

Hoffman
easy-vision
TELEVISION

TRANSMITTER

HOFFMAN RADIO CORP.

MARCH, 1952



Jim Walsh signs Hoffman TV distributor franchise . . . see page 3.
World Radio History

A Message from Our President



Our various physical moves are now pretty well completed with the consolidation of Hoffman Sales and Service at the College and Castelar location. This new facility is proving to be a very excellent one inasmuch as it enables us to improve our service to our customers.

We are in the process of working out the additional facilities that are needed for our expanded military program.

The new Mark V chassis is doing an outstanding job and is not only delivering a top picture in the city area but also is the outstanding performer in the fringe areas as well. Reports are coming in from all areas on the fine job it is doing. Our Engineering, Production and Quality Control are to be congratulated for the development and production of such a fine product.

Indications are that the Texas, Oklahoma and Louisiana areas will be connected by microwave to receive the National Conventions in July. This is bound to act as a great stimulant in the sale of television sets in this area. The intense interest in the election this year is also bound to create more interest in both radio and television.

The freeze on new stations should be lifted within the next thirty days and by fall of this year new markets should be opened.

Fortunately there was no frantic production race in the building of television sets this year such as we had in 1951 and consequently, we have a much healthier market although we are back to a market that requires aggressive selling and a good product at the right price.

Our military program is getting into high gear on Jobs 103, 104 and 87/96. The new Jobs 109, 105 and 106 will go into production during the next sixty days with an additional four new jobs going into production in the fall of the year. Additional orders have been placed with us by the Services for many of the units we are now building; consequently, there should be a good continuity to the military work for the next three years.

A program has been instituted to study the various new techniques and know-how that are being developed in our military operation for the utilization of commercial and industrial work. An example of this is the new Acorn Transceiver which will have wide usage for field communications both industrially and for the Services.

HOFFMAN TRANSMITTER

MARCH, 1952

VOL. 13 No. 3

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

A separate corporate entity has been established to handle the specialized electronic work which will be a wholly owned subsidiary of Hoffman Radio Corporation and will be identified as Hoffman Laboratories, Inc. This reflects the company's opinion on the long range potentials of specialized electronics and will give us a completely integrated unit to capitalize on the company's leading position in this work.

All in all, we are planning on making 1952 the biggest year in Hoffman Radio Corporation's history.

Single Research Center Planned by Signal Corps

Scientific research, currently conducted in four widely separated laboratories by the Army Signal Corps., will be consolidated in a single \$22 million hexagonal development center by 1954. Construction of the huge, 5-story, 6-wing building is expected to start this spring on the site of the former Watson Laboratories of the Air Materiel Command, Eatontown, N.J.

It will provide more than 700,000 square feet of working space for engineers, physicists, laboratory technicians and clerks.

In the new building will be centralized Signal Corps research and development work now performed at Evans Signal Laboratory in West Belmar, N.J., Coles Signal Laboratory in Middletown Township, N.J., and at Watson Laboratories in Eatontown. The last was taken over by the Signal Corps when the Air Materiel Command unit was transferred to Griffis Air Base at Rome, N.J.

The first unit of the new buildings scheduled for completion at a cost of \$5,000,000 will house a heating plant, auditorium, conference room and a sound apparatus testing center. It will have a frontage of 470 feet.

THIS MONTH

| | |
|---|---|
| Reports from Hoffman Laboratories, Inc. | 5 |
| Reports from TV Mfg. Division | 2 |
| Reports from S. F. district office | 0 |
| Reports from L. A. district office | 0 |
| Sales | 0 |
| Service | 1 |

FCC 'FREEZE LIFT' TO BRING NEW TV STATIONS

Current indications are that the FCC this month or next will lift the freeze, long a drawback for new TV transmitters. RTMA says if the freeze is lifted this year it means that 22 new VHF stations would go on the air, 21 of them in cities not now covered by TV. Next year (1953) 171 new stations would start operations, 64 of them in the UHF range.

The FCC has oft been accused of dilly-dallying on the TV situation. But it has had a monumental task, that of analyzing more than 1500 separate documents on the new VHF-UHF television channel assignment table.

The freeze has been in effect since 1948. The processing of applications for the new video stations by FCC, with the lifting of the freeze, will not be rapid. It will be extremely slow. They have a small staff and only seven 'hearing examiners.'

Wayne Coy, on the eve of his retirement as FCC chairman, guessed that only from 10 to 20 authorizations would be made in 1952 from the time of the end of the freeze.

Hoffman Sunday News Program

The Hoffman organization has taken a half hour weekly program Sunday at 5:30 p.m. (PST) immediately following the Bergen-McCarthy show and originating in the Hollywood KNX studios.

It is a world news report called Sunday News Desk.



FLASH

Just as the March Transmitter goes to press, word comes that the Hoffman Electronic Division has become the Hoffman Laboratories, Inc., and will continue the same type of production as in the past with Plants 3, 4, 6 and 7. Hoffman Radio Corp., Plant No. 5 and annex, will continue TV set manufacturing and Hoffman Sales Corp. continues as Los Angeles and San Francisco distributor.

NEW HOUSTON DISTRIBUTOR

J. A. Walsh and company, 4301 Calhoun road, Houston, Texas, is the new TV distributor for Hoffman in that area, according to R. J. McNeely, director of sales.

The area covered will be the basic Houston district and the new distributor will work in close liason with Dean Benton, Dallas, southeast district manager for Hoffman Radio Corp. (TV Mfg. Division, Plant No. 5).

General advertising and special announcements were carried in February with large-sized space in the Houston dailies.

Billboard promotion is also planned to back up the Hoffman TV campaign. Hoffman dealers will also sponsor the popular Friday night TV show, Sportsfolio.



FROM RADIO & TELEVISION NEWS

HAPPY EASTER

Second Hoffman News Broadcast

Another Hoffman program now running is a twice a week ten minute news program with Bob Garred at the microphone. The time is 7:30 to 7:40 a.m. Tuesdays and Thursdays from KECA to ABC stations.

March Cover

This month's cover shows M. D. Schuster, national sales manager of Hoffman Radio Corp. (left); J. A. Walsh, head of his own distributing firm in Houston, Texas and James W. Derr, vice-president and general manager. Jim is signing on the dotted line.



First Cuban Distributor Appointed

Gonzales Novo y Gia, Galiano 209, Havana, Cuba, is now Hoffman TV distributor for the island, according to R. J. McNeely, Hoffman director of sales.

M. Gonzales Novo is general manager of the Cuban company and E. Connill is purchasing manager.

The Cuban organization has an outstanding understanding of TV sales through past experience and will serve the island to a degree comparable to the other basic Hoffman distribution areas.

Gerard Zeegar, Prado Sur 820, Mexico City 10, D.F., now represents Hoffman TV in the Mexican capital area.



TRANSMITTER, 1944

The Transmitter eight years ago this month opened with a front cover picture of the Employee-Management Council, still going strong but of course with an entirely new list of members.

A page of grandchildren pictures included Laurel Lynne Almond, a granddaughter of Ada Clegg, who is now in No. 4 Plant and twice more a grandma since that 1944.

There were 12 pages chockful of news from departments, mostly geared at that time to war production.

The back cover depicted a Hoffman billboard . . . "Fine radio equipment in war and peace" . . . and Chet Huntley, CBS newscaster, was doing a weekly (Monday) news summary under Hoffman sponsorship via eight coast CBS outlets.

Test and Quality Control Set-Ups



Bulletin of the Hoffman Laboratories, Inc. says: Test department will report to Stan Trier instead of Don Stellmacher as in the past. Trier will have complete charge of inspection and test in all plants of the Hoffman Laboratories, Inc.

"Don Stellmacher transfers to quality control section of the TV set Mfg. Division."

Thus Stan will dash to and fro in his designated plants. Don will confine his work to No. 5 Plant and annex. At this writing he has a nice glass-enclosed cage in No. 5 lobby and saunters into the factory itself as needed.

Ten Year Pins

The new ten-year Hoffman attendance pins are out. They closely resemble the five-year pins, except that they have a diamond inserted in the center.

Initial pin went to H. L. Hoffman last month at an informal reception during an Employment-Management Council meeting in the Plant No. 3 commissary.

He, in turn, received pins for three others in the decade category: R. J. McNeely (director of sales); P. L. Fleming (Sales Corp.) and Clifford Larkin (model shop, No. 3 Plant).

Between now and the end of 1952 there will be many more to join the ten-year class.

Rayburn Makes A Mistake

Paul Walker, member of the FCC since its establishment in 1933, becomes new chairman of the FCC. The FCC succeeded the Federal Radio Commission, formed in 1927. Walker's place as an FCC member has been taken by the presidential appointment of Robert Bartley, a nephew of Sam Rayburn, speaker of the House.

In the meantime, Speaker Rayburn is receiving a lot of brick-bats for his arbitrary edict banning radio and tv from sessions and/or hearings of House committees.

Anybody can saunter into the sessions and hear everything. But, with Rayburn's edict, the public cannot hear the sessions via radio or see via television.

HAPPY EASTER

TV Outlook Promising

March issue of Western Appliances & Television magazine contains an article by H. Leslie Hoffman with the head "Rosy television future predicted." . . . still an infant industry, with practically unlimited horizons, the outlook for video — based on present valuations, plus a look into the near-future . . . is highly optimistic . . . is what the editor says of it.

Who's Laughing Now

The Transmitter for years has borne the brunt of insults about its pictures of employees. Of course nobody ever has a picture that "looks like me". And such squawks!

But now plant security is taking mugg pictures of all employees in the Hoffman Laboratories, Inc. for new identification badges. Ultimately all will have 'em. They are processing a few a day.

They look just like the average passport photo. No longer does the Transmitter get the insults. In fact, we have had some nice compliments about our pictures. How times do change.

Service (No. 1 Plant) last month moved to the new Sales Building at 426 College st., Los Angeles 12. Factory parts, instead of also moving there as originally planned, gathered bag and baggage and moved to the new annex of Plant No. 5 at 6200 So. Avalon blvd., Los Angeles 3.

TV Set Production to Rival Autos, Says Dr. Justin Miller of NARTB



Dr. Miller, onetime dean of the USC school of law, a onetime federal judge; later president of NAB, made the principal address last month in the Biltmore Bowl when the Los Angeles Junior chamber of commerce launched a series of luncheon salutes to industry. TV was the initial one in the series.

He is now chairman of the board and general legal counsel.

Miller predicted that within the span of a single decade TV set manufacturing would rival the auto

industry in dollar sales volume.

As reported in the Los Angeles Times; he said in part:

"Los Angeles ranks close to the top both in the number of stations and in the number of receiving sets.

"Los Angeles has the same number of stations as New York—seven—and is right behind New York in the number of sets, something over a million for each city. There are only 108 stations in the United States.

Freeze Lifting

"The Federal Communications Commission is talking of opening the freeze on the number of stations.

"We will have, from this time on, two types of frequencies—very high frequency and ultra-high frequency. All of the country's 108 stations are on the VHF.

"The proposed expansion will come on UHF and VHF.

"Educational institutions wanted the FCC to reserve 25% of frequencies for them on a permanent basis, but the commission has invited the institutions to apply for noncommercial licenses on a temporary basis and said it would keep 10% of the larger UHF open for them.

Special Events

"The great educational possibilities of TV come from special events, public hearings, United Nations meetings and national political conventions and such spectacles as the presidential inauguration.

"It would be difficult to use television for in-classroom education. Anything that it could do for formal classroom education can be better done through existing means, such as extension courses and motion pictures.

"A television code similar to the motion-picture code will go into effect March 1. It is a pretty severe code, administered by a national board with power to impose penalties. There are some who say that this will make for more intelligent and more valuable development of TV. Others claim that it will limit the medium, particularly with respect to adult appreciation."

Goodwin Knight Speaks

Lt. Gov. Goodwin J. Knight, another speaker, predicted that Los Angeles is destined to be the television capital of the world, just as Hollywood is the motion-picture capital.

"Television is unparalleled in its effect on our social and economic habits since the advent of the automobile," Knight said.

"For one thing, television is bringing the family closer together again.

"Children are being introduced to personalities, events and topics to which they might otherwise not be exposed. Older people are enjoying discussions of vital issues and young and old enjoy the sports events and comedy shows."

Uncle Miltie - Nielson's Reports

A. C. Nielson, who is right now tops in 'phone calls or punching doorbells for TV or radio program studies; said last month that Uncle Miltie Berle, for the first time since 1948, dropped below his rating for three consecutive weeks. Top spot with 58% goes to Godfrey and his talent scouts and no. 2 place, 55.8%, goes to King Arthur's "Godfrey and his Friends" program. Berle, at this writing, is third with 52.6%, closely pressed by Red Skelton and his 51.5% rating, says the Nielson report.

Some 150,000 TV-set owners haven't paid their \$5.60 listening fee for 1952 over in London. So the General P. O. has sent out a detection van trying to locate 'em. Since the gear can only locate when a set is turned on, and only within 100 feet of the trucks, most of the TV-set owners prefer to take a chance, says TIME, news-magazine.

H. L. in Home Territory

Last month President Hoffman met his San Marino neighbors. Of course he meets 'em often. But this time it was less informally. Locale was the San Marino City Club, meeting in the cafeteria of the Huntington school.

Charles Prickett, head of the Pasadena Playhouse, brought a group of his students who showed the audience exactly how a TV show is produced. The student group included not only drama people, but technicians and TV students, too.

It was a closed circuit deal, so the audience could see the performance on the stage and, at the same time, look at the beautiful large-sized Hoffman sets that were on hand to carry the program and enable the viewers to see it exactly as it would come into their own homes.

Mr. Hoffman took part in the program and spoke on the impact of TV on modern living and how TV will revolutionize the forthcoming political campaigns.

HE CAN COOK . . . Alvin B. Romer



Al was born up at Fresno, of Danish extraction, and he likes farming. In fact, two or three summers he was a farmer boy at Porterville and he knows somethin' about a lot of farming angles . . . like raising hawks, milking cows, and mechanical stuff like threshers and the like.

He started at Hoffman employ in November, 1949 and has had a varied and interesting career in several of the plants: accounts payable and timekeeper; a year with the Sales Corporation as coordinator (on the desk): with Service and at the moment he is at Plant No. 3 as an expediter in Purchasing.

Al went to Harding Grade in Santa Barbara: graduated from high school in the same city: and got his B.S. in business administration from USC.

The Romer army service, too, was varied in its 18 months period.

He started out as a Pfc in the armored command (tank corps); six months later he was a cadet in the air force at Sheppard Field (Texas): six more months and he got transferred, as an air cadet, to Gardner Field up in Taft, Cal. Then came the end of hostilities.

His employment record again shows a wide variety: clerk in a finance company in Los Angeles; roustabout in the Taft oil fields: general office work and don't forget the farming deal.

Though Al's education, army service and employment have covered a wide range, when it comes to hobbies he has but one. Cooking. Yeah, spaghetti and meat balls, creamed albacore, swiss steak et al. He has a cozy bachelor apartment and he and his room-mate often toss a dinner party for the faire sex.

Things happen too fast for the Transmitter editor these days. Just as the Romer Story gets into type we get the flash that he romped right merrily up to Las Vegas the other day and married Joyce Foster. Instead

CONTEST-TIME

Contests galore for sales staffs of the Hoffman Sales Corporation, both in Los Angeles and San Francisco.

FIRST, there is a contest that goes on simultaneously between the two district offices. Monthly winner is the man who does the best job towards his assigned quota. There is a permanent wooden plaque with space for individual brass plates showing the winner of each month.

If San Francisco wins (or vice versa) this month, then San Francisco's winning salesman gets his name on the brass plate and Los Angeles pays for it. The monthly winner keeps the plaque so long as his team is ahead. Otherwise, it goes to the winner for a month.

Hula Skirts and Coconut Palms

At the end of 1952 final tally is made and the winning district office gets it to keep. And the losing office pays for a banquet for the winners and caddies a golf game for 'em, too.

SECONDLY, a contest is being conducted for both offices with the two winning salesmen (one from each office) getting an all-expense tour to Hawaii and back for self and wife. Tally will be made at the end of six months.

They will stay at the Royal Hawaiian hotel and plane both ways via Pan-American clipper. And, what is even more important, if the winners have youngsters then the Sales Corporation provides a baby sitter while they are away.

Many factors are involved in this contest . . . number of new dealers, dollar volume, must make 85% of their quota to qualify and so forth.

President's Cup

THIRD, the award of the new Pace Maker Pins, and it is designed so that everybody can't win. No more than 50% can qualify for the pin award. It is for both northern and southern California Sales Corporation salesmen. Nobody gets to be a Pacemaker if they do not make their quota. If they make quota, then the top five men in each office are winners. Awards will be made for monthly periods of time.

FOURTH, this is the big pay-off, the President's Cup, all gold, brass plate, ebony base and what have you. It's a dilly, lads. Award on this is based on the over-all job with both district offices entering their own salesmen and award is made for the calendar year. There are 11 different points to be considered and complete information is on the bulletin boards.

of kicking his room-mate out, Al is now safely ensconced in Joyce's apartment in the Leimert Park district.

Joyce is secretary to W. Spencer Harmon, onetime Hoffman vice-president in charge of engineering, now head of the W. S. Harmon co., Los Angeles factory representatives.

The Editor in Reminiscent Mood . . . More Yak-Yak

They tell me that the time for reminiscences is 'round the merrie yuletide season by the hearthside with a jug of piping hot Tom 'n' Jerry. But to those of us (including S. Lafayette Spraggins and W. Victor Phillips), who carefully have to nurture stummick ulcers, this is strictly for the birds. No likker.

Thus this mood can strike 'most any time of the year and this month of March is as good as any, despite the fact that some people will think it is off-season for recollection. I suspect even Lorraine Spain, No. 7's personnel clerk, may say that the editor is like the cow's tail . . . always behind. But I consider our Miss Spain to be my kindest yet severest critic. And cooperative, too

* * *

The always-interesting creation of the late Earl Derr Biggers namely and to wit, the Charle Chan masterpieces seem to have just about scraped the bottom of the barrel in the TV program fare. That is, those we see nowadays are more up to date, maybe only ten years or so old. They are so old you don't remember whether you have seen 'em before: or, if you have seen them, they are 'new.'

But the year 1951 saw also on TV some real oldies in the Chan series with the late Sidney Toler taking the lead. Once upon a time I spent a summer at my grandmother's home in Cape Elizabeth, Maine. The master bedroom was rented, what with my grandfather being captain of a big five-masted schooner and plying down the coast to South America, sometimes being 120 days out of sight of land. I think he brought back a cargo of rum, molasses and sugar. Or maybe that was the Cuban route. I dunno, though I wasn't supposed to know about the rum casks. Too young, they said.

So the master bedroom was rented to Toler and his first wife. They had a gorgeous ocean view of the headlight. To the present crop of ex-gobs, this isn't what they think it is. Portland Headlight is a blinking lighthouse on 24 hour schedule, of course.

My pocket money came from holding the script and cue list for his first wife. Toler was romatic lead at the nearby Cape Cottage theatre and his wife the femme lead. I got quite a thrill, at that age, of seeing that she had memorized her part as she recited it back to me. I got 15c an hour: somewhat under today's baby sitting schedule, I thought I was 'part of the theatre, though actually later I only got as far as being an usher.

However, there still must be 'the show must go on' in me. Because Millie Richter says I am quite a ham. Is that good, I ask you. I'm still the simple country boy at heart.

* * *

My class will soon have its 35th reunion back by the River Charles. For thirty-four years something has always conspired to keep me from such a gathering. So I would-

n't be surprised if 1952 follows the same old pattern.

Thus I asked Transmitter Photographer Ray McNichols to take a nice collegiate-looking picture of me to send back to my old school chums in case I can't go personally.

It looked fair to me, considering the subject matter. That is, until I showed it in advance to one Gilbert N. Hafner, big bossman for the new Hoffman Laboratories.

Gil said it was wonderful and suggested it be colored and enlarged and shown in some art gallery with the exhibits. He clinched his laconic remarks with: "And I can even suggest a title. It should have a nifty plaque reading: 'Second Childhood'."

And don't think for a minute he was only kiddin'. Gil is always right, sez I.

* * *

When it gets a little warmer, I'm going to go shopping for a toupee. And a few of the boys 'round the plants have suggested it may be possible to get them wholesale if we found a toupee club and buy several at the same time. I could tell you their names, but I am of the reticent type. Or am I? Don't answer.

Toupee-wearing is an art. Bing Crosby doesn't give a hoot and is apt to sling both his beany and toupee on the hatrack any time.

Sheriff Biscailuz is the most distinguished toupee-wearer I know. He serenely goes on his way, ignoring the head adornment, and any snide remarks from on-lookers are always bottled up and remain unsaid.

George Allen, of Burns and Allen, is terribly sensitive. He has been known to be just about ready to take a poke at newspapermen if they even dare to intimate about it at a press conference.

Jackie Coogan, still talking about 'The Kid' and Charlie Chaplin, would look ridic in a bald head. So after he got out of the army . . . following his Fort Ord indoctrination and later the aviation duty, he promptly went to Max Factor or somebody and got a head-piece. On him it looks good.

My only thought right now is shall I get a white one to match my thatch and let people call me Whitey. Or shall I dye it coal black (repeating every six weeks) and let people call me Blackie.

Of course I could be crude and tell you what some people call me even without a toupee. But the Transmitter has an official censor and he is as bald as an eagle. I dare not insult him, though, or he'd cut out this whole page. If you will send a self-addressed, stamped envelope and enclose \$5. merely for the handling charges, I'll be glad to tell you his name. Okay, then, let it remain a deep secret.





FORMER M. P. . . . John Nativo

John, nicknamed Lucky while overseas, is Chicago-born of Italian parentage. The missus is the former Lucille Grimes, of High Bridge, Ky.

His hobbies include fishing, bowling, playing the piano, basketball (Hoffman team) and he also likes to make things in wood at his home bench, like shelves, cabinets 'n' knick-knacks.

He attended grade schools in Chicago and went to Gage Park Hi there for awhile. In the war years he put in three long years as a Pfc and was in Germany, France, England and Scotland as an army M.P. Thus, though he still likes spaghetti, spumoni and the like, he has picked up a yearning for knackwurst, onion soup, kidney and steak pie and scones.

By way of earning a living, John worked with Olson Rug Co. in Chicago a year in the shipping department; for Mars Candy Co., likewise in the windy city, with wrapping chores and he ran his own bicycle repairing shop a year and a half.

He came to the Hoffman organization December, 1950 as a warehouseman, No 5 Plant, and is still there in the shipping department.



GARDENA GAL . . . La Verna M. Griffio

La Verna, nee Peterson, came from Gardena nearby to Los Angeles and is thus a native daughter, though not an Angeleno.

But the clan moved over into the citrus belt and she went to Monrovia public schools. She did some PBX work awhile.

Coming to Hoffman group in August, 1950, she was at No. 3 Plant awhile but the past year or so has been assigned to Plant No. 7, and from the assembly line to company inspection duties.



EMBRYO RACER . . . Gordon E. Higbee

Gordon entered Hoffman employment in August of 1950. Born in Pasadena, he still lives there and is at Plant No. 7 as a testman.

Mrs. Higbee is the former Carolyn Land of Indiana, a bookkeeper. Gordon went to Garfield school in Alhambra, Eliot Junior Hi at Pasadena; Pasadena Junior college and later studied radio at National School in Los Angeles.

He was in the navy two years as a seaman, 1st class (RM) and later worked awhile in Pasadena and Montebello, as a radio and TV technician.

At Hoffman's he was in No. 3 Plant before going to No. 7. He has been in production repair, final testing, special apparatus tester, technician and final inspection before the current assignment.

He likes to go to auto races and is a member of the Hoffman bowling league.



GIRL FROM CONY . . . Lola Heady

Lola is from the class of October, 1950 at Hoffman's and was born in Neodsha, Kan., as Lola Ledo.

Husband is Jack B. of Kansas, a Southern Pacific switchman.

Denton, Texas, was the locale for her grade school.

Lola went to high school in Cony, Kan. and then tried a beauty culture school for a hobby.

She did some soldering work a year or so in a Los Angeles radio shop. At Hoffman's she was first at No. 3 plant on assembly: and then to Plant No. 7 as a utility girl, inspector and finally a lead girl.

ENGINEERING, PLANT NO. 4

by Arlene Langford and Pat Moran

Howdy doody! We think it only fair to warn you this is our first attempt at writing a column. If you don't see it in here again, you'll know why. Let us introduce ourselves. We're Arlene Langford, Bill Unger's girl Friday, and Pat Moran of Publications.

There's so much doin' around these here parts we don't know where to begin.

First off, Jack Daniels became the proud father of a 5 lb. 12½ oz. boy, Feb. 12. He will be called William Scott.

Happy birthday to you! Happy birthday to you! These familiar strains were sung to our father Charlie Gold who recently celebrated his 62nd birthday. We must say he preserves his age well. We will hate to lose this guy. Three more years and he'll be eligible for the retirement plan. (Actually Chas. is only 52).

Ah, romance is really blooming in this dept. Seems Norris Hand has a crush on a certain gal from another dept. Don't know if these kids have met yet but if someone would like to make with the introductions we'll proceed from there.

Leave it to Steve Kent. If his eyes seem to light up when you mention that certain word it may be that he just bought a deep freeze. Understand he has 253 lbs. of beef stored away. Please, please don't crowd. Keep your fingers crossed, you may get an invitation.

Glad to see Bill Unger back on the job. He had a bad case of virus. At least that's what he told us. Never can tell about this kid.

Well whatta you know! Ann Charshafian went and did it. Yep, she and Ed Phelps tied the knot in Las Vegas. The kids already have a home in Hawthorne. They certainly are proud of their new addition. Now don't get us wrong. We mean their dog with the aristocratic name of Pynewood's Napoleon. Understand he eats more than they do.

Glad Carl Wasmansdorff is back on the job again. Looks right in the pink. Did you have a nice vacation, Carl?

Looks like Stuart Ferguson tried to show his art work on skis instead of vellum. Maybe we should call him Hoppy from now on.

Dan Drommerhausen is to be congratulated on the work he is doing on the Engineering meetings. The last meeting started out as usual with dinner in the commissary then to a recording studio. From the reports, it was a very interesting and eventful meeting.

Ralph Shurtz is the proud owner of a long nose buick. Looks like a lot of car for such a little guy. Better keep your eyes glued to the road, Ralph.

Can't let this column go by without mentioning our fine bowling league. As of Feb. 14, team standings were as follows: 1, Jack Daniels; 2, Charlie Gold; 3, Frank Dunnigan; 4, Sid Parsons; 5, Ed Phelps; 6, Norm Krasney. High game honors went to Ernie Zarate with 213. Among the gals it's Teresa Clinkscale with 211.

CABLES, PLANT NO. 4

by Frances Trombley



Another month has passed, and now we have a windy month to replace February and the rain. Or do we!

When visitors come thru the Cable department, they generally stop to watch Charles Rober's wire cutting and stripping machine. It cuts wire any length from 2 to 75 inches and, at the same time, also strips the ends from ¼ to 1¼ inches. Chuck keeps 117 women (count 'em) supplied with wires. He has been with the company three and a half years, some of the time being at Plant No. 5. He had a birthday last month and the gals showered him with a cake and some gifts.

Inspection has grown along with cables. It started out with one inspector and now there are nine . . . Ada Clegg, Martha Arnold, Myrtle Peterson, Elizabeth Appling, Elizabeth Fox, Ruth McClanahan, Amy Bennet, Ronnie Codon and myself.

There are three grandmothers now in Inspection . . . Myrtle Peterson has seven; Ada Clegg three and Martha Arnold three.

We extend our deepest sympathy to Dorothy Graer, who lost her foster-mother and also to Ruth McClanahan, whose aunt passed away.

NEW CHEF FOR PLANT NO. 3

Leon C. Smith, born in Iowa Park, Texas, now living in Culver City, is the new chef-manager for No. 3 commissary. He had previously been chef four years at a swank Wilshire blvd. cafeteria in Los Angeles and before that another four years with Pig 'n' Whistle.

He brought his own assistant with him; but no other personnel changes are contemplated in the No. 3 eatery.

B. L. Fuller, sr., sales manager for the Hoffman Laboratories, Inc., drew the March assignment for the Los Angeles meeting of WCEMA of introducing the speaker. Berk introduced Raymond V. Darby, currently Los Angeles County Supervisor and previously for more than a decade mayor of Inglewood, Cal.

Looked like old-home week early in March at the Hoffman TV Mfg. Division. Dean Benton, Dallas; Bob Rose, Kansas City and George Dyna were all in for conferences with Hoffman Sales Dept. Dean works out of Dallas for his southeastern district; Rose covers the midwest and Dyna the west coast.

Electronic Division Maintenance Engineer

James M. Traer becomes new chief maintenance engineer for the Hoffman Laboratories, Inc., working from No. 3. He had been the last nine years down the street at the May Company warehouse on Grand avenue as a maintenance engineer.

Born in Durant, Okla., his wife hails from Salt Lake and there are two youngsters in the family.

GONE BUT NOT FORGOTTEN

For the first time in nearly nine years the management and cuisine of the Hoffman Commissary (No. 3 Plant) changes.

Frank Arnold started the commissary when he came to Hoffman's in August of 1943. It was then on South Grand ave., a short walk from Plants 1 and 2. While the facilities were adequate at the time, in three or four years the cafeteria and the tiny private dining room were not large enough.

By that time, too, No. 3 Plant had kept on adding physical facilities and the bulk of activities there continued to grow. So a larger commissary was built and joined with No. 3 Plant on the Hill street side. It was larger, with more facilities, and the private dining room was large enough for E-M Council and other employee meetings.

Company Owns Commissary

For the information of newcomers, the commissary is not a concession but is run by the corporation. During world war II days it tried to run on a cost-plus basis. Actually, though, it averaged \$1. loss per employee per month and the company absorbed this.

With the rising cost of foodstuffs, operation costs have constantly mounted in recent years. No figures of the actual number of meals served has ever been tallied. Such a task would be impossible. But in recent months it has run nearly 500 a day for that plant alone.



Mr. and Mrs. Frank Arnold

Lura Parsell began to work at the commissary in June of 1944. A year ago she and Frank were married. Just about that time they acquired a nifty little motel up in Ridgecrest, in the China Lake region and more or less adjacent to the big naval base with its 17,000 employees.

It's called Arnold's Court, Ridgecrest, Cal. Drop 'em a line or stop in when you are enroute to Death Valley or nearby points. They'll be glad to hear from you.

There are now ten units, plus the owner's apartment, but they expect to build an addition this summer as the place is in the critical housing area.

Hoffman TV Sets at Two Academy Meetings

Last month both the Los Angeles and San Francisco chapters of the Academy of Television Arts & Sciences held annual banquets and presentation of awards.

The one in Los Angeles was held at the Ambassador's cocoanut grove. H. Leslie Hoffman, did not return from the east in time to take his usual place at the head table. He is a past vice-president of the academy.

The northern meeting was held at the Mark Hopkins hotel Peacock Court. At both gatherings a half dozen 24" Hoffman TV receivers were placed in the banquet halls, so the audience could take a gander and see the program as it was televised.

This idea of having TV sets placed at strategic locations when immense gatherings are held has long ago proved its efficiency. Speakers or performers who like to see themselves in action can strut their stuff on the stage and, at the same time, see their image on the viewing screen.

By the same token, people who get shoved behind a gigantic ornamental pillar and can't see the stage, can glance towards the nearest receiver and get it all.

Thus, besides the audience out in homes, everybody in the hall was able to see it all. They could hear from the stage and see via the Hoffman TV sets. Of course a few hundred in front didn't need all this attention. But there is always a fringe area in any large-sized ballroom.

Two members of the Hoffman advertising department were in the forefront for 1952 vacations. Ed Burns, production manager, took a week to go to Sun Valley and go skiing. Phil Bryce, promotion, took a week to drive up and visit 'round the state of Oregon.

Bill Thacker, No. 3 carpenter shop, returned early in March after a leave of absence of six months because of illness. Bill observed his 75th birthday in January.

Left March First

Originally Mr. and Mrs. Arnold planned to retire next summer. But the caretaker couple had to take a trip, so they decided to make the change and go up there March 1.

Lura, by a previous marriage, has a daughter (Nancy Tudor). Many Hoffmanites will recall she worked in the commissary three summers before she was married. Later she worked on the Plant No. 3 assembly line. Her husband works for the navy and they also live up in Ridgecrest.

Lura also has a young son, who is a student at Page Military Academy in Los Angeles. He is a senior, graduates in June, and is a cadet major in the school.

Hoffman co-workers will miss Frank and Lura at the commissary. But retirement comes to all of us eventually and 'this is it.' Or is it, gasps Frank, as he looks over the new building plans for his motel.

GOSSIP AROUND PLANT NO. 3

by Mary Brace

How time flies. I was just gently reminded it was Transmitter time again. I am afraid nothing very exciting has happened around here lately, but perhaps I can stir up a bit of excitement before the next deadline.

However, we do have a couple of bright and shining brides in our happy midst. Ann Peters has said her "I do's," which makes her the wife of Frank Payne, and Margaret Lierance has promised to love, honor and obey Ray Melanson. I'm awfully glad to see that you both took full advantage of leap year gals, and the best of luck to you.

Josephine Olshefski certainly seems happy these past few weeks and with good reason. Her hubby is reported on his way home from Japan, where he has been stationed the past two years. We all hope that by the time you read this he will be home with Jo and their 3 year old boy.

Bob Perry tells me he knows a girl on the monitor line who is just like radar — "picks up anything".

You girls are going to love me for this. I have a hot tip on an eligible bachelor, namely Don Strieb, better known as "Romeo," in Packing.

We are all glad to see that Gerry Swanberg is doing so nicely after her operation. Hope you will soon be back with us, Gerry.

I'm sure I speak for all of you when I say how sorry we are to have Ella Burke leave us. We all liked her so much.

We are also sorry to have Ray Franklin depart but don't worry about your wife, Ray, we'll take good care of her.

I suppose most of you have noticed a certain lad in the teletype room all dolled up in white shirt, tie, etc. of late. When he was asked the reason for the sudden change he smiled coyly and said something about it helping toward advancement. Well, could be, but a change like that in a man usually means there's a woman behind it.

We are sorry to lose one of our most likeable and promising young fellows to the Air Corps. recently. Good luck, Phil.

WORDS of the AGES

"The Relay," external house organ for F. C. Harrison co., of Elmira, N. Y., has something of interest. In fact, it so intrigued Jobber News (Cleveland) that they reprinted it, just as the Hoffman Transmitter does now. Probably somebody else, in turn will pick it up also.

Lincoln's Gettysburg Address, says The Relay wording, contains but 266 words.

Two other masterpieces of clear expression, the Ten Commandments and the Declaration of Independence, contain approximately 300 and 1500 words respectively.

In today's age moderne and less lucid prose, The Relay makes this final point. "The Office of Price Stabilization regulation establishing prices for cabbages contains 26,911 words."

RED CROSS MONTH

DOWN DALLAS WAY



Taken at a recent dealer meeting held in Dallas, Texas, by The Schoellkopf co., Hoffman distributors in that area. The caption for the center picture is on the banner . . . "no eye strain."



LET GEORGE DO IT

George's Radio and Television company, in the 1,000 block West Fourth st., at Davenport, Iowa, is a Hoffman retail outlet and 'key account' serviced by Robert Rose, Hoffman representative in the mid-west.

The pictures on the left hand page show some of the activities at George's.

LEFT: the stockroom and salesroom utilized for used merchandise, mostly from turn-ins on new sets. A ramp leads to the second floor warehouse where all new merchandise is stored in the original boxes.

LEFT: (center): top row, left to right; Vern Eichner, TV sales manager; George Heibing, owner; Harold Lundquist, salesman; Bob Rose, Hoffman representative; M. C. Woodworth, sales and advertising; Charles Britenbach, salesman and Henry Jensen, appliance sales manager: lower row: Peg Galliher, cashier and Jean Siefers, secretary.

LEFT (bottom): television repair room with some of the TV service men at the bench. John Carroll, general manager, in center of the photograph.

RIGHT: (center) George Heibling, owner (left) and John Carroll, general manager. Map shows the 'quint' cities, viz, Davenport and Bettendorf, Iowa and Rock Island, Moline and East Moline, Illinois. When a TV set is sold a pin on the map shows the exact spot. Yellow pins represent Hoffman TV receivers. Customers get a return post card when they buy a set and are asked to fill in and return. A few are pinned 'round the map.

RIGHT (lower): the east half of George's salesroom, 37 x 96 feet. In the center of the display a small fish pond, well stocked and with running water, keeps the youngsters busy while the parents shop and buy.

RIGHT (top): outside of George's.

George Did It

So many people in the Iowa-Illinois 'quint' cities region were talking about "let George do it" that George went and 'done' it. He built up what he believes to be the largest retail business in the middle west on the slogan of "Let George Do It."

Perhaps other similar establishments have many of the little embellishments that George's has. But, besides all these, George Heibling adds a personalized service of his staff in sales and service. It is a friendly service. One that is genuine and sincere. And, to cap the climax, George's long ago decided that, mouse trap or no mouse trap, customers do not always beat a path to your door. So George's goes out and gets them, makes everything attractive and provides an incentive to shop at George's.

Hoffman a Leader

The shop carries several TV brand names and presents a comparative display, but Hoffman TV is way out in front.

Heibling has been a radio amateur since he was sixteen. Back in 1937 he opened a tiny radio repair shop. Later that year he moved to larger quarters and John Carroll, now service manager, began to help him in the shop.

He stayed on at that location four years and repaired 20,000 radio sets. Then came the war and from 1942 to 1945 he was in the army and sold the business before entering service.

Then he opened up another shop and did so well the landlord put up a building for him large enough to repair 500 jobs a month.

Heibling Adds Sales

But there was money in sales, as well as repair, so comes 1947 and it became George's Radio Sales and Service. In the same year he figured it wasn't too early to prepare for TV and he had a TV antenna put up atop the Davenport fair-ground grandstand and got ready for '49 when TV would be available in that area.

In 1950 the establishment moved to its present quarters where 65 sets can be displayed and demonstrated, singly or altogether! When a TV station came to Rock Island, across the river from Davenport, and later the coaxial cable-micro-wave systems brought programs from the east, the public began to scramble for sets. George was ready for them all.

The genial proprietor says that he has had 30,000 satisfied customers since he started in business. Some \$50,000. has been invested in parts and test gear for speedy and accurate service work.

LITTLE ROCK TV APPLICATIONS

Three applications for TV stations at Little Rock, Ark., have been filed with FCC: Arkansas Radio & Equipment co., operators of radio station KARK; Mid-South Television Broadcasting co., of Shreveport and Donald M. Reynolds, of Fort Smith (Southwestern Publishing co.)

555, Inc., is official Hoffman TV distributor for that area. A year or so ago the organization, foreseeing TV possibilities, took out the Hoffman TV franchise and has done well with it despite the fact that the nearest station is in Memphis.

When Little Rock gets its own TV outlets, 555 expects to do even better.

The annual Western Radio and TV conference was held at Stanford university Feb. 28—Mar. 1. Speakers included William McCay, of the Long Beach city schools, talking on FM stations: Donn Tatum, of ABC-TV, on programs: and others on sectional and general sessions.

Darwin Tuttle's favorite story.

He: "You say that Jones calls their four youngsters Eenie, Meenie, Meinie and Jaek?"

She: "Sure, they didn't want any mo."

THE LIFE-SAVING URC-4

Written at the Air Rescue Service headquarters in Washington, D. C., especially for the Hoffman Transmitter and passed by Major Albion T. Sawyer, USAF, public information officer, for the Security Review branch, Dept. of Defense.

The days of the comic-book wrist radio aren't here, but pending that time the pocket-sized URC-4 transceiver is doing invaluable work helping save the lives of American fighter pilots and air crewmen when they run into troubles in Korea.

Maybe to the girls of Hoffman Radio Corporation, whose sharp eyes and skilled fingers assemble these sets for the Air Force, the URC-4 is a cute little gadget and you wish you had one for liaison use at home, or with the boy friend. To the fighter pilots and air crews of the Air Force those sets mean all the difference between life and death. Those sets have proved it many times. Here are some actual instances wherein the URC-4s, assembled by your skill and devotion to careful work, have brought fliers back from the threshold of death in Korea.

Korean Rescue

Late on the afternoon of 25 October 1951, First Lieutenant Charles J. Dupont, with Corporal Gerald L. Fryer, area medic, were dispatched on a pilot pick-up mission behind the enemy lines in Korea. The Rescue Control Center had notified the forward Air Rescue Service element that a United Nations fighter pilot was down.

The flight to the pick-up area was uneventful. However, when he arrived at the downed aircraft, Lieutenant Dupont encountered heavy ground fire. His helicopter was struck on the first pass, but he made another pass, landed and picked up the fighter pilot.

Where Lieutenant Wright is now, we don't know. Lieutenant Dupont, who reached him first, is now stationed at the 2156th Air Rescue Squadron (TTU) at MacDill Air Force Base. That his wife Genevieve ever saw him again is due to the Hoffman little URC-4s. Major Dean who piloted one of the helicopters on the final rescue of Lieuts. Wright and Dupont and Sgt. Fryer is at headquarters of the Air Rescue Service in Washington and well recalls the incident.

ONE OF THE URC-4'S MADE IN THE ELECTRONIC DIVISION OF THE HOFFMAN RADIO CORPORATION



Major John J. Dean, chief of the division of operations, Air Rescue Service, Washington, D.C., is shown admiring a URC-4 transceiver. Major Dean, while commander of an ARS helicopter detachment in Korea, figured as an H-5 pilot in the successful rescue in which the tiny URC-4 aided directly in saving the lives of fighter pilots shot down in enemy territory.

Aids Many Times

"That was an outstanding illustration of the value of those little URC-4s when life is at stake," he said, "but it is not the only one. There have been plenty more times when the URC-4 has enabled a man in distress to call help. In an emergency that set means everything. To you people who put it together I want to say, you're wonderful."

Captain Ronald C Good, another 3rd Air Rescue Squadron helicopter pilot, saved a United Nations fighter pilot on 27 October 1951 as a result of the use of the URC-4 transceiver radio.

Alerted by Rescue Control Center to pick up the victim of enemy anti-aircraft fire, Captain Good flew through flak with a fighter escort, located the downed pilot, and despite intense ground fire from closing troops, scooped up the victim in a daring sideways hover in the direction of least enemy force.

This entire rescue was made possible through the use of the URC-4 by the downed fighter pilot who directed the fighter cover and the helicopter to his position, giving such details as the wind direction and location of enemy troops.

The rescued pilot, First Lieutenant Wright, United States Air Force, informed Lieutenant Dupont that the helicopter had been hit in the oil tank and an instrument check verified the report. Realizing the serious situation, Lieutenant Dupont took off to clear the area of concentrated fire and headed south until the engine failed and a forced landing was made deep in enemy territory.

URC-4 Proves Worth

Immediate rescue attempts of the three downed airmen were made impossible by hard rain and approaching darkness.

Fortunately, Lieutenant Dupont was carrying a URC-4 Transceiver radio and was able to advise the fighter CAP, orbiting above, that he and the aero-medic and fighter pilot were uninjured. He further advised the fighter cover of his intentions and established the place for them to effect rescue attempts the following morning.

The next day successful rescue of the three men was made by two Air Rescue Service helicopters piloted by Major John J. Dean, presently assigned to Headquarters Air Rescue Service, and Captain Robert W. Barnhill. The three victims were hoisted to safety from a thickly wooded mountain slope where they had huddled during the night for protection from the bitter elements while hiding from Communist troops.

The URC-4 proved invaluable in effecting the rescue as Lieutenant Dupont was able to guide the rescue helicopters directly to his concealed position. He was also the last of the three to be hoisted to safety and during the lowering and raising of the hoist slings he utilized his URC-4 to furnish instructions to the helicopter pilot which had an important bearing on the success of this unusually difficult rescue.

YODELER IN OUR 'MIDST . . . Edna Adell Noke

Edna comes from hardy Swiss stock and has been known to yodel. But it takes a special occasion like an anniversary or somethin'. She was born in Newark, N. J. nee Streun. Mr. Noke is by name John; hails from tiny Rhode Island and is a telegraph operator. They live in Walnut Park.

Mrs. N. went to Franklin public school in Newark and then the Girls Vocational school in the same city.

Edna was a spot welder two years in Bloomfield, N. J. for Westinghouse Electric Corp.; six years a cathode sprayer with National Union Radio corp. in Newark; four years a fuel line inspector at Bellevue, N. J. with Resisto Flex corp. and in the same city four more years with Westinghouse as a base inspector.

Her married son lives in Redondo Beach and works for Northrup Aircraft. She has been with Hoffman Plant No. 5 since last October in incoming inspection. Edna doesn't change jobs often, so she hopes to stay in the TV cage for a long time. Her hobbies are sewing and ballroom style of dancing.

BLIND DATER . . . Weldon C. Draper

Weldon is a Meadow, Texas, lad and was valedictorian for his class at Highway Spur school in Spur, Texas.

Later he journeyed west to go to Chaffey Prep out in the Foothill Blvd. region and in 1950 he was graduated from USC.

He spent two years in the navy as a QM, 2nd class and was in the Pacific area. Shortly after coming to Hoffman Radio Corporation in July of 1950 he went on a blind date. He drew a beautiful gal and forthwith married her. She is secretary in the new scheduling office.

He is No. 3 Plant timekeeper and is an avid bowler, rolling 'em in the alleys of a Friday night with the men's league.

A PLANT NO. 7 BLONDE . . . Grace S. Moore

Grace lives in South Pasadena so No. 7 Plant in Pasadena is right handy for the gal. She owns her own home, too.

She has been Hoffman employed since September of 1949 and currently is a company inspector.

Born in De Leon, Texas, she went to school in her native state.

In Texas she worked at Long View four years as a cashier and later at the Hilton Hotel in Long Beach, Cal. in similar capacity.

On the blondish side, she isn't quite sure whether gentlemen prefer blondes or not. But she travels to Palm Springs two or three Sundays a month so maybe she is trying to find out.

Besides the auto jaunts, she likes the mountains a lot and especially another hobby, she says, is fishin'.

SENIOR BUYER . . . Emil O. Sutherland

Though only with Hoffman Radio Corporation since last October, Emil is well along on his 2nd quarter of a century in California in this field. He is a senior buyer in Purchasing, Hoffman Laboratories, Inc., Plant No. 3.

Hailing from Leominster, Mass., he went to Ellis School in Cambridge, graduated from Rindge Technical in the same city and went to Harvard a year.

Mrs. Sutherland is the former Marjorie Haynes of Hastings, Neb. and their daughter is 15 years old.

Emil was purchasing agent for Harvey Machine co. two years and was more recently with National Schools (Los Angeles) as purchasing agent.

They own their own home over near Griffith Park and for hobbies he fishes and does some photography work, too.



MARINES HAVE LANDED

. . . . Ray J. Folks, Jr.



Ray and his wife are about to desert their West Los Angeles abode and move over to Culver City in a new home. 'Tis just a few doors from the new home of Mr. and Mrs. Jack E. Herrick (Hoffman Sales Corp.). Neither knew it until they met during the rain when each couple ferried over to see if their new house floated. But they proved to be staunch and sturdy.

Ray's education bill of fare started with the Horace Mann Grade school in Beverly Hills; graduation from high in the same city; the A. B. from Pomona college and finally the M.B.A. in the Stanford University graduate school of business administration.

Ray married Janet McNeely, of the Kansas City, Mo., McNeely clan, four and a half years ago. In case you don't know, she is the oldest daughter of R. J. McNeely, Hoffman director of sales.

Nine years ago this month the Transmitter published a nice picture of Janet when she was a marine sergeant. Ray was also in the marine corps. and spent three years in the South Pacific area as a first lieutenant.

Ray worked his way through college mostly by summer work, especially while attending Pomona. Thus he worked for the Veterinary Association in Whittier; a surveyor's assistant for the City of Whittier; and a tree pruner at the Leffenwell ranch, likewise in the Quaker town.

Other employment included sales for Virtue Brothers Mfg. co. in Los Angeles; sales with Kaiser & co., San Francisco investment bankers; machine operator with Globe Oil Tool co., Whittier; and a laborer in Los Angeles for the Cooper Construction company. Then came the marine corps service.

Ray came to Hoffman employment in August, 1950 in government sales (then SAD), Plant No. 3. He is now in the same plant, but is head of the material control department of the Hoffman Laboratories, Inc.

HOFFMAN PLANTS

| | | |
|------------------------------------|--|-------------|
| Plant One | — 3434 South Hill Street Los Angeles 7 | |
| Plant Two | — 3446 South Hill Street Los Angeles 7 | — AD 0880 |
| Plant Three | — 3761 South Hill Street Los Angeles 7 | — RI 7-5671 |
| Plant Four | — 3716 South Grand Avenue Los Angeles 7 | — RI 7-5671 |
| 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 2172 |
| | Service | — MA 6-3851 |
| Hoffman Sales Corp., San Francisco | 325 Ninth Street | — UN 3-4060 |



Among the Hoffmanites who journeyed east for a quick trip to New York and the annual IRE show early in March were: Art Baxter, purchasing director of Hoffman Laboratories, Inc.; S. L. Spraggins, in charge of the TV manufacturing Division and Jim Dale, chief radio-tv engineer in the same division.

In the folks household Linda is two years old, while Mary is four months. For years Ray has been filling in applications and questionnaires and stating that he was born in Santa Monica. He is of English-Irish-Scotch descent.

But when little Mary was born in the California Lutheran hospital (Los Angeles) he discovered that he was actually born there and is thus a native Angeleno.

He is somewhat of a ski expert; and also admits that volleyball and handball, too, are his hobbies.

SNOOPIN' 'ROUND SEVEN with

Verna Sautner, Betty Rogers and Elmeta Gray



Hi! Everybody! Have you seen Hilary Bennett's new hairdo? Just call her "Curly-Top" now. Marge Mohr is thinking of getting a poodle cut. How about telling her what you'd think of it? Mary Drake calls it "Final Cussing" now that she's been on it for awhile. Attention gals! We have two new bachelors in the plant — Bill Woodruff and Bob Stokes. Did anybody else hear Joan Koehler say she wanted a kangaroo for a pet? And speaking of pets, did you know Elvera Rerby has a pair of cute skunks? She says they were heaven "Scent."

BETTY

A lovely birthday party was given by the girls on sub-assembly for Grace Woodworth. She was presented with a beautiful pink cardboard birthday cake and an exquisite gift (not mentionable). Mona Sellers did the artistry and Lillie Thomas made the presentation! A gang of girls had an evening out several weeks ago. They motored to Chinatown for dinner and a good time was had by all. There's no business like show business, so good luck to Adele King and Betty Jo Mills who are leaving our midst shortly. The two most intellectual girls in the plant are Loretta Landrum and Marge Conyard. You'll find them reading the funny papers every day on their lunch period! P.S. Guess where they get them — Lorraine Spain, no less.



VERNA



We hear that Mary Madera, Betty Cleeland and Jackie Brewer are taking "vocal lessons". The first two songs they learned were "Mona Lisa" and "The Too Fat Polka". Here's to the heckler named Frank — You may think he is always a crank — Though his griping's ne'er done, it's always in fun — And his heart is as big as a tank. Mae Shockley says she has two girls on her line who use "maggots" to pick up washers. Did you hear about the guard at a plant who was losing a lot of valuable stock? He searched everything and everybody. One evening an employee came out with a wheelbarrow full of sawdust. The guard searched diligently through the sawdust but finding nothing, let him through. A few nights later the same thing occurred. This time the guard dumped the sawdust, but still found nothing. A few days passed and again the man appeared with his wheelbarrow full of sawdust. This time the guard was prepared for him, and screened the sawdust, but with the same results.

Shortly after this, the two met at a tavern. The guard said "look Bud, you know and I know you are stealing something from the plant, but what is it?" The man replied "Wheelbarrows you fool!"

PLANT NO. 3

Press Room and Machine Shop

by Bill Tyson

Through the blaze of (green, yellow and orange) of the forgotten Press Room and Machine Shop, comes moments and comments.

Good wishes to Lois Halterman in her new home in San Fernando. We hate to see her go, but "Home, Sweet Home". We also wish to welcome little Clara, with a Brooklynese accent. There will no doubt be a great deal of baseball conversation this summer. Our stamp maniac, namely Adrian Todd, is slowly but surely becoming an authority.

Johnny Upton is back on the beaten path after a severe cold. Ralph Siedelmann being awarded the top tool and die maker of the year after completing his file and hammer course from one of the local trade schools. If a slight wind is felt throughout Plant No. 3, it is a driving force of our energetic expeditors namely, Pete (British) Atkins and Morton (Fireball) Katz. The friendly attitude which was once held by Bill Tyson is losing its par value due to shutter clicking and flashing brilliant lights in the face of fellow employees. Do we hear wedding bells ringing for Robert Bowen! . . . Yes, we do! Due to the spontaneous writing of this epic, I'll be forced to close.

W AND K CALL LETTERS

Most radio station call letter east of the Mississippi start with "W" and those west with a "K". International agreement calls for national identification of call letters by the first one (or two) call letters. The alphabet has been divided between nations and the U. S. got W and K.

For simplicity the FCC made the Mississippi river the dividing line. There are a couple of exceptions to the W for the east and K for the west division.

In early days of radio most stations were in the east, and, for example Pittsburgh got KDKA before the country-wide system got going.

Frances (Lucille) Yorke said, on March 1, 1952: "A bachelor is a guy no woman ever actually wanted."

If you see Bob Pintarelli looking at your car, keep an eye on him — he wants a motor to build up for racing. In this plant there's a gal called Lorraine — She knows how to collect and that's plain — She can make you feel small if you don't give your all — The underdog's friend - a swell Jane. Will Vi Turley remember January 22? That's the day she wore high heeled black patent pumps — the right one open-toed and the left one closed. Is Wylie the "Little White Cloud That Cried?" Ask Hubert Hernandez to tell you about the time he ate an iguana (lizard to you). Angel Robert pudding and pie. Pinches the girls to make them cry — But when LaVerna at him flew — Angel Robert turned black and blue.

ELMETA

PARTICIPATES Julia P. Magee

Julia, nee Pollard of Clark, Neb., has been with the company five years ago next month, working the first two years in Kardex at No. 3; later material procurement follow-up and expediting at No. 3 and in recent weeks at Plant No. 5 (TV Mfg. Division).

She was valedictorian of her high school class in Clark and then attended the University of Nebraska a couple of years with a math major.

She worked four years in the university town (Lincoln) in the statistics division of the Agricultural Adjustment Administration, and for six years with the Lockheed Burbank plant as supervisor of clerical and files.

Julia's hobby is sports . . . but the participating kind. She likes to go to horse races, even if she doesn't bet: shrieks with sheer joy when attending gridskin tussles; and roots herself hoarse at baseball games. What more could one ask. Julia puts everything in it when she goes to a game.

HERE FIVE YEARS . . . Charles J. Radway, Jr.

Charley has been with the company since March, 1947. Born in Homer, N. Y., of English descent, the missus is the former Lenore Johnson, of Chicago, and they own their own home east of Pasadena.

He went to school and high school in Oak Park, Ill. and, for five years before dropping in on California in 1947, he was an electrical and mechanical inspector in Chicago for the Seabury corp.

Originally he was at No. 3 in inspection and assistant chief inspector; a group leader for SAD now Hoffman Laboratories, Inc.; then to No. 6 for final assembly and currently in Pasadena at No. 7 where he recently was promoted from line foreman to production foreman (February). Photography is his hobby.

PONY EXPRESS LOCALE . . . Doris L. Marshall

Doris lives in Pasadena and it is handy for No. 7 Plant where she was originally on assembly, now doing inspection work. She has been with Hoffman's since November, 1950.

Born in St. Joseph, Mo., Doris, nee Schroeder, she is married to Elmer W. Marshall, also of St. Joe, a carpenter by trade.

She went to Lafayette Hi school and worked two years in Beverly Hills on general assembly duties.

ONETIME PLUNGER . . . John H. Brunk

John, born in Sterling, Kans., living in nearby Montrose, came to the company in November, 1950. For awhile he was a company truck driver; then to No. 7 Plant as a driver but a few months ago he was made a stock clerk and now a storekeeper there.

He went to grade classes in Sterling; graduated from Glendale High and took some special courses at LACC.

In between his education and work he spent two years over in Glendale as a plunger operator for a ceramics factory.

The 17th annual report of the FCC to the Congress of the U. S. makes 180 pages, size 6 x 9". It is for the fiscal year ended June 30, 1951 and price is 40c. Available through the Supt. of Documents, Washington, D.C.

I've learned that the great gifts of life
Are, after all, not free.
I owe at least as much to life
As life owes to me.



SPEAR & FIN MAN . . Charles H. Borgess



Chuck is once more "footloose and fancy free" and is enjoying his freedom. He started Hoffman employment January of 1950 in Service and romped through various classifications: outside service, TV repair, service engineer, field engineer and finally shop foreman.

But in February he transferred over to Plant No. 5 in the engineering research department.

A native Angeleno, of German-English descent, Chuck went to Lincoln grade in Long Beach; back to the big city to graduate from Manual Arts Hi and later he took a flock of technical electronic courses at National Schools.

In a work-a-day world, Chuck did a year of template-making work at the Douglas Aircraft El Segundo plant: a couple of years as an office clerk with Union Pacific and then a year in a Los Angeles woodworking factory as an inspector.

He served two years in the Pacific area as a pharmacist mate, 2nd class, with lots of action at Tulagi and other points. He received a medical discharge and, as he says, he has permanent mementoes in the form of a glass eye and a silver plate in his head.

But Chuck these days is his own charming self and, though he has been at Plant No. 5 but a brief period, already has influence on the feminine contingent. But they are calming down now and the gals no longer whistle when he saunters 'round and about.

Borgess is president of the Spear & Fin club in Los Angeles. He is also somewhat of a ski enthusiast and on occasion does well at badminton.

THE
RED CROSS
NEEDS YOUR HELP
NOW

EMPLOYEE EVENTS

EMPLOYEE-MANAGEMENT COUNCIL

Plant No. 3, alternate Thurs, noons.
(see Lucille Warner or W. V. Phillips)
Plant No. 5, alternate Thurs. P.M.
(Dick Jimmink)

BOWLING

Monday, mixed teams, Trojan alleys
(see Mildred Richter)
Monday, Pasadena (No. 7), Pasadena Bowling Center
(see Gordon Higbee)
Thursdays, mixed team, Trojan (see Jack Daniels)
Friday, Men's team, Trojan (see Emory Rumble)

ENGINEERING CLUB

5 p.m. No. 3 commissary, alternate Tues.
(see Drommerhausen)

CIRCLE H CLUB (Service)

Alternate Wed., No. 3 commissary, 6 p.m.
(see Bob Burnett)

KEYMANS' CLUB

Alternate Wed., 6 p.m., No. 3 commissary
(see club sec.)

California Optometrists & TV

California Optometrist association met in Sacramento last month for annual convention.

A committee, studying TV since the 1951 conclave, reported under chairmanship of Dr. Herold Stein, of Los Angeles.

The report said that viewing TV doesn't hurt the eyes if the viewers don't sit too near the screen; keep the room neither coal black or very light; providing the picture is clear and steady.

Committee recommended that TV-fans sit 8 to 10 feet away from a small picture and ten feet and over for a large picture.

Hoffman TV and its Easy-Lens have often been the object of study by optometrists with the results presented the past few years at the Hoffman distributor conventions.

So now that the professional state group in solemn conclave has accepted its committee report, this seems to make it more or less official.

Phillips Chairmans

W. V. Phillips, director of personnel for the Hoffman Laboratories, Inc. and a past director of WCEMA, has been appointed chairman of a WCEMA preliminary committee on a wage and salary survey. It will report to the Los Angeles Council for disposition of its initial findings and Council will decide whether or not to make an exhaustive study of the matter.

"And now gentleman," ranted the legislator, "I wish to tax your memory."

Colleague: "Heavens, why hadn't we thought of that before."

MECHANICS & MUSIC

. . . Michael Richard Buehner, Sr.



You'd think that Friend Buehner would be called Mike. But no. Everybody calls him Dick, from his middle name. "This has been a long-standing puzzle," says Dick. "Nobody knows how it all started. It has been Dick since I got out of the diaper stage. Of course once Mrs. Buehner wanted some letterheads printed 'M. Richard Buehner,' but I soon convinced her she was just kiddin'."

Dick comes from Waterloo, Iowa, of English-German background, and Mrs. B. is the former Marguerite Mary Smith, likewise from Waterloo.

There are three teen-agers. Carolyn, 16, is in senior high and is reading a book on careers for women; Junior, 14, is a h. s. freshman and has a scientific mind; David, 12, is in junior high and has trophies in tennis, football and baseball. The Buehners live in Manhattan Beach.

Dick came to the Hoffman organization August, 1949 as a mechanical engineer in Engineering; and has gone through different grade of M. E., as a project engineer and is now at Plant No. 4 as chief mechanical engineer in Hoffman Laboratories, Inc.

He went to grade and high at St. Mary's in Waterloo; took some nite courses in math at Illinois Institute of Technology in Chicago and later extension courses in drafting and design.

In Waterloo he was three years doing mechanical drafting and design for the Chamberlain Corp.; 6 or 7 years in mechanical design and supervision for Consolidated at San Diego and Ft. Worth and mechanical design for Belmont Radio Corp. in Chicago. Hobbies include ocean fishing, swimming, boating and he also plays the violin, sax and clarinet and some days hopes to form an All-Buehner band.

RED CROSS MONTH
— JOIN NOW —

COMING EVENTS

- Mar. 17-21 Am. Soc. of Tool Engrs., ind. exhibit, Chicago.
- Mar. 31-Apr. 2 — NARTB ann. eng. conf., Hilton hotel, Chicago.
- Apr. 4-6 Sec. Natl. con., Amer. Women in Radio and TV, Statler hotel, Detroit.
- April 9-11 Society of Plastic Industry, ann. tech. meeting, Edgewater Beach hotel, Chicago.
- April 15-20 Spring show of appliances, Balboa Park, San Diego.
- Apr. 21-24 SMPTE, 71st conv., Drake hotel, Chicago.
- Apr. 24-26 Armed Forces Coms. assn., ann. conv., Phila.
- May 4-8 Electrochemical Soc., 50th ann. con., Benj. Franklin hotel, Phila.
- May 5-7 IRE - AIEE - RTMA, Symposium on progress in quality control components, Wash., D.C.
- May 6-9 Scientific Apparatus Makers Assn., ann. meeting, Edgewater Beach, hotel, Chicago.
- May 12-14 Natl. conf. on airborne electronics, Dayton
- May 16-17 S.W. I.R.E. conf. and show, Rice hotel, Houston, Texas.
- May 19-22 Electronic Parts show, Hilton hotel, Chicago.
- May 20 Representatives, natl. conv., Hilton hotel, Chicago.
- May 20-22 Elec. Main. Engrs. assn. exhibit, Shrine aud., Los Angeles.
- May 22-24 Amer. Soc. for Quality Control, 6th ann. con., Syracuse, N. Y.
- May 23-24 Audio Fair, Hilton hotel, Chicago.
- July 28-31 Natl. Assn. Music Merch., ann. con., Hotel New Yorker, New York.
- Aug. 11-23 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, open house.

MUCH ADO ABOUT NOTHING

by Jim Wilcox, No. 5 Plant



Hello again. Glad you could make it. I wasn't too sure after last time; fearing that I would be banned in Boston, etc. This time, I have reformed from head to foot, that is to say, I have clipped my toenails and procured a crew cut. So on with

the New Look.

As per usual, a great deal has happened since last I assaulted your good taste. I have really been carried away with this athletic stuff. First, I was jollied into playing basketball. Then softball. Then I took to playing grudge minature golf matches with Weldon Draper. (You may sneer. I grant you that minature golf is not physically demanding, but I hold that it is mentally torturous.) Now I have formally challenged Shirley Smith to a tennis match. Tennis of the lawn, or court variety, not tennis of the table, or ping-pong variety. You see how it goes. It starts with a small thing and then spreads. From Natchez to Mobile, so to speak. From Memphis to St Joe, too.

As you may or may not know, when I worked at Plant No. 3, an enterprising young termite took up residence in my desk. I became fast friends with the little rascal, until he ate over half of the desk. Then I sadly called Jess Owen (the scourge of every termite from Walla Walla to Waukesha) and Jess brought over the flit and dispatched him. I was inconsolate for a while. Then a mouse built a house in my new desk. His name was George and he was a Republican. We (George and I) would sit around in the evenings and hold long chats, during which we would denounce bitterly the Democrats and the opposite sex. George was a confirmed bachelor. Then a cloud formed on the horizon, and speedily covered the situation. One Saturday, De Lores Young called to say she was entertaining a kiddy in the lobby. I said that was all very well if she went in for that sort of thing, and she said she was sending the kiddy around to see me.

Well, you know how I feel about kiddies, but I thought I would humor her. I even went over to the candy machine and bought a chocolate bar, the better to appease the little monster. Well, sir, the kiddy arrived and turned out to be not a kiddy at all, but rather a kitty, name of Joe. Joe said he had heard that I was harboring a mouse, and since he was the alderman for this district, he had ambled over to see about it. I pleaded George's case with eloquence, and even threw in the chocolate bar as a bargaining point, but Joe was unmoved. No, said he. George, stated Joe, is through. Washed up. Fini. He ate the chocolate bar, though. The bounder. So even as you read this, Joe and I are playing hide-and-seek with George as the prize.

For the culture corner this month, I had hoped to present an interview with Vladimir Schultz, the eminent taxidermist. You remember Vladimir Schultz. He is the one who helped me over a somewhat touchy hurdle. Last October, my pet

Coast Electronics Grows

The first quarter of 1952 aptly demonstrated the rapid growth and development of manufacturing facilities in the electronic field on the Pacific coast. The bulk of it is in or around Los Angeles: with the San Francisco bay area a close second and even the Pacific northwest also has factories of this type.

Arizona and New Mexico are also 'hot spots' at the moment and ultimately it is expected that WCEMA membership will spread to those states.

But the first quarter figures are confined to the coast and have been released by Leon B. Ungar, state president of the organization. The statistics were compiled by Don E. Larson, Hoffman ad-manager, who is Chairman of the WCEMA directory committee.

There are 5,067,770 square feet of factory floor space and 30,400 on the payrolls in the coast electronic plants. This includes only WCEMA corporate members. A few large-sized aircraft factories now have electronic divisions but these figures are not included. Thus the complete overall picture (members and non-members) would considerably increase these figures.

Thirty-one percent of the WCEMA member factories have spur railroad tracks to the property for shipment of the finished products as well as for rapid transportation of raw material to the plants.

Electronic Exhibit Allocation

Official drawing will be made this month for booth allocation at the 1952 Western Electronic Show & Convention, carded for Aug. 27-29 inclusive in the municipal auditorium at Long Beach, Calif. Event is staged jointly by WCEMA and IRE. Hoffman organization, as it has for the past 7 or 8 years, will have two exhibit booths and will display its TV receiving sets and some of the electronic gear, too.

anteater, Jose, contracted the chestnut blight and died. Vladimir stuffed him for me, and Jose is now perched on my mantle. But I digress. I called on Schultz, and explained that I wanted to learn all about stuffing things, so I could pass the knowledge on to my readers. Schultz eyed me with open hostility. "You want to stuff things?" he asked. I said, "Yes." "Fine!" shouted Schultz, "start with your column." I could see that he just wasn't going to co-operate, so I left before he could remember that I hadn't paid him for his work in stuffing Jose.

So, we have no free culture this month. However, for you intellectuals, I have decided to make available to you copies of my latest song hit, "Does the Spearmint Lose Its Flavor on the Bedpost Overnight?" For your handsome, autographed, copy (suitable for framing) simply remove your left shoe, stuff it with confederate money, and mail it to me. For the deluxe, which is gilt-edged in genuine 2 carat lead, enclose your toupee. I can use it.

Well, I'll see you next month, if Shirley doesn't bisect me with a forehand smash.

SERVICE, PLANT NO. 8

by Bob Burnett



Time again for a Transmitter as this reporter returns from another fishing trip with a group from service. Casting off from Pacific Boat landing in Long Beach harbor area at 6:30 a.m. for a three mile ride to the outside breakwater in 14' outboards is great fun if you haven't eaten for three days previous. It's also fun to pick mussels from the breakwater rocks and try to be faster than the waves.

NOTE! Harold Runyon and John Suther aren't quite fast enough. But all in all, it was a successful trip with yours truly catching two fish and a slight cold when I missed the first step from boat to wharf. Harvey McEwen was sporting his new boat and motor and Stu Hill was skimming the waves with his new motor. Dan Wells had his usual good luck, quantity ought. He says he enjoyed the ride anyway.

I would like to wish Mic Hudson much success in his new position at Plant No. 3. We'll miss Mic's morning greetings.

Sorry to see Alice Sheehan leave service after about a year with us. Much success to Alice at Plant No. 3.

We would also like to welcome Bill Andrew from Packard-Bell to our forces.

At this printing some of the outside service men are probably driving the first of the anxiously anticipated 1952 ford fleet. Also by this time we'll probably be moving in our new service headquarters at College and Castelar streets. With sales and service married, so to speak, certainly Hoffman sales and service should increase to untold measures of efficiency with this move, for which all connected parties should benefit immeasurably. And now as the penguin once said as he sat on the cake of ice, "my tale is told."

TV DOESN'T HURT BOOK BUSINESS

Bennet Cerf, New York book publisher, doesn't think that TV effects the publishing of books at all, though some of his fellow bookmen take on facial expressions a la sad sack.

Says Cerf: "They cry into their champagne while sitting under a palm tree in an expensive resort. But 1951 was the best year in peace time that the publishing business ever saw. "The only thing that TV has hit are the mystery and western fiction that you can now get merely by turning on your TV receiver.

"There are only about a million people in the U. S. who read books regularly. There is a fringe of about 15 million who read one or two books a year. The viewers seem to be made up mostly of the rest of the population," he concludes.

COY LEAVES GOVT. COMMUNICATIONS POST

Wayne Coy, who resigned as chairman of the FCC last month, is reported as taking on a consulting post with Time, Inc. He had headed the federal communications regulatory group for several years.

TV LINES, PLANT NO. 5

by Mary V. Atkinson

Howdy assemblyites, this is my first writing attempt. But stand by and I'll give you a televue of what's doing.

I see Howard isn't paying much attention to the girls these days. It's hearts and flowers for him. Nifty wedding pictures, Howard, and we all wish you a long and happy life together.

Our sympathy to Dale, the quality control inspector on chassis assembly. You can only have one mother, but memory can be sweet and time heals all woes.

Nice brown eyes and such a nice smile and a brand new home. But, sorry boys! Marian Burgess says you'll have to build your own home.

Irma Page's troubles are little ones. We hope the scarlet fever is gone and her two little ones are well at this writing.

Cora Lee had a birthday the 13th of last month; Roe Meads on the 28th; M. Richter the 7th; Lola Richards on the 10th; Mary Loporchio on the 14th and mine was on the 17th. Many more happy birthdays for all of 'em.

New No. 3 Parking Lot

No. 3 parking lot on Hill and 38th sts. has been partially fenced in anticipation of soon making it into a recreational area with plenty of facilities for games, tables for those who bring their lunch and a snack bar will be installed.

Nearly opposite the Hill st. bldg. of No. 3 (but a little to the north) an entire block is being cleared and black-topped for a new parking area to accommodate almost 200 cars in late March or early April, spokesmen say.

MARCH DATES

- 2 Texas independence day.
- 17 St. Patrick's day.
- 20 First day of spring.

APRIL DATES

- 1 All fool's day.
- 11 Good Friday.
- 13 Easter.
- 13 Pan-American week.
- 18 Ann. Paul Revere's ride.
- 27 National baby week.

This is the favorite joke of Emory Rumble.

A man was perched atop one of Atlanta's tallest buildings, contemplating suicide, and a policeman had made his way to the roof of the building to try to persuade the man not to jump.

"Think of your parents," pleaded the officer.

"Haven't any."

"Think of your wife and children."

"Haven't any."

"Well, think of what your girl friend might think."

"I hate women."

"All right, think of Robert E. Lee."

"Who's he?"

"Go ahead and jump, you damn Yankee."

COVINA GIRL AND HOFFMAN TV



Mr. and Mrs. Robert Phillippe of Covina with daughter Sharon watch television program "Strike it Rich" on Hoffman Easy Vision Golden Lens table model. Set was purchased by them with money won on the program, enabling them to see the show, which was relayed by kinescope from New York.

A bedridden, arthritis-stricken little girl named Sharon Phillippe, of Covina, Cal., is a much happier girl today, thanks to a television program called "Strike It Rich," a check for \$230, and a Hoffman Easy Vision television set.

On February 14th, little Sharon and her parents experienced the thrill of watching a kinescoped version of the CBS-TV show that won the little Covina girl \$230 when the program was produced live in New York two weeks before.

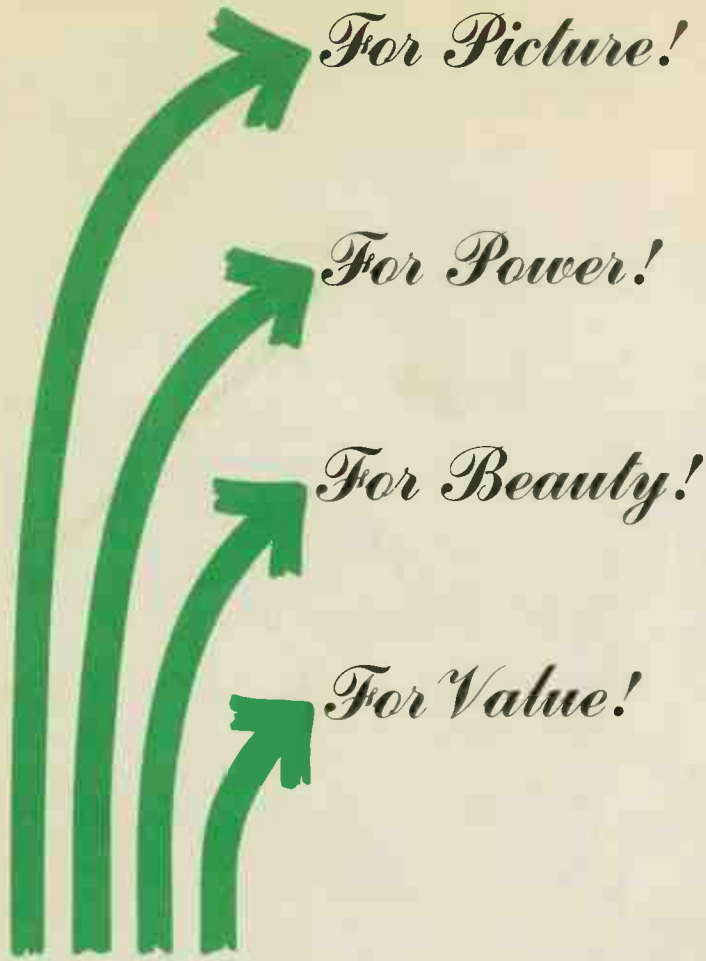
In keeping with the show's format, a neighbor of the Phillippes had sent in Sharon's name and the neighbors letter was selected by "Strike It Rich" for use on the February 1st show. The 1952 Maid of Cotton acted as Sharon's proxy, answered all of Master of Ceremonies Warren Hull's questions correctly, and the prize winning sum of \$230 was then sent to the Covina family.

The Phillippes decided that a television set would be the

best thing to buy for Sharon, since the little girl, stricken for the second time in her short life span of seven years with painful arthritis, was in bed constantly and could move only her left arm.

They went to their nearby appliance store, Samson Electric in Covina, and, after looking at all kinds of TV receivers, decided on a Hoffman TV set. Robert Phillippe, father of little Sharon, said the reason for their selection was because of Hoffman Easy Vision lens. Sharon's eyes are sensitive to glare, hence the Easy Vision lens would make it easier for her to watch the television set.

So, when February 15th arrived, the family gathered around their new Hoffman set, made possible by the TV show, and watched with keen interest as the Maid of Cotton paved the way for a new life for the Phillippe family, and in particular, for a little girl named Sharon.



For Picture!

For picture, only Hoffman has the *easy-vision* golden lens that eliminates eyestrain; assures *blacker blacks* and *whiter whites* for greater picture realism.

And a Hoffman receives a full 4-megacycle band width, assuring a *high-fidelity* picture with 20,000 more units of detail than the ordinary picture!

For Power!

For power, field tests prove the great new Hoffman Mark V powerhouse chassis gives greatest all-area performance in TV history. Its "*Long-Ranger*" Tuner with double sensitivity picks up the weakest signals and delivers maximum picture detail. Chassis also features *double-power* sound, extra-heavy power transformer and *exclusive Electronic "Interference Guard."*

For Beauty!

For beauty, the 1952 Hoffman cabinet styles are the talk of the industry . . . America's most beautiful television.

For Value!

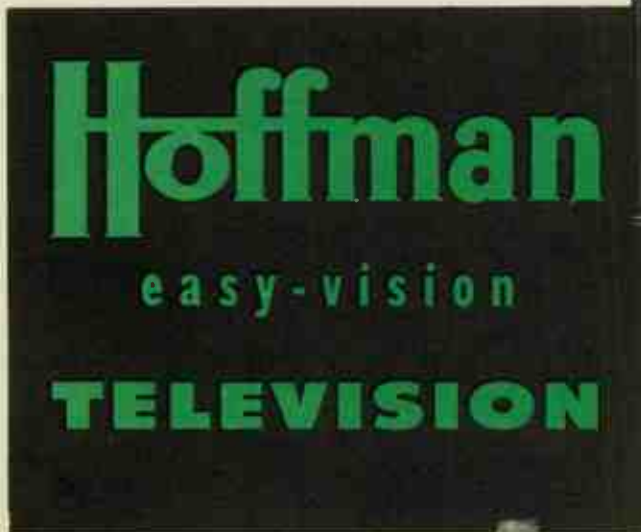
For value, all 17 models in the 1952 Hoffman line are selling at the lowest prices in Hoffman history!

**FEATURE THE PACEMAKER OF TELEVISION QUALITY!
CALL YOUR NEARBY HOFFMAN DISTRIBUTOR NOW!**

FIRST AGAIN!



21 inch "king size" console, Model 21M300



LARGEST SELLING TELEVISION IN THE WEST!