

Hoffman
easy-vision
TELEVISION

TRANSMITTER

HOFFMAN RADIO CORP.

APRIL, 1952



Final Assembly at No. 5 Plant TV Manufacturing Division

World Radio History

A Message from Our President



I am very happy to report that it now appears we will be able to eliminate the normal seasonal dip in production and employment that sometimes occurs at this time of the year. As many of you people know, the television business has been a seasonal business, with the low part of the season in the April, May and June months. This year however, it would appear that the second quarter of the year will be as good as

the first quarter of the year and that we will be able to continue our production schedules at our present production level right through the summer months. This has been brought about by the fine acceptance of our new Mark V chassis and the outstanding performance it has given in the field, together with the increased interest in television brought about by the intense interest in the various political campaigns and the election year. It appears that television is following the pattern of radio because every presidential year was usually a good year in the radio business. With the announcement that the conventions would be telecast this year direct from Chicago, it is encouraging many people to buy television sets that had not previously entered the market.

In addition to this, we have a large segment of our market that is now just getting the microwave installed, which will be on the air in June, and this will connect Texas, Oklahoma, Louisiana and other large segments of our market direct to each Coast for the New York and Hollywood programs as well as the various political conventions, etc.

The production of Hoffman Laboratories, both Plants No. 3 and No. 7, is going forward; however, we are in between jobs with approximately four new jobs going through the various phases of preproduction testing, type testing, etc. before they really pick up momentum and outgo.

It appears that our production and employment level will gradually increase until we hit a top somewhere along this fall and hold that during the entire year 1953 and perhaps 1954. Even though our production on military electronics is scheduled through the next four years, we are initiating a program to utilize the know-how, new techniques and specialized knowledge developed from the various phases of the electronic art we are now working with into commercial products that can be marketed at any time the present heavy military workload is reduced. The first product in this direction will be our new Hoffman Acorn which has been shown

HOFFMAN TRANSMITTER

APRIL, 1952

VOL. 13 No. 4

Published monthly by and for the employees of:

HOFFMAN RADIO CORPORATION

HOFFMAN SALES CORPORATION

HOFFMAN LABORATORIES, INC.

Editorial Office: 6200 South Avalon Blvd., Los Angeles 3
Ralph L. Power, Ph.D., Editor

to many various commercial and military people and accepted with great enthusiasm.

Plans are going forward to expand our facilities here at Plant No. 3 so that we will have them available in time for our increased workload this fall.

It would appear that within the next two or three weeks the Federal Communications Commission will lift the freeze on the building of new television stations. Although there will be no new stations immediately, this action should open the market some time late this fall or the early part of next year, which will mean a bigger year in 1953 for the television industry than possibly 1950.

We are only off a slight bit from the objective we set up for the first quarter of 1952 which was quite ambitious and indications so far this year would leave us to believe that 1952 will be the outstanding year of Hoffman Radio Corporation to date. I think if we keep on hitting the ball the way we have started out the first of the year, there will be no question but what this will be an accomplished fact.

WHITTIER TV STORE REMODELED

Whittier Radio Television, 182 South Greenleaf st., Whittier, Calif., has completely remodeled its establishment and held open house to the public last month.

There are three major TV display rooms: modernistic design, maple and the third in provincial mahogany.

In addition to the display rooms, this Whittier franchised Hoffman TV dealer also maintains a service department manned by eight skilled technicians.

Herman Kennedy is the proprietor of the store that is now in the eighth year at the same location.

On April 3 at the Hacienda Country club nearly 300 electronic people gathered for a stag dinner, following a golf tournament. It was run jointly by the Los Angeles Council of WCEMA, Leon Ungar, chairman; and the Los Angeles Chapter of The Representatives, John Tubergen, president. Caption for the gathering sounds like a disease. It was REPSEMA.

Many Stations Carry Hoffman News Periods

Here are the station lists for the two new Hoffman-sponsored radio news programs.

The first is the Sunday 5:30 p.m. half hour, immediately following the Jack Benny, Amos 'n' Andy and Edgar Bergen shows. Originating at KNX, Hollywood, other stations carrying the 30 minutes are: KCBS, San Francisco; KCBQ, San Diego; KFRE, Fresno; KROY, Sacramento; KOIN, Portland; KIRO, Seattle; KXLY, Spokane, KERN, Bakersfield; KGDM, Stockton; KCMJ, Palm Springs and KMBY, Monterey.

The mike quartet consists of Dick Joy as editor of the newsroom and reporting national and international news; Tom Harmon for sports releases; George Fischer on Hollywood news and Dick Cutting the commercials.

Second Radio News Series

The second Hoffman-sponsored news period comes Tuesdays and Thursdays from 7:45 a.m. to 7:55 a.m. with "Bob Garred and the News" from KECA, Los Angeles, with other ABC stations as follows: KGO, San Francisco; KFMB, San Diego; KFBK, Sacramento; KMOD, Modesto; KWG, Stockton; KEX, Portland; KJR, Seattle; and KBKW, Aberdeen.

National and international events of 1952 will form the pattern of life for years to come, and the desire of all Americans to be well informed will create news and newscast audiences of gigantic numbers, is the belief of Mr. Hoffman.

Electronics Seen As Boon To Economy

The keynote for the March monthly luncheon meeting of the Los Angeles Society of Security Analysts was to allay any fears of a major upheaval in the nation's economy by the electronic age, according to press reports.

H. Leslie Hoffman was one of the speakers and was reported as saying that he "was confident any color system finally adopted would be compatible with black and white receivers so that color shows could be tuned in on present sets."

The CBS system, already FCC approved, will not allow present TV sets to bring in color programs in black and white. Paul A. Just, executive vice-president of Television Shares Management co., another speaker said: "The effects of the electronic brain and other semi-magical electronic gadgets will be spread out over such a long period that unless an all-out war breaks out soon disrupted workers will be digested into the economy with a minimum of effort."

"In the TV field," continued Just, "many are predicting that the industrial side of the industry will become larger than the entertainment side."

Transmitter Awarded Again

Once more the Hoffman Transmitter receives an Award of Merit for its activities in conjunction with the Community Chest red feather service campaign, all suitable for framing and signed by Charles P. Skouras, chairman of the public relations committee for the Los Angeles area.

Off To Dallas

Russell L. Dietrich, Hoffman employed since July, 1945, gets a large-sized promotion and becomes district manager with headquarters at Dallas, Texas, and will be busy these spring days contacting distributors and routing the field engineers for the Hoffman Radio Corp.

Russ' picture and biography appeared in the Transmitter of August, 1946, but his glamor-pose picture has long since disappeared from the files. But he has faithfully promised to have some new ones taken in the Lone Star state and send 'em back to the Transmitter.

Russ originally was a junior engineer and worked on the sales of war surplus in the Venice Blvd. warehouse then owned by the corporation. He also did a little writing on technical leaflets and in 1946 went into Sales. In recent years he has been with the Los Angeles district office of the Hoffman Sales Corp. with various territories. At one time he had the San Fernando valley area right near the Dietrich home where he likes to do garden work and play golf in leisure moments.

His son Robert is now 8 and a half years old and Patricia Ann, aged 14. Mrs. Dietrich is the former Edna P. Wilcox, of Deshler, Ohio. The family will stay here until school is out for the summer.

Russ, Ohio born, went to high school there at Dover and awhile at Ohio State, later taking some USC courses when he got to Los Angeles. He served a hitch in the navy from 1932-'36.

He was out in the valley a year writing technical publications for Adel Precision Products and three years at the Douglas' El Segundo plant in similar capacity. His last Sales Corporation post was in charge of downtown Los Angeles metropolitan accounts and key dealers.

THIS MONTH

Reports from Hoffman Laboratories, Inc.	4
Reports from TV Mfg. Division	3
Reports from S. F. district office	0
Reports from L. A. district office	1
Sales	0
Service	0

Another TV Survey

Woodbury College, Los Angeles, is reported as making a study of 2,000 six-year-olds in county and parochial schools. All of them are said to report they watch TV 82.4% every day; 62.6% said they would rather watch TV or listen to radio instead of playing outdoors. Some 47.2%, says the report, sing along with the songs on TV commercials. In the survey of small fry, 75% said they went to bed before 8:00 p.m.

Actor—"Yes, my friends, usually my audiences are glued to their seats."

Friend—"What a quaint way of keeping them there!"

NEW SALES MANAGER

. . . . Byron Willis Brown



Up in the San Francisco district office of the Hoffman Sales Corp. (distributors) Byron Willis Brown is sales manager in the reorganizational set-up.

Born in Colorado Springs, he 'joined up' with Hoffman January four years ago, and was 'discovered' by Gene Knox, who trained him in the Long Beach area. When he was lately transferred to San Francisco his territory was the downtown Los Angeles major department stores.

He was married the first summer he was Hoffman-employed and the missus is the former Betty Wilson, petite and blonde Long Beach girl and they have a daughter, Betty G. They were hitched at Las Vegas and lived at Belmont Shore before going north.

Byron, though Colorado-born, is pretty much a Long Beach product for he went to grade school there; graduated from Poly Hi and attended the L. B. City College awhile.

When he came to Hoffman TV he was handling radio for a Long Beach department store, where he had previously been credit manager: and before that he was in San Pedro three years as credit manager with a retail emporium.

Willis was in the navy three years as an aviation chief radio technician, serving as chief radar instructor at the naval airborne technical training center in Corpus Christi, Texas.

The Brown hobbies are electronics, gardening and fishing. And the new post will give him no time for any of 'em for awhile. But he will dream and laze away at fisherman's wharf in time-off 'round the bay area and, at that, it will be much of an effortless hobby-time.

Just out, 1950 annual report of the National Bureau of Standards, available through Supt. of Documents, Washington, D.C., 113 pages, four bits. Includes details of the SEAC automatically sequenced electronic computer, NBS electronic currency counter and summaries of 1950 NBS investigations.

COMING EVENTS

- Apr. 21-24 SMPTE, 71st conv., Drake hotel, Chicago.
- Apr. 24-26 Armed Forces Coms. assn., ann. conv., Phila.
- May 4-8 Electrochemical Soc., 50th ann. con., Benj. Franklin hotel, Phila.
- May 5-7 IRE - AIEE - RTMA, Symposium on progress in quality control components, Wash., D.C.
- May 6-9 Scientific Apparatus Makers Assn., ann. meeting, Edgewater Beach, hotel, Chicago.
- May 12-14 Natl. conf. on airborne electronics, Dayton
- May 16-17 S.W. I.R.E. conf. and show, Rice hotel, Houston, Texas.
- May 19-22 Electronic Parts show, Hilton hotel, Chicago.
- May 20 Representatives, natl. conv., Hilton hotel, Chicago.
- May 20-22 Elec. Main. Engrs. assn. exhibit, Shrine aud., Los Angeles.
- May 22-24 Amer. Soc. for Quality Control, 6th ann. con., Syracuse, N. Y.
- May 23-24 Audio Fair, Hilton hotel, Chicago.
- July 28-31 Natl. Assn. Music Merch., ann. con., Hotel New Yorker, New York.
- Aug. 11-23 Internat. Sc. Radio review, University of Sydney, N.S.W.
- Aug. 12-14 Western Pkg. and Meat Handling Expo., S. F., Shrine con. hall.
- Aug. 19-22 APCO, Whitcomb hotel, San Francisco.
- Aug. 26-30 Ann. con., Australian IRE, Hotel Australia, Sydney.
- Aug. 27-29 1952 Western Electronic Show & conv., mun. aud., Long Beach, Cal.
- Sept. 8-12 I.S.A. 7th Natl. conf. and Exhibit, Sherman hotel, Chicago.
- Sept. 20-24 NEDA conv. & conf., Ambassador hotel, Atlantic City.
- Sept 22-25 Natl. Electronic Distr., ann. con., Ambassador hotel, Atlantic City, N.J.
- Sept. 29-Oct. 1 — 8th Elec. Conf. and Exhibit, Sherman hotel, Chicago.
- Nov. 10-30 Internat. Radio and Elec. Exhibit, Bombay, India, open house.

Happy Easter

ENGINEERING, PLANT NO. 4

by Arlene Langford and Pat Moran

Well, here we are again! Surprised, huh? We hope we're giving you the kind of news you want to read. If you have any suggestions on how to improve this column (if that's possible) let us know.

Steve Kent became the proud owner of a brand new '52 chevie after his old 49er was completely damaged in a wreck. Seems a truck hit Steve and he hit a brand new nash. Can't say he got a bad deal out of the whole thing. But what about the fellow with the nash?

While we're on the subject of cars, Arlene Langford also has joined the ranks of new car owners having just bought a '49 plymouth sedan.

A familiar face with a new job is Zona Owens, who is now secretary to John Rhoads and Dick Buehner.

A great big welcome to Will Connelly and Lloyd Pehl, new tech writers in publications.

Eeeeeeeek! If you hear these sounds emanating from the throats of some of our girls or see them standing on chairs don't be alarmed. It's just those little creatures called mice have decided to make engineering their abode. The rodents delight in scurrying from one office to the other scaring us poor gals out of our wits. Maybe someone will get brave and set traps for these poor little devils, so we can type without having a mouse staring us in the face.

Wonder if Ernie Zarate is still wearing his corset. From the latest reports, it was quite uncomfortable.

Jeanne Fox and Jo Springer are busy making vacation plans. Looks like both girls are headed for Chicago. Ditto Pat Moran, dreaming of a vacation in Canada.

"Don't Get Around Much Anymore" is Arlene's new theme song. Since being moved back into the old TV lab she doesn't have much contact with the outside world. Arlene is now in complete charge of all specs, catalogs and drawings. To quote her, "I am beginning to see numbers and letters in my sleep."

The ping-pong brigade still keeps busy swatting that ball around at noon. Some of our champions are: Steve Kent, John Christilaw, John Kane, Sid Muskin, John Jamison, and Ernie Zarate. What ambitious characters!

Well, that's just about all the gossip for now. See you next month.

MAY DATES

- 1 May day.
- 4-10 Natl. music week.
- 8 V-E day (1945).
- 11 Mother's day.
- 11-17 Natl. 1st aid week.
- 15-24 Natl. pickle week.
- 18 Natl. 4-H Sunday.
- 21-30 Poppy week.
- 24 1st telegraph message, 1844.
- 30 Memorial day.

THREE BEAUTIES



Hoffman 24" TV receiver, Miss Pat Mullarkey "Maid of Cotton" and Sharon Phillippe.

Remember little Sharon Phillippe, the bed-ridden Covina youngster who bought a Hoffman television set with the money won for her by the Maid of Cotton on the New York show, "Strike It Rich"? (March Transmitter).

Well, seven-year old Sharon had another thrill recently when the real, live Maid of Cotton, beautiful 20-year old Pat Mullarkey of Dallas, Texas, called upon her at the Phillippe family home, 5132 North Calera St., Covina.

Miss Mullarkey, who was visiting Southern California as part of her 18-state Cotton Belt tour, appeared on the New York television program, "Strike It Rich," early in February. In keeping with the show's format, contestants are selected from letters mailed in across the country and a celebrity is chosen to answer questions in the contestant's behalf.

Miss Mullarkey appeared as Sharon's proxy and won \$230 for the Covina youngster, stricken for the second time in her seven years with arthritis.

The program, which took place Feb. 1, was kinescoped to the West Coast Feb. 15, and Sharon was able to watch Miss Mullarkey successfully answer the questions.

That was Sharon's biggest thrill — for a while, anyhow.

Miss Mullarkey, on her way to the Orange Show at San Bernardino, took time out from her busy schedule to spend an hour with Sharon, and it's an hour that neither Sharon nor Miss Mullarkey will ever forget.

Robert Phillippee, Sharon's dad, said the reason for their selection of a Hoffman set was because of the Easy Vision quality of the set. Sharon's eyes are sensitive to glare.

PRESIDENT HOFFMAN AND TEN YEAR PIN



President Hoffman (left seated) received his ten year pin from W. V. Phillips, Personnel Director (right, seated) while some of the members of the Employee-Management Council (No. 3-4 Plants) look on. Story was in March Transmitter.

Nearly 50 firms couldn't get booth allocations for the 1952 Western Electronic Show and Convention for Long Beach, August 27-29. Some 200 exhibit booths were allocated by drawing. Hoffman will have numbers 301 and 302, just at the left of the main entrance, first floor. WCEMA and IRE's western sections jointly administer the annual event.

Art Honig takes the place of Russ Dietrich (Hoffman Sales Corp.) for the downtown and key accounts in the Los Angeles area.

I strive as an underwriter for God on His Assembly Line; an assembler of beauty He has scattered in every nook and crevice of the universe, along with His great love and truths of life; and thus I write, so man the busy bee will take time off to read that which he does not always see.

Charlotte Kincaid

D. E. Larson, ad-manager for the TV Manufacturing Division, back from a two week business trip in the southeastern area.

The 1951 annual report of the Stanford Research institute is out, with 48 pages fully illustrated. Data includes the industrial uses of radioactive fission products, reports of studies on chemistry, physics, airsearch, geophysics and geology, engineering, techno-economics and other topics.

Jim Hardy has transferred from Hoffman Laboratories, Inc. personnel to sales department of Hoffman Radio Corp., No. 5 Plant.

Dave Doss, Hoffman field engineer working out of Dallas, Texas, is handing out cigars in honor of Jo Ellen, recently adopted daughter.

**RED CROSS
BLOOD BANK**

OLD TOMMYGUN MAN

. . . . **Roy A. Thompson**

Roy, a junior buyer in Purchasing, came to the Hoffman organization last November and was in No. 3 Plant until a few weeks ago when he was transferred to Plant No. 5, TV Mfg. Division.

Born of English-German ancestry back in Alyphant, Pa., he and the missus (the former Gurli J. Hallgren, of Stockholm), lately moved from Hollywood to Los Angeles to be nearer his work. Franklin Street school in Wilkes-Barre, Pa., was his choice for prep school; later graduating from high school in Hackensack, N. J., and attending New York university (Washington Square) for two years.

Roy was self employed for three years in Los Angeles and operated his House of Sweden, an importing firm, but foreign trade and its various and sundry rules and regulations slowed things up a bit so he quit.

In New York he was five years with Maguire Industries, Inc., in New York, first as purchasing agent and later as district sales manager for the New York area. Among other items, Maguire made tommyguns for the government.

He spent another five years, also in New York, in procurement and coordination with advertising for Radio Wire Television.

Sports in general and golf in particular, herald the Thompson hobby list.

BRITISH WEST INDIES

. . . . **Allan E. Cummins**

Allan started as a senior buyer August of last year at No. 3 Plant and remains in status quo now that it is the new Hoffman Laboratories, Inc.

He was born in Kingston, Jamaica, B.W.I., of English descent, but of course has long been an American citizen, spending many years at Grand Rapids, Mich.

Mrs. Cummins is the former Alma E. Sanders, of Turlock, Cal.

Al went to Central Branch school in Jamaica. And also to the Government Technical and Continuation school in Jamaica where he worked on the side in the office of the American consular service.

He was a decade with Lear, Inc., both at Grand Rapids and Los Angeles as a buyer; and 4 years locally in production control for Byron Jack Pump company and for five years was self employed in Los Angeles in radio sales and service, thus giving him an excellent well-rounded background for his current duties.

The Cummins' family includes Pamela, aged three, and Allan Darrell, aged 7 months. They live in Los Angeles.

His hobby time goes to socker and cricket, hold-overs from early Jamaica days, with the addition of lake and stream fishing.



TV'S HEARTBREAK HILL

Why some of the TV and radio show producers go nuts, according to Pathfinder magazine.

A 101-year old man, who had been a civil war spy for Abe Lincoln, died just before show-time.

Two ostriches, slated to settle for all time the head-in-the sand controversy, died enroute from Florida to the studios.

Three Russian escapees from a soviet prison camp thought the dress rehearsal was 'it' and never came back.

Yankee ball player Mickey Mandle was grabbed for a physical by his draft board.

New Hollywood organization is the Executives' club, lately formed and limiting membership to 55 from radio, TV, recording and ad agencies. It meets semi-monthly, usually at the Brown Derby. John West, NBC western veep, is president with several vice-presidents, including Willet Brown, Don Lee president.

Radio-Television Retailing magazine reports a "new interest in blondes," meaning cabinets, of course. Originating in California, copied somewhat in Florida, it is said that this cabinet finish is now getting popular all over the country.



OUTDOOR COOK Richard H. Logan

Dick is a group leader in factory parts at No. 5 Plant these days. He came here January, 1950, and first worked on phones and orders for the service department. Of Irish extraction, he was born in La Belle, Mo.

He went to Jeddo grade in Knox City, Mo. and a few years there in high. Later he attended welding schools in San Pedro and Los Angeles.

The International Harvester co., Rock Island, Ill. used his services five years as a machine operator and safety foreman, and he was three years a foreman and welder for the American Trailer company in Los Angeles.

Dick's main hobby (he was an old batch so long) is cooking. And his best recipe, says the wife, is barbecued chicken, but no dumplings.

We almost forgot to add that Dick met May Hignian, of Knoxville, Tenn., on the Plant No. 3 assembly line (now a utility girl) two years ago and they promptly got hitched.



FUSE SHORTER Helen Heldman

Helen became a Hoffman junior clerk October, 1951 in factory parts at No. 1 Plant, now being office secretary for parts which, in the meantime, has moved to No. 5 Plant Annex.

Born in Akron, of Serbian parents, Helen has the carefree gypsy expression that denotes the wanderlust. But she is an energetic worker. In fact, when the photographer took her picture two fuses blew out, so they are now calling her "short circuit" Heldman.

She went to Lake Grade in Akron and then to high school in Barberton, O. Nee Pushkarov, she has one youngster.

Before journeying west she was three years an order clerk for Pittsburgh Plate Glass at its Barberton plant.

She likes to swim and bowl for hobbies.



DOES THE HIRING Roy Binyon Wand

Roy is a Personnel representative for Hoffman Laboratories, Inc. and is the only known personnel man in or out of captivity, who knits his own argyles for a hobby.

He was born in Sangar, Texas, of Scotch-Irish-English-French and German descent. At one time Roy thought there might be some Indian blood, but this has proved to be entirely mythical.

Roy was an all-school letterman at Poly Hi in Fort Worth, Texas, and later he attended Texas Christian university in the same city a couple of years.

He was a yeoman, 1st class, three years, serving most of the time at the San Diego base as secretary to the schools officer. Later he was with Todd Shipbuilding corp. 18 months at San Pedro as assistant training director; 3½ years for the Los Angeles County civil service as a placement officer; two years locally with employment agencies (including his own) and two years with the Veterans' Administration, Los Angeles, as a training officer.

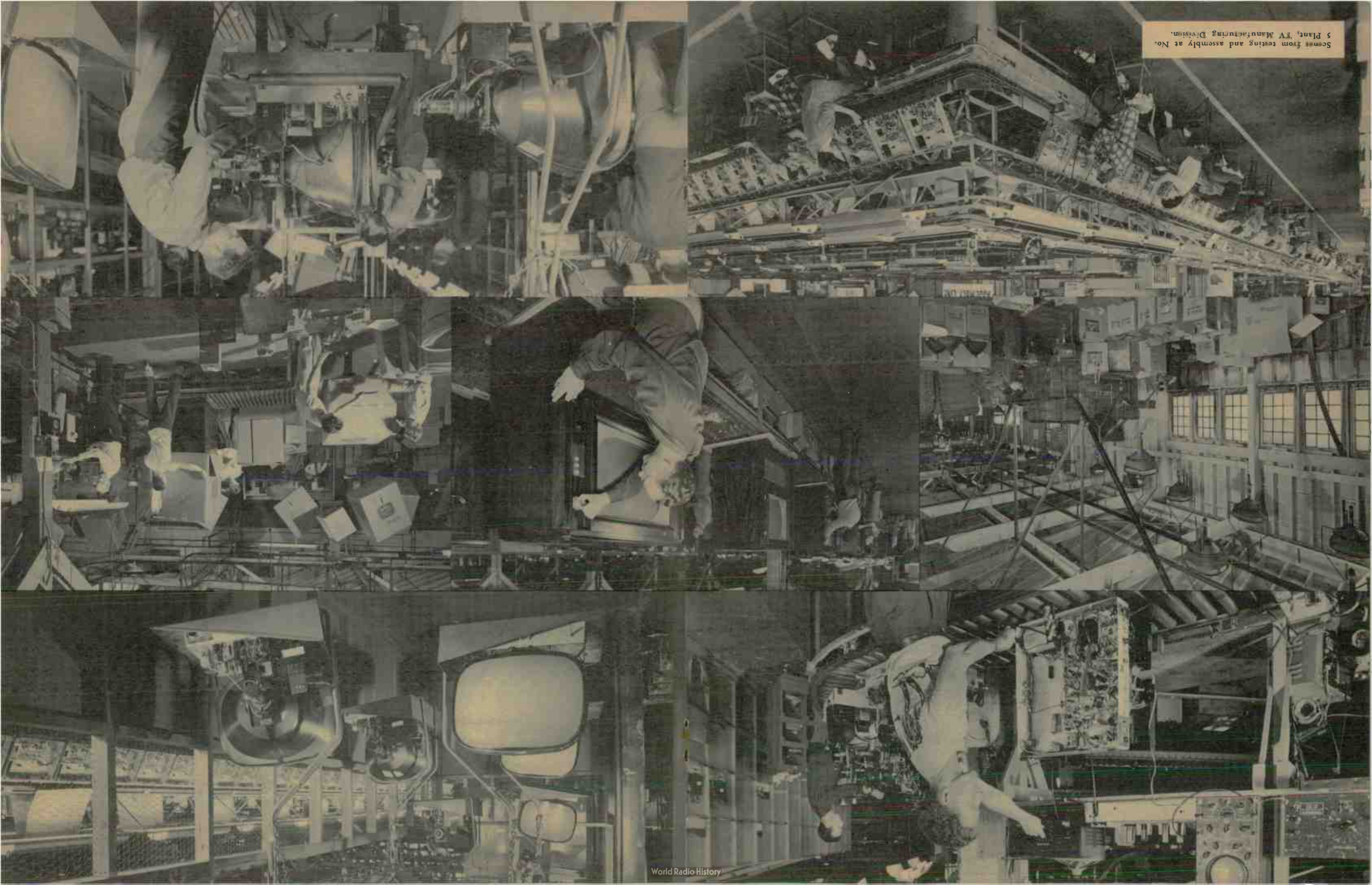
He has been with the Hoffman organization since last November.

Son is a true member of the TV generation. When he saw a radio set for the first time he screamed: "Momma, there's a little box that talks and hasn't any face."

— From Levenson's CBS Show

EASTER - APRIL 13th

Scenes from testing and assembly at No. 5 Plant, TV Manufacturing Division.





This picture needs no caption. It's on the photo. Enthusiasm ran high and "let's do it more often" was heard all 'round the table.

Weiss Resigns

Lewis Allen Weiss resigned March 31 as assistant NPA administrator and director of its office of civilian requirements, and takes a four month European trip with Mrs. Weiss. They will observe their 30th wedding anniversary aboard ship on April 22. He was for many years chief executive of the Don Lee network, including chairman of the board for the Mutual chain, and was master of ceremonies when the Hoffman Radio Corporation received its "E" production pennant award from the U. S. Navy.

Says Columnist Earl Wilson: "Jimmy Nelson, the ventriloquist, recalls the TV femme singer who had an embarrassing experience . . . her gown kept slipping up."

TV stimulates book reading, says Los Angeles county librarian John D. Henderson in a press conference last month.

The library setup, a branch and travelling bookmobile lineup, reports that its branches state that TV is directly responsible for an interest in books of science-fiction, hobby reading, the American Indian, horses, historical characters and books on the old west.

Join The
RED CROSS
BLOOD BANK
NOW



Hoffman TV Display Window in Memphis, Tennessee.

Every year in Memphis, Tenn. the municipally owned Power and Light company offers the facilities of a show window for 15 days at its Madison and Third streets corner, right in the center of the heaviest traffic there, to the Adair Appliance & Supply company, 664 Union ave., franchised Hoffman TV distributor in that area.

For 1952 the Adair organization made the window an exclusively Hoffman TV setup. The above view shows only a portion of the display. Feature of the window is a blow-up 40" x 60" long of a sheet from a display broadside.

The spectacular sign ordinarily hangs in the Adair showroom and attracts considerable attention, as did the Hoffman window display during the 15-day run, according to George D. Adair, president of the distributing firm.

Farmer: "Hey, sonnie, what are you doing in my melon patch?"

Small boy: "Glad you came along sir. One of your melons broke loose and I can't figure how to fasten it on again."

"Ed Sullivan, TV's Miracle Man," heads an interesting six page yarn in the March issue of Coronet and authored by Dick Gehman.

H A P P Y
E A S T E R

GOSSIP AROUND PLANT NO. 3

by Mary Brace

Well, as usual, I am battling the deadline again. If the Transmitter comes out some month minus my column you'll know I lost.

First, we are glad to see Maud Bohinc back feeling and looking much better. We missed you, Maud.

We hope that by the time the Transmitter comes out we'll have Mabel Wheeler back with us. She is still recuperating from an appendectomy. Hurry back, Mabel.

We are sorry to hear of the accident Katherine Bavmert's son had. He injured his foot quite seriously, but is getting along nicely and will soon return to work.

All of us "school kids" would like to take this opportunity to express our thanks to the new cafeteria people for the hot coffee on school nights. And besides, it helps a lot to take the sharp edge off Cal's tongue. How about that, Cal?

Congratulations to Izzy Barton and Eva Cox on their recent promotions to lead girls.

BLOOD BANK — APRIL

Classified

FOR SALE: Girls Roadmaster bicycle, deluxe model, good condition, \$25. cash. Mildred Richter, Plant No. 5.

CABLES, NO. 4 PLANT

by Frances Trombley



It's spring and time for romance. Chuck Peterson was married last month. Flo Azons and Lionel McFall are dating quite steady. Have you set the date kids?

Evelyn Cohen celebrated her birthday recently and the girls presented her with a blouse. But it's not the low neckline type she usually wears. Lucy Tapia baked a cake. Just mention a birthday and Lucy will bake you a delicious cake.

Ruth Starr quit working to devote all her time being a housewife. Mae Jennings has taken her place as utility girl and is doing a grand job.

We want to welcome Lee Gobble, assistant to Dick Waters. He's an ambitious young man.

There's a lot of activity in the cable dept. Every day is moving day.

Florence Pulliam nee Giragosian is back after a long absence. Welcome back, Flo. Did you know Flo was our champion ping pong player.

We have two proud mothers of sons active in sports. Eva Joseph's son is a champion skater in the roller derby, now in Florida. Bernice Colmus' son is an amateur fighter. He just won his third trophy. I understand he's going into the golden gloves next.

Mothers, here is good news - Gizzela Wolz likes to baby sit. Elizabeth Appling is becoming quite an expert square dancer. She and a certain somebody have been attending classes every Monday evening.

Evelyn Walker is expecting a bundle of joy in the fall.

Did you know we have some writers in our dept. Ronnie Codon and Rennie, also Charlotte Kincaid, write stories. They recently attended a writers' lecture given by Dr. Anderson, author of "Come Fill the Cup". I hope to see your books in print some day, girls!

Anna Sauser is happy now that her family have returned from back east.

Flora Valencia makes wonderful Mexican food. We're still waiting for those tacos, Flora.

Dorothy Synder has been demonstrating some new dance steps during rest periods.

EASTER - APRIL 13th

SALES TALES

Hoffman Sales Corp., Los Angeles

by Bill Palethorpe



The changes around ye Olde Sales Corp. have been fast and furious since the move from Plant No. 5. Service and parts departments have completed their move from Plant No. 1 and are rapidly settling in their new quarters.

Among the changes encountered is the ever-present change in personnel. During the last two months several people have had to leave us because of the transportation difficulties in the new location. They were Beverly Usey, an oldtimer with the office crew, and Yolanda Dressin, a comparative newcomer.

Yet another person to leave us was Bette Lyle, secretary in the credit department. Betty is expecting her first child in a few months and, although we all hate to see her go, we wish her loads of joy and happiness.

The last person we report as leaving is Russ Dietrich. Russ was recently made territory manager in the downtown district and has now had another promotion. He has been called by Hoffman Radio Corp. to be district manager in Dallas. Needless to say, the entire sales staff is pleased to hear that one of our number was selected for this job and wishes "our boy" loads of success 'deep in the heart of.'

Taking Russ' place in the downtown area is Art Honig, formerly territory manager in the San Gabriel valley.

New employees in the last two months include; Eleanor Yee, accounting department; Ray Langham, accounting department; Aurora Dominguez, switchboard relief operator; Eleanor Bowen, accounting; and Helen Lopez, credits.

For awhile, in the month of March, we were lucky enough to have the smiling countenance of Jim Hardy back in our midst. Jim came back to handle the special fringe area promotion in the town of San Bernardino and, as usual did a fine job. After this brief visit Jim retired to the confines of Sales at Plant No. 3. Hurry back, Jim!

Latest report on the Hoffman championship jug contest puts Los Angeles out in front with a two month lead. Now, we want you fellows up in San Francisco to understand that we are really not gloating, we are just looking forward to that golf game the end of this year with you fellows acting as our caddies. Besides, the plaque has been on our wall so long now that it has left a faded place in the paint and we are going to be forced to retain it.

APRIL - CANCER CONTROL MONTH

SNOOPIN' ROUND SEVEN with

Betty Rogers, Verna Sautner and Elmata Gray



Hi everybody. Did you hear who won in the winter bowling league? Well here is the low-down. The champions are the "Sad Trio" — LaVerna Griffio, John Brunk and Gordon Higbee, captained by Gordon. They received lovely trophies for their work (?). The runners-ups were team no. 6 — Rose Moryu-seph, Bob Estrada and Frank Heckers. Coming into show were the "Toppers Trio" — Annetta Sisk, Betty Cleeland and Johnny Greenwell, who all received pins. Alex Loya took the men's series and Annetta took the women's. They both received trophies. Let's hope the summer series will be as successful. Puzzle of the month - what young man now comes to work dressed to kill? Could the initials be R.C.? Is that Lola Heady's green sweater that Marge Schneider is wearing? Carl Harlow seems to think so! Emma Aleria has a beautiful voice especially when singing in Spanish, and it isn't only her voice that is beautiful. Eleanor Mackey and Murdoch McKenzie met here at Plant No. 7 and now they plan a fall wedding. Elly has a lovely ring to prove it. Many, many congratulations kids, you make a swell couple.

BETTY

Adeline Lewis has a sign at her station that reads "You can't be what you mean to me by being mean" . . . A teacher called him "Smart Alec". The kids took it up but only the "Alec" stuck. His real name is John! Martha Lucille Campbell says she's not an old bag, she's just a young sack! How did Pat McCarty's boy-friend lose his front tooth? Mary Ellis said she was out in the rain but that not a drop got on her head. HMM? Have you noticed the sign at Betty Cleeland's station? "The Beautiful Bottleneck."

ELMETA

If you should see upon the street
A man equipped with di-pole feet
With a family of curves trailing behind
He's a radioman with a micro mind.

His eyes take on a neon gleam
His ears extend to a Yogi beam
His mouth becomes an electron gate
His heart pumps blood at an audio rate.



With micro seconds and micro waves
And micro volts he fills his days
And thereby in the course of time
He soon develops a micro mind.

This radioman with the passing years
Attains infinite impedance between the ears
And finally succumbs to a heavy jolt
When he gets what he thought was a micro volt.

PLANT NO. 5, TV PRODUCTION LINE

by Mary V. Atkinson

Hi, again, assemblyites, I am back again with another televuew of what's news this month.

We all sympathize with Mrs. Ilse Neal in the loss of her husband. I understand he had been ill for some time. Her loss is shared by a small daughter, Ilse. She has a leave of absence but will be back with us again.

They met, they kissed and spring has hit Bob Martin, of testing. And he's in love. And there's going to be a wedding, quoting Bob, "I don't care what anyone says," Monday April 2. He is marrying Catherine McMillin, of riveting. Best of wishes Bob and Catherine for a long and happy life together. It couldn't happen to two nicer people.

I can't give the news, unless you give it to me so come on let's hear it. Patricia Simpson is leaving and they had a farewell cake for her.

Daily truth: Gossips are like flies, they buzz around and annoy a lot of folks, but when they get into hot water they are helpless and all the squirming they can do won't get them out.

PROLOGUE, PLANT NO. 5

by Clara Quinlan, R. N., Personnel

This literary venture is a wide departure from doling out green pills to pale people. However if the reader (assuming that I have some) will bear with me, I'll try to get on with this. It came as rather a surprise to me, when I was politely called upon to write a column, in fact I'm still wandering around in a mild state of shock. About my only qualifications for this sort of thing is that I scraped through four years of English composition on a narrow margin, and it's with painful memory that I recall how long it was before I mastered the art of reading a thermometer. However, someone in personnel has mistaken this for culture so here I am.

I'm not going to write about the beautiful weather we've had this year, since I'm sure nobody's had a glass bottom boat to enjoy it. I don't wish to be stuffy and describe the abridged method of applying a band-aid, and as for my technical knowledge of television I'm limited to just saying I enjoy it. So if you haven't turned the page already I'll save you the effort by ending this before it starts running into book form.

(continued next month)

Says a French news-magazine: "Don't pass remarks about English cooking. Suffer in silence."

The Doc looked up from his microscope
Turned to his colleagues and softly spoke
"No trace of a brain can I find . . .
He's a radioman with a micro mind!"

Anonymous

VERNA

Mushes East with Dogsled and Malamutes by Jim Wilcox, Plant No. 5



This is the last in this series of quasi-Shulman stuff. I am beckoned elsewhere, and I must now take leave of you, at least for a while. And I must say that it is with a bit of a tug at the old heartstrings that I bid you my last farewells, so to speak. I shall, no doubt, encounter some of you in the future, but to most of you, this must be adieu.

Goodbyes are a time for saying nice things to people and wishing them all kinds of luck, etc. It is an opportunity for saying something pleasant. So, let me raise the glass and wish good things to:

Alf Asklund and Alf Landon; to athletes, anteaters, and all the ships at sea;

To Bob Burns and Bob Guiou; to blonde girls, bridge players, bartenders, and big wheels;

To clams and crawdads; to Canasta players, Canadians, and chassis assemblers;

To Doc Powers and the distributors; to Don Juan Endres and Dean Darby; to the dolls and to anybody called "Dad" by their friends;

To Estelle Wilson and Emily Post; to efficiency experts and everybody who ever said a kind word about this column;

To final assemblers and floorwalkers; to Foxy Jeannie and Florence Harris;

To Gordon Albright; to the guards, the girls, and the people named George;

To Harold Roebuck and the Happy Hungarian;

To intellectuals, inspectors, and income-tax experts;

To Jewell Wilson and Jack Kuhner; to Jo Springer, Dick Gimmick, and anyone named Jim;

To the Knights of Columbus, kind people, and kids of all ages;

To Lorraine Beard; to great lovers and losers at poker;

To Myrt; to Mucho Hosso and Mucho Auto; to mice named George; to maintenance men, Masons, and members of the American Legion;

To neurotics, nurses, and night janitors;

To Okies and Oscar-winners; to ostriches and orphans;

To Pal Joey; to personnel employees, presidential candidates, psychologists, and PBX operators;

To Quixotic people and quiet girls; to Quality Control workers;

To the Rabes, the Republicans, and the Rhode Island natives;

To Shirley; to Sam Gossland; to the Sebourns and the State Righters; to skiers, skaters, shipping clerks, and secretaries;

To Trudy Harney; to typists, testmen, and tennis players; to trippers and teetotalers; to tabbies who eat chocolate and termites who eat desks;

From The Files Transmitter, April of 1944

Eight years ago this month a big production drive was underway and the contest committee included W. V. Phillips, Sam Spraggins and Gene Knox.

The H. L. Sez column, among other things, disclosed the fact that we were doing some research and production test work in conjunction with Caltech, Harvard and the Bell Laboratories.

Bowling came to an end for the season and they all had a big feed and had their picture in the Transmitter. Those still with us include: Wilbur Phillips and Millie Richter. 'Twas the Phillips aggregation that came in season winners.

The Hoffman varsity softball aggregation had their pictures on the outside front cover . . . caricatures for the bodies with the heads dubbed in.

Month's favorite joke.

Mother: "After all, he's only a boy, and boys will sow their wild oats."

Old Man: "Yes, but I wish he wouldn't mix so much rye with it."

Transmitter, April of 1949

This month, three years ago, the outside cover showed a window view from the House of Television, Long Beach, contest winner. Department editors included Darwin Tuttle, Kay Walters, Charlie Wade, Lou Kholos and M. Richter. Bob Jablonski wrote the "Circle H" club column. The Employee-Management Council got a shot in the arm and took on increased activity.

Eric Wickens had a classified to sell his sedan; R. E. Burns had an ad to sell his Hickok model 203, VTVM. The company commissary had a feature article with photos, a sort of soup to nuts deal before inflation.

Johnny Johnson observed spring moving by going from No. 3 Plant to No. 1. Johnny moves on schedule and has worked in all plants except No. 7 in Pasadena, today is at No. 5. Bill Unger was characterized as the "Rasil Bathrobe" of drafting. Corneilus Johnson met with a slight accident.

Sam Powers was said to "look gruesome" early of a spring morn. Emory Rumble got addicted to chewing gum. Dick Waters' son was two months old.

To the Ungers and the uninhibited;

To Vitamin pills and Vitamin Phillips; to people who send valentines;

To Weldon;

To Xylophone players, Young Republicans, and zither players. And to anyone else not previously mentioned.

I have offered my toasts. To all of you, the very, very best of it all, and a fond adios, chicos. May we meet again.

RIVETS TO DANCING

. . . . **Margaret E. Schneider**

Margaret, of Millville, N. J., has been Hoffman-employed since November of 1950 first as a company inspector on the assembly line. She is now in quality control in plant No. 7 Pasadena.

Nee Saxton, of English descent, she lives in the Eagle Rock district of Los Angeles. Her son is five years old and the daughter half that age.

She went to Minotola school in New Jersey and graduated from high school. In the work-a-day world, she was a spot welder on assembly for a half year with Air Transport at Glendale; a year on assembly as a riveter, also in Glendale, for Aircrafts corp. and six months in Los Angeles as a company inspector for Owens Glass.

Margaret's chief hobby is dancing.

WHAT, NO BABY PICTURE

. . . . **Gene N. Inzerella**

Gene has an Italian background and comes from Brooklyn, where he went to P. S. 45; later graduating from Poly Hi in Los Angeles and receiving his A. A. certificate from L.A.C.C.

His hobby is photography of places and things. But he says this is the first picture even taken of him. He'll find out. Wait until he gets the new plant security picture!

For other hobbies he builds model planes and railroads and collects pipes. He has a six year old son and the family lives in Eagle Rock.

He was an army sergeant two years; spent a couple of years as a playground director in Los Angeles; a couple of years in the big city as a radio service man; instructed a year for a Hollywood radio school and his original Hoffman employment was June, 1950 as an assistant foreman at No. 4 Plant.

Currently he is a line foreman at No. 7 Plant in Pasadena.

LILA OF NO. 5 Lila B. Lee

Lila came to Hoffman TV October, 1948 and now is in the testing booths at Plant No. 5. Of Irish descent, she was born in Ness City, Kans., and went to grade school in Detroit and later MacKenzie Hi awhile in the same city.

She was originally at No. 3 Plant on home receivers assembly and then was out awhile. She was a relief operator three years in Detroit for International Detrola and another year with Detroit Transformer Co. as a coil winder.

FCC reports that the TV industry (stations) moved out of the red in 1951. Revenues last year for the 108 stations was \$239,500,000., first year of profitable operation, says the FCC announcement.

It was double the take of 1950 and seven times that for the year 1949. The 1951 earnings, before federal income tax, were estimated at \$43,600,000. In 1950 there was an over-all loss of \$9,200,000. and the 1949 deficit was \$25,300,000.



PAGE MR. GOLDWYN!

Producer—"Retake on that!"

Director—"There's nothing wrong here."

Producer—"Yes, there is. I couldn't hear the K in 'swim-mink'."

. . . *Wester Appliance & Television*

HAPPY EASTER



FRONT SEAT DRIVER

. . . . **Charlene M. Crandall**

Charlene, who wears glasses when she works and looks a bit different from the photo, is Chicago-born and she came here March, 1951 as a department clerk, now being with the purchasing office at No. 5 Plant (TV Mfg. Division).

She went to Lincoln grammar at Maywood, Ill., and won a stenographic award when she was graduated from Proviso township h. s. in Maywood.

She worked three years at the Chicago office of Field Enterprises, inc., and then a few months as office secretary at its Dallas branch.

Her hobbies are auto driving and she acts as chauffeur for the rest of the quartet. See January Transmitter. Dusty (Audrey) Cushing works at No. 5; Phyllis Woolridge, No. 3; Charlene at No. 5 and their fourth room-mate at American Airlines.

Charlene does the driving, thus relieving her of culinary duties and cleaning hours at the 4-gal-bachelor apartment.



ARMENIA TO AMERICA

. . . . **Harry Manoogian**

Harry, Armenian-born, is in Hoffman Laboratories, Inc. maintenance department, working in the several plants. An American citizen, he is married to the former Armenia Varoujan, of Highland Park, Mich., who works in testing at Plant No. 5.

Harry, at the Hoffman organization since April two years ago, went to Willard Grade high school in Highland Park, Mich., where he met his present wife.

There are three youngsters: Virginia, 10; Shirley, six and Lorraine, aged four.

He was a surface grinder five years at the Ford River Rouge plant in Michigan and several months at the Santa Monica Douglas plant as a drill operator. His current maintenance work is along electrical lines.

During the war he was an army private 15 months in the ETO, most of the time in Italy. Hobbies are fishing . . . ocean or fresh water.



CHASSIS ASSEMBLER **Pearl L. May**

Pearl, from Hazelhurst, Miss., originally, has been with the Hoffman plants since November, 1949, though she was away once or twice. She is in No. 5 Plant chassis assembly.

She did wiring and sanding with National Electronic Radio a year at Washington, D.C., and three months at Dallas, Texas, wiring speakers for Watterson Radio Mfg. Co.

Nee Chapman, hubby is Don May, of Los Angeles. Pearl went to school down Dallas-way. She has several hobbies and including watching TV, reading, midget auto racing and identifying helicopters in the air.

"You know," said the high school graduate, "I have half a mind to go to college."

"Well," his teacher decided, "that's as good as most."

1st gal: "They say Marion is going to marry an x-ray specialist."

2nd ditto: "Yeah, he probably sees something in her that other people can't."



SCHOOL DAYS . . . Frances Louise Draper

Frances Louise Draper, nee Bilbrey, as perhaps you read last month in the Transmitter, went on a blind date and drew Weldon Draper, so they were married and he got her a job (June, 1951) at the Hoffman organization.

She was born in Springdale, Ark., and went to Springdale Hi and Chaffey College two and a half years. She met Weldon while they were students there, so it wasn't a 100 percent blind date. Each had one eye open, it seems.

Frances was first a junior clerk in drafting: now secretary in the new scheduling office (No. 3 Plant). For hobbytime, she makes her own clothes, and turns the shirt collars for Weldon. She bowls with the mixed league of a Thursday eve.

EX-MARINE . . . Donald B. Grainger

Don came to the Hoffman TV advertising department last October and has charge of cooperative (distributor and dealer) advertising in No. 5 Plant.

Married to the former Hazel L. Evans, of Springfield, Mass., they have two daughters. Diane is six and Cindy (Cynthia) four years old.

In the war days Don put in a couple of years with the marine corps., starting as a field musician (1st class) at San Diego and graduating to a pfc in the Pacific area.

Born in Salt Lake, of Scotch-English descent, he went to Washington Grade and later West Hi, both in Salt Lake: a year at LACC; and he got his A.B. from the University of Massachusetts in Amherst. Years ago the ivy covered walls and sacred portals of learning carried the label of the Massachusetts Agricultural College. But times, and people too, change, so now it is the state university.

The Grainger employment schedule is a full one. He was eight years assistant manager with the Grand Central market in Salt Lake; an inventory clerk in the Salt Lake ordnance plant just before he joined up: a year as a freight and billing clerk in Los Angeles for the Baroid Sales Division (National Lead Co. subsidiary): a year as a Salt Lake store manager with Buy Rite Food Stores and, just before joining up with Hoffman TV, six months with Armour and co., Los Angeles, as an order clerk.

Don's hobby is cabinet making. He always looks forward to celebrating July 4th because he was a company runner at Saipan that day and a mortar shell blew his foot off. The lad gets around and few in the office know of the disability. Sometime, he says, he will play the sax and clarinet at a company picnic. A double threat is what he calls it.

LIKES TO HUNT . . . Aline V. Myers

Aline works at No. 7 Plant in Pasadena and now lives over in El Monte. Born in Pott county, Oklahoma, nee Aline Virginia Bishop, her husband, Louis L. comes from Romulus, Okla., and is a utility man.

She went to Ambrose Ward school in Oklahoma and to Wilson Senior H. S. later. At the Maywood Lockheed plant she was two years on assembly and a year in the same town for Chrysler Motors.

Aline came to Hoffman's November, 1950 on assembly and is now at No. 7 in inspection. Her hobbies are hunting and fishing.



The average man in the United States now lives thirty more years than in 1800. He has to in order to get his taxes paid.

April . . .

CANCER FUND DRIVE

HOOSIER . . . Rosemary T. Dibble

Rosemary is a member in good standing of the Hoffman class of March, two years ago. Nee Dezz, husband is Harold D., of Kenton, Ohio, a telephone salesman for the phone company. She was born in Indianapolis.

Hobbies are folk dancing, concocting foreign dishes as well as American food. Her apple strudel is said to be out of this world.

Rosemary attended Holy Trinity school at Indianapolis. She has been a cable lacer in a local factory: did coil winding, wiring and soldering both in Indiana and Los Angeles and a utility operator at Hoffman lines.

At this writing she is with No. 4 Plant, Hoffman Laboratories, Inc., on general methods and at the moment is making some charts for job breakdown in the methods dept. layout office.



BASKETBALL MAN . . . James L. Wilcox

Jim lives with his mother down in Long Beach, and in another year will be twenty-one. Born in Lamar, Okla., with an English background, he lived there ten years, half of his present lifetime.

He went to Miller Park school and North Hi, both in Omaha, and two years at the University of Omaha.

He was an office clerk and stockroom clerk in Omaha awhile, and is somewhat of a whiz on the typewriter and calculating machine.

Jim came to Hoffman TV last September as a junior clerk in No. 3 mailing room, later a department clerk in the timekeeper office at No. 3 Plant and now the same type of work at Plant No. 5.

He had his picture taken at the August picnic showing him in the hoss-shoe pitching contest. But the nervous strain and his ulcers resulted in a horrible photograph. The one herewith is much better; as was his mugg in the basketball team picture.

Basketball is his sole hobby. He would like to read the Harvard five-foot-book-shelf but can't read and drive to and fro from Long Beach at the same time.

One of these days, when he moves to Los Angeles, or Hoffman TV moves to Long Beach, he would like to get interested in photogrammetry.

Just at press-time Eager Beaver Wilcox took off for points in the east to (1) visit, (2) work and finally (3) go to college. He will be missed by many, including the candy vending machines.



JOAN OF PLANT NO. 7 . . . Joan Koehler

Joan, Chicago born, lives with her parents in Pasadena. She was 19 when she came to Plant No. 7, November, 1950.

This month she will be twenty-one. She went to John Muir college in Pasadena a few semesters; some night courses at Pasadena City college awhile and did a little assembly work before the assembly work at No. 7 Plant in Pasadena.



Forty-three members of the Cinema Camera club (Cinema Engineering co., Burbank) on a recent Sunday trekked to the desert hideout of the Transmitter's editor for the day. Piece de resistance on the picture fare was making an 8 mm. movie of a man making a movie on the desert lands.

Newsweek reports that a Social Administration office (regional) is sweating it out after issuing a bulletin: "If you should die or retire after June 30, 1952, get in touch with your Social Security office."

Gladys: "Edith's hairdo looks just like a mop."

Mary: "Doesn't worry her. She doesn't know what a mop looks like."

. . . *Farm Journal*

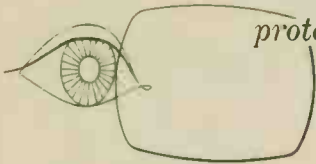
Bo Brown in the *American* magazine. "Small boy seeing baby brother for first time: "The Joneses got a new car, the Conwells get a new TV set and we get this'."

If you're about to buy a television set...

see the
new '52

Hoffman

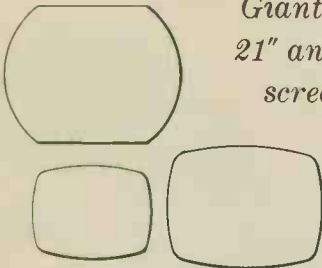
*The only television
designed to
protect your eyes*



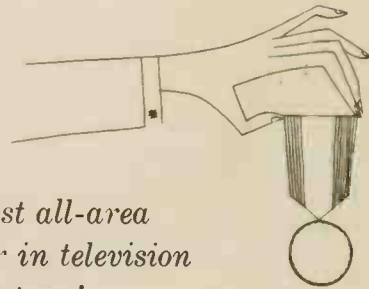
*Hoffman new Mark V
delivers 20,000 more units
of picture detail than
ordinary television*



*Giant 17",
21" and 24"
screens*



*Greatest all-area
performer in television
history!*



*Buy a HOFFMAN and
your eyes will thank you
the rest of your life*



Hoffman

easy-vision

TELEVISION

LOOK FOR THE GOLDEN LENS

See your nearby dealer now!