

DECEMBER
1949



RCA SERVICE COMPANY
NEWS



PUBLISHED BY AND FOR MEMBERS
OF RCA SERVICE CO., INC.—
A RADIO CORPORATION OF
AMERICA SUBSIDIARY

The RCA Service Company family is bigger this year than ever before. This should, therefore, be our biggest and happiest Christmas together.

I would like to thank each individual for the contribution he or she has made to the success we have attained in 1949, and I extend to you best wishes for a Merry Christmas and happiness in the New Year.

McCahell



For a Safe and Happy Holiday

Christmas comes but once a year—thank goodness!

Such feelings do not denote a lack of holiday spirit by the writer, but an all-too awareness of the dangers which even this most joyous of seasons can portend.

Deaths and injuries attributed to Xmas celebrations last year numbered in the thousands. Somewhat incredible when you consider the good cheer commensurate with the same celebrations.

Don't let those figures frighten you, however, don't let them stop you from enjoying Christmas to the hilt. Just keep them handy in your grey matter—to remind you to be careful—to remind you that Death takes no holiday!

Don't neglect putting up the tree this year. It has become a symbol of the holiday season. It gives immeasurable pleasure to the old and young alike. Just remember to adorn it with electric lights, not candles; decorate it with non-flammable tinsel, horns, etc.; set it in a properly constructed base at least half-filled with water; keep it away from the fireplace and electric outlets.

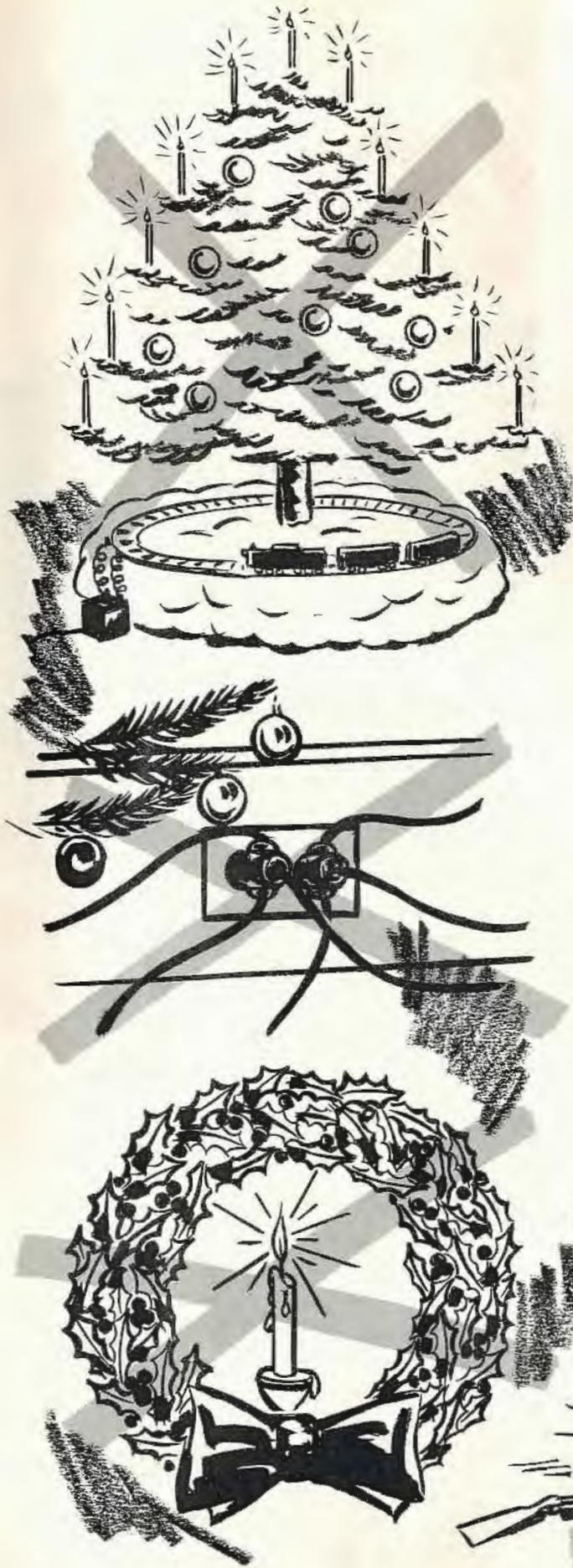
Speaking of electric outlets, use them to advantage with electric-powered decorative devices, electric trains, etc., but remember not to overload those circuits.

Electric trains are a lot of fun for both father and son. If you set them up only at Christmas time, however, remember to choose their location carefully. Don't place your trackage near any passageways, close by any windows, or too near the tree.

Youngsters, especially the future men in your family, are keen about air rifles and dart sets. These can prove instructive toys, they can also prove dangerous. Impress junior with the severity and possible consequences of a buckshot wound or a dart puncture. He'll never know unless through your words or damaging experience.

While on the subject of toys, scores of accidents occur on Christmas night when, after a full day of playing with their new gifts, tired youngsters are more than apt to scurry off to bed, leaving those gifts right in the path of a just-as-weary and thus unobservant parent. Let the children have their fling, but remind them that there's a place for everything, old and new.

There are many, many more holiday safety reminders—never, never use candles in wreaths; check carefully tree lights and wiring for any signs of fraying or wear; make sure there's a guard around that yule-log burning fireplace. But when the joyous season arrives, no manner of epistle is going to guide your every move. Only through common sense and care can you have a truly safe Xmas.





Robert McCarthy, of the Mail Room, delivers and picks up during one of his four daily mail trips to the desk of Amelia Yanulevich, of Central Files



The material picked up at Amelia's desk is then brought to the Mail Room where it is shown, above, being sorted by district, by Stanley Bialkowski



At the end of the day, mail for the eighty-some-odd branches and the score of districts is stuffed into individual envelopes or packages by Robert Cochran



The envelopes or packages must then be weighed to determine postal charges by class and zone. Warren Zinn is shown watching the scale, above



Final step, prior to the envelopes or packages actually leaving the Home Office, is the stamping of appropriate postage, which Robert Cochran is doing, above

Capable Couriers

Men of the Mail Room Carry on a Rigid Schedule While Completing Many Duties

Not unlike their counterparts in government service, "neither snow, nor rain, nor heat, nor gloom of night" stays the employees of our Mail Room from the swift completion of their appointed rounds.

Of course, ninety-nine per cent of their tasks are completed within the four walls of the Home Office, and erratic weather conditions should, therefore, play little, if any, part in determining the regularity and punctuality of their service, but, if volume of mail per employee per day is any measure of efficiency, then you may rest assured that the boys in the Service Company Mail Room take no second place, even to those of the Federal postal system.

For there are only four employees in the Mail Room whose duties are primarily the pick-up and delivery of correspondence. And these four, concurrent with the completion of various other tasks, have been known to handle some 30,000 pieces of mail in one day, or 7,500 pieces per employee. A record that even the United States postal authorities might find hard to break.

That memorable day, when 30,000 pieces of mail were handled is, of course, an unusual one. But between twenty and twenty-five thousand pieces of mail on average days is still nothing to be underrated.

Peak period for the Mail force falls, not unlike that in most Service Company groups, between September and March. It is then that more customer contracts, more purchase orders, more invoices, more branch information is disseminated. It is then that the numerous and varied allied duties of the Mail Room employees increase in proportion. These duties consist of dictaphone shaving, stationery supply, duplicating, telegraphing, folding and packing, and the handling of shipping and receiving.

The mail boys deliver and pick up mail internally four times a day. Telegrams are picked up and delivered every hour on the hour. Since the postal address of the Service Company is Camden, N. J., regular delivery and pick-up schedules are made by RCA trucks to and from the Victor division. In addition, the Mail Room maintains a station wagon for special delivery and rush mailings.

A function of the Office Services section, the Mail Room certainly lives up to all its parent group's name implies. It truly serves the offices — every one of them — and serves them well.

'Tis the Season To Be Jolly...'

When you head across the river and over the hill to grandma's house this Christmas you will, undoubtedly, bear gifts. And, if we may wax a commercial note, rightly so.

For Christmas—the whole holiday season for that matter—was meant to be one of celebration; and what would a celebration be without the exchange of gifts, the dispensing of good cheer?

The majority of editorial writers, whose magnanimous philosophy can be found in most newspapers during the holiday season, remind you that this exchange of gifts is not the true meaning of Christmas. At the risk of seeming prosaic, they annually reiterate, "It is better to give than to receive."

We echo their sentiments wholeheartedly. At Christmas time—if you haven't throughout the year—remember those less fortunate. Help them to celebrate. At Christmas time—if it is at all possible—contribute to "peace on earth, good will toward men."

But, and we are probably among the few who dare to be so un-ethereal, don't neglect the material pleasures of this most joyous time of the year.

Give those presents, whether they be large or small. Eat that fruit cake, whether it be hot or cold.

There's nothing wrong with enjoying and getting the most out of the tangible.

Dickens' immortal "Christmas Carol" is perhaps the most eloquent of all epistles preaching good will at the Yuletide. But even this beneficent tale ends with a very materialistic goose and a certainly corporeal raise in salary.



The Christmas season can be made just that much merrier by a family reunion, whether there be four or forty of you. Searching high and wide for a photograph of a typical family gathering, we came up with this picture of J. G. Wilson, executive vice-president in charge of the RCA Victor division, with his granddaughter, Cora Catherine McCann, his daughter, Jean, and his son-in-law, George McCann



Shadow is often more fashionable than substance. But don't forget that substance is what makes little girls smile and small boys grin.

Suffice to say give all you can to help those with less—give both time and money. But don't forget that you, too, have earned this Christmas joy. Your family, relatives, and friends, should be able to share that joy with you.

Go out and buy a tree—the largest your domicile will accommodate. Decorate it and the remainder of your home with lights, tinsel, holly, and even mistletoe.

Do your Christmas shopping early—the stores have evening schedules—and spread many gifts around the base of that tree.

Don't forget those stockings on Christmas Eve. If you haven't a fireplace, take them to the mantel, or just place them on the table. Where they hang or lie makes little difference, it's their surprise-package motif that makes children's eyes sparkle.

A friend of ours with seven youngsters used to say, "A big family is tough to take when the bills roll around—but a blessing on the holidays." Whether there are two, four, or eleven of you, try to get together during the holidays. This year Christmas is celebrated on Monday, so you have a full three days in which to travel if need be.

Don't forget the traditional Xmas family dinner, with plum pudding, fruit cake, and a rich golden egg nog. Don't forget to get together and sing those carols. Just don't forget to have a darn good time!

Your Suggestions - - -

In order to expedite employee suggestions and to assure their accurate evaluation, the Service Company's suggestion system was recently made a responsibility of the Training section, whose manager, H. P. McTeigue, has placed the mechanics of operating and promoting the system in the hands of a co-ordinator and a suggestion committee.

The co-ordinator, who reports directly to the Training manager, is Robert K. Hunsicker. Members of the committee are A. L. Conrad, as a representative of the Consumer Products division; J. T. Sullivan, Financial division; L. R. Watson, Technical Products division; and Mr. McTeigue, Personnel division.

The committee meets once a month to review and evaluate suggestions. These suggestions have already been screened by the co-ordinator and have been, in the majority of cases, tested in actual practice by the supervisor or supervisors whose duties would entail their working with the suggested method or improvement if accepted.

The committee reviews the findings of those who have actually applied the suggestions and then, based primarily upon what actual cash saving the suggestion might eventually mean to the Service Company, determines the amount of money to be awarded to the suggestor.

The basis upon which this money is awarded must, of course, vary with the type of suggestion. Some are readily applicable to savings estimates, others, which might be based upon

public relations, ease of operations, etc., require an elastic formula.

From the time an employee submits his or her suggestion until that suggestion is approved and awarded a cash prize by the committee two, three, or even as many as six months may elapse. The determining factor in most cases is the number of supervisors who are called upon to test the suggestion.

At the October meeting of the committee, five suggestions were approved for a total of \$90 in cash awards.

E. L. Saunders received \$25 for a suggestion to improve the resolution of the E. M. U. Electron Microscope at the higher magnification ranges.

E. W. Branch was awarded \$25 for suggesting an improved method of making up Monthly Engineers' Schedule Sheets.

Another award of \$25 was made to Mr. Branch for suggesting the use of a supply order for billing as well as ordering.

R. F. Adams received \$5 for suggesting a revision of the Request for Installation form so that customer has a copy in order to obtain landlord's permission.

C. D. Olson was awarded \$10 for suggesting the use of the office copy of the Television Owner Contract for renewal follow-up.

These recipients are your fellow-workers. They are not efficiency experts. They are, however, fellow-workers who have been alert to what is going on around them. They, and scores upon scores of other RCA employees



Robert K. Hunsicker, recently appointed co-ordinator

who have taken advantage of the Company's recognition of suggestions for improvement, beyond the call of one's duties, have reaped a harvest of cash, and have gained for themselves the feeling of a job well done, plus a more than important insertion in their personnel file.

You, too, can join them. Look about you — in everyday practice. Isn't there something being done which you've long said you could do even better? Isn't there something that is *not* being done which you've long said should?

Get the colorful and self-explanatory suggestion form from your supervisor right now. Your ideas may pay off — in cash!



Herman Rosen, two-time diamond suggestion pin winner

- - - Pay Big Dividends

And there are very few who can better attest to the fact that big dividends are *truly* paid through suggestions than Herman Rosen, a supervisor in the Material Control group.

For Herman, if he is not the leader among Service Company employees with records of paid suggestions, is certainly second to few. His award earning since coming with RCA early in the recent war, have reached a modestly estimated \$1100. He is the recipient of two RCA diamond pins.

Herman's list of suggestions is long — so long that even he can't remember how many he has scored with. The amounts received for his suggestions have varied considerably, the largest being a \$500 award, which was his most recent.

This most recent award was based upon an annual saving by the Service Company of forty to sixty thousand dollars. Herman suggested a method by which detents in the RF units could be repaired for about twenty cents instead of having to be replaced upon each breakage for about a dollar and a half.

But Herman's evaluation of a suggestion is not based upon the amount of money he receives. As a matter of fact, he takes greatest pride when telling of a suggestion made by

him during the war for which he received little more than a commendation by the War Production Chief. This suggestion, made while he was employed in the crystal laboratory of RCA Victor division, saved more than 3600 man hours during crucial days when every man hour was a potent factor.

Herman came with RCA after having been employed in the purchasing department of a Naval aircraft factory. He joined the crystal laboratory as a worker on the line. His alertness and keen perception of improvements were undoubtedly factors in his quick succession of promotions.

Aside from profiting by the capital awards for his suggestions, Herman truthfully enjoys investigating and improving standard practices. "I've always liked to see what makes things tick," he will tell you. "I even worked on alarm clocks when a kid."

Of course Herman enjoys the money gained through his suggestions. Most of it, like the \$500 recently received, is spent on things he always wanted but never could seem to buy, plus as added insurance for his daughter's education. As he puts it, "The cash always seems to come in handy!"

Here and There

M. J. Leptich, of Chicago's Milwaukee avenue branch office, was recently the father of a seven pound—fourteen ounce baby girl.

Speaking of babies—the cigar passing in the Bay Ridge branch office is so frequent that they've given up cigarettes. Baby girls were in style with the wives of V. E. Lindgren, I & S supervisor, and Alfred Farkas, service, doing the honors, along with many others. Finally William Grasso and his missus came along to break the spell with a baby boy. It was then that the unexpected happened; Mr. and Mrs. Harold Schnell hit the jackpot—they had twins—one of each sex. These were the first twins to be born to Bay Ridge branch employees.

Eligible girls in the Home Office were victims of heart-throbs just the other week when the Government section played training host to some dozen handsome marines.

Jim Cummings and Jim Gavin, well known to Technical Products personnel, were ushers at the Army-Navy football game in Philadelphia recently. Gavin, the more fortunate of the two, worked on the Navy side at the fifty-yard line, taking good care of that service's braid. Cummings, on the other hand, was at the far end of the field with the band instruments. Well at least he was there.

The TV Operations picture is expanding every day and offers opportunities, as evident by these few notes:

T. L. Weber, formerly of the Bay Ridge branch, was recently named manager of the new Binghamton, N. Y., office.

Stanley Waltoz, of Andover branch, has been made manager of the Utica branch office.

R. E. Hartlett recently left the North Jersey district office to become manager of the Oklahoma City branch.

R. F. Adams went from Chicago to the manager's post at Tulsa.

The Company is setting up a branch in Des Moines, Iowa. J. G. Smith will be manager when it is completed.

The Company's Northeast Philadelphia branch office opened its doors on December 19. This branch, rated high among the Class A offices, is one of the most modern service establishments. While its original contracts number 8000, thousands more will undoubtedly be on that branch's books by the time you read this. Howard Johnson is manager of this ultra-new plant. Howard's former post as manager of the Lancaster branch office was assigned to Jack Wilgus.

There's quite a to-do brewing down Johnstown, Pennsylvania way these days. Seems like that fair community has a wage tax of three per cent—which ain't hay! This tax applies to all employees working from or in plants or offices within the city limits. The question arising, however, is whether or not the Service Company's branch is within the city limits. Some seem to doubt this. They have suggested that employees at the branch might save themselves plenty of take-home pay if they sponsor a survey of the land.



No Squint or Strain From Your TV Screen

With the advent of every new industrial advance has come tirades from scores of "worry warts" who are sure that the new boon is actually a bane.

These self-appointed seers have had a field day during these first four years of commercial television. Television must be viewed, hence the use of one's eyes, hence the eventual strain or damage to those eyes—or so these good people would have us believe.

Up until recently those engaged in the development of video during its formative stage were too busy to even bother with such mad-cap fears. Now, however, since this new and most fascinating entertainment medium has captured public acclaim and is well on its way to a bright future, those interested in disproving any disparaging remarks about the field in which they have inexorable faith, have consulted medical authorities, whose answers to the "worry warts" have been comparable to these, reprinted from *Television Digest*.

Dr. Benjamin Roncs, distinguished Washington ophthalmologist, says the only thing you can get from watching TV, if you watch long enough, is a pair of tired eyes.

TV cannot produce eye defects or diseases, says Dr. Roncs. How soon will eyes tire? Dr. Roncs believes the following factors—truisms regarding vision in general—are no less applicable to watching TV. The better a person's vision, the steadier the picture, the clearer the image, the smaller the difference between picture and room brightness, the less likelihood of fatigue. He points out, too, that fatigue is a highly subjective thing—one man's mild discomfort may be another man's pain.

In a word, TV isn't at all dangerous to the eyes. Principal question then is how long one can watch without fatigue. A recent survey found fifty-seven per cent of viewers saying they felt eyestrain—but forty per cent of them admitted they were troubled only after more than three hours of continuous viewing.

For Milady

Kitchen raiders on New Year's Eve will take off their crepe-paper hats to you if the cupboards are filled with good things to eat—cheese and crackers, or fried chicken, or better still, homemade chocolate cake that's



light as a feather and full of that rich chocolate flavor everyone loves. And, just so you won't go wrong, here's the recipe for the cake: sift together $1\frac{1}{2}$ cups sifted cake flour, 1 teaspoon baking soda, and $\frac{1}{4}$ teaspoon salt. Melt together two squares unsweetened chocolate and $\frac{1}{4}$ cup shortening. Stir and mix until sugar is all dissolved $\frac{1}{4}$ cup vinegar, one cup sugar, $\frac{3}{4}$ cup sweet milk, one beaten egg, and one teaspoon vanilla. Add chocolate mixture; blend well. Add $\frac{1}{3}$ sifted dry ingredients at a time; beat until smooth. Pour batter into prepared eight-inch layer pan. Bake in moderate oven (350 degrees) thirty to thirty-five minutes.

Speaking of weather, these are the months when the sniffles or a scratchy throat may turn into a bad cold, when the doctor says "Don't get your feet wet!"

Here are some suggestions for shoe care during these raw, cold months:

- 1—Don't let the soles of your shoes wear thin.
- 2—Keep your shoes polished. The oil in the polish will help in keeping them dry.
- 3—You should have extra pairs of both shoes and stockings at home and in the office so that you will never have to sit with wet feet.
- 4—When your shoes get wet, tree them. If you don't own a pair of shoe trees, stuff the toes of your shoes with newspaper.
- 5—Don't dry your shoes near heat. If you do have to dry them in a hurry near a radiator, better oil them well so they won't stiffen and crack.



Too fat or too thin? Watching your figure is more than a matter of glamour, girls. It's a matter of good health, maybe your life. Last year more people were required to pay extra rates for new life insurance because they

were overweight or underweight than for any other single medical cause except heart disease. In other words, the insurance companies have learned that the fatties and the bean poles are "poor risks"—more bluntly, they die earlier than people of normal weight. So watch your figures, girls, and if you're not just right, make a New Year's resolution to get your weight to normal.

CONSUMER PRODUCTS



3,100,000 TV Sets To Be Produced In 1950

Production Expected to Retail
For More Than \$700,000,000

The television industry will produce some 3,100,000 receivers during 1950. This receiver production will retail for around \$700,000,000.

These figures—staggering for such a commercially young industry—were released by Joseph B. Elliott, vice-president in charge of RCA Victor Consumer Products, at a recent meeting of the Philadelphia Chapter of the American Institute of Banking.

Aimed at convincing those in attendance that the growth of television to date, and the promise of its orderly expansion to a national service, makes this new art, science, and industry an opportune field for investment institutions, Mr. Elliott compared the growth of television with that of the automotive industry.

He pointed out that it took twelve years before sufficient automobiles were produced to have a wholesale value of a billion dollars. In contrast, he added, the cumulative value of television sets produced will exceed a billion dollars sometime in 1950, television's fourth full year.

According to Mr. Elliott's figures, approximately ninety-five television stations should be in operation by the end of this year. The average cost of television station equipment and facilities is about \$400,000. Advertisers will have paid \$30,000,000 for station and network time in 1949, tripling the \$10,000,000 they paid in 1948. Next year the sum paid for advertising will again be substantially increased, since the audience will be nearly doubled.

Television service was cited by Mr. Elliott as a representative tributary business of television receiver sales. "The estimated 1949 dollar investment in television servicing and service facilities," he said, "is \$90,000,000 in installation and service charges, \$22,500,000 in antenna sales, and \$20,750,000 in accessory sales."

Mr. Elliott estimated that television will eventually hit an annual going rate of 5,000,000 units, absorbing vast quantities of raw materials from all parts of the country and giving employment to many tens of thousands of workers engaged in fabricating that material into component parts and sub-assemblies. The steel going into television, he estimated, may reach an annual consumption of 100,000 tons; copper, 47,500,000 pounds; aluminum, 40,000,000 pounds; glass, 83,000,000

pounds; and wood, 103,000,000 board feet. Other raw materials going into television include rubber, plastics, ceramics, mica, carbon, nickel, tungsten, and paper.

Economic effects of television's growth are found in almost every phase of American business. Mr. Elliott told the gathering. Citing the way television advertising has bolstered a wide variety of businesses, he described the sponsorship of a telecast of the Mummies' Parade in Philadelphia by a local department store, in which a special offering of four-pound boxes of chocolates was made. The result was a complete sell-out of more than three tons of chocolates.

"When an industry can stimulate supplier industries as television does; when it can attain phenomenal stature in as short a time as television has; when it can bolster our entire national economy through the sales of products and services of almost every type as television is doing—that industry becomes a basic part of your working program," Mr. Elliott told the bankers.

In concluding his remarks, Mr. Elliott enumerated ways in which television can be put

to work serving financial organizations.

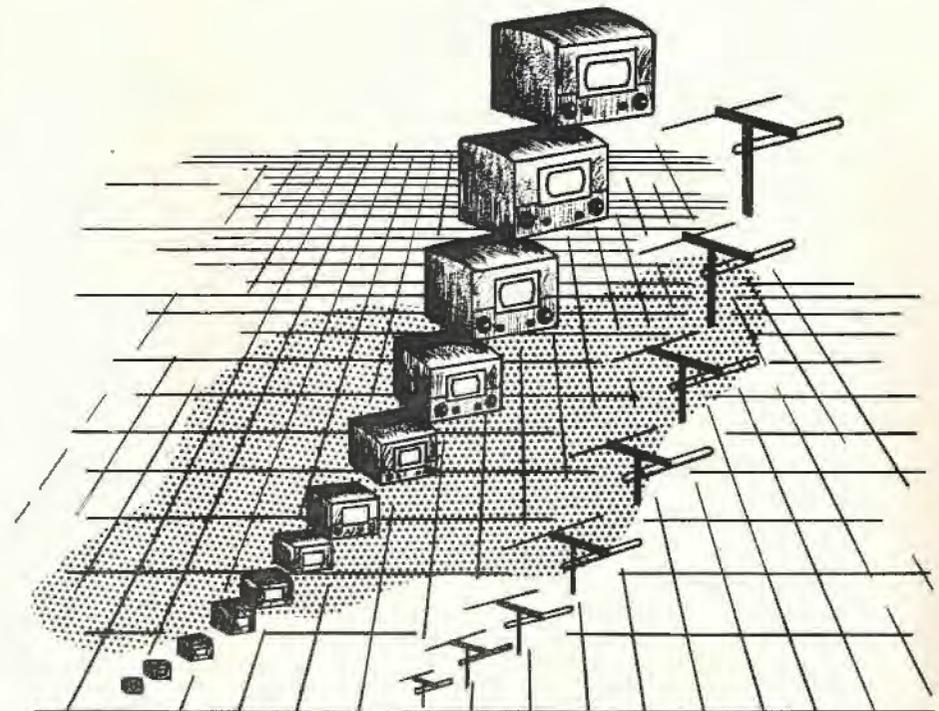
1—Investments in retail and distributing organizations handling television, and in finance paper for brand-name television receivers. (More than a fourth of all television receiver sales are made on time basis.)

2—Participation in television station ownership.

3—Using television as part of public relations and advertising program, as four banks in the Philadelphia area are now doing.

4—Establishing "television" savings accounts to encourage depositors to save for the specific goal of receivers.

Mr. Elliott's talk is one of many being made each week before influential gatherings by persons who are cognizant of the television industry's startling growth, achievements, and possibilities. As these talks become more and more frequent; as bankers, business men, and industrialists in all fields of endeavor become more and more aware of this medium's amazing potency, the swing to video will gain still greater impetus, placing more and more work in the hands of competent service organizations, such as the RCA Service Company.



Free Records Spur 45 RPM Sales

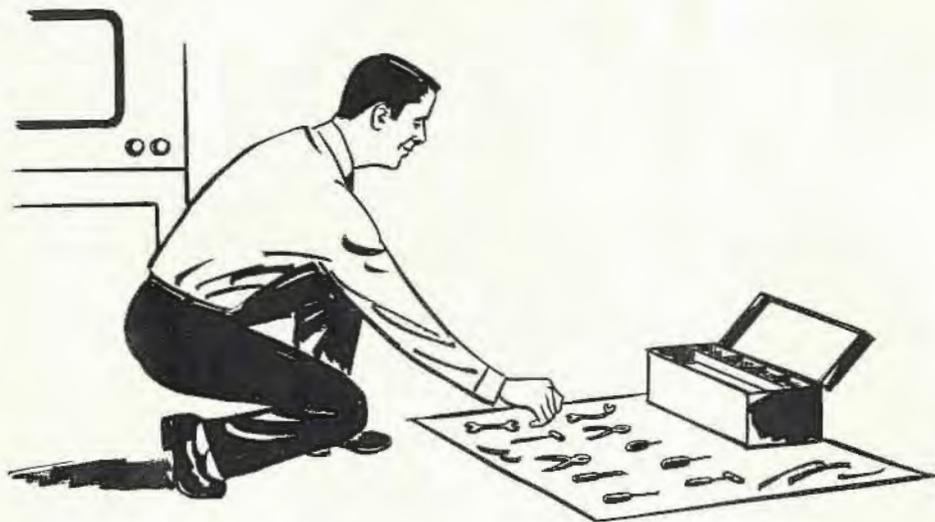
Another high-powered promotion, aimed at stimulating the movement of 45-rpm records and instruments, was launched by RCA right at the start of the holiday buying season. Designed to enhance the gift appeal of the most modern system of music reproduction, a specially-packaged "Introductory Album" of 45-rpm records, valued at \$10, was offered at no extra charge with all sales of RCA's Model 9EY3 automatic 45-rpm phonograph.

The special offer, still in effect, was made in thousands of RCA Victor dealer stores from coast to coast. It couples fourteen of the 7-inch vinyl plastic records in a pre-selected assortment of favorite titles with the self-contained phonograph, equipped with its own amplifier and loudspeaker.

The fourteen multi-colored records, including popular, classical, semi-classical, and western musical selections are packed in a special album box finished in green leatherette, with the names of the recording artists stamped in gold on the front.

A few of the Victor recording artists whose works are included in the gift album are: Sammy Kaye, Allan Jones, Arturo Toscanini, Perry Como, Tommy Dorsey, Tony Martin, Boston "Pops," Sons of the Pioneers, and Vaughan Monroe.

Dealer ads promoting the details of the package offer have been prepared for dealer use. In addition, special window streamers and easel-backed counter cards are being used to promote the gift offer.



Smudges and Smears May Mean Many Lean Years

"If RCA is as sloppy in their workmanship as their serviceman was in your house, Mary, I most certainly am going to buy another make television set."

So said one of our neighbors during a ladies' card party next-door recently. And with those caustic, but only natural remarks, went years of good-will before some fifteen homemakers — whose influence, incidentally, plays a major role in brand preference.

That such remarks are costly to RCA and to you as an employee, whose security depends upon your employer's sales, is obvious. That these remarks can be eliminated and replaced by praise is also obvious, if you reflect for a moment.

The average housewife's mainstay is her home. In keeping that home as neat, attractive, and clean as possible, she becomes extremely conscious of care and wear. Since it is she who is usually home when our servicemen and installation crews arrive, they should respect her caution — no matter how extreme it may be at times.

Don't stand on furniture to reach out-of-the-way places. And when working outside, be careful not to trample the customer's favorite petunias.

If you have to move furniture, ask permission, and be sure your hands are clean. Fingerprints on upholstery or walls are poor calling cards to leave behind.

Before starting your work, lay out your drop cloth in a convenient spot. This enables you to set out your tool box and tools without danger of soiling carpets or floor. Naturally, tools should never be laid on a polished floor, a rug, the top of a television cabinet, or other pieces of furniture.

Remember to use your soldering iron with extra care. Always rest it upon a regular stand. And, as a final step, carefully polish the face of the kinescope and both sides of the safety glass. Remove all annoying fingerprints.

Actually, it doesn't take more than common care and courtesy to insure good-will for your Company and, hence, for you.

Second Volume of Video 'Pict-O-Guide' Released

TV Service Again Simplified Through Tube Department's Picture Method

A second volume of the famous RCA Television Pict-O-Guide, containing trouble-shooting photographs which enable the serviceman to locate television-receiver troubles by the "picture analysis" method, has been announced by the RCA Tube department.

The second volume, prepared in response to the tremendous demand that followed the publication of the first Pict-O-Guide, is authored by John Meagher, noted television service authority, who also prepared the initial volume. Volume two contains more than twice as many new pictures and a greatly expanded text to supplement the information in the first book. Together, the two books will comprise an invaluable television trouble-shooting library.

Both volumes of the RCA Pict-O-Guide are loose-leaf albums of actual unretouched photos, taken from the face of a kinescope, showing the effects of operating troubles on the television image. By careful study and comparison of the images appearing on the face of faulty receivers and the photographs in the Pict-O-Guide, the serviceman can quickly narrow down the cause of a faulty image to a specific section of the receiver. Each picture in the book is accompanied by a single caption further describing the symptoms of the trouble and its probable causes.

The latest volume covers trouble-shooting in every section of a television receiver and includes much valuable information on alignment, blanking, focusing, sync, and interlacing.

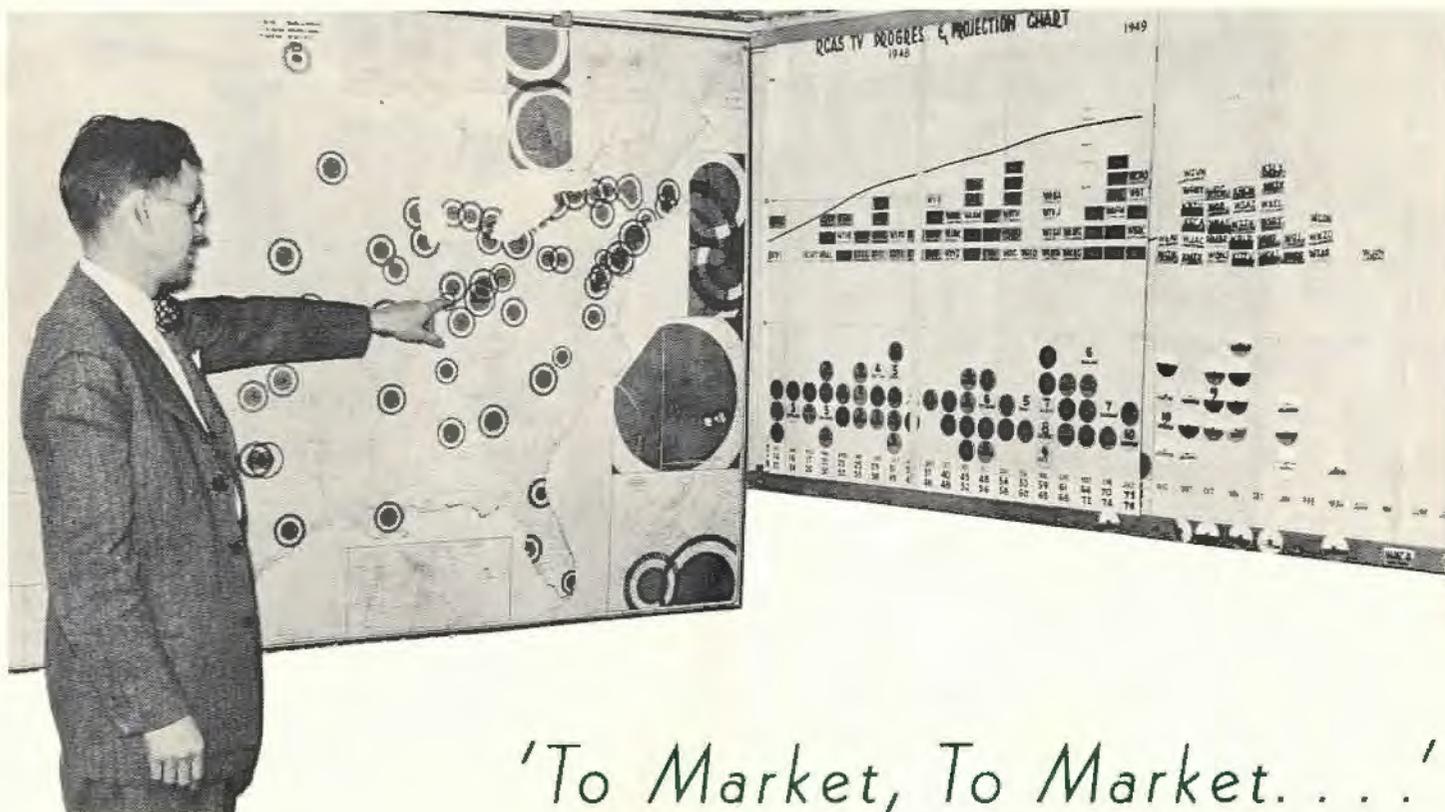
TV Service To Be Promoted on RCA Victor Radio Show

Local cut-in spot announcements will be used during RCA Victor's "Screen Directors' Playhouse" program to promote the Service Company's television owner's contract.

The announcements will be made regularly, but only in areas having television service.

"Screen Directors' Playhouse" will be a top-flight evening program devoted to radio versions of the nation's best motion pictures. A unique aspect of each program will be the appearance of the director of the original screen play, as well as the film star who appeared in it.

This dramatic series, the first program of which is scheduled for January 6, will be used to spark a broad sales-building program covering RCA Victor's entire line of consumer products. It will be heard over NBC's full continental network of 164 stations.



'To Market, To Market....'

Many Carefully Planned and Time-Proven Moves
Are Made Before Entering New TV Areas

Curtis Potter, Manager Planning Group,
looks over Market Development Charts

Behind television's advent into each new video market lies many months of research and planning augmented by years of experience.

It not being wise, nor financially practical, to enter a new television area without voluminous preparation, the RCA Service Company utilizes every effort in consolidating information from its field organization, as well as the Home Instrument Sales, Market Research, and Engineering Products Sales functions of the RCA Victor division, prior to formulating initial plans for entering that area.

In terms of facilities, manpower, and vehicles, this consolidated information should then recommend what is needed; where it is needed; how much is needed; and when it is needed.

While an outline of how this information is used will take no more than these remaining lines of type, the entire planning period may at times run for more than a year.

After learning of the issuance of a station Construction Permit by the Federal Communications Commission, the Service Company must first determine the potential of the market in which that station will be located. This potential, in terms of RCA's television owner contracts for a definite period of time, is based upon such tangibles as anticipated television receiver shipments and past experience in growth of markets of like size.

The date of that station's test signal then becomes most important. This date is obtained through such contacts as the Service Company's field organization, the television station itself, Home Instrument Sales, as well as trade papers and magazines. Basic timing is all-important in that the Service Company must be in the new market in sufficient time and with sufficient facilities to install and service RCA-TV receivers. The date of entrance into the market is usually before the station begins testing.

After the FCC has issued a Construction Permit, the telecast area of the prospective station must be surveyed for signal strength. A definite level of signal strength is required for good reception and, based upon this type of information, a zone map is made which is used for laying out definite reception zones. This zone map then becomes the basis of the type of service the Company will offer to RCA-TV set owners in that area.

Once the size and scope of the market has been developed, the

Company must then determine the size of the branch required to handle that market; the number of personnel, trucks, test equipment, and inventory, plus any other components which go to making up a branch.

The next step is to lease a building which checks with Service Company specifications. This branch must be strategically located for travel purposes. Each market has a highly populated center which should represent a greater potential of business, and the relative location of the branch to these centers is highly desirable.

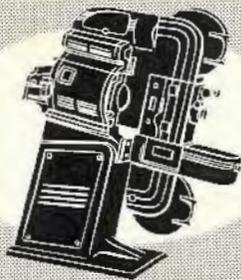
Prior to the actual test signal date, RCA Victor Home Instrument Sales conducts "D-Day" operations, which is simply the television "kick-off" to RCA dealers in the new market. The Service Company participates in these operations to get as many dealers set up prior to the test date as possible, and to emphasize the advantages of television owner contracts.

Simultaneously with the franchising of dealers, the Service Company's new branch swings into action. Antennas are mounted on the roofs of dealer stores and each dealer is expected to have RCA Victor sets installed in his house and in those of his salespeople. This helps them to become well acquainted with the new medium, able to discuss it as first-hand information. Also, it generates enthusiasm among them for the product, industry, and programs.

These installations, as well as those made in hotels, taverns, churches, schools, and fraternal organizations to create a public demand for television, are invaluable to the Service Company. For it is this preliminary work which represents a sampling of all sections of the market and familiarizes the Company with reception conditions over much of the surrounding terrain.

New television areas are of vital importance to our industry. They are tributaries that swell the mainstream of television. Because they are completely unsaturated, they offer immediate sales and service opportunities. The sale of service contracts is competitive, however, and remains a challenge even in these new markets.

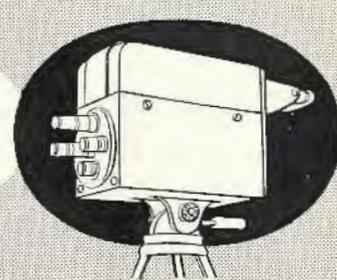
Contributing to the meeting of that challenge are all the components of the RCA Service Company's Consumer Products division. For it takes all of these components, working as a team, to successfully plan the Company's entrance into a new television market.



Technical



Products



The Future is Bright for Industrial Service

Section Has Experienced Phenomenal Growth And Expects To Pass Million Mark In 1951

That the growth of the Industrial Service section has been nigh on to phenomenal is evident by comparison. That this growth can be out-distanced more than two-fold within the next few years, is evident with foresight.

Since 1942, sales and service efforts of this section have increased industrial gross revenue from less than fifty thousand dollars per annum to the more than half a million estimated for 1949.

With prospective industrial service customers increasing almost every day, and with new applications of industrial service arising almost regularly in an electronics-minded world, few will refute Industrial Service's estimate of more than one million dollars in gross sales annually, as of late in 1951.

Actually, the Industrial Service section has little more than scratched the surface of its possibilities. Servicing such new and increasingly important electronic equipment as metal detectors, RF generators, electron microscopes, beverage inspection machines, and most types of sound equipment, the future of industrial service is almost imperceptible for its magnitude.

More and more laboratories, universities, industries, etc., are installing the mighty electron microscope. RCA service contracts for these instruments increased in 1949 with twenty additional units placed under agreement. Servicing these microscopes has taken our engineers into laboratories where polio and cancer research is being carried on. Many of our representatives are following the use of the microscope in foreign lands.

W. W. Jones, Manager Industrial Services



An additional potential for the sale of service agreements has been made available through RCA's Scientific Instrument Sales department. They have developed an electron diffraction unit, somewhat similar to the microscope itself.

As of November, 1947, when the first two post-war Beverage Inspection Machines were installed, RCA was servicing twenty-six BIM units. Today, there are 280 of these machines under Industrial Service contracts. This represents an annual income of approximately \$130,000,000 per year. Two years ago, there were less than a dozen men rendering service on BIM. Today, more than eighty men have had extensive BIM training and have machines on their regular service schedule.

It is estimated that by the end of next year RCA should boast approximately 400 BIM units under service contract.

BIM has a companion also; the RCA uncasser and washer loader. Its very high acceptance by the trade indicates a good sales potential, and installation of these machines is now at the rate of about six a month.

The RCA Victor division plans to resume its direct sales program for RF generators and metal detectors. Present indications are that this move will afford more installation and service business opportunities for the Industrial Service section.

During the past year, the section has added a service plan for an automatic weighing machine. This machine is comparable in size to the metal detector and requires, in general, the same type of service. Sixteen of these units, installed or awaiting installation, are now covered by a service contract. The section's work on the weighing machine has included the preparation of installation instruction bulletins and all necessary service letters.

Less than two years ago, the Service Company announced a service plan covering the film projectors used by television stations. This represented quite a sales challenge, since the prospects were already employing skilled engineers. Proof of motion picture "know-how" triumphed, however, and after mastering the television vocabulary, our service specialists landed contracts covering the projection equipment at fifty-two video outlets.

The three major networks, NBC, CBS, and ABC, who are prone to employing the best television engineers available, likewise subscribe to the RCA Service Plan covering their film projectors. Even Eastman Kodak, with all their motion picture engineers, recognized the benefits available, and signed a contract covering the projector installed in their television research laboratory at Rochester. Close to eighty per cent of the RCA television film projectors in use today are covered by a contract with the Industrial Service section.

Industrial sound systems are slightly less spectacular than the previously mentioned applications of service, but no less important in gross sales potential. As part of the Industrial Service section's continuous drive for more business, a promotion campaign is at present being readied to support the section's field representatives in selling sound service.

In this article have been mentioned only some of the services offered industry by the Company's Industrial Service section. This section, under W. W. Jones, manager, has, as is obvious by the statistics above, contributed immeasurably to the growth of the over-all Service Company. And, with untold and unforeseeable industrial developments an everyday occurrence, it should be able to more than carry its own in the Company's rapidly expanding future.

The Philadelphia Story

While spending the day with flash bulb and camera in and around Technical Products' Philadelphia district office recently, our photographer came up with these shots of Service Company employees on the job. At right, Myron Wheaton, district manager, left, discusses one of the many problems met by his engineers with Benny Biben, supervisor. At left top, W. J. Strieby, of the district office staff, is shown working over his papers and carrying on a telephone conversation at the same time. Right center, Tony Falcone, engineer, stocks up on sales promotion material sent to the districts to aid field personnel by the Home Office. Left center, Cyrena Drill, a steno-clerk in the district office, works at her typewriter. At right bottom, Harold Lubcker, the district's industrial sound engineer, makes an emergency repair to a local hotel's sound system. And at left bottom, Oscar Loomis, engineer, is shown testing theatre apparatus on the office's work bench



'Big 5 Plan' Ends — Quotas Are Smashed

Incomplete Returns Indicate Final National Total May Reach 170 Per Cent

In one of the most successful theatre service operations ever held for the securing of new business the "Big 5 Sales Plan," at press time, had far exceeded its quota. Indications were that the final mark after all figures have been checked and tabulated would probably reach 170 per cent.

Although it was not completely certain at the time of writing, there seemed little doubt that Pittsburgh would be declared the winner following a sensational last-minute drive which put them well over the 300 per cent mark.

Hollywood also made a valiant bid for the top berth, hitting over 300 per cent, but it appeared that their final push fell slightly short of the mark. Atlanta and Cleveland are well over the 200 per cent mark, and Dallas looks good to hit 200 per cent. Ten of eleven districts exceeded their quotas.

Field engineers turned up an amazing number of good prospects and their scorings will indicate their success in closing deals. We cannot at the moment list the high men but W. F. O'Brien, of New York, and H. W. Winkleman, of Pittsburgh, seem definitely to have passed the \$300 commission award mark; supervisor Floyd Armstrong of Cleveland also is in this category. A number of engineers hit the \$100 and \$200 figures.

Outstanding theatre group deals, both for service and service features, were closed by engineers R. H. Springer, N. W. Owens, R. J. del Castillo, and H. J. Hoover, Hollywood district; R. H. Cocroft, of Chicago; W. F. O'Brien, of New York; R. H. Bunting, of Cleveland; Vi Munson, of Dallas; and E. C. Wiley, of Kansas City.

A tight race developed between Atlanta and Cleveland regions, and between RCA theatre equipment salesmen Harry Paul and Don Davis. At this moment, the winners are anyone's guess.

John Elzey and his Delta Theatre Supply organization, New Orleans, looked good at this writing for first place in their division with over 500 per cent of quota. Their long-time competitor, Southeastern Theatre Supply Company, of Jacksonville, Florida, seemed to have clinched second place with just a shade under 400 per cent.

Theatre section was virtually "snowed under" by a last-week pile-up of contracts that made it impossible for them to have final official facts and figures in time to make this edition.

Participants in the "Big 5 Sales Plan" were informed of the final results through a special "Big 5" bulletin.

Armstrong Negotiates One Of The Largest RF Generator Contracts

Floyd Armstrong, of Technical Products, negotiated one of the largest industrial RF contracts with George F. Courson, of Industrial Rayon Corporation, for nine 15 kw RF-generators located in their Cleveland and Painesville, Ohio plants.

Theatre Service Hints

On very rare occasions a soundhead will freeze up due to a large amount of bronze in the oil. The trouble is usually noted by the projectionist by the projector running slow and the sound sprocket getting quite warm. The projector will gradually come to a dead stop and will be impossible to turn by hand. When the theatre calls informing of this condition, instruct the projectionist to fill the gear box with oil to the top of the gauge and to remove the three screws and plate behind the sound sprocket and squirt oil directly on the bearing. Replace the plate and screws and resume operation. Suggest the engineer make a call the next day and remove the gear box for a good cleaning and replace worn gears.

The above condition can be prevented by periodic cleaning during service inspections, as draining and flushing will not remove the bronze sediment. **C. R. MILLER.**

Projectionists in drive-in locations can make good use of old telephone ringer or PM speaker magnets to hold the upper or lower magazine doors open.

The magnets are mounted on the front wall at a point where the edge of the door or door knob will contact the front wall. When the door is opened the magnet will hold the door open. **E. E. SOPER.**

A good dust cover for projection lenses during the clean-up period overnight can be made with a small round preview film can. Place a clean cloth over the can and press it onto the end of the lense. Just enough cloth should be used to make a snug fit on the lense. **C. R. SHEPARD.**

To use RCA 6C6 tubes in place of 310-B tubes, install a three ohm, ten watt resistor in each side of the heater circuit. Tube socket contacts will have to be compressed since the prongs on the latter tube are smaller. Because the wafer sockets in 91 amplifiers have weak contacts they should be replaced at the same time. **H. H. QUACKENBUSH.**

On the MI-9701 fader I suggest that the No. 3 station be shorted out when not used. This will prevent a sound outage in event that the No. 3 mercury pellet should stick open at any time. **C. M. WYLIE.**

When a worn or defective wiper arm is encountered on a No. 28032 attenuator, used in a MI-9701 fader, for which there is no replacement; do not order a new control but order the No. 28801 wiper arm which is used on the No. 28685 attenuator. The No. 28801

arm is a perfect replacement and no modifications are necessary. **C. R. MILLER.**

This unit can be removed and cleaned in an hour (emergency only). Tools required: Small jeweler's screwdriver and small tweezers. Procedure: Remove screw on cap of barrel which holds collector lens in place. Then unscrew cap. Remove flathead screw from collector lens mounting and don't lose fine aligning pin. If necessary to remove collimating lens to clean it or the objective lens, use a thin but wide spanner screwdriver, feeler gauge, etc. (as a screwdriver) to remove the threaded hold-down nut. Collimating lens and mounting can then be removed. In reassembly, properly place collimating lens on mounting tube with clip and set assembly on flat surface, then place lens barrel over this assembly (objective lens will be at top of barrel). Reassemble other parts in order. **R. H. BISBEE.**

In checking speaker electrical phasing, I have found that if the system is attenuated sharply just below the crossover frequency there is no doubt as to the correct connections because when in phase, the fill in is very noticeable on most any recording.

A 1 mfd. in series with a 500 ohm line or 1000 mmfd. into a 0.5 meg. grid load will do the trick. **O. ZWEIGER.**

Resonant rattles in MI-9405A and similar monitor speakers may be remedied by wrapping the projecting brackets on the cabinet back with friction tape. It is suggested that thin rubber tubing be slipped over the brackets during production. **C. D. WELCH.**

When installing or working on 9JY 45 rpm record players, it is suggested that a cardboard tube be slipped over the pickup cartridge and arm. The shoulder on the tube is just the right height and position to knock off the sapphire point. **R. J. DEL CASTILLO.**

RCA SERVICE COMPANY NEWS

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