



RCA Victor Radio & "Victrola" Div.
 RCA Service Company, Inc.
 RCA Victor Television Div.

Three From CH Cited With Merit Awards



John L. Burns Named President Of RCA

David Sarnoff, Chairman of the Board of Directors of the Radio Corporation of America, recently announced the election of Frank M. Folsom as Chairman of the Executive Committee of the Board and John L. Burns as President and a director of RCA. General Sarnoff continues in his present capacity as Chairman of the Board and as chief executive officer of the Corporation.

Mr. Folsom has served as President of RCA since 1949. Mr. Burns has been a senior partner and Vice Chairman of the Executive Committee of the management consultant firm of Booz, Allen and Hamilton, which he joined in 1941.

"This action was taken at the request of Mr. Folsom, who informed me of his intention of retiring from active service upon reaching retirement age in two years," General Sarnoff said. "He asked that his successor

(Continued on page 3)



R. W. Sonnenfeldt, 204-2 (l.), L. J. Collins, 201-3, and C. N. Reifsteck, 202-1 (r.), Cherry Hill's Award of Merit winners, meet following the 1956 ceremonies

The Radio Corporation of America late this month honored 20 of its salaried employees with the RCA Victor Award of Merit for 1956, the company's highest citation for salaried employees.

The awards were presented to the winners, including three Cherry Hill employes, in dinner ceremonies held at Philadelphia's Warwick Hotel. Approximately 25,000 salaried employees in manufacturing, service and related activities are eligible for the honor.

The individual Cherry Hill winners' citations are as follows:

Louis J. Collins, Manager, Sales, RCA Victor Radio and "Victrola" Di-

vision—Under Mr. Collins' direct supervision, gross sales of the Division in 1956 surpassed the previous year's figures by an unprecedented margin. This achievement, with no additions to his field sales staff, and with an unusually low ratio of direct selling expense to sales, testifies to the fine organization which he selected and developed, and to his exceptional planning and guidance. Through his personal selling efforts and wide knowledge of the industry's leaders, he is in a large part responsible for the Division's excellent distributor relationships and better understanding of trade problems. His many achieve-

(Continued on page 2)



SCO Govt. Manager Heads Kiwanis Club



SCO's T. G. Whitney, Government Service Department's Air Force Services Manager (204-1), was installed early this month as president of the Moorestown Kiwanis Club.

A graduate of Mexico Academy, Mexico, N. Y., and Union College, Schenectady, he also did graduate work at Brooklyn Polytechnic Institute. Active in civic affairs, the manager is a member of the Mexico Masonic Lodge, the Armed Service Communications and Electronics Association, and is treasurer of the Moorestown Sunday Breakfast Club.

Joining RCA in 1941, he served with the Navy as a civilian field engineer before he was transferred to SCO's home office.

Employees Vote Camera Club Winners

The CHRA Camera Club chalked up a resounding first when they tallied the hundreds of votes registered by fellow employes in their first salon exhibit of photographs and color slides.

Spirited voting selected:

Black and White—

1st Prize—"Leopard" by M. C. Kidd.

2nd Prize—"Lighthouse" by A. S. Moore.

3rd Prize—"Granny" by D. Kaercher.

Color Slides—

1st Prize—"Fireplace" by L. Seese.

2nd Prize—"Old Mill" by A. S. Moore.

3rd Prize—"Bridge at Night" by G. Schmitt.

Encouraged by a steady turnout in membership, the club's officers announced a 1957 program, beginning with a lecture entitled "Art in Photography" in January and scheduling a lecture and demonstration of portraiture with a model for the February 6 meeting.

Merit Award Winners—cont.

ments have contributed greatly to the unparalleled sales growth of his Division in 1956.

* * *

Carl N. Reifsteck, Manager, Instrument Planning and Development, RCA Victor Television Division—Mr. Reifsteck was largely responsible for the planning and development of the 1956 RCA Victor television line. Progressive advances and new design concepts in these sets received even greater trade acceptance than those in the 1955 models, which set an all-time record in unit sales. His analyses of customer demands and his commercial planning provided much of the guidance and coordination of the Division's team effort for the introduction of the new line. Tireless in his efforts to safeguard RCA Victor's unrivalled reputation for quality, Mr. Reifsteck strongly influenced the design of current color receivers to incorporate improved servicing convenience, a big step forward in winning the support of the service industry.

* * *

Richard W. Sonnenfeldt, Advanced Development Engineer, RCA Victor Television Division—By his develop-

ment in 1956 of a synchronous detector, Mr. Sonnenfeldt has made one of the most important contributions to the receiver art since the invention of the superheterodyne. This achievement has enormous significance in television and in all forms of communications and radar receivers. He has also developed a number of devices which greatly aid circuit engineering and picture improvement. He has earned wide recognition among RCA and other engineers for his teaching ability, and for his publication and presentation of many technical papers. The productiveness of his engineering career is underscored by his 92 patent disclosures. He has added substantially to RCA's prestige and the quality leadership of RCA Victor television.

Cherry Hill OBSERVER

Editor

T. A. Fitzgerald—201-1

Art Director

E. Nazar—203-3

Sports Editor

A. Mattern—203-3

Reporters Contributing This Issue

D. Carlson—204-2

R. Marcus—204-1

W. Scull—204-2

L. Serafino—204-2

RCA *Pioneered and Developed*

**COMPATIBLE
COLOR TELEVISION**



W. T. Prock (l.), 204-2, talks with Managers E. B. Cain and K. A. Chittick (r.) following recent 25-Year Pin ceremony

TV DESIGN ENGINEER AWARDED 25-YEAR PIN

When you talk design to W. T. (Bill) Prock, you'd better be specific because this RCA careerist has been in on the design of equipment ranging from aeronautical instruments to tool, gauge, jig and fixture designs, in addition to his RCA experience with radios and television sets.

Joining RCA's Radio Drafting Department back in the thirties, the mechanical design engineer brought more than the usual amount of experience.

Following high school graduation, Bill was employed by the General Electric Company where he promptly completed a three-year technical course. Then, as a draftsman, he rolled up four years on industrial controls, aeronautical instruments, and marine control design.

Leaving GE, a one-year stint with the Square D Company allowed him to take night courses at Detroit's Institute of Technology before he came to work for RCA.

Awarded his RCA Victor 25-Year Club pin and membership late last year, the designer managed to cram radio, special apparatus engineering, airborne TV transmitter and components, auto radio and export radio engineering projects under his belt before he joined E. B. Cain's Mechanical Design activity.

Since 1948, he's been with the TV Division, working mostly on tuner design projects.

John L. Burns Named President—cont.

as President be selected at this time to permit an orderly transition in management.

"The election of Mr. Folsom as Chairman of the Executive Committee and the assumption by Mr. Burns, as President, of the key operating responsibility will enable our organization to keep pace with the changing demands and great opportunities of the rapidly expanding electronics industry.

"In the past ten years RCA's business has grown from an annual volume of \$236 million to \$1 billion and \$125 million. This growth has increased the complexity of the company's activities. Our rate of growth is such that each of our executives is carrying many times his responsibilities of even five years ago and the requirements continue to increase.

"Mr. Burns' years of experience in solving the organization and related problems that accompany business growth will prove invaluable as RCA continues to advance. Working with Mr. Burns, Mr. Folsom and I will concentrate on the company's major objectives, policies and programs during the period ahead which we believe will be the greatest in the history of the electronics industry.

"Mr. Burns is no newcomer to RCA, for he has been intimately associated with our activities for the past ten years. He has worked closely with us in our periodic reviews of the company's objectives, policies, organization planning and our business programs and operations. All our executives are enthusiastic about working with him.

"In selecting Mr. Burns, who is only 48 years of age, for this important post, we are continuing to build for the future. He brings to our company a unique combination of scientific and engineering knowledge, experience in industrial production and operation, and an exceptionally broad understanding of business generally.

"We are doubly fortunate in that Mr. Folsom has agreed to continue with RCA in a counseling capacity for five years after his retirement from active duty in 1959."

A recognized leader in merchandising with forty years' experience in the field, Mr. Folsom joined RCA in 1944 after World War II service as chief of the Procurement Branch of the United States Navy Department. With RCA he served first as a Director and Vice President in charge of the RCA Victor

Division on June 1, 1945, and was elected President of RCA on December 3, 1948.

"I am pleased with the action taken by the Board of Directors," Mr. Folsom said. "I have known and worked with Mr. Burns ever since I first retained the services of his organization for RCA. He is ideally qualified to coordinate and direct the efforts of our splendid executive team.

"Under the new setup, in addition to my work with General Sarnoff and Mr. Burns on the company's major policies and programs, I shall now be able to give increased attention to merchandising activities which are fundamental to our future growth."

A native of Watertown, Mass., where he was born November 16, 1908, Mr. Burns was graduated as an electrical engineer from Northeastern University in 1930. He received his Master's and Doctor of Science degrees in metallurgy at Harvard, and taught there and at Lehigh University. While a student and instructor he was employed by the Western Electric Company and Dewey & Almy Chemical Company before joining Republic Steel Corporation in 1934. There he served in various executive capacities such as Director of Metallurgical Laboratories, Director of Quality Control, Director of Process Engineering, Superintendent of Large Ingot Manufacture, Manager of the Grand Crossing Works and Superintendent of the Wire Division, until he left in 1941 to become a partner in Booz, Allen and Hamilton.

As a management consultant he and his firm have made studies and implemented programs for one-third of the hundred largest corporations in the country, covering 350 of the 500 different lines of business in the United States, as well as practically every department of the executive branch of the Federal Government and a number of foreign governments and public institutions.

The author of many papers on scientific and business subjects, Mr. Burns has served as a director of several important business and industrial corporations. He is married, the father of two children and lives in Greenwich, Conn. He is prominent in public affairs both locally and nationally.

CH Employes Assure Brighter Xmas For Kids



Mrs. Pauline Martin & Jack Wilson, TV Prod. & Material Control, 202-2, unload gifts at Camden County Children's Home

Various employe units of the three Cherry Hill divisions dispensed with the usual exchange of Christmas cards last month and made many young lives immeasurably brighter by underwriting the December 25 appearance of the old gent in the red suit.

Over \$800 was collected by the 1956 Santa Claus Committee from both Radio-"Victrola" and Television Divisions' employes. Chairman Henry D. Twitchell, Jr., 204-2, reported that the gift was split between the Camden County Children's Home and the Salvation Army. The Children's Home portion will be held in a special bank account till June, when it will be used in support of summertime activities for the youngsters.

TV Division's Production and Material Control Section, 202-2, purchased, wrapped and delivered over 85 gifts to the Children's Home in answer to requests contained in scrawled letters to Santa Claus. Committee chairman Jack Wilson noted that this was the third year of operation for the group.

SCO's Personnel organization, 201-1, following the same procedure of not exchanging cards, presented a table model TV set to the Vineland (N. J.) State School for Retarded Children through their annual program labeled "Project Santa Claus." D. K. Thorne served as the group's chairman.

CHRA Keglers Rolling Through Season

Going into early January, the Accounting "B" team retained its perilous perch atop the pile for the fourth straight week in the Service Company's Men's Bowling League.

Meanwhile, R-V Production Control's team moved into first place in the TV Men's Bowling League following a two-week holiday hiatus.

And the Termites were in top spot in the CHRA Women's League, enjoying a four-game lead over the second place Locusts.

Strengthening their hold on first place in the SCO League, Accounting's "B" team had rolled to twelve straight victories before dropping one game to Government Field in an early clash. The league-leading five consists of Brad Gesner, Herb Conover, Joe Dwyer, John Makosewski and Joe Wesolowski.

So far in the season, Tony Mitchell, bowling with the Personnel team, is ahead in the individual average category with a 169; the high single mark has been set by Tony Bartuska, Government Operations "A" team; while Frank Loudy, of Tabs, is high-three leader with 556. Others to break into the select "200 circle" include Art Berdini, 201; Ed Dempsey, 203; Tommy Thompson, 200, and Tony Mitchell, 203.

The Television League bowling campaign is even closer. R-V Production Control holds a slim one-game advantage over runner-up Purchasing. And breathing down both necks is Advanced Development in third place, only two games off the pace. Control's winning combination consists of Fred Wenger, Vince Serafino, Vic Adcock, Wayne Kirk and Dick Sanders.

Wenger has demonstrated remarkable consistency to date, heading up the high average department with a 179. One point away, however, is Advanced Development's George Waters. Bill Roberts, Purchasing, leads with 222 in high singles, while Waters is also high three leader with a 584 series.

The Termites in the CHRA Women's League look more and more like the team to beat in view of their good team average of 138. Mary Lou Scott, league high bowler with a 159 average, has received some fine support from

teammates Joan Blasberg, Mary Esposito, Jane Cline and Lorraine Pauro.

Rosemary Melchert, of the Spiders, boasts the season's high single—a 212. Mary Lou Scott is second high with 210. Emma Lazaruk, of the Locusts, is presently out in front with 527 for high three honors and she's also nudged one over the double century mark with a 202.

CH Adds Phone Extensions



Off. Serv. Mgr. J. J. Driscoll (l.) hears Western Electric's H. Harrison & Bell's H. H. Solomon (r.) explain CH dial system

Telephone equipment installation work scheduled for completion this month boosts the number of Cherry Hill extensions and provides increased trunk lines.

Plans to streamline Cherry Hill's PY portion of the Camden satellite system were laid 12 months ago, but increased service depends on overcoming the equipment shortage hurdle.

The need for an additional 400 extensions was determined through daily use of survey meters installed at each satellite. Hourly readings of the meters discloses workload and when and where overloading is critical.

Cherry Hill's additional extensions (totalling now 1400), plus its increased trunk lines, makes the PY satellite system roughly comparable to one serving a community the size of Maple Shade, New Jersey.