



Cherry Hill Observer



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

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C. H. Info Poll Rates Employees News' Needs

IN the area of employe publications, results of the recent RCA Information Survey at Cherry Hill indicate employes like to read personal news about co-workers and entertainers employed by NBC and RCA.

The opinion poll also revealed that location personnel have a strong interest in official news about people in other RCA plants and persons outside RCA who are performing the same type work as the person answering the questionnaire.

Survey officials in Personnel who tabulated the results say, basically, employes want to know official news about their RCA "counterparts," people largely related to their own immediate status.

Also rating high on the "like to know" list was concern for information and news about Company executives and division managers, Company organization and activities, and a knowledge-need in personal career plans and status.

The results of the far-reaching survey have been forwarded to Corporate Staff's Personnel Research organization. There the Corporate Information Survey Committee will tally and combine the results from each location—scientifically analyze the overall conclusions—and recommend action at the Company-wide level.

Poll takers say the questionnaire results should prove useful in (1) recommending improvements in employe publications created for Company-wide distribution, and (2) recommending overall policy in the general employes communications areas.

Locally, the information will be put to use identifying communications needs and improving oral and written avenues of communication.

Three descendants of Emile Berliner, pioneer phonograph designer, inspect Berliner's hand-powered disc gramophone during their recent tour of the Hall of Progress. Visitors are J. Sanders (l.) Berliner's nephew, Mrs. Louis Berliner King, daughter, & Sanders' son Robert



Berliner Kin Visit Cherry Hill

THE hand-operated Gramophone, one of the many historical exhibits, gets its share of attention from the hundreds of visitors who tour the RCA Hall of Progress at Cherry Hill.

The small record player, the granddaddy of the "Victrola" Phonograph, was of particular interest recently to three visitors. They were three descendants of Emile Berliner, who designed the hand-powered disc gramophone in 1892—Joseph Sanders, Berliner's nephew, Mr. Sanders' son, Robert, and Mr. Berliner's daughter, Mrs. Louise Berliner King.

The gramophone was the instrument for which Eldridge Johnson developed the

first constant-speed spring motor, leading to the birth of the Victor Talking Machine Company.

So far as is known Mr. Sanders is the only living person who contributed to the first developments of the disc phonograph. As a boy he worked on his uncle's laboratory in Washington.

Later he established matrix making and record pressing facilities for the Gramophone Company, Ltd., of London and still later, as a part of a two-man team, he set up the Berliner Gramophone Company of Canada and continued in charge of manufacturing for years. He was a foremost authority on shellac recording materials.

PRESIDENT FRANK FOLSOM ANNOUNCES RCA-WHIRLPOOL-SEEGER ALLIANCE



A new association RCA has entered with Whirlpool Corporation and the Seeger Refrigerator Company was announced recently by Frank M. Folsom, President of RCA.

Mr. Folsom sent RCA executives a copy of a letter directed to Whirlpool stockholders by Mr. Elisha Gray, President of Whirlpool Corporation. A similar letter was sent to stockholders of Seeger Refrigerator Co.

Mr. Gray's letter read, in part:

"We are pleased to inform you of arrangements agreed upon in principle by the Boards of Directors of Seeger Refrigerator Company (Seeger), Radio Corporation of America (RCA) and Whirlpool Corporation (Whirlpool) whereby a new company will be formed under the name Whirlpool-Seeger Corporation (Whirlpool-Seeger), which will own and operate the businesses now carried on by Seeger and Whirlpool and the stove and air conditioning divisions of RCA. The new company will have total assets of approximately \$130,000,000, and a net worth of about \$85,000,000.

"Seeger has for many years manufactured refrigerators and freezers for sale by Sears, Roebuck and Co. (Sears) under its trademark, COLDSPOT. Whirlpool has similarly manufactured home laundry equipment for sale by Sears under its trademark, KENMORE. Since World War II, Whirlpool has also manufactured and sold through distributors and dealers, a

home laundry equipment line under its own trademark, WHIRLPOOL. RCA has manufactured and sold gas and electric ranges under the trademark, RCA ESTATE, and has sold room air conditioners under the trademark, RCA.

"The proposed plan is an outgrowth of consideration over a period of time on how best to cope with developments in the appliance industry. Whirlpool believes a more complete line of major home appliances must be offered to distributors and dealers if its home laundry equipment line is to retain its share of industry sales and growth. The merger will not only accomplish this purpose but is expected to open up new avenues of growth, result in expanded research and provide better means for operating in today's markets.

"Sears is a stockholder in both Whirlpool and Seeger and plans to continue as such in the new company. RCA will have a stock interest in the new company but the total holdings of RCA and Sears will be less than 50% of the total outstanding stock. By agreement between RCA and Sears, the common stock owned by each in excess of 20% of the total outstanding common stock will be voted by the President of Whirlpool-Seeger. It is proposed that Mr. Walter G. Seeger, Chairman of the Board of Seeger, will be Chairman of the Board of the new company, and Mr. Elisha Gray, President of Whirlpool, will be President and chief executive officer. The rest of the new company's management personnel will be selected principally from the merging businesses. Both Sears and RCA will have minority representation on the Board of Directors.

"Also RCA will enter into an agreement covering the use of the 'RCA' trademark in combination with 'Whirlpool' on the new company's products. Use of this combined trademark will be timed with introduction of new merchandise lines during 1956 . . ."

Establishment of the new company, Mr. Folsom explained, is contingent upon approval of stockholders of both the Whirlpool Corporation and Seeger Refrigerator Company. It is anticipated the effective date for the new company's operations will be about September 1, 1955.

CHRA Bowling Leagues Open New 1955-56 Season

Three CHRA bowling leagues opened the 1955-56 season on Monday, September 12. When the first balls were rolled on Haddon Lane Alleys more than 175 bowlers divided into three—eight team leagues began bowling for their respective league championships, to be decided in the next 35 weeks. The girls' league and the Service Company Men's League roll at 6:30 p.m. on Monday's and the Television Division Men's League follows at 9 o'clock.

Among those slated to be present on opening night were Service Company President E. C. Cahill and J. F. Murray, Service Company Personnel Manager. Mr. Cahill awarded the President's Cup to the men's and women's teams that headed their respective leagues at the close of last season. Browns Mills Lab topped the Service Company League last season. Team captain Al Dippel accepted the trophy from E. C. Cahill. Mr. Cahill also presented a Cup to Fran McCarthy, captain of the Sparettes, girls' league winners.

The new Television Division League, bowling for the first time this year, selected Charles Slight, TV Drafting, as president. Vince Serafino was named vice president and Ed Bream secretary-treasurer. The members of the Service Company League elected R. L. Olmstead president, Art Berdini, vice president, and Joe Meakim, secretary-treasurer.

Marge Bignell, Quality, will guide the activities of the girls' league, including teams from Television, Radio—"Victrola" and Service Company. Vickey Hawes and Emma Laaruk are secretary and treasurer respectively.

All three leagues anticipate highly successful seasons of competition.

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TV's Colormen Test TV Magnetism



Larry Paley (l.) and Burt Clay, TV Division engineers, check earth's magnetic effects on color television set



Corrects 1929 Case Of "Mailardy"

Occasionally, an article will appear in the newspapers about someone receiving a letter mailed years ago. And the Post Office usually accepts the blame, declaring it fell down behind a desk or shelf—which is no compliment to either the quality or regularity of governmental housekeeping. But Red Wilkins, of Service Company's Consumer Relations, has come up with a switch reversing the usual tale . . . and proving that the general public isn't always innocent of "mailardy" (tardiness in postales).

Red spends his day solving customers' complaints and problems, generally similar in nature.

He admits to a slight jolt, though, when he recently received a yellowed post card questionnaire requesting a "free radio log" in return for certain performance data completed about a 1929 radio set.

Tracking down the validity of the request, Red learned that Victor actually had sent out thousands of these cards during 1929-1930. So he promptly sent the customer some schematics he dug up on this "Period Style Radio," plus a covering letter gently informing that the "logs" are no longer available.

Red says the customer must have felt some pangs of guilt over the delay. For, believe it or not, the card had been sent "Air Mail"!

The Helmholtz Chamber, located in 204-2, is one of the more unusual devices operated by TV Division's color television engineering organization. Electrically designed by Burt Clay and mechanically laid out by Gino Lazzery, the instrument is used for producing a magnetic environment equivalent to that

existing anywhere on earth—and then some.

The behavior of many electronic devices, including radar instruments and black-and-white and color television changes with location. This is due to varying magnetic field strengths over the face of the earth. In order to study the precise effects, the structure shown in the photograph was built.

Both the television set under observation and the observer get inside the Helmholtz Chamber. They are then immersed in an earth-like field of whatever strength or direction the observer chooses. The chamber is powered from a rack situated far enough away to be clear of the field and operated by a remote control panel beside the observer.

Over 12 miles of wire was used in the three pairs of coils surrounding the device. Termed a Helmholtz Chamber, it honors the great physicist Hermann Helmholtz, who in 1870 discovered some of the properties on which the design of this instrument is based.

An RCA television receiver is made to operate successfully under a wide variety of conditions. This thoroughness of testing and attention to every detail assures quality to RCA set owners.

CHERRY HILL CHUCKLES—By E. Nazar



"I don't know how they ever got it in here . . . But it sure put an end to the 'ol coffee break!"

Serfins Top Servads, Take CHRA Series



Serfins' Jack Redmond pounds down to first after a hit in the first game of the three-game CHRA Softball Championship Series.

George Dutch (r.) is Servads' first baseman while Vince Garbarino coaches (at left)

With what was undoubtedly the hardest, heartiest, hurtingest 2-run hit in the young history of the CHRA Men's Softball League—Serfins' Walt Thomas snatched victory from the Servads and handed it to his teammates with two out in the last of the seventh for a 5-4 triumph in the deciding playoff game last month.

Thus, Financial's Serfins took the championship series . . . two games to one.

This final game, one which made the Servads' 8-7 opener and the Serfins' thumping 14-3 middle game seem mere warm-ups, was truly a great one.

Servads' bats, soft-spoken during the middle game, broke into a roar in the second inning of the final game. Second baseman John Feasler singled, went to second on Tom Magonigle's sacrifice and scored on George Ehrman's right field hit.

Centerfielder Frank Virelli whacked a 2-2 pitch for a second run triple. Pitcher Bill Cesanek aided the cause with a single and Servads led 3-0.

Serfins evened it in the fifth. A base on balls to Hanson and a one base hit by "Walkin' Vince" Garbarino set the stage for Thomas who previewed things to come by singling.

Servads vaulted into the lead again in the top of the seventh with leftfielder Bob Heitzman scoring on a clutch hit by Cavanaugh.

The last of the seventh began quietly enough with two routine fly-outs. Then Serfin manager Jack Ivers belted high to Cavanaugh who threw wide to first . . . Ivers taking second.

Thomas was the clean-up hitter personified. He slashed a sharp shot to right

center which eluded Virelli's frantic cut-down dash and both men romped home to the delirious joy of the Serfins and the shocked disbelief of the Servads.

There never was a tougher break. There never was a more glorious hit.

Final score: Serfins 5 runs, 7 hits, 1 error; Servads 4 runs, 10 hits, 2 errors.

RCA Has Record Half

There's a real challenge confronting the members of the RCA Family during the remainder of 1955. The first six months have given us a good start to make this a year of record progress for our Company.

Over a month ago, Brig. General David Sarnoff, Chairman of the Board, announced that sales and net profit of RCA in the first six months of 1955 represented the most successful first half-year in the Corporation's 36-year history.

Sales of products and services of RCA and its subsidiaries during the first six months of 1955 amounted to \$488,510,000. This amount is 10% ahead of sales for the same period in 1954, when we climbed to a new high mark.

After providing \$22,290,000 for Federal Income Taxes, RCA earned a net profit of \$22,061,000 for the first six months. This is \$2,793,000—or 14%—more than net profits in the same period last year.

If the RCA Family can improve as well in the second half of this year as we did in the same period last year, we can really make 1955 a banner year and reach the billion dollars a year in sales that many people have been predicting for our Company.

Charities Report Notes Bigger Employe Role

RCA employes play an increasingly important role in charitable activities in Camden County, as revealed in the Combined Charities Employes' Committee first semi-annual report.

By December 31, the program will collect more than \$100,000 for distribution to charities, according to estimates.

To June 30, employes' contributions totaled \$66,106.37. Of this, \$43,167.41 has been expended. Present deductions continuing, about \$40,000 more will accrue by the end of the year.

Pursuing a "make sure" policy, the committee is investigating local agencies in preparation for allocating the balance.

Contributions so far are: Community Chest, \$30,000 (part payment of \$60,000 pledge); Red Cross, \$8,230 (on \$25,000 pledge); Drop-A-Buck, \$2,500; American Heart Association, \$1,000; American Cancer Society, \$1,000; and Miscellaneous Charities, \$437.41.

Each of the above charities has been investigated.

It should be pointed out that for 1955, \$60,000 is to go to Community Chest, \$25,000 to Red Cross and the remainder (over \$20,000) to other charities.

In the above listing, a donation of \$437.41 to Miscellaneous Charities is entered. During the Combined Charities Campaign in the fall of 1954, some employes (through misunderstanding) listed specific contributions on pledge cards. Keeping faith with them, checks were sent the charities mentioned. These included: Catholic Charities, Camden County Tuberculosis Association, Goodwill Industries, Camden County-N. J. Infantile Paralysis, Cerebral Palsy, Boys' Town, Retarded Children, SPCA, Muscular Dystrophy, Gloucester County Red Cross, Multiple Sclerosis Society, Arthritis, Episcopal Hospital Bldg. Fund, Nephrosis Foundation, Crippled Children and Cardinal Spellman Foundling Home.

A resolution adopted places the following general restrictions on contributions: Contributions are limited to operating expenses, as distinguished from capital requests for new buildings, etc. Any national organizations receiving support must be active in Camden County. No contributions should be made to organizations whose administrative body is religious or political in nature.