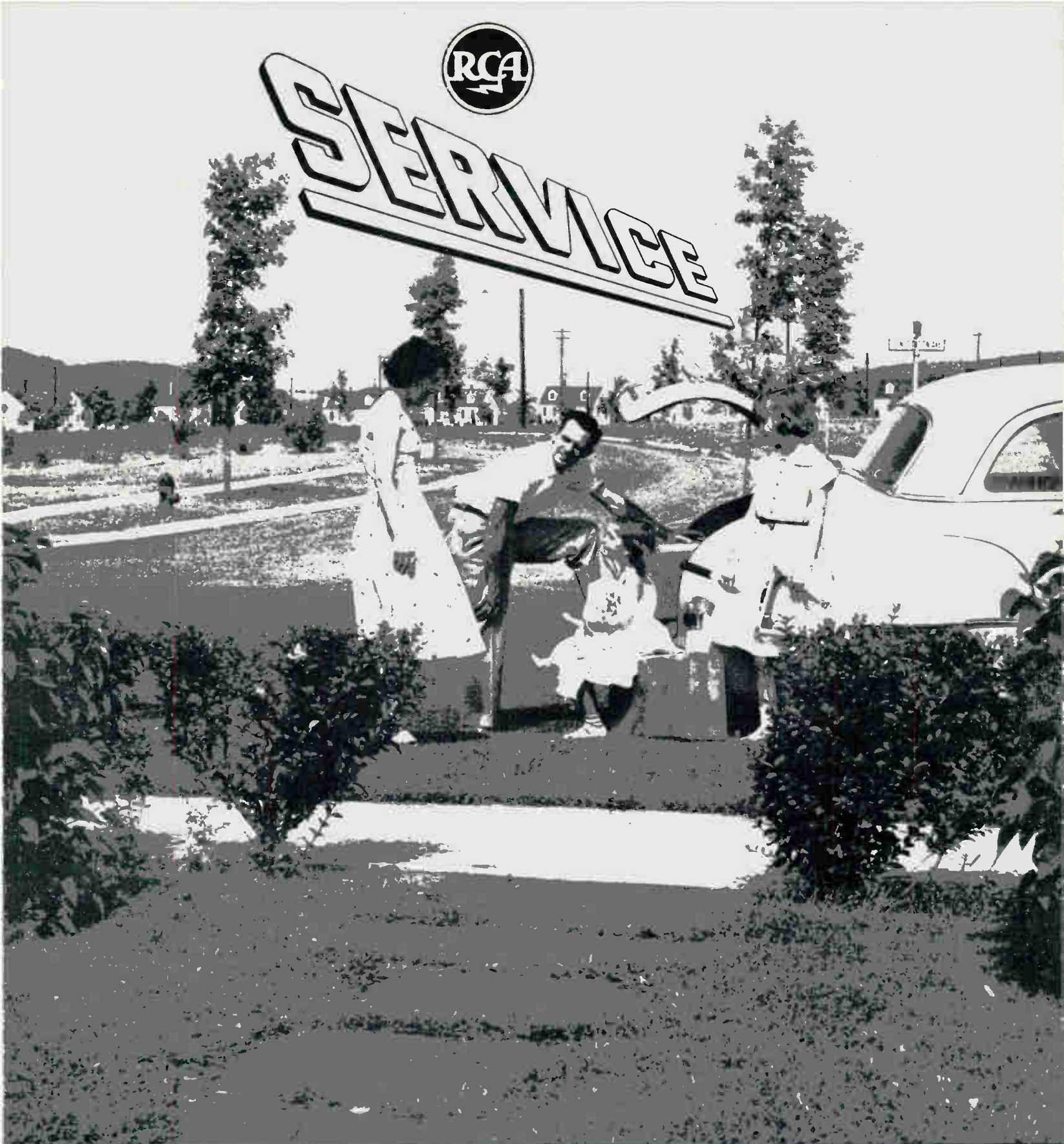




SERVICE



JULY-AUGUST, 1955

RCA SERVICE COMPANY, Inc.



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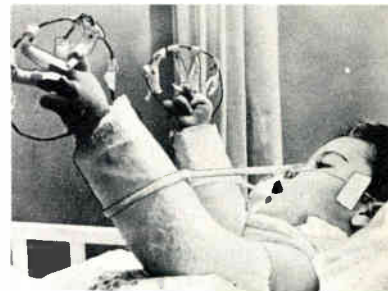
Cover



Allentown Br. Tech. Clayton Wert prepares to take family on vacation trip like thousands of other techs throughout the country.
Photo by Fisher

If You Drive A Car— Read and Remember This

If you're the driver of a car, please take a good look at the accompanying picture.



This is 5-year-old Linda Fern Waldrop. She used to be a little girl who ran and played . . . and danced and sang . . . like other little girls her age . . .

Until Sept. 13, 1953—

Today Linda is just a breathing shell. Her eyes are open, but she doesn't see. She knows nothing . . . has no control over her body . . . and chances of her ever improving are nil.

What happened to Linda that 13th day of September, 1953, could happen to any little girl . . . or boy . . . and driver, like you, on any day in 1955.

Linda was playing in her yard in Kennedale on Highway 287 (to Mansfield). Her dad, A. K. Waldrop, was across the highway putting up a mail box. Mrs. Waldrop was in the house.

The little girl, who had never crossed the highway before, started across toward her dad. Mrs. Waldrop walked to the door in time to see her, but not in time to stop her.

Mr. Waldrop looked up and saw her coming. At the same time he saw a car bearing down upon her . . . too late.

The driver saw her too . . . but not in time to stop.

Linda's broken body was taken to City-County Hospital where she has undergone several brain operations. But she has what doctors call a "brain stem injury," and there's nothing medical science can do for that.

The injury has made her spastic, and she must be kept rigged up in contraptions to keep her fingers and legs from drawing up to her body.

Her legs are in two casts, joined by a bar handle used to turn her. Arms are in casts from shoulder to wrist, and fingers are taped to wire disc-like things attached to the arm casts.

The hospital bed she leaves will make room for some little boy or girl medical science can help.

Will the bed be filled by a victim of your auto?

By MARY CRUTCHER, *Scripps-Howard News*

In New Quarters

DURING the month of June, the Alexandria, Va., Systems Engineering Facility of the Government Service Department's Technical Operations Activity moved to new headquarters at 530 N. Henry Street.

The current Alexandria facility, which is one of three systems engineering organizations operated by the Government Service Department's Tech Operations Activity, had its beginning in Gloucester in 1951. At that time a small group was formed to perform a series of systems engineering tasks for one of the research and development sections of the U. S. Naval Bureau of Ordnance. In February, 1954, this group, which totalled approximately fifteen, was transferred to the Washington area, and set up operations at 522 N. Pitt St., Alexandria, Va.

Almost immediately the group began to grow in size. As new engineers, and other specialists were hired, more office space was needed. Eighteen months after the move to Alexandria the original branch had mushroomed into a three-building operation. When it appeared that still another building would be required to house additional personnel, it was decided to consolidate the operation at the Henry St. address.

Staffed with specialized personnel, the Alexandria group offers complete Systems Engineering services, Field Test

Entrance to new Tech Operations, Alexandria office, at 530 Henry St. Insert—Mgr. Edward R. Wagner.



Top View of Bureau of Ordnance and Bureau of Ships System Planning Groups. Above Section of new 16,000 sq. ft. office showing specialists at work.

and Evaluation services, Reliability and Assistance programs, and facilities for assembling small electronic items. Complete programs for the Navy Bureau of Ordnance and Bureau of Ships, Army Ordnance, and private shipyards are currently being provided.

Three major departments at Alexandria provide the personnel necessary to analyze, plan, and design complete systems; to process systems and equipment books from rough manuscript to final printed edition; and supply publication illustrations and engineering drawings.

Fred Chiei, Jr., Manager of Technical Operations, recently named Edward R. Wagner to head the Alexandria operation. Ed joined the Service Company in October, 1947, and has worked in the Government Service Department since 1950.

With the selection of a new manager, and the consolidation of three offices into one location, personnel in the Alexandria office are looking forward to even greater growth and progress.



The President's Cup

WON BY OMAHA, SACRAMENTO,
CANTON AND MIAMI BRANCHES



F. M. Folsom
to Sacramento

CLIMAXING the sixth "President's Cup" contest, trophies were presented to the managers representing the four winning branches. The "President's Cups" were awarded by RCA President Frank M. Folsom to branch managers M. W. Perkins, Miami, Florida; D. E. Fette, Omaha, Nebraska; L. E. Best, Sacramento, California; and J. J. Enevoldsen, Canton, Ohio. Mr. Enevoldsen since has been transferred to the Columbus, Ohio, Branch, and has been succeeded at Canton by J. M. Migday, who also was on hand for the presentation.

The four managers who accepted trophies in behalf of their staffs, were presented to Mr. Folsom by E. C. Cahill, President, RCA Service Company, and D. H. Kunsman, Vice President, Consumer Products Service Department.

A direct result of the President's Cup Contests has been a vast reduction in the number of complaints. From the time of the first contest in 1951 to 1954 there was a 40% reduction in the number of complaints. Based on first half figures, the number of complaints for 1955 will be even less than the 1954 record low. Two months after the contest's completion, the Service Company had the lowest number of complaints in its history.

This year's contest matched branches of comparable size and potential in the twelve-week campaign for the Cup.

Branches were divided into four groups based on the size of the branch. The competition was designed to further the objectives of the RCA Service Company in providing outstanding service with a high level of efficiency. Winning branches are those who have maintained the highest degree of customer satisfaction and, at the same time, boosted operating efficiency. Judges for this year's contest were F. W. Smalts, Manager Consumer Relations, L. G. Borgeson, Manager Consumer Products Field Administration, and R. N. Baggs, General Sales Manager.

A decline of 35 per cent in complaints over the same period in 1954, resulted from this year's Cup Campaign. The contest emphasized the maintenance of speedy service with a minimum of return calls. This combination provides customers with highly efficient and totally satisfactory service.

The contest was broken down into three phases, each lasting four weeks. To illustrate the closeness of this year's race, eleven branches shared in the phase prizes. This is just one less than the maximum of twelve possible. Prizes were distributed to each employe in a branch winning one of the three phases.

In relating how his branch attained victory D. E. Fette, Omaha Branch Mgr., commented "Jumping to a quick start and clinching the first phase of the contest stepped up interest and confidence on everyone's part. Customers received no specific special handling other than that to which they are always entitled." Mgr. Fette stated that



Presentation of 1955 President's Cup Trophies (l. to r.) W. L. Rothenberger, Eastern Regional Mgr.; Service Co. Pres., E. C. Cahill, L. E. Best, M. W. Perkins, F. M. Folsom, RCA Pres.; D. E. Fette, R. A. Seidel, Exec. VP RCA Cons. Prod.; J. J. Enevoldsen, J. M. Migday, D. H. Kunsman, VP Cons. Prod. Serv. Dep't.



... presents trophy
... Mgr. L. E. Best



Omaha Mgr. D. E. Fette accepts
cup from RCA Pres. F. M. Folsom



F. M. Folsom hands cup to M. W.
Perkins, Miami Branch Mgr.



J. J. Enevoldsen and J. M. Migday
accept trophy from F. M. Folsom

everyone's interest in eliminating a complaint before it originated was a big factor. He added, "A few thoughts when leaving a customer's home . . . on how I would feel about RCA Factory Service if I were that customer, helped (the technicians) to keep customer satisfaction high."

The shining cups received from RCA President Frank M. Folsom, by managers of the winning branches, are presented to branch personnel at gala parties attended by all employes and their wives or husbands. Attainment of the President's Cup is the result of the combined cooperation of every employe in a branch. Each employe, whether telephone operator, technician or manager must do his part to attain the goal of increased sales and reduced complaints.

When asked about his formula for success in capturing the President's Cup for the Sacramento Branch, Mgr. L. E. Best replied, "Complaints were held to a minimum by keeping the service cycle as close to the same day as possible and being sure that each customer was satisfied before leaving the job."

Discussing the success of the President's Cup contest in Canton, Branch Mgr. J. M. Migday reported that once they had reached the top position, the branch employes did not relax, for they realized that they had a good chance to win. He continued, "The top position was an added incentive for more sales, courtesy, and better service."

"The President's Cup contest made all technicians more aware of how courtesy pays. In fact one of them entered the Courtesy Contest held recently and won first prize in the Cleveland District by describing how courtesy paid off for him during the Cup contest."

M. W. Perkins, Miami Branch Manager, reports that, "Each branch employe rightfully feels the winning of the President's Cup was a personal achievement. All branch personnel were informed of our good position and each individual . . . went all out to win. Each technician reported all cases of customer dissatisfaction," Mr. Perkins added, "and customers were immediately contacted by a supervisor." Higher quality service and improved customer relations resulted from the excellent service cycle for shop, field and new set deliveries and a field service quality survey conducted by the District Training Co-ordinator.

Omaha Repeats

The Omaha Branch was the only one of the four branches receiving a cup this year which had won one of the five previous campaigns. In the Spring of 1951, the Omaha Branch was a recipient of one of the first President's Cups awarded. Omaha will be trying hard to score another victory next year.

As for next year's contest D. E. Fette stated, "Everyone at Omaha with two wins under their belts is looking forward to next year's contest. We have already decided on a permanent display space for the coveted trophy."

First President's Cup winners in 1951. Flushing, Toledo, Omaha, and Easton were the winning branches. Present at the presentation made by F. M. Folsom were Service Co. Pres. E. C. Cahill and Corp. Exec. VP C. M. Odorizzi





The President's Cup (Cont.)

According to the contest rules a branch must win the cup three times to gain permanent possession. Only two other branches have succeeded in capturing the Cup more than once. Bridgeton won consecutive contests in 1952 and 1953 (the only branch to win twice in a row). The Flushing branch came out on top in the first campaign in 1951 and repeated the triumph in 1954. Thus far eighteen different branches have received the President's Cup.

Cup History

The first President's Cup contest was held in the Spring of 1951. Based on the theme "Fix It For Sure . . . Fix It For Keeps" the campaign resulted in improved workmanship and a sharp drop in customer complaints. Recipients of the first President's Cups were the Service Company branches in Flushing, New York; Toledo, Ohio; Omaha, Nebraska; and Easton, Pennsylvania.

The contests were originated to provide Service Company customers with more prompt and courteous service. In a letter to all Service Company Television Branch employees, when the President's Cup was first announced, Frank M. Folsom stated, "I have been guided by the strong conviction that good service and satisfied customers are the key to every expanding and successful business." He continued, "Service—good, dependable, prompt and courteous service—has always been an important partner . . . in the progress and success of every business organization that sells to the public. Satisfied customers are guiding our destiny. I sincerely hope you will let them guide the President's Cup to your branch."

The next three cup contests held in 1951-52-53 continued to stress a decrease in complaints and an improvement in the service cycle, as well as general operational efficiency. Each program met with greater success than the preceding one, as every branch sought to gain the President's Cup, and the objective of good, reliable, courteous service was repeatedly emphasized.

Looking ahead to next year—which branches will receive the coveted President's Cups? Will Omaha, or Flushing, or Bridgeton win for the third time and gain permanent possession? These are questions that will only be answered after the next President's Cup Contest is completed. Every branch has an equal chance to come out on top.

Miami Branch employees gather for drawing of First Phase Prizes



Bond Drive Completed: H. O. Tops 60%

THE Service Company Bond Drive held during the month of June at all Company locations throughout the Nation produced a decided increase in participation. Although all results have not been received from the field, TV Branches and Districts have thus far increased participation in the Payroll Savings Plan to 35% of all employees. Two TV districts, Pittsburgh, O. H. Bowers, Manager, and New England, R. H. Dunlap, Manager, topped 40% participation. Pittsburgh leads the way with 48% followed by the New England District, with 43.6%. Still bringing up the rear is E. T. McGovern's West Coast TV District with 23.7%.

Several TV branches throughout the country have established very enviable records of employe participation. Among the branches that reached 100% participation were Fort Lee, Wilkes-Barre, Uniontown, Madison, Evansville and Ogden. W. F. Campbell's Fulshing branch jumped from 32.7% participation to more than 85%. The

Cleveland TV District Office was the only district office to hit 100%.

Payroll bond deductions for employes in Tech Products District Offices showed a slight increase from 28% to 32%. Results for Government field personnel have not been completed, and no report is yet available.

As a result of a concentrated one-week bond drive at Cherry Hill participation rose from 37% to 60%. In addition to this very significant jump in the number of employes enrolled in the Payroll Savings Plan, twenty per cent of employes who were purchasing bonds before the drive increased the amount of their deduction.

It is hoped that many more employes will take this opportunity either to begin the purchase of U. S. Savings Bonds, or to increase the size of their deduction. Payroll deductions are the sure way to have money available when needed.

A Vacation Reminder

It doesn't make any real difference whether you are injured on or off the job. In either case it can be painful and expensive.

It isn't too difficult to remember to practice safety on the job. We have safety programs, good equipment, safety rules which tell us how to keep from getting hurt and supervisors who constantly remind us to work safely.

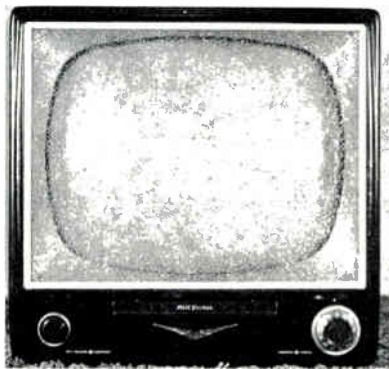
However, off the job it is a different story; particularly in regard to recreational activities. It seems that many people find out too late that safety must be practiced at play as well as at work.

Take swimming, for example, which is one of the favorite summer pastimes. First, there is the obvious risk of drowning, but that isn't all. Sunburn can be painful and dangerous. So can glass and rusty nails which result in infections. In addition, poison ivy can put you out of action for days or even weeks, if you happen to be allergic to it. Then there is the more remote danger of being bitten by snakes or various types of insects.

The important point to all of this is that you can save yourself a lot of suffering—or even worse—if you will practice safety in recreational activities, just as you do on the job. Consider the hazards connected with anything you do and take steps to avoid accidents, and your recreation won't make a wreck out of you!

To Hoppy's Rescue

HOPPY was in trouble. Serious trouble. The bad guys had him cornered and were closing in. His ammunition was gone . . . His trusty horse had been captured . . . He lay there, 37 slugs in his shoulder. His only escape was through a gap in the rocks, but that was blocked by 2,000 ugly, screaming Sioux, left over from a matinee performance of "Custer's Last Stand."



There was only one thing that any red-blooded American boy could do. So a six-year-old Greenville, Kentucky youngster whipped out his air rifle and—Wham!—let go at the set. Result: sudden disappearance of Hoppy, the bad guys, and the 2,000 Sioux. Remains included a shattered safety glass and a warmed-over little boy.

An RCA dealer in Greenville sold a brand new TV set to a customer. On the following day he received a request for service. Arriving at the customer's home, he found the sad remains, a tribute to some slick shooting.

FOTO FEATURES



Presentation of Field Service Citation to Gov't Service Dep't employe Leland D. Gluck, by Col. Wade E. Hampton, Commander, Donaldson AFB. At left is Col. Manuel Fernandez.



Pauline Colantuono, Flushing Br. clerk, receives suggestion award check from W. F. Campbell, Br. Mgr. She suggested a modification of existing ledger card

Remember When . . .



RCA Service Dep't District Mgrs. Meeting, in 1941 at opening of Indianapolis Plant
(Photo submitted by L. B. Hart, Tech. Products)



Radar installation on Mt. Parnassus.

“The RCA man was here,” said Apollo

Electronics has come to Mt. Parnassus. Capping the heights of this legendary retreat of Greek Gods, Muses and Nymphs, is *radar*—installed under the supervision of RCA field engineers.

And it's no myth, but very real evidence of how American enterprise is contributing to the defense of the free world.

To help in the important Mutual

Defense Assistance program, RCA's Government Service Department has mustered corps of hundreds of engineers and technicians to train our own military in the installation and service of electronic equipment abroad—and to teach the science of electronics to friendly nations all over the globe.

Radar, Loran, Guided Missile systems—and a host of other electronic

devices—are now in efficient operation from the Aleutians to the Dardanelles to the South China Sea. By shoring up the military establishments of the free world, these installations have become ramparts of defense—deterrents against aggression.

Building! Teaching! Training! No wonder “the RCA man was here” has become an expression of gratitude with free peoples, everywhere.



**Government Service Department
RCA SERVICE COMPANY, INC.**

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World Radio History