

## Metz, Brant & McClure Fill New Personnel Posts



J. J. Brant

Appointment of Harold Metz as Director of Personnel and Organization Development, RCA, was announced early this month by Edward M. Tuft, RCA Vice President, Personnel.

Mr. Metz had been serving as Director of Personnel for the past three years. In his new position, he will also coordinate the Company-wide program to develop resources of qualified manpower required for the activities of RCA subsidiaries, plants and offices throughout the country.

Succeeding Mr. Metz as Director of Personnel will be J. J. Brant, Manager, Personnel, RCA Victor Television Division. F. L. McClure, Manager, Personnel, RCA Tube Division, was named Director of Organization Development. Both will report to Mr. Metz.

Mr. Metz joined RCA in 1944 as a chief job analyst. Two years later he was appointed Wage and Salary Administrator of the Camden plant, and

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SCO Govt. Service Dept. VP P. B. Reed (2nd from left) accepts half-million dollar check from J. Raser. Beaming approval is J. McNelis, Fin., & J. Gavin

## \$500,000 Charges Processed In Record 5 Days

The Service Company set a new time record in obtaining reimbursement from the Government during December.

Fiscal 1956 contracts were received in early December 1955, and with the

cooperation of the Air Force's Administrative Contracting Officer, the Field Operations Section (204-1) of the Government Service Department and SCO's Financial Department (203-2) processed invoices, obtained Air Force certification and received payment of more than one-half million dollars *within* five days!

The record processing was accomplished by hand-carrying the invoices to the Air Force Finance Officer at Olmstead Air Force Base, Middletown, Pa. The previous collection cycle was one month.

Making the speedy wrapup possible for the Government Service team were Jim Gavin and John Raser, while Bob Biehler and Ray Streit, of Financial, handled that department's quarterbacking.

## Parade Seen In RCA Color

A new RCA television service enabling broadcasters in various areas to originate colorcasts of local events was launched New Year's Day when Station WCAU-TV presented Philadelphia's annual Mummers' Parade.

Through the facilities of an RCA color television "studio-on-wheels," viewers saw the many-hued strutting contestants vie for prizes.

The RCA color television mobile unit is equipped with video and audio facilities, plus two "live" studio cameras.

# Color Production Tempo Stepped Up

Television Division Vice President and General Manager C. P. Baxter announced that the first complete line of 21-inch color television receivers soon will be available to the public.

Details of the merchandise—which will include a table model, a console and three console instruments—were disclosed at the Atlantic City annual mid-winter sales meetings.

The sets, all featuring RCA's simplified 26-tube circuits, and 21-inch tricolor picture tube, will carry nationally-advertised list prices ranging from \$695 to \$995.

"Now for the first time, we are prepared to market a line of 21-inch color receivers. The receivers are of proven RCA Victor technical quality and ease-of-operation and will be produced in sufficient quantity, and supported by promotional activity of sufficient magnitude, to convince everyone, beyond any shadow of doubt, that color television will be big business for the industry in 1956," said Mr. Baxter.

In addition to the color receivers, the RCA Victor line for the first half of 1956 will consist of 24 basic models of black-and-white sets, 23 of which were introduced to the public last June.

Only addition to the black-and-white merchandise will be a new clock-timer console—the "Teletimer 21"—which will carry a nationally-advertised list price of \$289.95. This set (Model 21T639), by using the timer, will automatically turn on at a predetermined time to a pretuned channel and will

continue operation on that channel in multiples of 15 minutes up to six hours of operation, automatically turning the set off at the end of the desired period of operation.

All of the color receivers utilize virtually the same 26-tube simplified circuits developed by RCA and proven in exhaustive field tests, plus the use that thousands of color sets—using the same circuitry—have received in dealers' showrooms, consumers' homes and public places across the nation.

In connection with production plans for color receivers, along with other color TV developments, Mr. Baxter said:

"Great progress has been made recently in the perfection of studio techniques and in color transmission. The hours of color telecasting and the frequency of color programs have both been tremendously stepped up. As we proceed into 1956, progress in these all-important factors will continue.

"But right today the entertainment available is ample to warrant the volume purchase of color television receivers by the public. It is now our task to build color television receivers in volume and to promote volume sales.

"We intend to start right away. As a matter of fact, we have already started to materially step up our production rate of color receivers. To give a general idea of the size of the program, we plan to produce about twice as many color receivers in the first half of 1956 as were produced in the last half of 1955."

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in 1948 was made Employment Manager of the Camden plant. In 1949 he was named Manager of the Personnel Division, RCA Service Company, Inc.

Before joining RCA, Mr. Metz served with the War Manpower Commission, the U. S. Employment Service, and as public relations and personnel assistant to the educational director of the Philadelphia Museum of Art. He is a graduate of LaSalle College and has a graduate degree from the University of Pennsylvania.

Mr. Brant joined the Personnel Department of the RCA Tube Division in Harrison, N. J., in 1942. From 1945 to 1949, he served as Manager of Wage

and Salary at the Lancaster, Pa., plant, and for the next four years was Personnel Manager of the Marion, Ind., plant. He was named Personnel Manager for the Television Division in 1953. He is a resident of Medford Lakes, N. J.

Mr. McClure joined RCA in 1946 as a personnel supervisor in the Indianapolis plant. One year later, he was transferred to Camden to become Manager of the Personnel Department's Research and Employee Services Division. He was named Assistant Director of Personnel in 1951 and Personnel Manager of the RCA Tube Division a year later. He is a resident of Bernardsville, N. J.

## P. R. Slaninka Heads TV Division Personnel

Appointment of P. R. Slaninka as Manager, Personnel, RCA Victor Television Division, was announced recently by C. P. Baxter, Vice President and General Manager of the Television Division.

Mr. Slaninka, who joined RCA in September, 1946 as a job analyst at Camden plant, succeeds J. J. Brant, recently named Director of Personnel. He will report to Mr. G. K. Bryant, TV Operations Manager.

In June, 1947, Mr. Slaninka became chief job analyst, a position he held for a year and a half before moving to the post of Staff Assistant, Wage and Salary Administration, for the former RCA Victor Division. Within 18 months he was selected to head up the RCA Service Company's Wage, Salary and Organization Planning Section at Gloucester, New Jersey.

Following almost three years with the Service Company, Mr. Slaninka was transferred to the RCA Tube Division's Woodbridge, New Jersey, plant as Personnel Manager.

In September, 1953, he was named Manager, Wage, Salary and Labor Relations, RCA Corporate Staff, the post he held until joining the TV Division at Cherry Hill.

A World War II veteran, Mr. Slaninka served in the U. S. Navy as an electronics instructor.

A native of Akron, Ohio, he played professional baseball in Ohio, Pennsylvania and New York while under contract to the New York Yankees.

Now a resident of Philadelphia, he has studied at Drexel Institute of Technology, Temple University and the University of Pennsylvania.

## Cherry Hill OBSERVER

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**RCA** *Pioneered and Developed*

**COMPATIBLE  
COLOR TELEVISION**



# RCA Victor Award of Merit Society Honors 8 from Cherry Hill at 11th Annual Meeting



1955 winners of the Award of Merit at Philadelphia's Barclay Hotel, January 21. Front row (l. to r.): A. R. Baggs, D. H. Kunsman, J. F. Murray, L. R. Yoh and J. L. Franke. Back row (l. to r.): J. B. Davidson, J. R. Davis and E. B. Cain



A. Robert Baggs

Active in all phases of marketing and contributing importantly to his Division in fields other than his own, Mr. Baggs inspired his organization to incorporate more extensive changes in the Radio and "Victrola" line in 1955 than in any other comparable period in RCA's history. Working against urgent schedules, he directed the successful development of the industry's first line of non-breakable portables and first full line of high fidelity instruments, helping RCA to win industry leadership in the field in 1955.

The Radio Corporation of America honored 20 of its salaried employees January 21 with the RCA Victor Award of Merit for 1955, the Company's highest citation for salaried employees.

Of the 20 recipients honored, personnel representing the three divisions at Cherry Hill accounted for eight awards.

The awards were presented to the winners in dinner ceremonies at Philadelphia's Barclay Hotel. Approximately 20,000 salaried employees in the manufacturing and service divisions and the corporate staff are eligible for the annual award.

Award winners were presented with gold money clips, watches, and Award of Merit citations by Douglas Y. Smith, Vice President and General Manager, Tube Division.

Robert A. Seidel, Executive Vice President, Consumer Products, was the principal speaker at the ceremonies. Pointing out that RCA had achieved a billion dollars in sales for the first time

in 1955, he hailed the Award winners as the "sparkplugs of the team" and their contributions are all the more important because they were made at a time when the utmost was required of every member of the organization.

Cherry Hill Award winners were:

A. Robert Baggs, Manager, Product Planning, RCA-Victrola Radio and "Victrola" Division; Elmer B. Cain, Manager, Mechanical Design, RCA-Victrola Television Division; John B. Davidson, Purchasing Agent, RCA-Victrola Television Division; James R. Davis, Manager, Cost Estimating, RCA-Victrola Television Division; J. Leonard Franke, Chief Engineer, RCA-Victrola Radio and "Victrola" Division; Donald H. Kunsman, Vice President, Consumer Products Service Department, RCA Service Company, Inc.; Joseph F. Murray, Manager, Personnel, RCA Service Company, Inc.; and Lloyd R. Yoh, Manager, Government Service Administration, Government Service Department, RCA Service Company, Inc.



Elmer B. Cain

Inspiring his engineers and draftsmen, Mr. Cain spearheaded the mechanical design of 1955's "Big Change" television line, the largest and most diversified in Company history. The release of these receivers for production in record time helped RCA maintain leadership and contributed to the Division's record sales performance in 1955. Almost 60 receivers were designed during the year, incorporating many advances at reduced cost, plus manufacturing simplicity.

## Cherry Hill 1955 Award of Merit Winners, cont.



**John B. Davidson**

By maintaining favorable costs and the finest vendor relationships, Mr. Davidson ably supported the Television Division's 1955 record production and sales. Under his leadership, his purchasing organization kept supply lines filled for virtually uninterrupted production, despite the need for 100% more components in the second half. He personally participated in major price negotiations, achieving a purchased material variance below budget.



**J. Leonard Franke**

By extraordinary leadership and personal dedication to his work, Mr. Franke guided the engineering of six new products in 1955, in addition to revamping the Radio and "Victrola" line. He inspired high morale among his staff, evidenced by their many achievements despite a tremendous work load. Their accomplishments were engineering achievements of the highest order, and of incalculable value in assuring RCA leadership in the field in 1955.



**Joseph F. Murray**

During 1955, Mr. Murray's performance was outstanding in employe and labor relations, technical recruiting, training, safety and cost control. Almost twice as many technical and engineering specialists were recruited as in any prior year despite strong competition and critical Government deadlines. The exceptional morale resulting from his personnel programs and his sincere and fair-minded approach to labor matters were vital to harmonious operations and record progress of the Service Company in 1955.



**James R. Davis**

With rare timeliness and unerring accuracy, Mr. Davis provided cost estimates and standard costs which were an invaluable planning and forecasting tool for Television Division management in 1955's record commercial successes. His cost data have also been vital in color TV, in the development of Government business, and an aid to overall efficiency.

Working closely with engineering and vendors, he contributed suggestions resulting in cost savings of over \$1,300,000 in 1955.



**Donald H. Kunsman**

In the face of increasing competition, Mr. Kunsman led his department to substantially improved sales in 1955. Anticipating future needs and new product service, he staffed field organizations with managerial personnel of high caliber; and provided special color TV training for over 1,000 technicians. His leadership, good labor relations and full cooperation with the service industry, contributed importantly to consumer satisfaction with RCA products and 1955's banner sales.



**Lloyd R. Yoh**

Mr. Yoh played a vital part in both the procurement and administration of a substantial increase in RCA's Government Service business in 1955. The realistic pricing and careful substantiation of cost data of bids prepared under his direction have consistently met with Government approval. Urgent deadlines notwithstanding, these bids were invariably submitted on time. Mr. Yoh's efforts and talents have contributed substantially to the profit and prestige of RCA in 1955.



## TV DIVISION NAMES DEMMERLY CONTROLLER

Appointment of F. R. Demmerly as Controller, RCA Victor Television Division, was announced early this month by Vice President and General Manager C. P. Baxter.

Mr. Demmerly had been serving as Vice President and Treasurer of the former RCA Estate Appliance Corp., Hamilton, Ohio. In his new position, he succeeds G. K. Bryant, recently named Operations Manager of TV Division, and will report to Mr. Bryant.

In August, 1941, Mr. Demmerly was employed by RCA as a group supervisor in the Accounting Department at the Indianapolis plant. Five years later he became plant accountant in Chicago and in 1947 was named plant accountant at Indianapolis.

### Assigned to Camden

He became Administrator of General Plant Accounting in 1949 and was appointed Assistant to the Controller, Financial Division, at the home office in Camden. He was subsequently named Vice President and Treasurer of the RCA Estate Appliance Corp.

Mr. Demmerly is a graduate of Butler University in Indianapolis and holds a master's degree from the same institution.

## A. B. Mills Notes Bright Color TV Sales In '56

Allan B. Mills, Manager, Merchandise, TV Division, noted that the television industry, aided by the anticipated greatly increased sales of color receivers, can look forward to continued high dollar volume during 1956.

Speaking at a press conference in connection with the Winter Home Furnishings Market, Mr. Mills said:

"It may be that even with a good sound national economy, 1956 will not quite reach the unit sales total of 1955. The advent of color may have some effect on black-and-white sales. Nevertheless, with the real start of color at a materially increased average unit sales value, I look for 1956 dollar volume to compare very favorably with 1955."

Mr. Mills said color TV "is a potential bonanza for the entire industry," and added that the industry enters the new year in a healthy condition insofar as inventories are concerned.



25-yr. RCA-Cherry Hill employees seated at tables No. 2 and 3

## RCA-Cherry Hill Careerists Honored At Annual 25-Year Club Ceremony

A total of 26 employees, representing the three Cherry Hill divisions, were honored last month at ceremonies in Philadelphia's Broadwood Hotel.

The "Class of '55," men and women who have completed 25 years' service with RCA, were welcomed into the organization of fellow veterans by Dr. E. W. Engstrom, Senior Executive Vice President of RCA.

Each participant was feted at a gala banquet, attended a reception where old friendships were renewed, and was individually presented a handsome service certificate and beautiful gold wrist watch.

Entertainment was provided by Vaughn Monroe, Don Nicholas' Orchestra and the RCA Victor Glee Club.

Television Division members honored were:

Warren E. Albright, George H. Blaker, Edward C. Campbell, John B. Davidson, Joseph H. Himes, W. Hulme, Ettore Indiano, L. R. Kirkwood, Edward C. Lick and Vincent L. Loftus.

From the Radio-"Victrola" Division was E. S. Maris, Sr.

Service Company members were:

Ben F. Biben, John B. Dearing, Leon H. Fetter, Frank M. Gookin, D. W. Gould, William F. Hardman, George E. Hild, Carl E. Johnson, Pinckney B. Reed, Sylvester A. Smyth, Charles L. Swinney, and two women members; Esther D. Henney and Edith Neuman.



T. A. Smith, DEP, greets W. E. Albright (l.), of Television Production



J. B. Davidson (l.), Purchasing, accepts his watch and congratulations



VP P. B. Reed & Sec. E. Henney both joined the new Class of '55



# Camera Tours CH Yule Parties



The Radio-"Victrola" Division was entertained at Tavistock Country Club



Service Co. started their festive affair with a reception at CH Inn



Eunice Millman won a TV set at TV's CH Inn party. Others (l. to r.) are: J. Colangelo, T. J. Dettre (Santa) and J. J. Brant



CH's Pat Santini (l.) scores against Whiz

## CHRA Basketball Team 'Hunting Number Four'

A new entry in the Camden City Industrial Basketball League this year, the Cherry Hill team is giving a good account of itself. At press time, the team had a three-game winning streak going with an 8-4 record as the league reached the half-way mark in its 24-game schedule.

Headed up by playing manager Ed Vogt, the Cherry Hill five boasts widespread representation from the many RCA units of Television, Radio-"Victrola" and Service Company.

Leading scorer so far has been guard Bob Perrone with 108 points or a 12 per game average. Forward Paul Eichfield is in the runnerup spot, having bucketed 102 markers for a 10-point average. Guard Pat Santini is third with 81 and a 7-point average. Rounding out the team are Bob Pettit (not of the St. Louis Hawks), Bob Middleton, Dick Schaefer, John McCormick, Joe Vitt, Austin Bowman, Larry Poli, Ron Gray, John Braun and Jack Redmond.

Collectively, the boys have amassed 647 points over the 12-game route for an average of 54 a game. Their opponents have scored 562 total points or 47 per game . . . demonstrating they're giving more than they're getting. Two of the four losses came at the hands of the mighty Whiz AA, currently atop the heap with an 11-1 record.

The Camden City Industrial League plays week-nights at the Bonsall School, Central YMCA, Gloucester High School and Veterans Junior High School gyms.

At present, the RCA five would be delighted to see their winning streak extended, especially beyond Monday, January 30, the date of their next crack at Whiz AA in the Central "Y" at 7 p.m.