

**Hoffman**  
easy-vision  
TELEVISION

# TRANSMITTER

HOFFMAN RADIO CORP.

MAY, 1952

# Hoffman



H. Leslie Hoffman (right) presents Meritorious Achievement Award to Tom Doyle, San Jose Hoffman TV distributor, on the opening of his new building. Story on page three and pictures on pages 14-15.

## A Message from Our President



The news that FCC will start granting construction permits for new television stations as of July 1st is great news to all of us in the television and electronic business.

At the present time there are 108 VHF stations in 63 communities, servicing a population of 26 of the 44 million families in the U.S. As of February 1st, there

were 16,200,000 television sets in use, or an over-all penetration in the television homes of approximately 60%.

The significance to us here in the West is that whereas 1 person in 2 east of the Mississippi has a television set, only 1 person in 5 west of the Mississippi has a television set.

We have entire states here in the West without television: Oregon, Colorado, Nevada, Wyoming, Montana, and Idaho; and we have very inadequate coverage with only one station in Albuquerque, Arizona, and Washington; and 6 in Texas. We have 11 stations in California, but 7 of these 11 are in the city of Los Angeles.

The FCC has indicated that it will review the applications on those markets that have the least television service, which means that if FCC follows its rules, the West should get the major amount of the new stations. We have large cities, such as Portland and Denver, without any television service whatsoever, and that certainly should be the first to be given consideration.

In addition to this, the territories of Hawaii and Alaska do not have television and these, too, will be attractive logical markets for our product.

All told, there will be 2,051 stations for 1,275 communities. This includes both the UHF and the VHF allocations. The opening up of the ultra high frequency channels for television broadcasting will bring television service into many new areas, and modifications to handle the UHF frequencies with a Hoffman set are very moderate. Our sets for the last three years have been designed with the UHF in mind, and provisions have been made for this happening. The cost should be less than \$10 to get any one channel on UHF.

It does not appear that UHF will be a factor in the Los Angeles market for some time to come.

The farther a person is away from the metropolitan area, the more television means to him. The outstanding performance of the Mark V chassis has enlarged the area of good reception, so that many of our dealers are reporting sales as far away from a transmitter as 200 miles. As these new stations go in, and more and more people want television, this extra performance will give us a great advantage.

# HOFFMAN TRANSMITTER

MAY, 1952

VOL. 13 No. 5

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

There undoubtedly will not be any great rush of new stations, with a limited number going on the air this year, and the latter part of 1953 and '54, the time when we get our major impetus.

There will be no shortages of materials to interfere with the construction and equipping of these new stations, but there will be many delays due to hearings and procedural phases in the granting of the construction permits to new applicants.

We are certainly fortunate that the next major boom in television will be in the West and that we are the leading manufacturer here in the West.

I would like to welcome our new distributor, Graybar Electric Company, Inc., in Chicago, Toledo and Hammond, into the Hoffman family. We are very happy to have this fine organization associate itself with Hoffman, and I am sure that with the assistance of our good friend Dick Hirsch of Hudson-Ross that the Graybar organization will really put Hoffman on the map in the Chicago area.

Hoffman Laboratories is just in the stage of getting the GRC-9 and the APG-30 into production. Although these are both rather complicated and complex jobs, I am sure that they will get rolling on them during the month of May. Both of these jobs have a terrific future inasmuch as they are standard equipment for the services that are using them. Engineering and production engineering have done a very excellent job in laying out these projects, and I am sure production will do an equally good job.

We are getting many fine reports from Korea on the effectiveness of the MAW and URC-4 equipment. It appears that the URC-4 particularly is finding usage in rescue and communications that wasn't originally contemplated. This equipment's effectiveness and its reliability has been so outstanding that some of the men in the service have taken the pains to tell us, which we greatly appreciate.

I am sure that our employees get the same warm feeling of satisfaction when they hear of the number of lives saved through the use of URC-4.

It is great to be in a business such as television that is giving so much pleasure to so many people, and it is great to be in a business such as our military electronics where we can contribute so much to the effectiveness of the military as well as in the rescue work of our fighting men.

# NEW TOM DOYLE SAN JOSE BUILDING

Pictorially speaking, you can see on the two center pages and also the front cover that things went well in San Jose, Cal., last month when Tom Doyle opened up his new place of business. He is Hoffman TV distributor for that area.

Lots of Hoffman executives were at hand, including Les Hoffman; Bud Schuster, national sales manager; Ed Greaney, field engineer, Dick Scott and Byron Brown (manager and sales manager for San Francisco district office of Hoffman Sales Corp.); George Dyna, western Hoffman factory representative and others.

Earl Kemp, Sacramento distributor of Hoffman TV, and Ed Faust, Fresno distributor, also dropped in to extend congratulations.

Tom got along at his old place of business for three decades. The new location, where he put up his own building to specifications, is something to be extremely proud of. Tom attributes the sales of Hoffman TV receivers as being responsible for the necessity for the move and expansion.

More than 500 dealers, suppliers and manufacturers' reps and friends dropped in for the two-day open house and buffet refreshments at 90 Santa Teresa st. with the new \$100,000. plant providing some 11,500 square feet of office, warehouse and servicing space.

One of the features of the new reinforced concrete Doyle Block is the air conditioning system with 70 degrees constant through the year. A two-storied bank of offices separates the display rooms from the warehouse.

Said President Hoffman, who presented the scroll to Tom, "The Hoffman Radio Corporation congratulates Tom Doyle in recognition of his outstanding performance in the sale of Easy-Vision Television in 1951. In this period of twelve months he and his organization doubled their sales, a notable accomplishment and one that placed him first among our distributors in percentage of increase. We are privileged to make this presentation on the occasion of the opening of his new facility."

The Doyle distributing area covers Palo Alto to Paso Robles.

Tom, though not a Scotsman, is canny. He has leased the corner offices to the California Department of Employment on a ten year deal. If they lease it for twelve years they automatically have to purchase the entire building, says a spokesman from the Doyle organization.

Tom figures that by that time he will be ready to put up a still larger structure to adequately take care of Hoffman TV distribution and his appliances business.

## L A T E F L A S H E S

President Hoffman leaves May 23rd on a cruise to Hawaii, vacation bent, accompanied by Mrs. Hoffman and Jane Leslie Hoffman, their daughter.

Dick Jimmick, personnel manager for Plant No. 5, TV Manufacturing Division, on April 30th spoke at the Canoga Park High school under auspices of the Canoga Park-Reseda chamber of commerce. Topic was on careers in the TV manufacturing industry.

Russ Deitrich, Dallas regional manager for Hoffman TV, made a plane trip to the home office for a one-day stop on April 28th.

Dick Johnson joined the advertising department last week in April. He was formerly sales promotion representative for Southern Counties Gas company. He takes the place of Phil Bryce, two years with advertising, who resigned to become a TV script and story writer.

April 30th was Boys' Day in Industry, staged by the Council for the Promotion of Boys' Welfare, Los Angeles. Groups of students from Belmont, Manual Arts, Huntington Park and Fremont High schools toured Plant No. 5, TV Manufacturing Division. They heard a brief descriptive talk of manufacturing operations and then went through No. 5 and its new annex to witness actual workings on the line.

M. D. Schuster, national sales manager, back last week in April from business trip in the East. Bob Jablonski, field engineer (TV Mfg. Div.) back same day from five weeks tour, Denver to New York and return.

Says Signal, official journal of the Armed Forces Communications Assn., Washington, D.C., "for several months we have enjoyed seeing copies of the Hoffman Transmitter. The layout and text have compared with, if not excelled some of the best house organs we have seen." . . . Marjorie Geoghegan, assistant editor.

John H. Ganzenhuber just appointed as manager of the government contracts department (Hoffman Laboratories, Inc.). He is a USC graduate in E. E. and comes from the Standard Electronics corp., New York, where he was vice-president.

Willard Keith, a Hoffman director, left May 1 with his family to Honolulu, his first visit to the islands. He is president of Cosgrove & Co. and president of the Los Angeles Community Chest drive.

### THIS MONTH

Reports from Hoffman Laboratories, Inc.	7
Reports from TV Mfg. Division	1
Reports from S. F. district office	0
Reports from L. A. district office	
Sales	1
Service	1



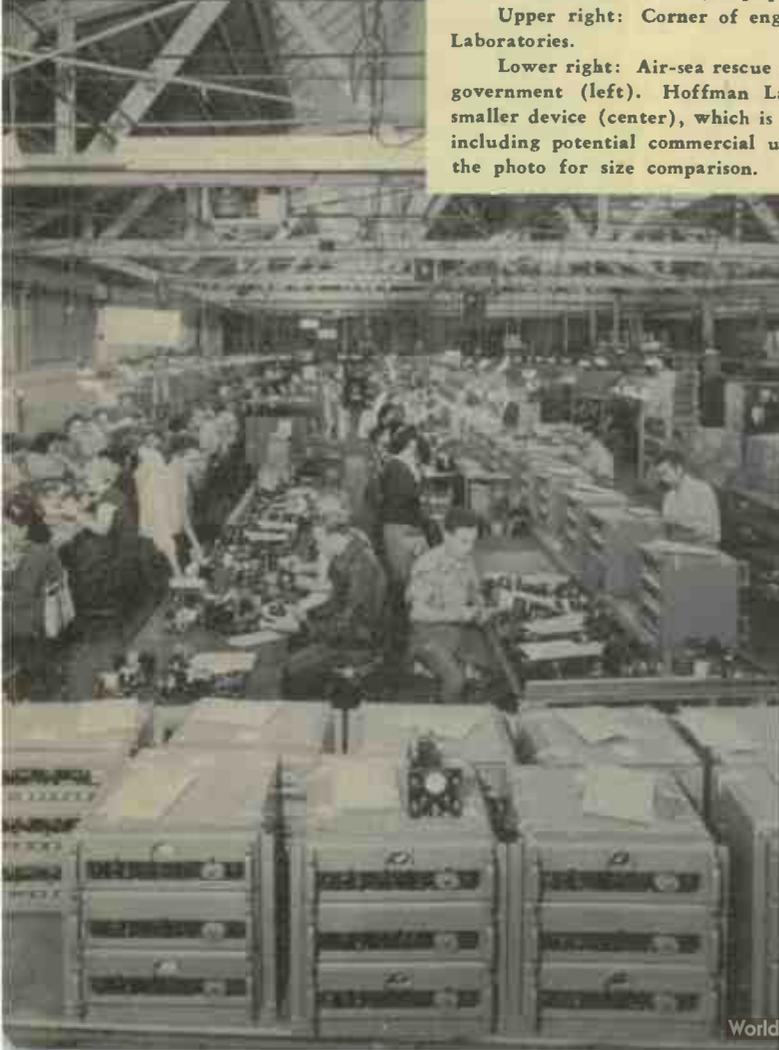
These four views show some of the activity in special electronic development under the Hoffman banner.

Upper left: Final assembly and check of special government equipment prior to final electrical test.

Lower left: Modern electronic efficiency production methods make it possible for relatively unskilled workers to produce the most complicated military equipment.

Upper right: Corner of engineering-drafting in the Hoffman Laboratories.

Lower right: Air-sea rescue device now being produced for the government (left). Hoffman Laboratories, Inc. has developed a smaller device (center), which is expected to have wide acceptance, including potential commercial usage. Cigarette pack is shown in the photo for size comparison.



## Beta Gamma Sigma Elects



Beta Gamma Sigma has long been the accredited national honor fraternity in collegiate schools of commerce and business administration. Its members are selected from the upper echelon of high-grade students annually. And annually each chapter votes its "man of the year" from outside its circles and inducts him to honorary membership.

The USC Chapter, one of several in California, last month met in solemn conclave and made their 1952 selection.

So he will be inducted and make a brief response the evening of May 23 at the USC Commons when Beta Gamma Sigma holds its annual conclave. An M. B. A., Ph. D. and D. C. S., he was formerly a professor of economics at USC. Maybe you guessed it, 'tis the editor of the Hoffman Transmitter, now approaching old age when honors are thrust upon people right and left.

### Also Holds Lunch, Work Kit and Extra Slippers

The Los Angeles Chapter of Representatives, affiliated with the country-wide group of electronic reps, honored its executive secretary-treasurer last month at its April luncheon meeting. John T. Hill, vice-president, made the presentation speech and presented him with a satchel-type brief case as a token of appreciation for his membership attendance activities the past two years and for his annual attendance awards. The recipient, besides being executive officer for The Reps, is also editor of the Hoffman Transmitter, "Doc" Power.

### Engineers to Hear Other Engineers

Nineteen sessions of four hours each will be given over to technical papers from professional groups on such topics as vacuum tubes, broadcast, computers, antennas and other subjects, plus several sessions for general interest topics and nuclear electronics.

The time: Aug. 27-29. The place: Long Beach municipal auditorium: the event, 1952 Western Electronic Show & Convention. Frederick G. Suffield heads the papers committee. Papers already at hand cover high speed computers, engineering approach to patents, new audio high fidelity amplifiers, new tubes for high frequency operations, guided missile components and others.

1952 —



LOS ANGELES: COLLEGE ST. BUILDING houses Hoffman Sales Corporation, warehousing and service organization.

## HEADS SERVICE

New head of Hoffman Service is Jim McAllister, formerly head of the RCA Service in its Hollywood branch. He will have complete charge of Hoffman Service in the new College Street building of Hoffman Sales.

Born in Canada, he was formerly with the naval research laboratory, Washington, D. C.; previously served a hitch in the navy working on radar and other operations; and was an instructor in the Naval Radio Materiel school in Washington, D. C.

He attended Campion College in Regina and graduated from the Milwaukee School of Engineering.

The McAllisters live in Los Angeles. There is the wife, Pauline: Dick, aged 17 and Kay, fifteen.

Mac's hobbies center on golf; taper off to being an amateur photographer and lastly a collection of jazz records.



JAMES T. McALLISTER

Manager Meyer Glicksberg, of Bagley's Electric, 5055 Eagle Rock blvd., Los Angeles, has been having special displays of Hoffman TV for his customers. Says Meyer: "We believe the latest Hoffman TV creation is the finest value we've ever presented the public, and dollar for dollar the buyer of a Hoffman TV receives more for his money than ever before."

John Amy, of Electra City (retail radio-TV emporium), Hollywood, is another franchised Hoffman TV dealer who has been stressing the 1952 line.



**EPHEBIAN GIRL . . . Natalie F. Fewell**

Natalie, a native Angeleno, nee Perry, is on assembly at No. 3 Plant, Hoffman Laboratories, Inc. and has been with us since last September. Her hubby is William Crane Fewell, of St. Louis, Mo.

An Angeleno, she went to 39th Street school in Los Angeles and graduated from Susan Dorsey Hi in Los Angeles where she was a member of the Ephebian Society, honor group.

Initially she was a dental assistant, but left to be married and later entered industry.



**SETTER RAISER . . . Leslie A. Willyard**

Les joined up with Hoffman to work on receivers and playback engineering design six years ago last month: later in charge of electronic maintenance gear at No. 3 Plant: senior mechanical engineer and last November moved over to Plant No. 5 (TV Mfg. Division) as chief mechanical engineer for TV.

He was born in Bellingham, Wash. Mrs. Willyard is the former Helen Folkerson, of the Salt Lake Folkersons. He was 16 years chief engineer for Universal Microphone company in Inglewood and met Helen, then secretary to the president.

There are three daughters. Susan is six; Linda a year older; and Jo-Ann, thirteen years old.

Les' hobby-time, of which he presently has none, is photography. Also raising Irish setters. Actually the pooch belongs to Jo-Ann who won it a year or so ago on the TV program, Man's Best Friend. They own their own home just over the line in Inglewood.



He went to the old 66th Street school, graduated from Jefferson Hi and went to Compton J.C. a year, besides taking courses later in radio and doing considerable radio workshop work before going to the Inglewood factory.

**ANOTHER NEW YORKER . . .**

**Alberta D. Stewart**

Alberta, of Italian parentage, started at No. 3 Plant March, 1950, and now is on the line at Plant No. 5, TV Mfg. Div.

Born in New York, she attended PS 168 and went awhile to Julia Richman Hi.

She was Miss Cuseo when she started here, but later married. Her mother, Loretta Mezey, is also at No. 5 as an inspector.

Alberta's husband is Ralph Stewart, of Oklahoma, a pressman, and they live in West Whittier. Just before she came west she worked for Reiner Electronic co. in New York.

Hobbies are gardening and housekeeping.

**ANOTHER EX-GI . . . Joe E. Garcia**

Joe is an electrician in maintenance for Hoffman Laboratories, No. 3 Plant. He started last August. Born in Santa Paula, he married Julia Fernandez, of Tulare, where Joe went to school.

He was an army private exactly three years to a day, entering at Fresno and discharged at Fort MacArthur.

The Garcias live in Compton and have one youngster. He worked three years at Tulare for Knapp Appliances and was self employed awhile.



## SMILES WHILE SHE WORKS . . .

### Lucille M. Connell

Lucille lives in Altadena and it isn't far to No. 7 Plant where she is on the lines for the Hoffman Laboratories, Inc., and has been Hoffman employed since March of 1950.

Born up in Everett, Wash., she went to grade schools in Hawthorne, Cal., and Leuzinger High school.

Employment-wise Lucille worked as lead girl in South Pasadena for an aviation company; and in the same city as a presser with a record factory and assembly in an electronic plant: plus 4 or 5 years as a riveter in Pasadena with an air-plane plant.



## MAINTENANCE MECHANIC . . .

### Richard A. Madill

Dick is a maintenance mechanic in Hoffman Laboratories, Inc., No. 3 Plant, and lives out in Gardena. Comes June 28 and he is to marry Ruth Dunn, of Redondo Beach.

A native Angeleno, he went to Redondo schools. He served in the Marines three years minus one day, with service at Midway Island and other Pacific points.

While in the service he went part-time to the Honolulu High school and got a diploma from the corps.

Dick, who came to the Hoffman organization in March, 1950, likes hot rod racing and photography.



## ENERGETIC AND ACTIVE . . .

### Mary Madera

Mary, who lives in Pasadena, was born in New Mexico, nee Quining. Husband Frank, of Perry, Okla., is a truck driver and good.

She became Hoffman employed in November 1950 and is on the line at No. 7 Plant in Pasadena, Hoffman Laboratories, Inc.

Mary went to Lincoln Grade in Pasadena, Washington Jr. Hi and later to business school in the Crown City. They have one youngsters.

She did solder and machine work a year in Pasadena: a year soldering for a spray gun company and in war-time was 4 years with North American Aviation's Pasadena assembly plant.



## FISHERLADY . . . . Betty J. Rideout

Betty, Oakland-born, has been here since last October and originally was a sander. Now she is on one of the Plant No. 5 assembly lines.

Nee Green, she is the wife of Lyle Rideout, of Tonkawa, Okla., a Hoffman TV service engineer in the College street building and brother-in-law, Jack, is also a Hoffman service engineer.

Betty went to school over in Inglewood awhile. She was a year on a drill press at the Northrup El Segundo plant and another year at Weber Showcase as an assembler.

For hobbies she admits to crochet work as the prime one; followed closely by both ocean and fresh water fishing.



## CABLES, PLANT NO. 4

by Frances Trombly



This past month we've had quite a few girls on the sick list. Clara Colman, Connie Rice, Theresa Barrios, Ginger Handy and Opal Chambers. Opal is out for the second time. This time for an appendectomy.

Margaret Todd has been dieting and to date has lost 25 lbs. Keep it up Margaret and you'll wear a size 16 yet.

We've had several birthdays this month, among the most surprised were Lee Gobble and Charlie, the guard. They were presented with gifts and beautifully decorated cakes. Rosabelle Scott has been transferred to Plant No. 3 as an inspector. She asked me to thank the girls for being so nice to her especially for her birthday gifts.

Connie Van Vliet, Ada Clegg and Katherine McMillen celebrated their wedding anniversaries in April. Katherine also won the 17 inch TV that was raffled off. She didn't have a set so was overjoyed.

The cable dept. looks like a florist shop these days. We have bouquets of sweetpeas, violets, iris and roses. We have just every color you can mention.

Virginia Crawford has a beautiful rose on her desk every morning, but she just smiles when asked about it.

Plant No. 4 is humming with activity and the clackity-clack of Virginia Wilson's typewriter. She's Charlie Judd's new secretary. Charlie said she's the most cheerful person, and always willing to do any task.

Phyllis Sebourn has a memory like an elephant. Ask her anything, she always has an answer.

Bill Fenner has a wonderful talent for tinting photographs. He showed us some beautiful samples.

Florence Foster's joy and pride, is a dog she calls Tinsebelle.

The new blonde in our dept. isn't a new girl. She's Louise Thomas with a new hair-do. The little fellow with a big smile is Joe Bodoff, the navy inspector.

Now that our supervisory course has closed, we want to thank Cal Crawford for all his time and patience. I'm sure we have all derived a lot of benefit from an enjoyable course.

Dorothy Synder is being married May 2nd. Good luck, Dorothy!

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Some of the mid-South newspapers relied on TV for their pictures of the atom bomb blast from Yucca Flat, Nev., last month. A Hoffman TV receiver was used in Memphis with the newspaper camera taking the photograph direct from the TV screen. The Easy-Vision feature made for a perfect picture.

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Every major baseball league club in the country, except Pittsburgh, are being televised this season, as are some of the leading minor league teams.

## COMING EVENTS

- |                 |   |
|-----------------|---|
| 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 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      | Internatl. Sc. Radio review, University of Sydney, N.S.W.                 |
| 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      | Internatl. Radio and Elec. Exhibit, Bombay, India, opera house.           |

## COMMUNITY CHEST

Contributions of Hoffman employees and the firm to the Community Chest this year will be distributed among the 159 Red Feather Services as determined by the 178-man budget committee of the Welfare Federation in the Los Angeles area.

Some of the agencies in the group are Children's hospital, Orthopaedic hospital, visiting Nurse association, Cedars of Lebanon clinic, California Babies' hospital and others.

Seventeen percent goes to child-care agencies serving homeless and needy children, such as Lark Ellen home, Children's Home society, McKinley Home for Boys, Los Angeles Orphanage, Vista Del Mar and others.

The United Defense fund will receive ten percent. This will include many local USO centers, as well as other national UDF services providing overseas camp shows and other services for the armed forces.

Youth agencies will share 27 percent such as Boy Scouts, Girl Scouts, Camp Fire Girls, YWCA and so forth.

Twenty percent will be tabbed for services for families and adults such as the Salvation Army, Volunteers of America, Legal Aid foundation and Traveler's Air Society.

# IN THE HEART OF SAN FRANCISCO CHINATOWN



A Hoffman TV outdoor signboard, illuminated at night, corner of Grant avenue and Clay street.

The 1952 cooperative campaign calls for many billboards in the west, with copy changed monthly. Ti Sun company had its Tommy Wong and Sarah Lum add some words in Chinese. As soon as Tommy folded up the stepladder he sauntered to Santa Rosa, sold a 21" Hoffman TV set and gathered in an old one in trade. Then he drove a couple of blocks, made another call and sold the second-hand set. Not for nothing do we hear the chant "Clever people, these Chinese," though of course the Wongs are American-born.

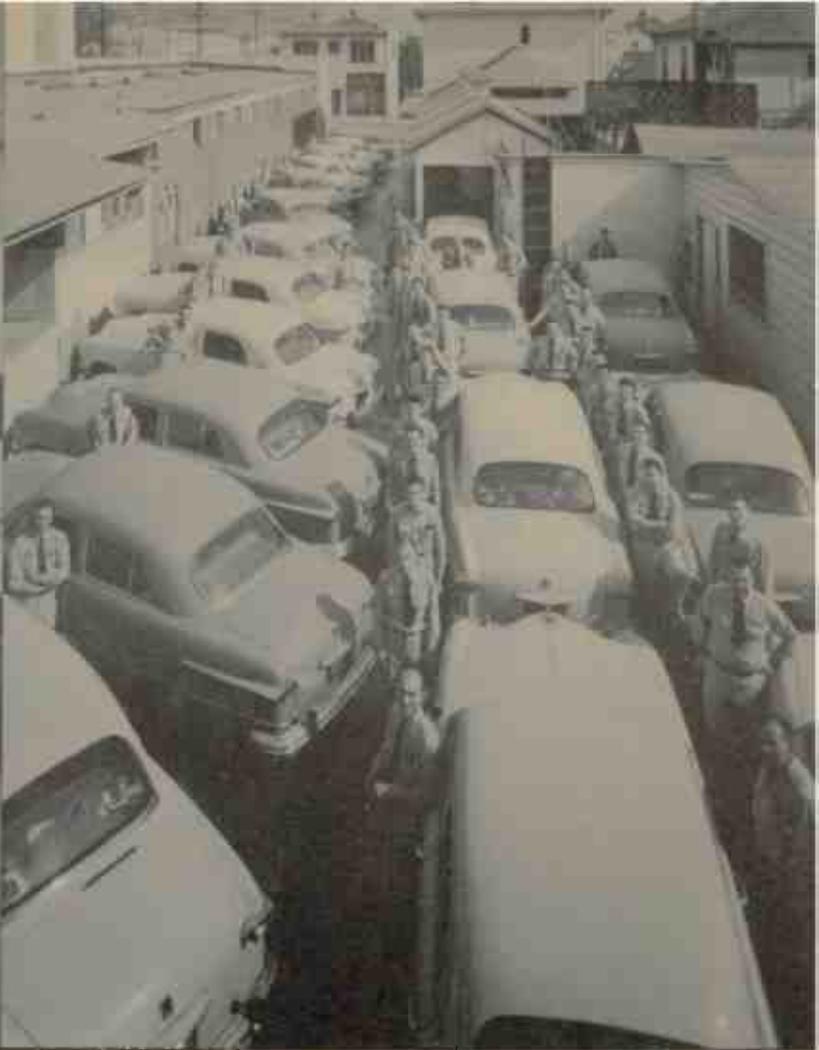
Members of the graduating class of State College at Trinidad, Colo., dropped in las month to see how TV sets are made (Plant No. 5). Ed Greaney, field engineer, was around at the moment and acted as master of ceremonies.

The class annually saves up to make a coast tour via bus and members of the college radio department contribute by saving up during the year by servicing sets after school hours.

The softball season has opened and Keith Douglas, No. 3 Plant, Hoffman Laboratories, is manager. Futher details are not available, but ask Keith. He is the oracle of softball for 1952.

## HOFFMAN PLANTS

Plant Two	— 3446 South Hill Street Los Angeles 7	— AD 0880
Plant Three	— 3761 South Hill Street Los Angeles 7	— RI 7-9661
Plant Four	— 3716 South Grand Avenue Los Angeles 7	— RI 7-9661
Plant Five	— 6200 South Avalon Los Angeles 3	—AD 3-3151
Plant Six	— 5420 South San Pedro Los Angeles 11	— AD 1-5114
Plant Seven	— 335 South Pasadena Avenue Pasadena 1	— SY 6-7277
Hoffman Sales Corp., Los Angeles,	426 College Street	
	Sales	— MA 2171
	Service	— MA 6-3851
Hoffman Sales Corp., San Francisco	325 Ninth Street	— UN 3-4060



These pictures were taken at the new Sales-Service Bldg. on College St., Los Angeles. One shows the service TV men beside their cars: another a few of the fleet of installation and service trucks: the cubby-holes show some of the boys at the battery of 'phones taking orders: and the fourth view is of the demonstration and sales-meeting salon on the second floor.



## FCC UN-THAWS TV FREEZE

The FCC last month lifted the freeze on new TV stations, as predicted in the March Transmitter. The thaw paves the way for 2053 new stations, but not right away or even all at once.

There are now 108 TV transmitters in the U. S. The freeze lasted three and a half years. The FCC ruling is a final city-by-city allocation of 82 TV channels and sets the basic pattern for TV broadcasting for years to come.

But a TV-hungry public will have to continue to be patient because of red tape and potential legal actions.

Bulk of the new stations will be located in 70 new ultra-high frequency channels, necessitating adapters on present sets.

The rest of the TV stations will be in the 12 very high frequency channels currently used by TV transmitters.

Already over-loaded with construction permit applications, within two hours after the announcement last month 1,000 applications had been filed for new stations. There were 521 pending applications for TV outlets. These must be re-filed on new application blanks, thus putting old and new applicants on equal footing.

FCC allotted TV channels in California as follows: numerals, of course, refer to the channel number .

Alturas, 9; Bakersfield, 10, 29; Brawley, 25; Chico, 12; Corona, 52; Delano, 33; Fresno, 12, 18-A, 24, 47, 53; Hanford, 21; Los angeles 2, 4, 5, 7, 9, 11, 13, 22, 28-A, 34; Madera, 30; Merced, 34; Modesto, 14; Napa, 62; Onxard, 32; Petaluma, 56; Port Chicago, 15; Red Bluff, 16; Redding, 7; Riverside, 40, 46; Salinas-Monterey, 8, 28; San Bernardino, 18, 24-A, 30; San Buenaventura, 38; San Diego, 8, 10, 15-A, 21, 27, 33, 39; San Francisco-Oakland, 2, 4, 5, 7, 9-A, 20, 26, 32, 44; San Jose, 11, 48, 54-A, 60; San Luis Obispo, 6; Santa Barbara, 3, 20, 26; Santa Cruz, 16; Santa Maria, 44; Santa Paula, 16; Santa Rosa, 50; Stockton, 13, 36, 42-A; Tulare, 27; Ukiah, 18, Visalia, 43, 49; Watsonville, 22; Yreka City, 11; Yuba City, 52.

This is a list of the number of station (and channels) which the FCC has authorized for each city. It includes existing stations.

Doyle Lawrence is new Hoffman TV field engineer working out of Oklahoma City. He has been spending a couple of weeks at No. 5 Plant getting the hang of the routine and acquainted with Hoffman sets before going out into the area.

At noontide Salesman Sam spied prospect Jones in a restaurant.

"Hello, Mr. Jones. "I've been trying to catch you in your office for at least two weeks."

The prospect brushed him aside on his way to a reserved table.

"Make a date with my secretary," he dismissed the salesman, curtly.

"I have. But I'd like a date with you, too, sir."

Moral: A salesman can't have too many contacts.

. . . from *Appliance Digest*

## MONDAY NIGHT BOWLING LEAGUE

by Mildred Richter



April 14th ended the winter league with the following results. Perhaps you will closely scan this and discover that a couple of the teams had all-female players.

They were okay when the team was originally organized, but some of them were later replaced by members of the male specie.

	WON	LOST
FIRST PLACE, <i>Easy Spares</i> : Joan Cantrell, Ross Russo, Gloria Thompson and Carrie Glasgow.	72	44
SECOND PLACE, <i>Bomberettes</i> : George Yacobian, Rose Young, M. Richter & Jim Lane.	71	45
THIRD PLACE, <i>Hi-Lo's</i> : Sue Bolding, Bernice McGhee, Harry Manoogian and Gene Baiwir.	62	54
FOURTH PLACE, <i>Kinks</i> : Norma Timpani, Tony Baltazar, Irma Lotz and Bob Dundes.	56	60
FIFTH PLACE, <i>Cherry Sisters</i> : Joan Brown, Carolyn Templin, "Red" McKinnis and Bob Griggs.	47	69
SIXTH PLACE, <i>Four Acres</i> : Mary Boussard, Jerry Parker, Shirley Flannery and Dale Parody.	40	76

Individual prizes were won by:

Women's high game handicap: Joan Brown 200-37.

Men's high game: Ross Russo, 234-18.

High team series: Easy Spares, 2216.

Sweepstake prizes (\$5. each):

Men's high series with handicap, Red McKinnis, 600.

Men's high game with handicap, Bob Griggs, 202.

Women's high series with handicap, M. Richter, 609.

Women's high game with handicap, Joan Brown, 228.

Thanks of the league goes to Mr. Hoffman for his \$100. donation to the league. New summer league started April 30, 6 p.m. at the Trojan alleys, 28th st. and Vermont ave.

Those wishing to join this league, please contact me at Plant No. 5.

(Editor's note: Transmitter readers will be glad to welcome Millie's return, even if only for a single issue, as bowling reporter. She used to contribute a column regularly for several years. Now that she has an office, all glass partitioned, she finds more time to write, and maybe one of these days she'll even get a typewriter so the editor will not have to bite his fingernails trying to decipher her spencerian hand-writing.)

RTMA has changed the name of its transmitter division to the technical products division: increased to two the number of directors representing the amplifier and sound division: and voted to give the directing board more leeway in calling special meetings of that group.

## HOFFMAN TV 'INTRODUCED' TO GRAYBAR FORCES IN CHICAGO AND HAMMOND



W. E. Guy, district manager, introducing Hoffman Television to Chicago-Hammond sales staff of the Graybar Electric Company at meeting held in Chicago, April 2nd, 1952.

The Graybar Electric Co., inc. has been appointed exclusive distributor for Hoffman Radio Corp. in Chicago and Hammond, Ind. Graybar has formed a specialized TV department, headed by C. D. Snakark, who will be Graybar manager for TV sales in Chicago.

M. D. Schuster, Hoffman national sales manager, and Howard Bredlow, Hoffman Chicago district manager, introduced the complete Easy-Vision line at Graybar sales meetings in Chicago and Hammond.

A complete merchandising program has been set up for immediate franchising of dealers in the Chicago and Hammond areas.

Says Schuster: "This association marks another forward step in the growth and success of the leader in the West's television and electronics field. We are delighted to announce this tie-up with the Graybar Electric organization, which has evidenced an outstanding record in the distribution field in this country.

### NEW DISTRIBUTOR IN THE ISLANDS

New Hoffman TV distributor in the islands is Electrical Distributors, inc., 1216 Kaliolani blvd., Honolulu 10, T. H., according to M. D. Schuster, Hoffman national sales manager.

### Entertainment for Ladies at Electronic Show

There will be plenty of activities comes Aug. 27-29 at Long Beach says Kay Walz, chairman of the ladies' committee, representing IRE and WCEMA, co-sponsors of the 1952 Western Electronic Show and Convention.

The first day there will be afternoon tea and then the women are invited to the annual cocktail party. Fashion luncheon spots the second day with a shopping tour and movie studio tour the third day.

M. Oliver's favorite: "Miss, that is a lovely sweater you're trying on. Want to step to the sidewalk and try it for whistles before purchasing?"

# GRAYBAR OFFICIALS IN CHICAGO



Seated (left to right): L. C. Esthus, district sales manager; W. E. Guy, district manager; Howard L. Bredlow, Hoffman district manager. Standing (left to right): Mr. Ray Ade, district appliance sales manager; F. R. Warburton, district credit manager; J. J. Lieske, Jr., Hammond branch manager and C. D. Snakard, manager of television sales.

## SOCIETY NOTE

Julia P. Magee was married just as the Transmitter was ready for press. But we can tell you it happened in Las Vegas, Nev., May 3 to Ron Osborne, Los Angeles business man.

The girls in Plant No. 5 offices, Hoffman TV Mfg. Division a few days previous tossed a noonday luncheon for her at Julie's with nearly two dozen present.

Julia used to be in purchasing, No. 3 Plant but is now in the same department over at Plant No. 5. Betty Steele, who used to be in No. 5 purchasing but left awhile ago, make the Las Vegas trek with her husband and they were both attendants for the ceremony.

Julia has a sixteen year old son by a previous marriage. The couple will reside in South Pasadena.

## Tennessee Hoffman TV

E. E. Clymer, of Clymer-Tittsborth co., Hoffman TV dealer in Union City, Tenn., writes to say that his firm is particularly well pleased with their Hoffman TV franchise. Though in a far fringe arear, he says, if a picture can be developed a Hoffman receiver will do the job. And, he continues, Hoffman TV outsells all other makes in the area. Mr. Tittsworth has suffered with chronic conjunctivitis for many years and is unable to read at length or view a "long-drawn-out" motion picture without eyestrain or fatigue. But, he says, the Hoffman Easy-Vision lens 'does it' and he can watch TV for hours without eye strain or fatigue.

English Digest, London, says that an exasperated cabinet minister, discussing Gr. Britain's economic problems, said: "If you took all the economists in England and laid them end to end, starting at Picadilly Circus, they still wouldn't reach any conclusion."



"Kinda makes you wonder why you got married."

... from *Electrical Merchandising*

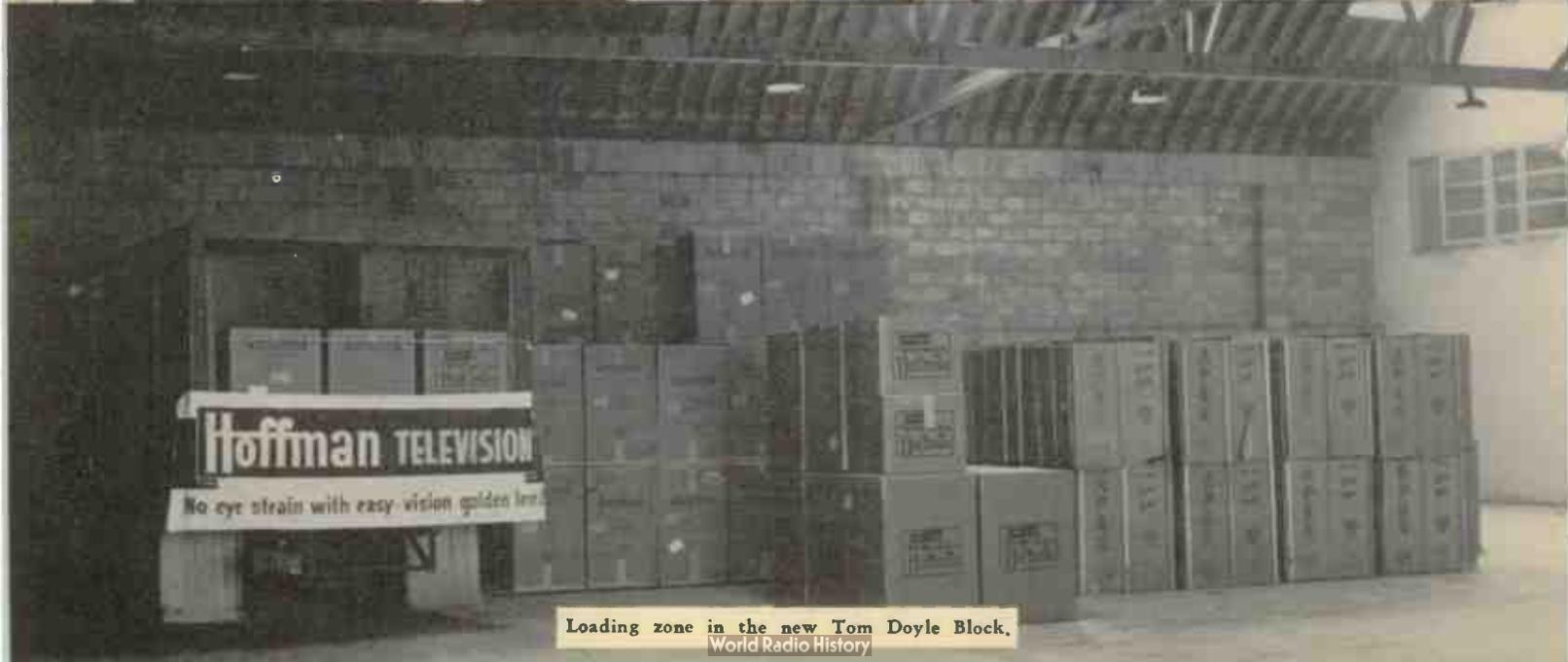
# You're SET with Hoff



Attending the Tom Doyle open house, left to right: Tom Doyle, jr.; M. D. Schuster, Hoffman national sales manager; Ed Faust, Fresno Hoffman distributor; Les Hoffman; Tom Doyle and Earl Kemp, Sacramento Hoffman TV distributor.



Corner of salesroom in new building of San Jose Hoffman TV distributor.



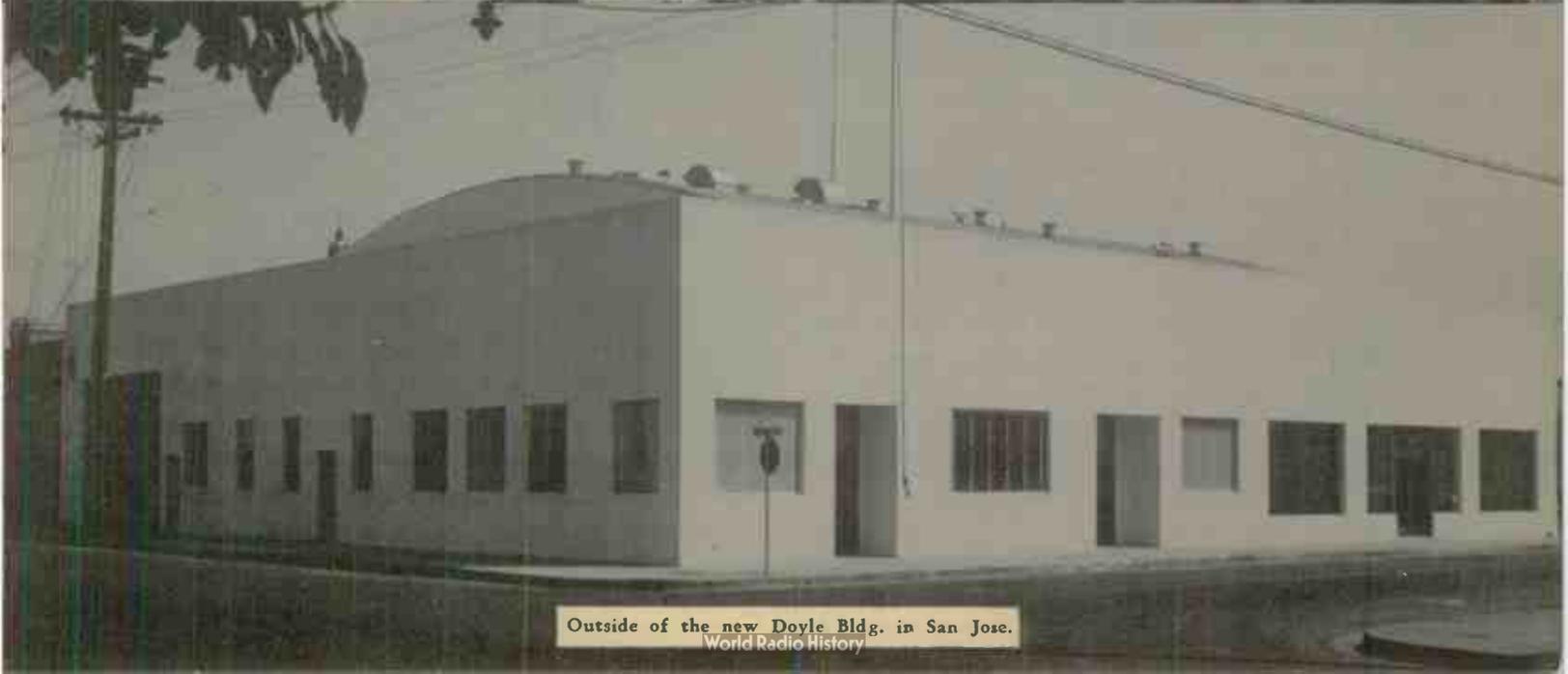
Loading zone in the new Tom Doyle Block.  
World Radio History



Left to right: Tom Doyle, sr. and wife; Mrs. Tom Doyle, jr. and hubby.



Buffet lunch knew no hours during the open house.



Outside of the new Doyle Bldg. in San Jose.

## SNOOPIN' ROUND SEVEN with

Betty Rogers, Verna Sautner and Elmata Gray

One day out at "7" we all heard a yelp  
Like a soul in torment was that call for help.  
That crazy Pat Mac' pinched Mary E's back  
But with pliers not fingers; the whelp.



Hubert may weigh a little more than average, but he sure gets his penny's worth when he gets on the scales. It's nice to have a copy of the Transmitter around for something light to read during the television commercials. We heard Ernie

Page say "No woman is worth going to jail for." Well! So Alex Loya is taking his vacation and a honeymoon at the same time. Best wishes, and she's a very lucky girl. We understand there have been complaints about the new men. They are either unavailable or unattractive. Perhaps Hoffman's help wanted ads could be worded differently — such as: "Male help wanted, single, young, attractive, intelligent, with plenty of money. Electronics knowledge desirable but not essential." Dee Clark says she's glad Johnny finally got his window. Now she knows he hasn't smothered and also knows where he is part of the time. Did you notice where they put the new poster "Nobody ever won an argument by losing his temper?" Right over the aforementioned window! The best way to knock a chip off a fellow's shoulder is to pat him on the back.

ELMETA

We hear through the grapevine that Mary Madera and Jackie Brewer have purchased new stoves — now they can be home on the range! Jeanne Visser has left our presence. We hope she will be happy at her old, old, job — puttering around the house and yard. Mike Oliver seems to enjoy his work so much that when 4:30 comes, he's wishing it was only the beginning. Silly boy. Gene Inzerella was presented with a beautiful billfold from the girls on the case line — 'twas his birthday. How do you rate Gene? Peter Cottontail came visiting over Easter and left wonderful gifts for myself and the two utility girls — Lil Thomas and Rose Moryuseph. Thanks, girls, from the bottom of our hearts. Marge Conyard, our office girl, has been walking the lines lately trying to get that "spring spring". If you have any luck, Marge, let us know.



VERNA



We reported last month that Eleanor and Murdoch were planning to marry in the fall, but we're happy to say they didn't wait. They eloped in April. Good luck Mr. and Mrs. McKenzie! Speaking of weddings, Virginia Van Sandt expects to become a June bride O.K. Virginia, now it's reported you can elope before publication. The day June Cox wore white

## H. L. Hoffman Speaks Up and Down Coast



May Day, 1952 to H. Leslie Hoffman will mean a day in which he can start to scribble rough outlines for his May speeches.

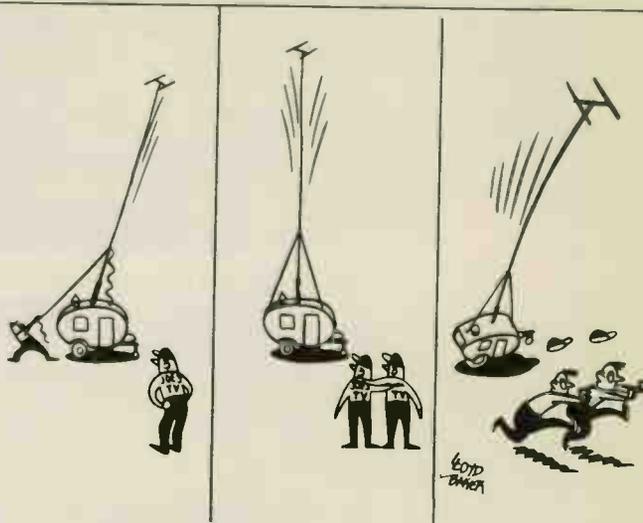
At the Fairmont hotel in San Francisco on May 6 he will speak at the 5th annual convention of the National Federation of Financial Analysis society.

On May 14 in the swanky Empress hotel facing the bay in Victoria, B. C., he will address the convention of the National Association of Electrical Distributors.

Then, comes June, and at Stanford university he speaks at the 14th annual Editors' Conference of the California Newspaper Publishers association.

A British-made miniature TV set has shown up at a trade fair in the Isles. Said to be the smallest in the world, 'tis 5" high and 2½" deep with a clear picture the size of a dime. A midget loud speaker provides the sound outlet. And the cost? Ah, give a listen, \$1680. to make the one model.

Frank Dunnigan, a senior engineer for Hoffman Laboratories, is business manager of the IRE Bulletin, published ten times a year by the Los Angeles section. This year, however, there will be two extra summer issues as special numbers for the Electronic Show & Convention at Long Beach, Aug. 27-29, co-sponsored by the IRE 7th region and WCEMA.



pedal pushers to work she got one of the dirtiest jobs to do. They'll do it everytime. Have you noticed that far-away look in Bonnie Sanderson's eyes lately? Could it be because her husband signed a contract to play baseball and will be away for the summer? Esther Morrow is very proud of herself — she lost fifteen pounds and was able to wear a very special dress for Easter. Do we have another romance in the plant? Ask Carl Myers and Pat Olsen. Laurel Browne says she hopes the camera was O.K. after she had her picture taken for our new badges. See you all soon.

BETTY

## AROUND PLANT NO. 5 with Kicks from Keck

by Doris Keck

Spring is here and from the looks of things here at Plant No. 5, everyone is very aware of it. All kinds of new things and ideas have started showing up.

Jim Larzelere is sporting a new tie. Think maybe we might have a new fad here. It is real sharp, an artist's tie with such a cute little bow but it doesn't light up like one Len Roberts used to cherish!

Ollie Moreland is sure feeling the spring air. It seems he has taken to books now. He has a wonderful one which he will be glad to show you upon request and I'm sure you'll be quite shocked.

Sam Powers is a proud papa — to a new '52 mercury. Other new car owners are Don Stellmacher, who purchased a new baby blue '52 ford. Tom Chadwick now has a new green chevie pickup, and Mary Ann Bradford has the cutest little hot rod a gal would ever want. Gene Baiwir, of testing, has a new pontiac.

Speaking of cars Estelle Wilson's spouse ran into a little trouble with his car. A streetcar and his MG battled it out and the side of the car got the worst of the deal. "I'll quote Estelle, "These men drivers."

The spring air has drifted into engineering. A certain engineer is interested in a certain blond in accounting. Did you ever get your introduction yet, Chuck? It may be that "Shrimp Boat" D'Arcourt can help you. She seems to be full of ideas on how to win friends and influence people.

Clara Ellis has joined our forces and we are all happy to have her. Shirley Donohue has been transferred from sales to purchasing and is working for Al Nuehauser.

Even though R. J. McNeely has left, Mary Jones has kept very busy working for Mr. Schuster and Mr. Hoffman. Such a capable little gal.

Ed Burns and Mary Ann Bradford have thrown away their crutches and are now walking around on their own two feet. Both were suffering from wounded ankles.

Of all people, George King, showed up to work one day minus a tie. What happened!?

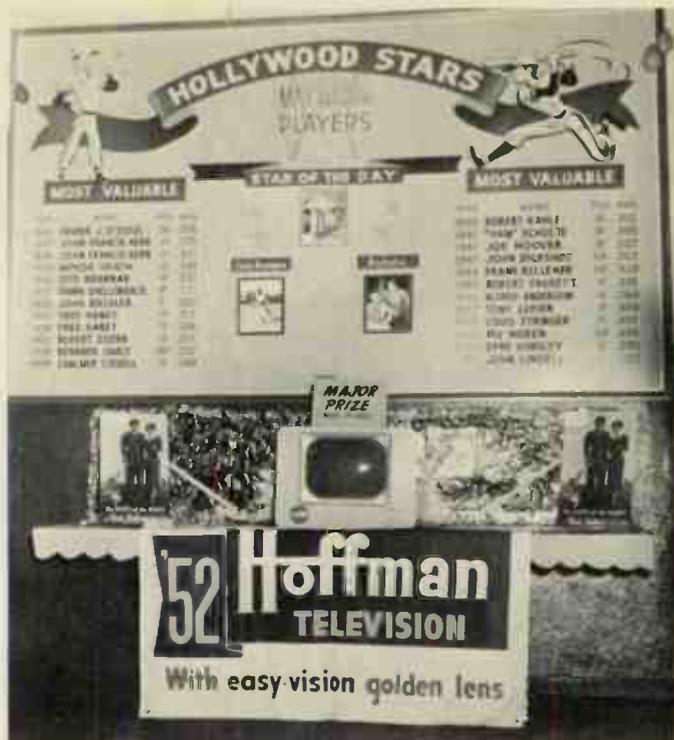
Charlene Crandall and Audrey Cushing have left Hoffman to return to Illinois. The gals were each showered with nylon blouses and a luncheon with many of the guys and gals attending.

Lorraine Beard, our charming PBX operator, had a nice birthday celebration. Friends from No. 3 and No. 5 gave her a beautiful blouse, and skirt and took her to Chinatown for the evening.

John Costello and Lila Lee have forgotten how to add. No matter how they add it, 178 still makes 210.

A few select people had the honor of watching Don Stretch wield a sponge mop. The only thing he lacked was bell bottom dungarees, white hat and straw sticking out of his shoes.

## BALL FANS SEE HOFFMAN AD-BOARD



Hoffmanites rooting for the Hollywood Stars at Gilmore Field during the next few weeks will have another reason to cheer at the ballgames. The name of Hoffman is resounding from home plate clear out to left center at every game. The reason is a blond Hoffman table model, donated by Hoffman Sales Corp. as part of the Hollywood club's "Country Fair."

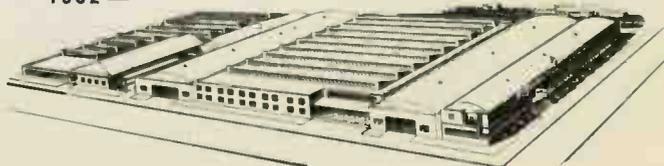
The set will be awarded as a major prize to some lucky winner of the prize contest. A Hoffman display has been set up underneath the grandstand, and the prize is plugged regularly on the game broadcasts over KFWB.

As a final gesture it is rumored that Jack Herrick, advertising manager of the Sales Corp., is trying to have the name of the ball club changed. He wants to call it the "Hoffman Stars"!

Sinclair's favorite: "Mac didn't go to the banquet because he didn't know what the word 'gratis' on the invitation meant. The next day he was found in a dead faint in front of an open dictionary."

MOTHER'S DAY — MAY 11th

1952 —



LOS ANGELES: AVALON BLVD. PLANT  
produces Hoffman Easy-Vision Television.

## PLANT NO. 3 GOSSIP

by Mary Brace

A hearty welcome to all those who transferred over from No. 5 Plant.

And all good wishes for happy birthdays to Alice Chapman, Vicky Armijo, Eleanor Akin, Carolyn Vishner, Lucille Netimo and Leona Pichesgill. Happy birthdays to all of them, and a special one to Ted Sandow. Ethel Safell made a delicious cake, but no candles were in sight atop the concoction. Theo. claims to be ten years younger than Jack Benny. Anybody who believes him, stand on your head.

Evelyn Scroggin is recuperating from an operation. We miss her and look forward to her return.

Most of the girls are glad we moved to the machine shop. What with all the others already on the scene we have quite a crowd. From the smiles on the mugs of the male portion of the population it seems they don't mind being crowded a bit.

Congratulations to Marcella Panoyyo, a new lead girl, and to Mae Logan, utility girl.

Our heartfelt condolences to Myrtle Meyers on the death of her father recently.



"No, that's not a television aerial."

... from *Electrical Merchandising*

**MAY 20, NOON, TRANSMITTER  
DEADLINE FOR JUNE ISSUE**

## PLANT NO. 3'S TRUCK MOVEMENTS



Loading dock at Plant No. 3 (Hoffman Laboratories, Inc.) for shipping and receiving departments.



Evelyn, now a group leader inspector at No. 7 Pasadena Plant, Hoffman Laboratories, Inc., ended her 9th year with the Hoffman organization last February, and is well on her way towards the ten years and the ten-year pin.

She has worked in about all the plants during that time and in various capacities. Maybe we ought to call her Old Faithful. She has lived in Los Angeles 30 years and in the same house for twenty.

Her original employment was when the company was Mission Bell. She liked No. 1 Plant when the firm was small and Mr. Hoffman had his office in the corner, first floor. And the Transmitter's editor's office was a barrel with a board and typewriter on top.

But times, places and people have changed and the once small-sized group is now a big sprawling over-grown handful of separate plants. No. 7, thinks Evelyn, is about the nicest place of all . . . modern, streamlined, light and airy.

Born in Chenoa, Ill., nee Evelyn Wainwright, she worked six years in a shoe factory at Binghampton, N. Y. and spooled film for Anso nearly two years in New York.

She has a son, Jack, who lives with her and a daughter who lives in Hayward, Cal. Another daughter passed away a year ago.

Mrs. Brown served on the Employment-Management Council for many years and has always taken an active part in Hoffman employee activities. For hobbies she collects dishes.



Art, another native Angeleno, lives over in Los Angeles. He went to Berendo school in Los Angeles; graduated from L. A. High; and then to UCLA awhile, to Metropolitan University law school and Southwestern law school, getting the LL. B. from Metropolitan.

Mrs. Honig is the former Sally E. Berryman, of Phoenix. Art served in the Signal Corps four years in this country.

He was four years in charge of appliance sales for the Bureau of Power and Light in Los Angeles: and before the war was with Hotpoint as office manager and with G. E. Supply co. on government sales. Later he was assistant to the regional director of the War Assets Administration and then a department manager with Associated Wholesale Electric.

His hobbies are golf and tennis. He has been active as a scout master at the First Presbyterian church and taught awhile at East Los Angeles J. C.

He is a territorial salesman with the Sales Corp., Plant No. 8, and has been Hoffman employed since June, 1951. He was transferred from the San Gabriel valley area recently to the downtown metropolitan Los Angeles territory.

Tetrad co., Los Angeles makers of electronic components, has a new house organ. After a couple of issues they have adopted a permanent name . . . Tetrad Tom-Tom and, to make it more effective, right on the cover is a drawing of a nice zany-looking Injun beating his tom-tom. Ter's Tom-Tom is no relation, even distantly, of Chief's Tom-Tom, published in Poughkeepsie, N.Y., by Chief Electronics, inc.

When the police communication officers meet in San Francisco for annual convention August 19-22 there will be an exhibit of antique radio gear with prizes for those who enter the oldest and/or 'best'.

Len Roberts, Plant No. 5's super, emerged from easter with something about "The egg and dye."

1952 —



SAN FRANCISCO: NINTH ST. BUILDING houses Hoffman Sales Corporation, warehousing and service department.

# SALES TALES AND DEALER DOINGS

HOFFMAN SALES CORP., Los Angeles

by Bill Palethorpe



This month we report the loss, to Plant No. 5, of Shirley Donohoe. Shirley has left us to work as secretary to Al Newhauser in No. 5 purchasing.

Taking Shirley's place as secretary to Marshall Wells is Marjorie Weisenberger, better known as "Marnie". Marnie has done a good job and is rapidly proving her worth in the office.

Anyone notice the new decorations? Thanks to Marshall Wells and advertising, we have an impressive group of pictures around the building. These pictures are all taken of the different phases of manufacturing, sales and service.

The dazed expression on everyones face is not from the A bomb, but from the fact that summer and vacation time is here at last. The first person to take the leap to relaxation is Clara Moore, of accounting.

Heard in our ramblings 'round the building: John Kitajchuk asking Aurora Dominguez how to say phrases in Spanish. Charlie Cotter on his Monday a.m. rounds with the querie, "Time Cards?" Eleanor Yee and her daily struggle with, "Where is my tally?" Bill West saying, "You salesmen have to give me the right listing!" Emil Anderson with "Don't step on that cigarette on my floor!" and "Why don't you ever write up the shipping department?"

## DEALER DOINGS

We must give a big salute to Dale Matheny of Harmony House in Studio City for the suggestion which led to the inauguration of this feature.

Rumor has it that Seymour Klein, of Seymour TV on East Beverly blvd., is now called the fire chief of East Los Angeles. Seems that Seymour is sporting a brand new buick riviera in fire chief red!

A welcome to the appliance business is extended to Carlo & Chris Lotito, a father & son team doing business at 2147 Sunset blvd. Chris is well known around the Sales Corp., having been formerly employed for some time by Gibbs Bros.

Marv Hayman, of Hayman's in Riverside, is very pleased with the way his store looks after the complete remodeling. Marv says there is one trouble now, though. He was so used to the hammers, saws, riveting machines, etc. that he can't get any work done now that it is quiet.

Another remodeling in the eastern area was that of Ford Bros. Music Co. in Ontario. Payne Thayer, the H.S.C. representative in the area, says it looks keen.

Scotty, at California Radio Products on So. Flower st. has just become a grandpa. In an interview Scotty said he only had to take off one day for the happy occasion. Wonder if first-time grandpapas suffer as much as first-time papas?

In the rumblings from the Long Beach area we hear that Tommy Hunt, of Interstate Radio, is now in the cadillac class.

Speaking about cars, Jim Hope, of Demuth-Downtown on Santa Monica blvd. in Hollywood likes convertibles. He must be the rugged type 'cause he speaks in terms of "top down" and "wind in your hair". Or maybe it's the weather.

## MORE OF THE SAME

The House of Harmony in Costa Mesa now has a new owner. J. W. Harrison. Personnel remains the same. Welcome to the Hoffman family.

Another store undergoing remodeling is Capitol TV on Santa Barbara ave. One hundred feet of additional frontage has been added, running east on Santa Barbara.

Featurette for the month is on Robert R. Kiple of the Amprener co. of West Pico blvd. Bob was presented with the Citizen of the Month award by the Rancho Park chamber of commerce. The award was presented to him for his fine work as general chairman of the 1952 current support drive of the West Los Angeles YMCA. Bob has been on the board of managers of the "Y" the last year. He also is a past president of the Rancho Park Lions club and was vice-president of the West Los Angeles Community Sing.

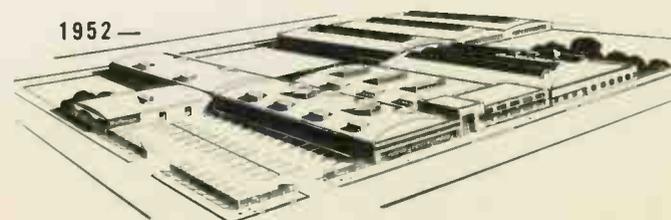
We have in our midst, a possible mayor, Ted Nelson, of Chappells in the town of Elsinore. He was elected to the city coucil of that town. The procedure is for the city council to elect a chairman who is given the title of mayor and Ted stands in line for the job.

Mr. and Mrs. Jerry Farmer, of Farmers Inc. in Glendale, have left on a three months tour of Europe. The store has been left in the capable hands of their manager, Mr. Elrod. Jerry used to work for Hoffman Sales.

Walt Chase, of the Broadway Department store, was very ill recently. The diagnosis of his case was a far-a-way mind and he prescribed his own cure. Thus, at this writing, he is somewhere off Mexico after the "denizens of the deep". Don't let any get away, Walt!!

We are happy to announce that Bob Crismond, of the store of the same name in Sherman Oaks, is back on his feet after a long illness.

Larry Wasson, of Wasson Electronics in Long Beach, opened his new store on April 23rd. The new place is located at 3808 Atlantic ave.



1952 —  
LOS ANGELES: HILL STREET PLANT produces electronic equipment for the Government—houses engineering and research staff.

## PURCHASING, MATERIAL CONTROL, STOCKROOM AND RECEIVING

by Joan Atkins

Hi, everyone — seems as though we were lost in the shuffle last month, but never fear, we're in there pitching!

Receiving sends us word that Cynthia Baskin has a new home in Lakewood. Congratulations Cynthia. Also, a word of "Thanks" is offered to Jerry Parker for bringing donuts and coffee to a bunch of starving people every morning. Say, there is a new face in Receiving too, her name is Patricia C. Du Mas. Bob Heck has recently been promoted to head storekeeper in the Stockroom and is doing a swell job.

Of special notice this month is the fact that material control has a new expediter by the name of Leo Coutt. He is single, has a very pleasing personality, and has a nice new chevrolet convertible — Need I say more gals? I've heard that Johnny Cherrett, better known as "Grumpy" or "Butch", is now on "The Wagon", but of course, I've also heard that you should believe half of what you see, and nothing of what you hear — so draw your own conclusions! "Suds" Sutherland says that he is already for vacation to come — his fishing tackle is ready and waiting.

On the 17th, all the fellows and gals in material control gathered at Julies for a going away luncheon in honor of Cliff Patterson. The lunches were swell and a grand time was had by all.

After several bags of lemon drops, packages of chewing gum, Ray Folks can safely (?) say that he has quit smoking. Congratulations Mr. Folks. Lou Kholos, a fellow who has been with Hoffman quite some time, is now in charge of the stockroom — and is doing a very commendable job — Lots of luck, Lou.

### Proceeds to Red Cross Drive

The Red Cross Drive has been enriched considerably by Hoffman employees. Personnel offices held drawings with the first place winner (21" console) going to Gertrude Moler, on the line at Plant No. 5.

Second drawing went to Catherine McMillan, No. 3 Plant (cables) with a 17" table model.

It had been announced that the team selling the most tickets per employee would have a chance at a third drawing.

Plant No. 7 had 56%: Plants 5 and 8, 85% and Plants No. 3 and 4, 94%. Thus Plants 3 and 4 had an extra bonus drawing and it went to Lou Kubitz, another 17" table model Easy-Vision.

Certainly the Red Cross drawing was on the up and up. Carroll E. Underwood, vice-president and treasurer, bought a pocketful of tickets and got two winners.

Of course he refused to accept these prizes. Besides, he already has a Hoffman TV set in every room in his house!

ABC chain's Hollywood operations have been centered in one building at 1539 North Vine st., with KECA as the key outlet.

## CHILD SAFETY CRUSADE



Never under-estimate the curiosity of a child. Community Chest child safety crusade, May 18 to June 18.

This is an educational crusade. . .NOT a fund-raising campaign.

### May Change Name

The Representatives, of Radio Parts Manufacturers, Inc., at its May annual convention in Chicago, will vote whether or not to change its name to The Representatives of Electronics Manufacturers Products, Inc. Local group, with John B. Tubergen as president, functions as the Los Angeles chapter under the corporate title of The Los Angeles Chapter of Representatives, Inc.

Mystery-drama leads the list of TV-program types, says Executives Radio-TV Service, of Larchmont, N. Y.: 40% drama; variety shows, 23%; quiz and participation, 11%; news, forums, etc., 10%; children's programs, 5%; sports 3% and miscellaneous 8%.

Says Dr. Robert Graham, of Pasadena, who has completed an exhaustive study of the Hoffman Easy-Vision lens, found that the Hoffman Easy-Vision lens increases visual clarity up to 20 percent. The results of the survey were published last year in the American Journal of Optometry.

Tests were conducted with sets equipped with and without Easy-Vision lens. The difference in clarity was most pronounced when ordinary living-room light was present in the room. This viewing condition is recommended by both the American Medical and the American Optometric associations.

Societe Continental de Exportacao, Rua America Brasileira, 200, at Sao Paulo, Brazil, is a Hoffman TV distributor, strengthening the export program of the firm.

## SERVICE WITH A SMILE . . .

### Agnes L. Kortland

Agnes, a native New Yorker, began working in the company commissary at Plant No. 3 in November 1950 and is well known to everybody in the organization who sees her smiling countenance in the eatery.

Her husband is Richard Wm. Kortland, of Portland, Ore., a lumber handler.

Agnes went to schools in the U. S. A. and up in Canada. She used to be a waitress in the commissary back in 1943 or '44 when it was down on Grand ave. not so far from No. 1 Plant.

Then she had her own business: worked as a cook in a camp at Fort Seward, Cal., and returned to the fold (Hoffman's) in 1950.



## ROD 'N' REEL GAL . . .

### Margaret L. Van De Vanter

Margaret is the wife of Jerry Van De Vanter, foreman at No. 2 Plant on cabinet salvage. She became Hoffman employed in October, 1951.

She was born in Bingham, Utah, nee Jones. She went to Edison Junior Hi in Los Angeles and awhile at Fremont Hi.

She was a company inspector locally for an automatic screen machine company and an inspector and wirer for the Los Angeles Plating co.

Her present post is at No. 5 Plant, TV Mfg. Division, in incoming inspection. The Van De Vanters live in the county near Gardena. Margaret's hobbies are working in the yard, sewing and fresh water or ocean fishing. At the last she can out-fish Jerry, who himself is no slouch at the Issac Walton stint.



## SPEAKS WITH AN ACCENT . . .

### Grace F. Corey

Grace was originally a junior clerk in No. 1 Plant and started last November. She is now in the material control office at Plant No. 5, TV Mfg. Division.

Nee McPhee, she was born in Somerville, Mass., and can fluently chat about Scollay Square, the old South Church, the Charles River and Rowe's Wharf.

Her hubby is Daniel James Corey, a marine T/S now serving in Korea. Grace spends many a lunch hour writing to him.

She was graduated from Somerville High after attending grades in the same city. When she got married and left Somerville for the broad expanses of the west, she had put in five years working for the Webster company at Cambridge, in the office.

Her hobbies are dancing and swimming.



1952 —



PASADENA: PASADENA AVE. PLANT  
produces government electronic equipment.

May 16-17 will be busy days at Houston, Texas with a good-sized attendance predicted for the 4th annual south-western IRE conference and Radio Engineering Show, according to G. K. Miller, general chairman.

## GOOD SCOUT HERSELF . . .

### Margaret J. Black

Margaret came to No. 5 Plant September a year ago and currently is at No. 8 Plant doing accounting work for the credit department in the Sales Corp. She is going to take leave of absence soon because of visiting relatives from the East.

Born in Belfrey, Mont., nee Freebury, the Mister is Huron D. Black, of Neb., a mechanic. There are four children: Harvey is 12; Linda, nine; Norman, six and Roddy 5.

She went to grade and high school in Bridges, Mont. and business college in Billings. Previous to the Hoffman affiliation she was a typist with the Workman Service company in Los Angeles.

The Blacks own their own home in the city. Margaret's chief hobby is children. She is finance chairman for no. 360 of the Girl Scouts (Brownies): has been active on committees working for troop 838 of the Boy Scouts: and is president of a PTA group sponsoring a scout group.



## DOESN'T STOP AT ONE BOOK . . .

### Florence M. Dordain

Florence started at No. 5 Plant last August and is still there, now in the rivet machine group as a utility girl.

Of Belgian ancestry, nee Vallee, she was born in Dunlevy, Pa. and has one son. She went to public schools in her native state.

She was on the line awhile at Standard Coil Products in Huntington Park, worked three years as a packer for Pioneer Flintkote in Vernon: and before journeying to the coast was two years with Corning Glass in its Charleroi, Pa. plant.

Her hobby is books and one of these days she hopes to bring her 500-tome library out here so it will help Michael Lewis, aged 2½, when he gets into high school and college. Of course her hobby is reading. She also likes to watch TV and also to roller skate.



## PAWHUSKA BORN . . . Carl Harold Rodgers

Carl's wife, the former Anna Marie Ross, of Los Angeles, is in parts warranty at No. 5 Plant, TV Mfg. Division. Carl himself, who started as a junior accountant last August, is at No. 8 Plant in accounting.

Born in Pawhuska, Okla., Osage county, he went to John Muir in Los Angeles, graduated from Manual Arts and went to Woodbury college a year.

He spent four years in Los Angeles in general office work for G. Schirmer Music co.; and was a material control clerk for Weber Showcase.

The hobbies of the blonde lad center on music. He plays the sax and clarinet, and if the hustle and bustle of today's activities ever slow down and somebody starts a Hoffman band he will be ready.



*Transmitter June Deadline Will Be Noon of May 20th*

# SALES CORPORATION DISTRIBUTOR



Max Hoff, left, and Bob Davis shake over a Hoffman TV set.

Hoffman Sales Corporation (Los Angeles division) has appointed a Hoffman TV distributor for the counties of Ventura, Santa Barbara and San Luis Obispo, according to R. W. Davis, general manager.

Max Hoff, long a Hoffman franchised TV dealer in Oxnard, holds the distributor franchise and operations will be carried on under the name of Max Hoff-Distributor, 308 - 5th st. in Oxnard.

Says Davis: "The fringe areas, as represented by these three counties, represent not only a great sales potential for TV sets today, but they also present special service problems that require personal attention.

"Recognizing this, the Sales Corporation has adjusted to this new arrangement by setting up a separate distributor organization to handle these three important county areas, formerly handled out of our Los Angeles headquarters."

A three-county campaign will stress the remarkable reception

qualities of the new Mark V chassis in the 1952 Hoffman TV receivers.

The Hoff organization will also work closely in conjunction with the Jerrold Mul-TV master antenna systems distributed by the Sales Corporation.

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A Los Angeles helicopter manufacturing factory is developing a jet-propelled helicopter for the army. 'Tis said that eventually the helicopter may replace most of the army trucks in the overall program.

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Now that the Statler hotel in Los Angeles (and office building) is nearing occupancy time, announcement is made of a new Beverly Hilton hotel. Original estimate was \$13. million, now upped to \$15. million and number of rooms will be 600 with start to be made "as soon as possible" says the management.

## PRESS ROOM - MACHINE SHOP, Plant No. 3

by Clara Nemrowsky and Morton Katz

There's a lot of juicy gossip and doings around the press room and machine shop, so read on — and we'll tell you all.

All members in the press room and machine shop felt slighted because we sent in our column too late for the Transmitter. So this month we will give you a double dose. Can you take it?

The men's summer bowling league started Friday the 18th of April. Captain Fred Perrault of team No. 3 says his team will be the one to beat. We would like to welcome Jack Steinbrunn to the Hoffman Laboratories. He is in charge of the material room and is doing a swell job and enjoying his work immensely. Bonnie Harp and Ralph Seidelman of the press room became engaged. The best of happiness to both!

Congratulations and lots of luck to Melba Knox. Why? Wedding bells this coming June. We are all pulling for a quick recovery for Ramona Madrigal and hope to have her back with us soon. Do you know why all the fellows in the machine shop are spending so much time combing their hair and looking sharp! Well, guess it's due to the fact that there are so many pretty girls which Ted Sandow, the foreman, brought with him on the radar and radiac jobs. We sure miss a swell fellow and boss, namely, Bill Tyson, foreman of the press room. Good luck to him. We know he will do well in any job he will undertake. We are fortunate in getting Fred Perrault as our new supervisor of the press room and machine shop. Will gambling be out-lawed now that Bob and Lodine Swift have moved to Gardena? One of the gust of winds (expeditor) Pete (British) Atkins has taken over the further process area and is doing a swell job. The other gust of wind, (Morton Fireball) Katz is expediting in the press room and machine shop. And as usual is always out of breath due to his fast pace. Clara (Brooklynze) Nemrowsky is doing a swell job keeping the wolves "off" with one hand and typing with the other. We must not overlook the sharp eyes of our three inspectors, Dick, Red and Carl. These are three boys who should go a long way in the field of electronics. They are really "wired" for action. Adrian (Stampy) Todd wished to remind all Hoffmanites that he would appreciate it if you remember him when you get all those letters from overseas.

### WEST NEEDS MORE TV OUTLETS

"Cities in the West should get top priority from the FCC in being the first in the nation to be granted new television stations, because this region has the lowest percentage of TV coverage of any section in the country."

This statement was recently made by President Hoffman in commenting on the TV freeze un-thawing by FCC.

"The facts show that only 22 percent of the people in the area West of the Mississippi are covered by television. Forty-five percent, more than double, of the people East of the Mississippi are within TV signal areas," he revealed.

## ENGINEERING, PLANT NO. 4

by Arlene Langford and Pat Moran

Hail the champions of our bowling league! Team No. 4 took first place honors and walked away with most of the prize money. \$100 was contributed by Mr. Hoffman and this money was divided among the top team and high individual scorers. The champion team is composed of Jack Daniels, Jerry Litz, Stella Eustice, Martha Vrevich and Nelson Zirkler. April 10 was the last regular bowling night. High individual game of the season was bowled by Teresa Clinkscale (211) and Frank Ryan (210). High individual series went to Teresa Clinkscale (528) and Jerry Litz (533). April 17 was sweepstakes night when everyone played individually. Ann Phelps and Frank Belcher took both high game and high series.

"More people are buying new cars than ever before" should be the slogan around here. The latest addition to the Bill Unger family is a brand new step-down-into hudson. Now we know why he has that stooped-over look.

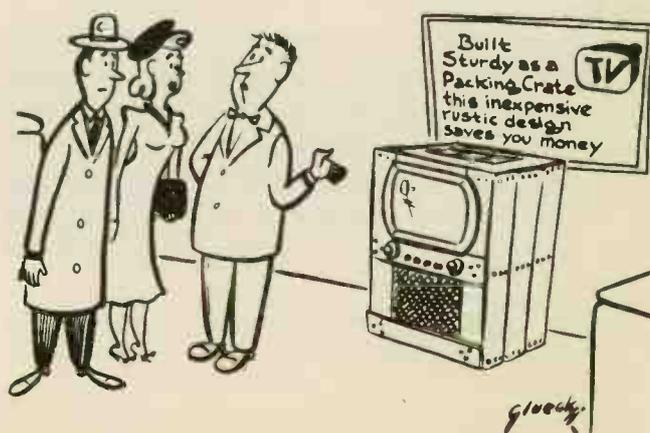
Many people around engineering have received thank you notes from that roving reporter and ex-Hoffmanite Jim Wilcox. We hope he gets hold of a really good column like this so he can take lessons from two sharp reporters like us. Best of luck in New York, Jim. We'll be looking for your column in the Herald-Tribune or Police Gazette.

Dick Warner has made the news this month. Between almost being shot by a woman, and getting beat up by a little squirt he had better change his way of living or else.

Charlie, the guard, recently celebrated his birthday. And was he surprised! The girls in the cable department, drafting and publications got together and gave him a nice cigarette lighter and two cakes. He sure was thrilled about it. Hope you have many more of them, Charlie!

You sure can tell that spring is here. Everyone seems to have spring fever and all the fellows are losing their hair. What can us gals do to show we know that spring is here? Get a poodle, maybe?

We're suffering from spring fever too, so excuse us for the lack of news this month.



"Well, it never won no Fashion Academy award if that's what you mean —"

... from *Electrical Merchandising*

## SERVICE, PLANT NO. 8

by Bob Burnett



Flash:- from the special leased wire services of the Hoffman service department, here are the results of the Circle H club elections.

President, Harold Runyon

Vice-president, Floyd Quinn

Secretary, John Bergman

Treasurer, Joe Olongi

Lot o' luck to all the new officers of the club. Thanks, too, to the valiant and sturdy crew of outgoing officers.

There are more people coming and going in service than is humanly possible to chronicle with any degree of accuracy. But here are a few. We put out the welcome mat to Jim McAllister, formerly with RCA in Hollywood, now a five star general with Hoffman service. His picture and story appear elsewhere in this issue of the Transmitter.

We also welcome back Laura Rue, after a hitch in No. 3's personnel offices. Sorry are we to see Ted Lane leave the department. He became a Hoffmanite in 1949 on installation of TV and was a dispatcher when he took off for Arizona the other day.

Second on the list is Bill Hicks, of parts, who was recalled by Uncle Sam'l and is now a marine air corps lieutenant. As for changes, we have Tony Schroeder as a full colonel in charge of all technical personnel for service. And Joe Michartz and L. Pominet are to be group leaders over outside service techs, while Jim (Old Faithful) Souther heads the inside shop operations. Also our Long Beach shops continue to be under the supervision of Frank Oakden.

Jake Tobin, who used to specialize in pacifying irate consumers, is now in the field as a policy salesman, as Harold Runyon takes over out-crew dispatching.

Floyd Quinn will acquire a ball and chain this June.

Stu Hill is sporting a new debonair growth of hair on the upper lip, while on the other hand Hank Stewart's forehead seems to be getting higher as Cook's is getting lower. Maybe Hank can make a deal with Cook for the surplus.

This reporter (a pfc in the lineup) misinformed his readers (my wife and the printer makes it plural) about the outside service men driving new fords, because they have switched to 1952 plymouths, some even have Easy-Vision glass.

Bob Hansen and Ray Froment have been making remote units for their TV sets so they don't have to get out of reach of popcorn and cider to tune in their sets. Such is the rugged life in a great big city.

Cook has designed a picture tube tester that can be put in his pocket. It probably will save much time and money, not to speak of work.

The Circle H boys are still fishing. From the way they talk there aren't going to be many fish left in the broad Pacific if they are allowed to do much more fishing. Anyway, who's stopping them, sez I, low man on the fishing totem pole, but

## NORTHRIDGE MODEL



Russ Barth, left, and Marshall Wells.

Way back in January Hoffman dealers attending the Los Angeles Dealer Show at Plant No. 8 were entered in a drawing with "Lulu" as first prize. What or who "Lulu" was nobody cared to mention at the time, but now the truth comes out. "Lulu" turns out to be the new 21" blonde combination that started coming off the line last month, and the name more than fits. This new model is also known as the "Northridge" among those who read the advertising folders.

The 'truth' about "Lulu" was revealed recently when the winner of the drawing appeared to collect his prize. Russ Barth of Barth-Morrow TV, long-time Hoffman dealer with stores in Los Angeles and Tarzana, took the honors and the set at a brief ceremony presided over by Marshall Wells, sales manager for Hoffman Sales Corp.

D. E. Larson, advertising manager for the Hoffman Radio Corp., besides being a director of WCEMA and chairman of its publicity committee, this season doubles by being chairman of the publicity and publications committee for the WCEMA-IRE (WESCON) Electronic Show & Convention Aug. 27-29 at Long Beach.

still an eager beaver.

We have a trip planned for early this month. Harold (Hot Rod) Runyon will probably be at the helm again, while John Sutter and Hank Stewart fight to see who will haul aweigh on the anchor. This completes the present stock of strictly fresh news items from this end of the line. None were taken from deep freeze, I theenk. In June I will tell you all about the ocean fishing jaunt, if I don't get mal de mer on the briny deep.

## HOFFMAN TV DEALERS HAVE MEETING VIA TV IN DALLAS



A Hoffman TV dealer program was held last month via WBAP-TV, Dallas, Texas. The telecast was given for the dealers of The Schoellkopf company, Dallas Hoffman distributors. Left to right: Russ Deitrich, Hoffman district manager; President Hoffman; Jim Booth (Schoellkopf); M. D. Schuster, Hoffman national sales manager and D. E. Larson, Hoffman advertising manager.

## BELL RINGER - TRANSMITTER

In May 8 years ago the Hoffman house organ was still the Bell Ringer but was readying to change over to the Transmitter a month later.

The outside cover showed a group picture of Hoffman ball players. Still with the organization are President Hoffman; S. L. Spraggins, now vice-president; W. V. Phillips, now personnel director of the Hoffman Laboratories; Cliff Larkins, model shop, No. 3 Plant; B. C. Strong, outside production; Plant No. 3 and Gene Knox, Hoffman Sales Corp. Los Angeles office.

Inside the Bell Ringer were candid shots of the winning team eating turkey and fixings, while the losers were content to munch away on beans and carrots.

The first of the who's who series of Hoffman employees showed J. D. Portanova, then drafting, now chief cabinet design engineer, TV Mfg. Division. There was a picture of the Beethoven head that Joe sculptered back in Beantown previously to trekking west.

Les Hoffman was on the new KMPC "Everybody's Hour" with a transcribed talk on the electronic field that was dubbed into the musical portion of the Sunday half hour. He was selected to represent the industry as president of the Hoffman Radio Corp. and first president of WCEMA. Firestone had previously talked for the rubber industry and Douglas for the airplane industry.

Bromide of the month . . . a bathing beauty is a gal who has a wonderful profile all the way down.

Gene Knox was preparing for his birthday June 7: Elvera Geese No. 3 Plant assembly line, for hers on July 7 and P. L. Fleming, now Hoffman Sales Corp., on July 22.

Bowling leagues were finishing the winter season with W. V. Phillips and Lucille Warner prominent therein.

**RED CROSS  
BLOOD BANK  
NOW**

**A TV PRICING  
POLICY THAT  
MAKES MORE SENSE  
TO YOUR  
CUSTOMERS**

**Hoffman**—the first major  
manufacturer to quote all-inclusive  
prices—with no "extras"—no "add-ons"

Now every Hoffman television retail price includes:  
1) Full one-year warranty on picture tube; 2) Full  
one-year warranty on all parts; 3) Federal excise  
tax. The price displayed is the price that's paid.

Now Hoffman easy-vision television is easier than  
ever to sell. By eliminating "add-on" charges,  
Hoffman eliminates "double selling"—having to  
sell the usual *extras* in addition to selling the *TV set*.

**IT MAKES SENSE**

It's easy to see how much sense Hoffman's new  
pricing policy makes. Why, after all, should your  
customers pay *extra* for a warranty? They're  
entitled to one on a major purchase . . . and  
accustomed to getting it. And if they're Hoffman  
customers, the price they see in the ads and on the  
price tag includes *not only a full one-year warranty  
on tube and parts, but the Federal excise tax as well.*



17" mellowed maple table model . . . THE WALDON (71105)

**Hoffman**  
easy-vision  
**TELEVISION**

From your own standpoint, Hoffman's new price  
system makes just as much sense. It makes selling  
easier since you don't have to "sell again" once your  
prospect asks about the warranty—the price *displayed*  
is the price that's *paid*. It increases your profit—since  
the profit is based on the full list price of the set. It  
makes not only for more sales but for better dealer-  
customer relations.

**WANT TO KNOW MORE?**

In many other ways Hoffman makes selling easier  
and more profitable for the dealer. Hoffman easy-  
vision television, with the exclusive easy-vision  
golden lens, is more popular than ever. Hoffman  
cabinets are the talk of the trade. For full details on  
handling Hoffman, call on your Hoffman distributor!