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RCA SERVICE COMPANY





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## The Cover

The destiny of the RCA Service Company has been guided by the three men on our cover, which reflects the Company's variety of activities. We salute Mr. Odorizzi on his being named to a position of increasing responsibility. We congratulate Mr. Kunsman on becoming our second President. And we say, "Get well soon" to Mr. Cahill, "You've done a terrific job the 15 years you were President of the Service Company. We look forward to your counsel and assistance."



## C. M. Odorizzi Appointed Group Executive Vice Pres., Consumer Products & Services



Charles M.  
Odorizzi

Appointment of Charles M. Odorizzi as Group Executive Vice President, Consumer Products and Services, has been announced by RCA President John L. Burns.

Formerly Executive Vice President, Sales and Services, Mr. Odorizzi now will have responsibility for all consumer products as well as services of RCA. He will retain overall supervision of the RCA Service Company, RCA Institutes, Inc., RCA Victor Distributing Corp., and RCA Victor Company Ltd., of Montreal, Canada.

Mr. Burns also announced these additional executive assignments:

W. Walter Watts, Group Executive Vice President, will have added to his responsibilities the RCA International Division, formerly under Mr. Odorizzi. The RCA Electron Tube Division and the RCA Semiconductor and Materials Division continue to report to Mr. Watts.

P. J. Casella becomes Executive Vice President, Consumer Products. He will have responsibility for the activities of the RCA Victor Television Division, the RCA Victor Radio and "Victrola" Division, and the RCA Victor Record Division. In his new capacity, Mr. Casella will continue to report to Mr. Odorizzi and will continue as President of the RCA Victor Company, Ltd., Canada.

Robert A. Seidel, Executive Vice President, has been assigned duties as Assistant to the President of RCA.

Martin F. Bennett, formerly Vice President, Merchandising, becomes Vice President, Distribution, reporting to Mr. Odorizzi.

Mr. Odorizzi has had broad experience in the fields of merchandising and service, as well as in industrial organization and management. He joined RCA in 1949 and has been Vice President in charge of service for the former Victor Division; Operating Vice President for that Division; Executive Vice President, Corporate Staff; and since October, 1955, Executive Vice President, Sales and Services. He is also a member of the RCA Board of Directors.

What you have just read is the essence of the press release announcing Mr. Odorizzi's expanded duties. This news is of much more than usual interest to Service Company people, however, because of our close association with Mr. Odorizzi during the past almost 10 years. In extending him our congratulations, we are proud that the Service Company's success has contributed to his success in RCA, as Mr. Odorizzi has often said. He came to RCA as Vice President in charge of service, and despite the continually broadened, more requiring and time consuming duties which he has assumed since then, we have always had the advantage of his close attention, direction, and unabated interest in Service Company problems and opportunities. His election to the RCA Board of Directors was another honor which indirectly reflected to the Service Company's credit, and we are confident that the combination of the Consumer Products Division under Mr. Casella with the Service Company and the other divisions of Mr. Odorizzi's group will be of mutual advantage. We wish him continued success.



# ***D. H. Kunsman Named RCA Service Co. President; Top RCA Executives Laud E. C. Cahill's Leadership***

Appointment of Donald H. Kunsman as President of the RCA Service Company was announced on September 24 by Charles M. Odorizzi, former Executive Vice President, Sales and Services. Mr. Odorizzi was appointed Group Executive Vice President, Consumer Products and Services, in October.

Mr. Kunsman, who has served as Vice President and Operations Manager, succeeded Edward C. Cahill, who has headed the Service Company since its inception in 1943. The appointment was effective October 1. Mr. Cahill is taking a less active role in company affairs on the advice of his physicians, but will continue to offer counsel and assistance on special projects to both the Group Executive Vice President and the President, RCA Service Company.

Under Mr. Cahill's leadership, the service-arm of RCA has grown from a handful of service technicians to a world-wide organization of more than 12,000 technicians, engineers and scientists.

Mr. Cahill spent almost his entire adult life with RCA. In 1928, the same year sound movies were born, he joined RCA Photophone, Inc., as a field engineer, beginning a career that culminated in his being appointed President of RCA Service Company, Inc., in 1943. In the interim, Mr. Cahill gained vast knowledge of the electronics field. And it was during these years that he became affectionately known as "Ed" to a growing family of friends and to many RCA customers.

His appointment as President began a stellar chapter in Mr. Cahill's career. In spearheading activities of the infant Service Company operation, he continually stressed customer satisfaction and service courtesy—pointing out that "we (Service Company) have many more people in direct contact



**E. C. Cahill**

with the public than any other branch of the RCA family tree." This philosophy proved correct. The late 1940's saw our service expanded to an increased number of industrial products and to a new phenomenon—television.

For his "extraordinary" leadership and his role in the launching of television, Mr. Cahill earned the 1947 RCA Victor Award of Merit.

Another highlight in Mr. Cahill's illustrious career of service was on New Year's Day, 1954. That was the day RCA Compatible Color Television spanned the United States for the first time. Under his able direction, RCA Service Company personnel played an important role in the hectic weeks of preparation for the innovation. Coast to coast, RCA Service Company not only further brightened RCA's reputation, but again enhanced its own excellent record of superior service.

Mr. Cahill resides in Haddonfield, N. J., with his wife and their two children. He has been active for years as industrial electronics-engineering advisor for his alma mater, Milwaukee School of Engineering. He was elected to the school's Board of Regents in 1952 and has served also as a board member of RCA Institutes.

In announcing the change at a staff



**D. H. Kunsman**

luncheon, Mr. Odorizzi paid tribute to Mr. Cahill's many contributions to RCA in his 30 years with the corporation and 15 years as President of the Service Company.

"The position and reputation which the RCA Service Company has earned in the government, industrial, and consumer service fields are a testimonial to his excellent leadership," Mr. Odorizzi said. And quoting from a letter he had written to Mr. Cahill, he said: "Under your dedicated leadership, the Service Company has grown from a small service activity to a major sales and profit-producing division with more than 12,000 employees scattered throughout the world. Whatever else the future may hold, Ed, the success of the RCA Service Company will always be a great tribute to you and to your faith in the business of providing the high standards of service which have produced for RCA not only income, but, perhaps of greater importance, millions of satisfied customers."

Mr. Odorizzi also read letters written to Mr. Cahill by RCA President John L. Burns and Chairman of the Executive Committee of the RCA Board Frank M. Folsom.

*(Continued on page 4)*



## A Thumbnail Sketch . . .

# Our New President Grows With the Company

Nine years ago Donald H. Kunsman joined the RCA Service Company as staff assistant to the President, E. C. Cahill. Today, he is the Service Company's second president . . . taking from Mr. Cahill the reins of a still growing world-wide organization.

In his former post, Mr. Kunsman, as Vice President and Operations Manager, was responsible for all service and sales functions, obtaining a thorough association with the Company's over-all operations. He kept his finger on the pulse of the Service Company by frequent trips to the far-flung field locations of all three operating groups—Consumer Products Service, Technical Products Service and Government Service.

A native of Superior, Wis., Mr. Kunsman attended Superior State Teachers College and the Northwestern University School of Management.

He joined RCA Service Company in 1949 as Assistant to the President. Shortly thereafter, Mr. Kunsman was

named Manager, Budgets and Procedures, and was promoted to Treasurer and Controller in 1950. His appointment as Vice President, Consumer Products Service Department, came in 1953.

As Treasurer and Controller, Mr. Kunsman introduced budgetary controls which made it possible for the Company to improve its forecasts, its profit objectives and its operating plans. Introducing new sales and service programs, Mr. Kunsman, as Consumer Products VP, reversed the downward sales trends and established sales and operating policies which resulted in expansion and superior performance. He built and solidified the Consumer Products Service organization during its most trying period, and this achievement was recognized when he received the RCA Victor Award of Merit for 1955.

Mr. Kunsman lives in Delaware Township, N. J., near the RCA Cherry Hill offices, with his wife, Lee, and two children, Barbara, 19, a student at the University of North Carolina, and Donald, Jr., 13.

## D. H. Kunsman Succeeds E. C. Cahill as Service Co. President—cont.

Mr. Burns wrote in part:

"I want you to know that you have left an enduring mark in the annals of RCA, especially as a pioneer in the service field of radio and television. It was a herculean task that you faced when the RCA Service Company was formed, and its stature today attests your ability and talents. Through 'Service' you and your excellent organization have not only lived up to the true meaning of that word, but you have intensified it to 'Salesmanship'—because Service has added to the prestige of RCA products throughout the world, not only in the home and in industry, but in the defense of this country."

And Mr. Folsom's letter said, in part:

"You and I were in the thick of launching television, both black and white and color, as a new industry—and I shall never forget the outstanding role you played in its success. In all my experience in sales and merchandising, I have never witnessed such a wonderful achievement as that accomplished by you and your people in providing competent and quality service. Indeed, you and your organization were responsible to a large degree for bringing television from 'around the corner' into the homes of millions. As well you know, high quality service brought about confidence in the new art; so you should have a great sense of pride in your accomplishment that gave consumers faith in our products and satisfaction in their performance."

But perhaps among his many honors, Mr. Cahill will value most the Testimonial Scroll presented to him at the luncheon and signed by top managers of the Service Company, and by Mr. Odorizzi and other RCA New York executives. It is inscribed:

### "TO EDWARD C. CAHILL

WHOSE INSPIRED AND DEVOTED LEADERSHIP AS PRESIDENT OF THE RCA SERVICE COMPANY CREATED AN ORGANIZATION UNIQUE AND PRE-EMINENT IN THE CORPORATION AND THE INDUSTRY.

"YOUR FORESIGHT AND UNIQUE ABILITY CREATED AN ORGANIZATION WHICH YOU DEVELOPED FROM A HANDFUL OF TECHNICIANS TO AN IMPORTANT FORCE IN THE CORPORATION NUMBERING MORE THAN 12,000 LOYAL EMPLOYEES WHO OWE YOU AND THE CORPORATION THEIR DEEP APPRECIATION . . . IT IS WITH THIS THOUGHT THAT WE WISH TO PUBLICLY ANNOUNCE OUR GREAT DEBT AND GRATITUDE TO YOU DURING YOUR FIFTEEN YEARS AS OUR PRESIDENT AND GUIDING OFFICER, AND EXPRESS OUR SINCERE HOPE THAT WE WILL BE ABLE TO CONTINUE TO DRAW ON YOUR WISDOM, KNOWLEDGE AND JUDGMENT FOR MANY YEARS TO COME.

September 24, 1958"



# RCA Service Co. Wins Third Consecutive Safety Award

In an important phase of safety . . . industrial accidents . . . the National Safety Council citations for 1957 were a refreshing note. For the third consecutive year, RCA Service Company received the Council's highest recognition . . . the Award of Honor.

The presentation cited the company for its outstanding safety record in connection with occupational injuries, both nationwide and overseas.

In addition, other RCA Service Company activities were recognized for their individual safety records. The awards and their recipients were:

## AWARD OF HONOR

Government Service field—nationwide and overseas.

Consumer Products Service—Western Region.

Consumer Products Service—East Central Region.

## AWARD OF MERIT

Consumer Products Service—Southern Region.

Consumer Products Service—Southwestern Region.

Consumer Products Service—Central Region.

## PRESIDENT'S LETTER

Technical Products Service—West Central Region.



A. L. Conrad, Vice President, Government Service (r.), and W. T. A. Baxter, Personnel Mgr., Government Service, are congratulated by Mr. Kunsman on the Government Service field activity winning the Award of Honor

## There's Room for Improvement

Though RCA Service Company has a safety record of which it can be proud, there is something which should not be overlooked.

Is the record as good as it can be?

Last year, 1,128 days were lost due to accidents that were serious enough to prevent employees from working.

The 1,128 days lost figure is more than a cold statistic. It represents human suffering by employees . . . and too often, a lasting disability. And to the Company, the injuries and lost time have meant missed service calls and loss of customer good will.

Stated differently, 1,128 days lost in 1957 represents four employees out of work every day for THE ENTIRE YEAR. Every disabling accident is a tragedy and so long as one accident occurs, that mishap is ONE TOO MANY.

With this in mind, a new safety program geared to further reduce injuries has been developed and will be announced soon.

But the most important safety program can start right now—with you. Be careful . . . be cautious . . . and live longer!

Remember, one accident is one too many. Especially if it happens to YOU.



E. D. VanDuyne, now Mgr., Gov't. Service, DEP Services, received President's Letter for Technical Products West Central Region's safety record



Safety Council official congratulates Orval Bowers on Southern Region's winning the Award of Merit



Central Region's Bill Davis (r.) is presented Award of Merit by Zurich Insurance Company representative



In upper left photo, Pat Brune (r.) accepts award for Southwestern Region. In center photo, Western Region's Bob Adams smiles while receiving safety plaque. Right, Myron Telep (c.) accepts Award of Honor as East Central personnel looks on







Frank Bartolomey, ace salesman, carries in another FSO. He earned \$1100 in commissions in 6 months

## Resourceful Rahway Branch Rejected Recession



Reg. Sales Mgr. Bernie Grossman (r.) happily presents shirts as prizes to H. Smialkowski (l. to r.), M. Proudfoot, W. Ryall and Branch Mgr. Bill Askins



Appliance servicemen, not to be outdone by TV sales effort, bring in another of numerous washer overhauls

The recession seems to be on its way out. But so far as Rahway Branch is concerned . . . there hasn't been any.

Sounds optimistic? Let's review the North Jersey branch's record.

In December of 1957 William Francis Askins was promoted to Branch Manager of Rahway. He brought with him from Asbury Park Branch boundless energy and determination. And these characteristics were part of what was needed at Rahway, for early this year the branch was faced with sales problems, recession talk and a generally uncertain future.

To gain the proper incentive, the branch entered into a six-month sales contest with one of the largest and most successful branches in the Company. Each supervisor, technician, office worker and telephone girl rolled up his or her proverbial sleeves and really went to work. Factory Service Overhauls, Modifications, Antenna Installations, and sales of all types began to roll into the branch in unprecedented numbers. New personnel were hired to keep pace with the extraordinary sales effort.

To keep up with the increased business, all phases of the branch's operations were geared for top performance. The North Jersey RF center, located in Rahway, played an important part in the rapid completion of Factory Service Overhauls in the shop. Modifications of new receivers to be sent overseas (*Rahway modifies TVs purchased in foreign countries*) were stepped up to new highs. The appliance servicemen caught the fever and are

selling just like the TV techs.

Result: In six months of sales competition Rahway topped all comers in the Consumer Products Service activity's Eastern Region. The branch was so "hot" that Regional Sales Manager Bernie Grossman remarked during a recent presentation, "I'm trying to create a contest that Rahway can't win." It's not that Rahway likes trophies or shirts or parties. It's not that the other branches were not doing a fine job, either. It's just that Rahway doesn't like to be beaten . . . especially by a little thing like a recession.

Figures don't lie. And Rahway's success is reflected in the sales figures as of July: Up 20 per cent in gross billings over last year.

A big part of the Rahway success story was played by Bill Askins, who started with RCA Service Company as a helper 10 years ago. The former U. S. Navy electronics technician, who during his hitch in the service journeyed to the South Pole with Admiral Byrd's 1947 expedition, has built a team at Rahway that on May 10 accepted permanent possession of the Regional Manager's Trophy after months of concerted sales efforts. Starring roles in the Rahway story were also played by Mike Zolde, veteran technician; Hank Smialkowski, Sales Manager, and Frank Bartolomey, who racked up 145 FSO's during a three-month contest period.

With this spirit, it's no wonder Rahway says there hasn't been a recession. Not with the way they sell.



TV receivers to be shipped to all parts of the world are modified by Rahway technicians



Warranty bench technician Ed Schaffer pleases another customer with his motto, "Fix 'Em While You Wait"



Richie Beck, shown working on a tuning unit, handles the North Jersey Dist. tuner repair center



DOWN — BUT NOT OUT.

# Hollywood Bounces Back After

# Disastrous Fire

Three months after the fire, operations are back at the burned-out location, which had to be completely rebuilt

On Sunday, June 29, at 5:15 A.M., the Los Angeles Fire Department hurriedly answered a four-alarm call at 911 North Orange Drive. It would probably have gone unnoticed for another hour except that the slumber of residents in the neighboring apartment dwellings was broken by a series of explosive-like sounds.

Imploding kinescopes at Hollywood Branch were the blasts that awakened sleepy residents and their calls were quickly answered. When the firemen arrived, the conflagration was beyond control . . . the blaze had had enough of a head start that internal portions of the building were infernos. In addition to the Consumer Products Service unit being burned out, the Technical Products Service Theatre, Mobile Shop, Warehouse, Regional Offices and the Consumer Products Service Regional Offices were also destroyed. The stock, TV sets in for repair, Technical Products equipment, office furniture . . . everything . . . was a mass of rubble.

But it's the story of what happened afterwards that counts. Like a sleeping giant rudely awakened by a bad dream, RCA Service Company rose to the challenge.

It was quite a bad dream, for newspapers estimates put the loss at \$250,000 to \$300,000.

Despite it being Sunday, Home Office and field functions sprang into action. Hal Madison, Service Manager, Technical Products Service—Western Region, Bob Adams, Consumer Products Service Western Region Manager, Earl Degner, Branch Manager, and Bill Thackrey, District Manager, immediately began planning for a new location and methods of insuring that operations would continue as soon as possible. In no time, Hollywood Branch had a temporary home . . . 852 La Brea Avenue. The branch was back in business Monday morning with what could be begged or borrowed. The telephone company hastily installed phones.

The branch may have been counted out on Sunday. But Monday morning saw it open for business as usual. The Technical Products Service functions continued to furnish service and few customers were aware of any interruptions.

Credit for fast work also goes to George Diehl, of Real Estate & Facilities, who flew to LA on Sunday to help obtain a new building and to Bob Valentine, Manager, Auditing, who followed on Tuesday to help reconstruct records for both operations groups.

While branch and other personnel at Los Angeles were struggling to get things back to normal, Home Office functions in addition to Real Estate and Facilities were helping . . . Purchasing, Material Control, Systems & Methods, Procedures, IBM, Auditing, Sales, and others.

Forms, records, equipment and other materials were rushed to the West Coast so that as little time as humanly possible would be lost.

At LA, Mike Segro, Branch stock coordinator, was doing a bang-up job along with his assistant Jiggs Tausch to form a stock room. Andy Molinari mustered all the know-how of branch personnel to help obtain benches, jigs and other repair shop facilities.

The branch, region, district and Technical Products Service personnel who participated in this great comeback effort are too numerous to list. But it can be summed up by RCA President John L. Burns' comment:

"That's the stuff I've come to expect from the Service Company. Congratulations. Keep it up."

Said D. H. Kunsman, then Vice President and Operations Manager, RCA Service Company:

"The way our . . . people . . . dug in to help out so our service would go on uninterrupted and Company losses would be held to a minimum was a wonderful thing. The cooperation and teamwork between departments was one of the finest exhibitions I have ever seen and I want to take this opportunity to thank everyone, no matter how small a part he or she thought may have been played. It is this sort of stuff that all of us have come to expect of the people who make up Service Company."



The chassis proudly displayed by these members of the "fighting" Hollywood Branch were the first customer replacements for those lost in the fire



# RCA Helps Represent USA at Brussels World Fair

## ... Conference Climaxes International Meetings



RCA Color TV focuses on World's Fair hostesses in Brussels

Despite the condition of "ole man World," there's one place where many nations are putting their best foot forward . . . the 1958 Brussels World Fair. And RCA Service Company is right in there helping RCA's proud contribution towards making the United States display impressive.

Many of RCA's products are on display at the Fair, including Beverage Inspection Machines (which were installed by RCA Service Company's BIM specialist Ivor Winby), living RCA Compatible Color Television, a color television microscope, High Fidelity music reproduced on RCA Hi-Fi instruments, Transistors and Photoconductive cells, closed circuit television, film recording equipment, and RCA Whirlpool Reverse Cycle Air Conditioners.

Besides installing the BIM equipment, RCA Service Company had a hand in the demonstration of the color TV system. Prior to NBC programming the content of the shows in the color demonstration, Joe Conroy and George Closs, of RCA Service Company's Public Demonstration group, handled the production of the shows in the RCA studio. At present, John Marchetti, who has been at the Fair since it opened, is maintaining the color equipment.

Ed White, of the Public Demo group, reports that the compatible color television system has consistently drawn large crowds to the American Pavilion.

In addition to its work at the Brussels Fair, the Demonstration activity has also participated in the first public demonstration of RCA's compatible color TV system outside the United States when it journeyed to Tokyo early last year and to Poznan, Poland, and Zagreb, Yugoslavia, this year.

During the summer, in addition to the Brussels World Fair participation, RCA top officials held a conference at



John Marchetti (l.) of the Demo Group, is working at Fair. Bill LaPerche (c.) and Tom Whitney, both of Government Service, attended RCA Brussels Conference

the Belgian city, the first international gathering of such scope to be held by the Corporation.

Attending the meeting were John L. Burns, RCA President, Frank M. Folsom, Chairman of the Executive Committee of the Board of Directors, Charles M. Odorizzi, then Executive Vice President Sales and Services, who presided at the meetings, RCA distributors in Europe and heads of associated companies in Europe and South Africa.

Also present at the conference were two RCA Service Company managers—T. G. Whitney, Manager, Air Force Services, and W. J. LaPerch, Manager, Overseas-Europe, Air Force Services, both of the Government Service activity. Bill LaPerch was one of the speakers at the conference and explained the scope of RCA Service Company operations in Europe.

The Brussels conference climaxed other distributor meetings in Geneva and in New York City and brought together distributors of RCA records and other products from 14 nations; the heads of RCA's associated companies in Great Britain, Italy, Spain and West Germany and European managers of RCA Service Company and RCA Communications. The meeting also set the stage for discussion of plans for RCA activities under the new European Common Market and the introduction of RCA's new "Living Stereophonic" records to manufacturers in Europe and South Africa.

Distributors were also present for discussions in connection with RCA's substantial business in broadcasting equipment, tubes and other components for manufacturers, defense products for NATO nations, weather radar for airlines and other electronic products.

Mr. Burns, on his return to the United States, after a survey of other European areas, said: "This conference, coupled with others recently held in Switzerland and in the United States, and in which both hemispheres were represented, is timely evidence of RCA's interest in our customers in all lands. In this day of swift technical, economic and social developments, it is our aim to bring all the resources of RCA to bear on the needs of our customers and friends everywhere.

"We look to fruitful work and progress as a result of these international meetings."



At the invitation of U. S. Commissioner Gen'l at Fair, H. S. Cullman (seated, left), RCA executives met in American Pavilion. They include Messrs. Burns, Folsom and Odorizzi



# The Long Road to Education ... 10 Years of Effort

The urge to better one's self is the cornerstone of success. And it's also the keystone of one of RCA's employee benefits—the Tuition Loan and Refund program. In the case of two RCA Service Company employees—Gerald Hildebrandt and Pasquale Napolitano—self improvement through education is a common bond, for both have labored hard and long to better themselves.

By this program, a deserving and qualified employee has an opportunity to further his education. The Company, under this activity, extends financial assistance to an employee who is enrolled in approved courses of study that will result in better job performance.

Gerry and Pat have different stories. They have different backgrounds . . . different abilities . . . different ambitions. Yet the urge for betterment has caused them to travel the same path.

It took Gerry 10 years to gain his Bachelor of Science Degree from St. Joseph's College, Philadelphia. It all started after his discharge from the Army. Gerry, who is Manager, Consumer Products Budgets & Statistics, in the Finance function at Cherry Hill, attended the day college until his senior year. In the meantime, he had married and the Hildebrandts had one son. Due to family responsibilities, Gerry switched to night school just about the time he joined RCA Service Company in 1952.

With the aid of Tuition Loan and Refund, he pecked away at the course requirements . . . finally getting his degree this past summer. While studying at night, Gerry advanced from payroll clerk to his present position. On hand at the graduation were his wife, Joan, and three youngsters (David, 7, Rosanne, 4, and Eric, 10 months).

Tuition Loan and Refund also played an important part in Pat's struggle. Pat, who recently joined the Ballistic Missile Early Warning System Services activity of RCA Service Company, got his degree at the age of 44.

Joining the Company as a TV technician in 1947, Pat started the long grind of night school shortly thereafter. He began his studies at Drexel Institute of Technology while working at Collingdale Branch as chief technician. A bachelor who lives in Havertown, Pa., Pat has worked in the past as a radio repairman, was employed by the U. S. Signal Corps, and served with the U. S. Army from 1943 to 1946. During his three-year hitch, he was with the U. S. Army Corps of Engineers as a radio operator, radio repairman and communications chief.

But Pat realized education was important to his advancement. He finally earned his BS in Electronics this past summer.

Prior to entering Drexel, Pat took a correspondence course. This was in 1937, when he had temporarily left the electronics field but knew he would return. Part of the course was a one-month trip to Chicago, where the school was located. Highlight of the trip was meeting and being taught by the famous Dr. Lee de Forest.

Both Gerry and Pat have made it worthwhile to themselves and to RCA, who helped financially in the completion of their schooling. They didn't take easy courses . . . nor did they quit despite the long time required. As a matter of fact, both were good students. Gerry won the Accounting Award at St. Joseph's in his freshman year.



Pat Napolitano (l.) and Gerry Hildebrandt plugged 10 years, with the help of Tuition Loan and Refund for their college educations

Pat received the Academic Achievement Award in Basic Science in 1954. Our congratulations to two men who knew what they wanted and worked for it. They are a credit to themselves, to their families, and to the Company.

## RESERVE TRAINING WITH REALISM!



Arnold Durham handles radio on training flight (left) and poses at Beirut airfield while on active duty

It's all over now . . . but things looked dark to Arnold Durham for a few weeks. The Government Service employee thought he was going to be one of the first participants in the next war.

Arnold, who edits Government Service publications CONTACT and FEED, merrily went off on two weeks reserve training with the U. S. Navy. He joined the Naval Air Transport Squadron at Willow Grove, Pa., on Sunday, July 13th, for cargo hops into Europe.

With the Marine landings in Lebanon on Monday things happened fast. The squadron was reassigned to fly ammunition, cargo and civilian personnel between Naples and Beirut.

Larry Reardon, Manager of Field Support Engineering, thought for awhile that he'd lost an editor. But as the situation eased, the electronics technician first class returned to work on schedule.

Arnold, who has traveled to Iceland, New Foundland and the Texas Towers on Government Service assignments, lives in Pitman, N. J., with his wife, Florene and two children, Marene, 12, and Mark, 7. Aside from being shot at with small arms fire, he says the two-week training tour wasn't too bad. As a matter of fact, he even ran into a Government field engineer on one of his flights, on which he served as radioman.

Can't tell when you'll run into an RCA Service Company engineer. Can you?



# Five Years of Service

## C. M. Odorizzi Cites "Effective Partnership" Between Military and Industry at MTP

An "effective partnership" between the military services and private industry has brought "impressive advances" on the Atlantic Missile Range during the past five years, according to Charles M. Odorizzi, then Executive Vice President, Sales and Services, Radio Corporation of America.

Mr. Odorizzi was the principal speaker at a dinner in Melbourne, Florida, marking the fifth anniversary of the RCA Service Company's participation in the tracking of missiles at nearby Cape Canaveral and the downrange islands. Under sub-contract to Pan American World Airways, Inc., RCA handles the planning, engineering, installation, maintenance, and operation of the electronic and optical equipment used for tracking.

On behalf of RCA President John L. Burns, Mr. Odorizzi presented to K. M. McLaren, Vice President, RCA Missile Test Project, a plaque saluting the company's employees on the Range. In addition, lapel pins were given to 12 employees who have completed five years of service with RCA on the missile range.

Mr. Odorizzi was introduced by A. L. Conrad, Vice President, Government Service, who formerly headed the RCA operation at MTP.

"Under General (Donald) Yates' dynamic leadership," said Mr. Odorizzi, "an effective partnership has been built up between the military services and several diverse segments of private industry. This partnership has made possible the most efficient use of scarce technical specialists and facilities. It has achieved important economies. The work done here has established a pattern of successful military and industrial joint effort which has been reflected in the operation of other major governmental undertakings with good results."

The RCA executive also paid tribute to Pan American for building "a smooth-working administrative, logistic and technical organization which now supports nearly 15,000 personnel on the range and at Patrick Air Force Base."

"A major challenge," he said, "has been the need to keep test facilities abreast of weapons development. Air Force and industry planners and 'doers' have succeeded brilliantly in spite of all temporal, technical and financial obstacles. As the number and complexity of tests multiplied year by year, so have the range instruments and facilities at the Test Center kept pace."

Today, he said, the Atlantic Missile Range "is unquestionably the free world's highest coordinated electronic measuring system."

"This system," he went on, "incorporates many impressive advances made in electronic techniques during these five years. For example, the RCA FPS/16 instrumentation radar, now used for tracking missiles, is vastly more accurate than radar equipment in use on the test range five years ago."



C. M. Odorizzi (r.) presents plaque on behalf of RCA President John L. Burns to K. M. McLaren, Vice President, RCA Missile Test Project, RCA Service Co., saluting the company's employees on the Missile Test Range

"Major advances also have been made in the collection and processing of technical data on missile tests."

Reviewing the highlights of the past five years, Mr. Odorizzi mentioned the following:

Installation of the submarine cable was completed and its operation and maintenance reduced to a reliable routine . . . Range stations at Grand Turk, Dominican Republic and Puerto Rico were put into shape . . . the range safety radars were reinstalled in modernized form . . . the picket ships were planned, outfitted and took their stations . . . Atlas, Thor, Jupiter and other ballistic missile facilities were completed . . . and the new data processing facilities came into use at Patrick.

**THADDEUS MIGUT**, apprentice technician, Johnstown TV Branch, died on July 24, after a long illness.

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**RALPH W. SCOTT**, on leave of absence as Manager, Sales and Administration, Navy Services, Government Service, died August 30 in California. Mr. Scott, who was educated at the University of Hawaii, joined RCA Service Company in 1952 as a field engineer. He served as a sales engineer in Radiomarine Corporation of America from 1953 to 1956 prior to the Navy Services position. From 1940 to 1947 he served in the U. S. Navy and held the rank of Lt. Commander.

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**KAY B. WARNER**, who joined RCA Service Company in 1954 as a field engineer, died September 16 as a result of an auto accident near Wadena, Minnesota. Mr. Warner was attached to the Dayton Facility of Systems Engineering, Government Service.



## H. A. Poole Named SCO Manager, Advertising & Sales Promotion

CHERRY HILL — Appointment of H. A. Poole to the newly created position of Manager, Advertising & Sales Promotion, RCA Service Company, was announced recently by R. N. Baggs, Vice President Sales. Since joining the Company in 1949, Mr. Poole has served continuously as Advertising & Sales Promotion Manager for Consumer Products Service. A resident of Barrington, N. J., Mr. Poole is married and has a daughter. In his new post, he also assumes responsibility for the advertising and sales promotion programs of the Company's other two operating groups, Government Service and Technical Products Service.



H. A. Poole

## Sarnoff Fellowships Offered

David Sarnoff Fellowships will again be open for application by RCA employees beginning November 15, 1958, it has been announced.

Employees interested in the awards for the 1959-60 academic year may obtain David Sarnoff Fellowships application forms by writing or contacting:

D. K. Thorne, Personnel  
RCA Service Company, Cherry Hill  
Camden 8, N. J.

Missile Test Project employees should address their applications to W. L. Strayer, Organization Development representative at Cocoa.

This application is to be completed and returned by November 30, 1958. It is expected that awards will be announced in March, 1959.

These Fellowships, established in 1956 in honor of the 50th Anniversary of the Chairman of the Board of RCA, are awarded each year to outstanding employees of RCA who are selected to work toward post-graduate degrees at approved universities or research centers. Six Fellowships are awarded in the field of Science, three in Business Administration and one in Dramatic Arts.

The Fellowship in Dramatic Arts is designed for award to an NBC employee. The six Fellowships in Science and the three in Business Administration are open to all employees. In all cases, to be eligible to make application, the employee must be between the ages of 21 and 35 inclusive, have a baccalaureate degree and be interested in working toward a post-graduate degree in one of these fields of study.

Each award consists of a personal grant to the employee of \$2,100, plus full tuition for one academic year. Employees awarded these Fellowships are given leaves of absence for the duration of the award. Their salaries are not continued during this period.

Recipients of the David Sarnoff Fellowships are selected

## In the Promotion Picture

FLUSHING—After three years at Flatbush TV Branch, Ralph Lindfors moves up to the helm at Flushing. The former radioman, who is married and has one child, joined RCA Service Company in 1947 as a technician in the former Bronxville Branch. He became a field supervisor in 1951 at Bronx and later Service Manager of Bushwick before moving up as Branch Manager of Flatbush.



CHERRY HILL—RCA Careerist John Nook has been appointed to the newly-created position of Manager, Shipboard Instrumentation, DEP Services, Government Service. The 10-year service employee joined RCA as a technician at Collingswood Branch and transferred to Government Service prior to being recalled during the Korean War. This was his second hitch, for John served in the U. S. Navy during World War II on aircraft carriers. The father of two children is now on Project DAMP. He has served as instructor at Fort Monmouth, Manager at Fort Bliss, Southwestern Marketing Representative among his assignments with Government Service.



MIDTOWN — Charlie Schad has been named Sales Manager at Midtown. As a technician, he had an outstanding sales record. Charlie has spent all of his 10 years with the Service Company at Midtown Branch.



by the RCA Education Committee on the basis of academic aptitude, promise of professional achievement and character. Employees who apply for these Fellowships must have demonstrated ability in the field of Science, Business Administration or Dramatic Arts, and must qualify for graduate study and matriculation in a graduate school acceptable to the RCA Education Committee.





## RCA News - - - Briefly Speaking

Creation of a fourth branch of the Federal Government, made up of top-ranking leaders from many fields, to conduct long-range planning on every Cold War front, has been urged by RCA President John L. Burns.

Mr. Burns, addressing the 50th Anniversary Conference of the Harvard Business School Association in Boston, said that the need for over-all planning is so urgent that the new body—a Permanent Council on Plans and Policies—should be established immediately by Executive Order, while steps are under way to make it a constitutional agency. The period just ahead is the "most critical" in our history because "for the first time, we are in danger of nuclear annihilation," he said.

Mr. Burns said "I believe that there is an overriding need for changes in our nation's defense posture—both short-range and long-range." He called for bold new approaches in many areas, especially on the part of Business and Government "as Partners in Preparedness."

A new book on black-and-white and color closed-circuit television systems has been announced by RCA Service Company.

The 348-page book, entitled "Closed-Circuit Television Systems," explains the fundamentals and techniques of closed-circuit TV and presents characteristics and typical applications of various types of commercial equipment.

Of particular significance is the wealth of practical details on both color and black-and-white TV which permits engineers and planners to determine in advance the proper equipment and system arrangement to best service specific performance needs.

A fully transistorized portable color television system using so little power that it can be operated from automobile-type storage batteries has been developed experimentally by RCA scientists. The laboratory system, contained in two compact units weighing a total of only 65 pounds, uses less power than the sealed-beam headlights of an auto and can

be run either with batteries or a fixed power supply. The system consists of a camera and a suit case-size control and monitor unit.

To test sensitive electronic gear for jet planes, missiles and rocket ships, RCA engineers have developed a new device believed capable of producing the world's loudest controlled noise. The new device—known as a Compressed Air Loudspeaker (CAL)—can generate noise of 160 decibels, according to A. L. Witchey, engineer in charge of the project.

An 81-mile microwave system installed by the RCA Communications Products Department provides a key communications hookup along the Sinclair Pipe Line Company's main petroleum transmission route in Ohio, linking Sinclair's eastern divisional headquarters at Marion with Toledo. Each of the microwave stations on the system is equipped with RCA "hot" standby equipment, turned on and ready to go into action if needed.

An electronic sentry, named "Tru-Trip," developed by RCA is guarding power lines for the Union Electric Company, St. Louis, Mo. Operating in a split second, the transistorized unit actuates the necessary circuit breakers to isolate a section of power lines damaged by lightning, or otherwise put out of commission. Speed of action is often vital in the power industry to prevent damage to generators, transformers and power plant equipment, with resulting disruption in service.

An automatic air-ground communications system designed to cut air traffic delays and help solve the problem of mid-air collisions will be developed by RCA under a contract awarded by the Airways Modernization Board. Contract calls for production of experimental equipment capable of obtaining flight information by electronic means from up to 500 aircraft in two minutes. This is 25 to 50 times the present voice-channel capacity.

