

MAY
1950

RCA SERVICE COMPANY

NEWS



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

Around World Three Times A Day

THREE TIMES A DAY the RCA Service Company fleet travels around the world. The world is confined to continental U.S.A., but the mileage is ticked off as trucks, company and private cars speed from job to job. Twenty-nine million miles a year the service men travel—four times a day round the world, if you count only the five-day working week.

In two-and-a-half years, the company has acquired one of the largest commercial fleets in the land; owns and leases approximately 1200 trucks and 100 cars. In addition, there are 1050 private autos on our certified list. Most of the mileage is run up on television service calls—two million a year, about 40,000 a week. Also there are calls to install TV; the present average rate: 250,000 a year—or 5000 a week.

Add to this 500 demand-service calls each week (30,000 a year) for putting antennas, tubes, etc., in sets not under contract to us. Supervisory calls, made by home office and district heads, brings the figure higher.

Then there are the circuits of the technical products people (theatre servicers, etc.), using company cars for the most part. Fleet administration is procuring more machines for their activities. This portion of the fleet is expected to reach 200 within a year. Right now 66 cars are on order.

Fords, Chevrolets, Dodges, Internationals make up the truck end of the fleet. They're either one-half ton panels or sedan deliveries; both the familiar ladder-carrying type.

Fleet Manager Gordon P. Guthrie keeps the wheels turning. Maintenance and keeping fleet size in proportion to the

workload are the big problems, but he's had lots of experience. Before coming to RCA in '48, he was in the trucking business for himself. Previous to that, he was with Seaboard Freight Lines for 12 years: the last four as operating manager.

Gordon keeps a comprehensive file on his vehicles. Each has a master card at the branch, noting preventive maintenance checks, oil changes, greasings, and washings. He is constantly looking for ways to improve fleet operations, reminding managers that a one-cent-a-mile saving means a \$290,000 annual saving to the company.

Two fleet maintenance coordinators work under Gordon Guthrie: J. E. "Ed" O'Beirne, in New York, New England and New Jersey; H. M. "Harry" Brewton, in Philadelphia, Baltimore, Washington, Middle West. In the home office, Robert A. Bowell handles all bills, vehicle status reports, employee car applications and other chores for Guthrie.

Besides the responsibility for his far-flung fleet, Gordon handles a lively business in private cars, which Service employees may buy at ten-to-20 percent discounts: one-third down, the remainder via payroll deduction. Within a year Guthrie arranged for delivery to employees of 400 cars, mostly Fords, Chevys, Plymouths, Mercurys. He now has on order about 300. His phone is a constant jangle.

Camden, S. C., is his home town (attended Clemson College in that state). He lives in Haddonfield, is married, has two children—but claims the trucks as his "babies" too. He's a week-end golfer shooting in the 80's and 90's.

BALTIMORE STOCKMAN FRANCIS B. CAMPBELL WORKS FROM ONE OF COMPANY'S 1200 TRUCKS, A SEDAN DELIVERY





Kenneth P. Haywood

Little Giant

NEW ELECTRON MICROSCOPE IS WITHIN REACH OF SMALL BUYER

TECHNICAL PRODUCTS SALESMEN have a pint-size electron microscope, costing little more than a third of the famed big Universal model, to promote—and an opportunity to make widely available one of the greatest scientific tools of the century.

The new RCA Type EMT Electron Microscope, with permanent magnet lenses, is capable of making visible and photographing objects and details submicroscopic by usual optical methods. The "Little Giant" is approximately twenty times as powerful as the finest ordinary (light) microscope.

The comparative low cost—\$5750 installed by Service Company engineers, without a service contract—brings this powerful investigating agent within reach of the great majority of medical research centers, industries, colleges and even some high schools. It is some \$10,000 less expensive than the Universal model.

Since its introduction in late 1940, RCA's electron microscope has revolutionized the study of such enemies as polio, cancer, tuberculosis; has been used to examine everything from hosiery fibres to the effects of atomic fission.

Myriad Uses

The new instrument—simpler to operate and maintain, and possessing unusual stability—will accelerate existing research programs, encourage the flowering of new ones in a myriad small centers which never before could find the money to buy, or the skilled technical personnel to operate, large electron microscopes. Type EMT can be used by a high school student or laboratory technician after an hour's instruction.

The broader market, the expanding sales, has put the Service Company on its mettle. Engineers who service laboratories in hospitals, schools, industries, are developing into salesmen, pushing one of the most exciting products from the technical assembly line in a long while.

Though deliveries will not start until some time in September, twenty-five instruments already are on order (as of April). Service is offered within a 250-mile radius of Boston, New York, Philadelphia, Washington, Pittsburgh, Cleveland, Chicago, Los Angeles, San Francisco, and the metropolitan area of Atlanta.

At the convention of the Federation of American Societies for Experimental Biology, which opened in Atlantic City April 17, RCA's new microscope was hailed "the most interesting exhibit—and the most crowded" by the *Atlantic City Tribune*.

The instrument, small enough to fit on a laboratory table, uses high speed electrons to illuminate specimens and disclose details much finer than the wavelength of light; an object four ten-millionths of an inch long can hold no secrets from the EMT, which is powered by 50,000 volts, the same as its larger and more versatile Universal predecessor (which still is the finest and most valuable for advanced research work).

Magnified 30,000 Times

The image seen directly on the microscope viewing screen is magnified 1,500, 3,000, or 6,000 times, depending on the lens employed. Photographic reproductions of these magnifications—which the instrument makes itself without the operator having to stir from his chair—will disclose even finer details than the direct image. A photograph of the magnified subject can produce a likeness 30,000 times the size of the original! The power comes from a beam of electrons in place of the beam of light used in the ordinary microscope.

The new model also provides for amazing speed in examination. Specimens may be changed in the machine without destroying the vacuum in the viewing tube (which is essential for electron operation). More, a picture may be taken of the subject with only a 90-second interruption. When the instrument is cold, it requires twenty-five minutes for the pumps to create the vacuum.

MIDGET PLANES & MICROSCOPES

Twenty years ago when he came to RCA, Kenneth Pressley Haywood was a country boy from North Carolina, summa cum laude graduate of the state university, member of Tau Beta Pi (Phi Beta Kappa of engineering) and Phi Kappa Phi (Phi Beta Kappa of Science). The engineering intelligence he's been sharpening these many years in servicing RCA products is today turned to the "Little Giant" microscope.

A quiet man, he talks of himself with a pleasant Tar-heel inflection and reserve. (Only Mrs. Haywood ever bothers to wear the society keys.) The manager of microscopes showed a precocious aptitude for servicing radios, put together the first tube set in his part of the country. Ken Haywood was Philadelphia service manager when called to the home office in '44. He lives in Merchantville; has a boy, 15, on the honor roll; a girl, 9; builds fleets of model planes "for the entertainment and instruction of my son," but admits taking part in a couple of midget-plane meets himself.

The heart of the new microscope is its permanent magnet lens system. This unique arrangement of magnetic circuits enables four pounds of magnet iron to take the place of thousands of turns of coil, wire, cables, connectors, and a three-tube electronic control circuit requiring heavy transformers. The optical portion of the microscope weighs only fifty pounds; is thirty inches tall.

Worldwide

RCA electron microscopes, both the Universal and a later Console model, are now in use in the four corners of the earth — Australia, Canada, Great Britain, Guatemala, Mexico, and Soviet Union. The U. S. Bureau of Standards has one, National Naval Medical Center, U. S. Naval Research Laboratories, U. S. Department of Agriculture, E. I. duPont de Nemours & Co., Institute of Paper Chemistry, Interchemical Corporation, Dow Chemical, Eli Lilly, Monsanto Chemical, etc.

Rubber, oil and still other chemical companies find them invaluable: Standard Oil of New Jersey, Universal Oil Products, Magnolia Petroleum, U. S. Rubber, Goodyear, Goodrich, American Cyanamid, Aluminum Company of America, Celanese Corporation, Linde Air Products, Westinghouse, Hercules Powder, New Jersey Zinc, American Viscose, Schenley Research Institute, and a dozen universities.

The electron microscope, perfected in 1940, was a by-product of television in a sense, though the Germans came up with the first working model. In its own exclusive circles, it caused quite as much excitement as TV. The "Little Giant" number is designed to widen these circles, make them less exclusive.

Following the pattern of industrial concentration, we have confined the service to the areas already mentioned, because it would be too great an expense to send specialists everywhere. However, according to Kenneth P. Haywood, group manager of electron microscopes and special products, supervision for installation is available anywhere in the United States.

An unskilled lab assistant, without stirring from his chair, can take photos with new electron microscope, which is 20 times as powerful as finest optical one



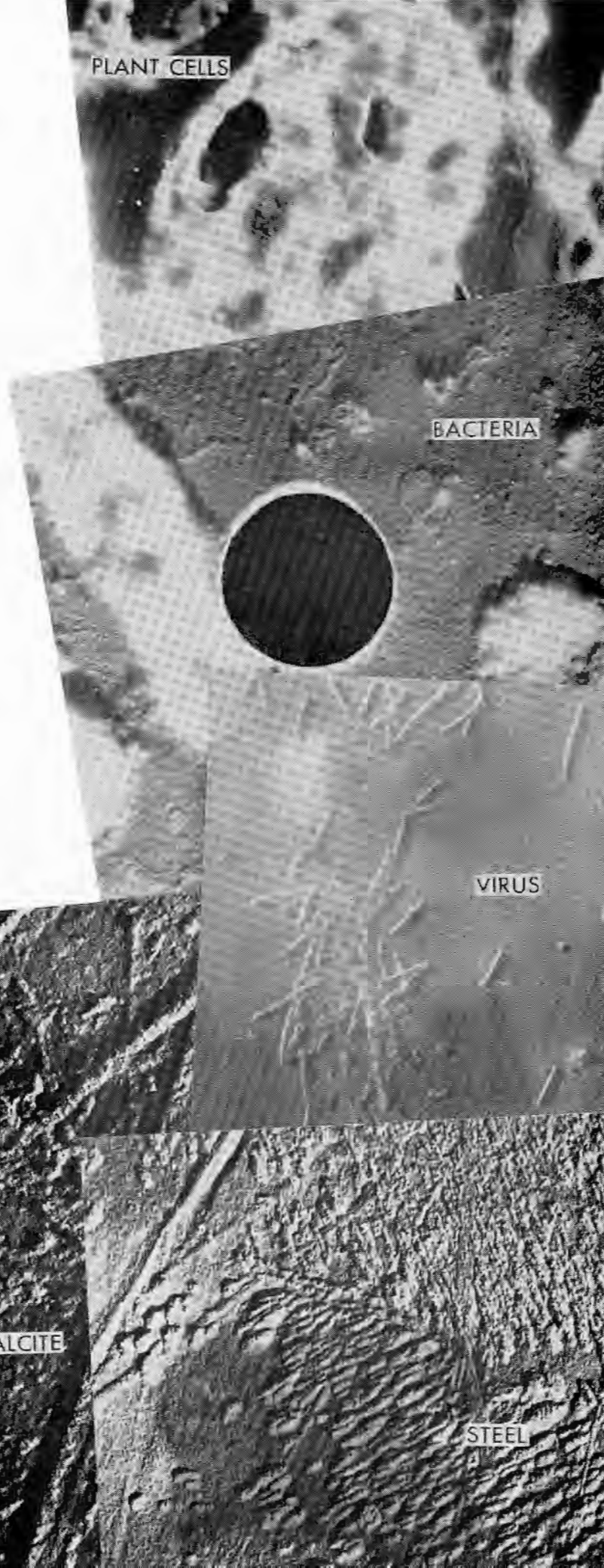
PLANT CELLS

BACTERIA

VIRUS

CALCITE

STEEL



Do You Know?

Orrin Wenzel

Just consider: 88 million home and auto radios; 5 million TV sets in this country, suggests Orrin John Wenzel, new auditing manager in Financial.

"Great possibilities here," Orrin says, sitting ramrod straight and pulling a pipe behind his neat-as-a-pin desk. "No reason why there won't be as many TV sets as radios some day . . . I can't think of any other business I'd rather be in."

The former lieutenant commander (Navy supply) came to Gloucester February 1 from Camden's auditing division, which he joined in '45. Believing your left hand always should know what your right hand is doing, he's sending seven men to look into transactions at branches and appliance companies; assist them with procedures.

He's a tall, spare fellow with a quiet, cordial manner who worked his way through Louisiana State teaching accounting. In the Navy he was supply-officer-in-charge of advance amphibious bases in England and the Mediterranean, underwent the blitz of Cardiff. He's a ham radio operator of long standing, loves golfing, fishing, gardening (member of RCA Horticultural Society), moved from Swardmore, Pa., to Erlton, N. J., to save two hours a day for these hobbies. He was raised near Grand Rapids, Mich.; has two sons, 1½ and ¾.

Paul Slaninka

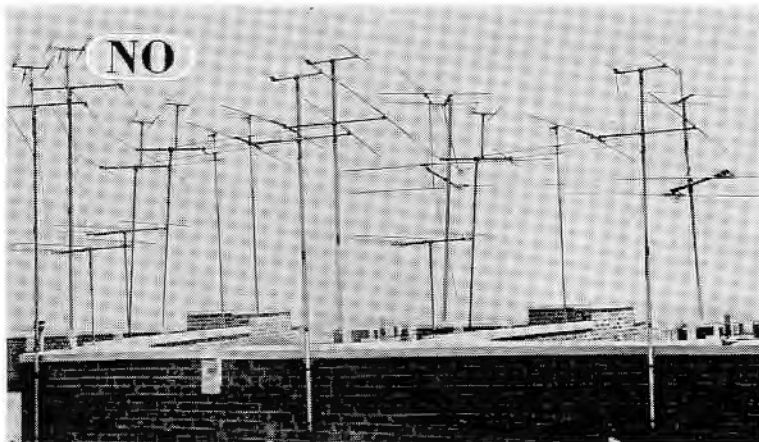
Personnel's new manager of the Wage & Salary Administration section is playing hookie from the N. Y. Yankees. Cheerful, energetic Paul Slaninka is built more like a fullback than a pitcher (235 lbs.), but his career at RCA proves he's a slugger. Turned 30 after accepting this new boost May 1, he came with RCA in '46 as job analyst at the Camden plant, worked up to chief analyst, and in January of this year was promoted to staff assistant in Wage & Salary at the general office, Camden. All while under contract to the Yanks.

Before building himself up at RCA, he got around. His hurling for a high school team in Akron, O., had the Yankees signing him. For seasoning he played for Akron, Butler (Pa.), and Amsterdam (N. Y.). But in '40 he dropped his bat and glove and went to N. Y. Ship, Camden, working as a shipfitter days and boning on engineering at Drexel and naval architecture at Temple nights. Soon he was boss of 50-man construction crews. Came the war, he was an enlisted naval instructor (second class) in radar and radio supply. The war over, he took up night courses at Penn's Wharton School. Slugger Slaninka is married to a girl from West Philadelphia, where he lives with his two sons, 1 and ¾. His hobby: the family and renovating his home.

Frank Smalts

Frank Wesley Smalts is a patient man, a virtue which propelled him from a one-man operation to head of a 17-man staff in three years. As boss of the Customer Relations Section, he answers the complaining, complimentary and crank letters of customers concerning performance of RCA Victor instruments, Service Company, and dealers. Naturally, he receives 20 complaints to one compliment. Because of its tediousness, no one before him bothered to make a major operation of sifting the communications of "all-important John Q. Public." Now Frank's statistics are widely circulated — studied.

The genial letter writer has the technical foundation for the job: joining RCA in '29 as a Virginia Polytechnic grad, he was first a student engineer, and successively member of the old Service Department, Brooklyn; installer of RF and sound in the Middle West, inspector of home receiver products in Camden, grinder and developer of crystals, and by '39 again a member of the Service Dept., Camden. When Gloucester opened, he went down to prepare instruction books. Away from his letter laboratory, Frank relaxes in Audubon, N. J., with his pipe, wife and two pretty daughters, 11 and 6. He speaks with a mild back-country accent, a carryover from early days in West Virginia.



RCA Antenaplex Boom

EAST COAST APARTMENT OWNERS CONSIDER THE ROOFTOP APPEARANCE

WHEN YOU CAN'T SEE THE SKYLINE for the antenna line, it's time to turn to Antenaplex. About forty apartment house owners, hotel operators and business houses throughout the country are now serving their television receivers with this RCA master antenna system, which requires only one piece of equipment erected on the roof instead of a disfiguring forest of rods and wire. RCA is the pioneer in such systems.

Within the last two months, requests for information and estimates have begun to pour in. Nine systems are under quotation by the company with many more projects under consideration. Two new marine Antenaplex systems will provide more than 200 individual radio outlets for passengers of new luxury ships of the American President Lines and the American Export Lines. (A single 25 foot whip antenna will be mounted topside.)

Girl holds tiny TV channel amplifier of big RCA multiple-receiver system



This means a broadening market for the RCA Service Company. Along with each system, the RCA Antenaplex distributors will have available an installation and maintenance policy and contract service which will enhance their product and throw more business to the factory TV branches we operate in nearly 100 different cities. This policy and a variety of contracts designed to cover any individual need, should be ready soon after you receive SERVICE NEWS.

Although only one piece of equipment is installed on a roof of an apartment house, hotel, hospital, school, etc., serviced by RCA Antenaplex system, it contains individually tuned and orientated antennas for each transmitting channel. The signal for each antenna is fed through its own amplifier to a distribution unit and from here is carried by means of coaxial cables to TV, FM and/or AM receiver outlets as desired throughout the building.

Up to 500 receivers may be operated from one single system. For this reason, the RCA Antenaplex systems have appealed most strongly to the congested East Coast areas. New equipment sales are concentrated mostly in metropolitan New York, north Jersey, Philadelphia, and Washington, although a system is under active RCA supervision at Schuster's department store in Milwaukee, and an apartment house in Bartlesville, Okla.

Two years ago, Antenaplex was installed at Philadelphia's Rittenhouse Plaza. It has been greatly improved since its initial tryout. Gimbel Brothers department store in Philadelphia also has the system. Rich's department store, Atlanta; Shiletto's department store, Cincinnati, and Southern Radio Company, Charlotte, N. C., also have been using the system for some time. All of these were put in under RCA Service Company supervision.

Three ultra-modern Fifth Avenue apartment projects have placed Antenaplex equipment contracts with the Commercial Radio-Sound Corp.—860 Fifth Avenue, 870 Fifth Avenue, and 1 East 66th Street. Also, work is about to begin on systems for three suburban apartments at the Willow Glen and Meadow Lake apartments in Forest Hills, L. I., and the Kenilworth, Scarsdale, N. Y.

The first downtown Manhattan office building to make use of Antenaplex is the Lever Brothers, 80 Varick Street.

Northern New Jersey is opening the market for installation of RCA Television Antenaplex systems under the Commercial Radio-Sound Corp. The first major installation there is to be on three apartments.

NEW NICHE NEW NOTCH

William Hollander (Bill) Bohlke's new title is "Coordinator, Service Sales Merchandising Activity, within the Sales and Advertising Section, Consumer Products Service Division, RCA Service Company, Inc."

In this job, he is responsible for developing and coordinating merchandising plans for selling service on all types of specialized electronic equipment (antenaplex, 45-rpm attachments, mobile communications, microwave).

He came to RCA in '28, after a year with Westinghouse as student engineer. In '30 he was assigned to editing and writing in the old RCA Radiola Service Division in N.Y., came to Camden that same year when RCA bought out Victor, as head of Service in centralized radios (sound, antenna systems, etc.). The Rutgers grad (B.S. in Electrical Engineering, '27) has moved steadily up, always on the inside track of the newest product.

EDITORIAL

SUMMER SALES & JOBS

NOW IN MAY, at the risk of being whimsical, we'd like to point out that the Service Company and the dandelion have a lot in common. Look over the nearest dump, lawn, or green patch, and you'll see it spotted with gold. Every May the dandelion makes gold of whatever's at hand—clay, ashes, or good rich earth.

This spring the Service Company is set to make gold out of whatever's at hand—and RCA technicians can have it for the picking. When you're called in to check a TV set, come away with the contract of a customer who has no contract—and two bucks extra for yourself. When you're there to set a picture straight, sell a bigger picture and gather another two bucks. If the digging's harder you may be able to get only one dollar for the special renewal, or pick up 50 cents for a larger mask replacement.

Extra Cash

You'll collect your extra cash on all types of calls in all kinds of homes and spots, from people who already are RCA customers and many more who are not now under contract. About here the similarity with the dandelion ends.

The Service Company's summer program didn't, like the dandelion, just grow. It was thought up, planned, developed—at great cost—to keep Service men on the payroll.

Last summer, business slipped, contracts lapsed; few renewals came in. There wasn't enough work to keep everybody busy and pay their salaries so the lay-offs.

This summer huge promotion money says the layoffs won't come.

The idea of a service man being a salesman isn't new. Every good worker is essentially a salesman for

the product he serves: you can't help plugging a thing you believe in. The commission idea is new, and the idea of each man being responsible for every other man's working may be new. Definitely new is the program conceived by company executives.

Summer Check Up

The special Summer Check Up, which costs the customer only \$4.95 (10-point special) has been worked out to the last penny's worth, final detail in material-cost and man-hours. Also, it's a neat wedge for getting in to see a prospect for a renewal contract or changeover from ten-inch to 12½-inch picture. Incidentally, the \$4.95 may be applied to the cost of the year's contract (Plan Two) if signed at once or within ten days.

Plan Two is the usual contract which provides unlimited service within the terms of the contract for a year, plus replacement of defective parts and tubes (including picture tube) for one year.

Cut Rate

Plan One, the new contract renewal idea, provides for service at a much lower rate than the standard and calls for replacement of any part or tube (including picture tube) necessitated by normal wear within the year if replaced by one of our technicians during a service call: one inspection and service call at any time requested, and a flat rate of \$5.75 for any additional calls.

This conversion is intended primarily for RCA employees, but a sufficient number of conversion kits are available to accommodate a limited number of customers also.

Owners of models 630TS or 8TS30 tele receivers can have their ten-inch pictures replaced by 12½-inch pictures for only \$59.95, minus a \$10 re-

fund if the old tube is in good usable condition.

Owners of models 8T24L, 8T243, 8T244 may have a ten percent bigger picture for only \$6.95, the price of a larger mask.

Big Promotion

Everywhere branch managers have had meetings to explain the Summer Check Up to service men. Plans, procedures, advertising and selling ideas, forms covering all necessary paper work, have been received in branch offices.

Plan Two contract renewal means \$2 commission, if sold to a customer without a contract; Plan One, \$1 (10-to-12½-inch conversion); picture conversion means \$2; larger mask installation, 50 cents.

More important than the pickings, however, is the fact that every service man figures in a major undertaking to keep summer business solid, the payroll intact.

Fundamentals

Excerpt from a recent *Cambridge Branch Bulletin*:

"Time and time again all personnel have been warned to be extremely careful of what is said to a customer. Results of seemingly minor comments are our largest source of trouble.

"It is absolutely essential that you make no comments on any set as to age or condition. Do the job you are there to do and have nothing to say which could in any conceivable way be misconstrued by the customer.

"Your manner and diplomacy, or lack of it, can be of even more importance than your technical knowledge."

Any service man reading these comments probably will snort. The sentiments expressed are ones we all know, work on every day.

Everyone knows better than to criticize a set his company has put out.

Everyone knows better than to complain about the repairs being made.

Everyone knows better than to be unpleasant to a customer.

That's not the point. The point is, be careful of casual remarks. Be careful of what you say even to YOURSELF.

PICK UP

HANDY HINT FROM DIXIE



Jim Paris

JIM PARIS, of the Atlanta branch, has built himself a neat "chassis taker-outer and putter-inner." Its purpose is to remove and insert the chassis of any table-size receiver.

Jim found that demand service customers have a habit of coming into the local branch with their ailing sets tucked under their arms, cabinet and all. To get the chassis separated from its case and back again without exasperation, exhaustion or scratches to the owner's favorite furniture was a PROBLEM. The taker-outer, putter-inner solved it.

The device is a sturdy stand, painted in the traditional RCA green, and mounted on ball-bearing casters. It provides easy access to the chassis security screws. There is a handy work shelf for holding tools, screws, knobs, and so forth.

Rubber bumpers on each corner prevent the set from slipping and do away with the hazard of cabinet scarring. No cabinet in Jim's shop ever lost a rubber foot from sliding along the floor.

Cash For Thought

Jackpot of \$50 went to HENRY E. LAMBREGTSE, Cliffside Park branch, for the idea that customers whose contracts expire in December should be solicited earlier before family expenses hit the peak. Get there before the man with the whiskers.

WILLIAM B. WEAVER, of the Flushing, N. Y. branch, got \$5 for suggesting the use of a much shorter screw in the focus coil of TC-165 (television set). There's lots more where these came from; both thoughts and dollars.

YOU ARE NEWS

Have you thought up any new tricks to aid in servicing equipment lately?

Made any new gadgets?

Anything of interest to other branches and the home office in get-togethers of branch managers or chief clerks?

Anbody's son win a scholarship to college, crack Annapolis or West Point?

A guy here has seven kids under 12; know anybody who can top that?

A fellow remodeled his cellar into a rumpus room for \$100; know anybody as clever?

WRITE IT IN. Right away. Give details. Facts. Figures. If it interests the people you work with, it'll interest our readers.

Please do it on your own time. This is your magazine. Let's keep it lively!

Don't worry about crossing your T's, dotting your I's. It's NEWS we want — not literature.

WIN A FIN

This is the page you make, all of you, all over the country. So you name it. *Pickup* we've called it, but you ought to do better than that. For the person who gives it the best name there is a \$5 prize. You'll decide this, too. We'll publish names, you vote on 'em.

PILL FOR EVERY ILL DEPARTMENT

RCA Television Service specialists were called in to diagnose and prescribe for a complaint in Queens the other day. The symptoms were disturbed television reception, apparently caused by signals from ham radio station W2ZKV. TV owners in the vicinity wrote, phoned, and called in person on the local dealers, the Service Company branch, and even a few suspicious souls, on the amateur radio station.

As a result of about a dozen complaints, and the increasing chill W2ZKV members felt in the neighborhood, the Trylon Radio Club, of which station W2ZKV is an affiliate, appealed to RCA Service Company's Queen County Television Service Branch. EDWARD S. WOZNIAK, manager, attended a meeting of TRC hams and came up with a solution.

Service Company technicians checked the station's equipment and made a study of television receivers of RCA Victor owners; then installed in the latter special pass filters which eliminated the trouble at once.

Keep Personnel Posted

Keep your status up to date on personnel and group insurance records.

If you get married, be sure the fact is duly recorded with Personnel.

If your wife has a baby, be sure this fact is recorded.

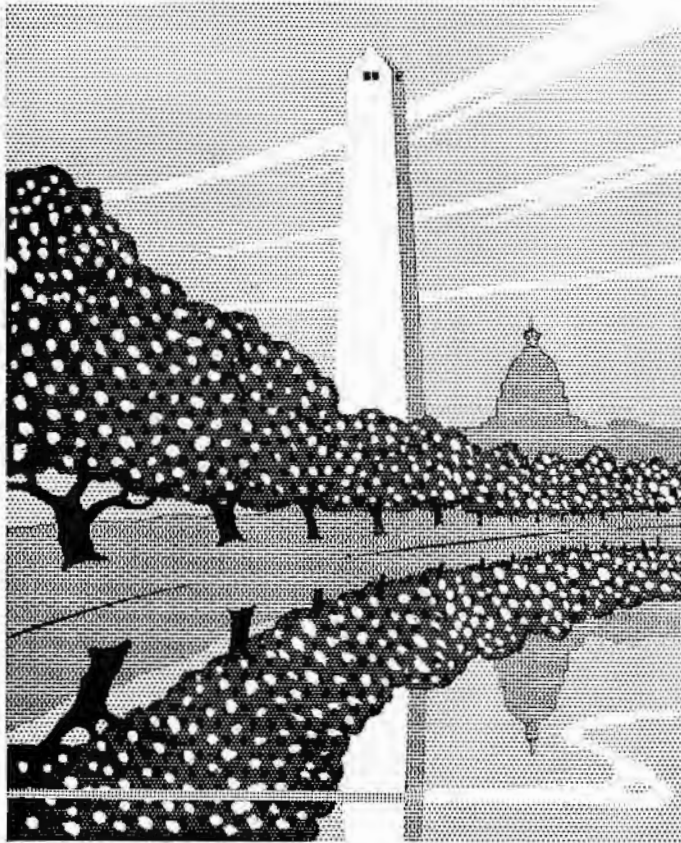
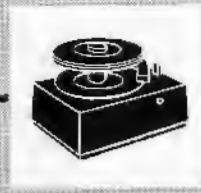
These facts *may mean money* to you — such as maternity claims.

Your insurance, social security savings, etc., are, of course, valuable. See that you have a beneficiary. (Without proper provision for your estate, an involved court proceeding might be necessary).

Keep Personnel posted on change of address.

It's easy to keep the records clear — much easier to get the help that's coming to you when you need it if all the facts are straight.

CONSUMER PRODUCTS



This brunette young lady, named Carol Beck, operates busiest switchboard, the one at Baltimore



Washington District

DAVE BROWN surveys a vast territory as manager of the Washington district, the limits of which extend south all the way from the hilly Pennsylvania line into palmy Florida.

He oversees 2000 service calls a week covering 22,500 contracts at 11 branches. In order of prosperity (number of contracts in force) these branches are — Baltimore, Washington, Annapolis, Atlanta, Miami, Richmond, Easton (Md.), Birmingham, Charlotte, Jacksonville, Norfolk.

Headquarters is Washington, the only branch servicing color television (in collaboration with Princeton and the home office) and a chief executive's TV set. Not only is the White House open to our men but the homes of several other world figures.

Another celebrated accomplishment of Dave Brown's district: RCA antennas put up by the Miami branch have withstood two hurricane seasons!

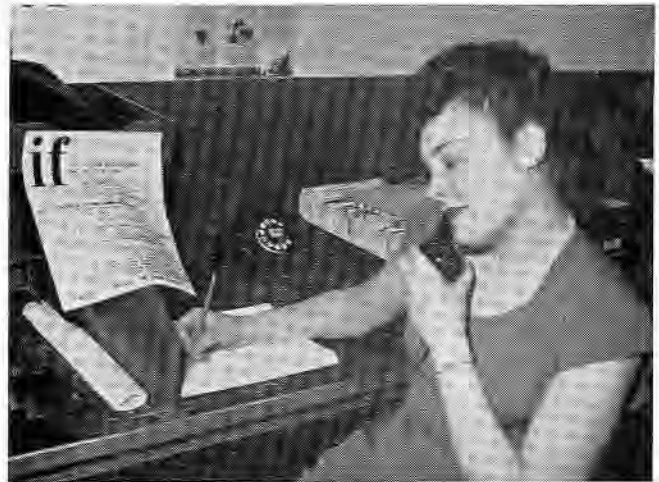
Dave, a former technician in the New York area, was called to head up the Washington branch in 1946 and later to become the first district manager of the far flung territory to the south. Working for him are 188 men.

Sun tanned man here is Gordon Bishop, manager of the sunny branch in Jacksonville, Florida





Dapper fellow checking installation requests is Andy Fedas, chief clerk of the Washington branch



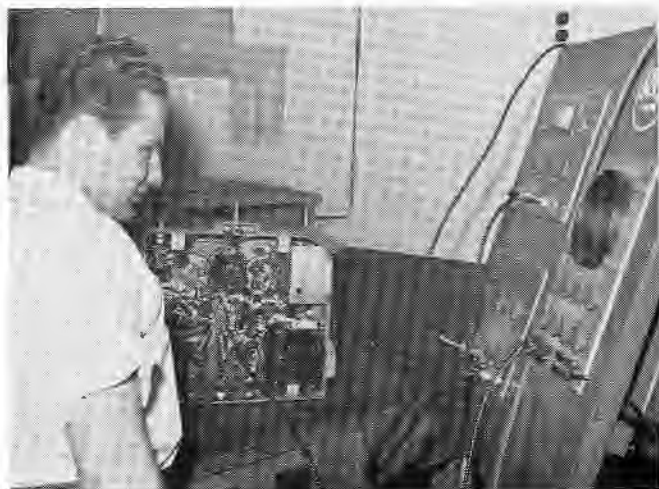
It's hard to believe but sumptuous blonde, Francis Stone, Washington, actually is talking to customer



Hard-working girl is Elsa Moore, Baltimore, and below Bob Kuntz, Washington technician, aligns television set



Man waving delightedly here from his sun-drenched office is M. W. Perkins, boss of the Miami branch, the freshly painted, spruce structure pictured below





A LUNCH
B SUN

C ROCK
D POISON IVY

XYZ OTHER HAZARDS
— SEE BELOW

SUMMER SAFETY

WHILE THE GREATER PART of the nation's population is looking forward to those rapidly approaching days in the sun, the handful of men and women whose job it is to keep the country safe, though vacationing, are rolling up their sleeves for heavy work. The National Safety Council is sending out its warnings for beach and mountain: automobile clubs are cautioning about tires and brakes; druggists are stocking up on first-aids and anti-allergy emollients.

Swimming always is the first-line hazard and although the *Don'ts* in this sport are as familiar as the feel of cold water on a timid toe, it is wise to think them over:

Don't go in the water until some time after meals; a two-hour wait is recommended.

Don't swim when overheated.

Don't dive into strange water. Know the water's depth and that the bottom is safe.

Don't swim alone; even the best swimmer can have an accident.

Don't swim beyond your strength. Remember: it's just as far back to the beach as it is away from it.

Don't rock the boat. Often even swimmers get hurt when boats upset.

Don't call for help if you don't need it. Somebody else might while you're clowning.

DO obey beach or pool rules and the guards.

Doctors are there with advice, too:

Always pack first-aid materials when traveling, camping, hiking, picnicking.

Be sure the water you drink is pure.

Be sure the food you eat is safe—neither spoiled nor contaminated.

Resist the urge to pack a year's exercise into two weeks. Rest as well as recreation should be on the vacation schedule.

Don't try to get a month-old-looking sunburn overnight. Sunburn is unpleasant; sun poisoning is dangerous.

Learn what poison foliage looks like: ivy, oak, sumac, etc., and stay away from it. If you think you have been exposed, wash with strong soap as soon as possible. Also, there are many effective medications for these irritations.

* * *

Then of course there are all the pitfalls your wife (or husband), mother, boss, and creditors might point out. To wit:

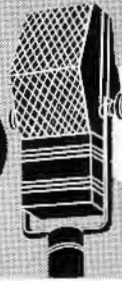
Don't take up with any footloose sivens or wolves on the sand—unless you're an escape artist.

Don't shoot your last dollar on the last race at Saratoga—unless you have a return ticket and a friend handy to stake you to dinner.

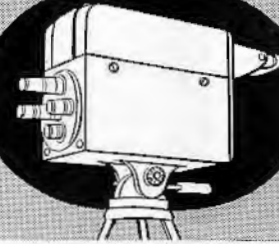
Don't forget to allow a day to rest up before going back to work—unless you have the kind of job that allows for a short convalescent period between clock punching.



Technical



Products



THE RCA INDUSTRIAL TELEVISION camera can get a look-in where no man might venture, and the Service Company crew which demonstrates it is getting into spots they never thought they'd see.

Right now, the gang is packing up for a tour of South America to do a series of demonstrations at the request of E. R. Squibb & Co. At least five of the boys from TV Demonstrations and Exhibitions will be in on the junket, and one promotion man from the Camden office. The Squibb people will charter a plane to fly the crew from job to job.

Television still is a novelty in Latin America and Squibb means to use it as a wedge to open up new markets and increase demand for its products (drugs).

For this assignment, the department will not use the compact miniature camera and suitcase-size control box which it has been demonstrating widely, but will pack a big field camera and equipment. The camera will be put in hospitals to capture details of the operating table, which will be telecast onto a six-by-eight-foot screen at a distance.

Squibb called on TV Demonstrations and Exhibitions last fall for the same sort of service in Ontario, Canada. Our men operate the camera and provide video signals. For maximum interest the sponsoring company finds the most spectacular operations. Many drug companies use this type of promotion and Johns Hopkins Hospital has taken advantage of it.

In Chicago recently a brain surgery demonstration was set up. In Boston, we



The five physiognomies in the ports are those of Bob Gold, E. T. Brown, "Len" Ewing, all home office; "Wes" Shaw, Gordon Hattel, both Chicago; and sixth (window) of Chet Davis, Camden promotion. All are star performers at industrial television camera demonstrations

Off To Rio

telecast the removal of a tumor from a wind pipe. Also in Boston an esophagus removal was witnessed by remote control, and in Baltimore there was a "blue baby" operation.

The work of Industrial Television equipment is not limited to the medical field, however. The Service Company crew did some demonstrations for the Atomic Energy Commission (very hush-hush). The National Civil Aeronautics Commission is interested in a camera-chain application. Cameras in the wind tunnel could actually watch the sound pressure waves build up and show the action clearly on a TV screen. No human eyes could get into a wind tunnel. Nor could any man get close enough to an engine to see exactly where "hot spots" occur. A TV camera can and does do it.

Out on the West Coast our fellows are trying to get the Industrial camera into race-tracks, to replace the 16 mm. camera in photo-finishes. The proof would be not only incontrovertible, but exciting.

Frank N. Helgeson is manager of TV Demonstrations and Exhibitions; Frank Vetrovec, administrative assistant. The crew is made up of eight men: Tom J. Shipperling, in charge of color work, who has been with the company since 1936; Earl E. Whitaker, E. T. "Brownie"

Brown, Tom M. Campbell, George D. Closs, H. L. "Len" Ewing, R. C. "Bob" Gold, and Ed Schneider, who goes back to 1929. Joe Mullin, general clerk, does everything from typing letters to driving the truck. This group of 11 men is responsible for the technical aspects of TV promotion. If R. H. Hooper's promotional group at RCA Victor in Camden, needs technical assistance, the call goes out to Helgeson's crew.

Industrial Television demonstrations are as popular as peanuts at a ball game. The boys have been hopping everywhere but they can't get around fast enough to answer all calls on the new camera. They have to be ready to jump; they aren't given much notice, and there's no advance agent to work out an itinerary with over-night accommodations arranged. As soon as a group of business men gets wind of this new miniature set-up, Exhibitions and Demonstrations gets a call. If the call asks:

"Can you set up a show at the Poor Richard's Club in Philly tonight?" the answer is "yes."

The gang just finished a week-long demonstration at the Society of Motion Picture and Television Engineers convention in Chicago, where the Industrial TV equipment was a sensation.





Paul N. Connet

It was with deep regret that we learned on April 22 of the death of Paul N. Connet, an RCA employee for over 15 years. He was the Technical Products district manager in Kansas City.

Prior to coming with RCA, Paul Connet was engaged in radio sales and service work. In April, 1935, he joined the RCA Service Company as a theatre service engineer in Omaha, Nebraska. In January 1943, he was promoted to District Manager in Kansas City.

Paul Connet was 51 years old. He is survived by his widow and two married daughters. Carl Johnson, of the Home Office, went to Kansas City for the funeral.

LETTER LAB REPLIES TO SQUAWKS SCIENTIFICALLY

IN ANY BUSINESS it is customary to receive more complaints than compliments. The Service Company is no exception. A satisfied customer will sit quietly in his easy chair enjoying the television program. A dissatisfied customer, deprived of his television by some minor or major receiver fault, has time — and a peeve — on his hands. It's natural that he takes it out in writing. It's natural that the angry letters outnumber fan mail 20 to 1.

The Service Company is mighty proud of that 1-in-20 letter, even though it most likely will go unanswered. The Customer Relations Section, under the friendly eye of Frank Wesley Smalts (see page six), has a 17-man staff to answer customers' mail. The fretful letters are handled first — and fast.

Rarely is a letter of congratulation acknowledged, for the simple reason that there would be no letup. The customer is happy and says so; the Service Company would write and say "thank you," then the customer would write back to say "how nice," and so on. A complaint has to be taken care of.

Most of the grievances, in the tele field, are directed against the service. Next in line comes the cry of "poor television results." Often the letters go off into some-

what vaguely related fields and take up the idea that either the wife or husband didn't want to spend the money for TV in the first place and now that it's gone on the blink their domestic life is no longer rapturous.

The letters that don't have to be "handled," prove that efficient, and cheerful, service always is appreciated. A note from Long Beach, Calif. (enclosing a check for contract renewal), mentions *Ike Holtz* of the local service branch as one who finds it "never too much trouble to try and explain things asked him."

In New York City, serviceman *Meyer* took time out to be "very polite and courteous to both the writer and (his) wife," and was praised as one who "certainly knows his stuff." Mr. *Pornpotti*, also of New York, was the subject of flattery.

From Collingdale, Pa., came a charming letter complimenting the whole personnel of that branch, stating that the writer was "just a little bit prouder to know I have a set that is taken care of in the right manner and by men who know their business!"

Walter Abell, of a Brooklyn branch, got a pat on the back for putting into first-class shape a set which had not before given satisfactory service.

Photo Contest Prizes Are "45" Players and Discs

THE PHOTO CONTEST ends next month, June 5.

To date SERVICE NEWS has received few entries, so there's a big chance of carrying off the prizes — music to anybody's ears. There are separate prizes for each of the two classes.

First prize is a self-contained "45" phonograph, table model: one for the Human Interest class (people, pets), one for the Pictorial class (all other pictures — still life, scenery, houses).

Second prize is a "45" attachment; one for each class.

Third prize is two "45" albums of your own selection; two for each class.

The contest is open to any RCA Service Company employe, anywhere. An appealing snapshot taken by a Brownie Junior has as much chance of winning as the most carefully posed picture caught by a 1950 super-de-luxe Graflex.

You don't need enlargements or special prints. Send in what you have. Naturally, a clear print is better, because pictures will be judged on all points: appeal, composition, definition. Size or paper texture doesn't matter.

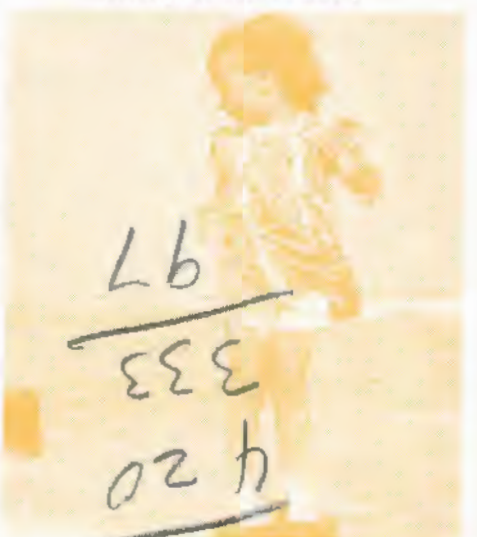
Each person may submit five entries. You may enter in either or both classes but one person may win in only one class. So far New Jersey has the edge. From nearby towns we have cute kids, an Italian ruin, home sweet home.

Contest judges are R. N. (Bob) Baggs, sales manager, Consumer Products; and Adolph Goodman, sales manager, Tech-

nical Products.

Picture below is not an entry; just a sample by the editor (Brownie box).

WHO'S AFRAID?



RCA SERVICE COMPANY NEWS

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