



NEW RCA TRAINING CENTER is located on Industrial Drive in Livonia, between Middlebelt and Merriman Roads. The center was opened for use recently.

## RCA To Train For TV Repair

RCA unveiled for leading Detroit area retailers, a new training facility designed to alleviate the most serious problem facing the color TV industry.

At a new RCA Service Company center in Livonia, the company demonstrated its program to meet the critical demand for skilled TV service technicians.

Mayor Harvey Monke and other Livonia dignitaries toured the facility, one of six recently opened by RCA in key metropolitan areas across the country as its pace-setting response to the serious shortage of television specialists.

"Without an all-out attack of this kind on the problems of recruiting and training, the nation's television viewers might soon be forced to wait weeks or months just for routine service on home receivers," said Myron Telep regional manager of RCA Service Company.

UNDER THE PROGRAM, RCA is hiring employees without previous TV experience of electronic education. While on the RCA payroll, they are put through intensive training that enables them to progress from apprentice, through a series of intermediate skills, to journeyman television technician.

"This forward approach to television training has become a necessity in light of the fact

that the purchases of new color TV sets alone in the next five years will top 34,000,000," Telep said.

"The principal reason for the establishment of these training centers is to assure our dealers and distributors that the sharply increasing number of owners of RCA Victor color and black-and-white television receivers will continue to receive prompt, expert service."

He estimates that an additional 25,000 color television service technicians will be needed in the industry in each of the next five years to keep pace with the tremendous growth of color television in the home.

Traditionally, TV service technicians have come from the ranks of men who received electronics training in the military or who have completed at their own expense courses in television service at a trade school.

"These sources of manpower are woefully inadequate today to meet the needs of this booming industry," Telep said.

THE NEW DETROIT training center, at 3822 Industrial Road, Livonia is identical in size and makeup to the other centers and is operated by a permanent staff of skilled instructors. Instruction is provided for both veteran RCA Service Company employees and

new employees with no background in electronics.

This year, the six training centers are expected to graduate a total of 2,796 men with a schedule of 5,632 man-weeks of training, according to W.W. Cook, manager of technical training at the RCA Service Company home office in Cherry Hill, N.J. This is an increase of 50 per cent over the number trained last year.

SINCE THE LOCAL facility began operating nearly 250 men have been trained in a variety of programs geared to both new and present employees said Henry E. Dallas, manager of the Detroit center. These programs include:

--Basic TV service to acquaint new employees with television fundamentals. On completion of the four-week course, trainees receive six months of field experience under direct supervision of a journeyman technician and must complete required home study programs. Once this program has been completed, trainees are eligible for programs in fundamental and advanced service techniques.

--Color Crossover, a one-week program to qualify technicians in the up-to-date service techniques required for this highly-specialized and technical work. Only eight men participate in each of these classes so that a maximum

amount of individual workshop instruction can be achieved.

--Refresher Service courses to familiarize field technicians to install and service such equipment as school sound systems, hospital signaling and communications systems, and master antennas.

Each training center encom-

passes 7,600 square feet and includes classrooms with the latest audio-visual aids, fully equipped laboratories and workshops, and administrative offices.

In addition to Detroit, training centers are in operation near New York City, Philadelphia, Miami, Chicago and Los Angeles.



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