

Cherry Hill



Observer



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

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J. T. Ashworth Appointed TV Div. Prod. Control Mgr.



J. T. Ashworth (r.), Mgr., TV Prod. Control takes phone call during conference with P. B. Garver, Mgr., Planning & Scheduling

A 26-year RCA veteran, J. T. Ashworth, was named to the post of TV Division Manager, Production and Material Control, 202-2, according to an announcement by General Plant Manager W. E. Albright.

Beginning his RCA service as an expeditor at Camden, Mr. Ashworth moved into production control work and served in the first production unit of television in 1939. He was named Supervisor, Production Material Control in 1942 and, in 1945, was transferred to Indianapolis and placed in charge of Production Control. He was named Manager, Material Control, in 1947 and Manager, Manufacturing, in 1953.

A. B. Pollock, who has been Manager, Production and Material Control, will serve as Bloomington Plant Manager. He joined RCA at the Indianapolis Plant in 1941, and following a tour of duty in the U. S. Navy as a Supply Officer, returned to Indian-

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J. M. Cook (l.), RCA Staff, C. M. Sinnett (c.), TV Div., and P. C. Farbro, RCA Staff, aid engineers taking creativity test at Cherry Hill in July

RCA PLANS AHEAD

TV Division Engineers at RCA Cherry Hill Take Special Creativity Ability Test Series

How do you measure an engineering applicant's creativity? Well, that's what RCA's "Creativity Committee" is trying to unravel with a recent series of voluntary tests involving 90 Cherry Hill engineers.

The 90 engineers, from Television Division's Product Design and Advanced Development sections, spent from four to five hours answering questionnaires, filling out check lists, and taking psychological tests. The Committee, which feels that the future leadership of RCA in the electronics industry will in no small measure depend on the ideas of engineering laboratories, plans to give the test to en-

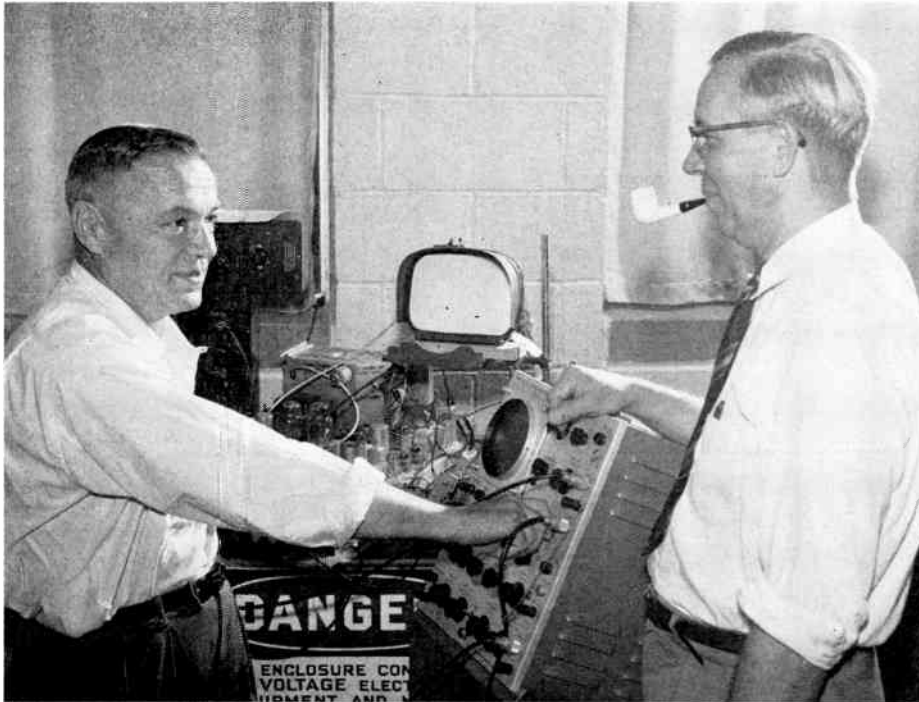
gineers at Lancaster Plant this month.

The results of the experiment will be analyzed by the Committee. If found to be successful, it may be possible to devise a test battery capable of predicting creative ability of new engineering applicants.

This research effort was conducted by P. C. Farbro and J. M. Cook, of the RCA Staff Personnel Research function, with the cooperation of Television Engineering management and department engineers who took such tests on a voluntary basis. P. C. Farbro is chairman of the corporate Creativity Committee. The Television Division representative is C. M. Sinnett.

Two TV Engineers Total 50 Years Service

CH Chauffeur Handles Both Rush and Routine Missions



Ioury Maloff, TV Advanced Development Engineer (above left), explains to G. Grundmann, Mgr., TV Circuits, the action of a horizontal deflection system. George Daly (right), also an Adv. Dev. Engineer, makes a connection at the TV rack

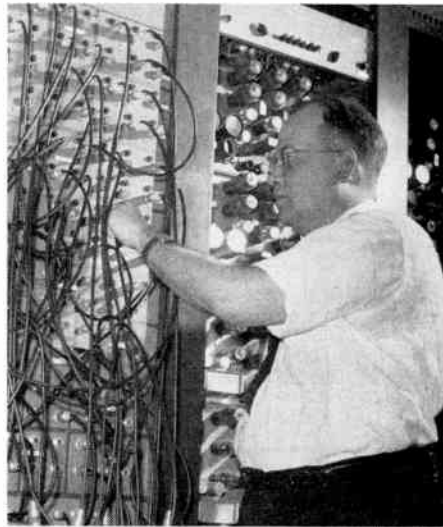
Ioury Maloff and George Daly have more in common than the fact that they are both engineers working in TV Advanced Development, 204-2. Both men completed 25 years with RCA last month and were awarded 25-year service pins.

Daly started in 1931 in the Test Methods and Equipment section, worked in Manufacturing Engineering and the Electronic Musical Lab and, as television grew, was placed in charge of the first production line of television receivers—the TRK series.

For the past 12 years, he has been working on Advanced Development projects, where his diversified background has been valuable. He has five patents to his credit.

Maloff, who was born in Vladivostok, Russia, received his engineering training in the navy before coming to the United States, where he continued his studies at Union College and Columbia University.

After joining RCA, he made many technical contributions to television, resulting in 16 patents and 23 technical papers. He is also a joint author of a book on electron optics.



Merchandising VP Named

Election of Martin F. Bennett as Vice President, Merchandising, Radio Corporation of America, has been announced by Brig. General David Sar-noff, Chairman of the Board of RCA.

Mr. Bennett has served as Director of RCA Regional Operations since October, 1954. In his new position, he will be responsible for Distribution and Regional Offices of RCA, Advertising and Sales Promotion, and Economic Planning.

He joined RCA in 1946 as a sales staff assistant after a long association with the motion picture industry.



C. P. Baxter (r.) TV Div. Vice President and Gen. Mgr., presents 15-year service pin to Joe Vitt

When you've got to get blood donors to a hospital in a hurry, or a busy executive back to Camden—you can call on TV Division chauffeur Joe Vitt.

An old hand at the transportation game, Joe brought a wealth of experience to his job. After a hitch in the U. S. Navy during World War I, he drove a milk wagon and later operated meat trucks and taxicabs. As Joe observes, driving was harder in those days. Refrigeration called for handling cakes of ice, plus lots of loading and unloading by the driver.

In 1941 he joined RCA as a truck driver at the Camden Plant. His section won a citation during the war for efficient movement of materials RCA was providing for the government.

Joe became a chauffeur in 1945, and after working for Service Company a year at Gloucester, was transferred to TV Division when the three divisions moved to Cherry Hill. Joe was awarded his 15-year RCA service pin recently by Mr. C. P. Baxter, Television Division Vice President and General Manager, to whose office he is attached.

Cherry Hill OBSERVER

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OBSERVER Photog Asks — Who Will Democrats Pick?

Thomas S. Smith, TV IBM, 204-1, thinks Adlai Stevenson will be nominated to represent the Democratic Party on "his show of strength in the primaries." He won the farm states and "that's the thing," Tom says. As far as he can see, there's no big battle facing Stevenson.



Miss Ethel A. Wysong, TV Advertising, 202-1, feels, now that Estes Kefauver has



dropped out of the race, that Stevenson will win. "If there's a dark horse, it will be Harry Truman, and he'll win," she says. Ethel feels Truman "was a good

President and would have the backing of the politicians and labor."

Mrs. Mary B. Hinchman, Secretary, Radio-"Victrola," 202-1, believes Stevenson will win, though she preferred Kefauver. Now that Estes is out of the picture, she thinks Harriman and Symington "are the two to watch." Mary notes that both "are getting into the limelight more frequently and their efforts may snowball."



George Dugas, SCO Government Service Dept., agrees on Stevenson.



George, who was visiting Home Office, feels Stevenson's staying in the news and former President Truman's backing will mean victory for Adlai.



CHRA Members & Guests Attend "Kismet"

Four Cherry Hill employees and their wives (picture above) were among 115 CHRA members and guests who attended the show "Kismet," on July 25 at the Camden County Music Circus in Haddonfield.

Those pictured above (l. to r.) are: Mr. and Mrs. R. Barone, Mr. and Mrs. S. Lynn, Mrs. and Mr. J. J. Connelly and Mrs. and Mr. C. G. Slight. The four men are members of Television Engineering, 204-1.

Due to favorable reaction, the CHRA plans to offer more tickets at reduced rate to future shows at the Music Circus, including "Wish You Were Here" and "Can Can."



J. M. Spooner (r.) SCO Sellersville Operations Mgr., is greeted by W. J. Zaun, SCO Quality Mgr.

J. M. Spooner Transferred

J. M. Spooner, who has been Manager of the Sellersville Unit, will serve as Plant Manager, Findlay, Ohio, Components Plant. He joined RCA in 1936 as an engineer at the Harrison Plant. Mr. Spooner served at the Lancaster Plant from 1943 to 1945 and subsequently at the Marion Tube Plant before being transferred to Sellersville.

He was awarded his 20-year RCA service pin by Mr. Zaun shortly before his promotion to Findlay.

H. H. McClelland has been named by SCO Quality Department Manager W. J. Zaun to head up the Sellersville, Pa., Kinescope Operations Unit. Mr. McClelland was at the Marion Tube Plant prior to his appointment.

Ashworth Named Mgr.—cont.

apolis until transferred in 1950 to Cannonsburg, Pa., where he was named Manager of Production and Material Control.

He served as Production Coordinator of Television and Radio-"Victrola" at Camden from 1952 until 1954, when he was named Manager, TV Production Control.

RCA *Pioneered and Developed*

**COMPATIBLE
COLOR TELEVISION**



Servad Leads CHRA Softball League

Echoing the slogan of the recent Distributor's Quarterly Acceptance meeting at Miami, "There's no place like first place," Servad (SCO Administration) dissolved the long-term three way tie for leadership in the CHRA Men's Softball League by downing the Spartans (TV Black & White) 10 to 6, to lead the pack with only three weeks left before playoff time.

Color TV was second with 6 wins and 4 losses; Serfin (SCO Financial) was tied with Production Control for third with a 5 and 4 record; the Spartans and the Marauders (TV Cost Estimating) were likewise locked in the fourth spot, while the Pioneers (TV Advanced Development) were last with 2 and 7.

In other games during the week, the Marauders beat Serfin, 8 to 6, and the Pioneers, after blasting the Marauders 12 to 4, forfeited a game to Color TV.

Servad's John Cavanaugh gave his team some first place elbow room by hitting a bases loaded first inning homer in the 10 to 6 victory over the Spartans. Servad picked up another run in the second when Ronnie Gray doubled home George Ehrman, who had walked. Two more Servad runs in the third just about iced it. But the Spartans fought back in the fourth for two runs on a triple by Don Burk-

himer and a fielder's choice by Mike Kuzan. The Spartans' final tallies came in the sixth when Frank Baronc tripled with two on. Bill Cesanek won his sixth game for Servad while Frank Ksiazek got the loss.

Climaxing six straight hits with a two run homer by Pete Reilly, the Pioneers scored seven runs in the third in their 12 to 4 victory over the Marauders. Other participants in the big inning were George Bakota, Ed Blazcyck, Marv Siegal and Ernie Gromlich, who hit singles, and Harry Schlegelmilch, who doubled. The Marauders got three in the fourth on hits by Ken Lohrman, George Gurchick and Eddie Shagen.

In their other game, the Marauders broke a 6 to 6 tie with two runs in the sixth, to defeat Serfin, 8 to 6. Pitcher Ralph Zawitowski was the hero for the Marauders, his two triples accounting for five of their eight runs.

Although losing, Serfin came up with the fielding gem of the year, a triple play in the first inning. With men on first and second and none out, George Gurchick, of the Marauders, lined one off Serfin third baseman Paul Curcio's glove. Shortstop Tony Bartuska caught the ball before it hit the ground, flipped to second where Vince Prybyzin stepped on the bag and tossed to Jack Ivers at first, catching both runners off base.

Adv. Development Keglers Win TV Div. Bowling Title

TV Advanced Development, second half winners, defeated Production Control, first half kings, in a roll-off to become the 1956 champions in the CHRA TV Men's Bowling League.

The widespread bowling interest which blossomed during 1956 made it necessary to form two separate men's bowling leagues. Next year, it is planned to hold a post-season roll-off between the two league champs to determine the Cherry Hill championship bowling team.

Members of this year's Advanced Development "five" included Dave Carlson, Hunter Goodrich, Joe Joanides, Walt Murdoch, Harry Schlegelmilch, Marv Siegal and George Waters.

League prize money and trophies were presented to teams and individuals at an informal gathering at the Stage Coach Inn. The largest hunk of the team prize loot, \$61.80, went to Advanced Development. TV Purchasing won the high three award for their 2,489 total, while Advanced Development also copped the high single with an 882.

Individual second half prizes went to George Waters, for top average of 179; Gil Aitkens, high single game of 242, and Ed Bream, for high three series of 606. Bream also won the season average trophy for his 164; Dean Rockwood's 591 was good enough for the season high three; Gil Aitken and Vic Adcock tied for season individual game high with 242, and Marv Siegal walked off with the trophy for the season's most improved bowler.

TV Engineering Captures Second-Half Golf Crown

The Drivers (SCO Machine Accounting & Personnel), first half winners, and TV Engineering, second half kings, will meet this month to determine the CHRA Golf League Champions.

The Television team knocked off the Government Putterers in a second half playoff after the two ended in a tie. Also in the schedule is a CHRA Championship tournament in September open to all interested CHRA members.

This month, the third of three regular tournaments, also open to all CHRA members, will be held. The prizes to winners are golf balls. Trophies will be awarded winners of the CHRA Championship.