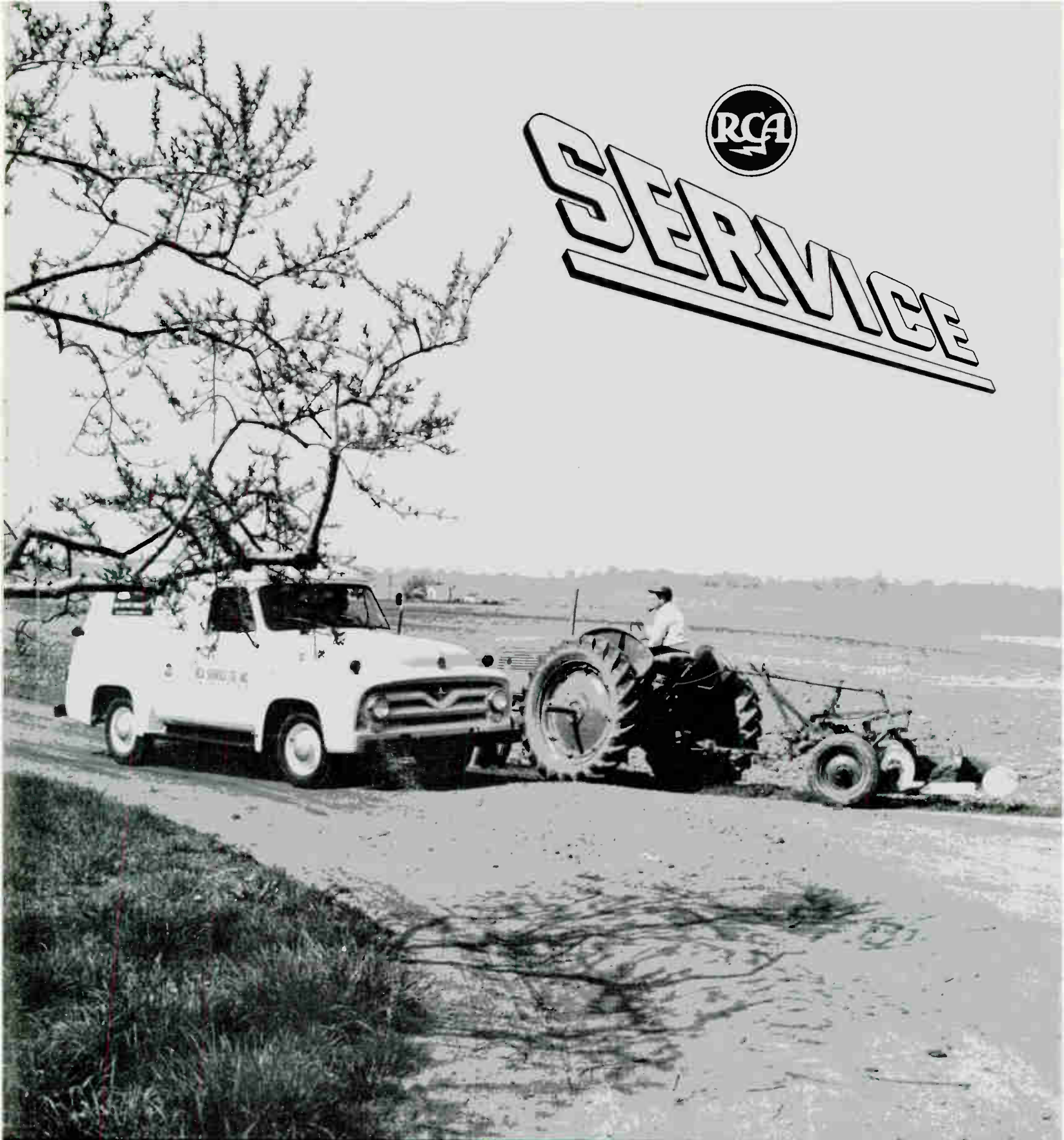




# SERVICE



MAY, 1955

**RCA SERVICE COMPANY, Inc.**



Vol. 12, No. 3

May, 1955

Published for the employes of the RCA Service Company, Inc.— A Radio Corporation of America Subsidiary—with home offices at Cherry Hill, Del. Twp., New Jersey

Editor

Thomas A. Fitzgerald
Personnel Dept., Bldg. 201-1
Cherry Hill, Del. Twp., Camden 8, N. J.

New Place—New Face

As Spring moves over the land, changes take place before our welcoming eyes. Old as the spectator may be, the annual and miraculous bedecking of green on tree and hillside never fails to kindle hope—renewed effort—and increased perspective.

We've been planning all through the long Winter on a new format for the RCA SERVICE COMPANY NEWS and the combination of the new home and Spring added up to make now the most propitious time.

Changing a format is greatly akin to the reluctant discarding of old hats or comfortable shoes. You know it has to come sooner or later—progress rides a charger—but you can't forget the weather and times you've both been through. So being Homo sapiens, you make it as painless as possible, cutting with deft but loving care in the hope you are preserving the character for a sturdy frame within remodeled covers.

Communications—A Two-Way Street

It is hoped that the new format will increase the popularity of the publication, making it more effective as a means of communication. But it is important to recognize that communications is a two-way street. Field technician, engineer, office worker and manager must aid by becoming more publications minded.

Our organization is successful because it operates as a team. And each member of this team, either in this country or abroad, should be kept informed not only about new sales campaigns, service policies, suggestion awards, etc., but also how each of us, our respective activities and departments, functions to make up the RCA Service Company Team.

So send us your suggestions and constructive comments on how we may improve SERVICE as a vehicle carrying information to you. Send us pictures of your branch, your district, your personnel servicing, selling, satisfying RCA customers.

We want only to provide you with a publication you'll be proud to take home for your wife and children to read. One which will allow you and her to properly evaluate your task and responsibility not only within the corporate framework but also within the country's competitive economy. And a publication which will subtly stay on the living room coffee table, from issue to issue, for friends and neighbors to see and read.

That is the hope we kindle this Spring—the new format you're reading is the result of our efforts—and you can aid our perspective by contributing material and comments.

The

Contents

New Place—New Face 2
Govt. Dept. Field Managers Confer 3
Contract Fulfillment Operations 4
Videclinic—Closed-Circuit Television 6
Tech Products Team of the Year Drive 7
The Focus Is On Safety 8
Appliance Lift Truck & Suggestion Award 9
The Greene Years—Television Serving Industry and Science 10

The

Cover



Spring means plowing and planting to the farmer. To the TV technician it means improved driving conditions to render his service, either on the farm or in the city.





Col. Carl Elver, USAF Hdqtrs.



Comdr. Elton Vanderburgh



Hon. William H. Martin



Above Brig. Gen. H. L. Scofield  
Below Brig. Gen. Jos. Horridge



(Left to right)  
C. M. Odorizzi,  
exec. vice pres.,  
Corporate Staff;  
Hon. William H.  
Martin; Govt. VP  
Pinckney Reed;  
Brigadier Gen.  
H. L. Scofield;  
Service Company  
Pres. E. C. Cahill;  
& Brigadier Gen.  
Jos. Horridge

from around  
the world

## Government Department's Field Managers Confer

**F**IELD managers from all corners of the globe were in attendance at Government Service Department's annual conference held recently at Cherry Hill.

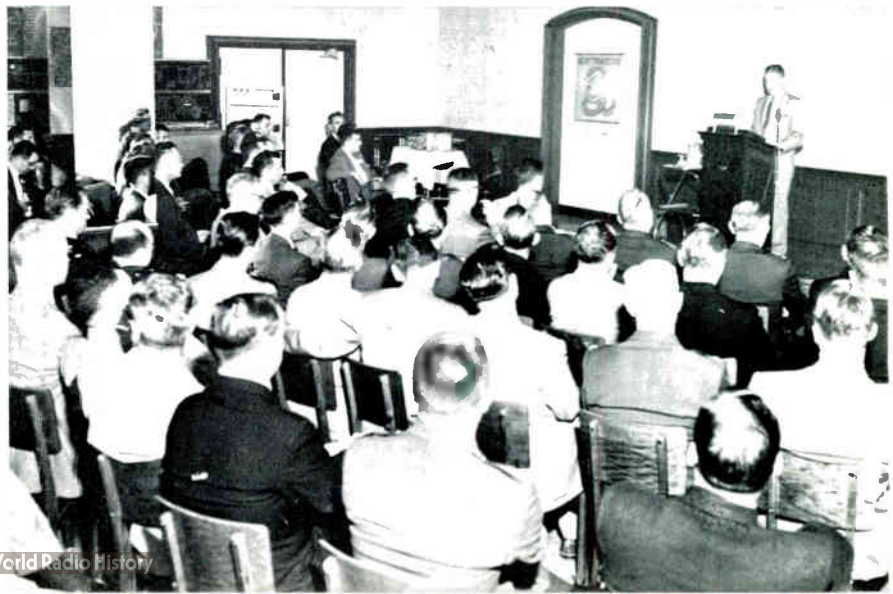
Designed to coordinate the many activities of fast growing government service, the five-day huddle also served to better acquaint Government supervision with the military officials they serve.

The first two days were spent exclusively planning future activities within the Service Company and Engineering Products Division.

Then, on the third day, Government Vice President P. B. Reed manned the speaker's platform to present a detailed explanation of Government's Field Engineering Support Program to the military guests.

Included among distinguished guests were: Brig. Gen. J. Horridge, Ordnance Training Command; Brig. Gen. Jos. Dreyfus; Brig. Gen. H. L. Scofield, Office of the Chief Signal Officer; and the Hon. William H. Martin, Deputy Assistant Secretary of Defense for Application Engineering, who climaxed the last day's talks.

Government Service Department Vice President  
P. B. Reed explaining Govt.'s FE Support Program



SILENT SALESMEN . . .

*They Sell  
By Stamp*



Mailing & Inserting Machine Operator Art Roney fills machine's card bins

**E**VER hear of a breed of salesman who never puts his foot in your door, never makes an appointment, hasn't any samples . . . in fact—never comes face to face with a customer? Well, meet the Service Company's Contract Fulfillment Group.

As anyone with only a nodding acquaintance with the service industry can tell you—service contracts and their renewals are the pulse beat of the operation. J. R. GALLAGHER's unit in Cherry Hill, under Manager of Advertising HERB POOLE, aids the steady functioning of that life-giving stream of renewals.

When you ask Jack for a definition of Fulfillment's operations, he tells you simply: "Anything that Advertising sends out goes through here." Thorough inspection and observation convinces you of matter-of-fact modesty.

In a recent six-week period, this finely meshed organization processed and mailed out, to RCA customers, the startling figure of over one million pieces of advertising literature.

Contract Fulfillment's support of the TV tech in the field might also be better appreciated when you realize Uncle Sam's postal service likes Jack's crew, especially when he tallies the money spent for stamping privileges—

running into many thousands of dollars each year. Even glue factories are respectful of a customer who regularly buys 55 gallon drums of the sticky stuff to seal envelopes.

Essentially a sales promotion operation, the Fulfillment activity encompasses four basic tasks: solicitation, by mail, for the renewal of Consumer Products Service Department's TV or air conditioning service contracts; the issuance of the maintenance contracts; bulk mailing of promotional literature; and the actual control of the contract forms.

However, versatility being a prime requisite for survival in the field of servicing, the organization's guys and gals handle many special mailing jobs of an anything but routine nature.

For instance, whenever promotional devices such as toy shovels, imitation medicinal capsules, balloons and the like, are designed by the ad men for attention-getting (directed either within or without the Company) mailings, then the *fulfillment* part of the job, requiring the completed, in-one-piece and properly attached promotional device to the right people—at the right time—in the right quantity, begins to mean what it says.



To the layman troubled once a year with a Christmas card mailing list, the immensity of the operation starts to unfold. Everyday is "the day before Christmas" to this group.

One of the minor headaches to Jack and Fulfillment is assuring the delivery of hundreds of thousands of pieces of advertising forms and brochures to the entire country (including Hawaii) at the same time. Even if you don't consider the voluminous postal regulations—which you must—being sure that Worcester, Massachusetts, gets the latest, carefully planned and timed special contract offer at the same time as Denver, Colorado, calls for highly efficient programming, with everyone pulling his own weight.

Fortunately, machines are available for the run-of-the-mill mailings. These include a mailing and inserting machine which can automatically insert up to six separate pieces of information into a single envelope and then seal the flap, a postal meter machine, a labeling machine, a folding machine and the traditional office mimeographing machine.



(Above) The unit's machine area, including postage meter, inserting & mailing, labeling & folding machines

(Below) Fulfillment's hand stuffing operation for special jobs that won't go through machines



A. Roney (l.) selects envelopes from a New England district branch while Carmine Marchionne checks material. Carmine operates the labeling machine



Typical is the day-in and day-out processing of material geared to the Company's IBM section. The branch technician (or dealer initially selling a set) answers a service call. He completes his daily work form at the end of the day, coding it properly. Received by IBM, a timely mailing list composed of customers (some about-to-expire contracts) moves to Contract Fulfillment where the proper contract renewal solicitation form is shipped out.

But scientific as it all is, even machines like to live it up by slipping a cog once in a while. JOHN FEASLER, who right-hands for Jack, recalls a rare case when an envelope, without its supporting message, arrived in a St. Louis home. Nothing more might have been heard except the lady of the house opened it and, curiosity piqued, wrote the Company requesting the AWOL contents . . . "as it might be something important."

No need to add she received the absent information—and no need to add, either, that both field and home office recognize that Contract Fulfillment is "something important."



Contract Fulfillment Mgr. Jack Gallagher surrounded by a sampling of the unit's forms

# VIDECLINIC

## Tech Prod FE's Aid 18,000 Doctors Meeting via Closed-Circuit Television

FE NEIL BARBERIE,  
OF BOSTON, MASS., DO,  
CHECKS HIS CIRCUITS  
PRIOR TO AIR TIME.



**T**HE case in point . . . a closed-circuit television program, including live TV, film coverage, and remote pick-ups, to be viewed by 18,000 of the nation's physicians.

The object in point . . . to present the largest single closed-circuit television showing of its kind in a smooth, trouble-free manner—and that's where Tech Products' district field engineers around the country came in.

It was the job of these Service Company specialists to set up and test the TV closed-circuit equipment and circuits used. Our engineers call this the "pre-program video and audio phase." This brief but tension-packed period serves to get equipment aligned and to satisfy the engineers that all the circuits are functioning normally. It also acquaints them with the actual program cueing, format, and any last minute changes.

After the test phase is completed, the engineer warily paces his usually cramped equipment area until showtime when the payoff comes. If he's been diligent and thoroughly checked and re-checked his equipment over at least several times, the program should go off O.K.—and the medics had nothing but praise for the professional job turned in by Tech's craftsmen.

### President Eisenhower Opens Program

President Eisenhower opened the "Medical Journal of the Air," appearing just before the scientific portion of the program, discussing the need for proper medical care.

Then the physicians launched into a panel discussion originated in New York, Boston, and Cleveland that included film reports from Minneapolis, New York, Boston, Chicago, and New Orleans by top-flight heart specialists.

Called "the largest post-graduate educational conference ever held" by the sponsoring pharmaceutical house, the session evoked the following comment by Dr. George F. Lull, secretary-general manager of the American Medical Association:

"Only by grasping the new communications opportunities such as closed-circuit television can the physicians of this country keep abreast adequately with all the new advances."

But elaborate as the preparations were, the doctors can feel confident. Whenever they need communications "first aid" . . . Technical Products Service Department is on call 24 hours a day.



FE W. J. HEWSON AIDED BARBERIE IN THAT DISTRICT



tech products . . .

# Team of the Year Campaigns in The Field

**A**n expense-free weekend for two at New York's famed Waldorf . . . plane transportation for two to New York from anywhere in the nation . . . a citation by Service Company President E. C. CAHILL . . . and a personal commendation by General David Sarnoff—all that heaped atop wonderful monthly prizes—small wonder then that Tech Products is on the march with the "Team of the Year" contest.

Already over two months old, the campaign promises to be the most spirited and ambitious yet undertaken by the men who are charged with electronics service to the country's industry.

Nationwide meetings held in all the districts carefully mapped the contest which pits district against district, engineer against engineer, and manager against manager in a fireworks-promising selling battle right down to the last day of this year. Then the score will be toted up and once the dust settles, Tech's Team of the Year will emerge—and who that will be is anyone's guess at this point.

The actual Team of the Year will be composed of one man from each of three categories; a field engineer; a field manager or district supervisor; and a district manager, broadcast communications manager, or Camden repair shop manager.

And topping it all off, there will be RCA Victor merchandise awards for new business each month for the top field engineer.

The contest's judges are Tech Products' VP W. L. JONES, Pers. Mgr. J. F. MURRAY, Mgr. of Sales & Merchandising G. F. SANDORE, and Mgr. of Operations C. JOHNSON.

Several hustling engineers have already scored in the opening phases as the campaign snowballs along.

Dallas district's BOB SHORTHOSE and Pittsburgh's GENE NACCARATO slugged to within \$6.20 of each other in last month's first Man of the Month portion of the drive. Bob took honors, however, with a Beverage Inspection Machine contract over Gene's theatre circuit business. RALPH MLASKA, Chicago Brdcast. field office, was April winner on a big sale to a TV station.

At this stage of the contest, though, with the echoes of the opening gun still rolling away, Tech's managers are sure of only one thing—and that is that it's a wide open race with lots of dark horses. No one is willing to officially or un-officially commit himself as to any sure winners.



**WEST COASTERS . . . seated l. to r.: A. Bradford, L. Gibbs, S. F. Burns, W. Cooley (presented a 25-Year Club pin at the luncheon), Hal Madison. (Standing): R. McKinstry, D. Howard, W. Larkin & K. Monk at Seattle sales drive meeting**



**Tech Products Vice President W. L. Jones (l.) goes over campaign figures with Tech's Mgr. of Sales & Merchandising, G. F. Sandore**

*(Below) Atlanta field engineers lay plans for that district's Team of the Year contest*



# THE FOCUS IS ALWAYS ON SAFETY

**W**HEN we're at work, we are constantly being reminded in various ways to work safely. The result is that most of us have learned to be accident-conscious. We realize that many unsafe conditions can be eliminated and that others can be prevented from causing harm if we follow certain safe practices.

At home, it's a different story.

We frequently allow unsafe conditions to exist, and we think nothing of violating every rule in the book when working around the home.

To show what we mean, let's consider one of the leading types of accidents in the home—falls. People fall and hurt themselves as a result of the existence of certain unsafe conditions.

Why not check your home in regard to the following items to see whether it is safe from such "booby-traps."

- (1) Are grease and liquids immediately removed from floor whenever spilled?
- (2) Are mops, brooms, vacuum cleaners stored neatly so they will not obstruct passage?
- (3) Are garden tools neatly stored to avoid tripping and falling injuries?
- (4) Do you always use a rubber mat with suction-cups when using shower in bathtub?
- (5) Is furniture arranged to permit clear passage?
- (6) Does everyone regularly avoid leaving dresser drawers open or leaving shoes, clothing, etc., where they may cause a trip or fall?
- (7) Do you always turn a light on when walking around in bedroom after dark?
- (8) Are front and rear porch steps in good repair, and if two or more steps, are they railed or otherwise protected?
- (9) Are porch railings—front and rear—at least three feet high and solidly set?
- (10) Are hall and cellar light switches located immediately inside door?
- (11) Is lighting throughout house adequate?
- (12) Are scatter rugs throughout the house resting on non-skid pads?
- (13) Is non-slip wax used on hardwood and linoleum floors throughout house?
- (14) Are hallways and all stairs free from toys or other tripping hazards?
- (15) Do you prohibit small children from playing alone on porch with low rails or in room with open, low, unscreened windows? Or near large vessels of water (bathtubs, washtubs, etc.)?
- (16) In trying to reach high places, do you always use ladder which is in good condition instead of climb-on chairs, boxes, etc.

Take home the rules of safety which you learn on the job. What is good sense at work is good sense at home, too.



**Miss Safe Driving, Barbara Horchler, of Florida's Missile Test Project, atop a cabin cruiser during a safety parade through Patrick AFB**



**Boston, Mass., safe driving pin ceremonies. (L. to r.) Martin Rubin, Police Sgt. T. Kearns, Don Tabbut & Russ Dunlap. Photo courtesy of the Boston Record**



**Norfolk, Va., Br. Mgr. Irv Faye observes pin ceremony. Winning techs are Harold Rosen (2nd from left) & Dick Wear. Awards were made by Eastern Area Pers. Adm. J. Siegel (r.) (Below) Austin, Texas, Police Chief R. D. Thorp (center) presents safe driving pin to tech Milton Holleman (l.). Tech Chas. Riedel received pin earlier. Photo by City of Austin**



D  
E  
F  
E  
N  
S  
I  
V  
E  
D  
R  
I  
V  
I  
N  
G  
D  
I  
V  
I  
D  
E  
N  
D  
S



conditioning  
for the

## Air Conditioning Season

AVAILABLE now in both Eastern and Western areas, a recently developed appliance lift goes into action at many branches, just in time for the traditional air conditioning installation and servicing season.

Since the beginning of the air conditioning program, the installation, and in some cases the servicing, of A/C's has presented a problem because of the weight of the units. Costs went up on some jobs when two men had to be scheduled to make an installation . . . with the only need for the second man being a two-minute period during which the unit was lifted to the window.

Not unaware of the problem, TV Technical Operations has been searching constantly for an appliance lift truck suitable for branch operations.

Now, with over 150 of the lift trucks destined for TV branches around the country, air conditioning service is better geared to the demands made this season.



Dick Erdlen, of Collingdale branch, demonstrates new ease of A/C installation with appliance lift



## Suggestor's Program Brings \$750 Award

One of the top suggestion awards paid by the Service Company was recently issued to T. H. Buraczenski, manager, Bensonhurst TV Branch. He was presented with an award of \$750 by D. H. Kunsman, vice-president of Consumer Products, on a recent visit to Cherry Hill. In addition to the award he received a gold Century Club pin with one diamond, signifying accumulated suggestion awards of over \$500.

Early in 1953 Ted conceived an idea for the sale of a Factory Service Overhaul. At that time he was I&S supervisor at the Flatbush TV Branch. He submitted his idea as a suggestion on April 10, 1953. The purpose of this overhaul program was to stimulate demand service business and provide incentive for customers to take out a contract. The plan was experimentally tested at the Midtown TV Branch, New York City, during the Spring of 1953, and it was later adopted nationally at the price of \$29.95.

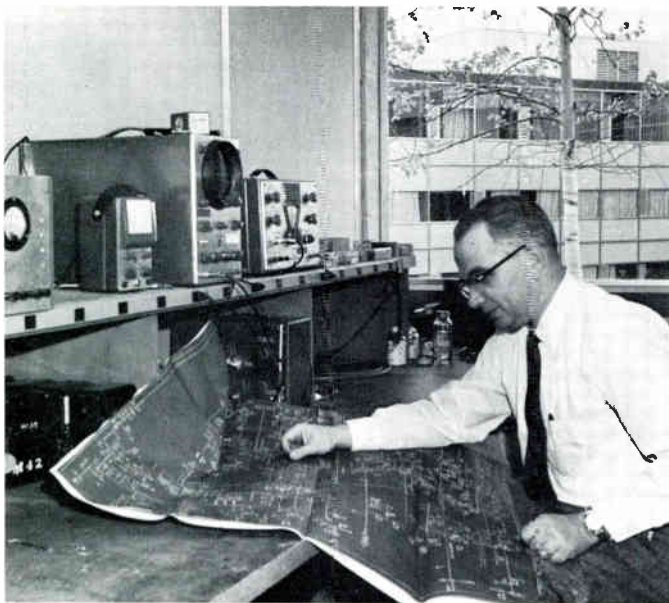
Mgr. Buraczenski received an initial award of \$50 for his suggestion in July, 1953. Since there was no accurate method of determining tangible benefits at that time, the suggestion was to be reviewed after one year to establish if further savings had been realized.

His suggestion was reopened in 1954 and its results to that time were evaluated. As a result of this study an additional award of \$750 was unanimously approved by the Suggestion Committee in March, 1955.

Ted Buraczenski, who joined the Service Company as a technician in 1946, at the Midtown TV Branch, New York City, became branch manager in January, 1954. This suggestion had not been his first success under the Suggestion System. In 1952 he submitted a suggestion, jointly with two other employees, from the Flatbush TV Branch. Their suggested method of re-zoning and re-arranging the dispatching system in any congested area by taking advantage of topography, concentration of calls and speed of travel, resulted in an award of \$166, which was divided among the suggestors.



Wage & Salary Mgr. J. Lippincott (l.) presents check to Ted, VP Don Kunsman watches Bob Baggs (r.) affix Century Club pin



J. H. Greene checks equipment blueprint

## The Greene Years

### Television Serving Industry and Science

FOR about five years now J. H. GREENE has been busy setting up TV shows for extremely limited audiences, generally one person. Fact is, it's doubtful that you'll ever see one of Jack's shows—they're designed to serve industry rather than entertain anyone.

You see, Jack works with ITV . . . Industrial Television . . . where the applications of the TV camera embrace a wide range of projects undreamed of by the "arm-chair TVviewer."

Just a short while ago, the Southern Railway wanted to find a new and economical way to record freight car numbers. The old method was to have an employe attempt to spot and record the individual numbers as the trains rolled into the shifting yards. Now the ITV camera, operating as a TV reporting system, has replaced all that with sure, efficient RCA industrial TV cameras. Jack and MEL STUDDT, Atlanta district engineer, worked double harness on that installation.

#### Camera Goes Where Men Can't

A new plant owned by the Florida Power & Light Company was plagued with an antiquated boiler inspection system involving constant checks for the exact stage of combustion. Formerly, several boiler operators were required to climb stairs to various levels in order to look through peep holes at a 2000-degree blazing inferno. Then they called the control room over a communications system, reporting their findings.

Ever since last Fall, however, the camera perched atop the boiler gives a single operator a picture of the entire combustion process immediately.

In New Orleans, the Louisiana Power & Light Company utilizes ITV to check a power plant's gate. By setting up a camera in a door transom, the operator in the main building no longer has to leave his post unattended to open and close the firm's gates.

A unique application of ITV exists in a Las Vegas hotel's gambling establishment. Here a single operator keeps tabs on all the gates while they're in progress merely by flipping switches on a master control. Such a system not only protects the house but assures visiting participants of the honesty of all players.

#### ITV Helps Train Future Dentists

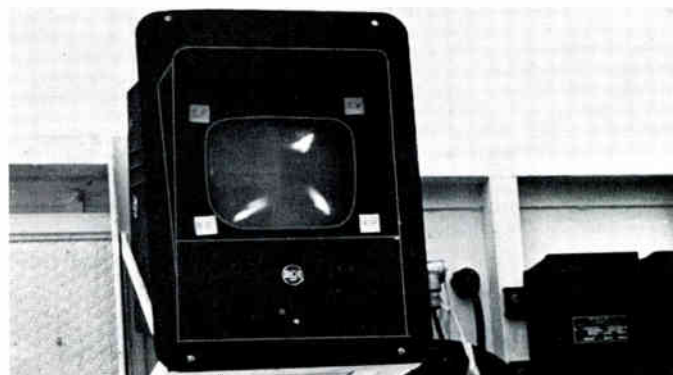
Education-wise, the compact ITV camera enables dental surgeons at the University of Kansas City's School of Dentistry to project close-up details of oral operations to more than 100 students seated in a lecture hall a floor away. Before RCA industrial television came to the rescue, only six students were permitted in surgery at one time and none was close enough to view the detail presented by TV. This installation also includes a two-way intercommunications system allowing the surgeon to describe the operation as he performs it, and hear and answer questions from the students.

Over 20 years radio-TV experience have gone to make Jack the highly respected expert he is. And it all began in Wilmington, Delaware, where he went to work for a radio service company immediately following graduation from Wilmington High School.

The following Fall Jack went to school, studying electrical engineering and radio engineering at RCA Institutes and N.Y.U.



Gambling casino operators keep their eyes on the play



View of ITV monitor, showing flames inside stack



# FOTO FEATURES



Powerhouse control operator checks plant's gate



Pictured in Bangkok are (l. to r.): Larry Reardon, Bob Feibel, Frank Beard, & Ed Ostby. The men work for Government Service Department in the Far East

## GREENE YEARS, continued

School over, he joined a Long Island electronics firm as a design engineer. A short time later, he joined RCA as a special tester in Camden. His saavy with circuits quickly came to the fore when he reduced "type" tests, saving the Company time and money, and he was named process engineer.

In 1950 he transferred to Service Company where he has since added new laurels with designs for special test equipment for servicing industrial TV equipment—along with sound ideas for ITV improvements tested at RCA's David Sarnoff Research Laboratories at Princeton, New Jersey. Thelma, Jack's wife, has long since grown used to his unpredictable hours and flying trips across the country . . . both hallmarks of today's engineers.

### Works Closely With EPD And Field

As coordinator of Technical Products' ITV service, installation, and engineering, the 14-year RCA careerist works closely with Engineering Products Division's sales and engineering, instructs field personnel during ITV installations, and compiles and writes "service letters" for field information.

Of course, a good bit of this electronics specialist's work involves classified installations for the military, but it's no secret to Tech Products that "he works under unusual conditions, making 'pressure' trips with a minimum of preparation and without regard to personal plans or comfort."

In short, Jack Greene is one of the dedicated engineers that form the tight-knit, hard-hitting Tech Products' team.

Govt. FE Fred Reichardt climbs a 90-foot steel tower housing 5 antennas at the top. The enterprising engineer discovered the tower in a salvage yard, reconditioned it for operation in Kyushu, Japan



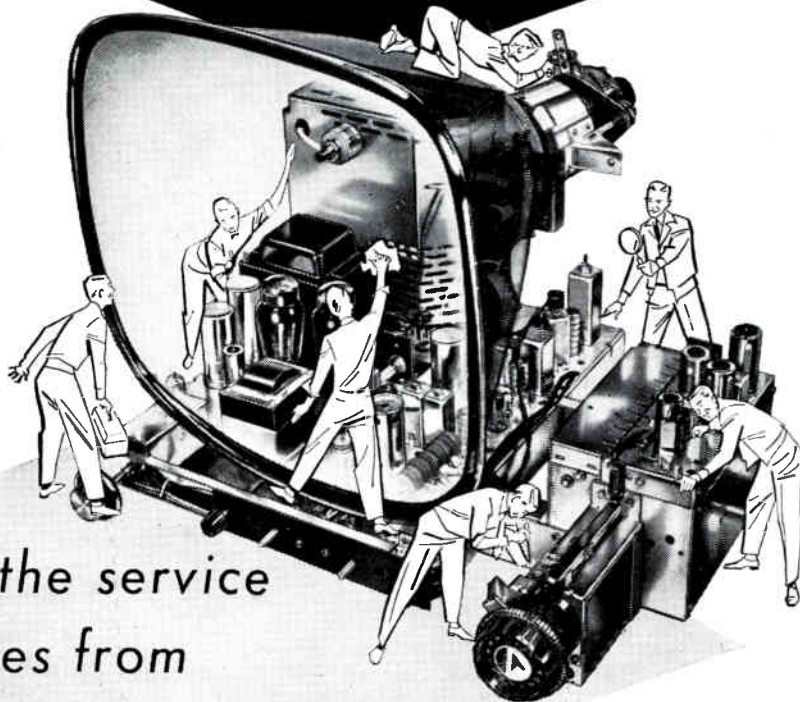
## Remember When . . .



J. F. Murray (r.), now pers. mgr., gave up his 7th floor (Camden) fire captaincy to F. Vetovec, now cus. ser. rep., EPD. Ass't Treas. R. L. Olmstead (l.) assists during April, 1948 change-over

# RCA VICTOR

## America's Finest Television



... gets the service  
it deserves from

**RCA SERVICE COMPANY**

The best service for RCA Victor Television comes from the people who know this fine television best. It comes, in fact, from RCA people themselves . . . from the expert technicians of the RCA Service Company.

RCA's own technicians are trained by the engineers who design RCA Victor Television. Thus, RCA Service technicians know all there is to know about America's finest television. What's more, they service RCA Victor Television *alone*—no other make. And when a set needs replacement parts, they use only genuine RCA parts.

RCA Victor Television owners can enjoy RCA Factory Service in either of two convenient ways. An RCA Factory Service

Contract protects the performance of their set the year 'round. A variety of contracts makes this coverage available at the price level each set owner prefers. Of course, this same fast, expert RCA Factory Service may be had on a strictly pay-as-you-go basis.

Back of every job done by an RCA Factory Service technician stands the vast engineering skill of the entire Radio Corporation of America. RCA's facilities and resources are entered in the field of Television service for one compelling reason. In short, because RCA feels that America's finest television *deserves* America's finest service. That's RCA Factory Service . . . another reason why every year, more people buy RCA Victor than any other television!

**RCA** *Pioneered  
and Developed*  
**COMPATIBLE  
COLOR TELEVISION**



**RCA SERVICE COMPANY, Inc.**

A Radio Corporation of America Subsidiary

Comden, N.J.