

Cherry Hill Observer



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

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Information Survey Given C. H. Employees

AS PART of a Corporation-wide effort to improve employe communications within the Company, RCA-Cherry Hill is participating in the RCA Information Survey.

We all need to have certain information in order to do our jobs most efficiently. In addition, there are other things which we are particularly interested in and which help us understand our work and the Company better. Previous surveys have revealed areas in which strong improvement is needed. Employes frequently fail to receive information they need or desire, and on the other hand, sometimes receive information which does not interest or aid them.

Communications—A Problem

In all large organizations communications is a problem. RCA, like many other organizations, is interested in improving the flow of information.

Specifically, the survey is designed to learn from various employe groups:

- (1) What information they need and want to have.
- (2) If present employe communications methods are satisfactory.
- (3) How employes want to receive needed and desired information.
- (4) Their general feelings about being informed.

In order to gather employes' views, a questionnaire was developed. Cherry Hill personnel were surveyed at the end of last month—as were their counterparts throughout the Corporation.

Administered by the Personnel Department, the survey's results will prove valuable in channeling both oral and written information to groups where it will be most effective.

Barbara Jacobs, of Phila. RCA Victor Dist. Raymond Rosen's Promotional Department, shows group of dealers how to hike sales volume in a record display at the Cherry Hill Inn just after the group completed their tour of the Cherry Hill facility



TOURING DEALERS SEE NEW LINE

IT WAS business combined with pleasure—a pleasurable tour of the Cherry Hill facility—for some 450 RCA Victor area dealers served by RCA Victor television distributor, Raymond Rosen & Co., last month.

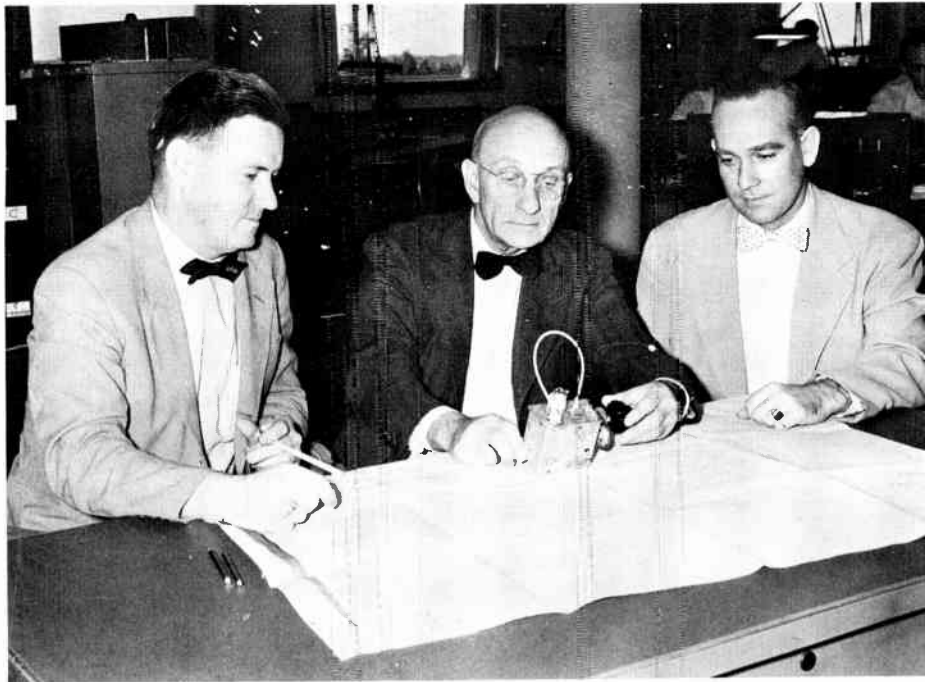
Gathered for the introduction of all the second half RCA Victor TV line, the tour of the new Cherry Hill offices and laboratories served to acquaint the distributor's dealer meeting with the home office function of the Television Division.

Three tours made each day for three days kept the visitor's groups small enough for individual attention and information. A. M. Warner, TV adm. org. dev., recruited and trained six guides. In

addition to Warner, the guides were: C. Spinelli, H. L. Atkinson, G. R. Knowles, A. C. Duncan, and W. J. Gernhardt, all of Bldg. 202-1.

The dealers entered the main entrance at 201-2 where they first visited the Hall of Progress, listening to explanations about the historic equipment there.

Escorted then on a 35 minute tour of Cherry Hill, the dealers returned to 201-2 for a showing of a color film displaying the new RCA Victor TV line. After the movie, the guests attended a reception at the Cherry Hill Inn. Here all the sets were on display and Raymond Rosen & Company representatives distributed new line promotional material.



Checking a UHF tuner (left to right): Fred Steelman, Al Schuster & Charles Slight

B & W Engineers Win New Posts

THREE television engineers recently won promotions to new posts in the Television Division's black-and-white TV engineering section.

Frederick W. Steelman, promoted to mechanical engineer, received his education at Drexel Institute of Technology Evening School. The engineer began with RCA in 1945 as a draftsman in television. Prior to joining RCA he served as principal engineering draftsman in the U.S. Marine Corps.

Fred's avocations include photography and woodworking.

Named to the post of manager, Drafting Design, Albert H. Schuster gained his education in Germany, graduating from the Engineering College in Kiel. Al joined RCA in 1938, working in Tool Design for ten years before he transferred to the—then Home Instrument Drafting Section.

In his spare time Al puts his green

thumb to work in his garden raising his specialty—flowers.

Winning promotion to mechanical engineer in the B&W television section, Charles G. Slight attended Drexel's Evening School and Marietta College in Ohio.

Starting with RCA as a mechanical tester on record changers in 1940, Charles transferred to Home Instrument's Drafting where he worked on airborne television, export and commercial receivers. World War II took him into the Army Air Corps as a transport pilot.

Returning to the Company after the war's end, he took up his duties again in Drafting only until Uncle Sam beckoned for Korea. This time he served as a troop carrier pilot and squadron electronics officer, returning over a year later to TV Drafting.

Outside interests include, of course, flying—and some golf and photography.

A BATTERY-OPERATED portable radio-phonograph combination with an optional powerpack for AC power operation was announced last month by J. M. Toney, general manager, RCA Victor Radio and "Victrola" Division.

First to be marketed by a major manufacturer, the new combination highlights a new line of portable "Victrola" phonographs.

AN RCA ELECTRON MICROSCOPE which enlarges specimens more than 300,000 times has been installed by the Rockefeller Institute for Medical Research.

The powerful microscope will be used in research studies exploring fundamental problems of differentiation, growth, and repair of body tissue. This particular model is already in use at several universities.

Watch Out For . . . "CRAZY" DRIVERS

A large safety organization has repeatedly said that you "should drive your car as though everyone else on the road is crazy." That's a strong statement, but when you see some people drive, it makes you wonder if it is not a good thing to remember.

Take a friend of ours, for example. He's the nicest guy you would want to meet. He has a nice family, treats his neighbors well and is good to his mother on "Mother's Day." In other words, he's what you would call a "good egg." However, when that guy gets into an automobile everyone in sight had better "head for the hills." The way he drives is nothing short of criminal.

It's a funny thing about some people. They never seem to profit by the mistakes of others. For example, we know what causes accidents and we know that certain unsafe driving practices, if continued long enough, will cause anyone to become involved in a serious accident. Nevertheless, in spite of this knowledge some people go right on taking wild chances until they end up in the hospital or the cemetery.

These are the "crazy" people on the highways who we have to look out for. Don't hesitate to yield the right-of-way to them—especially at intersections. It may make you mad but it will save your life

Cherry Hill OBSERVER

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Late OBSERVER Bulletin:

Nationwide Telecast to Originate
From Cherry Hill's Hall of Progress

The evolution of sound from the early "Victrola" phonographs to modern high fidelity instruments will be portrayed next Wednesday, July 13, when a portion of NBC-TV's "Today" program originates from Cherry Hill's Hall of Progress, 201-2.

The program will feature vocalists Lena Horne and Vaughn Monroe in a tour through the museum of old phonographs, radios and television receivers at 7:30 a.m. (DST). The tour will be repeated two hours later for Western stations.

The live remote telecast will be handled by the staff of station WPTZ, Philadelphia affiliate of NBC.

Cherry Hill personnel and their friends and neighbors are urged to view the unique telecast.

Employees are requested to refrain from using the main entrance and the second floor of Building 201 next Wednesday in order to facilitate the show's progress.



(Above) Emil Dodelin shows area dealers' Henry Pitkow & Sam Goldberg the Hall of Progress

(Below) A. M. Warner (l.) guides dealers on inspection of Television Division's labs



Camera Follows Rosen Dealers Around Cherry Hill



Raymond Rosen representative Dick Miller (r.) talks portable radios featuring "impac" cases with Emmaus, Pa., dealer "Dave" David, his wife and daughter at the Cherry Hill Inn

Softball Field Completed at Cherry Hill

CHERRY HILL CHUCKLES—By E. Nazar



"I'm sorry—but under Rule 32—Section 5, it is within my authority to state it was not a clean tag . . . and I say the ball never touched the runner!"



In May it was still just a diamond in the rough

(Below) finishing touches readied it for games starting in June





Rites for VP W. A. Buck

Walter A. Buck, vice president of operating services, Radio Corporation of America, died in Philadelphia's Lankenau Hospital last month.

Admiral Buck had been in ill health for several months. He was 60 years old. Funeral services and burial were in Arlington National Cemetery, Arlington, Va.

Survivors are two sons, both in the U.S. Navy, Lt. John A. Buck and Lt. Walter J. Buck.

After his voluntary retirement as rear admiral in the U.S. Navy, Mr. Buck became president of Radiomarine Corporation of America in March, 1948. Later he was named operating vice president of the former RCA Victor Division; and in July, 1950, was elected vice president and general manager of the division. He served as a member of the RCA board of directors until October, 1954.

During the last 18 months of a distinguished career of 30 years in the Navy, he had served as paymaster general and chief of the Bureau of Supplies and Accounts. He held the Legion of Merit Award and other honors for his wartime services.

Born June 4, 1895, at Oskaloosa, Kansas, Admiral Buck was graduated from Kansas State College of Agriculture and Applied Science in 1913 with a bachelor of science degree in electrical engineering, and received a master of science degree from the same college in 1916. He also received the degree of master of business administration from Harvard in 1924.

Commissioned an ensign in the Navy on July 30, 1917, he served in World War I as supply officer on the USS Canandaigua. In World War II, during which he rose from commander to rear admiral, he served with distinction on the staff of Vice Admiral Arthur L. Bristol, with the Atlantic Fleet, and later with the Office of Procurement and Material in Washington.

RCA SERVICE COMPANY EMPLOYEE YOUNGEST 15 YR. PIN RECIPIENT

W. T. McClelland
(l.), SCO TV
Admin., 203-3,
made the service
pin award to W. R.
Henshall, of SCO's
Material Control



Some pictures may be worth a thousand words, but the one above represents about 3,600 days to Wayne R. Henshall.

"Whitey" felt justly proud of the 15-year pin award, but confessed it was also a sign that "dat ole cebbil" age was just coming into sight over his shoulder.

His youthful vigor was restored immediately, however, after assuming that he is the youngest RCA Service Company employe to ever receive the award.

Not quite so outstanding but nevertheless unique is Henshall's claim to be the only RCA Service Company employe hired four times and released for Army duty three times.

Shortly after his high school days in June, 1940, he went to work in the Transformer Department up in 10 Building, Camden. Remember the "Goodbye Dear, I'll be Back in a Year" boys of 1940? Well, Whitey became one, enlisting in the Army Field Artillery. The caissons may roll, but Whitey marched—all over Ft. Dix as drum major in the regimental band. "It was corny," he says. "Not the music, but my feet. Big parade grounds up there."

In September, 1941, he was discharged and returned to RCA. Thirteen months later he was drafted and sent to Ft. Bragg,

N. C., as cadreman in the Field Artillery Reception Center. He adds that, apparently, they were all out of batons at that time.

Transferred to Pennsylvania's famed 28th Division, he went overseas to England in October, 1943, where he met and married Ruth Postle, a WAAF radio operator.

Then it was France, Germany, VE-Day and home again in November, 1945.

January, 1946, and Whitey began in the Record Plant. After work he searched for, found, and furnished an apartment for his wife who arrived early in May, just twenty-two days ahead of the stork bringing daughter Angela.

Joining the Service Company in 1948, he bought a house and just about settled down when—bang—1950 and Korea. A reservist, he was one of the first to be recalled. It was an abbreviated hitch, however, as he was released 19 days later, upon recurrence of an old injury sustained in France. And this time they removed the swinging doors from his discharge papers and he came home to stay.

Come cold or hot war, Army or no Army, Whitey is determined to stick it out with RCA. Why? He likes the job, the people and the place.

CHERRY HILL's first U. S. Savings Bond campaign was stamped "highly successful" at its conclusion on June 30.

Coordinators included Al Mattern, 203-3, Frank Wagner, 203-3, Milt Haas, 201-1, R. L. Gilmore, 203-3, Al Alampi, 202-2, Bob Roth, 202-1, Laura Barnes, 203-2 and D. B. Davidson, 203-2.

Authorization forms are still available from SCO Payroll, 203-2 or TV Payroll, 204-1.

RCA *Pioneered
and Developed*
**COMPATIBLE
COLOR TELEVISION**