



# Cherry Hill Observer



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

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## 1956 Opens With \$500 Sugg. Award

The largest suggestion award paid to an employe of any of the three Divisions at Cherry Hill has been presented to W. C. Walewski, TV Cost Estimating. He proposed that the finish be removed from back covers on Model 21T625 TV sets, leaving them in a natural finish.

The proposal was accepted by TV Merchandising and the changes were made before this model was placed in production. Cost Estimating reported that approximately 28,000 sets would be affected.

A \$500 award was presented to Walter Walewski by F. R. Demmerly, together with a gold RCA Century Club pin, signifying total suggestion awards of \$500 or more. The suggestion will be reviewed when production on this model is completed, to determine if additional savings were realized. If so, an additional award will be paid.

Walter Walewski has been an Estimator in the TV Cost Estimating Section since October, 1953. He has been employed by RCA since 1950.



Walewski accepts check from F. R. Demmerly (center) as his supervisor, W. Brady looks on

## Traffic Regulations To Be Enforced



Lt. Funck places violation notice on employe's car for illegal parking

Licensed automobile drivers have the same responsibility to abide by traffic rules, regulations and signs on RCA property as they would on the open highway. Where roadways and parking areas are available for public use they are subject to the police power of that municipality.

Violation notices will be issued when employes park their automobiles in aiseways, in "No Parking" areas designated by yellow lines and in the parking area set aside for visitors. Notices will be placed on cars by members of the Guard Service. A duplicate copy will be kept on file.

Employes who continue to disregard traffic regulations will be subject to summonses from the Delaware Township Police Department.

### NOTICE OF TRAFFIC VIOLATION

This is an appeal for your help in maintaining the safety of persons and property. YOU are parked in a prohibited area. Aisles and yellow traffic lines mean NO PARKING.

These lines and aisles were set up in compliance with traffic, fire and local police regulations, and must be respected. Traffic and parking regulations at Cherry Hill are enforceable by Township Police, and violations may result in fines or other enforcement action.

We earnestly request your cooperation in maintaining safe and proper regard for traffic and parking regulations.

Date .....  
 License Number .....  
 Violation .....

Lt. Funck, Guard Service

# RCA DEVELOPS NEW COLD WAR WEAPON 16 CH Employees Earn '55 Suggestion Awards



Roland Di Sabatino and Bill May inspect a model of the hand-operated phonograph which they helped to develop

A new weapon in the Cold War—an inexpensive, hand-operated phonograph designed to deliver recorded messages from the free world by air-dropping behind the Iron Curtain—has been developed by RCA. It is being field-tested in Africa and the Near and Far East.

The seven-ounce unbreakable device can reach millions of persons living in areas without electric power. Unlike radio communication, its messages cannot be “jammed.”

The phonograph, which can be manufactured for 50 cents or less, consists of only four parts—a metal handle, and a base, turntable and tone arm of unbreakable plastic. Its design is so simple that it can be assembled and operated by anyone. Both the phonograph and the seven-inch records designed for it could be “dropped from the sky like leaflets.”

## Phils Jack Meyers Visits CH



Phils relief pitcher Jack Meyers, center, shows his favorite pitch to Model Shop employees “Peppy” Scola, Jim Watson, Harry Harmer, and Cliff Mates

Two Cherry Hill employees, Roland Di Sabatino, Radio-“Victrola” Changer Engineering, and Bill May, TV Model Shop, played an important part in its development. Roland perfected the engineering design developed by Princeton Lab. Bill built the first plastic models from Roland’s design.

RCA offered the design and plans for the phonograph gratis to the government. A few hundred of the machines produced by RCA will be field tested by the United States Information Agency.

The record is one of a type developed by the RCA Victor Record Division, using a low cost vinylite material and holding three minutes of sound on each side. It is turned at 78 revolutions per minute—or as close to it as the operator can come.

Packed for distribution, the instrument fits into a cardboard carton approximately eight inches square and four inches deep.

## NBC Acquires Philadelphia Stations KYW and WPTZ

NBC recently acquired radio station KYW and television station WPTZ in Philadelphia. The station’s call letters were changed on February 13 to WRCV and WRCV-TV in honor of their RCA “Victor” kinship.

NBC exchanged properties with the Westinghouse Broadcasting Co. It transferred to Westinghouse, Cleveland NBC stations WNBK, WTAM, and WTAM-FM.

One of the first improvements for the WRCV-TV viewing audience will be the installation of facilities for originating local television programs in color.

Suggestion awards were earned by 16 Cherry Hill employees during 1955. An additional 27 awards were presented to Service Company field personnel. Of the \$1,950 paid for accepted suggestions, \$395.60 was earned by employees at Cherry Hill.

Eleven employees of the Television Division received awards totaling \$321.00. The largest award, \$118.60, was earned by Gale N. Ferris, TV Tabulating. He suggested the elimination of total cards from the Distributors, Sales and Inventory Report. This resulted in a reduction in Western Union transmission costs.

Below are listed the Cherry Hill awards paid during 1955.

G. N. Ferris	TV	\$118.60
R. M. Clark	TV	100.00
E. L. Brooks	R-V	25.00
E. M. Lazaruk	R-V	19.50
G. J. Stanski	TV	18.00
F. Froio	TV	15.00
F. M. Gotti	TV	15.00
W. L. Heines, Jr.	TV	15.00
F. J. Douglas	SCO	13.00
B. A. Hymes	SCO	13.00
A. P. Gattuso	SCO	10.00
R. L. Heitzmann	SCO	10.00
J. A. May	SCO	7.50
J. J. Gilmartin	TV	5.00
G. F. Gurchick	TV	5.00
D. R. Rockwood	TV	5.00

## Cherry Hill OBSERVER

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**RCA** *Pioneered and Developed*

**COMPATIBLE  
COLOR TELEVISION**

## Were You Just Lucky?

Most of you who read this article can safely state that you did not have a serious accident during the entire year of 1955. You worked safely, you drove safely and you practiced safety at home and in all other places—you are to be congratulated because you did work, act and think as if your life depended on it.

To you who did suffer an accident, we ask that you consider the incident. Could it have been prevented? Was the resulting pain, suffering and high cost really necessary?

To all of you who were just plain "lucky" when you escaped by a near miss, we ask that you consider this one question. Do you know that the near miss may have been your last "free" chance and that the next one may be "it"?

"Stay Alive in '55" meant something to all of us who are still around to read this. But a new year is here, so let's all make a resolution to apply what we've learned from last year's accidents and near misses to this year's actions. Let's keep the slate clean for the entire year!

## ED GREMLICK RETIRES AFTER 20 YEARS SERVICE

Ed Gremlick, TV Engineering, was honored on his retirement at a luncheon at the Sans Souci on January 26. Ed retired after more than 20 years of service with the Company. He was a drafting checker in the Black & White Television Engineering Section.

Charlie Meldrum, Ed's supervisor for many years, was toastmaster at the luncheon. A number of gifts were presented to Ed from his friends at Cherry Hill. They included a 21 in. TV set, a transistor portable radio, matched Samsonite luggage and a billfold containing a \$100 bill. In addition, Ed received a large framed scroll signed by more than 200 of his fellow RCA employees.

Ed plans to leave shortly on a trip to Miami, Fla. In April, he begins a trip to Europe which will include an extended visit with his relatives in Switzerland.

Born in Guettinger, Switzerland, he studied for three years at the *Jugeneur-Schule* in Constance, graduating with a degree in electrical engineering. Ed entered the United States in 1920 and became a citizen in September, 1926.



## Nearly 300 Employees Have Blood Typed At CH

Nearly three hundred employees participated in the blood typing service made available to all Cherry Hill employees. Blood typing was done by an outside laboratory in the Personnel Training Room on January 31 and February 1.

The typing program followed a survey made recently to determine the number of Cherry Hill employees who knew their blood types. Nine hundred forms were returned. Of this number, over 500 employees already knew their correct blood type. 280 persons indicated a desire to have typing done.

All persons typed were issued wallet size cards showing their blood type and RH factor. In addition, a record of all known blood types will be maintained by Personnel Services in the event that emergency blood supplies are needed.

Knowledge of your blood type can help you if you are ever in need of an emergency transfusion. When a critical need for negative blood arises through accident, illness or civil disaster, it is imperative that donors be located immediately.

Many employees have learned their blood types, without charge, during the Red Cross Bloodmobile visits. Typing is one of the steps included in your blood donation. The next Bloodmobile visit is scheduled for April 13.



Ed Gremlick (center) discusses retirement plans with D. D. Cole and K. A. Chittick

## Color Contract Prices Reduced

RCA Service Company President E. C. Cahill recently announced an immediate reduction in the cost to consumers of a complete year-long color television service contract.

Details of the reduction were announced to representatives of RCA's consumer product divisions at the organization's mid-winter sales meeting in Atlantic City, New Jersey.

The new price, which includes installation and unlimited service calls during a twelve-month period, will be \$99.95, a reduction of \$40 from the previous price.

At the same time, Mr. Cahill announced that, also effective immediately, a 90-day complete coverage contract—which also includes installation—will be available to RCA Victor color TV owners for \$39.95, a \$10 reduction from the price of previous three-month service contracts for color receivers.

Mr. Cahill noted that television service costs in general are on the increase. He said these increased costs will undoubtedly require upward adjustment of many black-and-white service rates.

"The cost reductions now being made, mirror the fact that every day more and more people are buying big color TV sets and that the demand will increase by leaps and bounds during the weeks and months ahead," Mr. Cahill said. "In reducing the service contract prices, RCA hopes to speed the nation-wide coverage of color TV by making efficient, competent service available at the lowest possible cost to consumers."

Mr. Cahill pointed out that thousands of independent service technicians also are equipped to install and maintain color receivers and that these service men are playing an important role in gaining the public's acceptance of color television throughout the country.

## CHRA Dance—A Success

More than 500 CHRA members and their guests danced to the music of Don Nicholas and his orchestra at the CHRA Valentine's Dance on February 17. The affair was held at the Cherry Hill Inn and it was the second presented by the Recreation Association. These dances have proven among the most popular CHRA activities.

# Three CHRA Bowling Leagues Crown First Half Winners At Haddon Alleys

First half winners were crowned for each of the three CHRA bowling leagues. More than 165 bowlers competed in the league play. Operations topped the Service Company league in a very closely contested race. Radio-“Victrola” Production Control outlasted all other teams in the TV league and the Termites remained on top throughout the season to capture the girls’ league championship.

The Service Company league battled to the wire with Operations, captained by Bob Small, taking 3 out of 4 games from first place Technical Products to gain the title. Operations climbed steadily from 7th place in October to capture the honors.

Personnel set a fast pace at the start but dropped to 7th at the end of the half. Tab, although in last place for the entire half, made a fine showing in the last few weeks, winning 22 of 40 games.

R. L. Olmstead holds the high average of 171. He was followed by W. Campbell and F. Loudy, each with 168. High single prize was won by C. Kester with 231. He beat runner-up T. Williams by 8 pins. Department 651’s P. Tano held the top high three total with a 591 mark. Personnel, although in 7th place, gained the high singles mark. Technical Products, with 2724 pins, set the high three record.

The CHRA TV league was a three-way battle throughout the first half among Production Control, Purchasing

and Systems. Vince Serafino’s Production Control team won on the last night of the half. Purchasing held second by a half game over Systems and Tuners who were tied for third. During the closing weeks of the campaign, Purchasing dropped to 4th but was able to climb back to second.

Production Control captured team honors with a high single mark of 857 and 2502 pins for the high three mark. Individual awards went to G. Brown, V. Adcock and G. Gurchick. Brown held the top average of 164. Adcock gained high single honors by bettering L. Trautz’s 238 mark, and Gurchick’s 590 was the best three game score of the half.

The girls’ bowling league ended its first half competition with a clear cut victory for the Termites. Captained by Joan Blasberg, the Termites held first place throughout most of the half. The greatest improvement was shown by the Hornets, who moved from last to 3rd place. The Termites, with 2107 a high series and 748 high single, gained team honors.

Three bowlers topped the 200 mark. Fran McCarthy was first with 210, followed by Mitzi Corsello with 204 and Vicki Hawes with 200. Mary Lou Scott received the high series prize.

All leagues bowl on Monday evenings at the Haddon Lanes alleys. The second half, which began in January, will end late in May.

# CHRA Team Wins 4 In Industrial League

The CHRA entry in the Camden Industrial League won its fourth straight game and tightened its hold on 4th place. The team outscored 5th place Texaco, 58-48. Bob Perrone paced the attack with 18 points, followed by Pat Santini with 15. Cherry Hill trailed at half-time by 25-21.

The Cherry Hill team pulled the league upset of the year when they beat first place Whiz, 58-56. This was only the second loss for Whiz against 16 wins. Three Cherry Hill players, Bob Perrone, Paul Eichfeld and Pat Santini scored in double figures. Perrone was high scorer with 11 baskets and 6 foul shots. Cherry Hill led throughout, holding a slight 30-29 edge at half-time.

In two other league contests, Cherry Hill overwhelmed Schaevitz, 49-28, and won over Langston Steel, 59-48. In both contests the CHRA team led from the opening minutes.

## First Half Standings

### Service Co. Men's League

Team	W	L
Operations	40	28
Tech. Products	39	29
Treasury	38	30
Labs	36	32
Accounting	32	36
Dept. 651	32	36
Personnel	31	37
Tab	24	44

### TV Men's League

Team	W	L
Prod. Control	45	27
TV Purchasing	41½	30½
Systems	41	31
TV Tuners	41	31
TV Drafting	33½	38½
TV Tab.	31	41
Adv. Dev.	29	43
B/W Drafting	26	46

### CHRA Girls' League

Team	W	L
Termites	42	22
Ladybugs	36	28
Hornets	34	30
Ants	33	31
Wasps	32	32
Spiders	30	34
Locusts	28	36
Crickets	21	43



CHRA Girls' League teams compete for second half title