

Cherry Hill Observer



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

Vol. 1, No. 2

JUNE, 1955

Bond Drive Planned For C. H. Employees

A Company-wide campaign to enroll employees in the Payroll Deduction Plan for the purchase of United States Savings Bonds is scheduled this month at all RCA locations throughout the country. The goal has been fixed at 65% participation by each location.

The March Savings Bond Report, covering all plants and subsidiaries, showed the Television Division leading the three divisions at Cherry Hill with 46.3% participation. The TV Division, incidentally, placed 11th nation-wide, for all RCA locations. Radio-"Victrola" followed on the heels of TV with a location-wide rating of 37.6% participation.

Service Company in Last Place

Service Company, including all its branch and district offices, was pegged at 25th place in the "all-RCA locations" race. Its personnel are only participating enough to record a 22.3% mark.

Average participation for the entire Radio Corporation of America, in March, was 42.9%.

Cincinnati Plant topped the roll with an outstanding 85.5% employees enrolled in the plan.

Here is a campaign designed solely to benefit you! For instance, if you save, through the Payroll Savings Plan, only \$2.50 a week . . . in five years the Savings Bonds that will have accrued will have a value of \$683.35; in nine years and eight months they will have saved \$1,424.05, and if you continue putting only \$2.50 away weekly, in 19 years and eight months . . . your bonds will have leaped to a value of \$4,579.12. Try and top that!

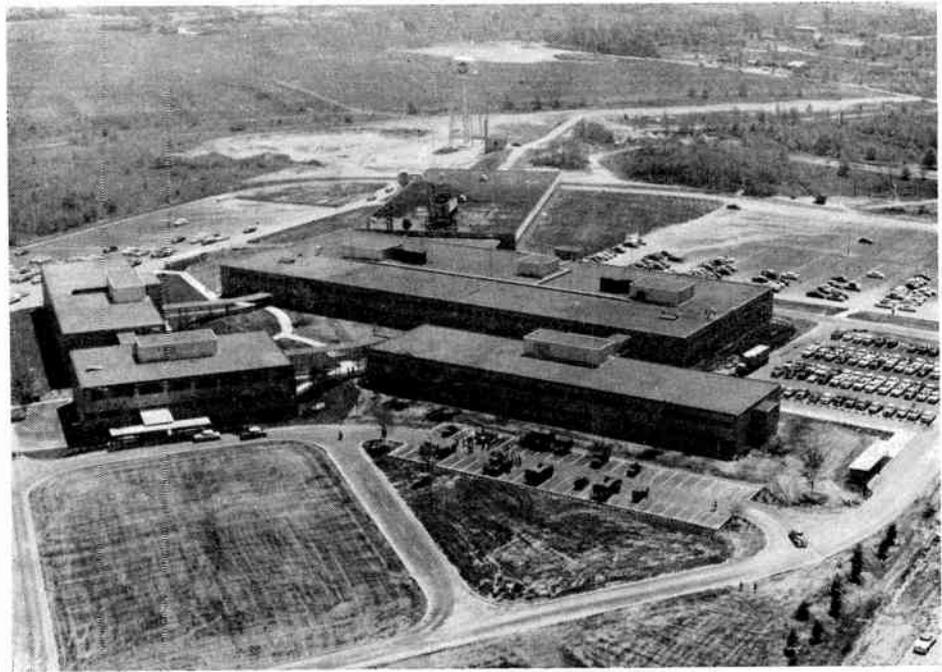


Photo by 50th Armd. Div.—NJNG

Open House exhibits included electronics equipment display by National Guard in visitor's parking area & color camera atop roof of Eng. Bldg. (204)

OPEN HOUSE DRAWS 6300 VISITORS

More than 6300 Cherry Hill employees, their families and guests, turned out last month, with maximum cooperation from the weatherman, to make the official inauguration on overwhelming success.

Visitors, young and old, voiced enthusiastic approval of eye-catching exhibits ranging from the permanent Hall of Progress display, to closed-circuit color television, and an evidently entrancing "see-yourself-on-TV" demonstration.

Helium-filled balloons, dispensed to the younger set by a charming sextet of hostesses served to create a festive spirit that carried from the reception area right through to the free cokes

and cookies at the tour's termination point in the Cafeteria.

Guides stationed at strategic locations, bolstered by directional arrows and ribbon-marked walkways, maintained an orderly stream of traffic from the Administration Building's entrance ramp to the Cafeteria.

Ten employees, who followed the suggested tour sequence of exhibits, won over \$300 worth of merchandise prizes, including a clock radio and a portable.

Open House officials were unanimous in their praise for the cooperation and spirit shown by the three divisions, in their first joint Cherry Hill effort.

Top Corporation Officials at Cherry Hill



RCA President Frank Folsom watches Brig. Gen. David Sarnoff (r.), board chairman, turn hand crank of Emile Berliner's first machine in the Hall of Progress at Cherry Hill

Safety Sam Says...

TAKE IT EASY

This is the time of the year when the sap begins to run—not only in the trees—but also around golf courses, tennis courts, on the highway and in the backyard.

After being relatively inactive during the long Winter months, we often go all out on these balmy Spring weekends and half kill ourselves through over exertion or carelessness.

The same is true during vacation periods. Vacations should be periods of recreation and relaxation. Instead, for many people they are periods of self-destruction.

Next to motor accidents and "falls," drowning is responsible for more deaths than any other single type of accident. In fact, drowning beats out "falls" for second place on the "killer list" between the ages of 5 and 44 years.

In addition to swimming accidents, many deaths result from falls into water while working or playing near it, and accidents involving boats.

Naturally, most drownings occur during the Summer months and a large percentage occur during vacation periods. Be smart! Teach your children to swim and learn to swim yourself if you don't know how. Also, don't swim alone or try to swim too far, and don't forget life preservers if you go out in boats.

Taking needless chances with your life isn't heroic—it's foolish!

C. H. Softball Gets Underway

Three teams marked up wins in the CHRA Men's Softball League which opened its season on May 16. Service Co. Financial, Servad (Serv. Co. Adm.) and TV Engr. were victorious in their first encounters. All games were played on the Coles School Field, in Delaware Township.

In the highest scoring game of the week, TV Engr. topped the Chromas by the football score of 21-11. Dept. 231 went down to defeat by losing to Financial, 9-6. In the season's opener, the Mailroom team forfeited their game to the Servads.

The league is comprised of six teams representing various departments and locations at Cherry Hill. Team managers include Joe Bieksis, Jack Ivers, Ray Ballard, Tom Magonigle, Bill Iannuzzi, and Jack Ennis. The season's schedule covers ten games. A three-team play-off will climax the season.

All games will be played on the Cherry Hill Recreation Field, set for completion this month.

Games are played every Monday, Tuesday, and Wednesday, with a 6 P.M. starting time. This week TV Engr. plays Servad, Financial meets Chromas, and Mailroom plays Dept. 231.

SIX MODELS OF GEIGER COUNTERS are being introduced by the RCA Tube Division.

Two of the simplest instruments are intended basically for the weekend and vacationing prospector.



Beverly Beard, Payroll, admires gifts

C. H. Employees Win \$300 Worth of Gifts

Ten lucky Cherry Hill employees took home \$300 worth of prizes after their names were drawn from Open House exhibit boxes by Service Company's Beverly Beard, Payroll.

First prize winner was V. E. Adcock, of Moorestown, who won a Leighton model table radio.

Other winners were:

F. P. Young, Betty Rummel, Leah Williams, M. T. Brennan, E. F. Frost, C. Y. Keen, Christine Della Ciappa, A. H. Koenig, and D. H. Sass.

Prizes included a table model radio, two clock radios, a portable radio, two portable record players, and three "45" record attachments.

JOHN CAVANAUGH AND ED NOCITRA, of Service Co.'s Purchasing Dept., have been appointed managers of Girls' Softball. See them in 203-3 if you wish to play on the team.

Cherry Hill OBSERVER

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Hostesses (l. to r.) Rose Haushalter, Mitzi Corsello, Mary Halschied, Shirley Givin, Anne Zeman and Myrtle Dickinson greeted employes' families, guests and friends

Camera Tours Open House



Josephine Dahms (next to soldier), Radio-"Victrola", hears how Army uses RCA products and services in its equipment



E. Klingeman at TV service display



Visitors were welcomed as they entered the Administration Bldg. by Cherry Hill's six hostesses



RCA compatible color is explained in 204



Engineer Ioury Maloff talked color perception

CHERRY HILL CHUCKLES—By E. Nazar



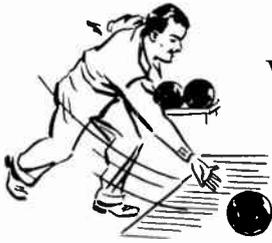
"He says the Open House was a lot of fun . . . but he's fresh out of cookies . . . tired of floating around hallways . . . and wants to go home!"

(At right) Secretary Toni Zubrzycki was TV camera's model



The Cafeteria had cookies and "the pause that refreshes"





Keglers Wrap Up Season

It's pretty well agreed that Cherry Hill has everything—except the Championship Cup, RCA Service Company, Inc., Men's Bowling League. The Quality Lab team beat Television in the season roll-off and took the cup back with them to Browns Mills.

Lab's triumph climaxed a red-hot second half race in which the winner wasn't decided until the final league night. Financial finished second, a nose ahead of the five-way tie for third shared by RAC, Accounting, Personnel, Receivables, and Television.

Individual honors went to Financial's Lyle Olmstead for his 179 high season average. Art Berdini, Personnel, hit a 267 on the final night to snatch the high single prize from Lab's Al Dippel. Olmstead also led the pack with 615 for the best three game series. Lyle didn't stop there either. He rolled the most 200 games, 12. His closest competitors were Lab's Frank Loudy, 7, and Lab's Al Dippel, 6. Other qualifiers for the "200 Club's" pen and pencil set prizes were M. Gracey, D. Davidson, P. Tano, F. Hansen, and Mike Connelly.

Girls' Bowling Ends

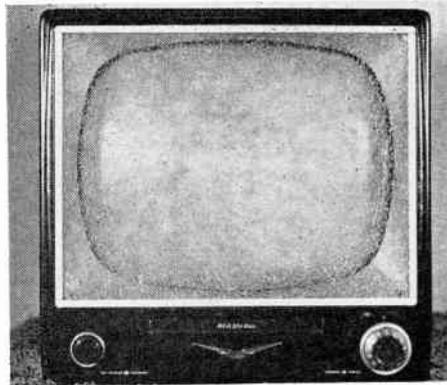
Two very evenly matched teams clashed in the roll-offs concluding Service Co.'s Girls' Bowling season.

A total of 19 and 18 pins, respectively, was the margin by which the Sparettes defeated the Lucky Strikers to win the '54-55 season.

Winning team members are: Jean Armstrong, Connie Buttari, Mitzi Corsello, Fran McCarthy, and Dot Mitchell.

Sizzling competition was waged for individual high average. The see-saw contest wasn't decided until the final night when Marge Bignell raised her average to 143, beating out her closest rival, Laura Barnes, by one point.

High single was taken by Rose-Mary Melchert with a 207, and high three by Phyl Francescone, 506.



Note shattered but unbroken safety-glass protecting the picture tube

Hoppy's Rough ...On Television

Hoppy was in trouble. Serious trouble. The baddies had him cornered and were closing in. His ammo was gone . . . his trusty horse captured . . . and he had 37 slugs through his shoulder. His only escape was through that gap in the rocks blocked by 2,000 ugly, screaming Sioux.

There was only one thing to do . . . and a six-year-old, Greenville, Kentuckian whipped up his air rifle and . . . Wham! . . . let got at the set.

Result: Sudden disappearance of Hoppy, the baddies and Sioux.

Remains: A shattered safety glass and a warmed-over little boy.

Queen of the Fair



TV Styling's Frank Cook is proud of his 17-year-old Serena Ann, recently selected to reign as Queen of the Fair. She attends Memorial High School, Haddonfield, New Jersey

Purchaser Searches For C. H. Talent

During the enrollment campaign for the Cherry Hill Recreation Association, survey sheets returned indicated approximately 80 persons are interested in glee club work and there are 68 instrumental musicians scattered throughout these five buildings.

With such a number interested, no doubt a fine choral group and an instrumental ensemble could be formed and many hours of pleasure derived both by participants and listeners.

Plans for the immediate future call for a questionnaire, to be out in a few days, available to all interested, so that an idea may be obtained as to the balance of such a group. Following the tabulation, a preliminary rehearsal will be arranged.

Practice music has been secured from the Victor A.A. Glee Club and has been selected for form and ease so that the group may be styled and evaluated.

Goals have been set for this year calling for an early Fall Concert and a Christmas Spectacular.

A limiting item at this time is the lack of a piano. It would be greatly appreciated if anyone could arrange to obtain a piano, which could be picked up and delivered by an RCA truck.

With the enthusiasm and talent apparently available at Cherry Hill, there is no limit to what may be accomplished by presenting beautiful music in a unique style, designed and arranged to suit the taste of music lovers.

Editor's Note: R. G. (Bob) Middleton, Service Company, Purchasing, 203-3, is the writer of the above and the man to contact if your interests include music and singing.

RCA *Pioneered
and Developed*

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