



# RCA SERVICE COMPANY NEWS

April, 1955



PUBLISHED BY THE RCA SERVICE COMPANY, INC.—A RADIO CORPORATION OF AMERICA SUBSIDIARY

## Service Co.'s Home Office Completes Cherry Hill Move

**L**OCATED on a 58-acre tract in the suburban Cherry Hill section of Camden, N. J., the RCA Service Company now shares a group of five inter-connected buildings with new neighbors—the RCA Victor Television Division and the RCA Victor Radio and "Victrola" Division.

Housing about 1,400 persons in the combined home office-headquarters of the three divisions, the buildings provide 325,000 square feet of administrative, office and laboratory space.

A prime consideration in planning the move from Service Company's former headquarters in Gloucester (where space was shared with RCA's International Division) was the construction of the world's seventh largest suspension bridge across the Delaware River. Requirements for the new \$90,000,000 span, connecting Camden and Philadelphia by 1957, resulted in demolition of part of the Gloucester buildings for one of the bridge's massive cable anchorage sites.

The entire Cherry Hill project utilized the "Lift-Slab" method, one of the first times this new technique has been used in the East.

In lift-slab construction, utilized to keep costs and time to a minimum, poured concrete slabs, eventually forming the buildings' roofs and floors, are laid on the ground. Then hydraulic jacks, fixed atop precisely located steel building columns, lift the slabs into position where they are welded to the columns. Though the lift-slab process has been widely used for schools, apartments, and barracks, RCA is the first major industrial firm to adopt it.

Another construction cost-reducing method was the extensive use of pre-fabricated exterior wall panels.

"The combination of these new construction techniques," said Pres. E. C. CAHILL, "cut an estimated 20 per cent from the usual time and appreciably lowered costs."

(See pages six and seven for views of Cherry Hill)



The entrance to the Cherry Hill Activity Administration Building which houses the reception area, Personnel Dept., & exec. offices



A strolling family inspects the new bridge site. Remaining Gloucester Service Co. bldg. (at left) will soon be overshadowed by the huge bridge

# Government Service Dept. Vice Pres. Awarded 25-Yr. Pin



**P**INCKNEY B. REED was born in Mobile, Alabama, in 1909, but grew up in Chicago, Ill., where he attended public school and the Armour Institute of Technology.

Early in life he was bitten by the "radio bug" and has been associated with radio and electronics ever since.

He joined RCA in 1930 and, between then and World War II, he functioned as a field engineer on RCA Photophone equipment and in other technical jobs. In 1938 he transferred to sales as a field sales engineer for electronic apparatus. During World War II he reverted to engineering for the war's duration, working with the Navy as a Sonar and Radar equipment field engineer assigned to shipyard and fleet activities.

At the conclusion of the war he took up duties in RCA's Washington, D. C., offices where he handled a sales engineering post for government and broadcast equipment. Soon he was elevated to regional sales manager for RCA's Engineering Products Division in Cleveland. A short time later he transferred again, this time to the Camden, New Jersey, home office of EPD where he was named field sales manager. Five years ago he was selected to manage the Industrial Equipment Section of RCA and, later the same year, he was elected vice president of the RCA Service Company, in charge of the then newly formed Government Service Department.

In 1952, Government's director won the RCA Victor Award of Merit, the Company's highest award for salaried employees, when he was cited for the dynamic growth of the Government Service Department.

Credited with spearheading the sales activities of Government, the bustling vice president built up an organization, in the short space of five years, that today is serving America's Armed Forces around the world. His department's far-flung ac-

tivities have taken him to Europe, the Near East, Japan, Korea, and other areas several times during the past four years.

These trips are interspersed with visits to the RCA Missile Test Project at the AF Missile Test Center, Patrick AFB, Fla., which operation is included in the far-reaching scope of the Service Com-

pany's Government Service Department.

Last month the RCA careerist was awarded his 25-Year Club pin by Service Company President E. C. CAHILL.

He resides in Haddonfield, New Jersey, with his wife and two sons, aged 12 and 14.

His hobby, when he finds time for it, is fishing, preferably deep-sea.



VP P. B. Reed, surrounded by well-wishers, accepts Pres. Cahill's congratulations

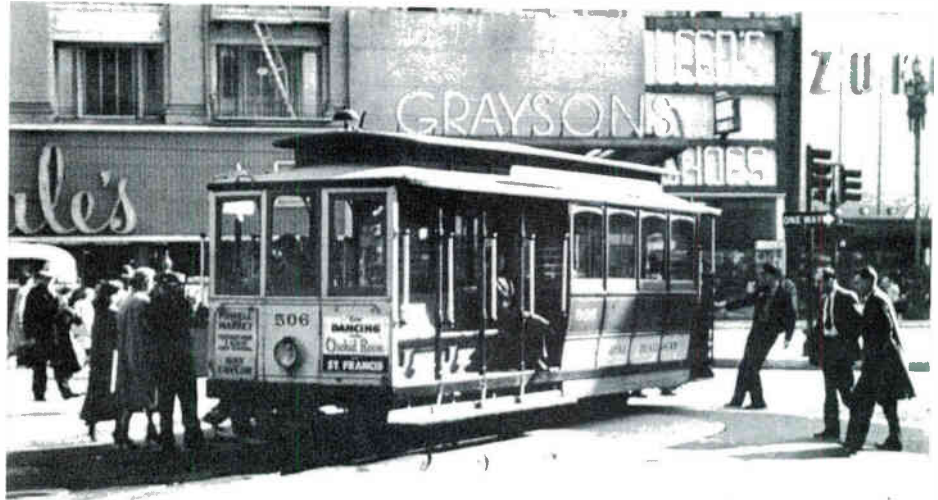
(Right) Govt FE C. B. Christianson is awarded field service citation by Brig. Gen. Albert F. Cassevant, of U. S. 8th Army, in the Far East  
(U. S. Army Photo)



(Below) R. E. Higgs (l.), MTP Photo Lab mgr., welcomes touring W. W. Watts, exec. VP, Elec. Prod. Others (l. to r.) are: A. Conrad; VP P. B. Reed; and E. W. Sheridan; VP T. A. Smith, Engineering Prod. Div.; S. D. Heller; and K. M. McLaren



# West Coast Engineering Survey Tests TV Reception & Engineers



**J. Callaghan & J. Masterson watch San Francisco conductor reverse streetcar's direction by swinging it around on a giant turntable**



**W**ITH a long line of historic surveys already in MERRILL GANDER's Engineering files marked "completed," it was natural the same group be commissioned to handle a proposed TV signal survey in San Francisco, California. It was their task to determine more conclusively the problems of TV reception under the most difficult terrain conditions.

The assignment began last November when the Service Company was directed to lend all possible assistance for a West Coast safari. Within a few days, NBC and Service Co. engineers readied two station wagons, packed with calibrating antennas and equipment, under Antenna Engineering Manager J. D. CALLAGHAN's direction.

The station wagon drivers were occupied full-time controlling the ungainly-appearing cars. The engineer in charge of the "day's run" sat next to the driver—charting routes, interpreting readings fed him by the equipment operator, and

maintaining mobile phone liaison with the area's field office, TV stations, and the second station wagon.

By divorcing themselves from normal job assignments (and family life), Engineers Callaghan, C. J. SCHNEIDER, and J. F. MASTERSON equipped the vehicles in record time and set out on shake-down cruises.

One test cruise took them along the New Jersey Turnpike (with police escort) where they claim more than one resident reached for his telephone as he saw the vehicles, with masts extended, rounding banked turns at 30 mph.

Last minute corrections made, the cars were loaded aboard a west-bound freight train, destination San Francisco.

Meanwhile, the engineers arrived and spent several days with NBC engineers laying out their test plans. Routes were plotted on a variety of maps, State and local police permits obtained, additional broadcast time arranged, along with garaging facilities and the processing of information.

**The engineers heard the reception was poor here at Alcatraz, but they understandably refused to include it in their survey**

Once underway, the vehicles were driven continuously for 25 days. And after the first few days, both station wagons were accorded the same respect as fire trucks.

The routes stretching through downtown San Francisco and Chinatown proved the most interesting, and challenging, to the specialists. It was no mean feat to skillfully maneuver the cars under street lighting, phone, and trolley wires with the mast fully extended 30 feet in the air, but with minor entanglements and 10 mph speeds, this hazard was minimized.

No circumstances occurred where it was necessary for the engineers to have to resort to law enforcement officials for clearance, but one incident points up the salesmanship required for such projects.

Cliff Schneider reports he had a few bad moments attempting to explain to a glove-waving State Trooper how engineers with New Jersey licenses could drive New York-plated cars in California.



# RCA Careerist Knows Servicing Top to Bottom



With his feet on the ground, John Dearing (l.) compares the height of a Cherry Hill bldg. antenna with some he's known. His guide is Charles Wright, of Broadcast Comm.

**N**O ONE told JOHN DEARING when he came with RCA in 1930 that someday he would climb 1,472 feet above the streets of New York to service the 222-foot antenna atop the Empire State Building. Nor did he have any idea that he was to spend his engineering career darting about the country, field engineering for Photophone, or handling police and aviation communications, or pioneering a new gadget called television, way back in 1931.

The more they could throw at John, the better he liked it. And today, after a quarter of a century of hectic installation deadlines, John depreciatingly tells of his exploits, only when coaxed, in a manner that belies the fact that he's the type who thrives on the unusual.

Photophoning first in Atlanta, he later worked the Pittsburgh district before he was called in to help set up the 1939 New York World's Fair TV demonstration.

The Second World War effort called for his unique talents and John switched to Government, working on shipborne radar for more than two years.

After the war, the versatile engineer headed up the TV Demonstration Group, helping the commercial infant to get on its feet.

In 1947, John transferred into Broadcast Communications where he racked up a world's record for putting TV stations on the air.

Still holding down a post in TURNER GRIFFIN's Broadcast gang, the specialist answers the traditional S.O.S.'s from harried broadcasters with the same zip that he had when he left Carnegie Tech.

National fame was John's when, three years ago, it was decided that five New York TV stations would share that city's most select antenna spot atop the 102-floor building.

Prior to the spotlight fame brought him

by LIFE's article, John had been laboring for a year and a half setting up the multiple antenna-shared system.

It took some 5,000 feet of coax line to set up the system, the top NBC antenna requiring two 450-foot, three and one-eighth inch lines to carry the signal from outposts on the 83rd floor to a pair of TV and FM transformers and junction boxes at the center of the antenna.

And it took a lot of climbing about the world's tallest structure to get the intricate system operating, so it was small wonder that John Dearing was the Company's choice.

Home to the 25-year veteran means Haddonfield, New Jersey, where ham rigs and test gear fill Mrs. Dearing's house.

(Below) This photo was taken three years ago when he appeared in LIFE magazine. John still makes the climb when the Empire State Building's antenna needs servicing or adjustments, summer or winter



(Left) Jim McTeigue was surprised last month when he was given a luncheon by home office's Credit & Collection group to mark his 10-yr. pin award. Jim accepted the pin from Treas. & Controller G. W. Pfister (2nd from r.), while Joe McNelis (l.), Commercial & Customer Acct.'s mgr. & Bob Cope, Technical Products Acct.'s mgr., watch the ceremony at Cherry Hill

# Construction

# The Cherry Hill Activity

# Completion

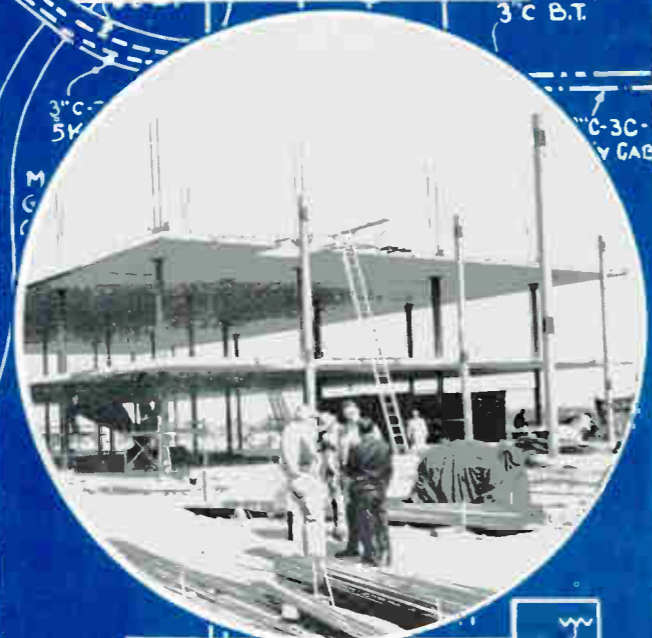


First come men with detailed plans and machines to implement those plans

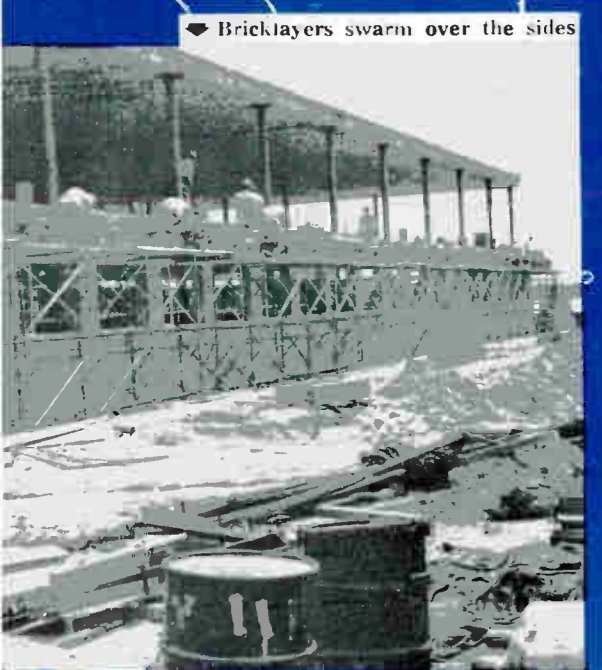
And the earth is pushed until it is molded into the proper shape for the entrance



The forms are made and concrete is poured for a lasting foundation



After the floors have been lifted into place, the buildings take on identities



Bricklayers swarm over the sides



And as the bricklayers complete their task, other specialists commence work on pre-fabricated walls



Adjustment is made to the jack which is to lift the pre-poured building floors into position



A new silhouette on the horizon. Compare this with the page six entrance photograph



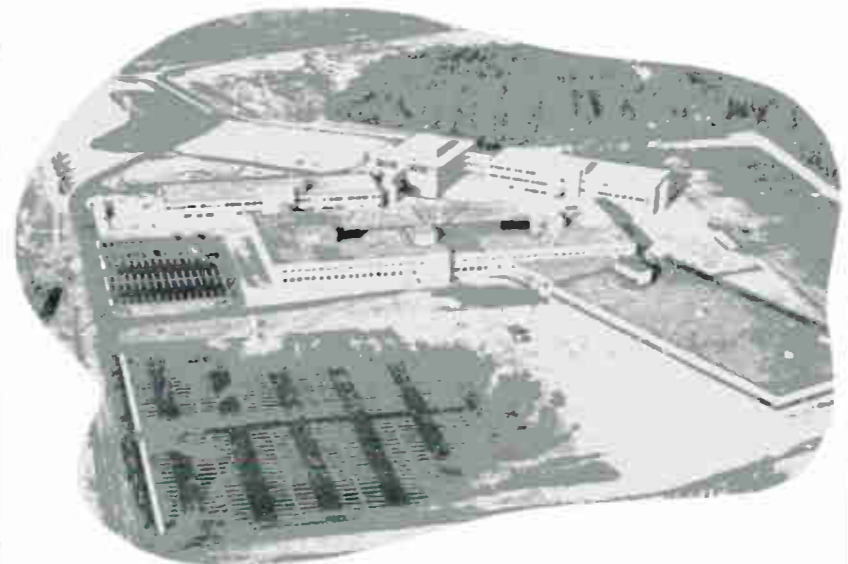
Any team, like Payroll's organization here, performs best with ideal facilities



And even the food tastes better in a spanking new cafeteria

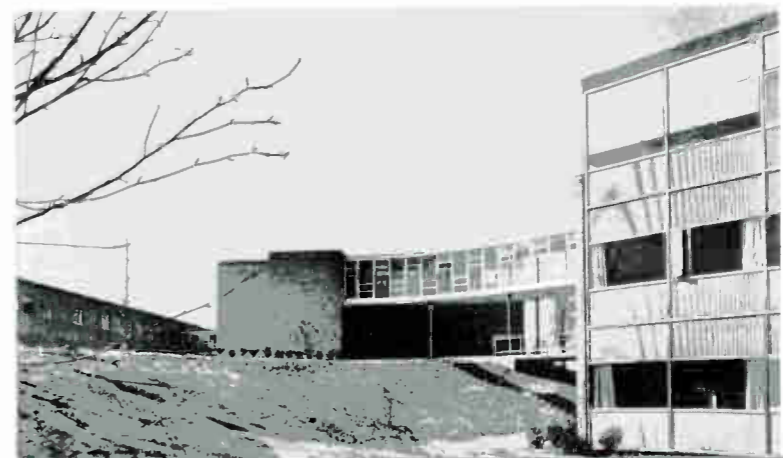


Spacious parking areas are evident in this aerial photograph



Enclosed walkways protect employees

The late afternoon sun brings slowly creeping shadows against brick & glass



Surrounding bldg's. make up quadrangle



# Stock Investment Plan for "Mr. and Mrs. Average"

**T**HE Monthly Investment Plan of the New York Stock Exchange and its members is designed for the person of average income who always wanted to invest in good common stocks but never accumulated a sufficient sum to start. Now it is possible, with payments as small as \$40 monthly or quarterly, to invest in any of 1,200 stocks of companies listed on the New York Stock Exchange—companies which pay half of the nation's dividends, produce half of all the goods made, employ more than eleven million people.

Yes, there is an element of risk, just as in the ownership of any kind of property. Again, stocks are not a substitute for cash reserves or insurance, nor should any individual risk reasonable security for himself and his dependents. When basic necessities are well provided for, a man or woman with small additional funds can consider risk for the sake of higher return.

Actually, there are more than 300 common stocks traded on the New York Stock Exchange which have paid a cash dividend in every year for 20 to 105 years, averaging out to a composite return of 5.7% for an uninterrupted dividend record of 39 years.

## Long Range Investment

Good common stocks have the following advantages which make them desirable from the standpoint of long-range investment:

(1) When a share of a company is bought in the form of common stock, the buyer becomes an owner, in part, of the company. Unlike a bond owner whose investment has a fixed interest rate, the holder of common stock shares in the prosperity of a company through larger dividends. If the company's earnings decline, he runs the risk of having his dividends reduced or omitted.

(2) Market fluctuations in the price of common stock need not be a matter of constant concern. Over the years, the price of ownership shares in sound American companies has tended upward, and, with the Monthly Investment Plan, a decline may react favorably when the long range trend of the stock is upward. By investing the same amount of dollars at different price levels, a greater amount of shares are bought when the market is low and a lesser amount when the market is high. For example, \$100 invested in a \$10 stock would purchase 10 shares. If this same stock went down to \$5, one could buy 20 shares (or double the amount) with one's \$100.

Thus, over a period of time, simple

mathematics should work in favor of investors. In fact, it will be found that the average cost of the securities purchased will always be lower than their average price. This may be seen in the above example where the average price was \$7.50 (\$10—\$5 divided by two) but the average cost was only \$6.67 (cost of \$200 divided by 30 shares).

(3) The purchase of common stocks is regarded by many as a means of maintaining purchasing power. For example, the dollar value of all common stocks has just about doubled since 1937, although the value of the dollar since 1937 has just about been cut in half. Whether this principle will always apply in the same degree will depend on the various economic factors.

Under the Plan, any amount from \$40 to \$999 may be invested in any one stock, monthly or quarterly, over any period from one to five years. As many Plans as an individual can afford may be kept going at once. For example: \$40 the first month in Stock A, \$40 the following month in Stock B, \$40 the third month in Stock C; the fourth month, investment again in Stock A. The exact number of shares (and fraction of a share figured to four decimal places) bought with each payment will be credited to the buyer's account.

Regular New York Stock Exchange commissions are charged for purchases through the Monthly Investment Plan. As a generalization, the commission on the purchase of less than \$100 worth of stock is a fraction over 6%. This is a non-recurring charge and is the only fee you pay, unless you decide to sell the stock. Shares may be sold at any time, at the customary commission rates.

There is no penalty for failure to pay one, two, or three payments. In fact, unlike other installment plans, M.I.P. does not bind the investor to any stipulated terms or contractual obligation. It is to his own advantage and no one else's to make regular payments. The brokerage firm reserves the right to cancel if monthly investments are skipped for four to five consecutive months.

The investor chooses the company or companies he wants to invest in, from stocks listed on the New York Stock Exchange, and has the right to draw on all the research facilities and experience of the brokerage firm selected.

After the first share is paid for, the investor is entitled to his part of any dividends voted by the Company, and can

direct his broker either to have a check mailed to him or to automatically re-invest the dividends in the stock.

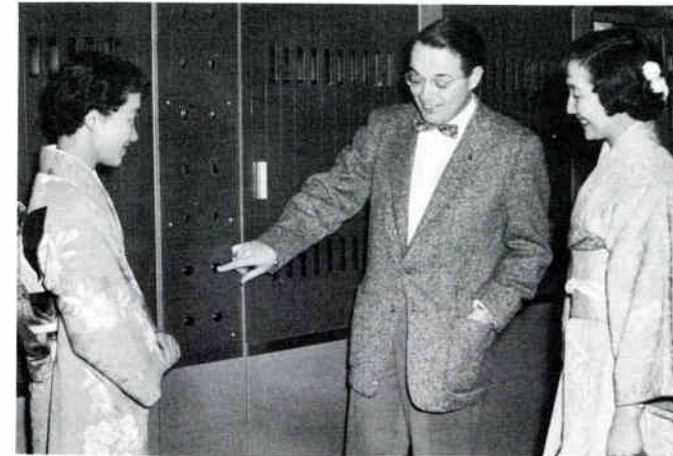
What would happen if you could have invested in this manner five years ago? Let's look at the chart. If you had invested \$500 in average industrial stocks in 1949 and continued to invest \$500 each year through 1953, reinvesting dividend income as available, your total investment of \$2,500 would have grown to a market value of \$3,480.95, or a total gross profit of \$980.95. To determine your net profit you would have to deduct commissions, amounting to approximately \$150 to \$160. Your net profit would therefore have been between \$820 and \$830.

Under the Monthly Investment Plan, stocks are not bought on margin but are fully paid for, and the investor is therefore not subject to a margin call. Termination is as simple as joining the MIP. Shares bought are mailed to the investor, and a fractional share may either be sold or the investor can buy the additional fraction needed to make a full share.

Full information on the Monthly Investment Plan may be obtained from any member firm of the New York Stock Exchange, or write the New York Stock Exchange, 11 Wall Street, New York 5, New York.

*This is the final article in the series of three, appearing in the Service Company News, on the Monthly Investment Plan for the small investor as sponsored by the New York Stock Exchange.*

# Service Company Field Engineer Performs "Demand Service" In Tokyo



(Left) Technical Products Service Dept. Field Engineer Wayne Neuhaus explains the new TV installation & operation to two Radio Tokyo Dramatic Group Players



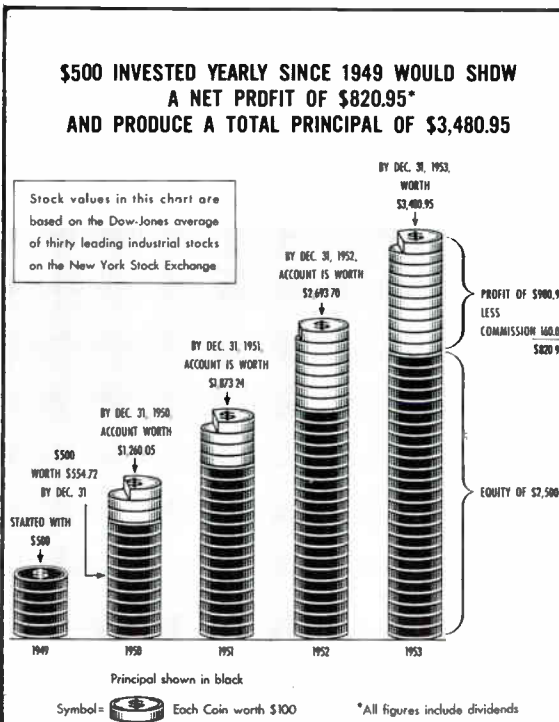
(Left) FE Wayne Neuhaus (2nd from left) & Japanese engineers he worked with in preparing TV station for on-the-air operation by April 1st

(Above) JOKR-TV's Chief Engineer Kokiichi Endo throws first "on air" switch in test. It was the chief engineer who requested the Company to send FE Neuhaus to Japan for station's installation



# District Training Coordinators Meet In Chicago

(Seated, l. to r.) R. C. Janzow, East. Area eng.; M. O. Pyle, Trn. mgr.; S. E. Baker, East. Area mgr.; D. K. Thorne, West. Area Pers. Adm.; (Standing) Trainers: C. E. Fires, Cleveland; R. W. Boese, Chicago; F. W. Hensley, Southwestern; W. M. McDaniels, West Coast; E. W. Stamp, Detroit; G. W. Whitten, Empl. & Trn. mgr. and E. G. Steinmann, West Central district



# Burned-Out New Haven Branch Bounces Back In 24 Hours



**I**N MID-January C. Mendez' New Haven, Conn., TV branch was the scene of a devastating four-hour fire which left the branch with all inventory and capital equipment items destroyed, along with a majority of its records.

Blamed on an exploding oil burner, the

gutted branch immediately picked itself up. Within a few short hours, Branch Mgr. Mendez had a real estate agent in tow while searching for temporary quarters, rented a trailer to store anything left of value, and had secured police protection to prevent pilferage.

New England District Manager E. S. WOZNIAK hurried down from his Boston headquarters with a rented ton and a half truck, picking up equipment and stock from our branches in Boston, Providence, and Fall River.

Within 24 hours, the New Haven techs had ample stock for their kits, a large ad was placed in the local paper supplying a phone number for TV service and asking customer indulgence, and the spirited branch was back in business—27 hours after the ruinous blaze.

On that first day back in operation, branch personnel answered telephone calls for service until midnight and when the techs reported for work the next morning, a complete schedule had been mapped out.

Eager technicians arranged the stock and salvaged what records they could; made a bench for chassis repair work and installed an antenna and antenna system for bench service tasks.

When the district manager left five days later, it was with the knowledge that the New Haven branch was on the road to recovery.

It takes more than fire to halt a branch that recognizes the value of teamwork.

## Milwaukee Branch Team Sets Theme For 1955 President's Cup Contest



(Above) Techs & office personnel gather for kick-off dinner in Milwaukee



Mgr. O'Connell's talk is short, but pointed

(Below) All agree it will take teamwork and plenty of sell, sell, sell



(At right, l. to r.) Chief Tech Ralph Kohn joins Tom O'Connell, B. Lindley, B. Winkle, & V. Knutsen in the branch's declaration of performance



# Service Co. Kicks Off "Stay Alive in '55" Campaign



Safety Adm. E. J. McGarrigan

**I**F you ask several persons why automobile accidents happen, you will get many answers.

It's easy to blame the occurrence of accidents on bad luck, bad weather, or the other guy's stupidity.

All of these things might have contributed to the accident, but to say that they were the causes of the accident is to stretch the imagination a little too far.

A fair and careful analysis of almost any accident will show how it could have been prevented by any of the drivers involved if he had been following the rules of safe, defensive driving.

For example, studies show that one of the leading causes of accidents is failure to reduce the speed of our vehicle in accordance with existing conditions.

If you reduce your speed to a point where control of your car will not be lost regardless of bad weather, road or traffic conditions, you will not have to experience the sickening feeling which comes with the realization that you are being carried helplessly into another vehicle—or some other object.

It's as simple as that.

*Insurance and safety expert, E. J. McGARRIGAN has battled the rising tide of accidents ever since 1930 when he began with the General Accident Insurance Co. in Philadelphia.*

*A unit supervisor when he left their home office eight years later for field service as an indemnity and safety representative, Ed gained first-hand knowledge in accident prevention, underwriting, and safety programs covering the Middle Atlantic states.*

*He joined RCA in 1952 and now directs the Company's broad insurance and safety programs.*

## To Service Company's Personnel:

The year which just ended has been a step forward for RCA in many respects. This means that all of you have taken a step forward, because the people of the RCA Family are the Radio Corporation of America.

One of the most important ways in which progress has been made at RCA is in the reduction of accidents. 1954 was an excellent year for our Company in regard to occupational accident prevention. The frequency of both serious (lost-time) injuries and minor injuries has been drastically reduced, and RCA activities have won ten National Safety Council awards for outstanding performance in the field of accident prevention.

The credit for this fine record belongs to you. The management of RCA will continue to exert every effort to provide safe working conditions, but in the final analysis each individual employee must take the necessary action and exercise the required precaution to prevent accidents.

In addition to occupational safety, there is another phase of accident prevention which is also very important. This is the prevention of accidents which are likely to happen to you while you are off the job.

National statistics show that a far greater number of people are killed and injured in the homes and on the highways, pleasure driving, than are killed or injured on the job. To the injured person it matters little where the accident occurs; the effect in the form of pain and expense is the same.

I urge you, therefore, to practice safety to the fullest extent in your home and on the highways as you do while you are at work. Your life and the lives of the other members of your family and the RCA Family depend upon it.

Again, thanks for your cooperation in establishing a new Company Safety record in 1954. Let's make 1955 even safer -- both on and off the job.

Frank M. Folsom, President  
Radio Corporation of America

## RCA Employees Join to Cut Off-The-Job Accidents

**S**TAY alive in '55!" This is the theme of a general safety campaign which will be carried on throughout Radio Corporation of America during 1955.

Employees in all the Company's operations are being asked to join in a renewed effort to reduce accidents, particularly during the "off-the-job" hours.

With RCA's working family of about 60,000 and another 120,000 to 150,000 dependents, the total RCA "Family" represents an important segment of the nation's population.

RCA completed 1954 with a good overall record in occupational safety, with a number of locations being recognized for accomplishments in reduction of "on-the-job" accidents (Service Company won National Safety Council's top honor).

However, national statistics show that more than five times as many people were killed in "off-the-job" accidents than met death while at work. In addition, the ratio of injuries was about four "off-the-job" injuries for each one occurred on the job. Specifically, the National Safety Council record shows:

1. About 15,000 were killed and two million injured at work during 1954, but...
2. About 80,000 were killed and nearly eight million injured in accidents *off the job*.

One out of every 20 persons in the United States was either killed or injured in off-the-job accidents. Whether you or a member of your family will be that ONE in 1955 depends a great deal on how far you go in following good, sound safety practices.



## Roper Survey Reveals Most TV Owners Satisfied with Service



Careful, courteous service is what counts with customers

A GREAT majority of the nation's 34,500,000 TV set owners are pleased with the promptness, quality, prices and courtesy of TV service technicians, RCA Service Company President E. C. CAHILL announced.

The fact that the television service industry continues to receive the hearty endorsement of the public was disclosed in a nationwide survey made by Elmo Roper, noted market research expert, for the RCA Service Company and the Consumer Products divisions, Radio Corporation of America.

"These findings, made public during the observance of 'National Television Servicemen's Week,' are a mighty tribute to the integrity and spirit of the more than 100,000 highly-trained and skilled technicians who install and maintain TV

receivers in America's homes," said Mr. Cahill.

President Cahill stated that, among other things, the Roper survey—the latest in a continuing study—highlighted the following points:

(1) Of the television families interviewed, covering different income brackets in widely-separated parts of the country, "overwhelming majorities" were thoroughly satisfied with all aspects of service received; few set owners had any complaints with repair service they are getting.

(2) Further corroboration of this fact was provided by answers to a question used for the first time in the latest survey: "Do you plan to use the same service company in the future, or not?" Eighty per cent said "Yes," with only eight per cent saying "No" and 12% "Undecided."

(3) Of the eight per cent who said they would not use the same service company in the future, nearly one-half of those interviewed said the reason was because of discourtesy on the part of the serviceman.

(4) Forty-nine per cent of all persons interviewed who made calls for service during the past year, reported "same day" service; 20% received service the next day; ten per cent within three days—or 79% of all service calls were filled within three days of a call.

(5) While the median cost of service calls increased 11% this year over last, reflecting the increasing age of the average TV set, 87% of the persons interviewed reported satisfaction with prices charged, while seven per cent said the prices were "not very good" and 6% did not know or did not answer.

Mr. Cahill said the survey results "shows a hearty endorsement of the services, prices and attitudes of the thousands of technicians and service associations, as well as television manufacturers, distributors and dealers, by the people in a position best to evaluate TV service—the owners of the nation's television sets."

Regarding the public's opinion of the quality of service received, President Cahill said, the survey showed 90% indicated their approval. Seventy-seven per cent termed the service "very good," 13% said "fairly good" and only four per cent expressed dissatisfaction. Six per cent did not know.

The latest survey is the seventh annual study of its kind conducted by the Roper organization for RCA. Undertaken and carried out on a scientific, impartial and nationwide sampling basis of approximately 5,000 families, the survey was described by Mr. Cahill as the most extensive ever carried out to determine authentic public feeling toward TV technicians.

"Naturally, we're pleased with the results of the findings," said the Company's top official. "Not only is the RCA Service Company proud of the record of its service technicians, but we are proud to be associated with an industry which has in its ranks the thousands of trained and reliable independent technicians that make up the entire electronics service business. If this most recent survey proves any one point, it is that the record of the country's TV service technicians warrants continued public confidence in their work—and I'm sure the industry will continue to provide just as good service in the future as it has in the past."

## Consumer Veep Hails Br. Big Top Progress



Vice President D. H. Kunsman

**M**ORE sales and better service are the twin goals of the "RCA Big Top" contest now entering its third and final phase.

And . . . with less than a month to go before the RCA Big Top pulls up stakes and moves into history . . . those goals are being met by many of the more than 160 Consumer Products branches, declares CP Vice President DON KUNSMAN.

Results of the big, "circusy" campaign have been more than gratifying so far, Kunsman said. And . . . he's predicting even better sales and lower complaints as the drive goes down to the wire.

Sixth in a series of President's Cup contests, Big Top was kicked off during January at a series of branch manager meetings held across the country.

San Francisco, Omaha, Syracuse and Billings, Mont., branches have already cashed in on the many merchandise prizes adding incentive, Kunsman said. And he added those branches were tops at the end of the first phase, February 24. Second phase winners will be announced in a few days.

In addition to the merchandise prizes waiting new owners, the hustling veep reminded the field of the four gleaming cups, donated by RCA Pres. Frank M. Folsom, traditionally presented winning branches at branch dinner parties.

### RCA SERVICE COMPANY NEWS

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Editor  
THOMAS A. FITZGERALD

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**RCA** *Pioneered and Developed*

**COMPATIBLE  
COLOR TELEVISION**

# A TRIBUTE

RCA SALUTES YOUR NEIGHBORHOOD  
TELEVISION TECHNICIAN  
DURING NATIONAL TELEVISION  
SERVICEMEN'S WEEK MARCH 7-12

Have you ever thought how much your TV serviceman contributes to your home entertainment? He puts in long hours to keep abreast of a rapidly growing and increasingly complex business. He stands by for your call.

Thanks to his expert knowledge and friendly service, you and your family enjoy the miracle of television day in and day out.

And, he merits your confidence by using products of unquestioned quality, such as RCA Receiving Tubes and RCA Picture Tubes.

*In honor of your local television serviceman, and the thousands like him from coast to coast, RCA proclaims National Television Servicemen's Week, March 7-12.*

**RCA**

**RADIO CORPORATION of AMERICA**  
ELECTRON TUBES HARRISON, N. J.

Look for this symbol at your local TV store or shop. It indicates participation in this nation-wide event by the leading television dealers and servicemen in your neighborhood.

A TRIBUTE TO THE NATION'S TELEVISION SERVICE TECHNICIANS FOR THEIR TREMENDOUS ACCOMPLISHMENT IN INSTALLING AND SERVICING THE 50 MILLION TV SETS NOW IN ACTIVE USE.

NATIONAL TELEVISION SERVICEMEN'S WEEK  
MARCH 7-12, 1955

**N**ATIONAL Television Servicemen's Week, a nation-wide tribute to the 100,000 technicians who service the country's more than 34,500,000 TV sets, was inaugurated March 7 during an intermission of the Broadway musical hit "Peter Pan," televised in color by NBC and co-sponsored by the Radio Corporation of America and the Ford Motor Company.

To focus attention on the tribute, RCA announced the Week on several of Sid Caesar's TV shows, on the "Great Gildersleeve Show" over the NBC radio network, plus "spot" radio and TV comments by Vaughn Monroe. In addition, RCA distributors and their dealer-customers

were supplied with promotional material for the local level. In printed media, LIFE magazine carried a full-page RCA ad devoted to the technician and the service industry (*reproduced above*).

The first recognition of its kind ever afforded electronics technicians, the salute was registered with the U. S. Chamber of Commerce.

"The service industry," said VP D. Y. SMITH, RCA Tube Div., "has met the challenge of installation and maintenance imposed by countless electronic devices for home use since World War II. But by 1957—only two years hence—at least 25,000 additional techs will be required."