

Cherry Hill Observer



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

Vol. 2, No. 7

JULY, 1956

Color TV Production Goals Upped By RCA Executive



RCA President Frank M. Folsom (l.) and Brig. Gen. David Sarnoff, Chairman of the Board, with RCA's new \$495 "Aldrich" color TV set, one of the 1956-57 line.

Reaction to new low-priced color television receivers has been so great that these sets may be in short supply before Christmas, Robert A. Seidel, Executive Vice President, Consumer Products, said at a preview of RCA's 1956-57 consumer product lines.

"Our market surveys show that there are nearly one million persons who are ready and able to buy a color television set for their homes at the \$495 price level—now," said Mr. Seidel. "Since we announced RCA's new line of large-screen color TV sets at nationally advertised prices ranging from \$495 to \$850, to our distributors the response has been overwhelming. These distributors—all tough sales-minded men—have bought this line—

(Continued on page 2)



Gallon Donors Aid Fellow Employees at CH

In the above photograph, the 10 people grouped on the right are the first all-Cherry Hill group of gallon blood donors to be awarded gallon pins

and certificates by the Camden County Chapter of the American Red Cross.

The blood contributed by these employees went to aid approximately 24 fellow RCA employees (or their immediate families), based on Red Cross estimates that the average blood recipient gets nearly 2½ pints, symbolized by the 24 employees seen grouped at the left.

First Transistor Hi-Fi Ready

Development by RCA of a compact, professional-quality hi-fi magnetic tape recorder utilizing transistors and printed circuitry—the first of its kind—was announced last month by J. F. O'Brien, Mgr., RCA Theatre and Sound Products Dept.

A tape recorder-reproducer chassis, the new RCA instrument is designed for simple plug-in use in home assembled hi-fi music systems and industrial sound systems.

The hi-fi tape recorder represents a major advance in equipment design and is scheduled for commercial availability early this fall at a suggested consumer price of \$495.

The gallon donors awarded their pins last month are (group at right, left to right, kneeling): J. J. Gilmartin, TV Accounting; J. H. Roman, Radio-"Victrola" Purchasing; and J. Milner, Jr., SCO Govt. Dept. Standing (l. to r.) are D. B. Black, Radio-"Victrola" Record Changer Eng.; A. V. Buttari, TV Div. Cons. Acceptance Lab; Miss I. M. Kirner, TV Div. Purch.; D. A. Shackelford, TV Adver.; R. K. Carty, TV Cabinet Model Shop; D. P. Ferris, SCO Financial; and J. Lippincott, Jr., SCO Personnel.

Color TV Production Goals Hiked—cont.

not with just words, but with signed orders exceeding our planned production.

"A few months ago, we announced that we would manufacture and sell upwards of 200,000 color television sets this year. Because of the enthusiasm and optimism of our distributors, plus the known public interest, we are convinced we were overly conservative. The tremendous pent-up demand that our surveys show now exists for color television may very well mean that color receivers could be in short supply before Christmas. The achievement of our sales goal is assured."

Participating in last month's preview of RCA's new merchandise for the press in New York were C. P. Baxter, Vice President and General Manager, RCA Victor Television Division; J. M. Toney, Vice President and General Manager, RCA Victor Radio and "Victrola" Division; and R. H. Coffin, Vice President, RCA Advertising and Sales Promotion.

Mr. Baxter, in describing RCA Victor's new TV line, pointed out that "it was only 27 months ago that RCA introduced the industry's first commercial color television receiver, priced at \$1,000. In that short period of time, we have been able to cut the price in half as well as greatly improve the chassis."

Discussing RCA Victor's new line of eight high fidelity "Victrola" phonographs, Mr. Toney explained that development of multi-speaker 45-rpm table model, nationally advertised at \$79.95, "makes it possible for millions more to enjoy the superb reproduction of high fidelity at a price well within their budget."

Dealers See New 56-57 Line

Raymond Rosen & Company, Philadelphia area RCA distributor, introduced the new 1956-57 RCA Victor black-and-white and color television receiver line, along with the new line of phonographs and high fidelity instruments, at a three-day dealer meeting in the Cherry Hill Inn.

The same meeting, held during the middle of June, also saw the introduction of the RCA Whirlpool line of built-in ranges.



TV Styling Section designers William A. Buell (l.), Frank E. Cook, and Thomas T. Greene, Jr., 204-1, "confer" in Monsanto Chemical Company ad.

3 TV Styling Engineers 'Work' for Monsanto

Cherry Hill readers of July's "Materials & Methods" or "Product Engineering," trade publications for industrial designers, were correct if they thought they detected something familiar in a two-page spread advertisement by Monsanto Chemical Company—the three RCA designers do work in TV's Styling Section, 204-1.

And even if you're not a subscriber to either publication, you can take a look at your area's bulletin board where, through the courtesy of Cherry Hill's Department of Information, you'll see the institutional ad.

This type of advertising is called "institutional" because, unlike the ad calling for you to "run down to your nearest drug store and buy one," it has as its goal better understanding of the applications of Monsanto's plastics, plus increasing good will and reputation.

More than a dozen photographs of basically the same action seen in the finished advertisement were taken before one was finally selected. When you consider the shooting took place in about twenty minutes, you can appreciate one of the model's queries,

"Will this appear in *Life* magazine?"

B. I. French, RCA's Department of Information representative at Cherry Hill, estimates that he receives 40 to 50 similar requests each year for RCA's cooperation in setting up and arranging for institutional advertisements. And since he's responsible for the publicity and press relations of the three divisions at Cherry Hill, he guided the production of the Monsanto ad through the advertising and legal departments.

So when friends of the three designers report they recognized them in a Monsanto advertisement, it wasn't accidental . . . it was by design!

Cherry Hill OBSERVER

Editor

T. A. Fitzgerald—201-1

Art Director

E. Nazar—203-3

Sports Editor

A. Mattern—203-3

Reporters Contributing This Issue

B. Errickson—204-1

C. Duffy—204-1

C. Levy—205

F. Hansen—203-2

OBSERVER Fotog Asks About CH Vacation Plans

Service Company Payroll Accountant Thomas Campbell is dividing his vacation between work and play.

Tom joined the SCO last January and has decided to spend his one week off working on his lawn in the mornings and swimming in the community swimming pool in the afternoons, that is, all except for one day when the Campbells will take a trip to the seashore. And as if the lawn work isn't enough, Tom adds that he is painting the house, both inside and out.



Miss Edna McKnight, a Control Clerk in Television Division's Payroll and Tabulating Section recently returned from her vacation trip to St. Louis where she visited her brother assigned to an Air Force base in that city's suburbs.



Her job in 204-1 occasionally requires that she telephone the different TV plants, so she made a stop at RCA's Bloomington, Ind., plant for a face-to-face meeting with her telephone acquaintances, plus a tour.

Robert Carty, a cabinetmaker in Bldg. 205's Cabinet Model Shop, plans two weeks at Ocean City, N. J., where the family has rented a bungalow. One of his favorite vacation pastimes is fishing, which he intends to do, plus some plain beach loafing and swimming. In addition, Bob will take a few days for a trip to Springfield and Pittsfield, Mass., where he'll see his parents and relatives and visit a few of the historical sites in the Bay State.



Security Safeguards the U. S. and RCA

Security may mean money in the bank to you—but to R. H. Martin, Cherry Hill's Security Officer, it means (1) protection of RCA's property, and (2) protection against the disclosure of classified information.

Seemingly irksome rules for entry into some areas at Cherry Hill have a sound basis when you take time to examine them. And most of the rules cover "classified information."

Classified information is official Government documents or knowledge requiring protection in the interest of national defense.

That the Government takes more than a dim view of disclosure of this type information is attested by the maximum penalty under the Espionage Acts . . . a \$10,000 fine or 10 years imprisonment or both!

The Government sensibly requires that before you can learn any classified information, you must have a "need to know." Then, once its proved that you have a "need" based on your job requirements you must have a personal security clearance. This clearance is given by the Government and O.K.'s you to get classified information. Securing clearance is the Security Officer's job, but that's only part of it—he also follows through to guard against any leaks. And to help

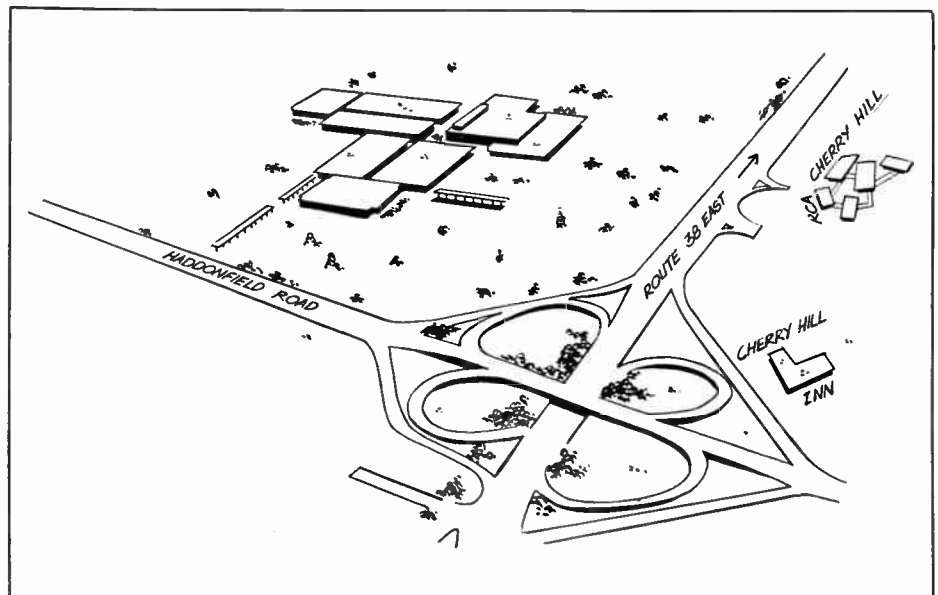


CH Security Officer R. H. Martin (l.) talks with Guard Lt. Harry Funck.

you, if you work with classified information, Bob Martin says:

1. It's your *personal* responsibility to safeguard classified matters.
2. Don't talk about it over the phone or before unauthorized people.
3. Properly protect it in use *and in storage*.
4. Never remove classified information from approved locations *without* supervisory approval.

Rt. 38 Overpass Set for Completion in Fall



Rt. 38 overpass at Cherry Hill circle, now under construction, will aid the flow of traffic in the area. The upper half of the drawing (above) shows the 81-acre Cherry Hill Shopping Center, to be located opposite RCA-Cherry Hill (across Rt. 38). One of the world's ten largest centers, it's a \$15 million project.

CHRA Softball Hits Into Three-Way Tie

It was only the end of June, but the CHRA Men's Softball League was all tied up "neat as a Christmas package" with Color TV, Servad and Serfin sharing first place with five wins and two losses each, while Production Control and the Spartans were locked together for second place—each with three and four records.



FIGHT FOR TOP O' THE HEAP...

During the week ending June, Servad (SCO Administration) set up the three-way tie by beating Serfin (SCO Financial) 10 to 3. Through most of the first half, Serfin held undisputed sway in the lead spot. But this loss, plus Color TV's rapid climb taking three straight during last month, caused the crown to lie uneasily on the collective heads of Serfin, 1955's kings.

In the only other game, the Spartans downed the Pioneers 9 to 7. After previously defeating Servad, the Pioneers and the Marauders for their three straight wins, Color TV rested during the week. A scheduled game between Production Control and Marauders was rained out and will be played later in the season.

In the Servad-Serfin 10 to 3 game, Servad's swinging bats sought early revenge for a previous loss to Serfin and found it in the very first inning when they scored nine of their ten runs. Lead-off man Carl Stone was safe on an error. After Tom Magonigle walked, George Dutch got the first of his four hits, a single to left, batting in the initial Servad run. Later

in the inning, with two out, Ronnie Gray ignited a string of six successive singles, chipped in by pitcher Bill Cesanek, Stone, Magonigle, Dutch, John Cavanaugh and Earle Nazar. These accounted for nine runs and just about ended the contest right there.

In their half of the first inning, Serfin had led 2 to 0, combining a lead-off walk to Frank Hansen with back-to-back singles by Dave Davidson and Tony Bartusa. The only other Serfin run came on a fifth inning homer by Hansen. Cesanek was the winning pitcher for Servad, while Jack Redmond got the loss.

Down 7 to 4 in the last of the fifth, the Spartans collected five runs to win out over the Marauders 9 to 7. Spartan manager Jack Ennis showed the boys how by lining a bases-loaded double to left center. Later, Buzz Wilkinson lifted a sacrifice fly scoring pitcher Frank Ksiazek with the lead run.

The Marauders had earlier widened their temporary lead in the see-saw affair by scoring three runs in the top of the inning. After manager Marv Siegal and Walt Murdoch had singled, Ed Blaszczyk doubled them home. Bob Pfautz then scored Ed, making Ksiazek the winning pitcher, Harry Schlegelmilch the loser.

Relax, Have Fun—Safely

Vacation time is here again! In this wonderful land of ours, we again have the opportunity to exchange our worries, cares and everyday problems for some carefree fun and diversion. It's the time of the year when we can really relax and enjoy our leisure.

Vacation time is also the time when we must be on our guard. It's the time when we must exercise the utmost in care, lest our enjoyment end in tragedy to ourselves or our loved ones.

This year, whether we plan to go to the beach, the mountains, motor through the country, or just stay at home, we should make safety a part of our over-all plans. Let's not let an accident mar this wonderful vacation picture. This year, let's play safe by playing safely.

SCO Men Bowlers Hold Dinner, Award Trophies



J. A. Lomas (l.) accepts trophy on behalf of champion SCO Accounting team from SCO Pres. E. C. Cahill (r.) while SCO League president R. L. Olmstead (2nd from l.) & CHRA Admin. V. P. Damiani watch the presentation last month.

It was all over in the Service Company Men's Bowling League when Accounting, second half winners, defeated Operations, first half kings, in the roll-off for the league title.

Accounting's championship squad consisted of Bob Biehler, Herb Conover, Dave Davidson, Joe Lomas, John Makosewski, John Merritt, Walt Thomas and Walter Thompson.

The league had a sufficient amount of money to hold its first banquet, Monday, June 11, 1956, and distribute prize money according to team and individual performances.

RCA Service Company President E. C. Cahill, who presented trophies to the outstanding team and bowlers, was among the distinguished guests at the banquet.

The trophy winners, Accounting, received the major hunk of the second-half team prizes, netting \$34. The high-three team prize went to Tech Products for the 2,713 total pins. Treasury won the high-single award with 983. Individual second-half awards were presented to Lyle Olmstead for his high average of 175; Joe James for high-three of 579, and Pete Tano for top single game of 235.

Individual seasonal awards went to Lyle Olmstead for his over-all average of 173; Bob Campbell for his high-three of 592 and Pete Tano for his high-single of 236. Eddie Thompson won the most improved bowler of the year award.