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RCA SERVICE COMPANY NEWS

“I Resolve....”

“I resolve . . .,” said the RCA serviceman, as he, with forethought, made those perennial New Year’s resolutions.

“I resolve to make this a safe year for myself and mine. I shall drive safely to, from, and at work. I shall take care on the road when out for a family drive. I shall remember that courtesy of the road not only makes friends, but also saves lives.

“I shall never underestimate the importance of observing routine precautions to protect my life and the lives of others. I shall take care when climbing, making sure my ladder is on secure footing before ascending. I shall avoid precarious positions, and see that tools and materials are placed where they will not endanger myself or others. I shall exercise extra vigilance when handling ladders, masts, and antennas in the vicinity of power lines and overhead wires—and keep as far away from them as possible.

“I shall remember that traffic lights, speed limits, and other regulations are designed to give every driver an even break. I will observe them and live longer. In parking, I shall avoid obstructing highways, including the neighbor’s driveway across the street. I shall turn wheels into the curb on hills and set brakes before leaving my truck or car. I shall observe the RCA driving code and carefully study all Company bulletins and policy announcements on driving.

“I resolve to help make this a successful year for my Company, and thereby for me and my security.

“I shall be courteous at all times and remember to do unto the customer as I would have done to me. I shall always respect the customer’s property. Upon entering I will leave heavy-weather clothing on the outside. I will not track up a fine rug or highly-polished floor.

“I will not stand on furniture to reach out-of-the-way places. I shall be extra careful when soldering, making certain the iron rests upon a regular stand, is out of the way of youngsters, and is located where there is no chance of anyone tripping over its cord.

“I resolve never to forget that it is the customer’s preference for RCA workmanship

and service that has placed him or her on my list of calls. I shall respect that preference in all matters, listen to all complaints, answer all questions possible.

“I shall remember that not everyone is a technician, nor are our new customers versed in the operation of our products. I shall, therefore, explain the complete operation of the instrument to a new customer or to a representative of that customer. I shall make certain, also, that the customer knows where and how to get in touch with the Service Company when and if an emergency arises.

“I shall be as diplomatic as possible upon discovering the customer to be at fault due to incorrect operation. ‘It’s easy to see why you misunderstood the operation of this control,’ I will say, and then proceed with an explanation of the correct method of operation.

“I shall maintain an attitude of self-assurance when starting to trouble-shoot. I won’t forget my data notes, but I will handle those notes, my tools and instruments, as though I know what I am doing.

“I shall never forget to prove all repairs by actual test operations in front of the customer or his representative.

“I resolve to spread goodwill for the Company through my daily contacts with customers and the public at large.

“I shall start off each morning smooth shaven, wearing a clean shirt and tie, a neat suit, and shined shoes.

“I shall have pride in my car or assigned truck, keeping it cleaned on the inside and out.

“I shall never, never, drink on the job, both for the sake of my life and my job.”

“I shall use discretion in smoking, doing so only when invited by a customer, and even then exercising care when disposing of butts, ashes, etc.

“I shall never accept tips.

“I shall keep all promises and appointments.

“I resolve to keep my resolutions!”



Operation Kinescope

In what must surely have been among the most unusual production operations devised in the manufacture of television receivers to date, the RCA Service Company played the major role in speeding distribution of RCA Victor television sets to a record number of purchasers prior to Christmas.

In planning and operating "Operation Kinescope," the Service Company made it possible for RCA Victor's Home Instrument department to meet its fourth quarter delivery goal. The Company's unique production operation made it possible for some 48,000 additional sets to reach customers' hands before the holidays.

The program, while planned to the minutest detail under the direction of W. J. Zaun, Manager, Quality Control, was extensive and complicated. It called for shipment of close to 50,000 models T-121, 9TC247, and 9TC249 from plants to distributor warehouses during the period November 7-December 17—less kinescopes.

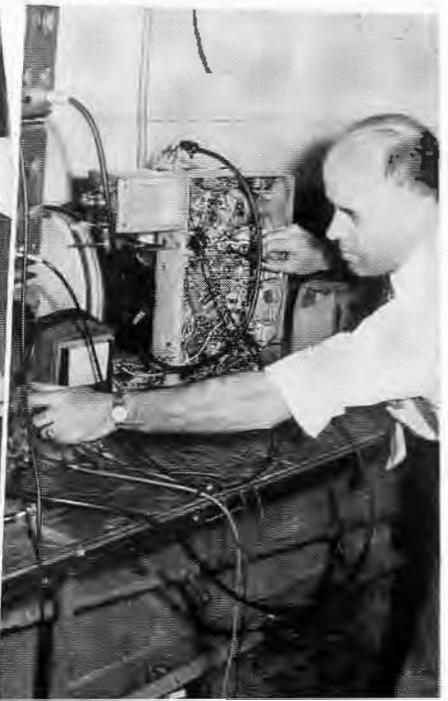
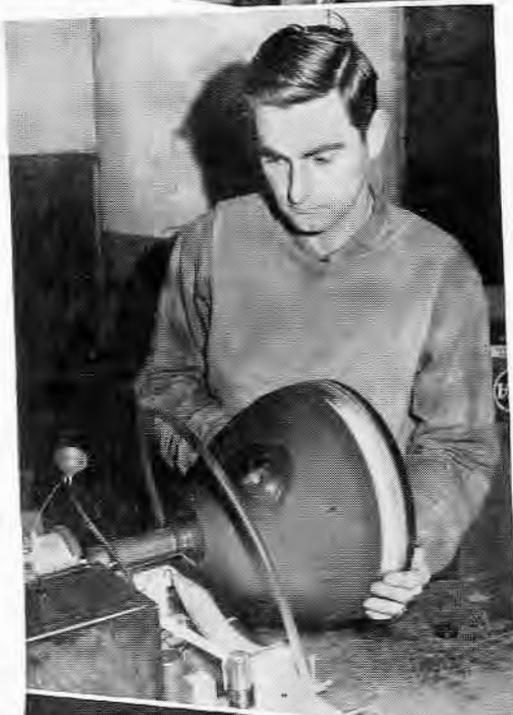
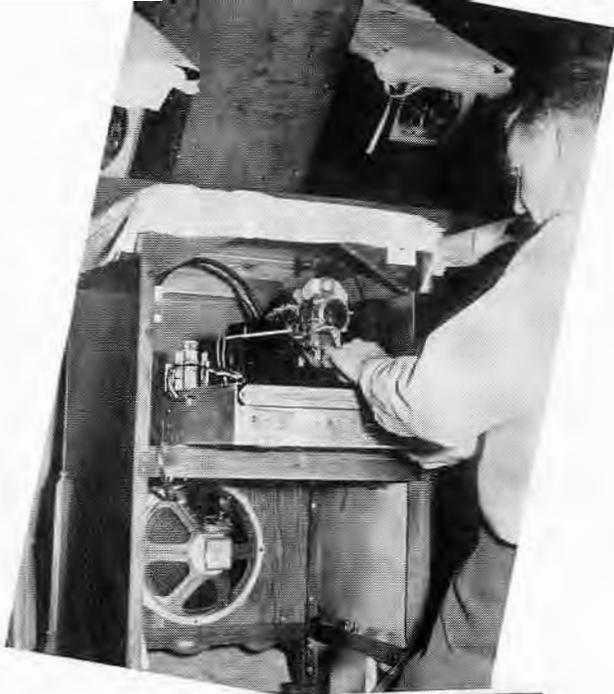
The kinescopes were to be drop-shipped from the Tube plant or Tube warehouses to the distributors, at a scheduled rate of approximately 9700 a week, beginning November 14.

The kinescopes were to be installed in the receivers in the RCA Victor distributors' warehouses by the Service Company—the technical labor furnished by the Service Company.

That such an intricate and split-second operation required voluminous paper work, scores of conferences, and plenty of sound planning, is obvious. That the operation was a success is a credit to all whose efforts made it possible.

Aside from Television administration and operating personnel, the emergency program required the full co-operation of, among others, the Personnel department, the Accounting department, the RPT organization, the Consumer and Technical Products divisions, RCA Radiomarine, the Purchasing department, Material Control section, the Tube department, RCA Victor distributors, and RCA Victor Home Instrument personnel.

The accompanying photographs, while taken in the warehouse of an eastern distributor, illustrate better than words what went on to make "Operation Kinescope" a success. The photos follow the operation step by step. At the top, the chassis is removed from a kinescope-less set. In the center picture the kinescope is carefully placed in the chassis, and at bottom, left, the ion trap is attached to the rear of the kinescope. At bottom, center, final aligning adjustments are made after the chassis and picture tube are placed in the cabinet. At bottom, right, tests and repairs are made on any defective parts in the shipments



It's Safe to Say:

Even Stair and Stapler Can Be Dangerous for the Careless

"You're wasting plenty of good space talking about on-the-job safety," an irate secretary told us the other day. "There are plenty of Service Company employees just like me, who don't have to stand on ladders during the course of a work day, don't have to be careful of soldering irons, and don't even drive cars. Why don't you print something we'll be interested in?"

Before we could answer our verbose critic, she had turned on her heels, headed toward the door, and fallen flat on her face over the wire from an electric typewriter.

To our still bed-ridden reader, and to the clerk whose carelessness laid her up, we dedicate this page and these words of caution:

No matter what job be yours, and no matter where you may perform that job, there are hazards, both man and machine made.

You don't have to fall off of a roof to break a leg. You don't have to be working with an electric drill to punch a gash in your hand.

You can get just as hurt at a desk as at a workbench. You can feel just as much pain from a stapler as from a saw.

True, we have stressed safety on the job to a larger degree for our technicians, engineers, and mechanics, but only because they are the majority.

Let not the over-all theme of safety first escape the office-worker, however.

Let he or she, also, remember to take care—beware!

A bad nose bump is in store for Gertrude Tarnecki, as Ruth Sellers, left below, shows how dangerous and painful it can be when one heads through the wrong door



Girls, especially, should take care when going up or down stairs, or they may join Gloria Thompson who, above, shows what hurrying on heels can produce



You can almost feel the cut Lois Lex is so obligingly incurring, above, to prove that moistening an envelope flap with your tongue is far from safe



Wastebasket fires have caused many office headaches. Most frequent offenders are men, doing just what Dave Myers is demonstrating, above, should not be done



That handy stapler can prove to be a deadly weapon if used carelessly. Arabelle Duff demonstrates, above, the right way to do the wrong thing with your finger





William J. Zaun, manager, Quality Control division

Organization and Personnel

William J. Zaun was recently appointed manager of the newly organized Quality Control division.

Mr. Zaun, who held the post of manager, Television Operations section, prior to his appointment, started with RCA in the summer of 1929 as a student engineer in Radio Control. He joined the Service Company in 1943 as an assistant division manager.

The new division will collect and summarize field reports on quality of RCA products and quality of service rendered on such equipment for the purpose of recommending appropriate action to interested management.

Mr. Zaun will, hereafter, report to the president.

D. H. Stover has been named manager, Television Operations section. In this capacity, Mr. Stover will be responsible for field operations and administration, planning, fleet, facilities, methods, and materials.

Mr. Stover was employed by RCA Victor in January of 1942 as an I & S field engineer. He came with the Service Company in 1943.

Merrill G. Gander has been appointed manager, Engineering section.

Having started with RCA Victor in 1935 as a test maintenance man, Mr. Gander worked his way to the Service Company in 1943 as an I & S engineer.

John David Callaghan was made manager, Antenna group, Engineering section, recently.

Mr. Callaghan started with the Service Company in 1946 as an I & S field engineer. He held the position of I & S TV specialist prior to his recent appointment.

William M. Tomlin has been named manager, Receiver group, Engineering section.

Mr. Tomlin has had more than five years of service with the Company, having been employed in 1944 as an I & S field engineer. He was an I & S TV specialist prior to his promotion.

Harry B. Lyons was recently named manager, Engineering section Model Shop.

Mr. Lyons' affiliation with RCA dates back to 1926, when he was employed by the Victor division. In March of 1944 he was made an I & S field engineer with the Service Company. He held the post of chief laboratory mechanic prior to his recent appointment.

Robert C. Gray has been made assistant manager of the Television Operations section.

Mr. Gray came with the Service Company in August of 1946 as a TV servicing technician. He was most recently manager of the North Jersey district.

D. W. Karger has been appointed manager, Systems and Methods group.

Mr. Karger, formerly in Engineering with RCA Victor, is a new employee of the Service Company.

Joseph B. Ogden is manager of the Contract Sales group of the Sales and Advertising section.

Mr. Ogden was employed in 1942 as a group supervisor in the RCA Tube Plant at Harrison. He entered the Service Company last October in the same capacity.

Herbert A. Poole has been named manager, Advertising and Sales Promotion group, Consumer Products Service division.

Mr. Poole is a newcomer with the Service Company, having been employed as a working group leader in October, 1949.

Donald H. Kunsman was recently appointed manager of the Budgets and Procedure section, Financial division.

Mr. Kunsman came with the Company last September as staff assistant to the president.

R. L. Olmstead has been named manager of the Accounting section, Financial division.

Mr. Olmstead started with the old Victor Talking Machine Company in 1927 as a clerk in its General Accounting department. He was transferred to the Service Company in 1946 as a department manager, and was acting controller at the time of his most recent appointment.

Harry V. Hannum is manager, Budgets and Standard Costs group, Financial division.

Mr. Hannum started with RCA Victor as a junior clerk in the summer of 1930. He came with the Service Company only last month.

Fred W. Wentker has been named manager, Chicago district, Technical Products Service division.

Mr. Wentker's service record with RCA goes back to 1928 and the days of RCA Photophone. He was originally employed as a survey engineer in the Installation and Servicing department. He was transferred to the Service Company in 1946 as supervisor of the Advertising and Sales department.

Henry J. Mayer is the recently appointed manager, New York district, Technical Products Service division.

Mr. Mayer, who comes to this new post from a similar one in Chicago, was employed by RCA Victor in 1938, and has been with the Service Company since 1943.

Joseph Mayers has been named manager of the Advertising and Sales Promotion group, Technical Products Service division.

Mr. Mayers came with the Company last August as a copywriter in the Advertising and Sales department.

For Milady

Will you be my valentine? A fun way to ask the time-honored question is to give a Valentine party where men and girls are teamed up by cutting cards in half, and making the couples with the matching halves partners for the evening.

Party games are far from being outdated for the older folk. Charades, Twenty Questions, are all popular these days with the over-twenty set.

Canasta, or any card game for that matter, provides rousing entertainment for the gang. Only with Canasta, any number from two to six can play at a table.

Speaking of Canasta, did you know that the only change in our 52-card deck of playing cards in centuries has been the addition of a joker? So many people are now playing the latest rage, that most standard decks are being turned out with *two* jokers.

That great bugaboo, the common cold, is with us again. And this year the market is flooded with all kinds of remedies. But have you ever tried baking soda when you feel a cold coming on?

A tablespoon of baking soda in a glass of water several times a day puts your system in an alkaline condition, and an aspirin tablet with the soda relieves the ache. Try baking soda the minute you suspect a cold—it's inexpensive and something you always have on hand.

You, of course, may have other home remedies for the common cold—anything from sassafras tea to mustard plasters but one thing you'll never be able to refute, and that's the versatility of that common box of baking soda.

For example, here's another baking soda tip: When you've finished the dishes, don't forget to de-grease the dish pan and sink with baking soda. Sprinkle soda in pan and sink, rub with damp cloth, rinse.



Did you know that:

Regardless of how old a child is, he should never wear his big brother's outgrown shoes. It's misguided economy that saves a few dollars now, only to cause pain and discomfort in years to come. Each pair of feet develops differently and one person's shoes will not fit another's feet.

A well-known good grooming consultant, who works with teen-agers throughout the country, found in a recent survey that fifty per cent of thirteen year olds use lipstick. She concludes that parents are condoning this practice or are at least "not objecting very vigorously."

Chances are one to three that when a woman buys a billfold or has one given to her, that the billfold will be red. And the next most popular color is green. Bright colors are preferred for billfolds because they make it easy to find the wallet full of money, keys, papers, and pictures, in a crowded handbag. Also, color plays up a billfold as a smartly styled accessory.

If you're looking for food to offset high prices this winter choose white fish. A tremendous catch has made it plentiful.

Haste May Waste Your Life — Drive Carefully

Whatever master of the spoken word gave the world that time-honored cautioning, "Haste makes waste," he undoubtedly lived many, many years before those words could find their full meaning.

For the writer of that must have passed away long before the advent of the mechanical device whose users, above all others, should and must heed his words.

With the application of no other machinery can haste make more waste than with the automobile.

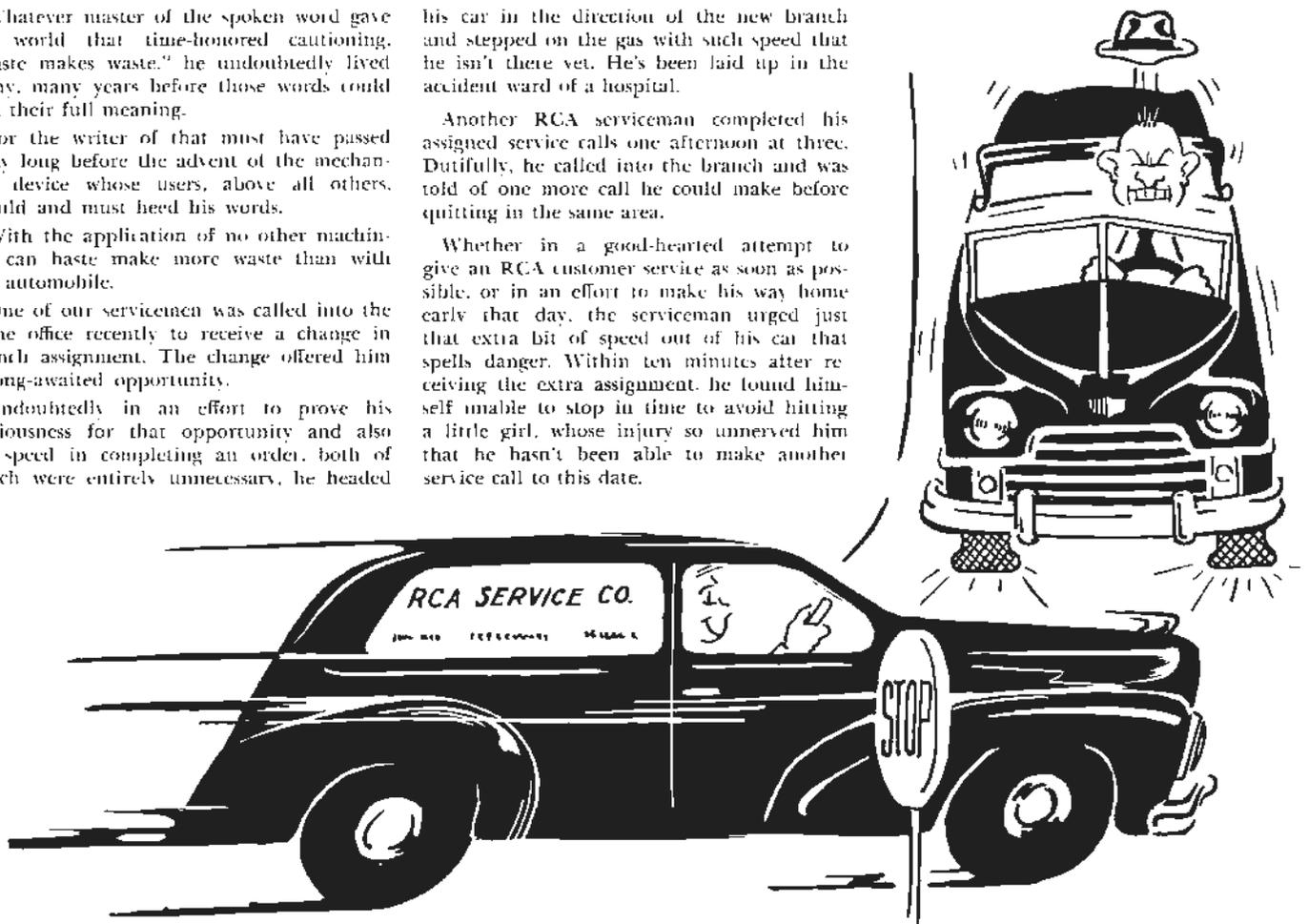
One of our servicemen was called into the home office recently to receive a change in branch assignment. The change offered him a long-awaited opportunity.

Undoubtedly in an effort to prove his anxiousness for that opportunity and also his speed in completing an order, both of which were entirely unnecessary, he headed

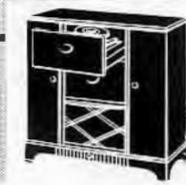
his car in the direction of the new branch and stepped on the gas with such speed that he isn't there yet. He's been laid up in the accident ward of a hospital.

Another RCA serviceman completed his assigned service calls one afternoon at three. Dutifully, he called into the branch and was told of one more call he could make before quitting in the same area.

Whether in a good-hearted attempt to give an RCA customer service as soon as possible, or in an effort to make his way home early that day, the serviceman urged just that extra bit of speed out of his car that spells danger. Within ten minutes after receiving the extra assignment, he found himself unable to stop in time to avoid hitting a little girl, whose injury so unnerved him that he hasn't been able to make another service call to this date.



CONSUMER PRODUCTS



Correspondence Proves Customer Satisfaction

Scores of Complimentary Letters are Received Daily

"I just wanted to let you know of the courtesy and fine service given to me and my wife and our RCA television set the other day. Mr. — and Mr. — are gentlemen you and your Company can be proud of."

And so it goes, hour after hour, day after day. Scores upon scores of satisfied customers are letting the Company know of the fine service it offers and the fine personnel it employs.

To the many well-wishers who write, "I am sure you receive many letters of complaint, but knowing that few people tell you about your good work, I am writing . . ." the Company can happily answer, "you are wrong, but keep writing anyway."

Whereas one might be expected to receive a complimentary letter upon the completion of a unique service, more than ninety per cent of the glad-tidings letters received by the various branches, districts, and home office personnel, refer merely to everyday television service operations.

The letters are sincere appreciation to the men who can insure them of the finest in entertainment, and who can go about their service work with just that extra bit of courtesy, good-will, and sincerity.

These more than welcome, but journalistically unspectacular letters, would fill two times the number of Service News pages each month. This being impracticable, we are reprinting only a smattering of the more interesting correspondence received quite recently.

One lady customer in Pontiac, Michigan, who boasts that her RCA set can pick up even Toledo, Ohio, on a clear day, wrote that she was so pleased with her set and with RCA Service that she has already talked five people into buying RCA sets and into purchasing the Service Contract.

A lady in New Jersey, whose husband is in the coal business, praised a serviceman who recently installed her RCA set.

"He certainly had his troubles here," she wrote, "we have three floors to go through and the cellar is filled to the brim with buckwheat coal—he surely had endurance and a sense of humor. If you have any hard propositions in the offing, give them to him."

A director of television engineering operations for a New York video station wrote to the branch manager in his area. "I wish to express to you my appreciation for the

prompt, courteous, and efficient manner in which your staff took care of my report of TV receiver trouble at my home last Friday. Within a few hours of my report, the receiver was restored to operation, enabling me to monitor our week-end transmissions, which was of more than normal importance."

From a very grateful resident of Hollywood came this note. "On Monday, October 31, I called your Hollywood branch in distress. I was scheduled to entertain for Halloween that night, and without television the party could not have been a success. I told my plight to the young lady at the service board, and with her co-operation, as well as that of the servicemen, our set was in working order in plenty of time for the festivities. I and my husband, truly appreciate this prompt service. Please renew our contract."

Television is complete home entertainment, and as such it affords immeasurable pleasure to those who own a set. That extra service which enables a customer to get the most out of his set is never forgotten, as this letter from Detroit indicates.

"Last Friday night at 10:30 our television set went black. On Saturday morning I called

your service branch and explained to them that my husband, being a registered pharmacist, worked every-other weekend and five nights a week, and that this was his week-end off. Within three hours after my call a serviceman arrived and repaired the set. I just wanted you to know how much I and my husband appreciated such service."

This letter speaks for itself: "We would like you all at RCA Service to know how much we appreciate the wonderfully prompt and courteous service we received in the recent installation and service to our RCA television set. This was definitely beyond the call of duty, and certainly made our son Paul, who is confined to a wheel chair, very happy indeed. He has been glued to the set ever since your men left."

There are many, many more letters of the sort above. They are good to receive. Whether sent to branch or district manager, or whether mailed to the home office, they eventually find their way to those who in planning the Company's everyday operations, know, by such correspondence, that whatever duties they may assign to the field, will be carried out with courtesy and dependability.



The RCA Antenna

Company Committee Helps Develop Long Sought Improvements in TV Installation

At the district managers' meeting of September 12, several objectives were outlined for the home office Engineering department, relating to the Company's antenna program.

The first was to reduce the cost of a standard antenna installation to \$27.50. The second was to eliminate the wood cross arm. Third was to develop an antenna that would meet both of these requirements. Fourth was to consider the miscellaneous hardware items advanced in the meeting.

That the department met these objectives was evident by its report at the latest of the district managers' sessions.

An antenna committee was appointed after that first meeting. The committee met often. But problems arose regarding manufacturing processes, patent difficulties, suppliers, ideas that proved impractical or too expensive, and the all-important time element.

Fortunately, indecision, disagreement, or lack of co-operation was never encountered, and the objectives were finally met.

As a standard antenna installation which would cost \$27.50 or less, the committee offered a Channel Master antenna.

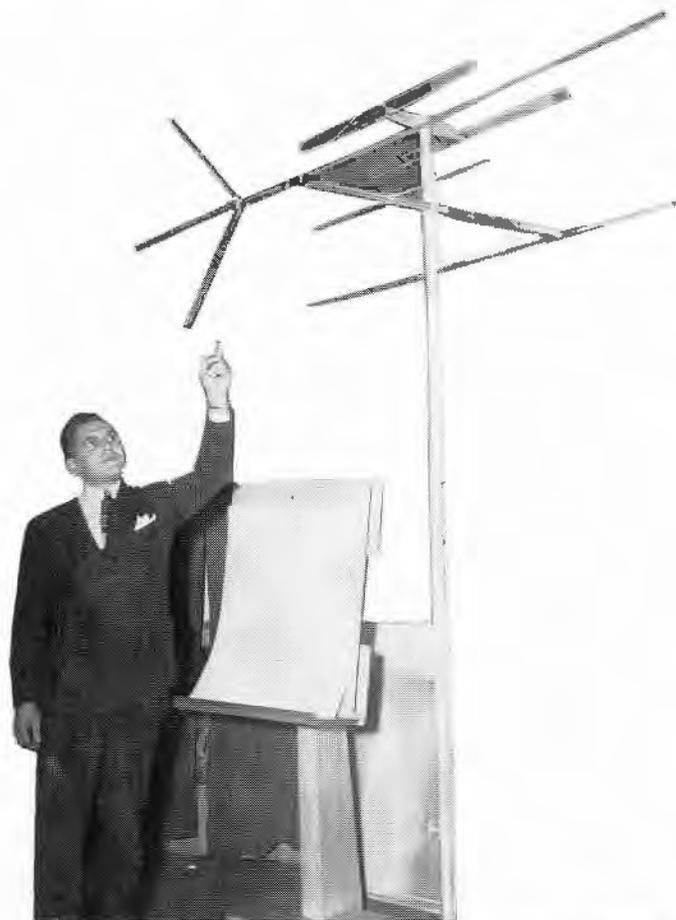
Summarizing the reports of approximately 300 installations with this antenna, indications are the electrical performance has not been sacrificed and is the same as the previous RCA hi-lo combination; that the mechanical changes specified by RCA have resulted in a structure that passes our wind and load specifications without detracting from the quick assembly feature.

The first 5000 of these antennas were all of the hi-lo type and were shipped only to the thirty branches where they would find immediate use. Reorders will be packaged so that any combinations of antennas can be made up: simple dipole and reflector, simple dipole and reflector with wings and HF reflector, hi-lo combination for individual orientation.

In the process of selecting competitive antennas for use, and in considering the design of the Company's own, the committee automatically eliminated the objectionable feature of wood cross-arms.



Fred S. Lakewitz, member of the antenna committee, discusses a model of it with C. M. Odorizzi, vice president in charge of service, RCA Victor division



Merrill G. Gander, manager of the Engineering section, and a member of the antenna committee, points to features of the recently developed RCA antenna

Fortunately, there had been plans for RCA's own antenna in the offing some time before the September 12 meeting. A hand-made sample of this antenna was presented before the committee who regarded it very enthusiastically.

It was developed by S. F. Nielsen of Engineering.

The advantages of this antenna are:

Its simplicity-quick assembly features, ruggedness, better appearance, and low cost.

Evades the patent difficulty by eliminating the pivot feature for folding. Slotted rods are merely plugged into the cross-arm.

An antenna design that is distinctively RCA. The RCA emblem will be moulded into the plastic piece supporting the elements.

The elements and individual parts are replaceable.

Rigidity and structural strength is better than any competitive antenna seen.

Large leakage path between dipole elements to reduce troubles with salt and soot deposits.

Better performance than the 225 on the high bands due to less capacitance at the dipole connection.

All major elements of the antenna are aluminum, which will eliminate electrolysis due to the use of dissimilar metals.

The round cross-arm provides for easy installation of the snap-on type of standoff insulator.

The terminal connections on the insulator have been arranged to provide strain-free attachments of the transmission line and easy attachment of phasing rods supporting these antennas if this feature is found desirable.

To complete its other objectives, the Engineering department designed and sent samples into the field of a new chimney strap mount; a peak roof bracket; a 227 bracket extension; a cheaper HF antenna; and improved versions of the wings and reflector for HF.

The committee has been retained to continue examination and recommendation of new and improved antenna components.

The Philadelphia TV District

Not the largest, but certainly one of the busiest of the Service Company's television districts, is Philadelphia.

Actually misnamed at present, since its headquarters are located on the outskirts of Camden, the Philadelphia district boasts ten of the Company's most modern branches,

located as far south as Gwinhurst, Delaware, and as far west as Lancaster, Pennsylvania.

Pride of the district at this writing is the ultra-modern Northeast Philadelphia branch. Slated to begin operations throughout one of that city's fastest growing population centers around the first of this year, the

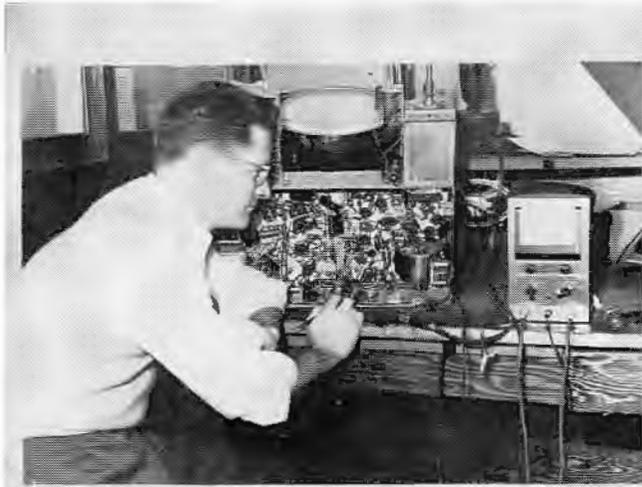
new branch's employees, previously trained within the district, are already handling more than 10,000 accounts.

Due to heavy commercial televising activity in the Philadelphia area, the district's ten branches are all formidable. The tremendous Christmas buying rush recently proved that they are all also capable.

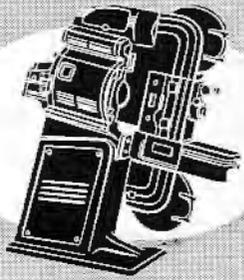
District manager is Warren Werner. Warren came with the Company in 1916 as an I & S engineer in the field. He served in various capacities until January, 1949, when he was named district manager.

The photographs appearing on these two pages, while not including scenes from every Philadelphia district branch, are representative of the district's activity.





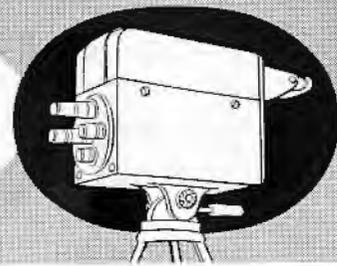
On the opposite page: Top, left, Mae Grey comes to work at Gwinhurst. Top, center, Joseph Paintkowski, left, and Sidney Sellwood, examine a projection model to be repaired at the Camden branch. Top, right, Charles Fisher, of Gwinhurst, checks a service call location. Center, Lenore Theis welcomes visitors to the Camden branch. Bottom, left, Bob Hardy, is pictured in the Camden branch stockroom, while in the center, Garrett Marvel, stockman in the Collingdale branch, fills an order from Ed Williamson. Bottom, right, John C. Nook, Camden, makes out his daily report. On this page: Top, left, Don Reed is at a Collingdale branch work bench. Top, right, are shown some of the girls at the Camden branch service board. Center, left, William Dougherty replaces a mask on a set in the Camden branch. Center, Ed Sawicki makes a repair in the Chestnut Hill branch, while at center, right, Lillian Schweitzer, seated, and Joan McLaughlin, both of the same branch, discuss a service report. Bottom, left, George Williams makes a comparison test at the Gwinhurst branch. Bottom, right, Martha Bonawell receives one of many service calls at the Collingdale branch



Technical



Products



Neither Wear Nor Tear Can Belay Their Repair



Located physically deep in the heart of the RCA Victor division plants in Camden is the Return Apparatus Control section of the Service Company.

Occupying more than 17,000 square feet of floor space, and employing more than forty persons, this section is, among other things, responsible for what was at one time the very nucleus of the Service Company.

For this section repairs any and all RCA products which *can* be repaired. Obviously a large order.

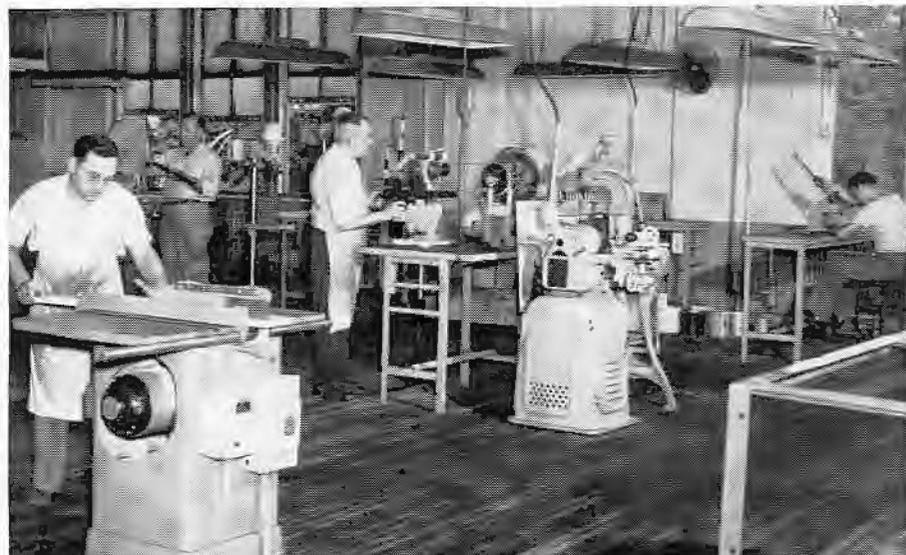
Under the direction of manager Barney Bachin, highly-specialized technicians and mechanics, steeped in experience, are busy

at the section's work benches repairing anything from sound heads to 16-mm projection equipment.

High upon the list of equipment which the section repairs are microphones and pickups, professional and portable recorders, sweep generators, test and measuring equipment, television film projection equipment, and home receivers.

In addition, the section's repair group works on broadcast and television monitors, transcription turntables, and police receiving and transmitting equipment.

All this within the one plant floor where these scenes of repair activity were taken.



Promotion Pieces and the Engineer

Technical Products Tells Its Field Men How to Use Their Home Office Selling-Aids to Best Advantage

A noted sales authority told us this story the other day:

"Early in my selling career, many years ago when I was young and full of ideas as to how to sell a prospect, I came across what was to be the largest account of my early days.

"Knowing the potential, I proceeded to turn all my sales-talk knowledge upon the hapless prospect. After giving vent to all I had learned from selling articles and pedantic teachers, and after having taken up some thirty minutes of the prospect's time with my sales talk, I realized that his attention throughout most of my oratory was upon a small promotional piece I had been unconsciously holding in my left hand.

"What semblance of common sense possessed me to offer him that brochure, which I, and all the other eager young salesmen had considered the fruitless attempt by home office personnel to get into the selling act, I will never know, but, frankly, that promotional piece did the trick. Whether because the prospect was glad to do something besides listen to me spout, or because the piece actually did do a selling job, I sold a heavy account."

Today that sales authority is the first to tell you that promotional pieces often find it hard to do a selling job by themselves, and salesmen can find the closing pretty tough at times without any promotional support.

"The ideal combination," he will say, "is a wide-awake sales approach, backed-up by proven promotional material!"

Keyed to that combination, is the sales program of the Technical Products division.

Aside from keeping its engineers up-to-date on prospects and selling techniques, the division has for many years championed an extensive program of promotional pieces.

This promotion has covered almost every aspect of Technical service. And, it is continuing.

The only stumbling block which can often be met even when both selling combinations are set-up and used, however, is the failure of the salesman to accept promotional assistance, such as our sales authority almost did in the above story.

To eliminate any possibility of the combination going awry, the Technical Products folks are educating their engineers in the proper use of promotional pieces, thereby increasing respect for the literature.

Through a series of presentations and letters, the division is explaining the use that can be made of promotional literature.

Promotional pieces are not just sent to engineers; a description of how and when to use those pieces accompanies them.

In a recent presentation before district managers, some recommended uses for promotional literature already on hand were made.

The managers were told to use them as stuffers in letters, in bills.

Press home display of them on dealers' counters, they were urged. Suggest dealers also use them as stuffers.

District supervisors were urged to see that the promotional pieces were being put to good use. They were told to go with the men to help them use promotional pieces, to help engineers with sales approach, to actively see that recommended practices are carried out.

The engineer, who plays the major role in the effective use of promotional material, was urged to become more familiar with these props. They were told to ask themselves these questions before setting out to use any of the pieces:

What does it say? What does it offer the prospect? Am I ready to elaborate on the points covered? Am I ready to answer all questions that may arise? Do I completely understand the piece myself?

After answering those questions, the engineer should ask himself, what does the prospect need? He must first know the prospect's situation, know what will strike home to him. Then he must make sure what part of the folder or piece covers that need. He must then be prepared to stress that part, and be fully armed with supporting information.

During the sales talk, the division points out, the engineer must show the prospect the literature, tell him what it is all about, and point out the features, elaborating with his own experiences. Dwell longer on those features which particularly affect the prospect, they were urged. Demonstrate and exhibit field test equipment where possible. Show the equipment, explain its use and value, and demonstrate.

After the selling pitch, the engineer is urged to leave the literature with the prospect. Urge him to think it over. Offer the Company's services. Suggest a definite date to come back.

On that date, see the prospect personally. Carry more folders so that the prospect doesn't have to go searching.

Rounding out the presentation, the division urged the engineers to make full use of the testimonial ads being run, and to not forget the direct mail letters now being sent out. They were urged to keep a kit handy of all the promotional pieces sent out from the home office, and to include contract forms in that kit for a quick sale.

Who else besides the prospect should receive promotional pieces? The division recommends projectionists, theatre managers, maintenance supervisors in plants, plant managers, hotel maintenance men and supervisors. "In short, all the people who might be called into a discussion before a contract is signed."





Ginger Rogers, star of the January 27 "Playhouse"

Radio Show Receives Heavy Dealer Promotion

Offering RCA Victor dealers a double-barrelled promotional help, six top Hollywood stars are featured in the first of a series of transcribed open-end radio commercials for the company's consumer products.

This is a move to tie in merchandise promotion activities with the appeal of the star-studded "Screen Directors' Playhouse" radio program, whose sponsorship was assumed by RCA Victor at the beginning of this month.

Stars with established box office popularity—Cary Grant, Shirley Temple, Ray Milland, Fred MacMurray, Betty Hutton, and Alan Ladd, are featured on the fifty-four second commercial transcriptions. The discs are to be used as spot announcements over local radio stations in dealer tie-in promotions.

In addition to sales messages for specific RCA Victor consumer products, the spots will also include a strong commercial mention of the "Screen Directors' Playhouse" program, which is being presented by RCA Victor every Friday evening at nine, EST, over 161 stations of the NBC continental network.

The next show on the "Playhouse" will be on January 27, when Ginger Rogers will ap-

pear in "It Had To Be You," directed by Don Hartman.

To assure product identification with the stars on the radio program, RCA Victor distributors and dealers will be provided with point of sale promotional material, including streamers and window display pieces. Other promotional helps for tie-ins with the popular Hollywood stars will also be made available.

Workers Are Guarded By New Atom Counter

A new radiation counter for the routine checking of personnel in laboratories and manufacturing plants who work with radioactive substances has been developed by the RCA Engineering Products department.

The instrument measures simultaneously the extent of beta and gamma contamination on hands and feet of those engaged in handling radio-active material, while compensating automatically for background radiation. It was designed by RCA under the Atomic Energy Commission's program to safeguard those engaged in atomic work.

The hand and foot monitor consists of a platform flanked by two posts, designed for installation in a passageway where workers leaving the radio-active area must pass through the aperture, and a control cabinet which may be installed in any out-of-the-way space that is free from contamination and excessive vibration.

On the platform are two clearly defined foot positions, and at a convenient height and angle near the top of each post is a hand cavity. When a worker stands on the foot positions and inserts his hands in the cavities, indicator lights on the posts flash red, yellow, or green to show whether he can safely leave the premises or must undergo further decontamination. A duplicate set of lights flashes on the monitor control cabinet for the benefit of the operator. Circuits controlling the indicator lights are actuated by the degree of radiation picked up by Geiger-Mueller tubes installed on each side of the hand cavities and under the foot positions.

The control cabinet houses all the electronic amplifying and counting circuits and the necessary power supplies. Front and rear doors give easy access to the equipment units, which are mounted on removable chassis. In the center of the top cover there is a clear plastic window to permit reading of the positions of "step relays" which indicate the counts of both subject and background radiations. This unit permits the monitoring of each individual's condition by a trained operator.

In order to operate the instrument, the subject merely steps onto the foot positions on the platform and presses his hands down on base plates in the cavities.

These plates operate switches which start the tubes counting. It is necessary for both plates to be depressed before the machine will operate. After a fifteen to ninety second counting cycle, the appropriate green, yellow, or red indicating lamps reveal the degree and location of contamination.

More BIM Hints To Help the Engineer

"While checking the M1-4266 (BIM) amplifier, I found the amplifier voltages to fluctuate 20 to 30 volts. Excess rejects were observed and the machine function was erratic. Investigation revealed that the 20 mfd filter capacitor was very low in value and leaking (current) enough to cause voltage variation and poor machine performance."

Edw. Pothier, Hollywood District.

"When adjusting the BIM infeed gate as instructed in 2K16-1, I have found a simple gauge useful when setting the gate the required $2\frac{1}{8}$ " from the safety gate. A "plug" or short section of pipe (such as nominal 2" copper pipe, which measures about $2\frac{1}{8}$ " OD) will facilitate this adjustment and also provide a quick method for checking the dimension at subsequent calls."

David W. Gould, Atlanta District

RCA Simplifies the Drive-In Problems

A comprehensive "packaged" drive-in sales plan designed to take the planning and construction headaches out of launching a drive-in theatre has been announced by the Theatre Equipment Sales division of the Radio Corporation of America.

Organized to help the motion picture exhibitor "buy in" quickly on the profitable and fast-growing drive-in business, according to RCA's announcement, the program offers the prospective drive-in exhibitor economies and freedom from multiple-contract worries by grouping all requirements except the site and the operating personnel.

Wrapped up and delivered in a single package, under the new plan, are design, construction, equipment, and servicing.

With an engineered plan adaptable to requirements of virtually any community or location, and built to specifications approved by the buyer, costly mistakes and confusion are eliminated and the public is afforded the best in physical layout.

The announcement revealed that independent RCA theatre supply dealers are now accepting orders for the modern, low-cost "ozoners" in any part of the country.

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Editor
LLOYD STUART KOPPEL

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