

SERVICE

AN RCA FAMILY PUBLICATION

A SPECIAL EDITION



Edward C. Cahill—1900-1961

JUNE, 1961



RCA SERVICE COMPANY

The RCA Service Company Mourns . . .

Edward C. Cahill, a pivotal figure in the formation of the Service Company, and a life-long contributor to its ideas and ideals, died May 30th, 1961, after a long illness.

We mourn him sincerely. We have lost a beloved friend and a distinguished member of our family group.

He was the Company's first President. Through fifteen crucial years, his wise and kind counsel guided us in our rapid growth.

He gave of himself without measure. Over the years, his personal standards of performance were instilled in the RCA Service Company, and these are applied today throughout the service industry.

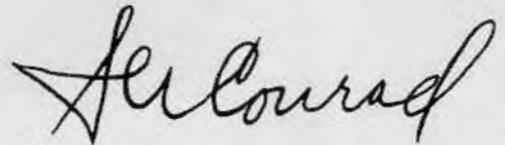
During his tenure, the Service Company became known throughout the Corporation for its individuality, its unity, its progressiveness, its valuable practical skills.

His personal warmth sustained us. To those of us who worked closely with him, he was a man of keen insight, quiet humor, and great sensitivity. To all who knew him, he was a humanitarian—concerned for his fellow man and quick to extend his friendly hand.

His image remains with the people of the Service Company as the symbol of an eminently successful life.

By his example, he leaves with us a priceless heritage of dedication to the sound traditions upon which our business was built.

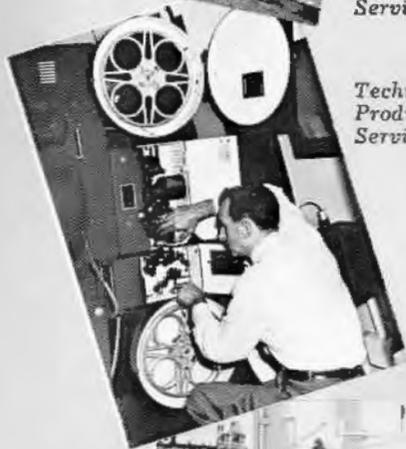
For the RCA Service Company,



A. L. CONRAD, *President*



Consumer Products Service



Technical Products Service



Radiomarine Service



Electronic Data Processing Service



Government Services



RCA Institutes

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THE YEARS THAT MADE THE MAN...AND THE COMPANY

The Youth. Back in the days of World War I, when E. C. Cahill was "too young to be a soldier," he joined the United States Army (receiving parental approval after the fact); was assigned to the Medical Corps, and shipped to a California hospital.

It has been said of those years that as many men died in the raging influenza epidemic as were killed in battle.

Ed was in the thick of it. He never contracted the dread disease, but learned the facts of life and of death at an early age, and as early formed his lasting philosophy of deep and sympathetic regard for all mankind.

Mustered out, he went home to Glasgow, Montana, and thence to work on the Great Northern Railroad.

Five years of railroading, and at his trade of journeyman electrician, convinced him that—for the man who was ready—unlimited opportunity lay ahead in the electrical industry.

The Student. He enrolled in the Milwaukee School of Engineering, working his winning way toward a BS degree in Electrical Engineering. He graduated in 1928.

(It is significant that Mr. Cahill, with a characteristic sense of responsibility, served his school for many years as an advisor on industrial electronics engineering. He was elected to the school's Board of Regents in 1952 and received its Honorary Professional Degree.)

The Engineer. Upon graduation, the new recruit to the industry joined RCA Photophone, Inc.—an RCA subsidiary formed to handle the business of the new sound-on-film "talkies."

He went as a field engineer into the Midwest to service motion picture and sound equipment and thus participated in the formation of a service organization destined to become international in scope.

The Executive. These were years of far-reaching change in the Corporation. RCA Photophone, Inc., became a part of the RCA Victor Company in 1932, and E. C. Cahill was named Chicago District Manager of the Installation and Service Department.

Advancements followed in rapid suc-



RCA Service Company's first President, at his desk in Cherry Hill

cession. He was appointed Central Regional Manager of the RCA Victor Company in 1934; National Service Manager of the RCA Manufacturing Company in 1937; Manager of the Photophone Sales Division in 1938.

The President. In 1943, when the RCA Service Company, Inc., was formed, Mr. Cahill was elected its first President.

For the remainder of World War II, his principal efforts were concerned with Field Engineering Services for the United States Government.

Perhaps no one has described the post-war years more vividly than the former President of the Radio Corpo-

ration of America (now Chairman of the Executive Committee), Frank M. Folsom, when he subsequently wrote:

"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."

For his achievements, Mr. Cahill received, in 1947, the Corporation's highest award to salaried employees—the RCA Victor Award of Merit. His citation read, in part:

"To him was assigned complete responsibility for a project without precedent in the industry: the building of an organization for the installation and maintenance of television receivers.

"The speed with which the task was accomplished has been of inestimable value in helping to establish and maintain RCA Victor's leadership in the television industry."

The nineteen fifties were equally eventful and productive. Demonstrating the unusual foresight and judicious administrative ability for which he was noted, President Cahill led his staff in meeting the daily challenges of explosive Company growth.

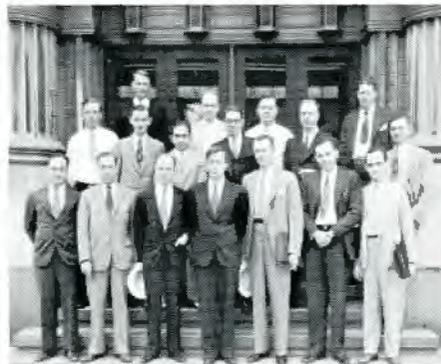
Technical Products Service, previously largely in the motion picture field, now gained steadily in the service of industrial and scientific equipment.

The small but hard core of the original Service group developed into a large department of versatile specialists in Industrial and Theatre, Broadcast Transmitter and Studio Equipment, and Mobile and Microwave Services.

In 1955, Radiomarine Services was added to the Technical Products responsibility, involving the repair of RCA marine communications equipment in virtually every port in the United States.

In the field of military electronics, the Service Company realized tremendous new growth. And again, from a nucleus of field engineers who had provided services in practically every theatre of World War II, President Cahill and his staff developed an organization for Government Service; gave it departmental status in 1950.

In less than a decade, it assumed responsibility for ground instrumentation at the Air Force Missile Test Center at Cape Canaveral, participated in missile projects at White Sands and Point Arguello, performed technical services at key military bases



At a District Managers' Meeting in 1934—front row, third from right



With (from left) Bill Jones, Hoppy Hopkins, Jack O'Brien, Sig Schotz, Pincky Reed (1954)



Presenting the President's bowling cup



At an Award dinner, with Dan Creato, Steve Wlasuk, and Andy Conrad (1954)



Accepting a National Safety Award



Christmas 1959, at home with Schotz, Conrad, Yoh, Kunsman. (Top row) Flythe, Pfister, Griffiths, Baggs, Jones, Heller, Murray, Zaun

in the United States and forty foreign countries, began installation and undertook to maintain and operate the Ballistic Missile Early Warning System at Thule, Greenland, and designed the reactor simulator at Fort Belvoir, Virginia.

Retirement. In November, 1958, ill health forced President Cahill into retirement. On the occasion, Group Executive Vice President Charles M. Odorizzi (closely associated with

Service Company in overall supervision) saluted Mr. Cahill thus:

"Under your dedicated leadership, the Service Company has grown from a small service activity to a major sales and profit-producing division . . . it will always be a great tribute to you and to your faith in the business of providing the high standards of service . . ."

And from RCA President John L. Buros: ". . . you have left an enduring mark in the annals of RCA . . ."