



Cherry Hill Observer



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

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C. P. Baxter Named TV Div. General Mgr.

APPOINTMENT of Charles P. Baxter as General Manager of the RCA Victor Television Division was announced late last month by Robert A. Seidel, Executive Vice-President, Consumer Products. Mr. Baxter has served as Assistant General Manager of the Division since 1949.

Henry G. Baker, who has been Vice-President and General Manager of the Division, will serve in a staff advisory capacity on sales and merchandise policies and programs relating to consumer products. He will continue as Vice-President and report to Mr. Seidel. A recognized television and radio sales pioneer with more than 35 years in the field, Mr. Baker has been with RCA since 1943.

Mr. Baxter joined the former RCA Victor Division in 1939 as an analyst and consultant on field operations. Promoted to Operations Manager, commercial research in 1941, he was named Controller of the Home Instrument Department in 1945. Four years later he was appointed Assistant General Manager under Mr. Baker.

Mr. Baxter studied accounting at Temple University, and before joining RCA, served as Assistant Treasurer and Office Manager of John Lucas & Co., paint manufacturers.

Cherry Hill Telecast Nationwide



RCA Victor Radio & "Victrola" Gen. Mgr. J. M. Toney explains history of records to vocalists Lena Horne & Vaughn Monroe (r.) on NBC-TV's "Today"

THE evolution of sound was the subject last month for a live remote telecast originating from Cherry Hill's unique Hall of Progress.

RCA Victor Radio and "Victrola" Division General Manager J. M. Toney hosted the nationwide visual portrayal of the advances in mass communication and home entertainment on the program featuring vocalists Lena Horne and Vaughn Monroe.

Viewed on NBC-TV's "Today" program, the tour by TV camera ranged all the way from a 53-year-old Victor Model II with its familiar "Morning Glory" horn to RCA Victor's New Orthophonic High Fidelity "Victrola" phonographs.

Following network introduction in New York, the Cherry Hill portion of the telecast opened with General Manager Toney explaining long-forgotten features of the

"Morning Glory" to local WPTZ reporter Dick McCutchen.

From there the camera panned along a line of exhibits, including one of the most popular items ever to become a household institution—the "Victrola" Model XI, "a million seller."

Next came the first console model automatic record changer that created a sensation back in 1927.

The first portion of the tour ended with the televiewing of RCA Victor's new Mark I, top model in the New Orthophonic High Fidelity series.

Then, with Miss Horne and Monroe, host Toney examined and discussed a display case spotlighting the "Cavalcade of Phonograph Records," with cylinder discs evolved from Edison's original tinfoil record to the current RCA Victor 45's and 33 1/2's.



Cup winners in New York (l. to r.): SCO Pres. E. C. Cahill; L. E. Best, Sacramento Br. Mgr.; D. E. Feete, Omaha Mgr.; RCA Pres. F. M. Folsom; J. J. Enevoldsen, former Canton Mgr.; J. M. Migday, Canton; M. W. Perkins, Miami; & SCO VP D. H. Kunsman

RCA PRES. LAUDS TV TECHNICIANS IN SERVICE CO. 'PRESIDENT'S CUP' CONTEST

Praising the television service industry for its promptness, quality, service and prices in installing and maintaining the nation's 36,100,000 TV sets, Frank M. Folsom, President, Radio Corporation of America, last month honored four RCA Service Company TV branches for outstanding efficiency.

The occasion was the presentation of the "President's Cup" awarded annually by Mr. Folsom to four top branches which consistently maintained a high degree of customer satisfaction and, at the same time, boosted operating efficiency.

The competition is designed to further the Service Company's objectives of outstanding service, coupled with a high degree of efficiency. Winners are determined by a system of scoring based on the maintenance of speedy service with a minimum of return calls—the combination of which provided customers with highly efficient and totally satisfactory service.

1955 winners were L. E. Best, Sacramento, California, branch; J. J. Enevoldsen, Canton, Ohio; D. E. Feete, Omaha Nebraska; and M. W. Perkins, Miami, Florida. Branch Manager Enevoldsen since has been transferred to the Company's Columbus, Ohio, branch. He was succeeded at Canton by J. M. Migday, who was also on hand for the presentations in New York.

The four managers, who accepted trophies on behalf of their staffs, were presented to Mr. Folsom by RCA Service Company President E. C. Cahill, and D. H. Kunsman, Vice-President of the serv-

ice organization's Consumer Products Service Department.

In making the awards, Mr. Folsom pointed to the results of a recent nationwide survey made by Elmo Roper, market research expert, for the Service Company. These findings, he said, disclosed a remarkable and heartening vote of confidence in the services, prices and attitudes of the nation's TV service technicians.

"Television set owners are more than pleased with the promptness, quality, prices and services rendered by the more than 160 branches of the RCA Service Company," said Mr. Folsom, "and the same holds true of the more than 100,000 highly-trained and skilled independent service technicians."

Service Company President Cahill noted that service technicians played a very important role in the public's acceptance, with confidence, of black-and-white television, and he added:

"That confidence continues today—and it is as well-merited as in the past. Not only are we proud of the record of accomplishments of the RCA Service Company team, but we are proud to be associated in an industry which boasts of the thousands of independent servicemen and organizations who daily provide service to TV viewers throughout the country.

"With the advent of color television, service technicians will be called upon for new skills and knowledge and we feel certain that their courteous, helpful know-how will aid materially in bringing about an orderly transition to coloeasting as a nationwide service."

TV Division Tops Bond Drive Quota

TELEVISION Division, aided by four of its sections chalking up 100% participation, took highest participation honors in the Cherry Hill U.S. Savings Bonds drive.

Under the outstanding coordination of Alex Alampi, 202-2, the TV personnel racked up a whopping 70.2% participation mark. The new high, representing almost a 25% increase for the division, was buttressed by Sections' 279 (J. R. Davis), 281 (C. P. Baxter), 276 (G. K. Bryant), and 229 (E. Campbell) achieving 100% participation.

Service Company boosted its percentage increase by better than 23%, winding up the campaign firmly in second place with 60% of its home office employees buying bonds.

Radio—"Victrola" in 3rd Place

Radio—"Victrola" Division, led by coordinator Bob Roth, 202-1, fought an uphill struggle to best the Service Co., but despite a very creditable 19.5% hike in participation, had to content itself with a final total of 56.5%.

Campaign coordinators agreed that 100% participating sections made the difference in the final tally—and the Service Co. had two of those. Section 613 (R. L. Olmstead), and 625 (H. Cox) both came through with everyone signing up.

The three divisions all contributed to give Cherry Hill a final standing of 64%, one per cent under RCA President Frank Folsom's announced Corporation-wide goal of 65% participation.

Cherry Hill OBSERVER

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Art Director

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Reporters

Contributing this Issue—

J. Watson—205

A. Mattern—203-3

B. Frederick—203-1

RCA *Pioneered and Developed*

**COMPATIBLE
COLOR TELEVISION**

CHRA Now Has Official Emblem, Courtesy of Service Co. Artist



When an ambitious high school kid insists upon filling notebooks and textbooks with sketches and cartoons—it's a lead pipe cinch he won't be happy until he's behind a drawing board. And Service Company's Earle Nazar is behind a drawing board now.

Following graduation from Gloucester High School, Earle went to work in a Delair paper mill. When World War II broke out, he dove into his paint jars to render defense and safety posters. They won such acclaim that he feels sure the President noticed. And he got a letter beginning "Greetings" to prove it.

The Army failed to break his spirit, though, for he soon found he was excused

from hikes to execute signs and Army newspaper cartoons, and when the C.O. hand-picked a cadre of men to head a mission to the Far East, Earle was chosen official artist.

At a camp just outside Burma, he attended Chinese language classes at night while working during the day on maps, charts, and, in his spare time, illustrations for General Joe Stilwell's book, "Now It Can Be Told."

After the first of eight attacks of malaria, Earle was flown to Kunming, China. Here he went to work in a training section reconditioning the battle-worn armies of Chiang Kaishek in the use of American equipment. For preparing original charts and training aids lacking American counterparts or models, the artist received the Bronze Star. He also designed shoulder patches for the CBI theatre.

Before he came home with four years overseas under his belt, Earle returned to newspaper cartooning, and then got into short story writing. The co-writer of a show that later went on tour, the versatile artist even got into the act with such stars as Pat O'Brien, Paulette Goddard, Joe E. Brown and others.

The GI Bill took him to the Philadelphia Museum School of Art. A graduate illustrator, Earle free-lanced comic book and religious publications.

Then affiliating with the Geare-Marston, Inc., advertising agency, he was named art director after four years. A three-year stint in the same capacity for Kap Studios followed—then he joined RCA to work with H. Poole's Advertising and Sales Promotion unit in 203-3.

Stumped for an attractive Cherry Hill Recreation Association jacket emblem, CHRA officials took their problem to Earle. He came up with the soon-to-be issued emblem below, which immediately won approval.



Summer Safety *means Play Safe*

It doesn't make any real difference whether you are injured on or off the job. In either case it can be painful and expensive.

It isn't too difficult to remember to practice safety on the job. We have safety programs, good equipment, safety rules which tell us how to keep from getting hurt and supervisors who constantly remind us to work safely.

However, off the job it is a different story; particularly in regard to recreational activities. It seems that many people find out too late that safety must be practiced at play as well as at work.

Take swimming, for example, which is one of the favorite summer pastimes. First, there is the obvious risk of drowning, but that isn't all. Sunburn can be painful and dangerous. So can glass and rusty nails which result in infections. In addition, poison ivy can put you out of action for days or even weeks, if you happen to be allergic to it. Then there is the more remote danger of being bitten by snakes or various types of insects.

The important point to all of this is that you can save yourself a lot of suffering—or even worse—if you will practice safety in recreational activities, just as you do on the job. Consider the hazards connected with anything you do and take steps to avoid accidents, and your recreation won't make a wreck out of you!

CHERRY HILL CHUCKLES—By E. Nazar



"Bothersome . . . isn't it?—Merton's been eating like this ever since he's been on that rush government job!"





Model Makers Model-Bermuda Shorts

The three model makers pictured above in the Television Division's Engineering Model Shop, 205, resorted to Bermuda shorts during last month's heat wave.

Standing by a Bridgeport milling machine, they are (left to right): Orlando Scola, a ten-year man with RCA, but an apprentice in the TV Division since January; John Czop; and OBSERVER reporter Jim Watson; both oldtimers.

Named "Jaycee" Veep

Civic activities, like Mark Twain's weather, is something on which many of us converse but seldom do anything about. However, Duane Smith, Radio—"Victrola" Div. production planner (203-1), has been doing something about it for the last few years . . . to the extent that he was recently elected State Vice-President of the Junior Chamber of Commerce.

The "Jaycee" organization consists of young men between 21 and 35 who want to take an active interest in civic betterment and leadership training. They sponsor many programs, particularly for young people, among which is the annual "Miss Camden County" beauty contest. The competition gives talented and attractive girls a chance to compete in the annual "Miss America Pageant."

Duane has been a member of the Jaycees for three years, during which time he's served as State National Convention Chairman, Recording Secretary for Camden County, and as a member of the board of Directors for Camden County. He resides now in Haddonfield, with his wife and two children.

Cherry Hill's Dining Room Menu Sends Manager on "The Search"

L. C. (Cy) Perkins (standing) constantly checks with his customers to learn comments on the daily menu. Here he's talking to Service Company Vice-President Don Kunsman



L. C. Perkins, Cherry Hill's genial food services manager, once felt that tournament tennis was life's ruling passion—that is, until the Cherry Hill Dining Room opened last February.

Ever since, the hustling manager has worked pre-dawn to after-dark hours to provide the finest industrial cafeteria and dining service available in the Delaware Valley area.

Many mornings at 5 a.m., Cy can be found prowling Philadelphia's waterfront wholesale produce markets diligently hunting down the finest for his customers. And even on Sunday afternoons, he'll be in his glass-enclosed office devising variety-filled menus for the coming week.

This constant search for menu diversification, featuring such Continental dishes as Chicken Bohemienne, Beef Stroganoff, and imported Danish Trout, has, in the short five months of Dining Room operation, won him raves from clerical and executive diners alike. Habitues of the Dining Room readily confess their palative appreciation for the Dining Room's exclusive blend of coffee, arranged by Cy with an area coffee firm.

However, the determined host came to

Transistor Portables Planned

Two all-transistor portable radios—one in miniature size with six transistors and the other featuring a larger loudspeaker and case with seven transistors—were announced by RCA Victor Radio and "Victrola" Div., for introduction during the fourth quarter.

Division General Manager James M. Toney said both models would be nationally advertised at \$79.95.

his shrewd food buying and serving acumen the hard way. A 22-year RCA careerist, Cy has participated in the dining satisfaction of such celebrities as: Bob Hope, Perry Como, Dinah Shore, Roy Rogers and Dale Evans (but Cy hastily adds, not Trigger) and Robert Merrill.

Native of Camden, N. J., Cy was educated in Camden schools and later attended the Philadelphia Polytechnic Institute and Rutgers University.

A family man with a 10-year-old daughter and a six-year-old son, his wife, Pat hopes she'll be able to divert his attention from his Dining Room just long enough to get him to move into his new home at Medford Lakes.

Synthesizer Record Released

The first record of simulated musical sounds made by the RCA Electronic Music Synthesizer, which creates by electronic means any known or imaginable combination of tones, went on sale to the public last month through RCA Victor record dealers.

The historic recording, "The Sounds and Music of the RCA Electronic Music Synthesizer," has been designed to explain how it is possible to create electronically any musical sound and to demonstrate the infinite versatility of the synthesizer.

Released both as a 12-inch long-playing disc and as a 45-rpm album, the record bears the RCA Victor designation LM-1922, experimental, and is priced at \$3.98.

The RCA Electronic Music Synthesizer was announced last January by Brig. General David Sarnoff, Chairman of the Board of RCA.