



# Cherry Hill Observer



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

Vol. 1, No. 7

NOVEMBER, 1955

## New Executive Posts 750 Hail CHRA's 1st "Autumn Leaves" Dance Listed for Top Staff

New executive assignments on the staff of the Chairman of the Board and the President of RCA were announced on October 21, effective immediately.

Dr. Elmer W. Engstrom was appointed Senior Executive Vice President. In this capacity, Dr. Engstrom is responsible for the RCA Laboratories, Defense Electronic Products, and the Commercial Electronic Products, also the Engineering Services, Manufacturing Services, and Product Planning staff activities.

Ewen C. Anderson, as Executive Vice President, Public Relations, is responsible for the Commercial Department, Press Relations and Institutional Advertising, Washington Office, and Community Relations activities.

Charles M. Odorizzi, as Executive Vice President, Sales and Services, is responsible for the RCA International Division, RCA Communications, Inc., RCA Service Company, Inc., RCA Victor Distributing Corp., and RCA Institutes, Inc.

Robert A. Seidel continues as Executive Vice President, Consumer Products, and is responsible for the RCA Victor Television Division, RCA Victor Radio and "Victrola" Division, and RCA Victor Record Division.

W. Walter Watts, Executive Vice President, Electronic Components, is responsible for the Radiomarine Corporation of America and the Tube Division. Present plans contemplate expansion of the Tube Division into three operating divisions, Tubes, Semi-conductors, and Component Parts.

Ernest B. Gorin, Vice President and Treasurer; Edward M. Tuft, Vice President, Personnel; and Robert L. Werner, Vice President and General Attorney, who will continue in their present assignments, have been added to the staff of the Chairman of the Board and the President.



CH Recreation Assoc. members & guests dance to Jimmie Filer's orchestra at the Cherry Hill Inn. See other pictures on page four

More than 350 members of the Cherry Hill Recreation Association brought guests to the first all-Cherry Hill "Autumn Leaves Dance" at the fashionable Cherry Hill Inn.

A hard-working CHRA dance committee teamed up with Personnel Services to score a successful and historic "first" dance for personnel of the three Cherry Hill Divisions.

The dance was open to all CHRA members at no cost—each attending member entitled to bring one guest at the nominal charge of one dollar.

Tickets were issued on a first come-first served basis, with overall attendance limited only by the capacity of the ballroom. Committee members reported that within a week all the

ducats were in the hands of CHRA members and only a few latecomers had to be added to a waiting list.

Promptly at nine o'clock on November 5 the first couple strolled down the carpeted stairway into the ballroom and the evening began.

Spurred on by the turnout and the complimentary consensus, the committee is tentatively considering a spring dance.

The "Autumn Leaves Dance" committee was: Rita Creitz, 201-1; Ramona Clark and Stella Morlys, both 202-2; Caroline Koch, 203-1; Beatrice Poole, 203-2; Lois Lex, 203-3; Rita Riley, 204-1; Leo Seese and Carl Marquardt, both 204-2 and Joan Jordan and Ed Wicker, of Bldg. 205.

# Baxter, Toney Elected Vice Presidents, TV Division Gets New Sales Directors

Election of Charles P. Baxter as Vice President and General Manager, RCA Victor Television Division, and James M. Toney as Vice President and General Manager, RCA Victor Radio and "Victrola" Division was announced this month by Big. General David Sarnoff, RCA Chairman of the Board.

Mr. Baxter, who has been with RCA for 16 years, was appointed General Manager of the TV Division last July. He received the Award of Merit for his achievements in contributing merchandising techniques and to the growth of the TV industry.

Mr. Toney joined RCA in 1943 and has served in various capacities in sales, merchandising and advertising. He received the Award of Merit in 1950, and that year was named Director of RCA Victor Public Relations.

Joseph P. Bannon, former Field Sales Manager of the RCA Victor Television Division, has been appointed General Sales Manager of the Division, according to a recent announcement by TV Div. Vice Pres. and Gen. Mgr. Charles P. Baxter.

Mr. Bannon, who has acted as sales liaison between the Division and its field representatives and distributors for the past seven years, succeeds Raymond W. Saxon, who became Manager of RCA's Northeastern Region last month.

Mr. Bannon joined RCA in 1943 after eight years with the Pontiac Division of General Motors. In 1946 he was named staff assistant to the General Sales Manager of the former RCA Victor Home Instrument Department. Two years later he was appointed Field Sales Manager.

A recipient of the RCA Victor Award of Merit, Mr. Bannon received the highest honor the Company can bestow on its employes when he was cited for his outstanding accomplishments in television sales.

## NOW—PORTABLE HI-FI

A new portable three-speed high fidelity phonograph, featuring three loudspeakers and a frequency range of 70 to 20,000 cycles, was announced by the RCA Victor Radio and "Victrola" Division.

Vice President and General Manager James M. Toney said the new instrument will be the sixth member of the RCA Victor New Orthophonic High Fidelity "Victrola" series.

The sales executive is a native of Philadelphia and a graduate of Temple University.

Appointment of George Fearnaught as Field Sales Manager, RCA Victor Television Division, was announced by General Sales Manager Joseph P. Bannon.

Mr. Fearnaught, who has been associated with various RCA activities since 1941, moved into the post formerly held by Mr. Bannon.

Prior to his new assignment, Mr. Fearnaught was New York District Sales Manager for the TV Division, with headquarters in Manhattan. He joined the RCA Victor Distributing Corporation in Chicago in 1941, served as a war procurement expediter and specialist during World War II, and later was connected with RCA Victor sales activities in New York, Boston and Cincinnati.

Mr. Fearnaught attended Miami University. He will maintain his headquarters at Cherry Hill.

The appointment of Raymond W. Saxon as Manager, Northeastern Region, Radio Corporation of America, was announced by M. F. Bennett, Director of RCA Regional Operations. Mr. Saxon served as General Sales Manager of the RCA Victor Television Division since November, 1953.

In his new position at Boston, Mr. Saxon succeeds R. M. Macrae, who became Vice President in charge of Distribution for RCA Victor Company, Ltd., Montreal, Canada.

"Mr. Saxon has contributed greatly to the present high sales pace of RCA Victor television receivers," Mr. Bennett said. "This excellent record in television will now be expanded to include responsibilities of a much broader nature as Manager of one of our most important regions."

Mr. Saxon has been with RCA since 1940. During World War II he served as procurement specialist for the former RCA Victor Division, and in 1945 was transferred to the Pacific coast in a sales capacity. Mr. Saxon was appointed Assistant to the Vice President, Consumer Products, in May, 1950, prior to taking on the post of General Sales Manager.

A member of the RCA Victor Award of Merit Society, he was elected to the high honor as a result of his outstanding achievements in increasing home instrument sales volume.

## WARNING: EASE UP FOR THE FREEZE UP

In case you didn't know it, 36,300 Americans died in traffic accidents in 1954.

The meaning of this is hard to grasp, but maybe it would be clearer if we pointed out that this is more than the number killed during the entire Korean War. The important thing is that this needless waste of human life could be prevented if we would take things a little easier in order to insure our safety.

We don't have to become "soft" or afraid of danger in order to be safe. You don't say that a person is "soft" because he allows himself to be vaccinated against smallpox. The same thing applies to traffic safety. Development of driving habits which are consistent with the rules of "defensive driving" is just good sense, for such habits will protect you against accidents just as vaccination protects against smallpox.

One of the rules of "defensive driving" especially important during the winter can be summed up in the words "ease up in a freeze up!"

You won't have much to worry about this winter as far as traffic accidents are concerned if you make certain to reduce your speed according to the driving conditions under which you are forced to travel.

Bad weather rarely causes accidents. Accidents are usually caused by people who won't reduce the speed of their vehicles even though driving conditions are hazardous. They go right on driving at their regular speed as though it were a clear summer's day.

This is about the same as a person refusing to be vaccinated, then going to a country where an epidemic of smallpox is raging. You wouldn't call it an accident if that person contracted the disease, would you?

## Cherry Hill OBSERVER

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**RCA** *Pioneered and Developed*

**COMPATIBLE  
COLOR TELEVISION**

## 'Electronic Prep Kit' Designed for Kids



Ann Zemen, 201-1, tests new kit

If Service Company's Fred Wentker, 203-3, has his way—thousands of youngsters will soon be busy putting together the "Electronic Prep Kit."

Already rolling off the production lines with initial shipments to Service Company's TV branches underway, RCA technicians all over the country are set to handle the amazing and attractive kits exclusively (no other public sales channels are contemplated).

Designed for any young fellow who can read, Fred says, "Any youngster and most fathers can assemble it." The only tools required are (1) a pencil, (2) a screwdriver, and (3) a pair of pliers.

Naturally, the one-tube set won't take the place of a commercial radio—it's primarily made for educational value with utility a secondary consideration. Nevertheless, it's completely equipped with batteries and headphones so that Junior doesn't have to buy any additional parts.

Selling for \$12.50, the handsome kit includes a simplified manual entitled "Introduction to Electronics for Junior Technicians," so that all the electronically-minded young man needs is the urge and interest.

The kit is available to CH employes at a special price through the CH Family Store.

## CH Adds Sixth Building

A training site, consisting of a new building surrounded by a graded and paved area completely enclosed by a chain link fence, has been appearing just behind Bldg. 205 and the Number Three Parking Area.

The site, tentatively called "Radar Park," will be added to the facilities of Service Company's Government Service Department's Training Activity. It has been designed to accommodate the larger communications and radar equipments, especially those developed primarily for field operations not lending themselves to classroom installation-instruction.

### Equipped for Training

The new building will serve as a center of operations and will be equipped with power supplies and facilities necessary in conducting complete training and familiarization programs covering the operation and maintenance of field equipment.

The new site, according to Government Service officials, will aid in providing the versatility and flexibility needed to handle programming of present and future GSD training requirements. In addition, officials point out, the new site will further enhance the Department's training facilities—already among the finest in the industry.

## CH COMBINED CHARITIES DRIVE LED BY TV DIV.

Cherry Hill participation in the Combined Charities Plan is now 72.3%.

The Combined Charities-Community Chest Campaign held October 3 to 14 showed an increase of 13.3% in memberships. The Television Division led the way with 76.6% of all employes in the Plan.

### Dave Scott Scores for TV

D. E. Scott, Television Coordinator for the drive, reported that total participation for his Division hit the 93% mark. This percentage includes both Combined Charities memberships and cash donations. Two-thirds of the sections in the Television Division reported 100% participation. Only two of the 24 sections failed to reach the 80% mark. Three sections merit special comment. Television Engineering was the largest section to reach 100%, covering 66 members and 10 cash donations. Production Control and Cost Estimating both achieved 100% participation in the Combined Charities Plan.

### Radio-"Victrola" In Second Place

Radio-"Victrola" trailed Television overall by only one percentage point. Coordinator Gil Cella, Sales, announced that 74.3% of Radio-"Victrola" employes are now in the Plan. This leaves only 45 non-members. Section 472, Purchasing, was the largest group to "hit the top" with 100%.

### SCO Hikes Membership Quota

Service Company showed the greatest percentage of new members in the Plan with an increase of 15.8%. The Personnel Department led all Service Company Departments with 100% participation. Three additional Departments—Administrative, Financial and Technical Products—reached the 90% mark. Consumer Products, Ann Lynch Coordinator, had 4 sections in the 100% class.

In addition to the significant rise in Combined Charities membership at Cherry Hill, cash contributions totalled \$1,133.75. All cash collected will be presented to the Camden County Community Chest.

## CHERRY HILL CHUCKLES—By E. Nazar



Check procedures, will ya? The kid claims he built the robot from the Prep Kit and says we have to hire it into the "Family!"



### *At the Hammond . . .*

Milt Garman has covered the entire field for the commercial musician—from honky-tonk to plush dining rooms.

Milt is a member of the P. E. Yeager Company's maintenance team. He plays the Hammond at Johnny's Inn in Westmont, New Jersey, on Saturday and Sunday evenings. However, he still manages to find time to act as accompanist for the CHRA Glee Club . . . playing the organ that's caused considerable comment since it arrived in the Cafeteria.

Jazz violin was Milt's first love when he began his musical career over 21 years ago. Later, while still playing with small dance orchestras, he switched to piano solo work and has played the Philadelphia cocktail lounge-circuit teamed with local vocalists Alice Morgan, Clair Corbett and Marge Merrill. Now he specializes in dinner music and South American tempos.

In addition to his work and musical activities, Milt maintains a keen interest in boats. He's a member of the Boat Club in Westville and houses his "built by Milt" twin-cockpit runabout there.

### **CH OVER BLOOD QUOTA**

The second Bloodmobile visit to Cherry Hill on October 26 collected 170 pints of blood. This amount, together with the blood donated during April, fulfilled the CH Blood Bank quota for 1955.

Over 230 employees pledged blood during the drive. The Service Company was the only Division to exceed its quota, with a final 125% of the goal. Jack Steer, Service Company Financial Department coordinator, reported the best results. More than one-fourth of all Financial Department employees pledged donations. This was 152% of their quota.

The next Bloodmobile visit will be April, 1956.

## **CHRA Members Enjoy Evening at CH Inn**



Presenting their tickets are (l. to r.): Darcy Cummings, 204-1; Helen McQuillan, 204-1; Harry Cummings, 205; guest Jeanette Mandell; Vince Serafino, 203-1. Employe Dance Ticket Comm. members are Caroline Koch and (right) Dolores Domeraski, both 203-1



Dance intermission calls for refreshments and conversation among partners & friends

## **Softball Team Champs Win Jackets & Emblems**

Bill Gamble tries on one of the jackets with new CHRA emblem attached. Jackets were awarded to winning CHRA softball league team. Teammates Frank Hanson (l.) & Jack Ivers admire new emblem

