



## RCA Service Company, Inc.

RCA Service Company, Inc., is a nationwide organization of technical specialists devoted to installation, maintenance and servicing of electronic products and equipment.

Its Consumer Products Service Department offers factory service to all RCA Victor TV set owners through service branches located in every major TV area in the United States and Hawaii.

The Technical Products Service Department provides installation, service, maintenance, and parts and tube replacement plans to motion picture exhibitors, industrial and scientific electronics equipment users, and to the broadcasting industry.

Government Service Department has hundreds of field engineers assisting and instructing U.S. personnel at home and abroad in the installation, operation, and maintenance of radio-electronic military equipment produced by RCA and others.



E. C. CAHILL

J. M. TONEY



H. G. BAKER

## RCA Victor Television Division

In the early 1920's when radio was still a wondrous curiosity in the home, RCA engineers were experimenting with still greater things to come. They dreamed of adding pictures to the sound they could then send over the airways. Thirty years ago such a dream must have seemed idle fancy to many—but RCA didn't think so. Even color television was one of their objectives and was included in their early research. In the years that followed, RCA spent 50 million dollars in developing and introducing black-and-white television—and since then another 50 million dollars in pioneering and developing compatible color television. Today, both black-and-white and color television are a reality enriching life in many ways. A continuing research and engineering program is reinforced with manufacturing facilities and a wealth of technical skills and experience. Together, they have brought RCA Victor Television into many millions of homes.



## A Word of Welcome

Many pages have been written on the Goals and Achievements of the Radio Corporation of America as pioneers in the Electronic Industry during the thirty-five years since its foundation, and, we of the Service Company, Television, and Radio & "Victrola" Divisions are proud to belong to an organization that has made its impact felt around the globe.

However, in opening the doors of our new offices at Cherry Hill it is to those at home—the Members of our RCA Family—that we feel we owe a special debt of thanks. In welcoming you to inspect the buildings and facilities of our modern national headquarters, we are aware that your words of encouragement, your smiles and

steadfastness are interwoven with the contributions of our people who helped to make that long-anticipated move in January of this year.

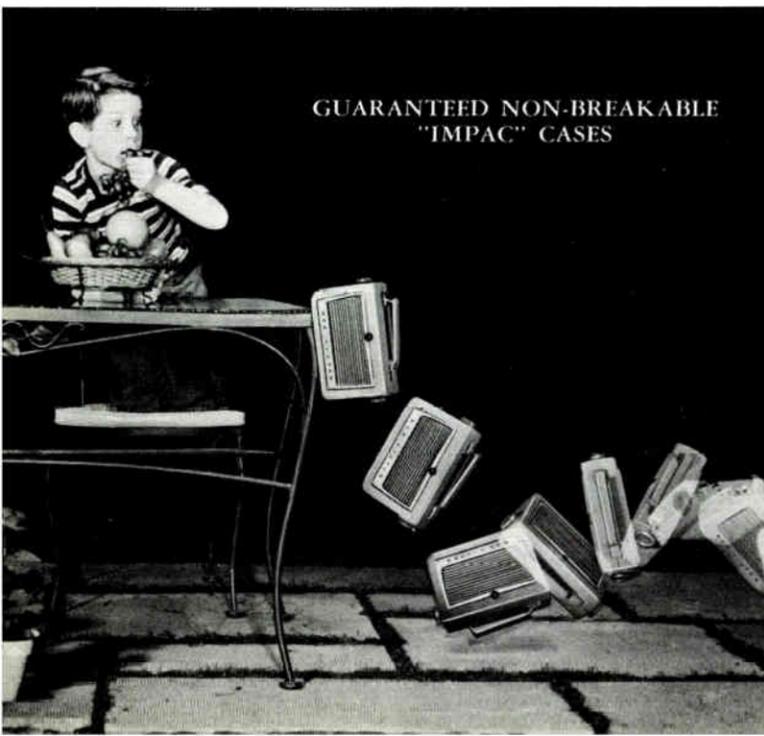
We are proud of our new buildings—we are proud of each of our employees—our plans for the future are big plans—and the daily contribution, small or large, made by our people with you behind them is the material which we need to assure continued success.

So it is with pleasure that we say, "Welcome to Cherry Hill"—your help in no small measure has made our new buildings possible. We know that with your continued support we can accomplish even greater things in the future.

*E. C. Cahill*  
President, RCA Service Company, Inc.

*H. G. Baker*  
Vice President & General Manager, RCA Victor Television Div.

*J. M. Toney*  
General Manager, RCA Victor Radio & "Victrola" Division



## RCA Victor Radio and "Victrola" Division

Beginning its first year of separate operation in 1955, the Radio and "Victrola" Division has provided an essential concentration of effort for the manufacture and marketing of basic RCA product lines. Despite its comparative organizational youth, this Division enjoys a proud heritage, a history of product development traced to the advent of sound reproduction. This heritage coupled with highest industry standards and imaginative product planning has reflected a new upward spiraling of consumer acceptance. The Radio and "Victrola" Division has innovated a unique, and to date highly successful, marketing formula in this field which is termed Program Selling. This system is applied to all categories of goods and encompasses an all-inclusive consideration for every phase of development from initial design to customer satisfaction long after the final sale. The Program Selling technique has been applied to "Victrola" instruments, portable radios and the exciting New Orthophonic High Fidelity line. Other programs will be instituted at the right time for clock radios, radio-"Victrola" phonograph combinations and tape recorders.

## Tour Route

The tour route for the Cherry Hill buildings begins at the entrance ramp to the Administration Building, 201-1.

With your Cherry Hill employee-host, you will see all the exhibits by following the directional arrows.

Briefly, the tour originates in Building 201, goes over the un-enclosed walkway to Building 202-1. Walk the entire length of the main corridor in 202, up the stairs at the corridor's end and down the second floor corridor. Midway you will note a right turn—go across the enclosed walkway into Building 204-2 (where the majority of exhibits are located). A complete tour of 204's second floor brings you to stairs. Go down the stairs to the first floor of the same building, follow the arrows to Building 205, reverse your direction back into 204—where the tour terminates in the Cafeteria.

## Building Facts

Located on a 58-acre tract, the Cherry Hill Activity is the combined home office-headquarters for three divisions: RCA Victor Radio and "Victrola" Division; RCA Service Company, Inc.; and RCA Victor Television Division.

Housing about 1400 persons, the ultra-modern and utilitarian buildings provide 325,000 square feet of administrative, office and laboratory space.

The entire Cherry Hill project utilized the "Lift-Slab" method, one of the first times this new technique has been used in the East.

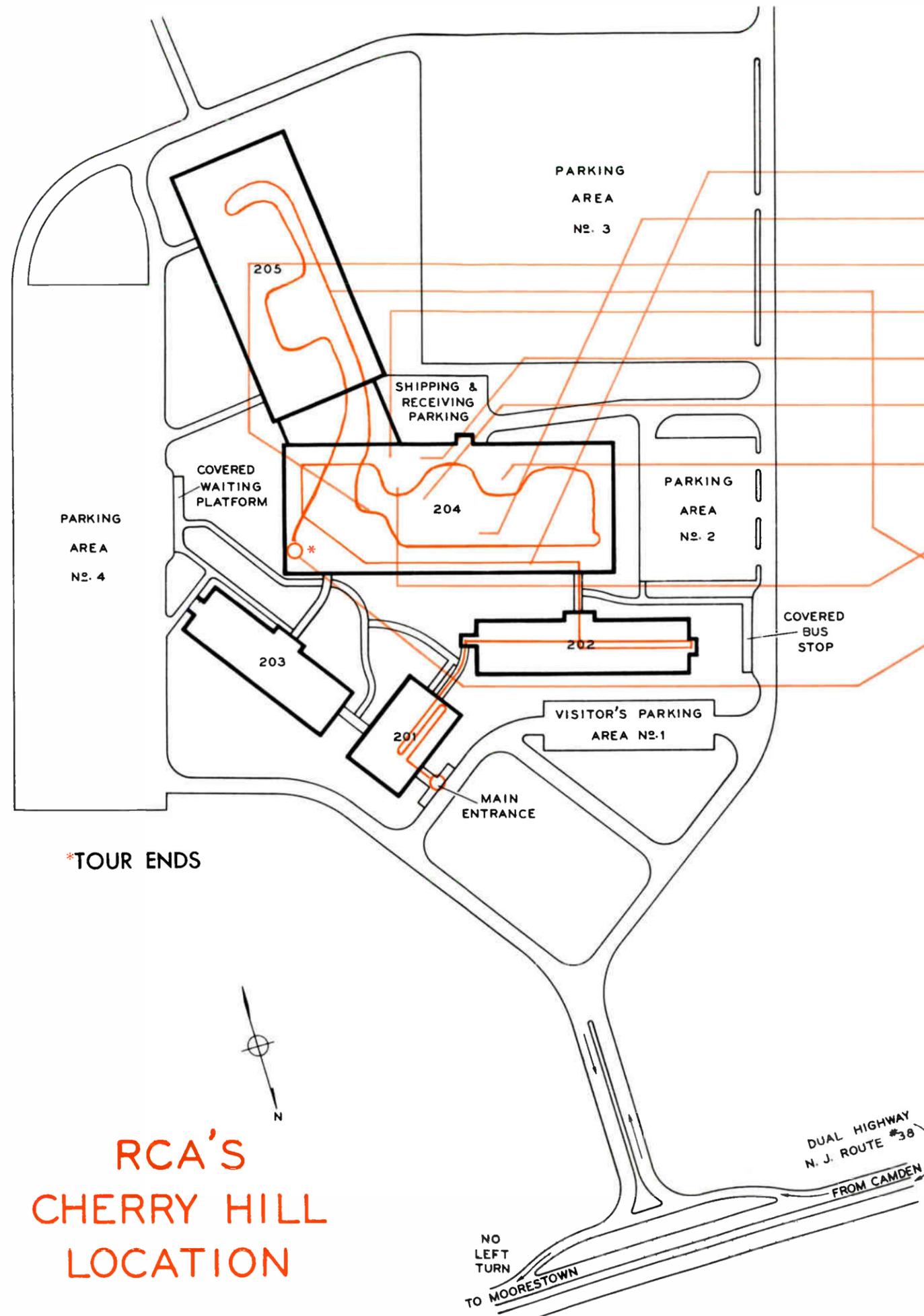
In lift-slab construction, poured concrete slabs, eventually forming the buildings' roofs and floors, are laid on the ground. Then hydraulic jacks lift the slabs into position where they are welded to the columns.

## Site History

In Revolutionary War days, Cherry Hill was the site of skirmishes between Patriot foraging expeditions and the British occupying Philadelphia.

The old inn which stood atop Cherry Hill was a scheduled stop for a change of horses for the stage coach operating between Salem and Burlington. In addition to the information provided by travelers, the site commanded an excellent view of the area. And both sides would sporadically attempt to dislodge the other from the position.

Recent building excavations uncovered many reminders of the part the knoll played during the country's fight for freedom. Rusty bayonets, bullets and several guns were turned up by bulldozers as they gouged into the ridge, clearing a path for progress.



## Exhibits to See\*

- Exhibit No. 1—Humidity Chamber and Component Life Test
- Exhibit No. 2—Closed-Circuit Color Television Demonstration
- Exhibit No. 3—Radio "Victrola" Division's Product Display
- Exhibit No. 4—UHF Television Display
- Exhibit No. 5—Transistor Display
- Exhibit No. 6—Anechoic Chamber and Color Perception Chart
- Exhibit No. 7—(a) Printed Circuits and Plastic TV Chassis  
(b) Color TV—Black & White TV Comparison Exhibit
- Exhibit No. 8—Consumer Products Service Display
- Exhibit No. 9—Record-Changer Engineering Display
- Exhibit No. 10—Technical Products Service Display

\*In order for employees to be eligible for the RCA Victor merchandise gift-drawing (drawing to be held next week; you need not be present to win)—the strip of tickets presented you must be filled out legibly with your name and address. As the employee and his guests follow the marked (arrows) tour route, labeled boxes for the deposit of the tickets will be visible. The first ticket deposit box will be found at Exhibit No. 1 in 204 building—the last being located in the Cafeteria at the Technical Products Service Dept. display (Exhibit No. 10).

Light refreshments will be available in the Cafeteria, the tour's termination point.



ADMINISTRATION BUILDING