

February, 1955

RCA SERVICE COMPANY

NEWS



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

Service Techs Await New and Lighter Kits



New kit in hand, N.E. Phila. Tech Clyde Carter makes service call

A NEWLY designed tool box, almost 18½ pounds lighter than the one presently in use, is headed for TV service technicians around the country.

Devised by TV Technical Operations after careful investigation, the new kit has already had initial distribution to many Eastern and Western Area branches.

Replaces Dog House

Intended to lighten the service tech's daily routine, the handsome kit replaces the unlamented "dog house," which will serve now as a storage box in the truck.

Manager of Technical Operations JOHN OGILVIE and Systems Analyst AL CHABAN first laid plans for the new kit back in September, 1953. The subsequent investigative program for the new design, one of many Tech

(Continued on page 2)

21 Service Company Careerists Hailed as Pioneers of Progress

RCA had just acquired the Victor Talking Machine Company . . . the Sultan of Swat, Babe Ruth, was in his heyday . . . radio, following presidential candidates Herbert Hoover and Alfred E. Smith across the nation,

their lot for a career in electronics, never suspecting they would one day be honored as "Pioneers of Progress."

Early last December, these twenty-one men joined twenty-two other RCA Service Company careerists in the

(Left side of table, front to back)

N. Barberie, R. Bisbie, Pres. Cahill, C. Faulstich, M. Gieskieng, C. Graham, K. Haywood, F. Helgeson, A. Hughes, P. Humphrey & C. Keen



(Right side of table, back to front)

L. Leidy, P. McGaughey, R. Northrop, R. Owen, G. Sandore, F. Schmelzer, F. Smalts, H. Taylor, G. Toepperwein & W. Zaun.

The 25 Year Club officials were forced last year to find larger quarters for the annual event

altered political strategy and oratory . . . RCA was granted a license for New York television station W2XBS . . . and David Sarnoff was destined to be the newly elected President of the Radio Corporation of America.

That was when twenty-one men cast

ranks of the RCA Victor 25 Year Club.

The seventh annual meeting was held at Philadelphia's Broadwood Hotel where impressive ceremonies commenced with a reception for the "Class of 1954."

(Continued on page 2)

Pioneers—cont. from pg. 1

Some four hours later, following dinner, engraved gold watches, innumerable reminiscences, and top-flight entertainment, the twenty-one now-certificated members of the new class blended voices to Auld Lang Syne, along with the more than 1500 other members of the senior organization.

Careerists Are Service Cadre

Of the 50,000 years of loyal and dependable service represented by the veterans, Service Company's forty-three members contributed 1,075 years.

But there is more to the intervening years since 1929 than just a cold compilation of statistics.

There's the story of industrial growth—from Camden to Indianapolis to San Francisco—from a local to an international business and service.

There's the story of individual growth, with the building of know-how and experience tested and forged in time to become the nucleus of new operations in a new industry.

And there's the story of accomplishment—of teamwork—of camaraderie and pride and the building of traditions.

These twenty-one men know the RCA Service Company story.



(Right) Tech Prod FE Neil Barberie, of Boston dist., is congratulated by Pres. Cahill

(Below) Service Company's new 25 Year Club members assemble for a picture



D. F. Schmit (left), VP, Prod. Engineering, presents Atlanta FE C. J. Faulstich with his 25 Year Club certificate



New Kit—cont. from pg. 1

Operations performs in its varied TV service improvement responsibility, brought to light field problems with the heavier, more awkward tool box.

It was quickly developed that any new kit should have; sufficient room for TV service material and tools, lightweight, durability, economical cost, and acceptable appearance.

That's where the material covering the kit, vulcanized fiber, came in. Chosen because of its ruggedness, the combination of appearance, lightweight, and durability won for it the final selection.

More Kits on Way

Thoroughly tested under actual field usage by service techs, the sleek kits are destined to cut down unnecessary trips to the trucks, plus reducing fatigue while promoting better customer relations with a more regulation and business-like appearance.

John says the balance of the branches will receive their allotment of kits during the first half of this year. The supply program is being handled in this manner to allow for any field suggestions concerning possible minor design modification.

Technical Operations, a service with the increased efficiency of the field in mind, solicits field problems.

Since March, 1953, John Ogilvie has headed up the organization. He began with the Service Company five years before as a TV technician at the Bronx branch. In July, 1948, he left the branch for training in Camden, returning several months later as manager. Two years later he was named to head up the Philadelphia district, and he finally landed in home office for his present post.

As he sees it, Tech Operations' task is to explore and develop saleable features, methods, and equipment aimed at providing the tech in the field with the means to do an efficient, safe, maximum-effort service job for TV customers.



North Pittsburgh Branch Provides Room Service for a Thousand



North Pittsburgh's Dick Moore working "in the shafts" of the Hotel William Penn on some of the more than 10 miles of cable used in the huge job

Technician PETE SIVAK will be able to promptly and efficiently service the equipment.

Material for the operation was delivered prior to actual work and this too, was stored in a room provided by the hotel.

The cooperative hotel management also provided the techs with shower facilities, personal lockers, dining tables, and pass keys for easy access to the rooms.

Headed by "SAL" SALINETRO, ED MEIER, DICK MOORE, and JIM PERRINE, the installation crew worked a truck pool each day so that only one vehicle was necessary in downtown Pittsburgh's tight parking facilities. With the men on the job eight hours a day, Field Service Manager WALT AVERMAN delivers paychecks right in the hotel and daily checks material inventories.

Pittsburgh Wins Over 5 Bidders

Five companies around the nation competed unsuccessfully against North Pittsburgh's package bid, but Parker credits previous excellent service and branch relations with the hotel for tipping the scales and closing the sale.

The biggest job ever landed by North Pittsburgh was originally laid out by KEN SPRUTH (formerly of home office's Antenaplex Section), assisted by Walt and Parker, while the selling end was handled by AL HALLI, Multiple Outlet salesman, and Branch Manager Valentine.



J. Perrine, E. Meier, S. Salinetto, Al Halli & D. Moore study plans for the system

(Below) Mgr. Valentine (r.) holds contract with Salesman Al Halli (l.) and Pittsburgh br. Service Mgr. McLaughlin



NORTH Pittsburgh Branch Manager PARKER VALENTINE is proudly bursting his buttons this month over the extensive Antenaplex System installation his men are completing at Pittsburgh's Hotel William Penn.

Shooting for a February 15 deadline, the system will equip 1100 guest rooms with television reception from one UHF and three VHF stations.

Requiring more than 10 miles of coaxial cable, the mammoth job began last July and has provided continuous employment for four branch technicians.

Cable Runs 17 Floors

Cable is run through inside plumbing shafts from the 17th floor to the basement in 100 vertical drops. Horizontal cable runs are then tapped from these vertical risers to feed guest rooms with the television signal. Most of the tapoffs had to be made from plumbing shafts alongside the guest rooms' bathtubs. As a result, Parker says it wasn't uncommon to find technicians on the job, but in the bathtub.

Vertical drops were made six at a time in six closely grouped plumbing shafts. One technician at the top of the shaft reeled out the cable as other techs, working a floor apart, pulled the cable through the shaft to the basement.

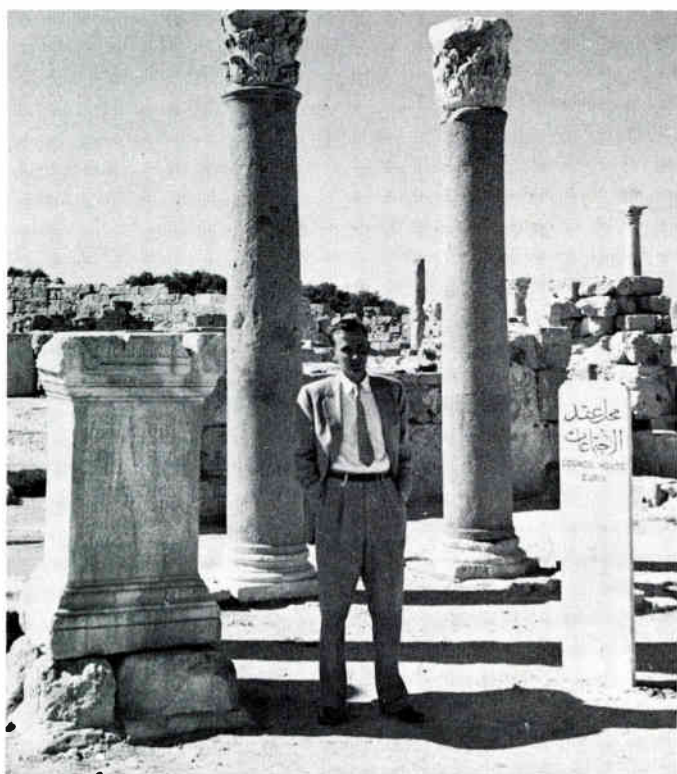
A new type of tapping device, manufactured locally, was used to connect the vertical risers to smaller cable running into the rooms.

The entire system is being operated from a single installation using Yagi antennas for channels 2, 6, 9, and 16. The signal is then fed into an SX8B amplifier acting as a master amplifier. This amplifier's output is then distributed into six additional SX8B Antenaplex amplifiers, which in turn feed about 16 vertical risers each. Each riser, in turn, supplies 12 to 15 guest rooms with the television signal.

Sets Trucked Direct to Hotel

In addition to the Antenaplex System, North Pittsburgh personnel sold 1,000 17-inch RCA Hotel Receivers to the hotel. These receivers are trucked in directly from RCA's Indianapolis plant. Branch techs receive the sets at the hotel's loading platform, warehouse them when necessary, or uncrate and deliver them to the rooms, finally connecting the sets to the system.

The hotel management and Branch Manager Valentine also signed a three-year Complete Coverage Service contract for the system and the receivers. Part of the deal includes the hotel providing a workshop and stockroom so Service



Government Service
Department Field
Engineer Lon Sorenson among the ancient Roman ruins at Sabrata. The engineer services a U.S. Air Force squadron based in North Africa

hard by the sun. These olive groves, and the villas usually centered in them, are the remaining traces of Italian colonization. The land is fertile only if it gets water and hard-working people.

"Misurata is a sleepy, quiet, little town and shows much of the Italian colonization effort. The Italians developed an extensive area around Misurata by irrigation, cultivating large olive groves and farms. Today, the Italians are gradually leaving this area as well as most of Libya, returning to Italy rather than become Libyan nationals.

"While at Misurata I was surprised to come across, of all things, acres and acres of pine trees at the little town of Crispi, just south of Misurata.

"Bengasi appears to me to be a little more cosmopolitan than Tripoli, though not as attractive.

Sandstorm Strikes Camp

"While at Bengasi I made the mistake of waiting over a weekend for a plane back to Tripoli. The time was spent being introduced to my first sandstorm.

"It lasted two days. For 16 hours the storm raged and all we could do was take it and wait it out. We ate and breathed sand and dust the whole time. Late Monday morning, we were in our beds in tents when a small tornado-like wind roared through the camp. I woke, and for a moment I thought the tent was going. A second later someone on the other side of the tent turned on a light. I couldn't see the floor or anything else . . . all I could see was yellow light filtering through the thick dust. I pulled the covers over my head and let it fly.

"As quickly as it came—it was gone. Everything was dust and dirt again.

"Back in Tripoli it was nice and cool, having rained a number of times since I'd been gone and the temperature was in the high seventies. I only hope it doesn't rain at the detachments while I'm out there . . . we'd be wading in mud."

FROM . . . *the Shores of Tripoli*

EVER since he left electrical engineering at the University of Utah, Government Service Department Field Engineer LON SORENSON has chased the electron from the Pacific to the Mediterranean.

The ex-submariner from Salt Lake City, Utah, worked for the Air Force as a radio flight mechanic at Hill AFB before he went with station KDYL-TV as a video engineer.

Finding his duties at the television station interfering with college classes, he switched to part-time employment at the university's radiation laboratory, and about a year later, April, 1954, he joined the RCA Service Company.

Lands in Africa

As a field engineer in DICK PROPST's Air Force unit, he landed in Africa last summer. He and fellow-FE JULIUS BRUMFIELD are engaged in radar maintenance at Tripoli's Wheelus Field.

A bachelor living at the field's BOQ, his flying trips and temporary duty assignments in Libya's sun-baked towns and cities serve to give him a trained observer's eye:

"I arrived here at Wheelus August 15, and from the air, as we were landing, it was impossible not to notice the forest of date palms, a green oasis against the desert. Since my arrival I've had ample opportunity to observe Libya and its people, both from the ground and the air.

"Libya is a land of contrast. From the sea, in the Tripoli area, 50 to 60 foot cliffs rise abruptly, breaking into cultivated fields with date palms and olive trees dotting the countryside.

"From the air, the scene changes somewhat in that what can be seen are the marks of man's existence, both past and present, in the form of ruined dwellings and once-cultivated fields. Now the ruins are being swallowed by the encroaching desert.

"Flying between Tripoli and Misurata one can see vast acres of olive groves in cultivated patches, surrounded by the desert and barren, treeless land baked

Although the Ship of the Desert is the most popular mode of transportation, FE Lon Sorenson prefers to ride airplanes over the sands



Government Service Department Serves the Nation—Around the World

KOREA . . .



Col. R. T. Nelson, 8th Army signal officer, presents FE C. Griesinger with a field service citation while FE G. Lim (l.), earlier winner, holds own award

VIRGINIA . . .



Government Field Engineers H. J. Kennedy (l.) and W. R. Haldane with Comdr. Odiorne following Navy field service citation ceremony

Education



W. J. Hazeley (l.), J. G. Gavin (center) & R. C. Martin confer on their American Management Assoc. course

Participating in a Company-sponsored educational development program, Government Service Department's home office personnel paid tribute to management courses designed to supplement work experience.

The courses, especially appealing because of conveniently arranged attendance schedules, are intensive reviews of management principles and practices, coupled with group discussion periods.

Consideration

Native children of Grand Bahama Island were treated to their biggest—and for some, their first—Christmas party.

Arranged by down-range personnel, aided by RCA MTP and Pan American



Co-chairmen Elaine Leonard and Phyllis Francis inspect toys donated by Missile Test personnel for island kids

World Airway's employees, Santa Claus came to deserving youngsters, with the grateful approval of British Commissioner Darville.

The party was attended by native families and officials.

Recreation

Sunday afternoon is water skiing time off the Cocoa causeway for the Missile Test Project's Personnel Section.

Employment Manager DAN PINHOLSTER says sometimes the group of a dozen or more water skiing enthusiasts include picnic trimmings, as skill on the skis builds appetites.

Receptionist ALICE MATZ's husband, M/Sgt. "Buzz Matz," supplies an outdoor motor boat.

Employment Interviewer Jerry McGinnis demonstrates her water skiing technique at Florida's MTP



A Go-Getter GETS ...



'55 Crown Victoria Ford

Camden, New Jersey, Branch Manager Randall Redpath & new car prize

**Consumer Relations—
BEGIN AT NINE**

Dear Mr. Fredrickson

Thank you very much for your lovely letter and booklets you sent me for my studio. I appreciated them very much and they were very useful. But most of all I appreciated your lovely letter which I took and read in class.

*Thank You
Sincerely Yours*

SERVICE COMPANY's Flushing, N. Y., branch believes in rendering service in every form. Such service may be installing or repairing television receivers, answering TV contract questions, and supplying any information a prospective customer may desire.

ART FREDRICKSEN, Flushing service manager, received a request a short time ago to assist a nine-year-old school girl in preparing a report for her class. Her assignment was a talk on television.

Provides TV Information

Art, between handling customers and furnishing service to Flushing's increasing number of customers, found time to locate information relative to monochrome and color TV, that could be understood by a grammar school student.

The youthful reporter digested the booklets and information Art forwarded her and presented her report to the class.

Respected in the branch for his sales-know-how, coupled with adroit handling of customers, Art Fredricksen practices consumer relations in every contact.

Flushing br. Service Mgr. Fredricksen



**How Branch Manager
of the Year Redpath
Reduces Complaint
Ratio at Camden**



Service Mgr. Hank Forscutt (l.) talks over the complaint ratio with Branch Mgr. R. C. Redpath



The Service Mgr. and Telephone Clk. Edna Quinn go back to card file whenever an investigation begins at Camden

Trouble-shooting Chief Tech Bill Wolfe (l.) picks up Hank's instructions on a complaint



Public Ownership of Industry

The Key to Nation's Strength

PUBLIC ownership of the nation's plants and industrial machinery is . . . an idea with the power to combat and kill the virus of communism, the power to keep our country strong and free, the power to give our people an unending supply of the good things of life and the leisure to enjoy them.

This quotation from literature published by Members of the New York Stock Exchange explains in part one significant feature of the recently announced Monthly Investment Plan. This new program makes it possible for members of the average income group to use limited funds for the purchase of listed stocks. American business, requiring capital for new products, new plants, new jobs, is being financed by millions of farmers, mechanics, businessmen, engineers, bankers, school teachers, housewives, and others from every profession and occupation. The Monthly Investment Plan offers an even wider opportunity for American workers to own a share in American industry. For many people, the "lingo" of stock brokers is a strange-sounding language which is hard to understand. Yet knowledge of a few simple terms opens the door to better comprehension of the basic factors and mechanics of investing. In its educational campaign, the stock exchange is attempting to help the individual who has moderate but regular funds to decide whether he should invest, to understand the advantages and the risks involved, and how investing works.

Referring to our introductory article in the last issue of THE SERVICE COMPANY NEWS, readers will recall that "investment objective" is the first consideration in investment planning. This can be broken down into three categories, for growth, for income or for safety or for any combination of the three. The second is to pick the type of security best suited to your plan. Broadly, there are three types of securities.

(1) *Bonds* represent a debt of the company. They obligate the concern to pay a stated amount of interest each year, and to pay back the full amount at the end of a specified time. If a company is liquidated, the bondholders are the first to be paid out of whatever money is available; preferred stockholders are next, and common stockholders last. (In the investment classification, bonds can be rated as follows—For *growth*: none. For *income*: very steady. For *safety*: best.) While bonds may not be purchased through M.I.P., it

is assumed that the individual has already obtained some of these, particularly U. S. Government bonds.

(2) *Preferred stocks* represent ownership with special rights, and limited privileges. Normally they have a specific dividend fixed in advance. On a non-cumulative preferred stock, the dividend must be paid before a dividend is paid the common stockholder, and on cumulative preferred stock, if a company is unable to pay when due, the dividends often accumulate and the company must pay all unpaid dividends to preferred stockholders before it can pay anything on the common stock.

On the other hand, preferred stocks participate in the company's earnings only to the extent of the fixed dividend, so growth and earnings improvement means little. (Preferred stocks may be rated as follows—For *growth*: slight. For *income*: steady. For *safety*: fair.)

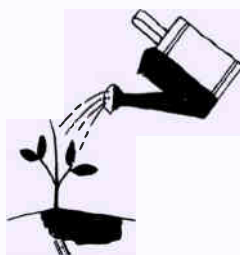
(3) *Common stocks* represent ordinary ownership in a business. They do not carry a fixed dividend. Dividends vary with the earnings of the company. (Depending on your investment objective, common stocks may be rated as follows—For *growth*: best. For *income*: variable. For *safety*: least.)

When a company first offers (or "floats") its stock or bonds to raise money needed to start operations, a specific price is set on that security. Thereafter, the price

of stocks or bonds, as with any commodity, fluctuates with supply and demand. If a number of holders conclude at about the same time that a particular issue is overpriced, they may decide to sell, and the price will probably fall. Or they may think it is selling at bargain prices and decide to buy. Their combined orders may cause the price to rise. When widespread buying causes stock prices generally to go up, it's a "bull" market. Widespread selling causing the average price of all stocks to drop is a "bear" market.

Your banker or attorney can advise you in the choice of broker (or member firm of the New York Stock Exchange), or you can check your local Better Business Bureau. If you are interested in the Monthly Investment Plan, which permits a budgeted cash payment of \$40.00 and up monthly or quarterly, for the purchase of common stocks in America's blue-ribbon industries, the broker you choose can give you full information and advice. He can also supply you with literature to clarify terms of the trade and much other basic information to guide you in your selection of securities.

This is the second in a series of three articles on "The Monthly Investment Plan" sponsored by the New York Stock Exchange, offering common stocks in American industries on an easy payment plan, at normal rates. Next issue: Advantages of Common Stocks, and More Details of the Plan. For further information about the Monthly Investment Plan, see any broker or write the New York Stock Exchange, 11 Wall Street, New York 5, New York.



**1. FOR GROWTH
COMMON STOCK IS BEST**
Preferred Stock Slight and Bonds None



**2. FOR INCOME
BONDS ARE VERY STEADY,
PREFERRED STOCK STEADY**
Common Stock Variable



**3. FOR SAFETY
BONDS ARE BEST**
Preferred Stock Fair
and Common Stock Least



From theater usher to field engineer for Technical Products filled a lifetime for retiring FE George Williams, shown here with his wife, Sue, and the gold watch presented him by admiring co-workers

First Retiring Tech Products' FE Honored by West Coast District

EX-FIELD Engineer GEORGE E. WILLIAMS has been associated with theaters and theater equipment ever since he went to work at the age of 12 as an usher.

Born in Sedalia, Missouri, the first Tech Products field engineer ever to retire attended Lane Technical Institute in

Chicago where he studied electrical engineering.

In the 24 years after Lane, from 1912 to 1936, George worked for American Telephone and Telegraph, installing switchboards, power equipment, telephone repeaters, and carrier current systems up

and down the West Coast.

When motion pictures acquired the additional dimension of sound, George worked out of San Francisco as a technical (installation) engineer, oftentimes trouble-shooting on special assignments or surveying and servicing theater sound equipment.

Those were the "good old days" of battery-operated systems and George can recall, with some merriment, the time he fell over some batteries in a theater in Spokane—raising havoc with the sound reproduction.

Ex-Photophoner

Joining RCA in 1936, the field engineer Photophoned the same territory he had worked for the telephone company.

Known to his fellow-coast engineers as a "good sport," they tell of the occasion when a theater projectionist removed George's tools from his kit, replacing instead a heavy set of Hall and Connley carbon jaws. Unsuspecting, George lugged them through the theater to his car before discovering the prank. And just as quickly, he returned to unceremoniously dump the weighty jaws on the projection booth floor.

Since 1936, except for a few months' top-secret work at the University of California's Radiation Laboratory for the Atomic Energy Commission, the service engineer faithfully battled the elements in keeping with the best tradition of the theater.

Now the sound specialist looks forward to battling trout at the end of a casting rod while maintaining his keen interest in the field that's occupied him since early high school days.



Attending dinner in San Francisco (left to right, front row): the Robert Kochs, the Herb Sauters, the Howard Graves. Back row (l. to r.): George Benjamin, the Hal Madisons, the George Williams', Mrs. Benjamin, Ed Burke, Bill Larkin, Mrs. Howard, Stub Schultz, Lew Howard, Mrs. Schultz, Mrs. Gillespie, Dick Newman, Robert Gillespie, William Thompson, & Norton Fautz

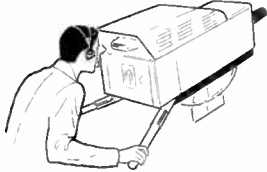


Gen. David Sarnoff

Continued Growth in '55

For RCA and Service Co.—

By Gen. Sarnoff and Exec. VP Odorizzi



LED by TV, the electronics industry faces 1955 with a brilliant prospect of achieving sales and technical developments which even surpass the year just ended,

Brig. General David Sarnoff, Chairman of the Board of RCA, said in a year-end statement covering the Company's accomplishments.

Gen. Sarnoff pointed to the growing magnitude of television as one of the important factors in advancing the nation's economy and welfare.

He listed seven major accomplishments of RCA in 1954.

1. Compatible Color Television.
2. Color TV Tube and New 21-inch Set.
3. RCA Magnetic TV Tape Recorder.
4. Electronic Light.
5. Electronic Light Amplifier.
6. Transistors.
7. High Fidelity or "Hi-Fi."

Sales volume of the electronics industry for 1955 is expected to be about 10% higher than the 1954 estimated total of 10 billion dollars.

Looking ahead, Gen. Sarnoff said that industry production of television receivers in 1955 is currently estimated at about 6,000,000 sets.

21-Inch Color Tube

"An outstanding development in 1954," he continued, "the RCA 21-inch color tube, operating with the magnetic equalizer which maintains color purity to the very edge of the picture is now in production. It is certain to stimulate production of color sets by others in the industry as well, and will lift color TV 'off the ground' and into the market.

"Television on an international scale is not too far away," he predicted. "It is bound to be achieved in television as it was in radio."

During the coming year, magnetic tape recording for black-and-white and color television will make its debut.

"Practical applications for the electronic light amplifier are foreseen in a wide range of technical uses where increased brightness is desired. In television, this new form of light amplification will bring bigger and brighter pictures; it will revo-

lutionize television as we know it today."

Discussing the intensified research and development on transistors, General Sarnoff said, "It is anticipated that 1955 will witness greater utilization of transistors, printed circuitry, and other advanced engineering and production techniques to improve the efficiency and decrease the size and weight of commercial as well as military electronic equipment.

"The electron and the atom . . . will give increased impetus to the industrial revolution already underway," commented Gen. Sarnoff. "These are definite indications that . . . atomic power for the home will be a reality within the next decade.

"Electronics will lift burdens from the backs and remove toil from the hands of men . . . and electronic brains will perform many routine tasks in the new age of automaton. The electron is the key to man's conquest of space.

"The new and promising developments of the Electronic-Atomic Age," General Sarnoff concluded, "open the way for the creation of new businesses, new jobs, and higher standards of living."

Service Important to Electronics Industry



C. M. Odorizzi

SERVICING of electronic equipment now accounts for an important percentage of total sales for the electronics industry, Charles M. Odorizzi, Executive Vice Presi-

dent, Corporate Staff, RCA, declared in a recent speech. By 1957 it is expected to reach an annual total of 2.7 billion.

"Service has become an important facet of the nation's business structure," he continued. "The customer knows the value and economy of keeping the products of modern science and industry at peak efficiency . . . it is a good investment that returns its outlay manifold in many forms."

Mr. Odorizzi told of the "amazing growth and healthful expansion of electronics" and emphasized the importance of installation and maintenance of equipment as a major contribution to total industrial sales.

During the four years from January, 1954 to 1958, the industry's gross income from home installation and maintenance is expected to almost double—from \$1.4 billion in 1953 to an estimated \$2.7 billion in 1957. He went on to say that in 1953 the consumer service was responsible for 16.4 per cent of electronic industry sales.

"Some measure of the importance of service to electronics," Mr. Odorizzi said, "is shown by the fact that nearly 100,000 servicemen are employed in the industry, most of whom are in radio and television service for the home. With the expected growth of the electronics industry, more than 125,000 technicians will be needed in 1957."

In discussing RCA's own service operations, Mr. Odorizzi stressed the importance of the service call, saying:

"The millions of service calls made each year by RCA service representatives are an invaluable asset. RCA executives and engineers are able to keep informed of customer demands and preferences through the reports received after visits to homes, factories, and military bases. In this way they can more accurately plan for future design and production of electronic products."

Increase in Government Service

"The demands for servicing government electronic installations at home and abroad," Mr. Odorizzi said, "to insure peak efficiency has brought about a major expansion in this branch of service activities." As an example he cited the growth of the Government Service Department in keeping pace with our country's defense program.

Summarizing future electronics industry prospects, Mr. Odorizzi predicted several principal trends:

A decline in the sale of black-and-white TV sets by 1957, but a rise in color television "now a mere infant" to a total "near the billion mark" during the same period;

An increase in government purchases of electronic equipment from about \$2.5 billion this year to about \$2.9 billion in 1957;

Looking further ahead, he also predicted major future developments in the broad areas of automaton, microwave radio communications, and industrial television applications.

TV Eye Serves as Space Spotter In Oakland, California Parking Lot



Close-up view of TV screen shows how attendant can spot space

SPACE-SPOTTING by television to speed car parking service is the latest achievement of the "TV Eye" developed by the Radio Corporation of America as a means of extending human sight.

Here's how it works:

The customer drives up to the entrance booth. The lot attendant stamps a ticket, quickly checks the picture on a 21-inch television receiver mounted in the booth—and tells the customer "You'll find a vacant parking space in aisle five to your right."

In the first announced application of its kind, the RCA closed-circuit spotter has gone into service at Oakland, Calif., where it is being used by the Downtown

Merchants Parking Association on a 225 by 300-foot car lot.

Engineering Products Division officials declare the TV spotter works perfectly in this task. They explain that the "TV Eye" camera, compact and light-weight, is mounted atop a light standard overlooking the lot and is connected to the receiver in the booth.

A special pan and tilt mechanism enables the camera automatically and continuously to scan the parking area and project what it "sees." Control switches in the booth also make it possible for the attendant to operate the camera manually.

And, they add, the camera is encased in a special weatherproof housing to provide efficient operation regardless of weather conditions.



Missile Mathematician

IMPROVEMENT of production capacity of RCA Missile Test Project mathematicians is currently being accomplished by Doctor MARK M. LOTKIN's presentation of a course in advanced numerical analysis.

Covering new techniques and procedures, the eight-month long course is especially suited to the use of personnel working in the high-speed digital computer field. Students receive instruction twice weekly after working hours. The only charge to students is the cost of the textbook.

Dr. Lotkin, a native of Denmark, is RCA Service Company's manager, Computer Unit of Data Reduction, Range Operations Section.

The doctor studied mathematics and physics at the University of Berlin, the University of Kiel, and New York University.

After instructing at the Junior College of Paterson, N. J., he was appointed assistant professor of mathematics of Carleton College, Northfield, Minn., and later, of Wabash College, Crawfordsville, Indiana. He's also served on the faculties of the extension divisions of the Universities of Maryland and Delaware.

Missile Pioneer

In 1945 he joined the Ballistic Research Laboratories, Aberdeen Proving Ground, Md., and among other activities he supervised the development of the first guided missile firing table, one currently employed in training for use of that weapon.

When he left the research organization last November to join RCA Service Company, Dr. Lotkin was acting chief mathematician of a computer unit.

Despite his full schedule as a manager and teacher, the mathematician finds time for an occasional tennis game, and project personnel report spotting him fishing in neighboring rivers.

The Lotkins and their two boys now make Patrick Air Force Base their home.



Camera mounted atop lot's lights



Screen is behind man's shoulder

Three Service Company Members Win Merit Award



(L. to r.) Pres. Cahill, Sid Baker, & Exec. VP Odorizzi



Pres. Cahill (l.), Jim Cravens (center) & Exec. VP Odorizzi

AMONG the 20 winners of the RCA Victor Award of Merit for 1954 were Western Area Service Manager **SID BAKER**, Electronic Equipment Specialist **JIM CRAVENS**, and Technical Products Service Department Vice President **W. L. JONES**.

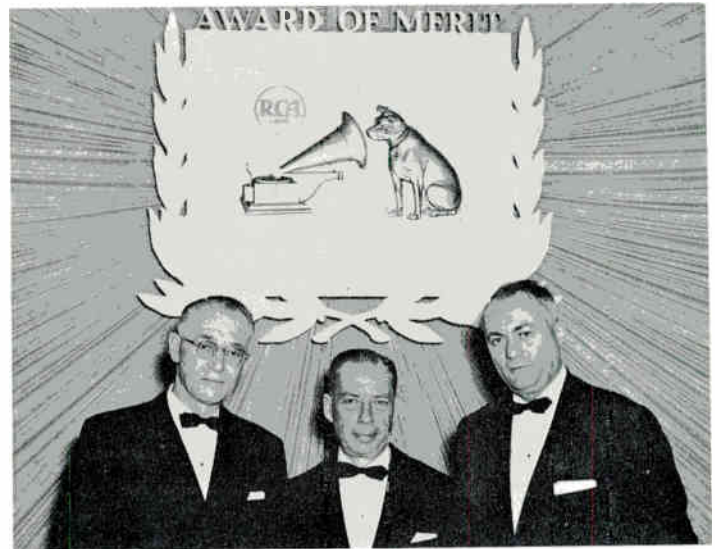
The award is presented annually by the Radio Corporation of America to a maximum of 20 outstanding individuals selected from 20,000 salaried employees.

Cited for a "remarkable improvement in customer service" by the television service branches from Chicago to Hawaii which comprise his territory, Consumer Products Dept.'s Sid Baker was also commended for his success in building a hard-hitting management team, for his forward approach to technical and administrative training in his area, and for his record of improving sales in a number of difficult markets.

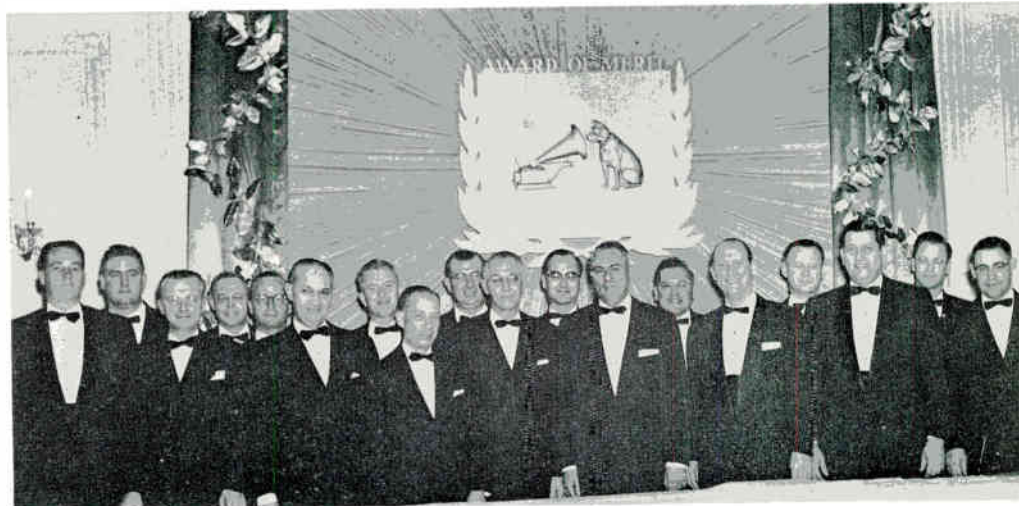
Jim Cravens was honored for successfully handling major color television demonstrations in leading cities during 1954. He also assisted engineering groups of RCA's Television and Tube Divisions in adapting test equipment and facilities for handling developmental models of RCA's new 21-inch color receivers and tri-color picture tubes.

Tech Prod VP **W. L. Jones**, a veteran of more than 25 years with RCA, was commended for his record of increasing sales in his department every year of its operation, for his aggressive promotion of drive-ins, theater TV, 3-D, stereophonic sound and related services, for his success in increasing industrial electronics service, and for his dept.'s accomplishments in making critical TV transmitter installation deadlines despite a critical shortage of trained engineers.

(At right)
Service Company President E. C. Cahill (l.), Technical Products Service Dept. Vice President W. L. Jones and Exec. Vice President, Corporate Staff, Charles M. Odorizzi at Phila.'s Barclay Hotel



(Below) Service Company's Award of Merit Society members



Gen. Smith Elected to RCA Board



ELECTION of General Walter Bedell Smith as a member of the Board of Directors of the Radio Corporation of America was announced recently by David Sarnoff, Chairman of the Board.

General Smith was Vice-Chairman of the Board of Directors of the American Machine & Foundry Company. He served as Under Secretary of State from February, 1953, to October, 1954.

During World War II, General Smith was successively Secretary of the Joint Chiefs of Staff and United States Secre-

tary of the Combined Chiefs of Staff in Washington, Chief of Staff of the European Theater of Operations, and Chief of Staff to General Dwight D. Eisenhower. On behalf of General Eisenhower, he negotiated and signed the instruments effecting the surrender of Italy and Germany.

General Smith was Ambassador to the Soviet Union from 1946 to 1949, when he assumed command of the United States First Army. In October, 1950, he was appointed Director of Central Intelligence, where he served until his appointment as Under Secretary of State. He retired from active service in the Army on January 31, 1953.

Beginning his military career as a private in 1910, he rose to the rank of general in 1951. He served in France during World War I, and was wounded in action. From 1925 to 1929, he was lent by the Army to serve as Executive Officer and Deputy Chief Coordinator, Bureau of the Budget, and as Executive Vice-Chairman of the Federal Liquidation Board.

For service in both World Wars, General Smith holds eight decorations from the United States, as well as decorations from numerous foreign countries. He has fourteen honorary degrees from American and foreign colleges and universities.

General Smith's headquarters are in New York.

Skater's Dream ... On Wheels



WHEN she was eight years old, MARLYN CASWELL's mother started her roller-skating as therapy following a bout with rheumatic fever. Within a year the now-comely champion skater rented a pair of shoe skates and diligently roller-skated back to vigorous health.

Then came high school at Upper Darby, Pa., and Marlyn hung up her skates for closer attention to the books.

Her first job after graduation came when the Pennsylvania Company for Banking and Trusts hired her as a clerk. After this, Marlyn joined a Philadelphia firm engaged in the production of Army rifle components. Then came a stint as a secretary for a plumbing fixtures company just before she joined the Service Company.

A stenographer-clerk at home office since last summer, Marlyn types and files procedures and forms for N. A. DiORIO's Procedures and Forms Control organization.

Last year's state and eastern regional figure champion, Marlyn will again enter national competition this year on her \$125 pair of skates, hoping for top honors.



In Camden, N. J., last month for four days of product training and instruction were Commercial Service Manager Conrad Odden's Radio, Victrola, Television field personnel (shown above attending class). As part of the RVT men's annual review meeting, the group toured RCA's air conditioner manufacturing activity on Long Island, New York, where the field men observed product quality control and tests

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**COMPATIBLE
COLOR TELEVISION**