

RCA Drops Color Price, Displays 56-57 Line

More than 1300 representatives of RCA Victor consumer product distributors from around the world heard R. A. Seidel, Exec. Vice Pres., Consumer Products, announce RCA Victor color TV receivers, for the first time, as low as \$495.

The distributors' representatives met early this month in Miami with RCA executives where they previewed the completely new 1956-57 RCA Victor television line.

"Development by RCA engineers of a totally new color television chassis, which utilizes an array of technical advances adapted to the latest production techniques, makes possible the introduction of the \$495 color set," Mr. Seidel stated. "These receivers were conceived to create a volume business and to provide the public with budget-priced color sets featuring top-quality performance and stability." Now in

(Continued on page 2)

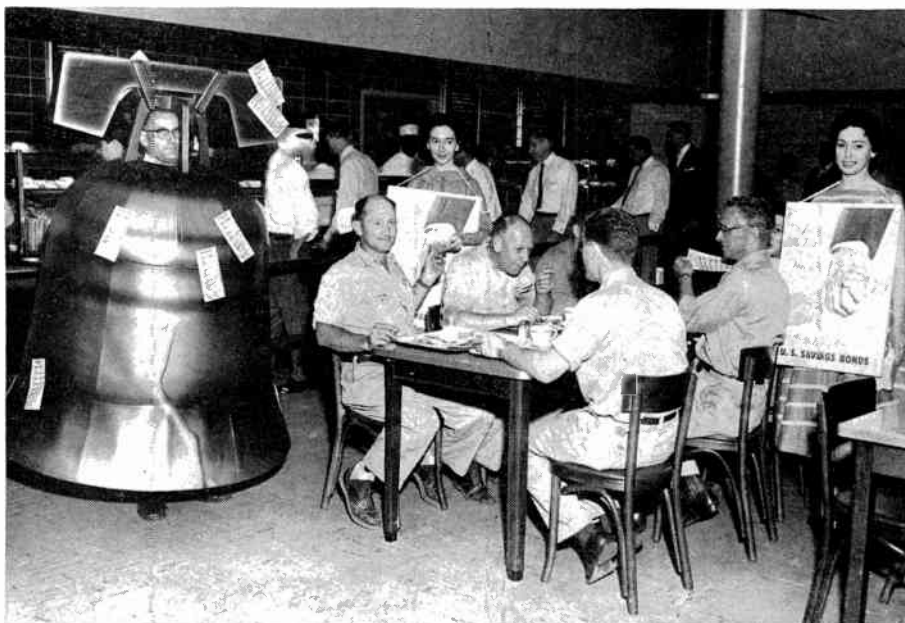
Smith, Malcarney in New Posts

Election of T. A. Smith as Executive Vice President, Defense Electronic Products, and A. L. Malcarney as Vice President and General Manager, Commercial Electronic Products, was announced early this month by Brig. Gen. David Sarnoff, Chairman of the Board of RCA.

With RCA since 1925, Mr. Smith has been VP and Gen. Mgr., DEP, since last October. For two years previously, he was Vice President in charge of EPD of the former RCA Victor Div.

Mr. Malcarney joined RCA in 1933 after three years with the U. S. Air Corps. Gen. Mgr. of CEP since Oct., 1955, he had been Manager of Production of the former EPD.

CH Tops 65% U. S. Bond Quota



E. H. Wicker, Metal Model Shop, as the Liberty Bell, Joan Hoeffle, SCO Sales Acct., and Rose Procacci, SCO Accts. Pay., toured the Cafeteria announcing the bond drive.

The Series E Savings Bond Drive ended on a note of success at Cherry Hill with overall participation in the three divisions at 65.3%, three-tenths of a percent over the goal!

Gill Cella turned in a stellar job as coordinator for Radio-"Victrola," obtaining 71.8% participation to lead the three Cherry Hill divisions.

Television, coordinated by Joe Bieksis, was second percentage-wise, with 68.4%. Service Company hit 61.2%.

Radio-"Victrola" had the most "balanced" participation with 11 out of 13 sections bettering 65%. Section 471, under Manager Fred Wenger, was high in Radio-"Victrola" with 83% purchasing bonds through the Payroll

Savings Plan. However, TV's Section 279, J. Davis, Manager, was Cherry Hill's top section where Tom Dettre did a fine job in enabling the Cost Estimating group to become the only section to hit 100% at Cherry Hill.

In Service Company, Personnel and Financial were high, with 77.6% and 71.7% respectively.

During the drive, 10.3% of Cherry Hill employees increased their deductions. SCO was high in this classification with 14.6%. The overall Cherry Hill participation in the Payroll Savings Plan increased from 50% to 65.3%.

Radio-"Victrola" showed the greatest increase percentage-wise, going from 47.4% before the drive to 71.8%, a 24.4% jump.



TV Division Careerist Awarded 25-Year Pin

E. J. Sperber (*above, left*), a mechanical design engineer in TV Division's Black & White Television Section, 204-2, was recently awarded his 25-year RCA service pin by B & W TV Mgr. K. A. Chittick (*right*), while Mechanical Design Mgr. E. B. Cain observed the ceremony.

A graduate of States College, Jena, Germany, the careerist joined RCA in 1931 and was originally assigned to design on 16 mm projectors. Later, he worked on automatic record changers and tape recorder design, accumulating 12 patents to his credit.

Color Price Drops, cont. from pg 1
mass production, the receivers will be introduced to the public in July.

C. P. Baxter, Vice President and General Manager, RCA Victor Television Division, explained that the new merchandise will be called the "Spectacular" line and will be advertised and promoted as "TV Originals by RCA Victor, America's First Choice in Television."

Vice President and General Manager James M. Toney, RCA Victor Radio and "Victrola" Division, also announced the introduction of the most extensive line of multi-speaker high fidelity music systems ever offered by any company. The sets, which will be marketed soon, will consist of eight models in a nationally-advertised price range from \$79.95 to \$1,600. Mr. Toney also stated that RCA plans to introduce several stereophonic tape playback units later this year.

Employees Give \$3000 to Fight Cancer



Joseph Stangert (*l.*) and Carmen Artuso (*r.*), members of the RCA Employees Combined Charities Administrative Committee, present Cancer Crusade Chairman Grafton Day \$3,000, part of the \$100,000 Camden-Cherry Hill employees will give charities.

Rear Access Road Repaired & Reopened

The rear access road, entrance and exit from Chapel Ave. to RCA-Cherry Hill, was reopened to traffic in mid-June following extensive repairs and resurfacing.

The road was torn up, according to the P. E. Yeager Company, because the low area in which it lies was completely undermined with springs requiring the laying of porous drain-tile laterally every 10 feet. In addition, the area now has enlarged drain pipes

taking runoff from building roofs and parking lots, plus the placement of culvert-type rock gutters along both sides of the road to carry off surface water.

The detouring of all traffic for several weeks over a temporary rear access road eased possible traffic jams.

Extra working days were necessary before the final black-topping when heavy spring rains forced workmen to pump and drain off areas to be worked.

Don't Pay on Unordered Items

In response to many employee inquiries on unordered merchandise appeals, the National Better Business Bureau advises that:

Recipients of unordered merchandise are *not* obliged to acknowledge its receipt; to return it; to pay for it unless used; to give it particular care; to keep it beyond a reasonable period of time.

Recipients of unordered merchandise are obliged to surrender it to the shipper or his agent if called for in person within a reasonable period of time—in which event the recipient may demand the payment of storage charges before giving it up.

Cherry Hill OBSERVER

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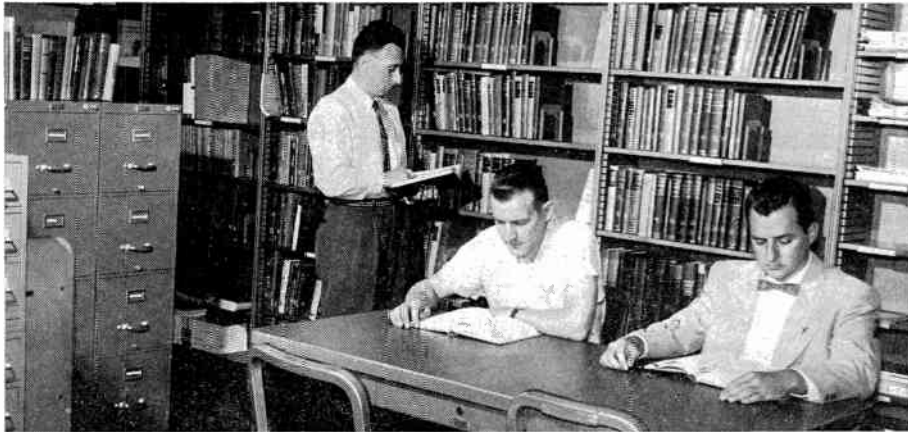
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RCA *Pioneered and Developed*

**COMPATIBLE
COLOR TELEVISION**

Cherry Hill Library Covers Russian TV to 'Bizmac'



Leopold Horowitz (l.), B & W TV, Ed Blaszczyk, Tube & Semi-conductor Engineering, and Bill Haynes, SCO Procedures, use library to gather additional job information.

If you have questions about such things as the number of TV sets in Russia, bootstrap circuits, stress in redundant trusses or elementary Bizmac theory, you may now phone the Cherry Hill Library, PY 6116, for help.

Located in TV Division's Advanced Development Section, 204-2, the library is an attractive, well-organized activity serving all three divisions at Cherry Hill. An excellent source of technical and related material, the library is nearing its first anniversary this summer.

One of the first steps taken by Murlan S. Corrington, Manager of Audio, Acoustics & Antenna, in organizing the library, was to obtain a full-time librarian who would make it more than "just a collection of books." Mrs. Anita Jones, former head of the Camden County Public Library System, was selected for the job based on

her experience directing 39 area libraries.

Initially, her work at Cherry Hill has consisted of making a 13,000-card catalog of the 480 books, 3,000 reports and other library material; purchasing books and supplies; publishing the monthly "Library Scope," locating books in libraries around the world; and trying to find a "good lock for the library door." With initial growing pains eased, the library's activities are still expanding as its facilities become better known.

One of the most popular features of the library are 113 magazines received each month, ranging all the way from "Fortune" through "Akustische Beihefte." The "Wall Street Journal" daily comes in for considerable wear and tear, while an impressive reference section is available for the serious researcher.

Current library plans include circulation of a photographic reproduction of leading technical journals' tables of contents for all engineers. This will provide maximum coverage of technical information with a minimum amount of reader time.

The library also has requests to watch for new material on printed circuits, transistors, solar batteries and other items in specialized fields. When such material is found, it is called to the attention of the requestor.

So if you haven't visited your Cherry Hill Library yet—stop in and look around. And if you feel you don't have the time for a visit, ask Mrs. Jones for "Increasing Personal Efficiency," or "The Technique of Getting Things Done" . . . both books available on the shelves.



Charles Patton (l.), International Div., and Len Krugman, Radio-"Victrola," return books to librarian Anita Jones, 204-2.



Finding the answer to a question is (l. to r.) Frank Snee, Color TV, Gerald Theriault, Advanced Development, and Hunter Goodrich, also Adv. Development.

Route 38 to be Widened Soon

Route 38, serving RCA-Cherry Hill's front entrance, is destined to be widened by some 20 feet on each side of the highway, according to P. E. Yeager, of the P. E. Yeager Company, Cherry Hill's grounds and maintenance activity.

The widening of the busy roadway will create an "acceleration lane" leading onto the highway proper.

The project, in connection with current construction work at the Rt. 38 circle creating an overpass, will cost RCA its front island but, according to grounds engineers, will improve the entire frontage, especially the poor water drainage area there.



SERFINS GET 15 RUNS A GAME

Well, the weather warmed up but the pitchers didn't, and, as the CHRA Men's Softball League completed its fifth week, double-figure scoring seemed the general rule. This was exemplified by the Serfin team (SCO Financial), whose 15 runs per game average has kept them in first place with four wins and no losses.

Right behind in second place was Servad (SCO Administration), 10 runs a game average, with a three and one record.

If Color TV, in third place with two and two, can hold future opponents to eight runs per game, they should fare well, for nine seems to be their lucky run number, having hit that figure in three games.

Production Control was fourth with two and two; Spartans fifth, one and two; Marauders sixth, one and three; and the Pioneers were in last, still looking for their first win after two losses.

In games played during the fifth week, Serfin broke away from a 7-7 tie to score ten runs in the sixth inning for their fourth straight, a 20 to 9 victory over Color TV. Jocko Capone and Bob Campbell pitched for Serfin, while Frank Snee hurled for Color. Capone and Frank Hansen climaxed the big sixth with back-to-back home runs. Harry Morgan and George Heller homered for the losers.

Behind 3 to 0, Servad scored six

runs in the fourth and five in the fifth to beat the Marauders 13 to 6, for their third straight win. Bill Cesanek got the victory for Servad and Bill Heins was charged with the loss. Servad catcher Ed Nocitra hit a three-run homer in the fifth.

Cutting short a six-run rally by Production Control in the sixth, the Spartans held on during the last inning to score their first victory of the campaign, 15 to 11. Frank Ksiazek pitched all the way for the Spartans, with Production's Joe Bieksis getting the loss. Mike Kuzan hit a first inning homer for the Spartans and Ed Vogt poked one out in the fourth for Control.

As the sixth week of play began, the hitters were hoping the pitchers would soon catch up . . . for the old legs were getting sore, man, sore from all that running!

Grill Service for Cafeteria

L. C. Perkins, Cherry Hill Food Services Administrator, announced the impending installation of a grill to supplement the Cafeteria's present breakfast service.

The addition of the grill, already on order from the manufacturer, will permit, for the first time, the serving of eggs fried to order, pancakes with maple syrup, and fried ham.

The breakfast service schedule will continue from 7:30 a.m. to 8:25 a.m.

CHRA Golfers Pass Season Midway Mark

As the first half of the CHRA Men's Golf League ended, the Drivers team found themselves sharing the driver's seat with Government's Putters, each tie for first place with 14½ wins and 10½ losses.

The Government Chippers held down second place with 13 and 12; Cost and Irons were tie for third with 11 and 14, while TV Engineering placed last at 11½ wins and 13½ losses.

This first year of CHRA-organized golf has been very successful with 46 men forming six teams to chase the elusive pellet around the Iron Rock Country Club course one night each week.

A ten-week schedule has been established, at the end of which the first and second half winners will participate in a playoff to determine league champs. In addition, special tournaments have been set up for June and July, pointing toward a grand 36-hole fall match to determine Cherry Hill's champion golfer.

Problems connected with establishing the golf league were ironed out early this spring by Harry Sloan, Lou DePass, Frank Loudy and Vic Damiani, CHRA Administrator.

So far, leading golfers on each team include: Dick Duval, Drivers; Charlie Schweitzer, Cost; Bob Small, Irons; Ed Denzler, Government Putters; Lou DePass, Government's Chippers; and Joe Lubert, TV Engineering.

Color Service Rates Set

A full range of consumer service contracts for RCA Victor compatible color television receivers—costing from \$39.95 to \$99.50—was announced in June by E. C. Cahill, President, RCA Service Company, Inc.

The \$39.95 contract provides for complete installation and unlimited maintenance and service for a period of 90-days. The second \$69.95 contract provides for installation and unlimited maintenance and service for 90-days plus a provision for service thereafter at \$7.50 per call regardless of whether the set can be serviced at its location or must be removed for repairs. Under the \$69.95 contract, all tubes and parts are provided for a full year.

The third contract, at \$99.50, provides one-year coverage with unlimited service and parts.