

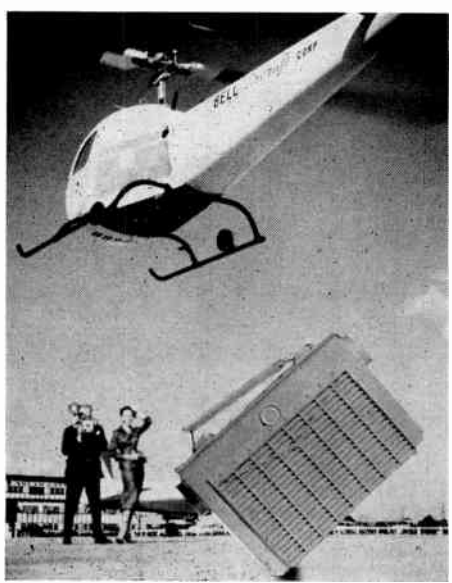
Cherry Hill Observer



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

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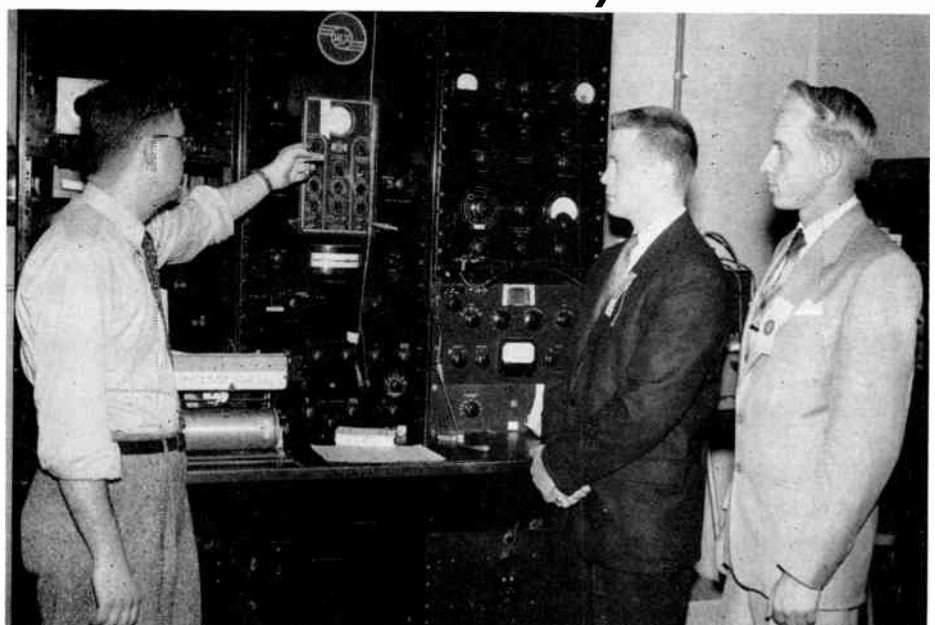
'Impac' Crash Test Proves Case Durable

Dramatic stroboscopic photos and filmed commercials showing an RCA Victor "Impac" portable radio case surviving a drop from a helicopter are currently being featured in an extensive advertising campaign, said R. E. Conley, Manager of Advertising and Sales Promotion, RCA Victor Radio and "Victrola" Division.

The crash test photos (*see above*) and films emphasize the non-breakable "Impac" plastic cases—guaranteed for five years—used on five of the six new RCA Victor portable radios in full-page, full color insertions in such mass-circulation publications as *Life*, *Saturday Evening Post*, *Collier's*, *Holiday* and *Seventeen*.

Films of the test are shown on NBC-TV programs and the test is described on RCA-sponsored radio programs.

Students View Cherry Hill Labs



Engineering majors Robert Cotton (*center*), Univ. of Connecticut, and Gene Elliott (*r.*), Univ. of Colorado, hear Accoustics Engineer R. L. Libbey, TV Div., explain apparatus.

If "Clothes make the man," then, similarly, "Facilities make employees."

Literally, of course, neither statement is entirely accurate, but it's a fact that RCA-Cherry Hill has some of the finest engineering facilities available . . . and it's no secret that our Company, like the rest of the industry, needs engineers.

One way to interest graduating engineers is to show them Cherry Hill, and with the "cap-and-gown" season upon us, your Company is doing exactly that.

Within the span of its brief 18 months of existence, hundreds of college students, engineering majors, have extensively toured Cherry Hill.

Typical of the groups visiting Cherry Hill under the combined guidance of

R. Haklisch's College Relations unit and Personnel was one last month that saw students from colleges throughout the nation examining equipment and questioning engineers.

The tours are set up and scheduled by Personnel's Training unit, which, naturally, is assisted by the managers of Radio-"Victrola" Engineering, Advanced Development, and B&W Television. These organizations, in turn, arrange displays and demonstrations for the visiting students.

That RCA is confident many of the visitors will return shortly as engineering employees is testimony to the regard shown them by Cherry Hill's engineers and for the attractive physical facilities existing here.

18 CH Employees Train for First Aid

TV Division Names Color Coordinator



C. Meldrum (foreground), 204-2, instructs the class in artificial respiration.

Robert J. Mayer, who has been associated with the National Retail Dry Goods Association since 1946, joined the Radio Corporation of America on May 15 to coordinate RCA's color television activities in the department store field and to work with broadcasters to promote color television as a department store retail advertising medium, it was announced by C. P. Baxter, Vice-President and General Manager, RCA Victor Television Division.

Mr. Mayer has been serving NRDGA as Assistant to the Executive Vice-President. NRDGA comprises more than 7,000 department, chain and specialty stores. Mr. Mayer is a graduate of Yale University and served in the U. S. Navy during World War II, from which he was discharged with the rank of Lieutenant Commander. He is a resident of Rye, N. Y.

Food Mgr's Meet at CH



Paul Fontaine (l.), Woodbridge Plt., John Olson, Findlay Plt., & E. A. Dempsey (r.), Cherry Hill, inspect the kitchen.

RCA's first annual Food Service Managers meeting was held at Cherry Hill last month because of the central location of our new, modern and efficient cafeteria.

Cy Perkins and Ed Dempsey led the experts on a tour and RCA Food Services Administrator Marty O'Shaughnessy completed the visit, leading a discussion of 1956 objectives.

Eighteen Cherry Hill employees completed the American Red Cross Standard First Aid training course conducted by C. H. Meldrum, Manager, Drafting, Design & Services, a certified American Red Cross instructor, under the auspices of the Safety Group.

The men selected for the course consisted of Fire-Brigade first-aid personnel and key men from the Model Shops and Engineering labs.

During the 22-hour course conducted here at Cherry Hill, special emphasis was placed on the control of serious bleeding and artificial respiration. In the phase covering artificial respiration, the men were taught the new standard technique of applying artificial respiration referred to as the Back Pressure-Arm Lift method, which has replaced the old standard technique referred to as the Schafer Prone Pressure method of resuscitation.

In addition to classroom instruction, the men attended a session in the Company dispensary where they received instruction on the use and application of our new portable oxygen unit and an explanation from our Plant nurse, Mrs. P. McQuade, as to the location and use of first-aid supplies.

The concluding session of the course was a demonstration by the Woodland Rescue Squad of Delaware Township who explained their equipment and rescue techniques to the members of our First-Aid personnel.

AIDING CH BLOOD QUOTA



(Nearest camera & back) Raymond Smith, SCO; K. Finanger, SCO; Margaret Costello, SCO; and Jane Kelly, TV Div.; have their pulses checked just before donating blood to the Cherry Hill-Red Cross Blood Bank during Bloodmobile visit last month.

Cherry Hill OBSERVER

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Television's Metal Model Shop Turns Out 5,000 Jobs Yearly



Examining a tape recorder, an RCA product that didn't exist commercially when they began RCA careers, are the Model Shop's "senior careerists" representing over 160 RCA years (l. to r.): Harry Harmer, 21 years; Hans Jacobsen, 27; P. A. Sherwood, foreman, 25; George Yost, manager, 21; Walter Murphy, 45, and Richard Leuschner, 22.

When a model maker looks at a TV set, chances are he's not as interested in the picture on the screen as he is in the tolerances of its component parts fitting into the metal chassis.

And the reason for this is generally due to the fact that months before the first set of that series rolled off the production lines, he personally put together the jigsaw of the "pilot" model as it came from the drawing boards.

It's hard to imagine that the sleek, handsome "Personal" portable TV set was once nothing more than a stack of black line drawings and engineering sketches in the hands of a model maker at Cherry Hill's Metal Model Shop. The metal and plastic parts for that

set were only one group of 5,000 similar-type jobs pounded, pressed and perforated into shape last year by George Yost's model makers.

The Metal Model Shop's 19 men serve Color and Black-and-White TV, Radio-"Victrola", Tape Recorder and Advance Development Engineering.

The variety of products and models called for by those organizations has model makers working with all types of metals, bakelite and plastics. And the jobs vary from turning out a minute screw to a finished metal TV cabinet.

After the job is completed and assembled, if necessary, the unit is delivered to Engineering who may, in turn, submit the parts as factory "pre-production" samples to RCA's plants or vendors.

While the shop works as a unit, an unusual aspect of model making is the initiative required of each man, who, when assigned a job, must individually complete it.

For example, he must know whether to finish it as a single unit or fabricate it from several parts. Combining experience and know-how, he determines what special tools are needed. These may be: small hole punches and dies, steel or bakelite blocks shaped for

handforming, odd shaped forming dies for press braking, riveting sets and small jigs, fixtures for spot welding or soft soldering, and brazing.

In addition, many of the men, working closely with Engineering, are able to advise better and more economical manufacturing methods, plus ways to reduce parts rejections during production runs.

Dealing in detailed and demanding tolerances follows right on through to safe operations. The modern, well laid out facility is kept spotless while an active safety committee promotes safety consciousness.

Although the Shop is almost jealous of its "showplace" reputation, it's proudest of all of its RCA careerists (see photo) packing over 160 service years into the hundreds of thousands of TV sets that follow the pilots out of the Metal Model Shop.

Sprinklers to Use CH Well

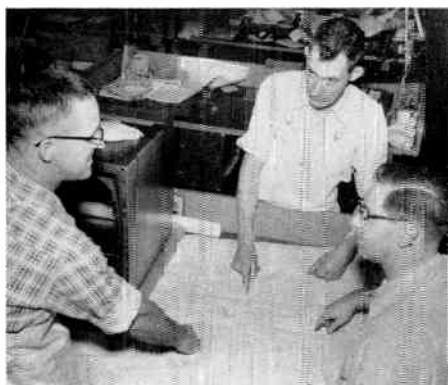
The precise ditching you've been noticing on the grounds at Cherry Hill will contain a sprinkler system designed to draw upon a well located on the grounds.

The ditches were neatly dug via an automatic trench-digger that roamed over the ground boring three feet deep so that the necessary 8500 feet of asbestos and steel pipe could be laid.

According to the P. E. Yeager Company, Cherry Hill's grounds and building maintenance force, the new system will guarantee a constantly green lawn and at far less than the previous costs as it eliminates water formerly supplied by Delaware Township.

The sprinkler system will use eight sprinklers at a time, throwing 9600 gallons of water on the lawns each hour.

Work on the system was slowed considerably early this month when heavy rains caused unworkably muddy trenches.



Checking print against TV cabinet is (l. to r.) Eugene Corbett, Arthur Johnson & Charles Levy of the Metal Model Shop.



"Blow, blow thou winter wind . . ." And blow it did, freezing everything but the Serfin bats which pounded out a 15 to 10 victory over Servad in the opening game of the CHRA's Men's Softball League on May 1.

In other games during the first week, the Marauders downed Production Control, 18 to 10, but the latter snapped right back to win its second encounter, 16 to 4, over Color TV. The remaining contests, Pioneers versus Spartans and Marauders versus Pioneers, were postponed due to bad weather.

So the standings after the initial



week of the second year of softball competition at Cherry Hill find Serfin, last year's league and playoff winners, in a tie with the Marauders for first place. Production Control is runner-up, while Color TV and Servad share the cellar spot.

Proof that softball at Cherry Hill is gaining in popularity is the expansion of the 1956 league to seven teams scheduled to play 12 games, an increase of one team. After completion of the regular season, the top three teams will engage in a playoff to determine the league champions, who will be awarded playing jackets.

Racking up four runs in the second inning, and three in each of the third and fourth frames, Financial's Serfins

compiled a wide enough margin to stave off a last inning four run rally by TV Field Administration's Servads to win the opener 15 to 10 in a game played in forty degree temperatures.

Ed Esko was the winning pitcher for Serfin, while Bill Cesanek hurled for the losers. Serfin's Paul Eichfield blasted the young season's first home run in the opening frame. John Cavanaugh homered for Servad in the second.

Exploding for five runs in the fifth and six in the seventh, the Marauders of TV Cost Estimating beat Production Control, 18 to 10. Bill Hein was the winning pitcher and Joe Bieksis the loser. Control's Jack Wilson hit a lead-off homer in the third inning and the Marauders' Kay Lohrman belted one in the seventh.

Scattering six hits over the route, Production Control's Merrill Fertick turned in the best pitching performance to date, beating Color TV, 16 to 4. Bill Iannuzzi and Bob Hanson tossed for the losers. In the home run department, Ed Vogt, John McCormick and Gil Aiken hit for the winners, while Harry Morgan got Color TV's lone circuit clout.

With the weather still a most uncertain factor, league members, anxious to kick off the second week of the campaign, are wondering just how far behind spring can be.



RCA-Cherry Hill Strives To Top U. S. Bond Quota

If you see a Liberty Bell with a bevy of pretty girls floating around Cherry Hill, you'll know it's here. What? The annual RCA Bond Drive, of course.

Ed Wicker of the Model Shop is a man with ideas—and it's his idea to pilot the "Liberty Bell" around Cherry Hill. The girls, who will escort the symbol of American freedom, also volunteered their services to promote the campaign.

The drive, a Series E Savings Bond campaign, is being held at Cherry Hill from May 23 to May 31, in conjunction with a Company-wide effort to enroll employes in the Payroll Deduction Plan. The goal is 65% participation at each location.

Coordinators and solicitors are ready to contact employes in order to take the drive "over the top" this year. Each of the six SCO departments and TV and Radio—"Victrola" will have a coordinator to guide its campaign.

Present statistics show Radio—"Victrola" pacing the Cherry Hill trio with 50.7% participation. Television is close behind with 44.25%, while Service Company is third with 31.3%. The Service Company's drive covers home office, branch and district offices and the Government field. The SCO average is an improvement over last year's 22.3%. TV is 2% behind last year's participation while Radio—"Victrola" has improved 13.1%.

Average participation for the entire Corporation is 46%.