

December 1947



Published by and for members of RCA Service Co., Inc.

Service Heads Report '47 Progress, '48 Outlook

All Operations on Upswing; Television Activity Booms

E. C. Cahill Praises All For Work In '47

In the other columns of this section you will find recitals of the many good things we accomplished during the past year. You have a right to be proud of them.

Of all the favorable things that happened to us during the year, I'm impressed most by the obviously good effects that your work has had on the sale of RCA Victor products.

RCA television receiver sales unquestionably have been helped by the high grade installation and service job done by you men who staff our Television Shops. The many letters we've received which praise your work and your helpful and courteous attitude are but an indication of the customer good will and word of mouth advertising that work like this inspires.

Selling of RCA Electron Microscopes has been made easier because prospective purchasers know that there's an efficient RCA Service Plan to help them maintain it properly and get the best work out of it.

Some orders for RCA Theatre Equipment were easy to sign because you who man our theatre service brigade had already convinced the theatre men who bought the apparatus that RCA was the kind to buy. In other cases, they bought because they were so well satisfied with your services.

And so on, throughout the whole range of RCA Victor products with which we deal. There probably isn't a single one where your services didn't influence the sales picture somewhere.

A most gratifying aspect of this picture is the fact that the work of those of you who are newcomers to our organization has been just as productive of complimentary results as that of the others.

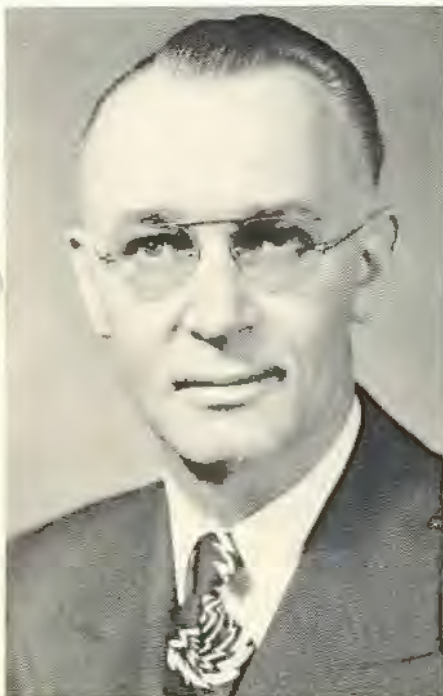
Your record this past year sets a high mark on which to aim your sights during next year. Nevertheless, I'm confident that a year from now you'll again be able to look back with satisfaction.

RCA SERVICE EXPANDS GREATLY—W. L. JONES

The year now being concluded was one of tremendous expansion for the RCA Service Company. The number of employees, now approximately 1,500, compares with approximately 200 before the war and is more than double the number at the beginning of the year. Our total sales, likewise, more than doubled.

Theatre Service, through its successful CO-OP Drive and later Government contracts, contributed greatly to this expansion. Industrial Service also enlarged its activities and will expand even more, particularly in the beverage inspection field. Communications Service likewise in-

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*On behalf of all to all in
RCA Service I extend the
warmest of greetings for a
very pleasant Christmas and
best wishes for a prosperous
New Year.*

E. C. Cahill

Merry Christmas and a Happy New Year

creased its operations. The major portion of our expansion, however, was accounted for by our Television installation and service activity.

This growth has brought about changes and additions in our organization. For example, we have added a Financial Division; necessary because of the volume of our accounting work, handling of our pay-rolls and expense accounts, sales billings, budgets, etc. We have had to set up a Purchasing Group to keep us supplied with all those things that we need for our service work.



W. L. JONES

We have added and now operate a large warehouse so that our field organization and our television shops in particular may have the material that is necessary for their operations. Because of the large quantity and value of the materials and parts that we now use, we have also had to provide a Material Control Group whose responsibility is to see that we have what we need, when we need it, and where we need it.

Now included in our organization is a full time Sales and Advertising Division, responsible for promoting the sale of our services. Here, as in many other cases, we are no longer able to rely on part-time attention such functions previously received.

Everyone in our organization contributed to this growth and should view it with a great deal of pride. As we look back on 1947, we know that we cannot sit back and relax in 1948. Our expectations are that in the coming year we will again double the volume of our service business. As our expansion created new opportunities, many promotions were made throughout our organization. Continued growth in 1948 will create a great many more opportunities for all of us.

COMMUNICATIONS HITS ITS STRIDE—MARKLEY

Activity during 1947 has been about three times as great as in any previous year with a slow start in the first quarter and a peak in the latter half.

On AM and FM Broadcast Equipment field installation assistance and supervision was furnished to 43 radio broadcast stations in addition to demand, guarantee, and proof of performance service to 13 more stations. These figures and those following are as of December 1st. The men who handled these activities include Ed Ayres, Henry Bartolf, Bill Fletcher, and George Mohn.

In the Television Broadcast Equipment field, our Division made 6 complete installations, and provided assistance to 6 others out of a total of 18 now operating. In addition, there were many calls on



H. J. MARKLEY.

video equipment for purposes other than broadcasting. Active in this field were: Glenn, Beerbower, Ray Colvin, Bob Conner, John Dearing, and Thorne Greenwood.

The largest single installation of the Emergency Equipment Group was for the Brooklyn police. It involved 150 cars and a station transmitter with 5 position control. In addition to service calls and solicitation of service contracts, about 50 new installations were made by Harry Davidson, T. Griffin, Frank Hartwick and Lloyd Phillips

After Jan. 1st the C.A.B. requires that every scheduled airliner carry a Terrain Clearance Indicator during darkness or instrument weather. RCA is far in the lead in supplying this equipment, and much of the credit goes to Jerry Ebenhahn and Bill Hanson of our Aviation Equipment Group who have made sales engineering contacts with the Civil Aeronautics Laboratory, airlines, and aircraft manufacturers.

One of the outstanding individual accomplishments came from R. W. Conner who developed "Panoramic Standing Wave Measuring Equipment" for use in testing and adjusting television broadcast transmission systems. It is now standard field equipment for the Service Company. Similar units have since been adopted by the Engineering Dept. and Factory Test, thus saving many man hours.

The year 1948 promises to be another very active year on all of our service lines.

DISTRICT OPERATIONS PUT ON PRESSURE—GOODMAN

The District field organization of the Service Company is to be commended for its outstanding job in improving our positions in both the theatre and industrial service fields during this past year.

In the CO-OP SERVICE DRIVE, from May 1 through July 31, we obtained 1,132 new service agreements nationally, representing annual gross sales of \$280,000. This was 185% of the quota set. On the basis of this fine performance, I expect this organization to improve our position again in 1948.

Primarily because of the need for simplifying and expediting the shipment of installation materials to RCA Television Shops, we set up a Service Company warehouse. This is located in Newark, N.J. The smooth functioning of this warehousing operation, which grew by leaps and bounds throughout the year, undoubtedly has been an important factor



A. GOODMAN

in the success of the RCA television installation program.

At the close of the year Material Control activities and warehousing operations were consolidated with John Barrett, formerly manager of our warehouse, at its head. This move is expected to improve the coordination of these two closely

related activities. We know that the demands of our field organizations for installation and repair materials will continue to mount in 1948. Our objective is to meet them with the fastest possible service at the lowest cost consistent with good service.

As in the past, our District organization proved to be an important factor in RCA Victor sales programs in the theatre and industrial fields. As our position in these service fields continues to improve so should our help to the Victor Divisions' sales programs in 1948.

Through its service to the Television Shops our warehouse also helped to build customer good will which in turn helped RCA Distributors and Dealers sell more RCA merchandise. With the continually expanding operation in sight during the year ahead, this group expects to make its influence count even more heavily on the right side.

FINANCIAL DIVISION ACTIVE—OLMSTEAD

The year 1947 found the Financial Division in an almost constant state of expansion as a result of increased activity all down the line.

Starting with January 1st, Sales Accounting and Accounts Payable, headed by W. B. Thompson, was activated as a part of the Accounting Section. They are now handling the issuance of all bills for Service Company operations, including individual billings on all Television activities. Payment of all bills incurred by RCA Service is also a part of their duties.

P. H. Ziegler, of General and Machine Accounting, now boasts a new IBM Accounting group who moved in on 5-6 November 1st. They take over work formerly done for us by RCA Victor General Accounting. The new setup should provide streamlining of ledger and financial statement work in B. F. Burman's Accounting Section.

Another addition to the Accounting family on November 1st was J. T. Sullivan's Procedure and Audit group who interpret RCA Victor Standard Procedure Instructions, and issue procedures for RCA Service.

While R. D. Isinger's Cost and Inventory group is not new with us they have acquired many new activities in the past year. For example, there's the preparation of financial reports of the Television Service Shops.

In the Budget Section Frank Vetrovec and assistants have been keeping close tabs on operating expenses and future sales income prospects. Also, his Payroll group with John Murphy has been handling increased volume of payroll and expense checks.

Then there's the "Jack of all trades" group with Joe Murray in control. Sometimes they're called the Office Service which provides anything from telephones to office space. With so many things—like the two mentioned—constantly in demand, they have helped maintain smooth operation for all of us. On the side, they run the central files.



R. L. OLMSTEAD

In Art Spaeth's Purchasing Section we find a beehive of activity. Greatest increased volume of purchases has been in support of the television program. Our truck fleet has grown from 7 to 175, and is expected to reach 400 by the end of 1948. We're buying aluminum tubing for antenna masts and wire by the carload.

All in all, 1947 has been a big year for the Financial Division, and in 1948 we shall be hitting a strong stride in support of the Service Program.

HOME PRODUCTS GOES OVER THE TOP—ZAUN

Nowhere in the Service Company was there a greater growth than the overall activity of this Division. The prime mover in this, as you know, was television.

Because of its newness and rapid expansion, television usually gets the spotlight; consequently the importance of our other work is often overlooked. For this reason, I'm going to talk about the other groups first.

Government: The shrinkage in the size of our government service business which set in soon after the war ended has continued. As a result, this group with Paul Melroy at its head now has only a comparatively small number of engineers. But they are working on tremendously important projects in confidential and secret classifications. Naturally, we can't talk about this work.

But there is one phase of their work

about which I can talk and on which I think they deserve a lot of praise. It's the training courses they conducted for the Army and Navy personnel who have to operate and maintain the highly complicated gadgets that make up modern war equipment.

One of these in particular stands out. It's the one that was being put on at Florida when the hurricane struck last fall. Here, at the last minute, our fellows bundled the equipment into a vault and beat it out of town just minutes ahead of the storm. They didn't even have time to collect their belongings. When they got back, they found the building they had been using had been leveled to the ground. Nevertheless, two days from the time they packed up, they had their school back in operation.

Another point that deserves special mention is the number of Service Company men who received awards this past



W. J. ZAUN

year from the Army or Navy for their work during the war.

Radios, Phonographs, Records: Our activities on these products were along the usual lines. Principally it was a case of being ever on the alert to detect any product troubles and ways for helping RCA customers get better satisfaction from our products.

One of the best jobs of the year was the investigation of RCA Victor record quality. These records are better because the facts were dug out and put into the hands of the right people.

When Ned Gerry's health made it necessary for him to leave us, P. C. McGaughey was advanced to handle this Section.

Publications: If there had been nothing else to distinguish the work of this Section which is headed by Merle Tilden, it would

(Continued on page 4)

have been the wonderful job of RCA Victor television service notes. These were the first complete service notes ever gotten up on television receivers. I'm sure they will serve as models to the industry for a long time.

As usual, the people in this group had to operate under pressure to meet our service note requirements. By and large, they did a grand job of it.

Television Demonstrations: Whenever an RCA television demonstration was put on, you were sure to find someone from RCA Service Company there. It made no difference whether it was a bullfight in Mexico City, or an exposition at Milan, Italy, RCA Service Company representatives were there to help handle the many technical chores.

When John Dearing transferred to the Communications Division, Frank Helgeson was put in charge of the group. Although several of the most experienced men have been transferred to other activities, this group has carried on in an eminently satisfactory manner.

Television Service: 1947 was the big year for us in television service. We'll do much more business in 1948. We'll add a lot of shops, hundreds of men and scores of trucks; but I'm sure it won't impress us nearly as much as the year we are just closing. Why? Because 1947 was the first real test of the RCA Victor Owner Policy program under which we were so bold as to assume responsibility for the installation of all RCA Victor television receivers and their maintenance for one year from installation date.

Everything that we had done in previous years was good practicing for what we went through in 1947. We were able to do the jobs that had to be done because we had learned a lot through the years before.

Don Stover head of our shops reports an expansion of 275%, the number of trucks we own or rent by 2,500%, and the number of people employed in this work by 480%.

It's the latter that I want to comment on. Despite equipment shortages, all too brief training periods and uneven local demands, the jobs you fellows did inspired a tremendously impressive collection of "fan mail". I don't know who to praise the most, you fellows who were with us when we went into this big undertaking, or you newcomers who filled out our organization as we moved steadily ahead. Everyone did such a grand job that I'll just join your customers in saying "many thanks" and let it rest there.

The year that's ahead promises to produce several times this year's volume of business. That in itself is a sign of what's expected of us. Competitors are beginning

to get their bearings. Although I'm sure they aren't fast enough on their feet to catch up with you fellows, they'll try awfully hard. It's going to take at least the kind of effort you put into it this past year to stay well out in front. I'm betting that you'll do it.

INDUSTRIAL SERVICE ON THE MOVE—W. W. JONES



W. W. JONES

The year just now drawing to a close saw this division participate in a more varied range of activities than ever before. Some of the problems with which we dealt were extremely perplexing. All were exceedingly interesting. To summarize our work, it is necessary to take each group separately.

Scientific Instruments: Our contract service program for Scientific Instruments (RCA Electron Microscope, Universal Vacuum Unit, etc.) was first inaugurated in July of 1945. Approximately 80% of the Microscopes in the Camden-Cleveland service area, and 58% nationally, are now under contract service, with a 35% increase during the past year.

Contract service customers in the research and production fields include such names as: Westinghouse Electric & Manufacturing Company, Bell Telephone Laboratories, Naval Research Laboratories, E. I. duPont de Nemours & Company, Rockefeller Institute, National Cancer Institute, Johns Hopkins University, etc.

Sales are continuing and with new products in the offing, Ken Haywood, Manager of this group, promises continued expansion of the contract service business in the Scientific Instrument field.

RCA RF Generators, Metal Detectors, 16mm, Sound: RF contract service has rapidly expanded in scope during the period of the last two years, until now the majority of our Districts are participating in this activity. Sales of service contracts

during the recent CO-OP Drive were far beyond our expectations, and major credit for this goes to L. R. Yoh and his hard-hitting team of RF field specialists.

Sales of RCA Electronic Metal Detector equipments have continued to expand and so likewise, has Metal Detector contract service. This unique and ingenious device has proven its value to industry, and our service activities are being stepped up to insure that it functions properly in the customer's production setup.

Industrial Sound contract service, inaugurated early during the war period, has shown consistently steady growth and has become a very important factor in many of our district operations. RCA 16mm equipment has shown its leadership and is recognized by the industry as the standard by which all competitive equipments are judged.

It is generally acknowledged that the efforts of our field service organization have played a major part in this achievement. W. P. Ballinger is Manager of these highly specialized service groups and predicts substantially higher increases in these activities during the coming year.

RCA Beverage Inspection Machine: Believe it or not, Beverage Inspection has at last come out of its shell. Although only nine units were installed this year, 36 were shipped by December 1, with the production schedule calling for 20 machines a month for the current production run of 250 machines, all of which are being sold with installation supervision and contract service and parts.

Ken Hollister heads this section with a field supervisor and four specialists who are supervising the early installations and training the district field personnel who will later install and service this equipment. This is only the beginning of a sizeable installation, service and replacement parts business; and we are not kidding this time when we say it's headed our way.

THEATRE OPERATIONS GO IN FULL SWING—JOHNSON

The early days of 1947 saw the successful windup of the rate increase program instituted in 1946 to offset sharply increased operating costs. When it was all over, we found that the excellent preparatory work and consistent follow through of the field organization, aided by the Theatre Equipment Sales force, had held losses to a nominal percent—much less than anticipated.

Two war-delayed objectives were also reached early in the year: Our field force was completely reequipped with most modern test equipment and adequate stock of PG-169 Emergency Amplifiers was obtained.

One of our most gratifying experiences was the response to the **EASTER PARADE** contest. It proved that our men were still as sharp as ever on service sales.



C. E. JOHNSON

The most impressive performances of 1947, however, were turned in under the **CO-OP SERVICE DRIVE**. This contest, launched with a series of enjoyable (sometimes noisy, too) **CO-OP** infusion dinners, provided a terrific demonstration of the selling power that's generated when RCA's Service, Sales and Dealer organizations all concentrate on the same objectives. In spite of stiff quotas, the final figures showed a magnificent 185% overall attainment. Key circuit accounts as well as a big number of independents were listed among these deals.

Another of 1947's great events, was the award to us by the Navy of a contract for approximately 200 shore theatres. The groundwork laid by the District organization was a big help also in getting this big deal. Absorbing the big work load represented by this contract and those which resulted from the **CO-OP** contest wasn't easy, but the District organization took it right in stride.

It would be unfair to omit mention of our hard-working home office staff. The Commercial Section, headed by Les Hart and staffed by Eddie Greipp (pronounced "Gripe"—what a name for the theatre service business!), Max Dieffenderfer and demure Joyce Goldy did a fine job of handling the multitude of difficult chores associated with budgets, selling campaigns, order and contract processing, schedule analyses, Performance Recognition Plan, analyses of Service gains and losses, Dealer commissions, Dealer billings, etc. Their fine work deserves commendation.

Likewise, all in the Technical Section headed by Ed Stanko and staffed by Paul Smith, Ley Watson (whose prewar was at Denver and Kansas City District Of-

fices), F. H. McCarthy and Gloria Thompson deserve praise for their good work in providing technical information and in correlating and summarizing data on product and service quality.

Lest these recitals lead you to believe that everything about 1947 was all glamor, I shall mention a couple of its more disappointing aspects. One was the spare parts situation. We never were able to get the kind of service we would like our customers to have. We've pledged to keep on trying to have orders filled promptly and have back-orders cut down.

Another was the quality of RCA theatre equipment which hasn't yet reached RCA's prewar standards. The completeness and exactness of Service Company reporting on this subject has helped raise the standards. Only when everyone is just as specific and accurate as it's possible to be when reporting on quality can RCA Theatre Equipment Sales be expected to find the most direct path to the right quality standards. Let's be sure we support them with that kind of data throughout 1948.

Now for a stimulating conclusion—for 22 consecutive months we have been able to report a net gain in number of theatres on RCA contracts. That's a record that all of you who are associated in any way with this activity can justly feel proud.

SALES & ADVERTISING PLUGS ALL SERVICE—WENTKER

By the time I got to writing this column, I had already read what our President, Ed Cahill, our Vice-President and General Manager Bill Jones and our other division heads are saying about the work of you men and women at whom this column is directed. What they said makes me mighty proud to be a member of this great organization.

In your case it's much more than a matter of what you accomplished for yourself or for our company. Many of the things you did had a double-barreled effect in that they also helped the people in other departments of RCA Victor reach their goals. Judging from the inflow of letters from RCA customers who told how pleased they were with your services, this was a more productive year than ever before.

Strangely enough, one still meets people who believe that men whose primary task is a technical one can't compete in the selling game with men to whom engineering terms are a complete mystery—but who do claim to know a lot about how to maké sales. The records hung up by you fellows ought to straighten out some of these characters.

Our job is to help you sell your services. It makes no difference whether



F. W. WENTKER

you're concerned with commercial contract service or only with those services you perform for other RCA Victor departments. Sometimes we try to do it through advertising in trade publications. Sometimes it's a case of trying to supply you with selling helps such as sales bulletins. In other instances it may be a matter of telling other people in the RCA organization about what you're doing.

You can bet that competition has been sharpening up with the idea of whittling you down to their size. This means we have to be of more help to you. One step is to put this newspaper on a monthly schedule. To make this possible we've added Josh Billings, Jr. So that you will know him when you see him, I'm inserting his picture in this column. Josh studied advertising and journalism at the University of Pennsylvania and Gettysburg College.

Just one more thought—the showing you made this past year sets a high mark to shoot at this coming year. Some of the skeptics probably are thinking you can't beat it. We think they're in for a "hotfoot".



J. BILLINGS, JR.

RCA SERVICE IN BEVERAGE INSPECTION

BIM Section of W. W. Jones' Industrial Division Now Installs New Machines For Coca-Cola

[ED. NOTE: This is the first of a series of articles featuring an RCA product serviced by our organization. All RCA Service employees should be interested, for they will gain considerable knowledge of the RCA product line being serviced.]

Development History

About 12 years ago the Coca-Cola Company embarked on a research program to develop a machine capable of automatic inspection of bottled Coca-Cola. They reasoned that if such a machine were made a part of a Coca-Cola bottling line they would further insure the high quality of their product and the good will of their customers.

After considerable research over a period of years, an experimental machine was developed, and patents were secured covering the basic principles of operation of an automatic beverage inspection machine. Leading manufacturers assisted in the development of working models, and in 1938 the Link Belt Co. designed and built five engineering-type models for field testing operations in several Coca-Cola bottling plants.

RCA Service On Scene

The amplifiers and optical units for these machines were designed and built by RCA with the Service Company covering installation and assisting in field tests. As a result of these tests the mechanical, optical and electronic features were seen to be so closely associated that progress could best be made with one company handling the entire project. Since the optical and electronic parts built by RCA were the heart of the machine, and since participation in the field tests had resulted in a complete understanding of the problem, RCA contracted to undertake the complete development.

Considerable progress was made, and by 1940 a commercially practical design had evolved. Then RCA was awarded a contract to build twenty-five units for an expanded field test of the proposed commercial machine. Production and installation of thirteen units was completed in 1941. They were located as follows: Atlanta (4), Shreveport (4), Clarksville (1), Camden (1), Indianapolis (1), Baltimore, (2).

Service Company field technicians who had been associated with the project since 1938 supervised installation of these machines. First among these was Ken Hollister, present manager of the BIM

Section, who installed Machine No. 1 in Clarksville, Tenn. He remained there for six months to observe operations and perform field tests of the equipment. He has been responsible for the formulation of service policy activities since their inception.

Initial Service Contract

Negotiations were soon after carried on with Coca-Cola to provide for the regular servicing of the units by the Service Company, and a complete program was set up. Technical service manuals were prepared on the operation and care of the machines. A reporting system was inaugurated to provide complete information on daily performance, troubles encountered and life of parts. These were made available to both Coca-Cola and RCA for future guidance in the design of equipment.

The Priority Bug

With the advent of the war it was evident that work on this type of equipment would have to be postponed. In view of the low priority on replacement parts it was mutually agreed that the remaining twelve machines should be stored in the Coca-Cola Company warehouse. These could then be used to supply replacement parts for the units in operation. In spite of all the difficulties brought on by the war the Service Company managed to keep all thirteen machines in operation.

During this period, considerable information was gathered. Most important was that related to inherent weaknesses in design. The Engineering and Commercial Departments were informed from time to time, and were able to work out new and improved design features.

The Field Test Pay-off

In 1944 at the request of Coca-Cola the machines in the field were overhauled and modified. In view of the difficulty of obtaining parts the program was not completed until the latter part of 1945. Field work of this program was carried on entirely by the Service Company. Les Leidy, a field engineer, was given special training and sent to work with the local servicers on the changeover activities. He is now field supervisor of Beverage Inspection equipment.



KEN HOLLISTER



LES LEIDY



DANE WALTZ



CHARLIE CONNAUGHT

Hollister is manager of the BIM section and Leidy is field supervisor. Others pictured above are all field specialists on BIM.



ED SCHNEIDER

With the completion of the modification program the warehoused units were removed and placed in bottling plants. Six were added to the Atlanta Bottling Plant completely equipping all five bottling lines. Two inspection machines are required on every line because other operations are performed with a flow of more bottles per minute than the inspection machine can handle—top speed at about 150 per minute.

Post-War Planning

During the war years the Beverage Inspection Machine was undergoing a period of testing and redesigning, but by 1946 it was a proven factor in production. Since RCA was now soliciting orders from individual bottlers, the field-tested equipment owned by the parent company was sold to them. All bottlers who purchased these units also requested service contracts, thus indicating satisfaction with the service feature as well as with the machine.

Shortly thereafter a production order was placed on the factory for the delivery of 250 machines in 1947. Against this manufacturing order, sales obtained firm commitments for more than 100 units. Delivery is currently being made. To follow the sales program closely a com-

prehensive Service Plan was required. Thus, the present Installation Supervising Contract Service and Replacement Parts Plan came into being. By supervising the installation, making final adjustments and testing equipment we get satisfied customers at the start. By providing instruction and training of the customer's personnel we assure good operation and maintenance of the equipment. In addition, periodic checks and servicing by our own technicians insures us of a future market free from maladjustments arising from neglect. This program has found widespread acceptance with the customer.

In order to carry on the service program we have had to provide formal training for our personnel. Excessive expense has been avoided by working out a cooperative arrangement with the Engineering Department. Men who are to be our field specialists have been working with engineering in both the laboratory and the field. In this way a man obtains valuable training and is productively em-

ployed at the same time. Four men have thus far been trained in this fashion. They are Les Leidy, Dane Waltz, Charlie Connaught and Ed Schneider. They will serve as a nucleus for the field organization.

Future Possibilities

A survey indicates that the number of machines which can be used effectively in Coca-Cola bottling plants runs between 1200 and 1800. Thus, with a price of \$6,200 per unit the potential equipment market is seven to eleven million dollars with a potential service income of four to six hundred thousand dollars per year.

In addition to the Coca-Cola market there are possibilities of adapting the principles of the present Beverage Inspection Machine for use with other beverages. However, it should be noted that a period of research and development as well as field testing would necessarily precede any practical adaptation of the present unit which was designed to meet

the need of Coca-Cola. At present it is meeting just that need.



Photo above shows Ken Hallister checking adjustments of timing switches on the Beverage Inspection Machine at Coca-Cola's Camden Bottling Plant.

BEVERAGE INSPECTION ON THE BOTTLING LINE

[Ed. Note: Reference to diagram and picture at right may be helpful.]

By the time Coca-Cola reaches the Beverage Inspection Machine it has been filled into bottles, mixed with carbonated water and capped. Thus automatic inspection provides a final check on the high quality of the product.

As the bottles approach the inspection unit on the main conveyor belt they pass through an infeed starwheel to the revolving turret of the Inspection Machine. Here they are supported at top and bottom in circular steel "cups" attached to shafts which run in ball bearings. Each upper cup assembly has a stiff coil spring which supplies pressure to hold the bottle securely during its trip through this machine. The opposite end of the lower-cup shaft has a pulley which engages a fast-running belt, thereby causing the bottle and its contents to be spun at a high rate.

Just before the bottle reaches the point where the actual inspection process takes place, the belt and pulley disengage and the bottle is brought to a dead stop in a split-second by means of a brake (the contents, however, continue to spin). At the same time the swing arm starts pivoting in exact synchronism with the turret; the bottle meanwhile being located squarely between the inspection lamp and bank of photo-tubes. The spinning contents are inspected in a brief instant,

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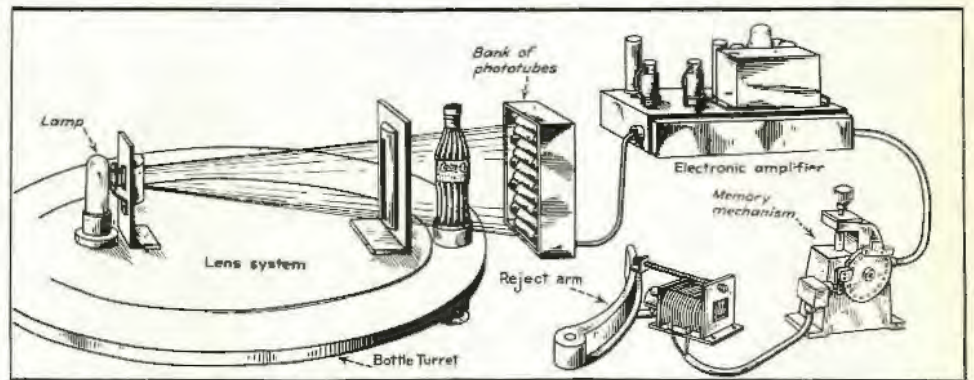


Diagram above shows major component parts of Beverage Inspection Machine operation.



Map above shows location of more than 30 present installations and points of shipment for more than 250 machines now on order and currently being installed. Each point averages three installations.

Materials Control Shifted To District Operations

PROMOTIONS NOTED

Effective on Dec. 1 was a shift of the Materials Control Group to District Operations Division under Mr. Goodman.



J. J. BARRETT

In view of the changeover John J. Barrett was promoted from Manager of the RCA Service Co. warehouse to Manager of Materials Control and Warehousing. He is now headquartered at 5-7.



M. F. FLAHERTY

M. F. Flaherty, former storekeeper of the Newark, N. J. warehouse, assumed Barrett's former duties and will continue to report to him.



J. J. CUMMINGS

Another promotion was that of J. J. Cummings, previously a shipper, who joined the Materials Control Group.

RCA Fords Shop Installs First Television Set At Sea

When the Sandy Hook Pilots Assn. asked RCA if television equipment could be installed on the pilot boat New Jersey, Joe Shuskus of the Fords, N. J. shop was called to do the job.

Shuskus went to sea with special testing equipment, and spent three days with the New Jersey which maintains lonely two-week vigils off Ambrose Channel waiting to escort the big ships into harbor. Special antenna to aid reception and a converter to change over the vessel's direct current were installed along with a model 630TS television receiver.

Some surprising things were learned. Reception, for instance, proved to be better than on land. At sea, twenty miles from NYC, there is no interference; pictures are sharp and clear. However, sometimes when the ship changes direction the pictures fade. It was decided that this resulted from interference from the ship's mast. On land fading is sometimes corrected by antenna adjustment, but at sea you simply alter the ship's direction slightly.

This is the first time that television equipment has become a permanent part of a ship. The only previous sea test was aboard the liner President Roosevelt on a run to Bermuda in 1941. The equipment worked fairly well while the ship was within reception range, but the field was limited. This is no worry for the New Jersey. She never wanders out of range.

Now, thanks to RCA and Joe Shuskus the waiting pilots will see the fights on Friday night, hockey, basketball, etc.

M. K. Meyer of Cleveland Wins Suggestion Award

Mrs. M. K. Meyer, secretary to T. G. Whitney of Cleveland, received \$25.00 for a suggestion which reduced paperwork in the District Office.

In the past all shipments from district stock to parts plan accounts were covered by a fanfold invoice for each transaction. Now the original supply order sent in by the field engineer is used as a shipping invoice. This saves a considerable amount of typing and paperwork.

Television Shop Man Sets Installation Record

Steve Heller, Collingswood Shop Mgr., is viewing with pleasure the installation job being done by Thomas W. Bell. Steve says, "He has set something of a record with over 300 installations in about six months service, and all but one has the RCA monogram on the antenna mast."

Bell, who works as a one-man team, tells us that he has little trouble with customer objection to the RCA monogram. He says, "I put them up, and if the customer questions me I tell him how proud we are of our product and our installation work. The monogram reflects that quality and I tell him he should be proud to have it there." Only one customer has requested removal of an insignia after Bell has told why it is there.



Shown above are "Speedy" Bell at right and Joe Burns, a trainee, on the job in the Collingswood area.

AN EXHIBITOR'S NIGHTMARE (A Story In Three Acts)

[Ed. Note: The following incident was noted in a review of field reports; and while it happened in the heat of last summer we believe that neither the humor or moral have cooled. Thanks for the story are due to S. C. Bullington of our Dallas District.]

"While hustling service contracts an emergency call came to me from the Royal Theatre in Winona, Miss. I asked what was wrong, and was told that the sound on one speaker was incomprehensible. Also the manager informed me with great distress that the actors were walking off the screen! I naturally asked where they were walking to, and the reply was, 'All over the side walls and ceiling.' I told him to get in the shade, and I'd be right over. This I had to see.

"I arrived at the theatre, and a brief check revealed that one of the opticals taken out by the operator for cleaning had been replaced upside down. After correcting this I asked to see the actors walk off the screen. The switch was thrown, and, by golly, the actors were walking off the screen! A fair image of the action on the screen was being projected on the side walls and ceiling. I looked through the lens and found them clean. I then figured that the second image was caused by reflectinn, and the only place possible was from a brass ring on the outside of the lens barrel. I painted this with dull black paint—no good. Then I turned to the lens which both manager and operator assured me had not been touched. I decided to take them apart anyway, and found that the edge was coated with oil although the face was clean. After that was remedied the trouble disappeared, and the actors stopped walking all over the house.

"But that wasn't the end of trouble! I then asked to see the borns which were on a high stage amidst a lot of junk. The manager reached for a large can to stand on, and a bottle of Clorox inside promptly fell out and broke at my feet. The stuff splashed all over. Since I had on a brand new \$70 suit I broke all records for getting out of the pants, and for getting them into a sink in the wash room. While I was running water and scrubbing, the manager kept asking what was wrong. I told him to get his pants off while they were still in one piece, but he didn't see anything to get excited about. When his pants became two-toned a half-hour later he changed his mind. Mine were OK.

"After all the work was completed we went up to his office where I gave him

NEW COMPANY PURCHASE PLAN OPEN TO RCA SERVICE FIELD PERSONNEL

D. N. Petersen, Employee Sales Division, recently announced that all field personnel of the RCA Service Co. are now eligible to buy at a discount the products made by the RCA Victor Division. The following procedure should be observed:

1. Employee should obtain a purchase request form from the manager of his district office or shop and fill it out.
2. The request should be signed by the manager, and forwarded to D. N. Petersen, Employee Sales, 22-1, RCA, Camden, N. J. (No Money Should Be Sent With This Order.)
3. If the merchandise is available it will be held for 12 days pending payment. If it is not available the order will be held until the merchandise is in stock. In either case the order will be acknowledged.
4. As soon as payment is made the merchandise will be shipped.
5. Payment may be made in cash or 1/3 down with a request for payroll deductions.
6. The employe pays the retail cost less the discount which in general is as

some good advice. I told him that the best thing he could do was to sign an RCA SERVICE COMPANY contract or the actors might some day walk right out of his theatre. The next best thing was to move his Clorox supply. He agreed to both, and I left with the contract. Only one thing worries me. I keep watching my pants."

S. C. BULLINGTON
Memphis, Tenn.

follows: Instruments and Records — 25%, Television—20%. All orders are subject to any state or local taxes in the area where shipment is made.

In fairness to RCA's distributors and dealers all employes are requested to observe the following rules:

1. Employee purchases are limited to those for his personal use in his own home.
2. Home instrument purchases are limited to one table model, one portable (or personal) and one console model per year.
3. The manager of the employe's district office or shop must certify that the shipping address is the employe's home address.

HOT NUMBERS IN STOCK

The following are a few of the more popular merchandise items now in stock.

Model	Description	Employee Cost
Radios and Phonographs		
6J	Record Player Attachment	\$12.85
61-8	Table Model	16.20
61-9	Table Model	18.27
65X1	Table Model	19.04
65X2	Table Model	20.57
66BX	Portable	49.41
	Battery Replacement	3.68
68R3	Table Model Standard & FM	72.40
67V1	Floor Model with record changer	151.99
Television		
621	Table Model—7"	*\$201.80
630	Table Model—10"	**\$302.60

Records

A full line of childrens, popular, and classical records is in stock. Order by number or composition.

*plus \$45 installation
**plus \$55 installation



The above picture is of members of a recent television trainee class conducted by W. J. Zaun's Division. They are from left to right:

- 1st Row: M. Gander, R. Scully, D. Stover, W. J. Zaun, R. Haliday, G. B. Whalen, J. W. Shaw, W. C. McCurdie, H. Hybsch, L. S. MacShara.
 2nd Row: C. R. Batteau, H. S. Kennedy, H. C. Bennett, J. A. Eckenrode, E. J. Kirk, F. W. Schlier, G. M. O'Connell, J. Dorofee, R. L. Strand.
 3rd Row: E. C. Stiebens, W. B. McMillan, L. B. Nieman, J. S. Graszkus, M. J. Bennett, R. J. Cluelow, R. L. Shoemaker, P. B. Praetorius, J. Adams, H. O. Bergwell.
 Not shown are: E. Edison, A. Hyne, F. S. Lakewitz.
 Television trainee classes are being conducted for two-week periods every few weeks.

Camden and District Office News

Home Office Notes **B. D. Bachin**
M. L. Dengler **T. Leggoe** **A. Dudeff**

Best wishes of the Service Family go to Mrs. Charles Harker who was married on October 25th. Most of you remember her as Ada MacMillan of Salary Administration where she continues to hold forth. Meet the Mr. and Mrs. below.



Another member of the home office who takes off down the aisle as we go to press is Thelma Staib of Publications Section. Thelma becomes the bride of Alfred Leggoe, Jr., of Philadelphia on December 13th. (See party picture.)

Jim Sullivan, head of Procedure & Audit, heads nur list of proud papas with a boy a few months ago. Jack Gallagher of Payroll added a baby girl to the family recently; while Frank Atlee of Publications announced the birth of a son.

The picture below is a recent shot of J. A. Gavin, Industrial Division, with two sons Jerry, 2 yrs. and Tom, 8 mo.



We're sorry to hear that Dot Flynn of Accounting has not fully recovered from her recent operation. Best of luck for a quick come back, Dot.

There have been many new faces and a few old ones returned around the home office. Most recent additions are as follows: Financial Division: William Cole, Linda Diciano, Antoinette Giorgi, Myrtle Hampton, Russell Ingle, Norman Lehr, Robert Middleton, Mary Moss, Rosemary Noble, Regina Pawlick, Janyce Pikus, Esther Porter, Bette Stannard, John Suienciicki, Catherine Tracy, Terry Williams and Amelia Yanulevich. Home Products: Ann Cranston and Eleanor Reamer, Sales & Advertising: Josh Billings, Jr. Television Antenaplex Div: W. H. Bohlke.

The Theatre Division welcomes back Margaret Sauerhoff while congratulations are offered to Al Maiatico on his promotion to Materials Control.

The RCA Service Company is well represented in the RCA International Girls' Bowling League. Dorothy Bansky captains the team which includes Elsie Olsen, Grace Archer, June Zimm and Mildred Dengler.

ATLANTA

J. L. Daniel

Three new men have joined the ranks of the Atlanta District in recent months. They are: Harry Davidson in Charleston, S. C.; Melvin Studt at Chattanooga, Tenn.; and Bill Bradley with Raleigh, N. C. territory. A hearty welcome to you all, subs!

Jim Davie, keeper of Charlotte, N. C., underwent a major operation; but we're pleased to report that he is back on the job and fully recovered.

A recent victim of the flu was Dave Gould. Glad to hear he's back on his feet again.

We hear that Engineer Nelson Spock is now Farmer Spock in his spare moments. Considering the food crisis, he should be commended.

The office was livened up to a high pitch on a recent Saturday morning when Henry Geers paid a visit with his wife and their two little live-wire sons.

Hal Winters' recent call on Atlanta gave him and George Sandore a chance to reminisce. They were once fellow workers in Kansas City, Mo.

Wedding Belle of the Month



The party scene above was occasioned by Thelma Staib's wedding announcement. The decorations on her desk in Publications 5-6 and her gift from The Sunshine Club seem to please her. Those looking on are (left to right): Mary DeGiosio, Joyce Goldy, Ada Penny, Gloria Thompson, Ann Cranston, Ada Harker, Dot Damore, Monty Pitzer, Arabelle Dudeff, Mary Kuster, Mary Serafino, June D'Allesandro, Eleanor Reamer, Kay Webb, Marge Sauerhoff, Eleanor McCloskey.

CHICAGO**M. Johler**

Congratulations to Mr. and Mrs. Russell O'Toole, Logansport, Ind. on their new son, Vernon. Now LeRoy, age 5, will have a playmate.

Carl Bunce, Chicago's latest addition, reports he found a house in Milwaukee. Best of luck in your new headquarters, Carl.

Roy Hecht, St. Louis, recently entered his Afghan in the Indianapolis Dog Show. The pooch is nu wet blanket, and took a National Championship blue ribbon.

CLEVELAND**M. K. Meyer**

The Cleveland District acquired one new engineer and two by transfers. They include Roger M. Sherman; K. M. Aiken, RPT man from Camden; and W. M. Farnwald, RF Heating specialist from Camden.

Bob Fullarton and W. R. Durrett were placed on the sick list a few weeks ago, but it is hoped that they will be back in service soon.

John C. Platt, Jr., took up residence recently in the Platt household in Dayton, Ohio.

DALLAS**E. L. Lunday**

The latest addition to the Dallas District is Faye McEwen, secretary to Walt Gilreath, manager. She replaced Virginia Nealy who left the company and married Bob Amos, former RCA theatre equipment sales representative.

E. L. Lunday, assistant to W. G. popped the question to Miss Virginia Hill of Alba, Texas; and they were married on November 26th.

Also included in the Dallas marrying epidemic was Carl Lund, ex-GI, wanderer, traveler, and present engineer in the Pan Handle territory. He talked Miss Edith Eggars of Toledo, Ill., into the idea of a life on the Lubbock range.

Engineer Scroggins of San Antonio is on the job after an appendectomy. Wife Lucy played chauffeur in the early stages of his recuperation.

College professors have nothing on Stan Gremillion. He started to look for his winter clothes when the first cold weather arrived; but it was quite a search before he found them in a tailor shop where he left them last spring.

D. M. Chambers wasn't satisfied with the outstanding CO-OP results. He's conducting a one-man drive, and he's making real headway.

"Lone wolf" Savage reports that things are too quiet in the Oklahoma Hills so he's wandering over Arkansas way. When the Indians get too tame he always moves to more exciting territory.

Walter Gilreath says that if he hears of one more auto accident from the Dallas gang, he's starting a "Wreck Your Car Club".

LOS ANGELES**C. Lewis**

Owen Zweiger and Al Tinkham had recent arrivals in their families. Both are boys, and reports indicate they're doing fine.

New additions to the field force include Herb Berliner in El Centro on the desert run, Al Tinkham, and Bob Conner whose specialty is television transmitters.

Ellis King, former broadcast engineer, resigned to join the faculty of the University of California. Best of luck on the new venture.

PHILADELPHIA**M. C. Jarrell**

Field engineer Phil Robinson got a call on a rustling noise in the HF speaker of a local theatre's sound system. A baby grasshopper and loose screw were responsible.

Two newcomers to Philadelphia District are P. J. Robinson, relief engineer, and Ray Mowery, engineer assigned to Washington.

District personnel had a real treat when they attended the Penn-Army football game as guests of Blumberg Bros. local Theatre Supply Dealer.

For once in his life A. W. Falcone hoped for an emergency call. The occasion was a trip on the circuit to show your editor the "ropes" of his business. We didn't get to see that emergency call, which just proves the boys are on the job to prevent such things.

PITTSBURGH**M. E. Milligan**

G. E. Reiger had a good story to tell following the opening of an RCA-equipped drive-in theatre near the junction of Route 30 and Pennsylvania's Super Highway. Opening night was a gala affair, mainly as a result of a big neon sign over the entrance. The sign read SUPER-30 DRIVE-IN THEATRE, and weary tourists driving east were quick to catch on. They pulled right up to the box office, bought tickets, and ended up facing the screen with a "where am I now?" look. The manager was overwhelmed at the land office business.

SAN FRANCISCO**G. Willett**

Spence Egan, Montana engineer, recently added a son to his family.

Other items of interest include two types of hunts—house and deer. Don Howard moved to suburban Portland; Frank Curtin turned up with a place in San Lorenzo Village; while Eddie Doyle did things the hard way—he built a home in El Sobrante.

Bill Cooley of Seattle, Wash., spent his vacation chasing deer, but they managed to stay out of sight. Tough luck, Bill. Better luck next time.



Charlie James of Brattleboro, Vt., made a color film (16mm) last year on the maple syrup and sugar industry in his territory. The picture above was taken while Charlie was "on location". Doesn't that snow look good?

RCA SERVICE COMPANY

NEWS

The RCA Service Company News is published at Camden, New Jersey, for employees of The RCA Service Company, Inc.

Editors

FRED W. WENTKER

JOSH BILLINGS, Jr.

Vol. 4, No. 4, December 1947, Camden, N. J.

RCA Servicer Addresses Hercules Powder Group

J. A. Hatchwell, Asst. Mgr. of the Bryn Mawr Television Shop was the featured speaker at a meeting of Hercules Powder Company executives in Wilmington on December 3. Hatchwell's subject was "Television Today." Arrangements were made through Raymond Rosen & Company and Mr. F. Diver, RCA television dealer.

BEVERAGE INSPECTION

(Continued from page 7)

whereupon the swing arm moves back to pick up the next bottle. Inspected bottles continue on turret to an outfeed star-wheel.

If Coca-Cola is not up to proper level in the bottle, contains extraneous material or is not mixed properly the electric eyes translate the resulting light surge impulse into a tiny electric signal. This is picked up by an amplifier, and the increased impression is transferred to the memory mechanism. In turn, the signal actuates the selector mechanism which releases a special gate as the bottle leaves the outfeed starwheel. This gate sends the faulty bottle on an auxiliary conveyor belt to the reject accumulating table. The rejecting gate falls back in place immediately to allow the good bottles passage down the main conveyor belt to be cased.

Other interesting features of the machine are a safety-arm which protects the machine against damage from broken bottles, and electrical circuits and solenoids so constructed that failure to operate results in rejection of bottles. Also, there are 109 ball and roller bearings and 40 oilite bearings to provide low friction and long life with minimum attention. Magnesium swing arm provides ultimate in lightness and permits high inspection efficiency. These are a few of the features designed for efficient operation of the Beverage Inspection Machine.

Television Shop Notes

CHICAGO (69TH ST.) W. D. Gould

We received a photo of R. D. Tenney surrounded by test equipment at one of the work benches, and invite your inspection below.



For a few weeks last month the shop was plagued with minor illness. On the bright side was C. L. Johnson's wedding on Nov. 15th. Also of interest was J. A. Laschinger's transfer to the newly opened Cleveland Shop.

COLLINGSWOOD, N. J. S. D. Heller

Steve reports that he and his men have gotten behind the "iron curtain". The shop now boasts venetian blinds all around. The welcome mat was out for three men who recently returned—George Closs, dispatcher from Indianapolis, and Bill Jenkins and Joe Burns from rooftop escapades in Baltimore. Herb Eadline will probably be passing out cigars as this edition goes to press while Jim Falkenstein celebrates his fifth anniversary.

FORDS, N. J.

R. C. Gray

Fords shop made news a few weeks ago with installation of the first seagoing television set. (See story on page 8.) Along with all this excitement came word that J. V. Rudolph and Bill Lutz became fathers, the latter for a second time. There is talk that now that Joe Shuskus is back "on the beach" (he made the seagoing installation) he'll take the fatal step. Bob Gray passes on a suggestion that rest camps be provided for dispatchers.

CLIFFSIDE PARK, N. J.

F. A. Hilderbrand

The recent removal from Kearny to the new location was heralded by a housewarming party on Dec. 5th. John Cate took care of arrangements which featured the Louis-Walcott bout on television. Wives and girl friends of shop personnel were guests. Andy notes that his area covered by three New York stations is really signal-rich with about 50,000 microvolts. A second son was welcomed into the home of papa Hildebrand, and Andy's quite pleased. He also reports a budding

barber shop in his midst with Jim Helliwell's receipt of 1000 razor blades as a gift from a customer. Jim uses an electric shaver.

CLEVELAND, OHIO

R. Newton

Bob reports that his shop which opened recently had as its first customer a portentous dowager weighing in at twice his beam tipping capacity, which is plenty. She promptly demanded a reducing treatment or the rest of her money back. Bob says that if he had had a 648PTK power supply he could have given her an electrical treatment she would long remember, but he could only give her the sad news that the reducing parlor was no more. The experience was not new to Bob since he had people trying for ham sandwiches shortly after the Chicago (Foster Ave.) opening; and for the first week in Detroit the neighborhood kids kept coming in to see the toys. Guess that's what comes of following in someone's footsteps, Bob.

DETROIT, MICH.

F. D. Mosser

Five new men had joined the Detroit group. They are: Ed Hustman, Phillip Molby, Ted Opalinski, Frank Sommer and Joe Wojciak. Also making news were Lynn Frey and Joe Holmes who gave up care-free bachelorhood in Nov. and Oct. respectively. Dick Magnuson's wife presented Dick with a Thanksgiving gift he'll always remember. It's a girl!

ST. LOUIS, MO.

S. E. Baker

Sid tells us that the shop came through 100% in the recent Community Chest Drive with a total of \$93. Grover Simpson and Leland Gillum left the bachelor ranks in recent months, and Sid announced a new income tax reduction in the Baker family with the birth of Susie. Tom White has been pricing cigars and baby food lately, and Clarence Kueneke is checking his Blue Cross policy. Seems they're figuring on another mouth to feed. Just when Ed Steinman thought he was through having trouble with his car a battery mount gave way, dumping the battery on the street. Maybe he'll join the ranks of the "car poor" with Ed Farmer and his new Olds.

LONG ISLAND (FRANKLIN SQ.)

K. C. Heddens

Paul Samuels and Bill Kuster were interrupted on an installation job the other day by screams of "Fire!" They found the house on which they were working was filled with smoke, but managed to call the fire department and assist upstairs occupants to safety with the help of their ladder. No additional time charge was made. "Just another example of RCA Service", says Heddens.

Let's Think "Safety First"!



It's A Joke, Son!

An insurance salesman approached a Texan and attempted to sell him an accident insurance policy. The Texan said he had no use for such a policy, and the agent pondered.

"Haven't you had any accidents in the past year?" he queried.

"Wal," the Texan said, "Ah was kicked by a mule last week and broke three ribs, but that weren't no accident. That were intentional!"

Car Wrecks Plague Atlanta District

H. C. Smathers and R. G. Stokely were involved in automobile accidents recently, but they were lucky in escaping serious injury. However, both cars were badly damaged which left the boys temporarily without transportation. Sid Bullington had his car smashed by a drunk while it was parked on the street over night. The inebriate stacked three cars on top of Sid's Packard and left him a fat bill to pay.

Clay Stelling, who was seriously injured in an automobile accident last April, returned to work in September and is at last well over the unfortunate affair.

RCA District Manager Struck On Highway

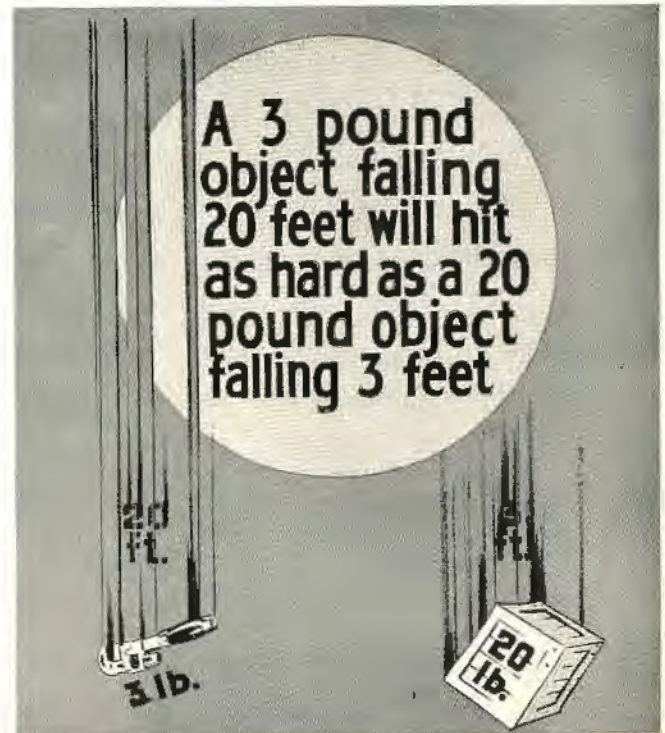
One evening at a drive-in theatre opening "Stub" Schultz, San Francisco District Manager, nearly met his Waterloo. He was hit by a car while crossing a highway, and received a fractured skull and numerous painful bruises. Fortunately he recovered quickly and is back on the job.

Kansas City Engineer Recuperating In Texas

A. L. Stone, who was very badly injured in an automobile accident in September, 1946, is reported to be undergoing treatment at Baylor University in Texas. He was thrown from his car when it overturned in the accident, and suffered a skull fracture; fracture of ribs, pelvis and vertebrae; head and neck injuries and partial paralysis of his right arm. It is noted that he is showing improvement.

Thirty-Foot Fall Injures Installation Man

While installing a television antenna in South Bend, Indiana, Verne M. Ray, Jr., slipped and fell from a three-story gable. Ray, an installation man at the Chicago (69th St.) shop, slid down the gable, bounced off the second story roof and fell to the cement driveway below. He suffered a fractured heel bone.



DON'T LEAVE OBJECTS WHERE THEY CAN FALL AND INJURE SOMEONE

The Man Who Said The Auto Would Never Replace The Horse

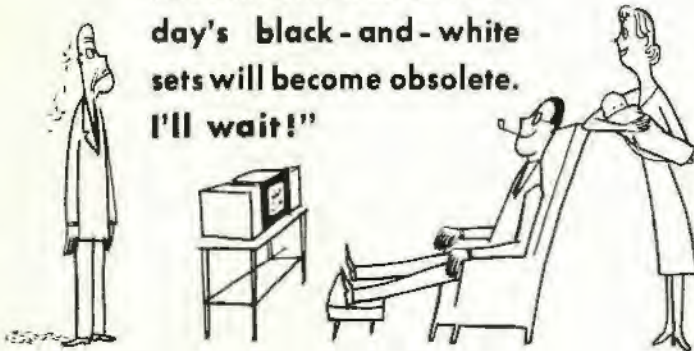
1 "Technical standards aren't set yet. Your television receiver will be obsolete tomorrow I'll wait!"



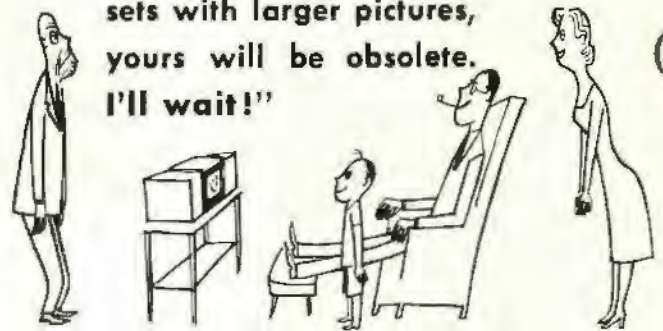
2 "Permanent channels haven't been assigned to television. When they are, your set will be obsolete. I'll wait!"



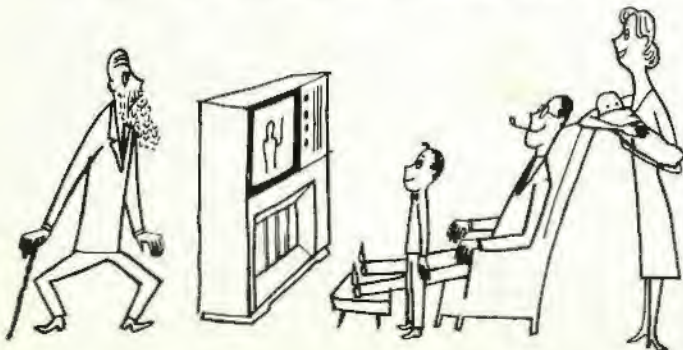
3 "Color television is just around the corner. Today's black-and-white sets will become obsolete. I'll wait!"



4 "Only 52 sq. in. picture? Bah! When they make sets with larger pictures, yours will be obsolete. I'll wait!"



5 "Manufacturers are always making improvements. Sets may be good now, but when those improvements come along, yours will become obsolete. I'll wait!"



6

TELEVISION TODAY **ARMY-NAVY GAME**

Still waiting!