

Cherry Hill Observer



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

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TV Div. Unveils New 'Personal' Portable Set



A newly-designed portable television receiver—only slightly larger than a table model radio—soon will be placed on the market by RCA. It was announced last month by C. P. Baxter, Vice President and General Manager, RCA Victor Television Division.

"Production is now underway following more than a year of intensive development and design," said Mr. Baxter. "The instrument, which operates on standard electric current, features a completely new RCA-engineered chassis, specially designed components, and a newly-developed RCA 'Deep Image' 90-degree picture tube having an outside diagonal measurement of 8½ inches."

Called the RCA Victor "Personal," the sets will be available in a choice of three decorator colors—red, gray and ivory. The "Personal" measures 10¼ inches high, 9¼ inches wide and 12⅞ inches deep, and without its stand weighs slightly more than 22 pounds. The set (Model 8PT703) will be nationally advertised at \$125, slightly higher in the far west and south.

(Continued on page 2)



SCO's Television Engineering Manager M. G. Gander explains his activity's functions to the TV audience (other photos on page 2)

Cherry Hill Scene of Six TV 'Remotes'

Early this month Cherry Hill vied with NBC's Radio City after chalking up six telecasts originating here.

Five of the six figured in daily remote pickups from the Hall of Progress. Service Company's TV Engineering Lab (204-1), and Television Division's Cabinet Model Shop, 205.

Designed to acquaint Philadelphia area housewives with the latest in Hi-Fi, radio and television, the project was a joint enterprise under the direction of J. Haber's Community Relations organization and WRCV, WRCV-TV's Vice President and General Manager Lloyd Yoder.

Television's Merchandising Manager A. B. Mills introduced the series, viewed on the "Let Scott Do It" pro-

gram, from the Hall of Progress. Service Company's M. G. Gander handled the duties when the TV cameras toured his engineering activity; while Radio-"Victrola" engineer Roy Fine and Vice President and General Manager J. M. Toney teamed to present the Hi-Fi picture.

The educational program is part of an overall series being presented by NBC's WRCV, WRCV-TV searching out interesting points of interest throughout the Delaware Valley area.

The evening of March 9 saw the sixth telecast emanating from Cherry Hill when WRCV-TV personality Allan Scott tele-toured the Hall of Progress for New York area audiences in a 10-minute pickup over WRCA-TV.

TV Shipper Retires After 40 RCA Years



W. J. Frangipani (sixth from right), Sect. 228, TV Division, receives a gift from co-workers in TV merchandising during a CH Inn luncheon. The RCA veteran spent the last six years in TV's Cons. Accept. Lab

TV Div. Displays Portable TV Sets, cont.

"Despite its compact size," Mr. Baxter said, "the use of precision-designed components, developed expressly for this new chassis, enables the 'Personal' to give typically excellent RCA Victor performance and high-level reception comparable to much larger receivers."

"The 'Personal's' light weight and compactness make it ideal for use anywhere in the home, in the office, and also an excellent choice for a second set," he said.

Its V-type disappearing rod antenna is adjustable for maximum reception in normal signal areas. In weaker signal areas where outside antennas are necessary for larger sets, there is a connection on the "Personal" TV for an external antenna. The new RCA Victor "Personal" TV has a matching carrying handle that folds inconspicuously into the top of the cabinet. A matching stand can be easily removed from the cabinet by adjusting two knurled knobs. With the stand attached, the cabinet can be tilted up or down for the best viewing angle.

Tuning controls are located under a small panel on top of the cabinet. Controls include all those usually found on console models—including fine tuning, contrast, brightness, vertical and horizontal hold as well as channel selector and volume.

The "Personal" utilizes the new picture tube (Type 8DP4) recently announced by the RCA Tube Division, having an outside diagonal measurement providing 36 square inches of viewable picture. The new tube incorporates a precision electro-static focus gun especially designed for this application. Its length has been reduced to 10 $\frac{3}{4}$ inches by employing wide angle 90-degree deflection. The "Personal" includes a filtered safety glass front for greater contrast.

Mr. Baxter pointed out that although the new chassis contains only 10 tubes plus the kinescope, four crystals, one tube rectifier, and a double selenium rectifier—actually it performs 24 tube functions comparable to many larger sets. Seven of the 10 tubes are double purpose duothermionic, which means that each tube, with two electrically separated groups of elements, provides the equivalent of two single tubes.

Teams of RCA Victor Television Division officials showed the new portable receiver to authorized distributors throughout the nation. Factory shipments of the "Personal" start this month.

Mr. Baxter added that an extensive advertising and sales promotion campaign is being planned to introduce the "Personal" to the public.

RCA '56 Safety Theme Practice Needs Your Help

The 1956 Safety Theme throughout Radio Corporation of America is, "Courtesy and Common Sense Will Prevent Most Accidents." This is a reminder that accidents off and on the job can be prevented. The double-barreled message strikes at two of the major reasons why accidents "happen."

By placing emphasis on courtesy, employes and their families are reminded to practice the Golden Rule of "Doing Unto Others as You Would Have Them Do Unto You," especially while driving. This message becomes more meaningful as more and more automobiles are produced and purchased, and lends support to the National Safety Council's pleadings to "drive as if your life depended on it." Courtesy, of course, is equally applicable in the home and on the job. Its use is recommended in *all places and at all times*.

The need for using Common Sense is dramatically demonstrated in almost every case where an accident occurs, whether it be on the highway, in the home or on the job. Safety experts point out that in about 88% of the accidents the injured person knew what he or she did wrong but failed to use common sense to prevent it.

The RCA "Family" represents about 200,000 people (employes and their dependents). If all of us practice "Courtesy and Common Sense" in all our activities, accidents to ourselves and our loved ones will indeed be prevented.

Cherry Hill OBSERVER

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RCA *Pioneered and Developed*

**COMPATIBLE
COLOR TELEVISION**

Hi-Fi Presented to Viewers Over WRCV-TV



Left: Roy Fine, Radio-
"Victrola" engineer,
shows viewers the
different Hi-Fi com-
ponents and explains
Hi-Fi's greater range
in his talk earlier
this month over
NBC's WRCV-TV



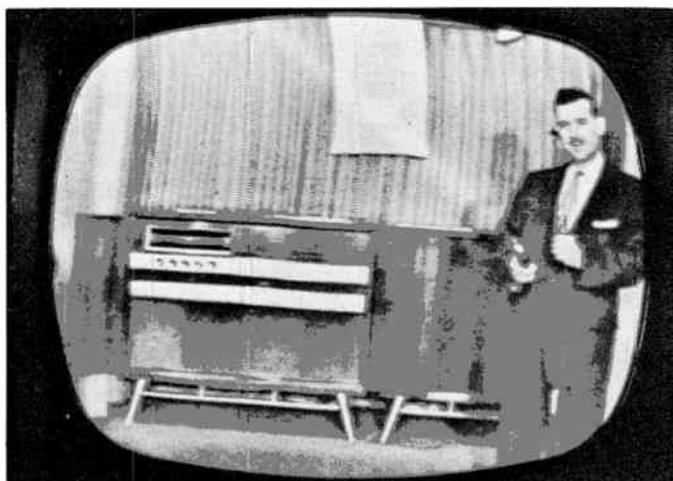
90 CALLS EACH WEEK

Of the 90 or so Dispensary calls handled in Cherry Hill's gleaming and modern facility each week, Nurse Pearl McQuade will tell you the vast majority represent accidents occurring in the home or a request for counsel during illness.

But regardless of the nature of the complaint, Mrs. McQuade, R.N., confidently and professionally performs the assignment she was trained for.

A native of Haddon Heights, N. J., Mrs. McQuade graduated from Mt. Sinai Hospital in 1942. She served the hospital as supervisor of obstetrics until 1949 when she went to Lit Brothers department store for a post in their dispensary.

After a course in industrial medicine at the University of Pennsylvania, Mrs. McQuade joined the Service Company in 1954 and made the move to Cherry Hill the next year.



Left: Radio-"Victrola"
Vice President and
General Manager J. M.
Toney describes the
significance of Hi-Fi
to the television
audience from the
Cherry Hill Hall of
Progress, in Bldg. 201

Managers Attend Gen. Sarnoff-Golden Achievement Dinner



Over 350 Cherry Hill managers attended last month's General Sarnoff-Golden Achievement Year Dinner at the Cherry Hill Inn where the three CH Divisions were awarded plaques for the efforts in 1955

Mail Service Measures Daily CH Workload



Mrs. Betty Atkins cases TV branch mail

While many of our employees are just awakening each morning, the RCA-Cherry Hill Mailroom day has started. Bright and early the Mailroom vehicle pulls out from Cherry Hill on its first trip to Camden for the mail pickup that starts each division's day.

This pickup-delivery service continues all through and even after Cherry Hill's business day. Sandwiched in are trips to Service Company's former home at Gloucester, the Gloucester Post Office, Camden TV Service Branch, various Camden banks and special stops. In a month, Mailroom personnel handle about 1,400 bags of mail.

Generally speaking, the Mailroom can readily determine the workload at Cherry Hill by the size of the morning mail. They find that the more they receive, the more they pick up for dispatching. As most mail "breeds" answers, the Mailroom knows that "heavy" morning mail will come back to complete the cycle. For example, a Time and Expense Report requires a reimbursement check, while a customer inquiry brings a letter of adjustment, etc.

Simultaneous with the station wagon shuttling back and forth to Camden, other Mailroom employees are engaged in sorting, delivering and gathering mail throughout Cherry Hill offices. Still others are accumulating mail for field locations—folding, enveloping, weighing and metering.

In any given month, approximately 85,000 units of outgoing mail are processed, costing about \$10,000 in postage.

From their pulse-taking vantage point, Mailroom personnel get a good

idea of how the Cherry Hill Divisions operate.

They learn of the relations and the locations of the various field offices and of the Service Company's Government field operations.

By observation, they become acquainted with the routines of the many departments at Cherry Hill.

For example, they see a quotation request mailed out, then the vendor's estimate coming in. Later they see the purchase order pass through. Then they see the receipt of the vendor's invoice, and, finally, the transaction closes when a check in payment is mailed.

Similar routines observed by Mailroom personnel orients them with operating procedures; so it's small wonder, then, that Cherry Hill managers now have more than 25 former Mailroom employees working for them.

The Mailroom, a segment of the Office Services section managed by J. S. Driscoll, boasts a few "side lines." One such activity is the operation of a Hectograph service. Letters and directories are duplicated for Cherry Hill departments. This service, according to Mail & Stationery Services Manager R. L. Carr, consumes about 70 gallons of duplicating fluid, turning out a monthly average of 190,000 duplicated pieces.

Completing the Mailroom roster of activities is the Stationery and Office supply task. This job, entailing the storage, requisitioning and distributing of over \$3,000 worth of supplies each month, assures each Cherry Hill activity that the paper behind the paperwork will be available whenever it's needed.



J. Driscoll (l.) watches R. Carr log mail

CH Combined Charities Drive Makes New Quotas

The Red Cross-Combined Charities Drive held during the first two weeks of March resulted in substantial gains in the number of Combined Charities members. The goal of an increase of 10% in Combined Charities memberships was surpassed. More than 1,150 Cherry Hill employees are now in the Plan. The Service Company led the three Divisions with an increase of 22% in memberships, TV 9% and Radio—"Victrola" had a 12% membership increase.

An employe cannot become a member of Combined Charities through a cash donation. Membership is only possible through authorized payroll deductions.

The first financial report of the RCA Combined Charities Plan showed total contributions of more than \$119,000 during the 15-month period ending December 31, 1955. Eleven charitable organizations received grants under the plan. The largest sums were presented to the Community Chest and the American Red Cross. Sizeable donations were also made to the Drop-A-Buck, American Cancer Society, American Heart Association and Cerebral Palsy Association. As Combined Charities members, RCA employes are contributing to these and many other worthwhile charitable organizations.

TV Discloses Field Shift

Transfers and promotions of six TV Division field sales representatives were announced recently by Field Sales Manager George Fearnought. The staff changes were as follows: P. E. Cunningham, field sales representative at Cleveland, Ohio, was transferred to Cherry Hill and promoted to Administrator, Special Sales Accounts.

James Melankas, formerly with RCA Victor Distributing Corp., Chicago, was named field representative at Cleveland.

George Lohman, formerly field sales representative at New York, was named Eastern District Manager.

Don Roark, formerly of the Boston Regional Sales Office, was transferred to New York, replacing Mr. Lohman.

Jack Kain was transferred from Indianapolis and appointed sales representative at Boston.

James Cunnane was named field sales representative at Indianapolis, replacing Mr. Kain.