchandised with a device patented by Bill—is the most widely sold, most widely copied and most popular single piece of RCA test equipment: the Volt Ohmyst Junior.

After Pearl Harbor, Bill was assigned to the secret "Block" airborne-television projects, first as design and development engineer, later as project engineer, and finally as staff assistant to the chief engineer.

Early in '44, he organized Engineering Products' Electronic Specialties group, which tested, designed and sold many new industrial devices, such as the metal detector. At this time, he was chairman of the RCA Victor Glossary Committee, publishers of a booklet on standard electronic terms.

When RCA turned over sales of its industrial products to Allis-Chalmers in '47, Bill went back to his "first love," RCA Service, and set to work once more on multiple outlets. He handled the first Antenaplex system for television.

After a siege of bad health, he worked the '48 Dewey campaign train. Next, he pioneered phone-sale solicitation in the Albany branch; later, administered renewal-contract sales, and was appointed merchandising coordinator.

Mr. & Mrs. Bohlke have one son, Billy. (She is from Winnipeg, Canada). They live in Haddonfield, N. J. Bill finds time, occasionally, to fish, bowl, golf and umpire "Little League" baseball. (His son plays for the Rotary at third base).

DENVER: history, hills, horses

By Gordon L. Sibley, Jr.

Chief Clerk, Oklahoma City

DENVER, WHICH MADE HISTORY with the first station, KFEL-TV, to go on the air after the FCC "thaw," and the first station ever to have equipment rushed in by "airlift," also is the Mecca of the Service Company's "westward movement."

Four of the men in the colorful Colorado branch, including Manager HAROLD CHRISTIAN, are easterners with an urge for the west. Hal, originally of Gloucester, N. J., spent last winter skidding through the fog of North Pittsburgh, while managing that very busy office.

This winter, he hopes to find time for a little skiing and ice-skating in the wide-open spaces, just around any corner in Colorado.

From East to West

LARRY WETMORE, office manager, came from Andover branch, and, though he didn't request the transfer, was glad to make the move, gladder now that he's there.

ED ANDRUSKO, Antenaplex specialist from Rahway, who lived his whole life in North Jersey, got a taste of the west on an assignment in New Mexico. He sold his wife on the idea, and they're now living in a game-refuge 18 miles outside Denver, with a trout stream at the end of the garden.

With the other techs, he used his sparetime last summer riding, fishing, hunting, and trying a little gold-panning.

Ed hasn't had much spare time. The Antenaplex specialist services over a 200-mile territory, from Cheyenne, Wyo., to Southern Colorado. He's done much Master-Tenna work.

GERRY REAVES, branch tech, is a native of the Ozark Mountains, transplanted for years in New York. He was at the Midtown branch. His wife, from New York, is at home in the mountains, thinks it's fine for young Gerry.

Denver was opened in July, with a temporary transmitter on Lookout Mountain for the all-RCA equipped station. Vice President JACK BOKSENBOM headed a task force of RCA servicemen rushed in from California, Utah, Texas, Missouri.



Alex
Cvirko (l.)
Frank
McKenna

North Jersey Promotions

JOE SHUSKUS, North Jersey district manager, announces two recent promotions. ALEX CVIRKO went from I & S supervisor at Bushwick, (Brkl'n.) to I & S super at Newark.

FRANK MCKENNA, former I & S supervisor, now is manager of Rahway branch. Both are Brooklyn natives. Cvirko joined the Service Company in '47, following two-year Coast Guard duty in I & S of long-range navigational gear.

McKenna spent a year in the Army as physical instructor, after which he worked for a radio-service outfit and Western Electric. He joined RCA in '48 as a TV-installation tech, rose to field super, to his present post.

Mgr.
Hal Christian
and wife
on Sunday
afternoon
ride



Tech
Bob Owens,
real cowboy,
gives
Miss Christian
ride



Mrs.
Ed Andrusko
(foreground)
far from
Rahway



Boston
bronco-buster
Larry
Wetmore



Dude
Woinright (l.),
formerly
Detroit, and
Gerry Reaves,
Midtown



RCA Service Sells



BEACH HEAD is established by RCA Service Company squad from West Coast at Ala Moana Park, Hawaii. (Diamond Head in background). Planting the flag were— (L. to r., bottom row): Jim Ward, Honolulu manager, formerly Lynwood; Barney Chicoine, coast sales supervisor. (Middle row): Ed Drury, Honolulu recruit; Dick Reahm, Oakland; John Heller, Hollywood; Roy Rayburn, Oakland; Bill Tanner, Honolulu chief tech, formerly of Hollywood. (Top): Ivan Lipsey, San Diego; Eugene Shima and Shizuo Nishimoto, both Honolulu recruits.



JIM WARD (*standing*) loses no time in selling the product. RCA Victor Distributor Roy R. Bright (*l.*) already is a fan. Kapiolani Miller looks interested.

↓ KAPI is interested (*below, l.*) to extent of enlisting Shizuo Nishimoto in the ranks as the first local technician signed on for training in RCA Service. Jim looks on.

↓ FLEET'S IN (*below*), so Kapi and Branch Manager Jim Ward make official inspection. At attention are Otis Rayburn, Ivan Lipsey, John Heller, and Dick Reahm. Trucks, six from Detroit (West) and three from San Francisco, were first equipments to hit Hawaiian beach head.



RCA TV to Hawaii

WEST COAST DISTRICT MANAGER LARRY BORGESON has added another 3000 miles to his territory. He thinks it'll be worth the travel time: Hawaii looks like a fertile frontier to him.

Honolulu makes a round dozen branches for Larry; he added Portland and Spokane earlier in '52. His district already was the broadest in the system.

It takes as long to fly from Spokane to San Diego as from Los Angeles to Camden. (Spokane is more than 1600 miles from LA). From Honolulu to Los Angeles is 3000 miles. His eastern outpost, the Salt Lake City office, is 7000 miles inland.

In between are Hollywood (district HQ), Lynwood, San Francisco, Oakland, Seattle, and Phoenix.

"My district's a good man-builder," he laughs. "Managers are pretty self-sustained because of distances. Sink or swim is the only possible philosophy."

They take to the "swim." The coast district has led the land in renewal contracts for nearly a year, and complaints are the lowest in the country.

In '51, Hollywood branch won the President's Cup. And Salt Lake is one of the most successful small branches. From Oct. '51 to Oct. '52, they chalked up not one complaint. The outpost has about ten people, under Manager KEN STEWART.

3000-Mile Shift

JIMMY WARD, I & S Supervisor from Lynwood, Calif., is managing the new Honolulu office, which temporarily has a number of hands from the mainland. BILL TANNER, former Hollywood specialist on mobile communications, is chief tech. BARNEY CHICOINE, district sales coordinator, was out there visiting dealers and taking orders for Master Tenna.

When the first TV test signal went on the air, in mid-November, the RCA Service Company's Honolulu branch was underway. Eight trucks, 47 masts, and five pieces of test equipment arrived Nov. 12 aboard the *Hawaiian Merchant*.

Oct. 27, Borgeson followed President Ed CAHILL to the

(Continued on page 15)

Coast
Dist. Mgr.
Larry Borgeson
has
wide-open
spaces
and markets



TRUCK, discharged from *Hawaiian Merchant*, arrives in time for servicing of Islands' TV sets. Ward stands by.



THREE KEY MEN enjoy balmy air: Barney Chicoine (l.), west coast sales coordinator; Chief Tech Bill Tanner, former mobile expert at Hollywood; Mgr. Jim Ward, former I & S super at Lynwood.





WALT GILREATH welcomes handsome "two-suiter" along with congratulations from staff as winning DM. (L. to r.): Gilreath, Clydola Patterson, Super Charlie Moore, Bill Corley

CHRISTMAS CLUB PAYS

Ripe Berries Fell

TOP MAN in Technical Products' Christmas Club program just can't keep away from RCA. **ELLIS DEWEES CLIFTON**, who cashed in the highest score for New York district—and any district in the U. S. (\$440.92)—started out with RCA 22 years ago.

Twice he tried some other way of winning the pay check, but decided RCA was best.

Explaining his heavy showing in the Poughkeepsie (N. Y.) territory, Ed Clifton laughed:

"A lot of berries that I'd been watching ripen fell in the right quarter."

These included three large theatre contracts. In any drive, Ed is up near the head of the list.

In addition to sales, he goes in for mass production. During the drive-in season, he looks after RCA equipment at 40-odd movies, besides caring for a VA hospital, metal detector, and theatre-TV.

He joined RCA in Camden, in '30, to check quality of the old Radiola. He helped build Radio City's control panel, first 16mm projector, first TV transmitter and receiver.

He helped set up the Navy's first direction finder, went on to work on 14 studios for a Chicago station, was in on the first

(Continued on opposite page)

RECENT SALES PLAN of the Technical Products Division hit 33 percent above the going-rate of 1951-52 business, and presented eight engineers with \$100 bonuses plus fat commissions.

The Christmas Club drive—which ended in time for Santa Claus to pick up the profits—established Ed CLIFTON, New York, as top salesman-engineer for the nation, and placed Dallas district, managed by WALT GILREATH, at the head of the list.

No.-1 man in the winning district was SPENCE EGAN, (\$100), with SYDNEY BULLINGTON a close second, followed by AL MOORE, RUSS GODWIN, and HAROLD LUBCKER. All but one engineer landed in the scoring column.

Points were based on sales per engineers per district. New York added up most sales, but was behind Dallas and Pittsburgh in quota scoring.

New business was equally distributed between industrial and theatre service & parts. A chunk in the winning district was accounted for by new VHF stations: two in Lubbock, one each in Amarillo and Austin, all Texas; another in Jackson, Miss. Each has two 16mm film projectors requiring service.

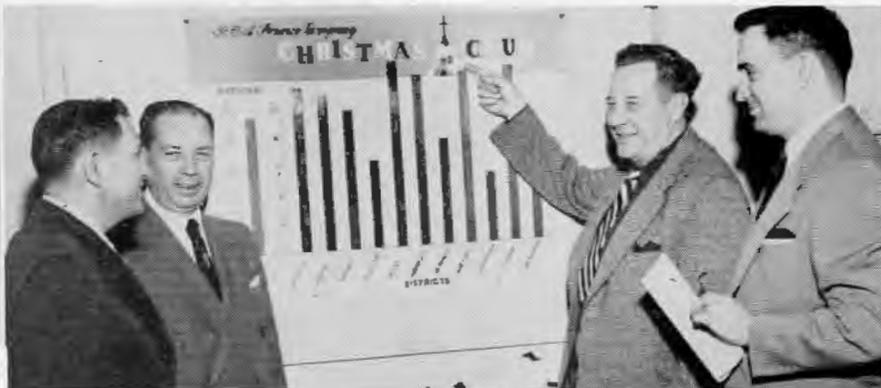
Pittsburgh high-man was GUS FRIEL (\$100), with HAL PROSSER and BOB SHEPARD neck-and-neck contestants for second spot. Other scorers were HARRY MORROW and WINK WINKELMAN.

New York's JOE REIBEISEN was the nation's No.-2 man.

(Continued on opposite page)



Bob Bunting



ED CLIFTON displays how his sales helped New York for (l. to r.) Sales Mgr. George Sandore, Vice Pres. W. L. Jones and Ad Mgr. Ira Rothbaum



Harry Ball

Leo Cimikowski

Herb Berlier

Spence Egan

Max Hollingsworth

Joe Thornton

Russ Clagett



PROUD of new Mobile branch are (l. to r.): O. C. O'Farrell, Atlanta tech; Frank Thompson, Birmingham tech; DeWitt Evans, Harold Houston, Ed. Hill, Geo. Caviness, Geo. Houston and Paul Utter, all technicians.

Mary Carmical, phone; Dan Leonard, chief clerk; Frank Douthit, mgr.



MOBILE: Sets & Service Push Back Fringe

BETWEEN SUPPLYING DEMANDS for RCA Super Sets before Christmas and calls for UHF converters before the local ultra-high-frequency station goes on the air, the new Mobile branch has been enjoying one long rush-hour. It opened Sept. 17.

Channel 48 will be one of the earliest commercial UHF stations. Portland was the first. When the Alabama office went into business in the Mobile-Pensacola fringe area, several hundred sets were depending on signals from New Orleans' Channel 6, 140 miles distant, and occasional pickings from Mexico.

The Super Sets shoved back the fringe, with the help

of Service Company "super" installations.

"On most of our installs," explains Branch Manager FRANK DOUTHIT, "we're using 33-foot masts, with five-element stacked yags, and getting pictures 75 percent of the time."

Douthit says he thinks his office has to answer "more questions than any other, because television is so new here."

He says, also, that "Branch 761 IS the answer!"

Frank, who first worked in the old Fords (N. J.) TV branch in '48, then Oakhurst and most recently Atlanta, is a former radio mechanic for both the Army and Navy, with battle stars for Algeria, Foggia, and Sicily.

THE SOUTH'S HIS

WALT GILREATH, head of the top district in Tech Products' Christmas Club drive, has been Dallas boss since '46, and a Southerner since Colonial Gilreaths privateered on the Mississippi.

A native of Austin, he got his EE from the University of Texas, in '36, and, next year, joined Louisiana's RCA Photophone office. From '42-'45, he was in the old Government gang, served a year in the Canal Zone before going on to Pearl Harbor to supervise our engineers in the Pacific area.

When he took on Dallas, there were less than a dozen engineers down there; now there are 18. The territory includes Texas, Oklahoma, Arkansas, Louisiana, Mississippi, half of Tennessee and southern Alabama.

Ed Clifton continued

metal detector, and early Photophone amplifiers.

With the Service Company in '35, he handled, as a field engineer in Harrisburg for eight years, all RCA products.

Back in the home office, as a member of the old Industrial group, he designed & laid out sound installations, set up equipment (photocell) to separate good pennies from had at the Mint, and to count aspirin tablets in bottles.

In '47, when his doctor thought he needed a change of occupation, the RCA engineer went into the coin-machine business, at Springfield, Mass., but next year was back with this company on a BuShips contract, at Washington.

Christmas Club continued

Kansas City, Atlanta and Boston also went over quota. MAX HOLLINGSWORTH (\$100) was winner in the first, followed by MIKE GIESKIENG, COPE FORBES, WOODY WOLFE, CHARLIE CRAIG.

Atlanta winner: JOE THORNTON (\$100). Other scorers: CODY ROSS (one point under first), CLAY STELLING and BOB COBBLE.

Boston listing was LEO CIMIKOWSKI, PHIL HUMPHREY, KEN KILKENNY, HAROLD HULTGREN, NEIL BARBERIE, HARRY BURGESS, and FRANK GOOKIN, in that order.

Chicago, missing quota by two percent, had HARRY BALL (\$100) nosing out MIKE FRITZ. Los Angeles' \$100 went to HERB EERLIER, Ed POTHIER also scored.

BOB BUNTING took \$100 in Cleveland, followed by KEN HERRICK, AL KIDWELL and TONY BOULET. In Philadelphia, RUSS CLACETT got a big score. OSCAR LUMMIS was second.

San Francisco's man was HERB SAUTER. NORTON FAUTZ scored.

Then, he left again to go with the RCA distributor, in Hartford, Conn. Since '49, he's been here to stay, took over his present territory when it had only 15 theatres signed up.

The Cliftons live in Poughkeepsie, on the banks of Wappingers Creek: fishing, swimming, boating, and ice skating right off the front lawn. Their daughter, Joan, is a junior at Cornell University; their son, Dan, is 15.

Uncle Dan Clifton, a Test foreman, Camden, last month won a trip to the Waldorf Astoria, New York, as a member of the winning team in RCA Victor's "Bill Billings" contest.



Antenaplex array atop N. Y.'s Waldorf-Astoria will serve 2200 TV receivers. A transmitter is visible in background

BETTER by the THOUSAND

IN BIG CITIES and remote towns, there is the same answer to clear television: RCA Antenaplex. Since its inception, July a year ago, that section of the Service Company known as *Custom Service Operations*, under Manager BILL BOHLKE, has set up more than 75 Antenaplex systems for leading hotels and has equipped several communities.

In hotels, Antenaplex means clear signals at the flick of a wrist for guests in every room. In fringe areas, it means pictures where they never were received before. In apartment houses, motels, and in stores where TV sets are displayed, Master-Tenna is employed. Popularity of all three variations has been spiraling during the last months.

Most recent hotels to provide television in guest rooms by means of RCA Antenaplex are the new Hotel Statler, in Washington (see opposite page), and the 2000-room Hotel Commodore, in New York. Both have put in 17-inch RCA Victor receivers.

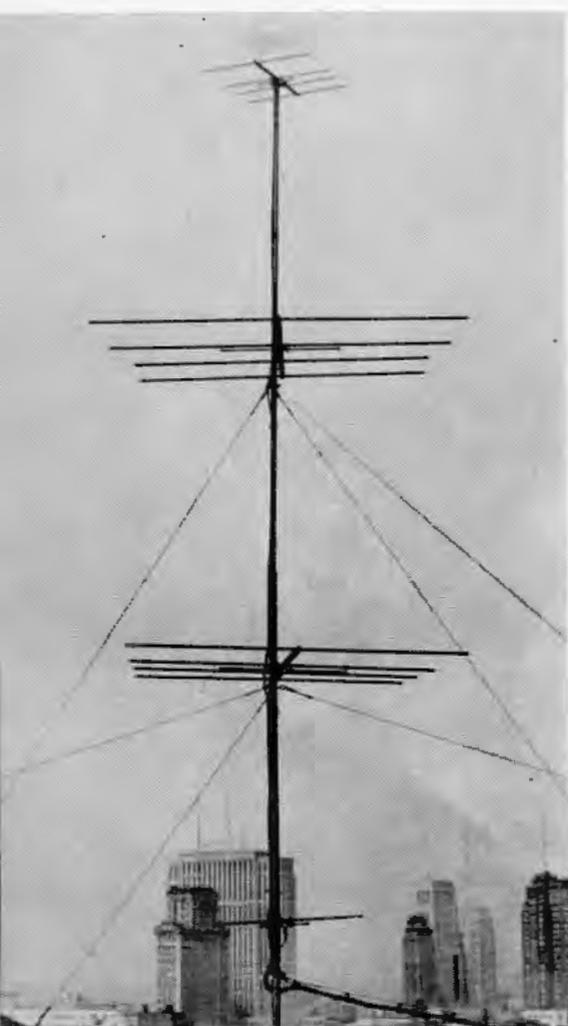
First new construction to include TV for all guests, through RCA Antenaplex, was the Statler Center, which opened last August in Los Angeles, with 1300 RCA Victor receivers—at that time the largest single installation of sets anywhere in the world.

Our Techs Install

RCA's two big hotel-lease operators are Wells Television and Master Video Systems. For the former, Service Company techs have made installations at such famous hostelrys as Conrad-Hilton and Drake, in Chicago; Book-Cadillac, Detroit. Some of the installs made for the latter are Waldorf-Astoria, the Jung, New Orleans; and Baker, Dallas.

The Schine chain (including Miami's Roney Plaza and Los Angeles' Ambassador) and many independents are customers.

First community system was set up in Pottsville, Pa., a mountainous region 75 miles from the nearest broadcasters, in Philadelphia. The system comprises a master-antenna assembly, mounted atop a tall mast on the highest local elevation;



Conrad-Hilton's Super-Yagi can pick up signals from four Chicago channels for 3000 TV sets. (Transmitters in background).



1000-EYED ANTENAPLEX brings pictures to every guest in Washington's new Hotel Statler. (System completed Sept. 30).

and a network of coaxial cable, strung over poles through the areas served. Signals are stepped up by amplifiers, mounted at intervals on the poles, and are brought to subscribers via lead-off lines. Today, there are nearly 2000 users.

In Wyoming Valley, Wilkes-Barre, Pa., which has a population of 160,000, the system is designed to serve nearly 30,000 homes. Laconia (N. H.) is equipped, through Antenaplex, to receive clear pictures from Boston, 85 airline miles away. These are pulled down from over the White Mountains.

Newest wrinkle in Community Antenaplex was announced this month: a converter system, designed to further improve quality. The new development converts all VHF channels above six to the lower frequencies, usually Channels 2, 4 or 6.

This will enable Community Antenaplex to provide maximum fidelity reception over the full six-megacycle band by utilizing channels which have lower cable transmission losses than Channels 7-to-13.

52 Fieldmen

Installation & service is done by 17 full-time men in the television districts and branches, aided by another 35 part-time techs. On the home-office staff are BILL ANDREWS, the manager's assistant and contract administrator; JACK ZABOR, technical coordinator; KEN SPRUTH, hotel-systems coordinator; and CLIF MORE, chief engineer of Antenaplex.

Clif, of TV Engineering, is assisted by technicians BILL HOWSER and KEN FROBERG. Secretary MARGARET COSTELLO and LYN SCHEMEL handle the clerical detail.

Work being done through the branches, under direction of Antenaplex and Master-Tenna specialists, is an elaboration of the original service given on radio multiple-outlet systems in '29. Now, of course, antennas, amplifiers and wiring must be designed for VHF and UHF instead of the AM band.

We operate virtually as an electrical contractor; and, in the Northwest and Northern Ohio, as distributor.

Complete systems are put in by branch techs, with the exception of conduit and AC-power wiring, which is done by IBEW electricians on a subcontract basis.

At intervals, training classes for Antenaplex specialists are conducted in the home office, usually of a week's duration. New sales, engineering and installation methods are stressed.



SATISFACTORY test of system is enjoyed by (l. to r.): Mickey Dillon, field super; Wm Kirk, Hotel Statler mgr; Bob Miller, Wo. branch mgr; E. R. Stetler, bldg. super

Company shop in Hotel Statler is manned by (l. to r.): Al Slinkman, Geo. Sterling, Henry Rogers



Branch Grows in Brooklyn



BENSONHURST nerve center is manned by (l. to r.): Georgiana Menninger, Jean Martinez, Jean Vito, dispatcher; Alice Hyland, Virginia Di Maio, Ruth Samannen.

OFFICE MGR. James Murphy and staff: Estelle Novar (l.) and Nancy Rosenblatt.



BRANCHES ARE OPENING UP in old fringe areas that have complete TV coverage since lifting of the "freeze" on station construction. They're also opening in spots where service was centered in a field station, often on the fringe of a specific area.

The new Bensonhurst branch, for instance, is an off-shoot of the big Bushwick (Brooklyn) branch. Though it was inaugurated in October, it already has more than 8000 accounts, mostly a legacy of the Bushwick outpost.

To head the new office, MARSHALL BROWN was moved from Syracuse, where he did an "outstanding job" as manager. BILL GRASSO, former field supervisor of Bensonhurst, is I & S super.

Techs who worked at the outpost "now feel that they have a home," reports BERNIE GROSSMAN, N. Y. sales manager and *Service News* correspondent.

I & S SUPPER Bill Grasso (r.) dispatches Techs Ray Holtman, Bill Micheels and Harry Johnson on series of I & S calls.



SALES are discussed by B. L. Grossman (l.) & Salesman Bill Fowler. Girls, Alice Hyland (front) & Lillian Oakeson.

THEY'RE EATING TURKEY

BALTIMORE AND BRIDGETON TV branch people are living high: a turkey in every pot for Thanksgiving, another in every pot for Christmas.

FRANK DIAMOND's Maryland office (Vita-Crats) and the South Jersey branch, managed by BOB SCULLY (Do-It-Cans), won both first and second phases (*Election & Fulfilling Our Promises*) of the fourth drive for RCA President Frank Folsom's cups, which opened Sept. 29 to continue through Jan. 11.

Vim-O-Crat winner of the second phase, which ended Dec. 7, was Jacksonville (Fla.), run by ART TRIEL; Surely-Cans winner was ROME L. BARNES' Easton (Md.) office.

In addition to Baltimore and Bridgeton, other winners in the first place, which ended Nov. 2, were Norfolk, run by LEON FURSE; and Auburn (N. Y.), ERNIE STEINKRAUS, manager.

Second Leg on Cup?

It's beginning to look like one, if not four, offices will have a second leg on a cup, which must be held three times by a single branch for permanent possession.

Baltimore has two laps in this race. Bridgeton, with two laps, won the cup in the recent contest. Jacksonville also took a trophy in the last drive, and Easton in the first.

WARREN CHARLES' Hollywood branch, a Frank Folsom Cup conqueror last winter, was second Vita-Crat in this second phase. Second Do-It-Can was San Diego, EARL DEGNER, manager; second Vim-O-Crat, STANLEY BUREK's Kalamazoo office; and second Surely-Can, Auburn.

Theme of program, which gives a gobbler to every member of phase-winning branch, is *Prompt, Conclusive Service*.

MIDTOWN night-phone salesmen and friends (l. to r.) Dom Burrascano, M. Harri, Bern Grossman, N. Y. sales mgr.; Harry Polsey (in barrel), sales super; Irv Elwin, I & S super; Irv Steinberg, W. Rabsey, Bob Blumberg, Ben Lambert.



COMEDY BACK STAGE

MANHATTAN Sales Super HARRY POLSEY added touch of realistic humor to meeting of night-phone salesmen (above). To highlight plea for increased sales in Win & Wow 'Em contest, Harry donned size-38 barrel, charged the men to "sell him out."

Prize for winning supervisor was new suit of clothes, and for each salesman in winning branch: a sports jacket.

Road Won

OUR NEW EMPLOYMENT MANAGER is just in from twelve-and-a-half months in Korea. Only reaction of W. T. A. BAXTER to his recent Army duty is "it was a lot of work."

Bill, who was a first lieutenant, got a bronze star for "meritorious service" as CO of a construction company keeping up one of two roads leading into the "Punch Bowl."

Baxter, in Personnel since '47, was given new post on his return last month. He's 31, married, with a daughter, 5.



Bill
Baxter
at
"Bloody
Ridge"

Hawaii continued

Islands, leased a 4300-foot, air-conditioned building, and interviewed Hawaiians for jobs. He also outlined contract plans for 40 local dealers at, needless to say, the best-attended dealer meet ever conducted out there. TOM LENTZ, of Home Instruments, RCA Victor, also addressed the gathering.

Though it's only 3000 miles away, it was the first time since '44 that the district manager had been in Honolulu. During the war, as a member of our old Government group, he spent ten months at Pearl Harbor. After that, he returned to California to supervise Government work. The war over, he switched to television and opened Hollywood.

Since joining RCA in '41, Larry has done a lot of traveling, but he's never had to move. He was born in Pasadena and still lives nearby with his wife, son, 12; daughter, 8.

STUDY'S HIS HOBBY

BOB BLUMBERG (second from right, photo above) took up the night phones at Flatbush branch in '51, while a full-time Economics major at Brooklyn College. He later was graduated with honors. So, what was he going to do?

BERNIE GROSSMAN, New York district sales manager, supplied the answer, gave him a job as contract salesman at Bushwick, under TOM BARRY, sales super. After a few months, he was transferred to Midtown. All this in the day time. Nights, he studies for a master's degree in advertising, at NYCC.

After that? He says he's going to keep on selling RCA and studying how to better sell RCA. (He will write his thesis on an aspect of RCA's sales operation).

Meanwhile, Dec. 20, he married a girl from the Bronx.

New Century Club Member



Personnel Manager Hal Metz (l.) gives Sam Shorr check while Material Control Manager Bob Herrold approves.

FIRST TIME he took time to write a Suggestion, SAM SHORR hit, for \$381.16. The Material Control analyst has been with this company four years, started at Victor in '40.

His idea: a system for procuring obsolete TV cabinets.

Jackpot will pay for a new heating setup in the South Philadelphia home where Sam lives with his wife and son, 11.

While working at Cal Tech for his MS in EE, which he got in '40, he was a movie projectionist for the Fox chain in Southern California. Borgeson was signed on for Photophone. A few months later, he was handling sonar & radar.



SMART department store in nation's capital, Woodward & Lathrop, has entire annex dealing only in RCA Victor home instruments and RCA Factory Service. (Department stores find it profitable to sell TV's Greatest Combination exclusively.) Here is the Service Company display. Opening attendance was 25,000.



ANTENAPLEX specialists from districts all over the country attended week-long training class in home office recently, and ended course at dinner (above).

(First row, l. to r.): George Hengen, N. E. Phila.; Geo. Sindorf, chief tech, Pittsburgh; Ed Andrusko, Denver; Jim Wickbom, Oak Park, Chicago; Ed Garrigan, Albany; Tom Byrne, Auburn; Frank Rogers and Don Block, both New York.

(Second row): Howard Johnson, Operations; G. A. Toepperwein, Tech Products; Clif More, Engineering; Bill Bohlke, Antenaplex manager; Ed Buurma, staff assistant; Bill Andrews, Antenaplex coordinator; Dale Brown, New Orleans; Hugh Bridges, Charlotte; Art Brittingham, Atlanta.

(Third row): Walter Maull, Quality;

Manning Smith, Service News; Steve Wlasuk, Engineering; W. R. Hall, Miami; Merrill Gander, chief TV engineer; John Brendell, St. Louis; Mickey Dillon, Wa.; Marvin Gunter, Dallas; Walt Perregoy, Atlanta; Ken Brumm, Detroit; Sig Schotz, asst. to VP Jack Boksenbom; Ken Spruth and Jack Zabor, Antenaplex; Ralph Marsh, Toledo; Warren Burr, Hollywood; Jim Light, Wa.

(Standing, back): Vince Giacoboni, Purchasing; Mike Dobin, Systems & Methods; Bill Howser, Engineering; Frank Schmelzer, Material Control; Al Rhoades, Seattle; Frank Washko, Bedford, Ohio.

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