

# Cherry Hill Observer



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

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## TV Div. Gears for 'National TV Week'



### Govt. Service VP Travels 150,000 Miles in 3 Years

To keep in touch with a widely scattered organization, it is necessary to travel a great deal. And P. B. Reed, Vice President, Government Service Department, RCA Service Company, Inc., does just that.

As a matter of fact, Mr. Reed has logged nearly 150,000 miles of travel during the past three years, inspecting facilities and contacting Armed Forces commands and experts.

Early this month he began an around-the-world inspection trip of Service Company facilities and personnel being utilized by the Armed Forces to assist in maintenance and operation of electronic equipment. During the five-week trip, Mr. Reed will first visit the major defense commands of the Army, Navy, and Air Force in Hawaii, Japan, Formosa, the Philippine Islands, and Thailand. He will then visit NATO Headquarters and U. S. Command Headquarters in  
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R. E. Welsh (l.) an advertising firm representative, discusses National TV Week promotion by RCA with J. J. Tormey and A. D. Gendron, Jr., both of TV Advertising

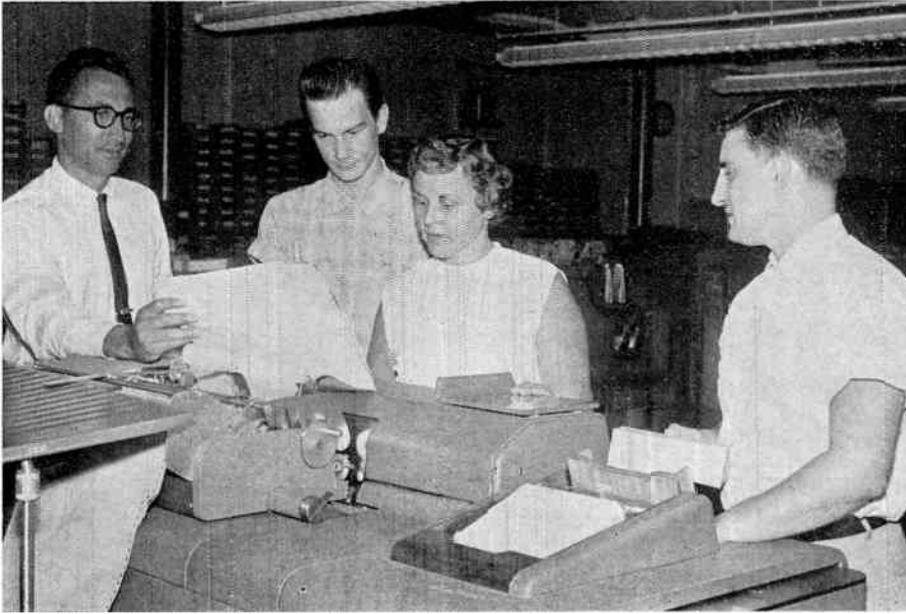
Ten years ago this month, the introduction of television home receivers by RCA Victor signaled the start of the growth from infancy to manhood in the industry.

Now, the industry pauses to shift gears—to celebrate and promote its latest innovations. National Television Week will be observed throughout the country from September 23rd through the 29th by all segments of the industry.

Few industries have advanced so rapidly—or had as much effect on our lives—as television has in its first 10 years in our homes. The first mass-produced receiver that led the way was the famed RCA Victor Model 630TS, which had a 10-inch picture tube and

carried a nationally advertised retail price of \$375. This model established early performance standards for the industry. RCA Victor has in 10 years gone from the Model 630TS to the big-screen RCA Victor color TV. Today, a little over two years after commercial production started, the big screen RCA Victor TV receiver, with 254 sq. inches of viewable picture, is available at nationally advertised prices as low as \$495.

In a contest, RCA Victor television dealers throughout the nation will be eligible for cash prizes ranging up to \$1,500 in the "Big Color TV Window Display Contest." J. M. Williams, Manager, Advertising and Sales Pro-  
*(Continued on page 2)*



## Three TV IBM Suggestors Receive Awards

Three employes in TV Tabulating hit the jackpot recently when they received checks for their employe suggestions.

The largest award, which totaled \$92.63, went to Andrew P. Gattuso, Jr. (*r.*, in photo above). Elizabeth Errickson and George Stanski, both of whom received \$10 awards, look on as Irv Clayman (*l.*), TV Tabulating Manager, demonstrates Gattuso's winning suggestion.

Gattuso's suggestion initially brought

him \$10. However, it was later re-appraised and on the basis of this investigation, received an additional \$82.63. Prior to the suggestion, the daily billing was done in three operations. First, individual bills were run, then two sets of IBM cards processed, and last, an IBM set was used to produce a daily total billing. Gattuso suggested first running off the two sets of cards so that the individual billing and total billing could be run off simultaneously.

## Japanese Designers Tour CH



Emil Dodelin (*l.*) explains the manufacturing of a TV chassis to a group of Japanese members of the Society of Industrial Engineers during their visit to Cherry Hill

## TV Div. Advertising Gears For 'Television Week'—cont.

motion RCA Victor TV Division, pointed out that the contest, which is running from September 19 to 23, is concurrent in the last seven days with National TV Week and that every window display "has thus become a part of a powerful double-barreled promotion . . ."

From 24 first prize winners, one dealer will be selected to receive the additional National Grand Prize of \$1,000.

"The purpose of this contest is to increase traffic in dealer stores this special week when the nation will be saluting the television industry," Mr. Williams said.

Joint sponsors of the Week are the Radio-Electronics-Television Manufacturers Association (RETMA), National Association of Radio and Television Broadcasters (NARTB), and National Appliance and Radio-TV Dealers Association (NARDA).

Today, some 49,500,000 TV sets have been produced, with four of every five households enjoying this form of entertainment and education. Looking ahead, industry leaders predict that by 1960 TV will be in 91 per cent of the nation's households, with millions of homes containing more than one TV receiver. With color TV sales increasing, it is expected that between 200,000 and 300,000 color receivers will be manufactured this year, a ten-fold increase over 1955.

## Govt. VP Travels—cont.

Paris for discussion on communications problems.

As part of his schedule, Mr. Reed also will address chapters of the Armed Forces Communications and Electronics Association in Hawaii, Japan and the Philippines.

## Cherry Hill OBSERVER

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## OBSERVER Photog Asks— Will Braves Win Pennant?

Don Raffensperger, SCO Personnel, 201-1, thinks the Cincinnati Redlegs will win the National League pennant. Don says the Redlegs are "pennant hungry and their power hitting will win over the Dodgers, who don't have it this year, and the Braves, who are fading."



\* \* \*

Fred Swartz, SCO Payroll Actg. Mgr., 203-1, is with the popular Braves.



"Better balance in pitching and hitting" is Fred's reason for taking the Braves over Brooklyn. He also thinks the Milwaukee team has the incentive needed to win in a tight race. Cincinnati? "They don't have the pitching to carry them," says Fred.

\* \* \*

A woman's intuition has to be reckoned with, though. And Carole Reilly, SCO IBM, 204-1, strings along with the world champion Dodgers. She says the Brooks "are more experienced and a better pressure team." The Redlegs will grab second place on hitting, while the Braves will fade, she says.



\* \* \*

Dick Keener, SCO Government Service Dept., 204-1, is for the Redlegs.



"I don't think you can beat their long ball," he says. As a matter of fact, Dick says, "I can't understand why they're not in first place, ahead of the dying Braves."

## From 1600 Cinder Blocks to Dream House



John Czop (r.) discusses plans of his "dream house" with P. A. Sherwood

Where there's a will there's a way—according to the adage.

John Czop, a Television Division metal cabinet model maker, Bldg. 205, has something to prove it. His house, worth an estimated \$52,000.

It all started when John was offered 1,600 cinder blocks, which he could get by tearing a building down. After getting the blocks and chipping them clean, he decided he'd better learn more about building before starting anything. John burned the midnight oil and then, armed with knowledge, started on a three-car garage. The garage just started to take shape when he changed the plans and converted to a bungalow.

Within six months he and his family of two moved in. With the materials left over, John built a two-story red brick house with a stone cellar, in two and one-half years. John sold it at a good price, realizing that with the profit he could build a bigger and better one.

A rambling bungalow was the topic of conversation in the Czop family, and, after four months, plans were complete for the new house. This was in 1950.

Today, six years later, John has a 42' by 52' all-stone showplace which is 95 per cent complete. It consists of a four-car garage, a recreation room in the basement, three bedrooms, a kitchen, a living room and two baths. The rambler is on four acres of beautiful grounds.

Czop's house was three-quarters complete when he had an offer of \$47,000. Another offer of \$52,000 was

made and also turned down. After all the time and effort put into his dream house, John doubts if he will ever sell. And it all started with 1,600 cinder blocks.



The fruits of six years of labor

## Lucky Girl Wins Portable TV



Elaine Christy, TV Sales, 202-1, happily shows new model Portable television set she won at TV Advertising & Sales picnic. The prize was one of three given

## Prod. Control Wins CHRA Softball Playoffs



TV Production Control team poses with newly-acquired trophy. Members of the championship team are: Seated (l. to r.) J. Vitt, L. Poli, J. Bieksis, Mgr., E. Vogt, M. Fertick. Standing (l. to r.) G. Foster, P. Johnson, G. Aitken, J. Wilson, R. Pettit, J. McCormick and T. Rovito. Control defeated Servad for the title

With two out in the last inning, Paul Johnson's "Baltimore chop" single scored Jack Wilson from third with the winning run, giving TV Production Control a 5 to 4 win over Servad (SCO Administration) and the CHRA Men's Softball League championship.

The loss marked the second consecutive time Servad went down in defeat in the playoffs.

Servad had victory in its clutches when Earle Nazar's two-run homer in the top of the last inning gave them a 4 to 3 lead. But the TV team struck back to gain its fourth playoff victory without a defeat.

The season was an uphill climb for the champions. Sporting only a 2 and 4 record for the first half, the champs virtually took control during the second half by winning five out of six games and advancing from sixth place into a tie for second at the end of the season. Coupled with their playoff victories, Control copped nine of their last 10 games.

Prior to the playoffs, the regular season was white hot right down to the wire. Servad, with 8 and 4, came in first. Color TV and Production Control tied for second with 7 and 5; the Marauders (TV Cost Estimating) were next with 6 and 6; the Spartans (TV Black & White) and Serfin (SCO Financial) locked horns for fourth with 5 and 7, while the Pioneers (Advanced

Development), the league "spoilers," were last with 4 and 8.

But the playoff games decide who gets the CHRA jackets and Production Control wanted them. In the opening game of the semi-finals, Control blasted Color TV, 19 to 8. Murrell Fertick, who proved to be the winningest pitcher of the year, captured the first of his four post-season contests. Control's Joe Vitt homered in the seventh with two on for the game's big blow. In the second game, Fertick displayed some clutch pitching in an 8 to 6 victory over Color.

Against Servad in the first game, Vitt and John McCormick hit back-to-back first inning homers off Bill Cesanek to start Control off to a 10 to 2 win. George Ehrman hit two triples and scored both Servad runs.

In the final, Servad took a 1 to 0 lead. Control went ahead, 2 to 1, on singles by Bob Pettit and Wilson, a sacrifice and a single by Ed Vogt. Both teams picked up a run to set the stage for Nazar's blast that put Servad ahead, 4 to 3.

With one out in the last inning, Control's Gil Aitken was safe at first on an error and the ghost of last year's playoff against Serfin returned to haunt Servad. A triple by Wilson and Johnson's bouncer accounted for two runs and victory.

Control was the winner. Servad was again the bridesmaid.

## First Girls' Softball Team Has Fun Despite 1-2 Record

The CHRA Girls' softball team ended its abbreviated season with a so-so 1 and 2 record, but memories of a lot of fun.

Not able to enter an organized league this year, the team obtained games whenever possible. In its opener, Cherry Hill defeated Public Service, 10 to 2, then lost the remaining two games, both to the Aristone Rockettes by scores of 10 to 1 and 9 to 3.

Manager Vince Serafino is hoping to have his team accepted into an industrial league next year and notes that the girls practiced so earnestly this year they should do well in the future.

Members of the first CHRA Girls' softball team included Rose Ann McDonald, Joanne Riley, Jane Torney, Delores Domeraski, Carole Reilly, Emma Price, Doris Kraus, Caroline Koch, Elizabeth Farrington, Nancy Matthews, Kay Suplee, Edna Spence, Catherine Waelde, Esther Benstede and team captain Judy Dickson.

## CHRA Girls' Bowling League Opens Season, Awards Trophy



E. C. Cahill, Pres., RCA Service Company, presents trophy to Joan Blasburg, captain of the "Termites," the team that won the CHRA Girls' Bowling League title last season. Presentation took place on opening night of the 1956-57 season

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