

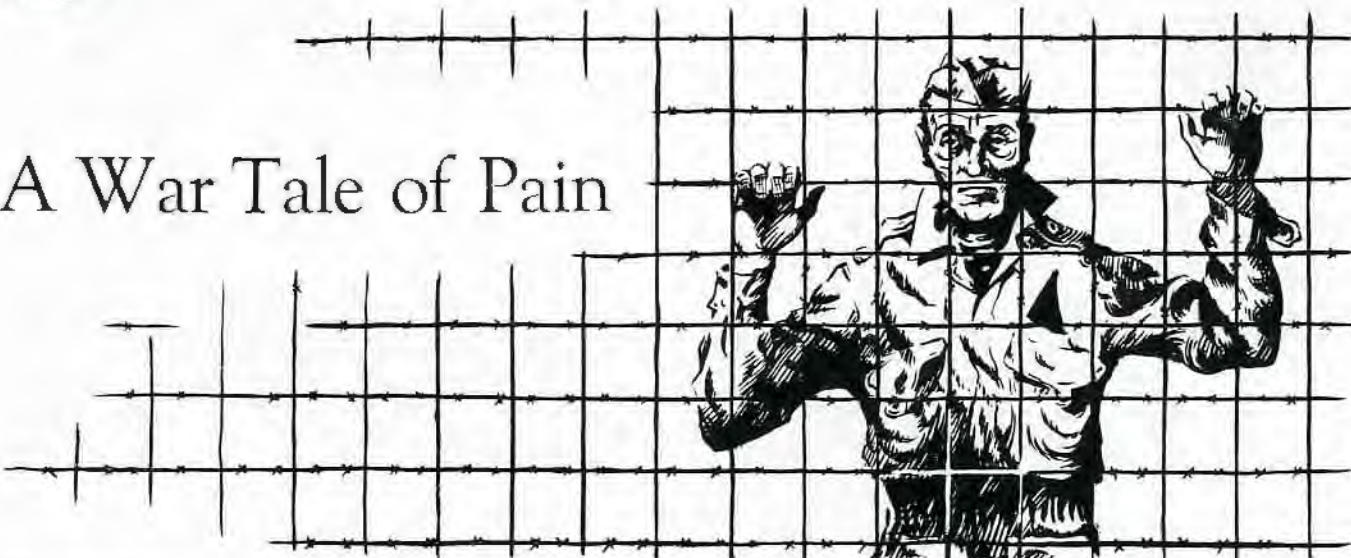


NEWS



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

A War Tale of Pain



There is one ex-GI among us, at least, who is not planning to tell his war tale to his children some day.

It is not that this fellow employee is taciturn or reserved, mind you. It's just that he has no desire to recall days of pain, persecution, and imprisonment.

For Jim Leonard, now a most affable technician at the Trenton branch, was, not too long ago, one of our thousands upon thousands of half-starved, half-frozen, half-alive prisoners of war.

The recent conflict was running along without incident, albeit a bit more dangerously, for Jim until that fateful day in April of

1944. He was bombardier of one of our most potent flying fortresses, and was experiencing day and night raids and flak over Germany and her allied lands.

On that day, when a chain of events began which Jim says he tries awfully hard to forget, his plane was shot down over Weiner-gustaf, a pin-point on the map of Austria near the Hungarian border. While bailing out, Jim was shot in the left leg, and upon hitting the ground, he broke it.

Jim landed, fortunately enough, in an open farm field. He was picked up by a group of Hungarian peasants who were more frightened than he. Luckily, one of the peasants had spent five years in Detroit. It was through this man that Jim made known his wound. It was under this one-time American worker's direction that he was placed ever so carefully in a farm cart and driven over rocky roads to a Hungarian hospital.

After five months there, during which time doctors attempted to stretch his leg to normal size, he was taken to a prison in Budapest, where he underwent routine interrogation.

From there he went to an official prisoner of war camp in Sagan, Germany. "This camp," according to Jim, "gave us no forewarning of what was to come. While there we had almost enough to eat, we read, went to language school, and rested."

It was almost six months later, however, when Jim was taken to a POW camp in Nuremberg, that he knew full well the meaning of Nazi brutality. In that camp, there was little, and oft-times no food. Beatings were frequent, slave labor was mandatory. The warmth of a fire was unknown. There was no heat.

To add to the camp's miseries, Allied bombing raids kept the prisoners up all night, "but," Jim reflects, "somehow we didn't mind that too much."

Shortly before V-E day, he was transferred to Mooseburg, Germany, near the Italian border. And it was there, upon the camp's capture by General Patton's troops, that Jim witnessed the one sight he doesn't want to forget — the raising of the American flag.





That Cashier in Rahway—The Clerk in Philadelphia—They Have Their Likes, Dislikes, and Hobbies Like You. Here Is Their Story in Picture and Text—the Human Side of the Branches

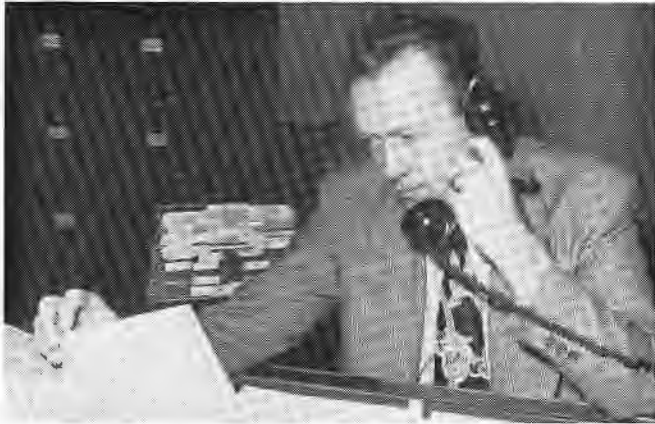


William J. "Bill" Mills, below, is a renewal sales coordinator. Bill came to RCA nearly two years ago after operating a motion picture projector in Peoria, Illinois. A jolly fellow, who can take a lot of kidding about his size, Bill is married, and his favorite hobbies are "ham" radio and bowling, at which he swings a mean ball



Bill Morin is a chief clerk. He is twenty-nine years of age and a newlywed, having married this past November. Bill's hobby for many years has been photography. Since he married a commercial photographer, the natural thing to do was to plan on a business venture. By summer the Morins will take your picture for profit.

It is said of Bob Hawke, I & S supervisor, below, that he can tell the customer's name and complaint by the mere tone of his or her first words. Bob has been with RCA three years. He is married, has two children, and writes free-lance fiction.



Emily Purcell, above, is a renewal sales clerk. She only came with RCA recently, but had previously been handling Service Company contracts in a direct mail house. She is a mere twenty, but her ambition is to get married. She should have no trouble

Bob Moore, technician, below, is just out of the Army, believe it or not. With RCA since 1946, it was not until 1948 that Uncle Sam asked for his services. Bob's spare bachelor hours are spent on his little cabin cruiser. He plans long voyages.



Joe Eckert, above, is a quiet, unassuming chief technician. Having joined RCA in 1936, he came with the Service Company way back in 1946. A bachelor "because he hasn't found the right one," Joe's time is spent working on the radio transmitter in his car.

Natalie Dietz is a cashier. Her only complaint with RCA, for whom she has worked nearly two years now, is that the branch in which she labors has no women's bowling team. Aside from the ten pins, she is a more than ardent horsewoman.



Bob Fedde'ler is probably our only telephone clerk who "doesn't believe in marriage." Bob, shown above at work, spends his evenings in night school learning pre-law and business. His weekends are taken up in swimming. He is a former life guard.



Safe at Home

The Home Can Be As Dangerous As the Highway — Follow These Simple Hints During Spring Cleaning and Guard Your Family Against Accidents

Home is where the hurt as well as the heart is!

Last year, alone, some 32,000 persons were killed within what we mislabel "the safety of their own homes."

These deaths were unnecessary. They could have all been prevented with care. Yet almost any one of them might happen in your house this year, this week, this day.

Keep them from happening by making your home at least as safe as a modern industrial plant.

Always keep stairs and passageways clear. Toys should be seen and not hurt upon. Make sure junior or Jane puts away his or her playthings when finished with them, especially those with rollers or wheels.

Protect your fireplace with a tight screen. Scores of bad burns and fires resulted last year from flying sparks and loose burning logs.

Keep your bathroom floor dry and soap out of the tub. Slipping on a tile floor or in a marble tub can easily maim or even kill you.

Electrical shocks and fires contributed in large measure to home deaths and accidents last year. For safety sake, repair or replace worn light cords and frayed extensions. Make sure you have porcelain light sockets and insulated pull cords. Make certain all fuses, except for service, are of fifteen amperes. Have your house wiring inspected regularly.

Rugs beautify any home, of that there is little doubt. But the amount of pain and damage caused by many an average house rug would amaze you. Fasten all rug edges. Have no small rugs at head or foot of stairs. Keep stair carpeting in good repair at all times. Don't heed these suggestions, and you or yours may be the victim of a nasty fall.

Dispose of rubbish. Many a spontaneous combustion in that attic full of junk has burned down a house. Put ashes only in metal containers. If they are still smoldering when you place them in paper bags and cartons havoc may ensue.

The kitchen has proven a danger point over and over again. To make certain that your kitchen supplies food and not fatalities, be sure all utensil handles are turned inward on the stove; tie curtains away from the stove; keep gas burners and pilot light adjusted; use strong stepladders when reaching into the cupboards; never, never, dry-clean in the house.

Within the confines of your home, but outside of the house, are your garage, lawn, garden, and porch. These areas may also attribute to danger if you are careless.

Repair all defective porch steps and rails. A fall through a broken step by one of your family can be painful. A fall by a friend or stranger can place you in unsurmountable debt.

Put garden tools away when finished with them. There is nothing more dangerous than a loose rake. If you must put the tools to one side while you complete some other chore, make sure they are not in the driveway.

As for the garage itself, common sense should tell you never to start your car with the garage doors closed. Likewise is it apparent that too many tools, ladders, hoses, etc., on the garage floor are a hazard.

Children around the home add further safety responsibilities. Make sure all poisons are out of reach of youngsters, clearly marked, and with taped up tops. Place cooking utensils on the range's inner burners only, far from children's grasps. Be certain that junior respects your driveway, let him think about it as a street, and make him look both ways when crossing it. Drivers, we all know, are not fool-proof.

Those rainy days may not only tire mother, they may also scare her to death. Teach your children not to slide down banisters, for this seemingly good time can lead to serious injury. Keep attic boards in good repair, for children are great at prying up loose planks.

Now that spring cleaning time is drawing near again, make plans to heed the above suggestions. Check and recheck your home for danger points. Get rid of them to make sure your family will remain safe at home.





Fashion experts *dictate*, but they do not tell us how to be fashionable on small in comes. Those of us who refuse to be dictated to still like to look smart, so here is a whispered "suggestion" of what will be modish this coming spring, with a few hints on how to achieve the change in styles as inexpensively as possible.

Short, full coats are to be worn (with or without a belt, as preferred). Why not create a little jacket by cutting away the bottom of your flare-back coat? You can make a matching belt or buy a contrasting one, and the material which is cut away will make a dandy "weskit" or scarf, or even a skirt or something for little sister. If you make a scarf, just fringe the ends of the material as a finish.

Boleros are here again, and if great-grandma could unearth a basque type jacket you

could wear it with every confidence (it wasn't liable to fall apart or smell too strongly of moth balls).

For once the "dictators" have decreed in our favor—no sleeves—and it is very easy to unpick the sleeves out of sweaters, blouses, and dresses, is it not?

Narrow belts, tiny buttons grouped together, large buttons for a dramatic effect, plus a pique, organdie, crochet and anything in *white*, are to be the spring "added bits."

Pleats hold their own, and pockets of all shapes and sizes anywhere and everywhere are to be popular, and don't forget that *big* patterns are coming to the fore.

Small checks come into their own again, and how smart they are! Gabardines, flannels, and tweeds are all-important too.

As to colors, blues are to predominate—navy, skipper, heather, aquamarine, and all pastel shades, although the clear bright reds, corals and hot-pinks vie with yellows from wheat to gold for second place. Grey and beige remain the "classic" colors.

As to cosmetics—vivid lipsticks such as "rascal-red" with navy blues, scarlets and

neutrals, and "dither" with hot-pinks and blue-reds will be in good taste. There's a lovely new rose beige shade of make-up too—powder and foundation all in one—the name is "Blushing Angel."

Here is a suggestion which may mean all the difference between looking smart and well groomed or otherwise. Watch your hem lines! If a dress is meant to have a straight hem, then let it be straight. So many dresses drop a little at various places in the hem after they have been worn a little. Get mother, or sister, or a friend to make the necessary adjustment by marking a ruler or a piece of wood to the desired height of your hem above the floor. Then, have the stick held in one position while you move slowly around next to it, and the dress can be marked with chalk or pins to match the mark on the wooden marker. Cut away the surpluses and finish the hem off again.

To make a plain dress a little "fussier," buy some matching or contrasting fringe, and stitch it around the yoke. You can also add fringe to the skirt, stitching it around at a crossways angle or just straight around the skirt in two or three places.

To digress from the usual "Here and There" writings, and because the editor found himself with an afternoon free and nothing to do but rummage through personnel files, we offer this choice bit of information:

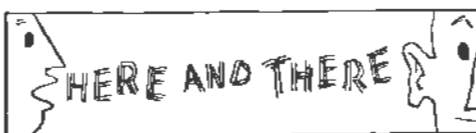
The simplest of lexicographers could have whatever kind of a jolly time lexicographers experience enjoying the equivocalness, or double meaning, in our employee roster.

For instance: we have a Long and a Short, a Grow and a Little.

Occupationally speaking, we boast a few Millers, Farmers, Carpenters, and Shoemakers.

These in addition to a Taylor, a Pastor, a Cook, and a Cobbler.

In the animal kingdom, if you don't ad-



here too closely to the spelling, the Service Company pays good money to a Fish, a Lyon, a Fox, and a Hawke.

Geographically we are well represented, with a Lake, a Pool, a Hill, and a Lane.

In strong contrast to each other, we employ a Knight and a Day, a Brown and a Black, a Grey and a Green.

Significant of Old-World backgrounds are the Princes and the Kings, one England and even one France.

And, oh yes, in case the boys are interested, we have among our personnel records a Grable and a Turner.

Joe Hatchwell, formerly of Franklin Square, is working in Gloucester now on sub-contracting.

Keep your eyes open for the new branch office signs. They are mighty colorful and come complete with "Little Nipper." Their size will of course be dependent upon physical requirements at each branch, but the largest one will be six feet tall and thirty-six feet long. Quite a sign!

Collingdale has been used as a testing ground lately. New card filing system and a new stock control procedure will result from that testing.

Here are official Veterans Administration answers to but a smattering of the hundreds of questions asked by ex-GIs, their relatives, and dependents each month:

Question: I am an honorably discharged World War II veteran. Are VA education or training benefits available to me if I go to a private teacher?

Answer: If you are training under Public Law 16 because of a service-incurred disability, you may have a private tutor if one is prescribed for you by VA vocational guidance counselors. No private tutor is available to you under the GI Bill, which stipulates that a veteran must attend a State-approved school or training establishment to receive VA benefits.

Question: Will VA guarantee my loan for the purchase of residential property containing more than one family unit?

Answer: Yes, if you are a veteran, but the total number of separate units in the apartment cannot be more than four if you are the only buyer. If other veterans are joining with you in the purchase, then one ad-

ditional unit may be added to the above-mentioned four for each veteran participating in the purchase.

Question: Where does Veterans Administration conduct medical examinations for rating purposes?

Answer: Examination for rating purposes are made whenever possible in regional and sub-regional offices. If more convenient, they may be made in VA hospitals or by VA designated physicians.

Question: Have I any recourse to civil courts if I do not like the decision of Veterans Administration on my claim for disability compensation?

Answer: No. The law specifically provides that the decision of the administrator of Veterans Affairs in such matters is conclusive and final.

Question: I was discharged from the Army in 1945 and have been taking GI Bill training. I recently married and hope to save enough money to make a down payment on the purchase of a home. Is there a deadline for me to apply for a GI loan?



Answer: Yes, there is a deadline. You have until July 25, 1957, to make formal application for a GI loan, guaranteed or insured under the Servicemen's Readjustment Act.

Question: While going to school under the GI Bill, my hand was seriously burned in a radio class. Will VA pay my hospital expense in a local hospital?

Answer: No. Any disabilities incurred by a veteran while taking education or training under the GI Bill are considered non-service-connected, but you may be able to establish eligibility for hospitalization in a VA hospital because of your war service.

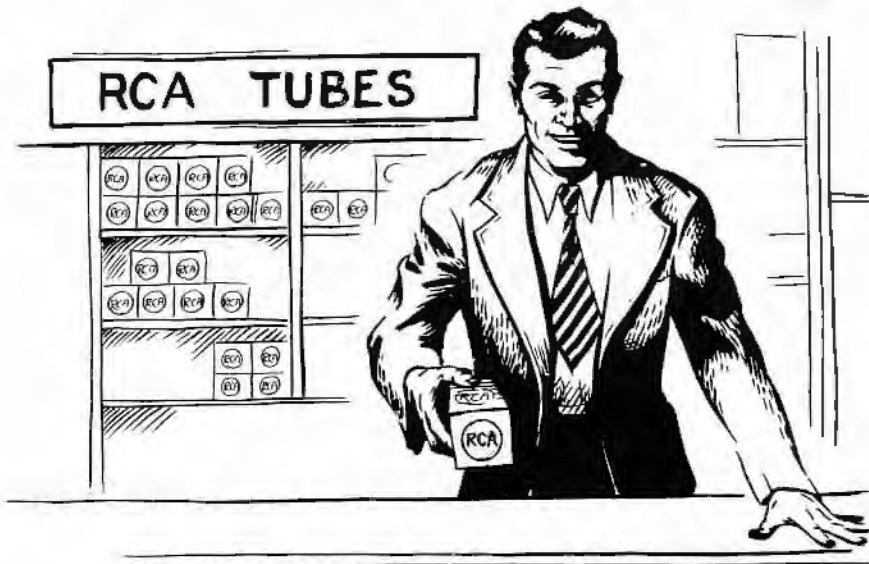
Question: Will I be permitted to choose my job objective under Public Law 16?

Answer: Yes. VA counselors will always be on hand to help you decide on a job or trade objective.

CONSUMER PRODUCTS



Competitors' Good Will a Must, TV Personnel Told



"While RCA dealers and independent service organizations are competitors of the Service Company, we must not lose sight of the fact that they are also *good RCA customers*," C. M. Odorizzi, vice president of RCA in charge of service, reminded all members of the Service Company's executive staff and all section and district managers some time ago.

"Dealers buy and sell television and radio receivers, sound equipment, tubes, and parts," Mr. Odorizzi pointed out. "Service men buy and sell tubes and buy RCA test equipment. These dealers and service men are entitled to all of the respect, help, and co-operation that customers deserve and expect."

Mr. Odorizzi's remarks, made in a letter of October 14, are considered so much the basis of our operation and policy towards competition, that they are being redistributed to all television branch managers with a suggestion from J. A. Milling, vice president Consumer Products division, that they conduct their branch business "in accordance with their broad business principles."

A very important problem of the Service Company's, according to Mr. Odorizzi, is its standing in the community and in the service industry as a whole. "To be successful," he avers, "we must have the good will and the co-operation of our distributors, our dealers, and our customers. We must take our position in the community as a worthy competitor of other service organizations.

The television industry has grown so rapidly, and the future potential is so great, that it affords sufficient work for all qualified technicians."

Referring to the RCA dealer who elects to have his own service organization handle his television installation and service work, Mr. Odorizzi points out that "it is his privilege to do so. In such cases, it is to the Company's best interest to give him assistance in his service problems."

We want to be helpful, in every way we can, to the many capable, well-equipped,

and well-trained independent service men who are installing and servicing RCA television receivers. We want to be helpful, Mr. Odorizzi adds, "so that all owners of RCA receivers may be in a position to obtain repairs by competent, qualified technicians—whether they buy such service through the Service Company, through the dealer, or directly from the independent service man."

Mr. Odorizzi gives a few illustrations, in his remarks, of how the Company can use its resources and service "know-how" to lend technical assistance to the service industry, and to give better service to RCA customers.

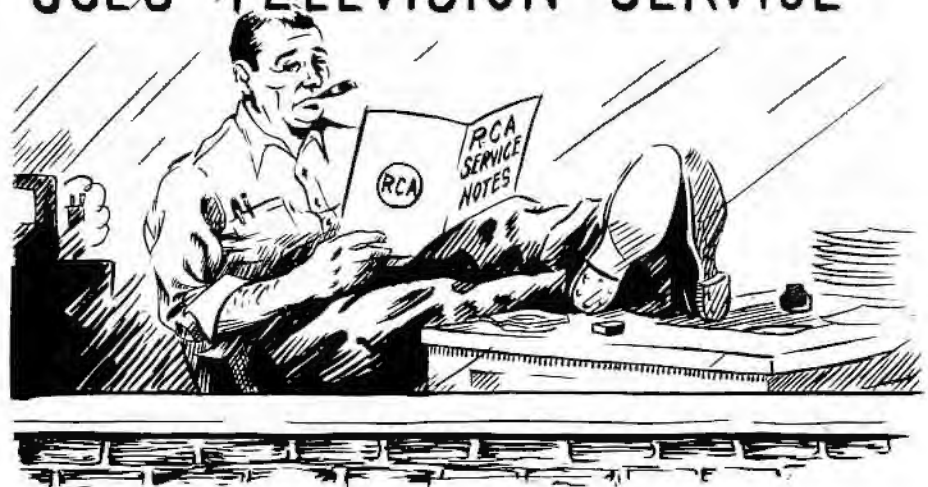
"We want to make our 'Service Notes' available to all qualified technicians who may have occasion to service RCA products . . . we plan to make a library copy of our 'Service Notes' available to all Service Associations requesting them.

"The RCA Institute plans to make its RCA Television Home Study Course available to all television technicians.

"While we want to do everything that we can to promote the general welfare of the service industry and to establish ourselves as worthy competitors in the local communities," Mr. Odorizzi points out, however, "we must at the same time aggressively promote our facilities, our services, and the advantages which they offer to RCA customers."

For, as he reminds the field, "Service Company branches will get their share of the service market based *solely* on their ability to sell a high quality service at competitive prices."

JOE'S TELEVISION SERVICE



Renewal Ratio Sure Barometer of Service

Contract Salesmen Pivotal Group In Solicitations of TV Renewals

A renewal service contract is an offer on the part of the RCA Service Company to bring again for another full year to the initial service contract owner of an RCA Victor television receiver all of the vast facilities, experience and resources of RCA.

It is further assurance of good value for each dollar invested, and at the same time assures the owner of every RCA Victor television receiver that he has "The Only Guarantee of Its Kind in Television."

Who solicits these renewals when they are due? How are these solicitations made? These answers lie with the men of the Contract Renewal Sales unit who, under the supervision of W. H. Bohlke and direction of J. B. Ogden, Manager Contract Sales Group, are responsible for what is the sure-fire barometer of a service organization — renewal sales.

During 1950, the goal of this group is to sell renewal service contracts to each known owner of an RCA Victor television receiver, whether he owns an initial contract, is on a demand service basis, or is registered by an RCA Victor dealer.

The potential for renewal contract sales in 1950 will approach fifty per cent of the Company's entire business potential.

How is a renewal service contract sold? The answer is simple, the job far from it.

During 1950, home office mail solicitation will procure the greatest percentage of renewal contract sales, and at the least possible selling expense.

If this mail solicitation fails, the branch renewal salesman will probably procure the next greatest portion of renewals by telephone calls.

There are, of course, many customers who, cognizant of their contract lapse date, renew without so much as an initial reminder.

The mail solicitation campaign is a carefully planned one. It begins six weeks prior to contract expiration, and does not end, in some cases, until after the standard grace period of ten days.

The telephone calls are far from impromptu also. The renewal salesman or branch manager who makes the calls is fully instructed as to customer relations and as to the specific service background of each customer called.

But the real selling job for renewals lies primarily with the installation and service men.

The customer's experience during the first year of his contract, to a major degree controls his decision to renew for the next and succeeding years. This means performing the service work required in keeping



W. H. Bohlke, supervisor Renewal Contract Sales Unit

with our high standards, and treating the customer with respect due anybody who happens to be your "bread and butter."

It is the duty of everyone of us to keep selling the twenty-three bargain features and inherent dollar value of a renewal service contract.

Every installation team member, every service technician, every branch and television district employee, can find many an open-

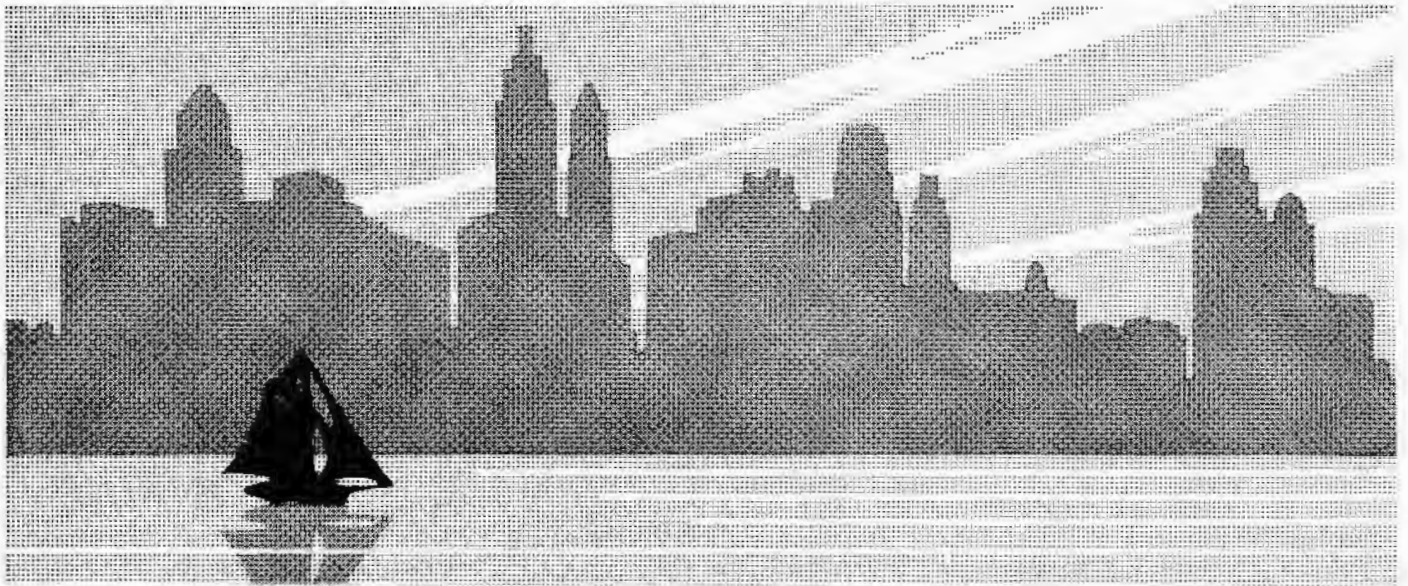
ing in which to talk up the service contract.

A few well-chosen words relative to the bargain of an initial contract, as well as a renewal, can often mean the difference between an expired contract and a renewal — the barometer of a good service organization.

Remember, every RCA Renewal Service Contract Sale is good for your branch, your district, your company and above all *you*. Service Sales, in short, promotes Security.



Bob Rosenwald, left, and Frank G. Brockerman, both of the Contract Sales group, discuss a renewal rate chart



Chicago District

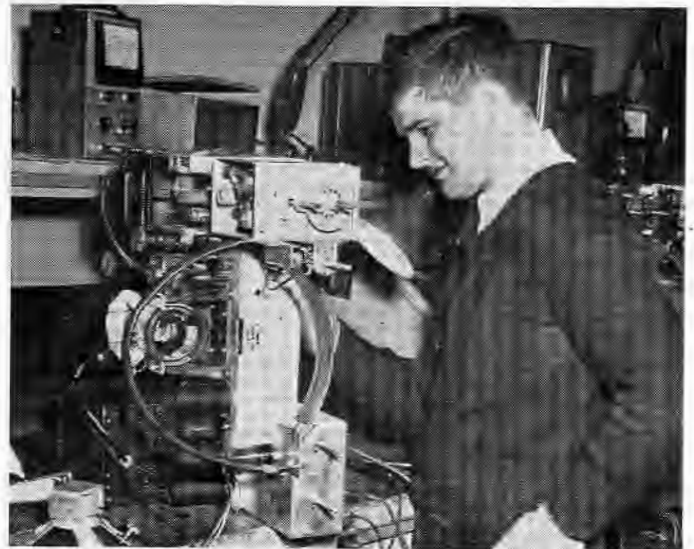
Covering a wide television area, from the rail center of Omaha, Nebraska, to Davenport, Iowa's corn-fed suburbs, is the Service Company's Chicago district.

Actually misnamed, since its headquarters are in the pleasant little town of Oak Park, Illinois, and not in the heart of the Loop City, the Chicago district is even now physically huge, and its potential is tremendous.

Opened officially, in March of 1918, with but five branches, the district has since added five main branches and two sub-branches. The original plants at St. Paul, Milwaukee, Oak Park, South Side, and Foster Avenue (which later became Milwaukee Avenue), have been augmented by branches at Wilmette, Indianapolis, Omaha, Davenport, and Des Moines. Sub-branches are now located in Gary, and in St. Charles, Illinois.

At present, the district serves some 35,000 accounts with a personnel of almost 290 persons. The district averages between 600 and 700 installations each week, and around 3,400 service calls each week.

The district is progressive. It inaugurated the zone leader system, and is noted for its standardization of operations.



The Wilmette branch office boasts a modern, well-lighted, and amply-equipped shop. Shown working on the chassis of a set requiring repair is Andy Gunther, technician.



Bundled up warm, prior to tackling an installation on a cold Chicago day, are Jim Battiger, left, and Joe Cresham, right, installation men from Milwaukee Avenue.



In Chicago district, as everywhere else, the I & S supervisor spends a busy day. Completing one of many reports at the Wilmette branch is supervisor Jim Richards.



Let it not be said that the female of the species does not adorn the Chicago district. At Milwaukee avenue are Helen Belveck, standing, and Marie Grievé



A renewal salesman must make many calls a day to keep that renewal rate high. Shown making one of his score of daily calls is Jim Malone, of the Wilmette Branch.



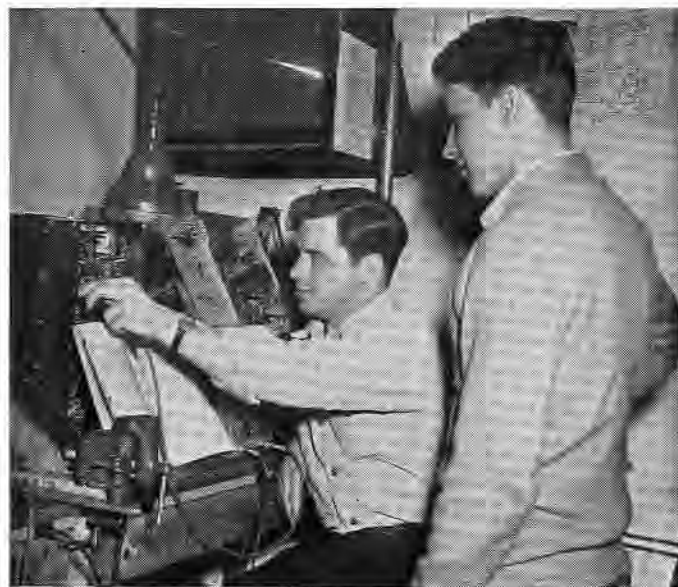
Stock room facilities are ample in the Oak Park branch. And stockman John Mallon keeps his charge in neat shape. He is shown serving Joe Skomal, serviceman



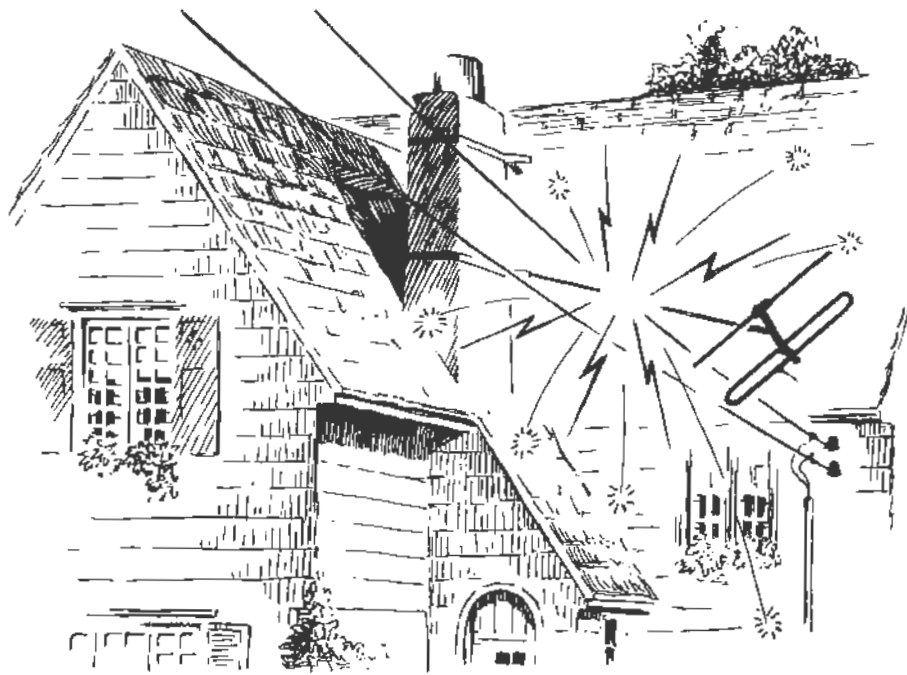
Chicago South Side has individual work benches at which repairs are completed. Shown at one, working on an RF unit, above, is John Brewer, technician



With the hundreds of calls received by Chicago South Side branch each day, schedule clerk Florence Fox finds the paper work voluminous, as shown above



It may take even two servicemen to solve some repair problems, as witness this intense interest by Leo Munson, left, and Bill Dwyer, Milwaukee Avenue



“... Out Like A Lamb” Erroneous in Describing Dangerous Windy Months

An ill wind doesn't necessarily blow someone good.

Actually, ill winds cause immeasurable damage, and have been known to kill and to maim.

It is with the outdoor worker that the wind plays havoc. And during windy months such as this, that havoc can prove altogether too costly both in human suffering and in property damage.

While winds can be dangerous to the television service and installation man even in the heat of summer, it is during March, April, early May, and the fall months, that he should take extra safety steps.

When using a ladder, make certain that ladder is anchored securely enough to withstand the strongest gust, lest you and your equipment take a dangerous spill.

While on the roof or the ground, make sure that if your ladder did fall, it could not cause damage to the customer's property.

Make sure you have a good footing or hold during the windy months. Falling off a roof is far from funny.

Upon entering or leaving a customer's home, be more than careful opening doors. Winds have a knack for pulling even the heaviest doors off their hinges.

Wear safety glasses while drilling in the open. Otherwise the wind may direct particles of dust and shavings into your eyes. This can be painful anywhere, and might be dangerous while on a roof.

Take care with extension cords on a windy day. They have been known to whip crazily

into closed windows, causing much damage.

If you are using a liquid type sealing compound, guard it carefully, lest the wind whip it around to everyone's displeasure.

Be careful of your truck doors. Watch that they can not be pulled off, and that they have no opportunity to ride a gust of wind right into you.

Speaking of trucks, heavier vehicles than yours have been swung around and even turned over by strong winds. Winds can be extra dangerous to trucks and cars when turning corners or driving at a high speed down an open road.

Trees can prove as dangerous as they are beautiful, especially when a strong wind is whipping around them. While in tree-studded areas, take care lest you or your equipment receive a nasty switching from a branch or two. Many an eye has been lost because of a falling limb.

The customer-wise installation man will remember not only during the windy months, but the year-round, that sudden gusts must be accounted for when rigging an antenna.

He will install antennas at such a point that they would be clear of all power lines, rain spouts, windows, and precious shrubbery, if caused to topple.

He will use all his know how to prevent any falls, by making certain all antenna clamps are tight, all roof brackets are secure, and that guy wires are tight, where they are required.

A safe and sure technician need have no fear of the strongest wind.

“45” a Feature of Educators' Exhibit

The latest audio and visual equipment for schools was displayed and demonstrated by RCA for educators from all parts of the nation at the annual commercial exhibit of the American Association of School Administrators, in Atlantic City recently.

RCA display booths in the extensive schoolmen's exhibit included RCA Victor's “45” record players and records and afforded teachers a chance to evaluate the merits of this widely-discussed, distortion-free phonograph system with its small, light-weight, non-breakable records. Latest console and portable models of the automatic phonograph were demonstrated.

Also featured was a new dual-channel console for medium-sized sound systems. Designed to permit dual programming of radio or recorded material or special announcements to loudspeakers in as many as 60 locations, the new console is capable of a variety of instructive or recreational uses as well as communication and administrative control services.

Other educational equipment being shown by RCA includes wide range of microphones, loudspeakers, and other sound equipment items of primary importance for schools and colleges.

Suggestion Awards Made to Seven More

The Service Company's Suggestion Award Committee recently announced the names of seven more recipients of suggestion awards.

H. C. Christian received \$2.50 for suggesting a slide rule for contract rates.

Della M. Parker was awarded \$10 for her recognizing the time-saving factor in moving Western Union and TWX machines together.

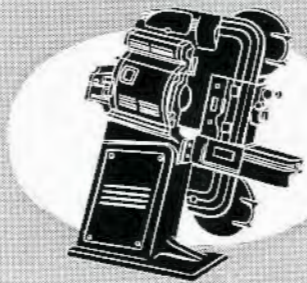
Virginia Stramm became richer by \$5 when rewarded for a suggestion cutting the TWX form in half.

Earl Shultz and Rod Truitt split evenly a \$10 award made for their suggestion of group replacement parts to be used by theatre engineers for convenience.

J. F. Hovorka suggested rewiring of the speaker assembly to protect other components. For this suggestion he received an award of \$50.

Largest award made recently was presented to Norman Ressler. He received \$100 for suggesting die stamping components for antenna bracket.

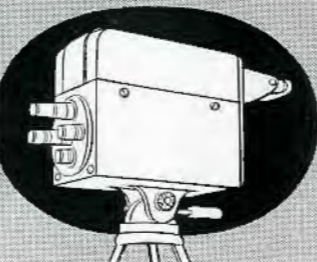
The operation and awarding of the suggestion system are functions of the Company's Training section. At this writing, the section is deluged with suggestions, and urges all who have submitted them to be patient. Awards are made as soon as possible.



Technical



Products



All-Expense Vacation is 1950 Sales Feature

Division Promotion to Aid Field In Drive for Top Commissions

The promotion-wise Technical Products division is at it again!

Here are the latest in devices and campaigns, emanating from the home office, aimed at stimulating and aiding sales in the field.

That field engineer vacation trip to some sunny clime has been officially labeled. Titled a "Ticket To The Tropics," this unusual award plan is being promoted by letters to field engineers and their families, by the issuance of rules and regulations, and by regularly scheduled campaign reminders.

"Ticket To The Tropics" is the big payoff in the 1950 commission program. The field engineer who earns the most commission payable during this year, may select any vacation trip for him and his family costing up to \$1500. All expenses will be paid by the Service Company. The winner will be given his vacation in January, 1951.

Commissions will be paid on the first year's income represented in agreements for all new contract service and parts business in the Theatre, Industrial, Communications, and Television Broadcast fields. In short, for all types of business handled by the Technical Products Service Division.

Payments will range from three per cent for contract service, to ten per cent for sound parts, projection parts, emergency amplifier, and replacement parts.

Aside from stimulating interest in sales, the division is taking steps to aid those sales.

Recognizing that the trend in modern business is towards graphic, animated presentation, and aware that the sound motion picture is playing more and more a major role in sales conferences, board meetings, etc., the Technical Products division is renewing its efforts to capture a large portion of the 16mm motion picture servicing field.

As a promotion piece to aid the Industrial section sell this service, the division has in production a colorful eight-page brochure, designed to interest primarily sales promotion managers and any other business executives who have a say in their company's illustrative demonstration.

Describing the 16mm service as a plan designed to help insure proper presentation, the brochure calls this exhibition service "a valuable sales tool—a complete package tailored to individual requirements."

The booklet skilfully and attractively points out that the 16mm service plan takes over the entire job. It approaches the sales promotion manager with the reasons why he can not afford to pass this plan up.

Exhibition requirements can be met in many cities simultaneously, it points out. No added expense of maintaining a staff of men and much equipment. No transportation problem for material and personnel. No added burden of making thousands of detailed arrangements.

"Tell us where you want the shows—we'll do the rest" is the theme throughout

this powerful sales aid. Pointing out that a Company which handles thousands upon thousands of commercial show houses each year is the right Company with which to trust 16mm presentations, the booklet goes on to say, "We offer you a tailored-to-fit-your-individual-needs 'package' service which relieves you of every problem in sales showings—especially designed to serve industry's need for a professional service. A national organization which is already in position—set up at strategic locations where it can move into instant action for you. More than twenty years of accumulated know-how in the field of theatre service and sound reproducing problems."

Concluding the book with a note as to the Company's reputation for over-all service, the last paragraph reads, "The RCA field service representative is a technically qualified man who has been especially trained for his job. He is well equipped with the kind of tools and test equipment his work calls for. You'll find him and the organization behind him a big help to you in any of your electronic service problems."

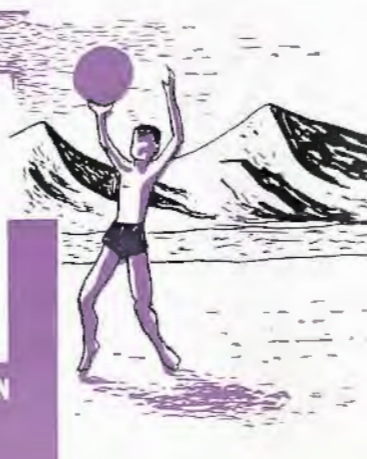
As further sales aid to men in the field, in addition to a promotion piece for government business, Technical Products is responsible for an extensive and colorful book describing the entire activities of the Service Company, with particular emphasis on the Company's activities during the war years. This book will be on the press within a few weeks.

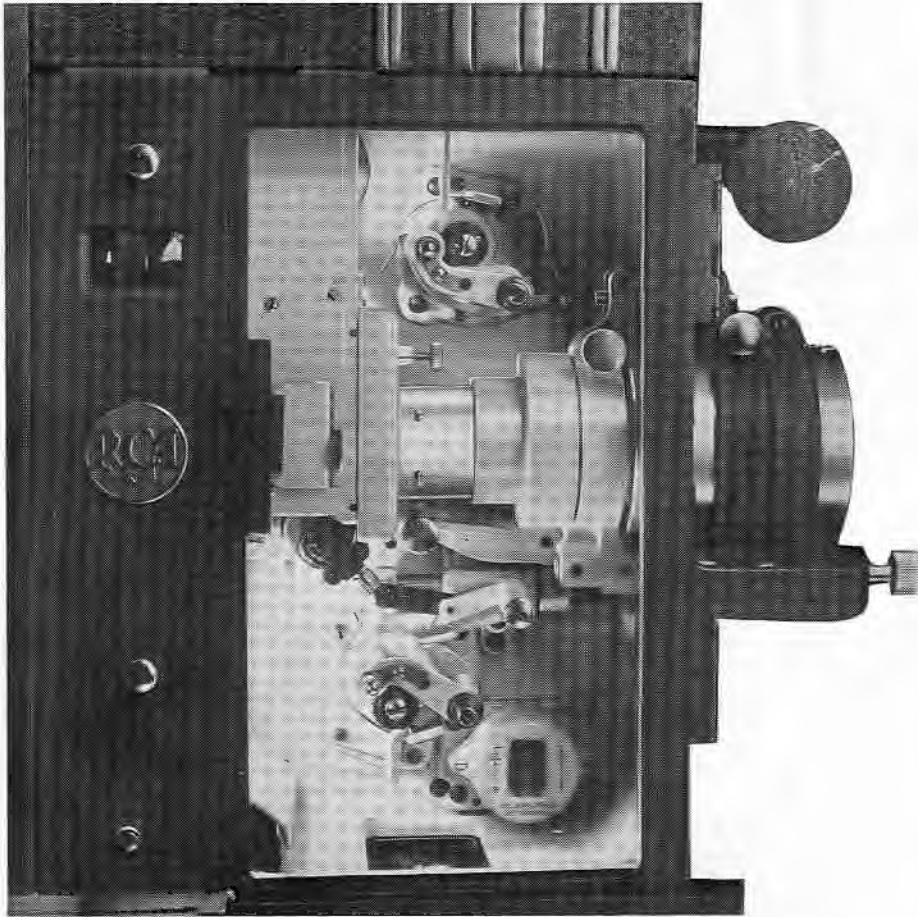


TICKET TO THE TROPICS



TECHNICAL PRODUCTS SERVICE DIVISION
RCA SERVICE COMPANY, INC.
CAMDEN, N. J.





"A glass door on the film side enables the operator to observe the entire film path continually while the projector is in operation. The use of nylon rollers eliminates the need for lubricants in the film compartment, removing any possibility of oil damage to the film."

New RCA Projector Introduced

A new 35 mm sound film projector of radically advanced design has been introduced by the Theatre Equipment section of the RCA Engineering Products department. Innovations in the new "RCA 100" projector offer marked time savings and new standards of operating safety and convenience.

RCA SERVICE COMPANY NEWS

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Editor
LLOYD STUART KOPPEL

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The new projector is the finest ever turned out by the Brenkert Light Projection Company. Karl Brenkert, President of the RCA subsidiary, has stated. It retains the established Brenkert features of rock-steady projection, highly efficient delivery of light to the screen, and low cost of maintenance.

Nylon rollers, large, full-view glass windows in both the film and gear compartments, shielded interior lighting, and a new lens mount are among the new engineering and performance features of the "RCA 100."

The use of nylon rollers eliminates the need for lubricants in the film compartment, removing any possibility of oil damage to the film.

A glass door on the film side enables the operator to observe the entire film path continually while the projector is in operation.

Soft interior lighting, shielded from the operator's eyes, increases the ease of threading film and cleaning the mechanism.

An illuminated gear compartment and an unusually large glass-covered aperture in the

housing of the compartment make it easy to check at any time the operation of the gear train and the lubricating system.

The lens mount of the new projector is designed to accommodate the new four-inch high-speed projection lenses, which provide edge-to-edge sharpness over the entire screen surface, thus eliminating so-called "hot spot." The mount holds the lens firmly at both front and rear, so that perfect optical alignment is assured for a lens of any focal length.

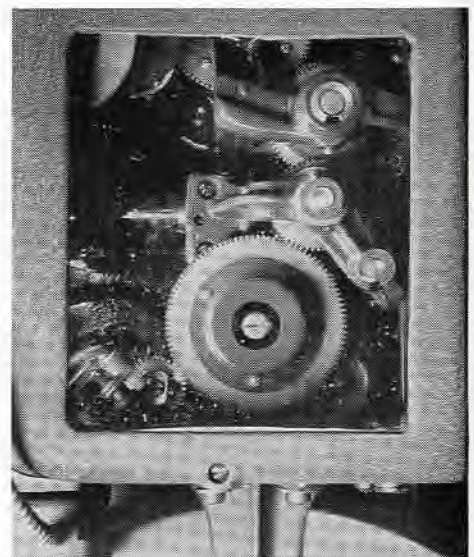
The automatic lubrication system which has been a standard feature of Brenkert projectors for more than ten years is retained in the new model. All rotating shafts running through the main case casting are equipped with oil baffles, so that shaft bearings are continually lubricated throughout their length, but no oil can leak into the operating compartment.

The sturdy intermittent mechanism and heavy-duty gearing of the Brenkert BX 80 projectors are also retained in the new projection.

Unit construction, essential for accurate and easy servicing, is used throughout in the new "RCA 100." All units of the same type are completely interchangeable since they are mounted on accurately machined surfaces and positioned by dowels.

Projectionists will be able to maintain the new machines at their peak operating efficiency without the necessity of returning them periodically to the factory for complete overhauls.

The "RCA 100" projector mechanism, incorporating all the features which have made the long popular Brenkert "BX 80" the most demanded projector mechanism in the industry, is a worthy addition to the RCA line of equipment for the exhibitor.



"... An illuminated gear compartment and an unusually large glass-covered aperture in the housing of the compartment make it easy to check at any time the operation of the gear train and the lubricating system."