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S-20 Revealed As New CH Speed Limit, Caution Urged With Safety Rules Tightened

A Campaign for You

The promotion-publicity surrounding "S-20" was conceived as mounting safety statistics pointed to immediate remedial action.

Originally, S-20 was fixed upon to impress the CH populace with the new maximum speed limits on Company property. However, it has come to mean much more than mere automobile speed limits alone. Now S-20 stands as a symbol for day-in, day-out safety consciousness. It should serve you . . . the employe . . . as a constant reminder that safety—whether at work or at home—must be thoughtful applications of common sense.

Safety officials agreed that the presentation of cold facts and statistics often fail to stir the imagination or get any reaction—hence the S-20 "teaser" type of campaign. Whether you approve or disapprove, at least there is reaction. And if the reaction can be channeled toward self-preservation, the safetymen feel their efforts will have been rewarded.

Now they've done their part. Will you do yours?

A safety exhibit of an automobile that was wrecked within a mile of RCA-Cherry Hill and on-the-scene auto accident photos taken on roads adjacent to Cherry Hill will be displayed on parking area number three (alongside the CH ballfield). **WARNING: Faint-hearted speeders are not encouraged to view the possible consequences of their heavy-footed actions. They'll see it all soon enough!**



CH Security Lt. Harry Funk assists Groundskeeper Warren Stewart in CH 20 m.p.h. sign "planting." Observers are safetymen J. Piatt (l.) & A. Berdini

AN alarming increase in automobile accidents, both at Cherry Hill and on nearby highways has given CH safetymen a hefty problem that only you can help solve.

As part of an all-out drive on safety, both on and off the job, studies indicated Cherry Hill's former 15 m.p.h. speed limit was unrealistic. Accordingly, the experts hiked the limit to the new 20 m.p.h., and this limit is to be rigidly enforced.

Possibly unknown to most CH personnel is the fact that the architect specifically designed the access roads leading to parking areas for relatively low motoring speeds . . . and to insist on operating an automobile at speeds higher than the

limit is inviting personal tragedy and heartache (not to mention expense).

Naturally, a speed limit represents the *maximum*—subject always to weather and on-the-scene road conditions.

Both the licensing agency of the State and the Company operate on the premise that operation of a motor vehicle is a privilege granted a mature, responsible individual—not a right. That responsibility means that the thinking vehicle operator will never fail to observe regulations set up to safeguard the safety of the driver and his passengers.

Give yourself—your passengers—your family the consideration they deserve. Observe protective speed limits.



Ins. & Safety Mgr. E. McGarrigan (l.) & J. Piatt check CH accident rate

Safety—In and Around Cherry Hill

Don't Use a Ditto Knife . . .



Move That Machine . . .



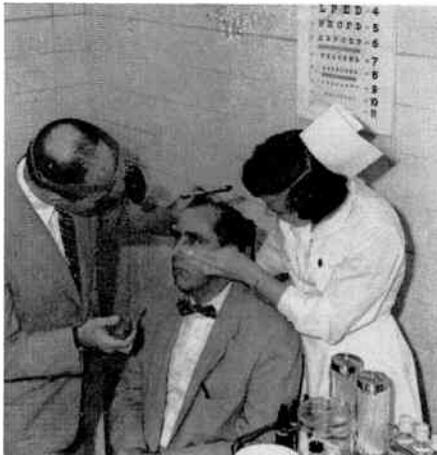
Watch Your Step . . .



Goggles Save Eyes . . .



Get Immediate Attention . . .



Close That File . . .



Safety Is . . .

A State of Mind

When a toddling child reaches for a hot pan or pot atop a stove at home—some adult is usually there to warn him away from danger. The adult then turns teacher and attempts to instill in the youngster's mind the inevitable results.

With adults, though, it's different.

Safety officials, doctors, law enforcement officials like to feel that they're dealing with adult, responsible individuals in the unceasing battle against danger. It should be enough to just issue a warning once, but it isn't.

You might well question why adults must be continually cautioned against danger. Most people like to think that they can take care of themselves. The sad parade of accident statistics proves otherwise.

Much time and effort must be expended in order to protect you from you. No one likes to harp on that much-maligned word "safety," but it's evidently necessary.

Literally hundreds of thousands of brochures, booklets and stories containing millions of words have been written—all with one purpose—one point—one thought. Danger to life and limb is constant. All right . . . so you know it. Do you do anything about it?

Why not develop a state of mind in your daily routine. One that takes the few moments necessary to examine and analyze life's accident-producing situations as they occur. One that will keep you from the truly appalling tide of daily accidents.

T.A.F.

Cherry Hill OBSERVER

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RCA *Pioneered and Developed*

**COMPATIBLE
COLOR TELEVISION**

Careful Driving Means Common Sense at Cherry Hill

It Can Happen Here . . .

Low Speeds, Please, Where You Can't See

Be sure you drive slowly & carefully on Cherry Hill roads and parking areas. You can't see what's over the hill and your speed will often determine life or death



Barely visible are the heads of four pedestrians. And, of course, pedestrians shouldn't spread over the roadway where automobiles must operate



Now you can see them—but danger still exists. They don't realize an automobile is behind them, so be sure to warn them by sounding your horn



"\$400 worth of damage could have been avoided if the safe following distance had been observed."

That's what the RCA-Cherry Hill employe-owner of this new car said when questioned about his recent accident.

He added that he was thankful that no one was injured.

The collision occurred as he was inching along in the stream of traffic leaving Cherry Hill. The line began to move and "before I knew it," the car in front stopped and I struck his car, going under his rear bumper.

CHERRY HILL CHUCKLES—By E. Nazar

Advice for a Longer, Trouble-Free Driving Life

Don't Follow Too Close . . .

Don't Speed . . .



Observe Stop Signs . . .

Watch for Pedestrians . . .



"Crossing the parking area used to make me nervous too—Then I remembered this old family hand-me-down . . ."

Home "Do-It-Yourself" Projects Can Lead to Accident Wards

YOUR safety off-the-job is important too! It's important to you and your family that home is just as safe as the place where you work.

Many people have learned to work safely, but what do they do when they leave the job?

They are having accidents at a steadily increasing rate in their own homes and in traffic that cause immeasurable heart-ache, injury and expense. Let's take a look at the facts:

Accidental *death* reaches one out of every 458 families. A disabling injury is currently hitting one out of every five families! On a national basis, off-the-job injuries are costing an average of \$200 per family each year. That's the dollar and cents cost only. There's no measurement of the tragedy and pain involved.

The "Do-It-Yourself" boom has been a contributing factor in the increased home accident rate. Before tackling a "Do-It-Yourself" project . . . it will pay you to heed the following suggestions.

Make certain you are not violating a local building code. Code violations have resulted in numerous costly accidents and fires. Such violations as placing flammable partitions too close to furnaces,



We all have known at least one member of that fast-vanishing breed of Americans who said (quote):

Hope there aren't any cops around.
Stop worrying. I can make it.
Where does he think he's going!
Made 750 miles the first day.
Where did he come from?
I know this road like my palm.
I can drive *better* after a few.
But I had the "Right of Way."
All right . . . Just *one* more.
What stop sign?
I only have 15 minutes to get there.

If you happen to know of any that sound like this . . . treat them nice, please, they won't be with us too long—but don't drive anywhere with them!

moving heaters into garages, improper wiring done without an electrical inspector's permission are just a few of the causes of "Did-It-Myself" accidents.

Make certain that you have the required know-how. Many a "Do-It-Yourself" has ruined a project and suffered injury in the bargain because he used the wrong tool or used it improperly. Improper use of tools on home roofing jobs has resulted in falls, serious injury and even death.

Another contributing factor in the parade of injuries in the home is in the improper use of drills and shaping tools. Before using special tools, be positive you have the skill and the right tool.

Whenever you contemplate jobs around home . . . know the hazards involved.

In electrical repairs, the use of ungrounded electrical equipment in damp areas is extremely dangerous.

Let's face it. For many of us a simple looking job can be the cause of a fatal accident.

How many times have you read of the homeowner who started out to adjust his TV antenna and a rickety ladder let him down—sometimes into a bed of pain? Know your limitations both physical and tool-wise.

Thrift-minded though we be, hiring a professional for some contemplated home project is often the cheapest and safest way.

CH Medical Aid

Weekdays—

CH Dispensary (Bldg. 201-1)
Open 8:30 a.m. to 5:15 p.m.
Phone Extension PY 6460, 6540, 6549

Saturdays—

If emergency medical care is required, contact one of the following in the order listed:

- (1) Main Dispensary (Bldg. 3-1, Front & Cooper Sts., Camden, N. J.)
Phone WOODLAWN 3-8000, Extension PC 3355
- (2) Dr. Edwin A. Gleason
1025 Marlton Pike, Erlton, N. J.
Phone HADDFIELD 9-6858
- (3) Delaware Township Police
Marlton Pike, Ellisburg, N. J.
Phone HADDFIELD 9-2420

When the Cherry Hill Fire Alarm Sounds—

Not as common as automobile accidents, falls, cuts, etc. to which the average person is more exposed, but dangerous none the less is the possibility of a fire here at Cherry Hill.

Do you know the procedures to follow in case of fire?

Fire Brigades have been organized to cover each floor of all five buildings. One of the responsibilities of the Fire Brigade is to see that your floor is evacuated in an orderly manner during the emergency.

A roster of the Fire Brigade personnel assigned to your floor will be posted on your bulletin board. Please give them your complete cooperation.

The alarm system works like this:

A small chime (sounds like a department store paging system) sounds the box number in the building originating the alarm, and it serves to alert Fire Brigade personnel.

Evacuation of a building should occur *only* when employes hear the larger fire gong ring (with a clanging sound).

When the fire gong sounds, here's what should happen:

- (1) Halt work immediately.
- (2) Clear your aisle of chairs, stools or other obstructions.
- (3) *Walk*, don't run to your section's designated exit.
- (4) Once outside, don't obstruct drive-ways.
- (5) Do not re-enter the buildings until instructed by Fire Brigade personnel.

Note—During an emergency period, elevators and enclosed ramps are not to be used.

To report a fire in the wooded areas adjacent to our buildings (or in one of the parking areas)—call the boiler room, PY 6243 or the shipping office, PY 6240. Do not pull a fire alarm box.

Violators—Traffic Accidents

The National Safety Council notes that there is a definite relationship between traffic law violations and traffic accidents. This fact is about the only thing that will convince lawbreakers of the errors of their ways. If they can be enlightened that they are likely to suffer because of their irresponsible conduct, they'll probably act more intelligently.