

Cherry Hill Observer



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

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TV Guide Salutes Gen. Sarnoff, NBC

Mr. James F. Haughton of TV Guide was kind enough to let us reproduce the following story, which will be of interest to OBSERVER readers.

In 1916, E. J. Nally, general manager of the Marconi Wireless Telegraph Company of America, received a memorandum from one of his minor executives. It said, in part:

"I have in mind a plan of development which would make radio a household utility in the same sense as a piano or phonograph. The idea is to bring music into the house by wireless. . . . The receiver can be designed in the form of a simple 'radio music box' and arranged for several different wave lengths, which should be changeable with the throwing of a single switch. . . . The same principle can be extended to numerous other fields—as, for example—receiving lectures at home . . . also events of national importance . . ."

The minor executive whose vision produced that memorandum was David Sarnoff. In 1926, only 10 years after he first dreamed of "a radio music box," Sarnoff, as vice president and general manager of RCA, launched the National Broadcasting Company, the Nation's first broadcast network.

If David Sarnoff had rested on those laurels he would have assured himself a place in history as a man who contributed materially to our present communications-conscious civilization. But he kept on dreaming. Thanks largely to his dreams and his driving efforts to carry them out, we have television today. And television, again with David Sarnoff leading, is becoming color television.

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Two RCA Internat'l Service Mgrs. Tour CH

Two Service Managers for the RCA International Division have taken time out for a sponsored trip—their first visit to America.

Records, Office Services Move

In the last six weeks there have been some physical changes in RCA Cherry Hill.

The first big move was that of the Personnel Records group from 201-1 to what was formerly the Personnel Training Room in 204-1. The Training Room was relocated next door in the former Personnel Training Laboratory. Offices now occupy the room previously used by Personnel Records.

The second move, made this month, was that of P. E. Yeager & Co., Office

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Artin Bourkelian, of Damascus, Syria (l. in above photo) and Stanley Khouri, of Beirut, Lebanon (c.) plan to use 10 weeks of their 15-week stay in the United States to tour RCA plants, Whirlpool-Seeger Corporation, at Evansville, Ind., and other locations. While at Cherry Hill, their tour included the Radio-"Victrola" Record Changing Engineering function in Bldg. 205, where E. S. Maris (r. in photo) showed them work being done on a tape recorder.

Stanley and Artin also visited the SCO Commercial Service Section to learn methods of service and consumer relations—which are important to them since they deal with distributors in their respective countries.

TV Service Contract Idea Nets \$120 Award



George Ehrmann (r.) shows J. R. Gallagher, Mgr., SCO Contract Fulfillment, how his suggestion improves the operation

Do you feel that you are doing the best possible work on your job? Maybe you're too busy to think about it. But chances are there is a thing or two that can be improved.

Take the case of George Ehrmann, who works in Service Company's busy Contract Fulfillment Section. He runs the machine that "bursts"—meaning, separates and detaches—solicitations for RCA Service Company TV Factory Service. He took a minute to think and it gained him \$120.

George noticed that time could be saved running the solicitations through the machine. As the stream of contract forms went through, the machine split the customer's form from the one that eventually went to the TV branch nearest the prospective contract buyer. Simultaneously, each customer contract form was detached, but the branch forms continued through in one stream and had to be run through a second time so that each form was detached.

After giving it some thought, George came up with a different blade to "burst" the contracts—so that not only would they be separated, but each individual form on both types of contract would also be detached.

The result was that George's job was easier and through the elimination of a second operation he saved time.

He decided to submit his idea as a suggestion. On the basis of a \$1,200 savings, he received the \$120 award.

More Drive-Ins 'Winterize' With RCA Dyna-Heat Units

Eleven more drive-in theatres, including The Circle at Maple Shade, New Jersey, are looking forward to business during the winter, thanks to RCA's Dyna-Heat in-car heaters.

They are reflecting a trend to "winterizing" for extended seasons, and according to A. J. Platt, Sales Manager, RCA Theatre Equipment, RCA will complete delivery of the in-car heaters to the 11 theatres by this month.

"Winterizing" with in-car heaters," he said, "has proved to be a quick self-liquidating investment for drive-in theatres. The availability of individual in-car heaters, operated by the patron, enables the drive-in to gain the plus business of an extended season. In many sections of the country, in-car heaters permit drive-in operations around the calendar."

The other drive-ins who have purchased RCA Dyna-Heat in-car heaters are located in Pennsylvania, Ohio, Washington, Colorado and Tennessee.

Gen. Sarnoff—cont.

It is fitting, as NBC celebrates its 30th anniversary . . . that we pay tribute to RCA board chairman Brig. Gen. David Sarnoff for his outstanding contributions to our comfort, our pleasure and our information. TV

Mr. Motorist - Please Keep Cherry Hill Safe

CHERRY HILL, N. J.—Arnold K. Rodrock, of Main St., Maple Shade, was struck by an automobile and fatally injured today as he was leaving RCA-Cherry Hill.

Rodrock, a production worker who had been with the firm 10 years, was going to his automobile, parked behind the RCA location when he was hit. Township police said Rodrock was struck by the auto of another RCA employe who was leaving work.

Employes called an ambulance, but the victim was pronounced dead on arrival at the hospital. Rodrock is survived by a wife and two children.

That's about all most of us would get in the local newspaper if we were the victim of a traffic accident. Arnold K. Rodrock does not exist, but the "story" above should give a fair idea what would appear in the newspaper.

There are increasing numbers of vehicular deaths and injuries in this country each year. With the number going up, so do the chances of the above "story" reaching print.

The mounting death toll has led the National Safety Council to begin a forceful nation-wide drive on traffic deaths and injuries. The campaign is called "Back The Attack."

An estimated 41,000 people will have died in traffic accidents before 1957 bows in.

Make sure you're not a killer! Be extra careful when you drive around Cherry Hill and on the highways.

Cherry Hill OBSERVER

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RCA *Pioneered and Developed*

**COMPATIBLE
COLOR TELEVISION**

GUIDE congratulates NBC and wishes it continued success in its constructive service to America.



Don Duford awaits congratulations of 10 employees, one for each year of service

Quality's Don Duford Receives 10-Yr. Pin

Presenting a 10-year pin to an employee is a routine matter in most departments, but not in the Service Company's Quality Department.

An employee for each year of service lined up to congratulate Don Duford last month on his joining the 10-year ranks.

The background for his employment with RCA was gained in the service. Don was an instructor in the U. S. Air Force, where he taught Radio Receiver and Transmitter Theory for two years at Sioux Falls, South Dakota. After his discharge, Don joined RCA Service Company's Collingswood, N. J., Branch in November of 1946, where he served as an office clerk, stockman, and dispatcher, as well as a TV technician. A little more than a year later, he was transferred to the Chestnut Hill Branch, and was promoted to Installation and Service Supervisor.

Within four months, Don was named Branch Manager of the Allentown Branch, where he continued to gain experience and knowledge of a TV branch operation and the Service Company.

After two years at Allentown, he was brought into Home Office to handle "customer contacts" and technical correspondence in the Consumer Relations Section of the Quality Department. Don also serves as an alternate on the Service Company Suggestions Committee.

CH Employees Donate 193 Pts. to Blood Bank



Cherry Hill employees have coffee and pastry after donating blood

A total of 193 employees donated blood to the RCA-Cherry Hill Blood Bank last month in the second collection this year. In April, 211 employees donated.

In a typical response, more than 250 employees signed up to give blood in the last drive. However, "rejects" and colds kept the number of donations to

the 193, more than enough to make the day successful.

Despite the necessity of having to use a new location, the former Personnel Records Room in 201-1, the collection was run smoothly—thanks to the cooperation of the donors. The donations replenished the employees' blood bank, which has been called on for more than 125 pints of blood since the first of the year.

Hall of Progress Sets New Visitor Record



RCA Cherry Hill's Hall of Progress chalked up a new visitor attendance record last month when over 165 Monroe Junior High School students and faculty members from Williamstown, N. J., toured the unique site.

Emil Dodelin (*fourth from left in photo above*) gave the visitors a verbal and visual history of radio and electronic development through the years.

The increasing popularity of the Hall of Progress is attested by the more

than 40,000 visitors so far this year from over the nation and even overseas—nearly double the 1955 figure.

Conceived by RCA President Frank M. Folsom, the Hall is designed to present the products of the past 60 years of the RCA Victor Television Division and the RCA Victor Radio and "Victrola" Division. Its permanent exhibits range from the first "Victrola" and TV to present day High Fidelity instruments and Color TV.

Cherry Hill Court Team Logs 6-2 Record in League

Building on a nucleus of players who participated last year, the RCA Cherry Hill basketball team has entered competition again this year in the Industrial League.

As of the second week of this month, the RCA team sported a 6-2 log, with both losses inflicted by Camden Fire Insurance Company.

At the start of the season, Manager-Player Joe Vitt pared his squad to 10 steady players before entering the "Hillers" into the basketball wars.

Cherry Hill came out on top against Scheavitz Engineering, their first opponent, 61-55, with Jim Pente's 22 points leading the way. Cherry Hill continued its winning ways against Texaco with Ron Rossi's 37 points, 14 of them in the fourth quarter, spearheading the 73-71 win.

The "Hillers" lost the third game, the first of two defeats at the hands of Camden Fire, 58-48. Rossi's 19 points weren't enough to set off a poor six point second period.

Cherry Hill bounced back into the winners' column in the fourth game, defeating Whiz (R. M. Hollingshead), 90-53, with Pente and Bob Perrone combining for 56 points, and continued going strong against U. S. Steel with a 69-48 win. Rossi hit his highest individual game total in the latter contest with 40 points.

Camden Fire again stopped Cherry Hill in the latter's sixth game, 68-57. After this blow to their pride, the "Hillers" went on to cop the next two contests, with a 64-44 triumph over U. S. Steel and a 40-39 victory in a tough game with Scheavitz.

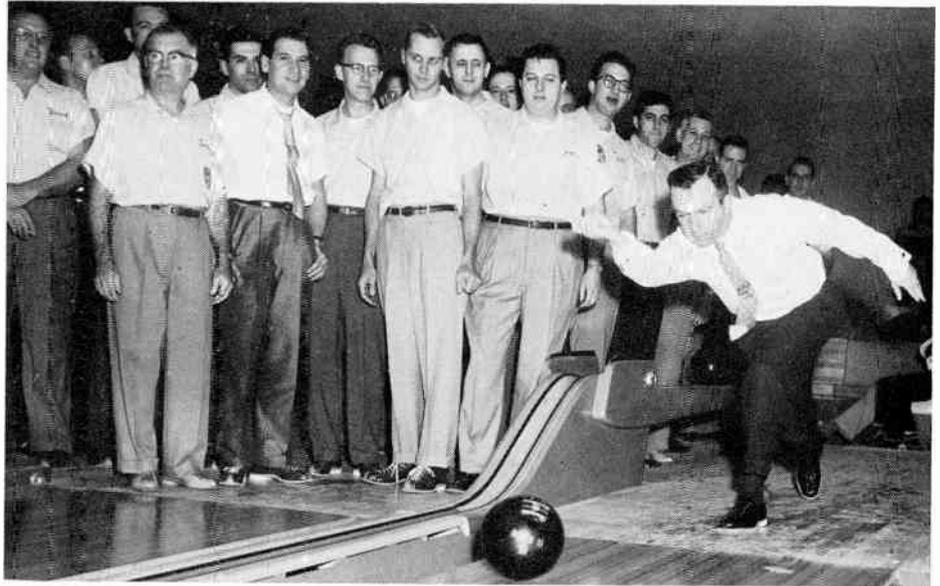
As of the eight games played so far, Rossi leads the 10-man squad in average points per game with 28 for four games played. Pente is high in total points with 123 in five games.

In addition to Rossi, Pente, Perrone and Vitt, the RCA Cherry Hill squad consists of Pat Santini, Austin Bowman, Bob Middleton (of Radio-"Victrola"), Jack McCormick, Bob Bleming and Bob Pettit. Middleton leads the squad in percentage of free throws made with a 71.4 mark. The team hopes to better its 6-2 record and move into first place, ahead of the leader, Campbell's Soup.

Records, Office Services — cont.

Services and the Teletype Message Center from 203-1 to 204-1 into the space formerly used by W. F. Hanson's Broadcast Communications Service group, which moved to Pennsauken.

CHRA Bowlers Open Season At New Alleys



J. F. Murray, SCO Personnel Manager, rolls the first ball to open the CHRA Service Company Bowling League season at El Dorado Alleys

After a 12-week delay, both the TV Division and RCA Service Company Bowling Leagues got the ball rolling in CHRA competition the last week in November with abbreviated schedules—but on brand new alleys.

Normally, both leagues would have begun competition last September, but construction difficulties held up opening of the new site, the El Dorado Lanes, on Haddonfield Road.

The wait was worth it. The alleys are equipped with automatic pin spotters, plastic pins, an electric score-

keeper and plenty of parking space.

Both leagues, along with the CHRA Women's Bowling League, have expanded from eight to 10 teams this year, as bowling becomes an increasingly popular sport at Cherry Hill. The Service Company additions include another Financial Department team and two Government Service Department teams, one of which took the place of a team which left the league. The two newcomers to the TV League are Product Development and Cost Estimating.

The teams and captains in the TV League, which includes two Radio-"Victrola" teams, are: Vince Serafino, RV Production Control; Marv Siegal, Advanced Development; Stan Shukwit, Black & White TV; Harry Fox, Purchasing; John Ochsner, Product Development; Vince Kutarski, Systems; Charlie Sclight, TV Tuners; Jim Constantino, TV Laboratory; Bill Jenkinson, RV Cost Estimating; and Jack Nuneville, TV Advertising. League officers this season are Ochsner, President; Sclight, Vice President and Dean Rockwood, Secretary-Treasurer.

Service Company teams and captains are: Art Berdini, Personnel; Jim Shull, Government Technical Operations "A"; Tom Campbell, Treasury; Charlie Miller, Government Technical Operations "B"; Ed Denzler, Government Field Operation; Dave Stadler, Budgets and Herb Conover, Accounting. League officers this season are Tommy Thompson, President; George Dutch, Vice President and Chuck Kruger, Secretary.

R-V Designer Wins Award



A package designed by James Sadleir (photo above), 204-2, Radio-"Victrola" packing designer, has been awarded second prize in national competition at the 11th Annual Exposition of the Society of Industrial Packaging and Materials Handling Engineers.

The advantages are: Simplicity of application, resulting in a substantial labor saving, lowered material cost, and reduction of storage space.