

Hoffman
easy-vision
TELEVISION

TRANSMITTER

HOFFMAN RADIO CORP.

NOVEMBER, 1951



These are all on Cross-Country Television Now



A Message from Our President



Our entire organization is saddened by the passing of Dave Pateracki. Dave has been with us since January of 1947 and has done a fine job in the Service Department. Our entire organization extends condolence and sympathy to his family.

Our production tempo is picking up steam at every level and in spite of the various problems we are having on supply, we should swing into high gear in November and maintain this pace for some period of time.

It would appear, even though the material situation on television will remain difficult, that we will be able to maintain a maximum production schedule at least through the first quarter of 1952. The acceptance for our product exceeds our production at the present time; however, we must do everything possible to get our production at a top level to sustain our distributors and dealers who are supporting our line.

We have many new jobs that will be going into production during the next few months and will offer many opportunities for our current employees as well as new employees. Our overall production level for 1952 should be approximately twice that of 1951.

The company's operations for the first nine months show a loss; however, I am confident that we have corrected the causes of this loss, that the last quarter of the year should show a profit and that we can profit for the year to date providing everybody works in that direction.

The company elected to follow certain policies in 1951 during the slow television season which protected the distributors and dealers but did cost the factory money. We feel however, that this should pay dividends in the months and years to come.

The Mark IV chassis is doing an outstanding job in the field and it is up to us to maintain the high quality in production and service that is engineered into the set.

Reports from Korea reflect that much of the equipment we are building now, including the URC-4 being built at Plant No. 7, is doing a fine job in the field. Just within the last ten days, a report came to us that the URC-4 was instrumental in rescuing 150 of our boys that were trapped behind the Communists' lines. I am sure that all of our employees share with me the thrill of knowing that our equipment is working so effectively in the field.

H. L. HOFFMAN

HOFFMAN TRANSMITTER

NOVEMBER, 1951

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HOFFMAN RADIO CORPORATION

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Editorial Office: 6200 South Avalon Blvd., Los Angeles 3

Ralph L. Power, Ph.D., Editor

Newhall, Cal., historically marked as the site of California's first gold and oil discoveries, recently held its annual Catholic Church barbeque with top door prize in the form of a Hoffman combination console.

Hoffman softball team was guest at the Los Angeles coliseum last month to see the Rams and Bruins tussle, courtesy of Hoffman TV.

Electronics department of the U. S. Naval Postgraduate school in Annapolis, Md., is getting ready to move to a west coast location.

"The Devil & Television" captions an interesting bit of fiction in the October American Mercury. It was written by Jesse Stuart, poet, short story writer and author of "Taps for Private Tussie."

Benny Aoki, diminutive Long Beach left halfback, got honors as "Hoffman Player of the Week" recently when southland sports writers heralded the event in their columns.

The Office of Technical Services, Washington 25, D.C., has issued some reports on government use of TV. Of interest is "PB104414" (training by TV), showing how the navy uses TV to train its men.

Melva Talboys, of Gardena, wears the purple robes of royalty as she takes off as Miss Hoffman Easy-Vision for El Camino college. Dramatically inclined, she just appeared in two campus productions: "The Late Christopher Bean" and "Of Thee I Sing," musical show.

Mooring mast atop the Empire State bldg. in New York is paying off these days. Rights to the TV mast (transmitting) brings in annual rental of a cool half million. Five local stations pay \$70,000. each annually to use the mast, plus \$30,000. rental a year for space to put control gear.

MIKE SPIELING DUO



The Hoffman-sponsored collegiate games continue via channel 9 Fridays and Saturdays at 8 p.m. And don't forget the Thanksgiving day game, too.

Jim Hardy (right) took a temporary leave of absence late in October to re join the Chicago Cardinals professional football club in his former position as T-Quarterback for the rest of the season.

Thus he leaves, for the moment, his post as Hoffman Director of Sports and mike partner to Bill Symes (left), who continues to announce and do the play-by-play spieling for the KHJ-TV JC games through this month and into early December.

GRID TELEVISIONING

The JC grid season via TV was auspiciously launched September 21 via KHJ-TV (channel 9) under the combined sponsorship of Hoffman TV and Dodge Dealers.

Dealers of both organizations are doing their part to acquaint the public with the televised series: and the station has been doing a newspaper campaign together with spot announcements during other hours to call attention to the games of the week.

The remaining games to be played are as follows:—

- Nov. 9, Fri., Pasadena vs. Ventura, Rose Bowl.
- Nov. 10, Sat., El Camino at Santa Monica.
- Nov. 16, Fri., Garden City JC (Kan.) at Compton.
- Nov. 17 Sat., East LAJC at Long Beach.
- Nov. 22, Thursday, Thanksgiving Day, Pasadena vs. Muir JC, Rose Bowl.
- Nov. 23, Fri., Santa Monica at Long Beach.
- Nov. 24, Sat., El Camino at East LAJC.
- Nov. 30, Fri., Pasadena at East LAJC
- Dec. 1, Sat., LACC vs. Compton, East LAJC Stadium.

Bauer's Appliance & Television store, 777 Santa Cruz ave., Menlo Park, Cal., held open house recently with Steve Bauer, assisted by Ed Dieckerhoff greeting the public. Shop is a franchised Hoffman TV dealer.

New Eastern Accounts

CHICAGO AREA

JOLIET APPLIANCE CO.

722 North Raynor avenue - Joliet, Illinois

* * *

KALAMAZOO MUSICAL INSTRUMENT CO.

491 W. South st. - Kalamazoo, Michigan

* * *

CHIKAR'S

533 South Michigan st. - South Bend, Indiana

NEW YORK AREA

E. BRODBECK & SONS

61 Fourth avenue - Mt. Vernon, N. Y.

* * *

HAYNES GRIFFIN, LTD.

420 Madison avenue - New York, N. Y.

* * *

MODERN MUSIC

479 Main street - New Rochelle, N. Y.

* * *

PERDUE RADIO CO., INC.

8 South Park st. - Montclair, New Jersey

* * *

TOWN RADIO & TELEVISION CO.

7206 Main street - Flushing, New York

(Branch: Fresh Meadows, N. Y.)

* * *

WESTMINISTER SALES

208 Rockaway Turnpike

Cedarhurst, Long Island, N.Y.

(Branches: Hempstead, N.Y.; Lynbrook, N.Y.; Far Rockaway, N.Y.; Rockville Center, N.Y.; Lawrence N.Y.; Freeport, N.Y. and Great Neck, N.Y.)

MIDDLE WEST

B. LOWENSTEIN & BROS., INC.

Memphis 1, Tennessee

* * *

JOSKE'S OF HOUSTON

407 Main street - Houston Texas



NEW DEPARTMENT HEAD



Philip S. Beach

Phil Beach last month took up his duties in the newly created executive post supervising advertising, publicity and public relations in the Hoffman Radio Corporation.

His professional background started after he left UC at Berkeley and for ten years was space buyer and account executive in the San Francisco office of J. Walter Thompson co.

This was followed with 2½ years in Los Angeles as assistant to the president of Pacific Outdoor Advertising (POA) and then his Hoffman affiliation.

Mrs. Beach is the former Edith de Fremery. The children are David (12) and Alison (8). Phil's hobbies are wood-working, gardening and sailing.

He served a couple of years as a signal corps sergeant supervising the installation of IBM record machines in Sacramento and other spots.

Says President Hoffman: "The addition of Mr. Beach has been made to strengthen the staff directing our advertising and publicity program."

The winter Hoffman TV advertising campaign will continue a well rounded program of consumer advertising at the factory level, with cooperative advertising, and the projected addition of trade advertising of the Special Apparatus Division.

Advertising now consists of D. E. Larson, advertising manager; Edward Burns, production manager; Phil Bryce, publicity; and Don Grainger, cooperative advertising.

National conference on airborne electronics will again be held at Dayton, O., next year. Dates set are May 7, 8 and 9. L. S. Fedotin, Dayton representative for Hoffman Radio Corp., is listed as "an executive officer (budget) of the conference."

46 Shopping Days Until Christmas

BE THANKFUL

November is the time for the proverbial feast on Thanksgiving day. It is a far cry from the early days when the Puritans took the trusty flintlock and shot their own birds in the wilderness.

Today American families can buy their turkey on the hoof, eviscerated, dehydrated, defrosted, smoked, canned or in other shape.

But November, besides the day of feast and thanksgiving, is also an entire month in which to be thankful.

Be thankful that your country has:

- 71% of the automobiles
- 50% of the hospital beds
- 92% of the world's bath tubs
- 52% of the high school enrollment
- 48% of the radio sets
- 48% of radio, telephone and telegraph facilities
- 60% of the world's life insurance policies
- 92% of all labor-saving appliances
- 34% of the world's meat
- approximately 33 1/3% of the railroads

This is the favorite verse of Florence Harris, No. 3 Plant PBX.

I'm just a loving, hugging bear,
Bringing joy for all those who care,
Although your friends are far away,
Their thoughts are with you day by day,
So cheer up and take a look at me,
The cutest cub you ever did see.

An all-weather camera with automatic loading was shown last month in Hollywood at the 70th semi-annual convention of the Society of Motion Picture & Television Engineers. G. J. Badgley, of the U. S. Naval Photographic center, Washington, D. C., invented the new camera. The camera is said to have a lot of television possibilities.

Patrick Henry said: "Give me liberty or give me death."
His descendants now just say, "Gimme."

A little girl was taught to close her evening prayer, during the absence of her traveling father, with: "And please watch over my daddy."

It sounded very sweet to the mother, until one night she heard the little girl add: "And you'd better keep an eye on mama, too."

Courtesy is to business what oil is to machinery.

Junior Roberts (when a child): "Goodbye, Mary. Mama and Daddy are having company and I've gotta go home and make precocious remarks."

ARIZONA TV EXPOSITION



Hoffman TV booth in Phoenix, reported in the October Transmitter, was attractive and a crowd-getter. Right is Bob Van Valer, sales manager, and Leo Gleim, sales promotion and service head, for Black & Ryan, Phoenix Hoffman TV distributors. It was shown during the three-day run of the A. M. A. Television exposition, which attracted an audience of some 20,000. Greatest amount of interest, of course, was the new 24" Hoffman TV receiver.

Recent bulletin from the Los Angeles chamber of commerce is of considerable general interest. It comes from the economic education committee of the women's division of the chamber.

THE AVERAGE WORKER MUST WORK:

141¼ minutes to buy a pound of sugar in Russia, 9 minutes in England, 4½ minutes in the United States.

For a pound of butter — 544 minutes in Russia, 33½ minutes in England, 32¼ minutes in the United States.

For a quart of milk — 59½ minutes in Russia, 29 minutes in England, 9½ minutes in the United States.

For a pair of women's shoes — 98 hours in Russia, 15 hours in England, 7 hours 10 minutes in the United States.

AMERICAN LABOR WORKS FEWER HOURS AND GETS HIGHER REAL WAGES

To earn \$10.00 in real wages, the Russian worker must work 81 hours, the English worker 19 hours, and the United States worker 8 hours.

The United States has 140 doctors per 1,000,000 population, 114 in England, 103 in New Zealand, 75 in France and 4 in China.

With only 6% of the world's land and only 7% of the world's population, we have created 45% of the world's total wealth.

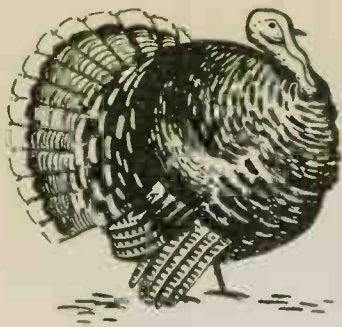
The "football package for JC games" issued by Hoffman TV includes megaphones in school colors, printed schedules, window banners for special gridiron window displays, windshield stickers, 40 foot stringers for store display and tent cards.

46 shopping days until Christmas.

Marje Norris, departing associate editor of the Transmitter, drops this in the file basket as she leaves. Written by Dorothy Parker, 'tis Marje's favorite bit of verse and it's called Indian Summer.

In youth, it was a way I had
 To do my best to please
 And change with every passing lad
 To suit his theories.
 But now I know the things I know,
 And do the things I do:
 And if you do not like me so,
 To hell, my love, with you.

December Transmitter
 Deadline — November 15



WORLD SERIES FAN . . . Hilda Palmisano

Hilda, the former Miss Rutz, this month finishes her first year with Hoffman TV and merrily starts on the second.

Born in Milwaukee, Mr. Palmisano (Thomas J., of Peoria) drives a truck for recreation and a living. They live in Altadena.

She went to St. John's school in Milwaukee and spent four years in that city doing soldering and wiring for a local factory. She has been at No. 7 Pasadena Plant the entire year, first on assembly and now as a utility girl.

Mrs. Palmisano's hobbies have to do with painting 'round the house (inside 'n' out) and baseball.

ROYAL AIR FORCE . . . Richard O. Pick

Dick is another Hoffmanite who rounds out his first year here this month. He is in charge of accounts payable, No. 3 Plant, and previously was in charge of payroll.

He was born in York, Eng. and was four years at Scarborough college, graduating with Sanbridge certificate. He had previously been to private school nine years.

Dick came to the States, first class, back in '38 and met Marjorie Dawn Gerrard, of Winnetka, Ill.

He returned to Great Britain two years later (1940) because he had two brothers in the RAF and wanted to be near 'em. So he joined the RAF and served four years as a flight lieutenant, which more or less compares with the grade of captain in U. S. forces.

Dick flew Lancasters over Germany until D Day. Then he signed up with a transport command squadron in Burma and the islands, making a grand total of 5½ years in the air.

So back to the good old U. S. A. in 1946 and married Miss Gerrard, by that time in Detroit. He had been exchanging letters all that time. They have two children: Cynthia, 3 and Geoffrey, just a year old. They live in Los Angeles.

He was naturalized as a U. S. citizen in 1949. In Leeds, before the war, he was a senior accountant for a firm of chartered accountants four years. And four years in Los Angeles he was office manager of Penny-Owsley Music co., a franchised Hoffman TV dealer.

The Pick hobbies are photography and cricket, and he played cricket for Pasadena in the Hollywood league. But nowadays with the rush of business he doesn't have so much time for either hobby, but prefers to spend leisure moments with the wife and kids.

FROM BAYOU LAND . . . Claudia M. Le Boeuf

Claudia's Hoffman TV affiliation started March, 1950. But she worked here for a couple of years back in the early war days just as the organization was changing from Mission Bell to Hoffman. Her forelady at the time was May Searcy.

Claudia brought her family to breakfast at the picnic this year. They include the lesser half, Husband Evan (of Lake Charles), who is an air research man and daughter Jennie Lynn (8) and son Jimmie (4).

Mrs. Le B. comes from Lake Charles, La., down in the land of the bayou, bloodhounds and bittersweet. Nee Thom, she went to public schools in the old home town.

Since the new Hoffman affiliation she has been on assembly and a utility girl at No. 3 Plant but a little while ago was switched to No. 5 Plant as utility. Skating and sewing take up all of her hobby time when she isn't washing the kids' ears or doing housework.



LOUISIANA . . . Marie G. Markle

Marie came from New Orleans, of Spanish background, but now lives in South Gate. She has been with Hoffman TV since July of a year ago on assembly in No. 3 Plant.

Nee Sanchez, the senora's husband is Raymond, of Los Angeles, a shipping clerk. They have two children.

Marie went to Sacred Heart prep and hi in Los Angeles. She was a belt operator for the California Walnut assn. in Huntington Park, a tester in New Orleans for Southland Electrical corp. and awhile at Standard Coil Products on the assembly line.

L. A. HIGH . . . Stewart N. Hill

Stew Hill came to Hoffman Service August, 1950, and is still at Plant No. 1, though he was over to No. 8 in charge of things technical until it was merged with other facilities.

Milwaukee-born, of Scotch ancestry, his wife (Jo Ann Elizabeth) is an Edmonton (Canada) girl.

He went to Carthay Center grade in Los Angeles and graduated from L. A. High, then two years at LACC and to a local radio school, also.

He was an army sergeant two years, signing in and getting out at Ft. MacArthur in San Pedro and did army radio maintenance work.

In the line of employment, he did electrical installation awhile at the Douglas plant in Santa Monica; a year doing TV service locally and a year with Bullock's service department.

Currently he is a group leader in Hoffman Service.

TENNESSEE GAL . . . Lucille C. McGivney

Lucille 'joined up' with Hoffman TV Feb. 28, 1950. Three days previous she was married to Chester A. McGivney, jr., of Los Angeles. Nee Charlton, she did assembly work in Nashville, Tenn. for Consolidated Vultee and three years on assembly at the SMYNA air base in Tenn.

Currently she is on assembly at No. 3 Plant.

SKATING HOBBIES . . . Howard W. Golub

Chicago-born, of Russian descent, Howard W. Golub has been in the Plant No. 3 stockroom since January of this year.

Not yet 21, this is Howard's first job. He went to Lawson Grammar in Chicago and was graduated from Fremont Hi in Los Angeles.

His hobbies are photography, roller and ice skating.

Dr. A. B. Du Mont, electronic tycoon, says that electronic apparatus of planes for some of today's military aircraft is so intricate that it is more expensive than the entire cost of the plane itself during world war II.

Tom Penfield likes the yarn about the scotsman who had a call from the bank to say his account was overdrawn \$65.

"A wee favor, m'lad," he purred back at the teller, "look up and tell me our relationship just 30 days ago."

The answer came back that at that time he had a balance in his favor for \$117.

"Aye," bellowed Scottie, "and did I call you?"



SALES TALK

by Bill Palethorpe

Hoffman Sales Corp., Los Angeles



By way of carrying on the on-sided fued started last month, we would like to publicly compliment Cliff Strom on his high jumping attempts. Seems as though Cliff was in too much of a hurry to circumnavigate the chairs in the sales lobby at Plant No. 5 and decided to "make like a bird". To get to the end of the sad tale we can only say that is exactly what Cliff did, with a slightly different spelling.

Standing in line to be welcomed back from vacation we have Shirley Donohoe, back from Canada; Dick Waters, back from a two weeks hibernation, and last but not least, Russ, "Top'o' The Pile" Dietrich (where did he get that nickname?) back from feeding the fish in the Big Bear-Lake Gregory area. We hear Russ has some pix of the big ones that didn't get away. They say pictures don't lie, but, as one skeptic pointed out, that was before the days of the wide angle lens. (Just kidding, Russ. Those fish are good size. BOTH of them.)

Speaking of fish and fishermen, we must note the obvious glint in the eyes of most of the salesmen and particularly Burt Dorris, the sales manager. This peculiar look appeared when Burt announced that one of his friends was in on the discovery of an albacore school. This probably means an excursion by the entire sales force very soon. Only one question, fellows. Who buys the Mother Sills?

New faces are steadily appearing around ye olde Sales office. We currently have two new members to be welcomed to our clan. The first is Ray Reed, a very welcome addition to the hard pressed crew of Ernie Junge et cie., and the second is Yolanda Dressin, in the accounting department. Yolanda doubles in brass as a relief girl on the switchboard and her Brooklynese accents are making many a New Yorker in Plant No. 5 very homesick. Guess Roberta will just have to teach her English.

This month under the heading of moving day we have Frances Lehman. Fran and her family are moving into a new apartment, which they are having custom furnished in modern styling. Needless to say, the entire family is excited over the project.

A quiet guy, who never seems to get mentioned in these columns is Rex Langdon. Rex is a pretty good boy and hence doesn't get much kidding from the rest of the Sales gang. One point we must bring up for the benefit of our fellow workers. Rex got quite a kick out of some of the tales about the salesmen and offered to supply us, at no charge, with additional poison for our pen. Hmmm!

The common cold seems to be running the gamut 'round these parts. It started quite innocently with Roberta Ballard, who, selfishly stayed at home for two days and then decided to give up her coryza treasure to her co-worker "Lucky".

"Lucky" in turn passed it on until yours truly ended up holding the sack. (Or should we say Kleenex?) Any takers?

While we have Verona "Hopalong" Lucky on our minds, lets discuss the tale of her sore toe. — Once upon a time, very early in the morning, the front door of the Lucky residence opened and out stepped our friend "Hopalong" Lucky, properly attired in bathrobe and bare feet. The paper, as usual, had fallen off the porch. Out stepped our heroine bold and brave, gathered in the newsprint and morning milk, and then realized the homestead portals were slowly but inexorably closing. With a sudden lunge "Hoppy" put into being the now famous "Operation Newslift". Seeing that her arms were otherwise occupied our heroine kicked at the door, not a second to soon, and kept it open at the cost of a bruised pedal digit. Thus goes our bedtime story, kiddies. We really believe, as our spies have told us, that "Hoppy" is taking up house-to-house salesmanship to increase her weekly subsistance. Quien sabe?

Many apologies to the people whose birthdays we neglected to mention last month. You will find them listed below along with a list of the birthdays for the month of November. Many happy returns to all of you.

R. W. Davis, October 12; Chuck Borgess, October 13; Don Parmelee, October 31; Art Honig, Nov. 14; Charlie Cotter, Nov. 18; Margaret Black, Nov. 26 and C. P. Johnson, Nov. 27.

Among the losses to our group this month we must regretfully mention the loss of Liane Brown to the office of Tony Schroder in the production department at Plant No. 5. Lots of luck, Liane!

Hold your breath everyone. At long last Plant No. 5 has a parking lot. The lot is located on the north side of 60th St., one-half block east of Avalon. The capacity of the lot is approximately sixty cars and at the present time it is first come first served. According to Sam Powers, production manager, your company badge will serve as a pass to the lot at the present time with plans in the future to issue parking stickers for employees windshields. A man will be on duty from 7:30 to 8 a.m. every working day and the lot will close at 6 p.m.

That's thirty for now. Don't forget to forward any items of interest as early as possible.

Ole was walking down the street one day, a Bible under his arm, when he bumped into friend of his.

"Where are you going Ole?" the friend asked.

"I hear they just opened a new place with lots of pretty girls, luxurious furnishings and good music," Ole replied. I'm going to try it out."

"But what are you carrying a Bible for?" his friend asked.

"Well," Ole answered. "If it is as good as they say it is I might stay over Sunday."

"Spit is such a horrid word," said the pig as he was about to be barbecued.

Snoopin' 'Round Seven with Betty Rogers and Elmeta Gray



Jackie Brewer is counting the days until her husband, who is stationed in Japan, comes home. It is 42 days as of this writing. Ellis "Monty" Montgomery has quite a few autographs on that cast on his arm. Is yours there? Wiley Cloud wants to apologise to the girls in the plant for saying they were all old, but he had to tell his wife that one morning when he escorted five of the most charming to work! Dee Clark's daughter would like that percolator Dee won at the picnic, for her hope chest, but "she can just win her own" says Mrs. Clark. Virginia Van Sandt wants everybody to know her name is not Van Sandy as reported in last month's Transmitter. That is a cute nickname, though, Virginia. What girls on the Case line are taking their temperatures everyday and why?

Betty

Have you noticed Jessie Franklin's "easy vision" lenses? She keeps her glasses on the end of her nose so she won't miss anything across the room. The big mystery is out. Carmen Rowe is the girl who thought whoever wrote "no gates" on a reject slip, couldn't spell. So she erased it and wrote "no guts". One day we ate lunch on the grass across the street from the plant. A man who works at Vromans asked what we made. One girl said "walkie-talkies" Jeanne Visser smart-cracked "yes, some of us walk, but we *all* talk." If all the pictures of husbands, boy friends and children, hauled out of billfolds for approbation, were laid end to end, they would reach from here to Plant No. 5. We are happy to welcome a newcomer to Plant No. 7, Charles Radway, foreman of the new line.

(continued on page 11)

Electronics: The Next Winner

by Gen. CARL SPAATZ, U.S.A.F., Ret.

This is the third of a series by General Spaatz reporting on the current state of air defense following a European tour.

ELECTRONICS played a far more important part in the fight for air supremacy in the second world war than is so far realized. It is generally known, of course, that radar was the most important element in winning the Battle of Britain.

What is not so generally recognized is that use of the electronic principle in our bombsight enabled us to pound Germany from the air almost daily, in good weather and bad. Although blind bombing through an undercast was not as accurate as visual bombing, it was nevertheless effective enough to force German fighters into the air, where they suffered such severe weather and combat casualties that by D Day there was no effective German air force available to resist the Normandy invasion.

The proximity fuse, another electronic device, and radar control of fighter bombers also contributed to the victory. The fuse was important in reducing the V-1 threat to Britain and radar vastly increased the efficiency of bombers supporting ground forces.

Measures to counter the effectiveness of electronic devices were naturally developed during the war. The Germans were the first to shower metal-impregnated paper strips over a battle area to confuse the radar warning net. Later we used the same technique to cover the approach of our own bombers to targets in Germany.

BUT these achievements of electronics in the second world war are nothing to what is ahead if there is a third world war. In another war, superior electronics would be decisive. Both defensive and offensive air tactics will be dependent upon them. No nation can be safe in the future unless its defenses can meet the threat of atomic air attack and this can be done effectively only with electronically controlled missiles.

Even the operation of an airplane will be dependent upon electronics. As speeds crash through the sonic barrier and approach 1,000 miles an hour, human and mechanical impulses

are too slow to be adequate for control. Having bettered the speed of sound, man will have outstripped himself. How well a fighter or bomber is used will depend upon the efficiency of its electronic-control devices.

So the battle for air supremacy is resolving itself into a battle for electronic superiority. I doubt if anyone knows whether we are ahead of or behind Russia at this time. Certainly we have the technical skills to get ahead and stay ahead, if we will use them to full advantage. But it will not be a simple task.

The Russians acquired the services of many German electronics experts in areas which they overran or which were turned over to them by us after the second world war—probably several thousand. It is known that the Russians experimented with two ways of handling these experts; one group was treated well and one harshly. Which method paid off I don't know. But in view of the Russians' progress in jet development, it can be concluded that some of the Germans have been used effectively and that important strides have been made in electronics as well as in jet construction.

FROM time to time we read in our technical journals something about our own progress. I wish we were privileged to read less about it. In this area, so vital to our security, every possible precaution against leakage of information should be taken. Our secrets should not be permitted to reach a potential enemy, as information about the atom bomb and the number of B-36s ready for action already have.

Electronics inventions and improvements should be top secret. Some device that improves television reception in your home may be just the thing, when applied to fighting machines, that will give us a decisive edge. This applies both to defensive and offensive use of radar.

The dictators in the Kremlin will not hold back if they ever believe that they have achieved supremacy in the air—which means superiority in electronics as much as superiority in speed of airplanes, weight-carrying capacity of bombers, and the atom bomb. We must see that they are not permitted to surpass us in the electronics field.



... reprinted from *Newsweek*

ENGINEERING & DRAFTING

by Margie Norris



cigarette.

There is no nicotine in Chummies, and you can't stain your pinkies clutching a Chummy for Chummies (and only Chummies) contain paper.

Finely ground imported paper mixed with the choicest of oriental snuff and rolled in a leaf of fine old Ipswich (Mass.) burleigh tobacco.

Remember . . . don't smoke plain old cigarettes. Smoke Chummies old cigarettes, and we absolutely guarantee that if you don't enjoy your first twenty-six packs of Chummies, and you have the strength to crawl back to the store, we will refund every cent of your dough, not in dirty cash, but in peachy Chummies.

As everyone knows by now, this is my final column. I have really enjoyed writing 'em. I want to take this opportunity to say so-long to all of you. You aren't completely rid of me, however, as I will keep in touch.

But I want you to know how much I have enjoyed working in such swell company. I will miss you all. If you feel like dropping me a line (and I hope you do), the address is the Norris Lonesome Hearts club, 86 Beacon st., Hyde Park, Mass.

Now, what gives in Engineering & Drafting. Miriam is back on the job as secretary to Carl Wasmansdorff and we are glad to see her back in harness again.

We are sorry to know that Bertie Shaw is exiting on October 31 and though we don't know where he is going from here we certainly wish him all the luck in the world wherever he goes and whatever he does.

Charlie Maass' new home in Pasadena is quite nifty inside and out.

In honor of the approaching winter everyone has a lovely cold. Zona Owens has been out a week. Frances Draper, Jeanne Fox and I have worked up a Kleenex brigade surpassed only by Sid Parson's Kleenex concession. We even sneeze in unison. Very harmonious.

Orchids department: To Wm. Unger, who gave his old TV set to a family with three kids and no TV receiver (Bill won a Hoffman TV at the picnic). To faire Millie, in the com-misary, who makes every tray-trip through the line a lot of fun.

To Mabel Mason (outside production) who continually does nice things for other people. To Geo. Ekleberry, who is always ready to help any time he can. To Bill Kruf, Tom Backs and the model shop who are always ready to lend a hand. To Doc Power, one of the nicest people in all the world. (huh).

TV in the Press

Bill Henry (Wm. Mellors Henry, LL. D.), Los Angeles Times columnist, says in Washington, D. C.: ". . . the acid comment of a local critic who asked, rhetorically, 'Who says we aren't making progress? Why, TV has almost overnight reached a level of mediocrity that it took radio a quarter of a century to achieve.' "

Boston, Mass. Probate Judge John V. Mahoney hears testimony of Mrs. Alice Winston, who wants to cut the knot and divorce husband, Sydney. Among the charges of extreme mental cruelty is the habit, according to the testimony, that Sydney had in switching off the TV set at the in the middle of highly dramatic programs.

Rosemead Cal., Mrs. Vicky Joseph climbed atop the roof to fix the TV aerial antenna and the ladder fell down. Daughter Lydia, aged 3, thought mommy was playing a game. It took three hours to make the tot understand it wasn't a game. She then told the neighbors who called the firemen.

Doctor (inquiring after the boy who had swallowed a half-dollar): "How is the boy today?"

Anxious mother: "No change yet."

Temperance Lecturer: "And in conclusion, my dear fellow citizens, I will give you a practical demonstration of the evils of the Demon Rum. I have two glasses here on the table. One is filled with water and the other with whiskey. I will place an angle worm in the glass of water. See how it lives, squirms, vibrates with the very spark of life. Now I will place a worm in the glass of whiskey. See how it curls up. writhes in agony, and then dies. Now, young man, what is the moral of this story?"

Young Man: "If you don't want worms, drink whiskey."

And a whole bushel of orchids to all the good people at Hoffman TV who, in spite of working at fever pitch, are always willing to help you out and make working here the pleasure it is.

And now, as the sun pulls away from the shore and our boat sinks slowly in the west* we wave our purple handkerchief with the orange dots to you all.

*Margie and Virginia, however, are not going via boat and the Panama canal. They leave for Boston via the family chariot with mingled misgivings and fervent prayers that it will not turn out to be the proverbial one-hoss shay.

PLANT NO. 3 COMMISSARY HOURS

7 to 8:15 a.m. and 11:15 a.m. to 1 p.m.

Mondays thru Fridays

THE TRANSMITTER IN NOVEMBER, 1943

The Transmitter seven years ago this month was a 12-page issue with 16 employee pictures on the outside cover. Mildred P. Ritcher is the sole survivor of this group and is now lead lady in Plant No. 5.

Plant activities included production on frequency meters, kites, variable condensers and some research work with Caltech on a project.

Plant No. 3 erection was underway. Presents were being assembled to send to Hoffman servicemen overseas. Pictures of the Halloween party predominated. This year, for the first time, the Halloween festival was omitted because the annual picnic was held a month later than usual.

TELEVISION LINKS THE UNITED STATES

Among all of the technological miracles that have contributed to the startling development of television as a medium of mass entertainment and a swiftly growing industry, perhaps the most spectacular single element is the microwave relay system by which the farthest borders of this nation are brought within sound and sight of each other.

It has been acknowledged for the past several years that the major factor in successful sales of television receivers is the availability of popular programs for large masses of potential purchasers. The opening of the microwave system linking both coasts already has yielded tangible results in this regard, since the nation-wide telecasting of the Japanese peace conference, several athletic events and a growing number of "live" studio shows has produced an increase in set sales which has become apparent to most manufacturers.

Americans, as a nation, insist upon being entertained. The entertainment industry is ready, willing and able to provide the attractions this nation demands, and the completion of the coast-to-coast television link guarantees access to those attractions for millions of people who previously were only mildly interested in the programs then visible.

Manufacturers, distributors and retailers of television receivers and accessories have been placed in an extremely advantageous position by the rapid expansion in program availability represented by this new transmission system. Armed with this spectacularly effective merchandising tool, and still awaiting the Federal Communications Commission's action to permit more stations to serve many more people, this industry is on the threshold of the greatest wave of popular demand ever seen. Barring a major war, the trade's prospects are so bright as to pale into insignificance anything that has gone before.

... from *Radio and Television Weekly*

"Darn it, leftovers again," said the cannibal as he gnawed on the two old maids.

R I P



Hoffman co-workers were shocked at the sudden death of David Royal Pateracki, technician in Service the past five years. Stricken suddenly, he died in the ambulance enroute to the hospital. Services were held November 1.

Dave was a native Angeleno, of Polish ancestry, and went to schools in San Gabriel and Alhambra, graduating from Mark Keppel Hi in Alhambra. His hobby for years has been collecting records.

Sympathy of Dave's co-workers is extended to his widow, the former Virginia Lee King, of Oklahoma City.

HOFFMAN PLANTS

Plant One	— 3434 South Hill Street Los Angeles 7,	— RI 7-5671
Plant Two	— 3446 South Hill Street Los Angeles 7,	— RI 7-5671
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,	— ADams 1-5114
Plant Seven	— 335 So. Pasadena ave. Pasadena 1.	— SY 6-7277

(Plant No. 7 continued from page 9)

Everyone likes his attitude, which is firm but pleasant. Our Dellia, who is group leader on the new line, also has these same pleasing qualities. A swell team! Anyone interested in seeing the wrestling match between Baron Leone (Frances Buck) and Rad Berry (Maurine Miller) contact Promoter Joy Herrick. Perhaps it is time someone mentioned how lucky we are to have Victor Denton, Jim Boord and Walter Bunyard for guards at this plant. We appreciate the fact that they do not misuse their authority and always have a courteous greeting ready both morning and evening. We have not had the pleasure of meeting Guards Fava and Thompson, who have the late shift. However, we should like to extend a friendly "hello" to them, too.

Elmeta

DEFENSE BOND DRIVE
Buy U. S. Savings Bonds



Crowds outside May Company store



Throngs at Eastern-Columbia

WORLD SERIES and RELAXING of REGULATION

TV dealers are back in business again. Of course they were never really out of it. But for awhile things slumped more or less on the retail level and all up and down the line.

That was when President Hoffman started figuring things out. And the same for Bob Davis, general manager of the Hoffman Sales Corporation. And they dug into past experience to see what primed things in the earlier days of TV.

The wrestling matches used to spur TV set sales. Then the promoters tried to jazz up the amount of box office receipts by stifling the televising of their mat wares.

Hoffman TV made it possible for wrestling to return, and almost over-night the sales curve for TV immediately zoomed upward again until the statistics curve jumped to the right corner and over the wall.

Hoffman "Firsts"

Hoffman TV, prodded by its president (a former grid star himself), did yeoman and pioneer work in sponsoring football when it seemed that the TV audience would not be in on a deal.

Then again last year, when the subject reached controversial stages, the organization again bankrolled coast grid games. Reports from retailers up and down the coast attested to the

Barker Bros. window



public appreciation of the gesture as shown by sales sheets Customers bought and bought and bought.

Again this year Hoffman brought football to home screens in Southern California with the collegiate games from the Southland over a period of three months with the Friday and Saturday 8 p.m. (KHJ-TV, channel 9) games plus the Thanksgiving day stanza. This, too, has helped swell the coffers of the Hoffman TV dealers while, at the same time, helping dealers generally.

At the moment the chief impetus in TV sales (and service) is due largely to the microwave system coast to coast with western fans getting a liberal sprinkling of the entertainment fare from the east and vice versa.

And, as for the World Series, that really did it! Manufacturers are once more highly geared to TV set production; distributors burn the midnight oil and dealers, too, will have a legitimate profit even 'after taxes.'

But the microwave situation didn't 'just happen'. Of course it had been projected and worked on for years, but the scheduled opening date did not plan to allow the televising of the series.

Some four months ago, some of the moguls in this TV-set-making industry got together in the offices of the Electric League of Los Angeles. Sales, they not too cheerfully admitted, were at a peak low level. Initially, they planned some industry goodwill ads calling attention to the fine and outstanding TV programs.

They went deeper into the topic and came out of the huddle with the laconic statement that "there are no good and actually outstanding programs" at the moment.

The scene now changes to the office of Bob Davis. Enter Les Hoffman. They agreed on everything. Sales were bad. Programming needed a shot in the arm.

Twenty minutes later Mr. Hoffman reached into thin air and made a brief statement. "If we could get the World Series televised east-west. that would do it."

Enters RTMA

Thereupon President Hoffman started to burn up the wires eastward and had lots of palaver with Glen McDaniel, new and first paid president of RTMA (Radio-Television Manufacturers association). On the home front General Manager Davis picked up the ball locally.

Things began to hum. Mr. Hoffman journeyed east and conferred with various and sundry officials and people in the industry. Locally the 'phone company spokesmen said that



May Company auditorium



Bullock's window

"W" CAUSE SALES SPURT IN TV RECEIVERS

the towers and telephone conversations angles would be ready by August 1 with 'phone service ready to perk as of August 15.

Plans, they said, called for TV equipment being added to the towers in time to bring the Rose Bowl game to the east come the new year. American Tel. & Tel. visioned a gigantic celebration at that date which would celebrate the 75th anniversary of the Alexander Graham Bell invention.

Thus the situation was more or less at the status quo for awhile. It was said that it might be possible to step up the installation cycle for sending TV signals over the microwave system and complete it in time for the World Series.

But the bigwigs of the 'phone interests had set their hearts on the 75th anniversary with an epoch-making event on transcontinental TV.

Mr. Davis then appeared before the TV Broadcasters association of Southern California, and suggested that if some station member of the group placed an actual order for the cross country network it would be possible to honor it.

Local Broadcasters

The local broadcasters, not usually sad sacks at all, took a viewpoint slightly touched with pessimism. In fact, they bluntly asked our Mr. Davis if he had been out in the sun or somethin'. But when he again appeared before that August group, a couple of weeks later, their engineering brains reported that transcontinental TV could be possible in time for the World Series. This pleased Davis mightily, for it cleared his mental status and, at the same time, showed that the dream child could become a reality.

In the meantime, Hoffman had been badgering eastern interests and at long last the American T. & T. admitted this would all be possible and feasible; but why should they hurry when nobody had ordered such a service.

At that moment the highly esteemed and revered President of American T. and T. passed on to the happy hunting grounds beyond. A new president was elected. So negotiations started all over again. After weeks of earnest negotiation they were back where they started from. But they had lost much time.

Then the Davis master-mind started to use subtle propaganda. Local radio editors and the press were tipped off that the World Series could be brought cross country . . . a veritable scoop for everybody . . . terrific public interest . . . television stations wanted it . . . the cost would not be too much . . . and maybe some potential sponsor wanted to help pay the bills!

Gillette Sponsors

He then placed a long distance call and got one of the vice-

presidents of the Gillette company (Gross). Since Gillette had the rights to the World Series it seemed logical then that it would be right up their alley to acquire a renewed Pacific coast audience. Mr. Gross needed no diagram. He was as sharp as the razor blades, Gillette, that is.

By that time, having sowed the seeds, Mr. Hoffman left the local situation to Robert. He made a deal by which distributors in the TV industry would place, at no charge of course, signs calling attention to the fact that Gillette was bringing the World Series direct to this coast, thus giving Gillette some advance buildup and coverage all for free.

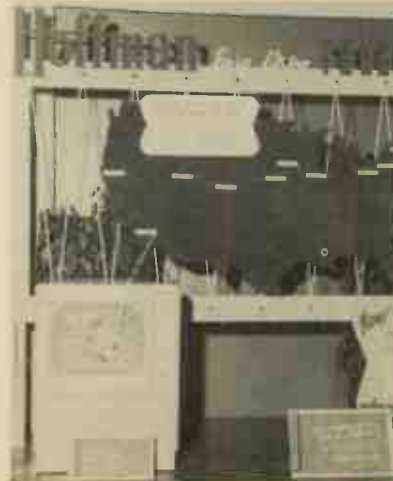
Statistically, this meant 2,500 dealers in Los Angeles; 1,000 in San Francisco and 200 in San Diego. Davis estimated the potential audience on the coast 12,000,000, in addition to the east. If anything, his figures probably were too conservative.

The top echelon from the Gillette ad agency in Detroit came out and conferred at Hoffman TV.

Then things began to happen but quick. The adman 'phoned Gillette quarters in Boston, affectionately known as Beantown or The Hub. They gave the green light to the agency. The agency placed the order with the network. They, in turn, did the same to American Telephone & Telegraph company.

All this took practically no time at all. But things had just started to happen. The telephone combine wasn't so easy to get off the hook. They countered with a query as to how much time would be taken between the World Series and their anniversary as of January 1, 1951.

Broadway Dept. Store window



But the television stations came to the rescue. They gave definite and concrete assurance that the microwave system would get plenty of use in the final quarter of the year, 1951.

(continued on page 14)

ATOP CONTINENTAL DIVIDE



At Creston, Wyo., where the cross country TV system crosses the Continental divide, the microwave relay transmitting and receiving antenna are at different heights. *Tele-Tech* photo.

(continued from page 13)

Ahead of Schedule

Now that the telephone people were smoked out of their hideout they did a bangup job. Actually they got the system working a full 30 days before needed, and the TV audience everywhere was completely thrilled with the adequate coverage of the Japanese Peace Treaty signing in the San Francisco civic center buildings.

Thus, in recapitulation, baseball fans would have had to wait until 1952 for direct TV programs if it was not for the initial leadership of Mr. Hoffman and the pressure brought from every angle here and in the east by the industry itself.

What did all of this mean to actual sales at Hoffman TV? July was the all-time low sales ebb everywhere in the TV set line. Announcement was made on August 3 that the World Series would be televised.

Hoffman TV sales for the month of August were 5½ times that of the previous month, July. In the overall picture, the entire TV manufacturing industry had the best month since October of 1950.

It was the shot in the arm so badly needed by dealers and especially small ones on the brink of bankruptcy. It put 'em back in business. And stores everywhere took on renewed faith and confidence.

Credit managers at TV plants were tearing out their hair, if any was left, at the May-June-July period. But the pendulum swung backwards. Credit men no longer rave and worry. Instead, they smoke big black expensive segars and expand into wide grimaces of outright pleasure.

In the Hoffman organization, for instance, accounts due in the Hoffman Sales Corporation as of October 1st were less than any period in the past three years.

The entire industry was bolstered by the televising of the World Series and the completion of the coast-to-coast microwave link. At Hoffman TV the organization capitalized on

this with special promotions for dealers and department stores.

Crowds Again

The photo of the outside of the Eastern-Columbia department store shows that once again crowds are eager to take a gander at TV. George Blair, buyer for Eastern-Columbia, arranged with Byron Brown, Hoffman Sales Corporation salesman, to have 24 Hoffman TV receivers placed in the 24 windows of the block-long store. A special police detachment was used to keep the sidewalks clear enough for pedestrians to pass through the crowds.

The May Company used its auditorium for spectators to see the games in comfort.

A special exhibit-display was created to show the public how the microwave worked with its 107 relay points boosting signals one to another and extending coast to coast. Barker Brothers, Bullock's, and Broadway stores used the exhibit.

One of the reasons for the mid-summer doldrums in TV sales was the stringency of Regulation W, limiting the amount of down purchase and monthly payments.

Mark Twain used to say that everybody talked about the weather but nobody did anything about it.

Everybody talked about Regulation W but nobody did anything about it until Mr. Hoffman started the ball a-rolling. He conferred with Glen McDaniels again.

They drew up proposed legislation reducing down payments from 25% to 15% and allowed trade-ins as part of the down payment. Automobiles had always been sold that way, but somehow or another the poor harrassed TV dealers didn't have that right on their own merchandise.

Congressional

Their proposal to Congress was written into the Defense Bill which was passed in the summer. The Hoffman-McDaniel duo admittedly put in a few clauses for "trading" purposes. In other words, they expected to give and take and hoped eventually to get something out of the chaos.

But, to their surprise and to 'most everybody in the industry, Congress didn't change a thing. They passed it "as it."

Thus the easing of Regulation W and the transcontinental network both have combined to set the TV dealer up in business again. From January thru June TV inventories were at an amazing high figure. Today nobody has any stock. Everybody is manufacturing at top notch speed once again.

Nothing moved sets in those dull days even with premiums, giveaways and free trips to Honolulu or Mexico City, none of which method was resorted to by Hoffman TV.

But the World Series and the new Regulation W caused the inventories to melt away. And at the moment customers are flocking to dealers and buy on the spot, carry the sets away if they are overly anxious and eager, or get on the waiting list for the new 24" models.

As a human dynamo, Les Hoffman has had another work-out.

What he did was primarily for the entire TV industry. But, of course, at the same time it could not but help sell Hoffman TV sets, too.

Distributors and dealers everywhere have already climbed on the bandwagon for a holiday trade that will far surpass any previous similar period of time.

Sales resistance is at a low ebb; current stocks are being rapidly replenished; variety in styles and models is amazing. As one Hoffman TV dealer naively remarks: "What have we got to lose?"

NEW WHITTIER HOME . . . Frances Trombley

Nee Frances Ruth, Mrs. Trombley has been with the Hoffman organization since February of 1948. She has been in Plant No. 3 on special apparatus, home receivers, assembly line and inspection and at the moment is a lead girl, also in No. 3.

Frances was born in Minnesota of Polish background. Her husband is Raymond L., also of Minn., a printing pressman. She went to high and vocational high schools in that state.

Not so long ago the Trombley's moved to their new home in Whittier and the solitary hobby of Frances at the moment is gardening.

GROUNDING . . . Anthony Krikorian

Tony came to Hoffman TV last February as a service man in No. 1 Plant and currently is a service engineer. The New York-born lad is married to Rose Mahterian of Chicago.

He has lived in Los Angeles a score of years, though he once lived at Niagara Falls. He attended West Vernon school here and is a Poly Hi graduate and he was a half year at the University of Nebraska (Lincoln) on the air cadet program.

Tony served four years in the AAF and was a flight officer in the Southwest Pacific area, piloting transport aircraft with base in New Guinea and later Manila. After hostilities he flew awhile for the Philippine air lines.

The Krikorian hobbies center largely with puttering 'round automobiles though, on the serious side, he also likes the classics in literature. No whodunits or pseudo-scientific fiction for him.

TROUT FISHERMAN . . . Leonard A. Meyer

Leonard A. Meyer, a junior accountant in No. 3 Plant since January of this year, is a Scott, Minn., lad.

His family lives in Los Angeles and consists of his wife, the former Theresa Rawlinson, of Penzance, Eng., until about five years ago. Their daughter, by name Cherrill, will be three years old this month.

Len went to grade and high schools in Winneconna, Wis., and later the Oshkosh Business college.

During war years he served four years in the ETO as a technician in the field artillery.

Born in Minnesota, the Meyer family moved to Wisconsin where he lived until coming to California after the years in the army.

In Sheboygen, Wis., and awhile in Los Angeles he was purchasing agent, personnel clerk, biller and accounts payable for several firms.

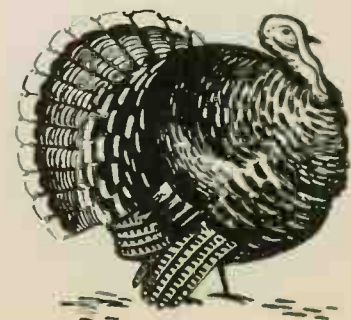
At the moment Len spends most of his leisure time in the garden. But whenever he finds time he likes to sneak away into mountain fastnesses and fish for elusive trout in the cool waters of brook, stream or lake.

The wife had nagged her husband for months to have his picture taken. Finally, to stop the chatter, he decided to have one taken. When he brought it home to show her, she exclaimed in horror:

"Oh, there's only one button on your coat."

"Thank heaven! You've noticed it at last," the husband retorted.

Sam Dais is the new Hoffman TV Compton dealer with stores at 619 W. Compton blvd. and also at 300 Atlantic ave. (Long Beach).



THREE HOBBIES . . . Cora N. Lee

Cora, from Oldham, South Dakota, nee Newman, started Hoffman work March a year ago on assembly at No. 3 Plant but lately moved to Plant No. 5 assembly lines.

Mr. Lee (Harold C.) comes from Oldham, too. Cora went to public schools and high in her native state in the town of De Smet.

She was a file clerk a year over in the Burbank plant of Lockheed and another year for California Brass Manufacturing co., Los Angeles, on parts inspection.

She has a threefold hobby . . . music, reading and watching wrestling on TV.



TRUMPETER . . . William J. Terry, Sr.

Bill Terry, of the Marlow, Okla., Terry clan, comes of English-Irish stock. Bill, jr., is a couple of years old, while the baby, Michael, is four months.

Mrs. Terry, the boss, is the former Helen Bennett, of Red Bank, N. J. They live not so far from No. 1 Plant where Bill started in February of this year as a serviceman and is now a service engineer.

He went to Elmhurst Junior high in Oakland; to Poly Hi in the same city and later studied radio in Los Angeles.

Bill was a signal corps sergeant some three years with most of that time spent in Austria and Germany. He had previously been a seaman for a year in the merchant marine. Interested in photography, his main hobby however is music. He had his own band in high school days and can toot a sweet trumpet, as well as any instrument in the brass section.

Maybe one of these days he will start a wind group in service to play for the Circle "H" club on occasion.



MINUS A HOBBY . . . Mildred P. Larsen, nee Standiford

Mildred hails from New Albany, Indiana, where she was Miss Standiford. Hubby, Harry L., of Seattle, is a tube bender.

She came to Hoffman TV in April, 1948 on assembly and alignment and is still at Plant No. 3, now a utility girl.

Millie went to grade and high schools in La Junta, Colorado. She spent four years doing wiring and soldering for a Los Angeles factory.

Her hobby, she says, is trying to think up a hobby.



COMMUTER . . . Jean E. Gibbs

Jean, nee McShane, is over at No. 7 Plant in Pasadena and commutes from Los Angeles on work days. She has been with Hoffman TV since March, 1950, and has been at No. 4 Plant, now at No. 7 as a lead girl.

Little Miss Gibbs, by name Marna Lynn, is 4½ years old. Jean's hobbies are fishing 'n' bowling. Born in Middletown, O., she went to Camden and Stivers high, and two years of nite courses in draft and machine shop.

She worked in Richmond, Ind., a year on assembly and wiring; and three years as a machinist and wirer in Dayton for Frigidaire (GM).



One critical look from a pretty girl will send a boy running to the barber, tailor, cleaner, and bathtub, thereby accomplishing in a second what his mother's please have failed to accomplish in 15 years. This is humiliating to mothers but pleasing to fathers.

USC - TV - LA

Seemingly the first of its kind on the west coast, USC last month fired the opening gun in a salute to TV with its own campus studio. It is the \$100,000. gift of G. Allan Hancock, millionaire philanthropist who was born near La Brea tar pits and whose bank-rolling has materially helped aviation, marine plant study, chamber music and many other activities.

The USC-TV gear will include a thousand feet of cable so that TV cameras can do a remote from scientific labs.

The Los Angeles institute on February 7, 1952 will start a full four-year academic course leading to the BS in TV.

Dr. Hancock is chairman of the University board of trustees and director of the Hancock Foundation for Scientific Research.

Newest electronic hush-hush project of the military centers 'round mobile TV stations. Army signal corps has one set up for field use, according to the press, and it takes four 31-foot buses to house the apparatus.

P. L. Fleming: "Hey, dope, ya almost hit my wife."
Burt Dorris: "Sorry, here, take a shot at mine."

Bill Thacker says these are signs of old age . . . electricity in the hair, water on the knee and gas on the stummick . . . a sort of public utilities.

W. V. (Vitamins) Phillips



The Hoffman director of personnel, above, was caught in ultra jovial mood by R. Ungar, assistant personnel manager, who has one of those cameras that, though not a 1951 model, takes swell candid shots.

Mr. Phillips had just guzzled an entire quart of milk and you can fairly see the essence of youth in his entire being. Vivacious and debonair, he parks the cheroot and pleasantly poses.

Time lapse of two hours: (same scene, but the ulcers come back): Haggard, with creases and wrinkles showing, the Personnel Director sticks out his foot to trip the editor of the Transmitter and mutters: "Do not say this is a hiring hall. It is, in fact, now known as the employment parlor." Always a stickler for being correct, is Phil!

New Hoffman Service Manual



The new Hoffman Mark IV Chassis Manual is now off the press as a practical and theoretical TV service discussion for the technician, and is available to Hoffman dealers through their distributors.

It was written by Ed Greaney, field engineer, who wrote the two previous editions. Ed has been in the field a month and using the manual for instruction of service staffs of Hoffman dealers and distributors: including Tulsa and Oklahoma City in that state: as well as Sacramento, Fresno, Bakersfield and San Jose in California.

Part one of the Television Service Training Course contains data on the TV transmitter, while part two is the Mark IV circuit analysis and service hints.

Cardboard covered, there are 110 pages loose-leaf style, with dozens of schematic drawings but no pictures. Thus it will not interest the kids, but it contains vital information for the TV service man everywhere, and for those who have to do with Hoffman TV receiving sets in particular.

She: "How was your party last night?"
Voice on the phone: "We're having a swell time."

Australia, as part of its jubilee celebrations, is having an international competition for radio hams. Australian operators will contact as many foreign countries as possible. Wireless Institute of Australia has something or another to do with it from the angle of prize awards, says the press.

Charles Winfield now heads Service, Plant No. 1-2, with Dick Jimmink as assistant. Don Anderson, formerly in charge of Service, goes back to his old job at No. 5 Plant in Sales.

Engineering club meets alternate Tuesdays at 5:30 p.m. in the company commissary for dinner and then a field trip to some nearby plant or project.

Service (Hoffman Circle H club) meets alternate Wednesdays at 6:30 p.m. for dinner, followed by brief business session and then lots of games ranging from hoss-shoe pitching to chess.

New Keymans club (successor of the seven-year old Foremans club) meets on alternate Wednesdays at 6 p.m. for dinner, with a short business period, followed by films or 'live' entertainment features.

DEFENSE BOND DRIVE

Buy U. S. Savings Bonds



LADY BOWLER . . . Jeanne S. Linkugel

Jeanne, nee Stewart, hails from Woodward, Oklahoma and her Hoffman affiliation dates from February of last year.

She went to Woodward Junior high and awhile at the Twin Falls (Idaho) High school. Miss Linkugel is now five years old and her name is Lois Jeanne.

Jeanne originally was on assembly at No. 3 Plant and is currently there in inspection. Her hobby is bowling.



FROM HANNOVER . . . Joan G. Cantrell

Joan is German-born. The town was Hannover and her maiden name was Gross. Mr. Cantrell is Wilson M. Cantrell. He just finished his GI schooling and is working for the state.

Joan started Hoffman employment in September, 1949 and is now a utility girl in No. 3 Plant, having previously worked in both 3 and 4 on assembly and inspection.

She attended Cabrillo school in San Diego and Point Loma Hi. In the employment line she was a riveter three years for Consolidated Aircraft in San Diego. Hobby-time is devoted to bowling.



McGINTY WAS THE NAME . . . Mary Ann Chenard

Mary Ann, nee McGinty, of Irish and German ancestry, is a native Angeleno.

She attended St. Mary's, Sacred Heart Academy, a year at Fullerton J.C. and a year and a half at LACC.

Her previous employment consisted of a couple of years as a PBX biller for Calmo Engineering co., Los Angeles; a year as a receptionist at Fullerton General hospital and a year with Cannon Electric Development co. as a teletype operator.

Her hubby, Fernand Henry Chenard, was a sausage maker by trade but lately has been doing some study on diesel engineering. They live in Bell.

At Hoffman TV since June of a year ago, she was first a PBX operator at No. 5 Plant: a department clerk for personnel (No 5 and 3) and is now back at Plant No. 5 as secretary in the office of the production manager (S. Powers).

Mary Ann's hobbies are ice skating, swimming and bowling. She was in the Hoffman bowling league a year ago.



PASADENA TIMEKEEPER . . . Loretta M. Landrum

Loretta came to Hoffman TV two years ago the first of next year and commutes daily from Baldwin Park.

Born in Danbury, Iowa, nee Schimmer, her hubby (Brodus N.), of Los Angeles, is a county fireman. Their youngsters are Neal, aged seven, and Jeanette, four.

Loretta went to St. Mary's grade and high school in Danbury and to comptometer school in Los Angeles. She worked locally in downtown offices and originally was in payroll, No. 3 Plant, currently is timekeeper at Plant No. 7 in Pasadena.

Archery and the movies constitute her hobby time, in between the daily work and looking after the youngsters.

MY MONTH . . .

The response to this page, when it appeared a couple of months ago, was so instantaneous that it is repeated by request. Thanks to the two people who said they read it without any dire effects, namely and to wit, Ann Espinosa and Bill Unger. And scallions to the coupla dozen who likewise read it but claim it spoiled their appetite, including Jake Herrick, Jerry Van Devanter, Don Anderson, Betty Rogers, Millie Richter, Mary Laporchio, Weldon Draper, Florence Aselin, Len Junior Roberts and Berkeley Fuller.

So the editor gets out the rusty typewriter once again. It's quite a machine and he has been using it well over three score years. During war years when machines were scarce he brought it to work daily. But it took too much time to clear it thru the guards, so he put it on the expense account and now it belongs to Hoffman TV. Legend has it that it is a one-man typewriter and only Power can get much use out of it.

* * *

The orgy of getting tickets for over-time parking 'round No. 5 Plant is at an end. The valiant and sturdy guardians of the law seen their duty and done it. And the lads and lassies paid their two bucks more or less regularly. So the management got hold of a 100-car parking lot over on 60th street and now nobody has any excuse for leaving the jalopi in a one-hour parking zone. We don't know who is responsible for the good deed. But thanks, anyway.

* * *

The month was highlighted with dinner over in Marje Norris-Virginia Dunbar apartment. It was a sort of leave-taking event. The girls have been with Hoffman TV a little over two years. Marje as secretary to the Director of Engineering and Virginia as secretary to the Advertising Manager. Marje has been an associate editor of the Transmitter and regularly contributed her column during this time. On November 1st they left Hoffman bed and board and started for Boston in their convertible. Marje will do some preliminary study and then enter Tufts College dental school to become a lady dentist. Virginia is going to get a stenographic post and on the side start kennels and raise French poodles for the carriage trade. Lots o'luck, girls, and don't forget to send your Uncle Ralph a Xmas card.



The Editor's Yak-Yak

Mr. and Mrs. Richard Booth were week-end guests up at the desert hideout of the editor last month. They had a quiet, restful time. Dick, who is shipping clerk for Advertising (both Hoffman Radio and Sales Corporations) at No. 5 Plant, got the pump running again, mended some lamps, repaired the fence, cemented the piggie bank and put a wheel on the dump cart. Mary did the cooking, washed dishes, floors and windows and mended winter woolens. Nothing like it, they report. And they ain't foolin'.



* * *

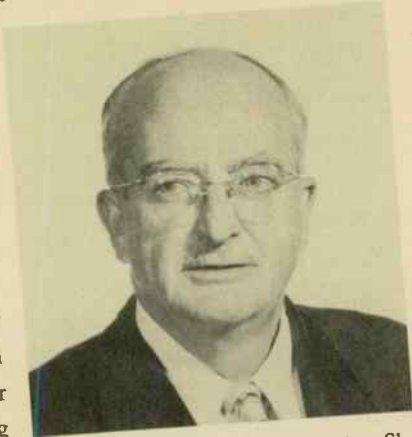
Visitors of the month included Mrs. Lillian Millar, brother and niece from Australia, homeward bound from London, and spent a 16 hour day showing them the sights from Forest Lawn to the Farmers Market and waypoints. Mrs. Millar is the widow of the late George Millar, onetime secretary of the Board of Macquarie Network in Sydney, which I used to represent in the U. S. On George's first trip to the west coast, his wife went up thru the Suez Canal and to London and New York and back again. She was afraid to cross the U. S. and meet George on the west coast because she was afraid of cowboys, renegades and indians. Since those days American film producers have sent something besides hoss opera pictures to the Antipodes.

* * *

More feeds on the house. To the bi-weekly Wednesday evening meet of the new Keymans club with dinner in the company commissary, followed by an interesting plant security film produced by the Navy Security office. And so the following week to the Circle H club dinner and lecture, also in the commissary. They alternate as a Wednesday eve event. Must make a mental note to call in and see what's cookin' some alternate Tuesday, when the Engineering club puts on the napkins and munches Frank Arnold's culinary efforts.

* * *

So over for dinner one evening at the Ray McNichols', he being the photo-man for the Transmitter. Never had it so good, muses the editor as he bites into the delectables concoted by Mrs. Mac as she hovers over the range and peers up the chimmney to try and hear the flap of the stork's wings. Comes curfew and the editor dashes madly back to his pup tent to get some shut-eye.



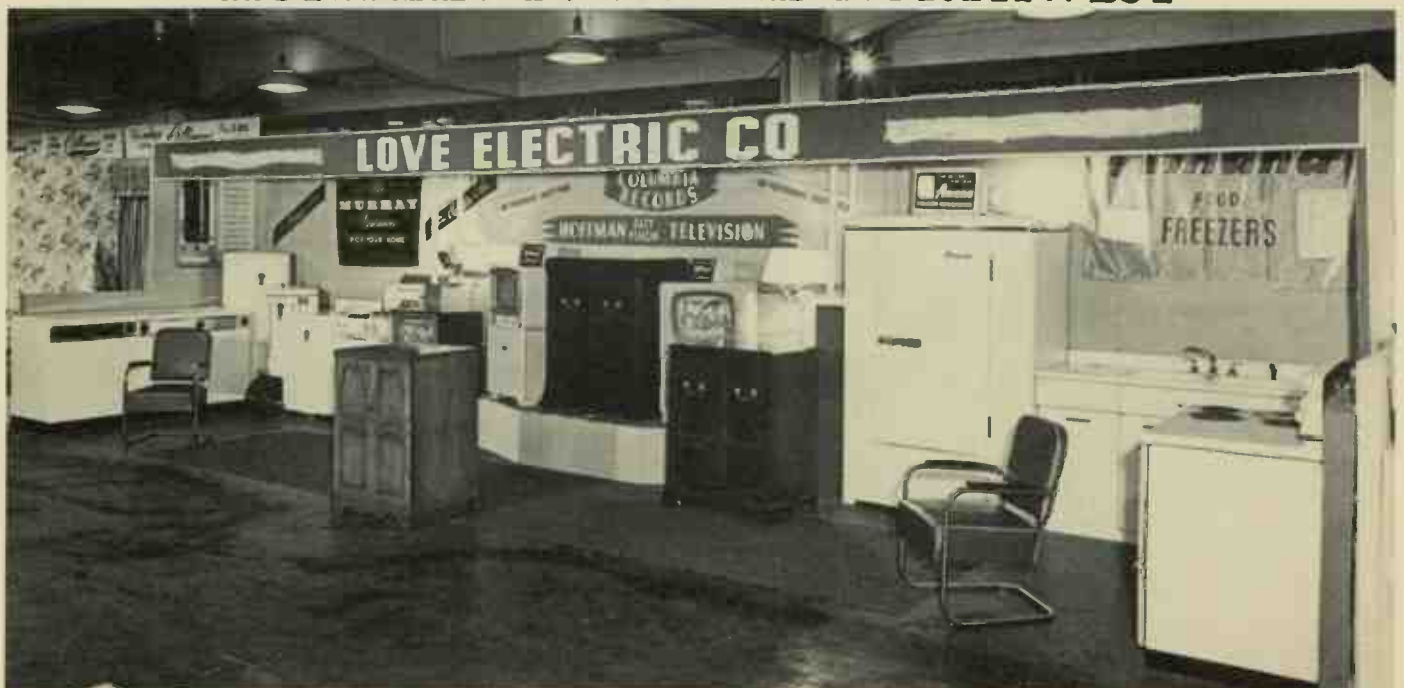


Attendance Pins for 1951 as Listed by Personnel

Abernathy, Roberta	2	Northcroft, Roger	2	Strom, Clifford E.	2
Abernathy, Walter	2	Reed, Warren	2	Wade, Charlie	2
Albano, Louis	2	Redeout, Lyle Gene	2	Jack, Sheridan	2
Alesi, Charles	2	Roper, Charles	2	Kibbe, Nerbert	2
Appling, Elizabeth	2	Stansell, Eugene N.	2	Krasney, Norman	2
Arnold, Martha	2	Timpani, Norma	2	Langdon, Rex	2
Atkins, Peter H.	2	Stephenson, Monroe E.	2	Laporchio, Mary	2
Ballard, Ward	2	Geisen, Nicholas	2	Louthan, Edward	2
Biondo, Vito	2	Anderson, Don	2	McMillan, Kenneth	2
Bohrer, Friend C.	2	Aselin, Florence	2	Copeland, Harold	5
Breese, Herbert	2	Burns, John J. Jr.	2	Leigh, Euline	5
Cerny, Simon	2	Carroll, Marie	2	Upton, John	5
Gillette, Carlton F.	2	Chew, Henry	2	Waters, Dick	5
Gobble, Lee	2	Donohoe, Shirley	2	Daniels, John W.	5
Greenberg, Aaron	2	Dronek, Walter J.	2	Epstein, Walter	5
Gutierrez, Raymond	2	Elliott, John W.	2	Greaney, Edward	5
Hansen, Melvin	2	Graham, James	2	Ruddock, Hugh	5
Hardy, Oliver	2	Moreland, Oliver W.	2	Spraggins, Sam L.	5
Johnson, Cornelis	2	Norris, Marjorie	2	Underwood, C. E.	5
Johnson, Roy W.	2	O'Brien, John	2	Gustafson, John	5
McFall, Lionel	2	Selby, Robert	2	Johnson, Waylon	5
Moore, John	2	Snyder, Robert	2	Jones, Mary D.	5
Moryuseph, Rose	2	Steele, Betty	2		

Pin awards are only made to those with a minimum of 5 days absence each year, says W. V. Phillips, director of Personnel.

HOFFMAN TV IN THE NORTHWEST



Love Electric co., Hoffman TV distributor, displayed at the Seattle Home show where 100,000 people bought tickets of admission.

"Cradle of Electronics"



Heckert Parker, manager of the annual Pacific Electronics exhibits, has compiled a useful and interesting log about the Pacific coast being the 'cradle of electronics,' starting with the invention of the triode to the first full-power transmission in the 88-108 McFM band.

The following lists a few of the pioneering developments carried on in this area.

The Triode:— In 1908 Dr. Lee De Forest, who recently celebrated his 78th birthday, laid the cornerstone of all electronic possibilities by inventing the triode in San Francisco.

Cascade amplification:— Following the audion development, work in the De Forest lab paved the way for present-day amplifier design. In 1912 the first operative cascade amplifier circuit was produced through the efforts of De Forest, Logwood and Van Etten.

Oscillation:— Production of audio power by vacuum tubes was made possible in 1912 when Van Etten (of De Forest's lab) first appreciated the significance of oscillation.

Broadcasting:— In 1912 eight years before KDKA (Pittsburgh) went on the air, Charles Herrold was putting on regularly scheduled broadcasts from the Fairmont hotel in San Francisco.

Loudspeakers:— Two famous names in the loudspeaker field had their start in the bay area. Peter Jensen did his early work with the Magnavox company before leaving to found his own organization.

Electronic Television:— It was in San Francisco from 1925 to 1931 that Philo T. Farnsworth did the work leading to the all-electronic television system that superceded mechanical scanning.

Klystron:— In the physics department of Stanford university at Palo Alto Dr. Russell Varian developed the velocity-modulated tube known as the klystron.

Cyclotron:— Atop the cyclotron hill, just outside of Berkeley, Prof. Ernest O. Lawrence and his staff now operate the world's largest (184 inch magnets) cyclotron for the University of California.

Linear Accelerators:— The University of California has the lead position in linear acceleration with a forty foot unit being currently tested. Alvarez is the genius in this development.

GCA Radar:— This ingenious method of talking down weather-bound aircraft is credited with saving considerable life and property in war days. Designed by Dr. Luis Alvarez, of UC, it was produced largely in Southern California plants.

Radio to Plane:— First radio communication between ground and plane in flight took place in San Bruno, an achievement of Ralph Heintz.

ANALYSIS OF DEFENSE CONTRACTS

(reprinted from *Tele-Tech*)

An analysis of defense contracts awarded to radio-tv-electronic manufacturers for the fiscal year 1950-'51.

Number of companies surveyed	306
Number of states covered	25
No. of firms with less than 500 employees (83%)	254
Number of prime contracts received	3,716
Total dollar volume of prime contracts	\$487,892,518
Total dollar value of sub-contracts received by prime contractors	\$146,831,191
Total dollar value of con-contracts received by other than prime contractors	\$191,968,000
Total no. of sub-contracts received from prime contractors	14,023
No. of firms with prime contracts (59.1%)	181
No. of small firms with prime contracts	149
No. of firms that use other sub-contractors (87.1% of all prime contractors)	156
No. of prime contracts received by small business	2,424

WPIX, New York, has started a series of televised courses for high school students who are home ill or physically handicapped. Courses are daytime and with caption "The Living Blackboard". Students register for the courses, and are regularly visited by teachers. WNYE, Board of Education's F-M outlet has long been used to reach home-bound pupils: but this is initial effort for the TV effort.

The tenth semi-annual report of the Atomic Energy Commission is available at 35 cents the copy from the Supt. of Documents, Washington 25, D. C., paper bound, 151 pages. It does not cover any part of the AEC program in detail.

"Safety Now," captions an informal 4-page monthly telling about safety activities of the month. Published at 610 South Main st., suite 730, Los Angeles.

Advertising department of Hoffman Sales Corporation, 6200 So. Avalon blvd., has moved from its upstairs niche into a downstairs cubbyhole.

Communication:— Communication and shortwave broadcast installations in California alone total approximately \$300 million. The San Francisco region, with the lion's share, is the largest such center in the world.

Transoceanic Radio:— C. F. Elwell, of Federal Telephone & Radio, established the first transoceanic radio telegraph service from San Francisco to Honolulu.

Fifty-KW FM:— KSBP, of Radio, Diablo, inc. (a related corporation to Eitel-McCullough, inc., of San Bruno, is on the air on 100.5 MC with regular daily programs at 50 kw.

SAD GOSSIP, NO. 3 PLANT

by Mary Brace

I'd like to start this column out with saying, please don't repeat this. It is all just a rumor. Well, most of it, I guess.

But, at that, there isn't much gossip this time because there wasn't much of a chance to browse around and pick some up. But maybe next month there will be more of the same.

First of all we'd like to welcome Kenneth Wentz, new foreman of Cables.

By this time I guess the news has gotten around that Lee Meader is now Mrs. Arthur Franklin. We wish you both lots of luck.

I wonder what's cookin' between a cute and nifty little blond and a lad from the teletype room. Might be another romance.

If anybody has been wondering why Shirley Nickles has been so happy, you'll find her husband has just barged in from Korea on a 30-day furlough.

We were sorry that Edna West has been ill and hope that by the time the Transmitter gets out she will be back to work again. And Bill Michaels, too, was on the sick list a few days from a heart attack.

We were sorry to see Jimmie McDaniel leave our 'midst. And last, but not least, we are glad to know that Margaret (Peewee) Martin won the \$50. baseball pool. She works on the power supply line. You'll see her picture this month in the "Seven years ago" column. But she looks exactly the same today. Hasn't grown a bit.

I hope you will help me out next month with some news gossip. This, as maybe you can guess, is my first column.

Sales Corporation, as an aid to dealers, is issuing a weekly sheet, "Football Tips," a football digest written especially for Hoffman TV dealers by Jim Hardy .

It gives useful grid data and all about the two games of the week to be televised.

The bulletin ends with the TV commercial of the week and thus makes it possible for dealers to instantly know the model number when a potential customer saunters in and says: "I'm interested in the set you had on TV during the Saturday JC game."

Sympathies of co-workers are being extended to Ann Espinosa, Plant No. 5, whose father passed away last month in Petaluma, California.

Thus Ann's column is missing in this Transmitter. A month ago it got lost in the last-minute shuffle of picnic activities.

But watch for it in December . . . bigger 'n' better than ever.

COMING EVENTS

- Nov. 1-3 Audio Fair, Hotel New Yorker, N. Y., 3rd annual.
- Nov. 12-15 NEMA Convention, Haddon Hall, Atlantic City, N.J.
- Nov. 16-17 IRE Conf. on instrumentation, K.C. Section, Hotel President, K. C., Mo.
- Nov. 23-28 14th ann. Home and Radio Show, Balboa park, San Diego.
- Dec. 3-4 IRE conf., professional group on nuclear science, Brookhaven Natl. Lab, Upton, N. Y. (in coop. with AEC).
- Dec. 6-7 Conf. on Feedback Sys., AIEE, Chalfoute-Haddon hall, Atlantic City.
1952
- Jan. 7-8 4th annual conf. on electronic instrumentation, AIEE, New York.
- Mar. 3-6 IRE Conv., Waldorf-Astoria hotel and Grand Central Palace, New York.
- May 7-9 Natl. conf. on airborne electronics, Dayton
- April 24-26 AFCA, Philadelphia
- Aug. 11-23 Internatl. Sc. Radio review, University of Sydney, N.S.W.
- Aug. 26-30 Ann. con., Australian IRE, Hotel Australia, Sydney.
- Aug. 27-29 8th Annual Pacific Electronic Exhibit, Municipal Aud., Long Beach, Cal. and Western IRE Convention.



THE *United* RED FEATHER CAMPAIGN

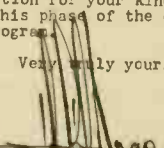
H. Leslie Hoffman, President
Hoffman Radio Corporation,
3761 South Hill Street,
Los Angeles 7, California

Dear Mr. Hoffman:

This is to express the sincere appreciation of the Long Beach Community Chest and the Red Feather agencies for the splendid cooperation of Hoffman Television in presenting the half time Community Chest stunt activity on the TV telecast at the Long Beach City College football game at the Long Beach Memorial Stadium Saturday night, September 29th, 1951.

We have received a great many favorable comments and reports from this public service, and I wish to also express my personal appreciation for your kindness and consideration in including this phase of the evening's activity on your telecast program.

Very truly yours,



JOHN A. FAAP
Special Events Chairman,
Long Beach Community Chest.

JAP:bf

YOUR PATTERN FOR SURVIVAL

In case of atomic attack or any other major disaster



Learn now what to do before, during and after a disaster, and you will learn to live in the atomic age — Rear Admiral R. W. Berry
DIRECTOR OF CIVIL DEFENSE, CITY OF LOS ANGELES

REMEMBER THESE WARNING SIGNALS

3-MINUTE UP AND DOWN SIREN

THE ALERT SIGNAL is one continuous 3 minute warbling siren. It means "expect attack at any moment".

1 MIN. 2 MIN. 1 MIN. 2 MIN. 1 MIN.

THE ALL-CLEAR SIGNAL is three 1 minute blasts with 2 minutes of silence between.

You should do the following NOW.



1. First Aid: Every home should have a person trained in first aid. Ask the Red Cross.



2. Home Nursing: At least one member of the family should be trained in this work. Ask the Red Cross.



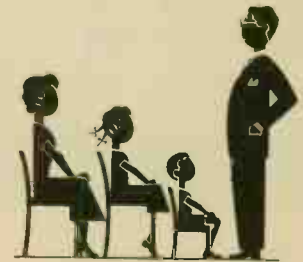
3. Fire Prevention: Clean out rubbish from yards, attics, porches, and cellars.



4. Fire Control: Have extinguishers and sand pails handy.



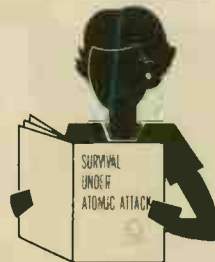
5. Shelter: Determine now the safest place in your home, away from outside doorways and windows.



6. Meeting Place: Fix a place for assembly or reunion with your family in event of separation because of disaster.



7. Biological (Germ) Warfare: Keep home and surroundings sanitary. Report sickness promptly to family physician.



8. "Six Secrets of Survival": Read the official United States booklet on this subject: "Survival Under Atomic Attack".

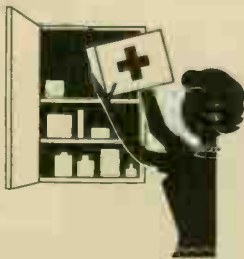


9. Food Supply: Homes should have a sufficient supply of canned and fresh food to last several days. Hoarding should be discouraged.



10. Water: Keep a container in refrigerator. Learn how you can drain additional water from your water heater.

What you must do when attack warning system sounds, or when attack or disaster occurs without warning



11. First Aid Kit: Each home should have first aid items on hand for use in normal times, as well as for disaster use.



12. Utilities: Shut off gas, electricity and water at the appliance switch, just as if you were going away for the weekend.



13. Do not use the telephone: Communication lines will be needed for official rescue and relief.



14. Keep the radio turned on: You will need it for official information.

the best

.....

costs

~~no more~~

LESS!

Hoffman
easy-vision
TELEVISION

Hoffman—the set with *all* the exclusive features now sells to the consumer for *less!* The new Hoffmans have the new MARK IV chassis—most powerful TV chassis ever built—produce television's *best* picture. The new Hoffmans have all the cabinet beauty—quality that have made them "America's Most Beautiful Television." And Hoffman, and only Hoffman, has the famous Easy-Vision lens that increases picture clarity by 15%—produces a picture that can be watched for hours with no eye-fatigue.

AND NOW HOFFMAN'S NEW PRICES MAKE
IT EASIER—QUICKER—TO SELL—
SELL HOFFMAN FOR QUICK TURNOVER!

