

Hoffman
easy-vision
TELEVISION

TRANSMITTER

HOFFMAN RADIO CORP.

FEBRUARY, 1952



One of seventeen new 1952 Hoffman easy-vision television models

World Radio History

A Message from Our President

President Hoffman has been in the East two weeks of this month and his column is therefore missing. Look for it in March. He attended the directors meeting of RTMA in New York and continued on to Washington, D.C. and other places before the return journey.

UHF Classes Start

Long Beach City college on February 4 started a class "Advanced course in applied UHF Techniques," Mondays and Wednesdays 7 to 10 p.m., Robert W. Brown, instructor.

On February 5, Tuesdays and Thursdays at the same hour a class started in "Fundamental principles in ultra high frequencies" with Kirk H. Williams as instructor.

Classes are held at 1305 East Pacific Coast highway in Long Beach.

Maintenance Course

Civic Center division of the USC school of public administration on Feb. 7 inaugurated a new class, once a week for six weeks. Course is for firemen and plant maintenance men and, says the announcement: "Increased industrial plant fire hazards, prompting new and specialized fire methods of fire fighting and prevention, are subjects of studies to be given."

Utopia

Los Angeles field office of the Social Security Administration has been remodelled at room 523 in the post office building, 312 North Spring st. Phone is MA 7411, ext. 570.

Says Ralph A. Dillman, acting manager, "The new arrangement increases the interviewing space so that the majority of callers can be interviewed as soon as they arrive."

Mr. and Mrs. J. E. Herrick, he being chief ad-man for Hoffman Sales Corp., Los Angeles office, have bought a new home in the Culver City area and expect to move in about late March or early April.

Bureau of Home Appliances of San Diego county, Cal., has moved offices to room 406 in the Electric Bldg., San Diego.

In March (21-30) the 4th annual California Hobby show is slated for the Shrine Convention hall in Los Angeles. Exhibit space is free to non-commercial exhibitors. Show office is at 3443 So. Hill st.

AP New York dispatches say that 33 percent of all U.S. families have TV receivers. A year ago the figure was estimated at 21 percent. Of the approximate 14,588,800 sets in homes, 'tis said that three centers of population have more than a million each: New York, 2,630,000; Los Angeles, 1,045,000 and Chicago 1,020,000.

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Ralph L. Power, Ph.D., Editor

CBS-TV City Progresses in Los Angeles

The new CBS-TV City at Beverly and Fairfax in Los Angeles expects to be in operation by next October 1.

It has been under construction since December 1950 and is said to now be fully 30 percent completed.

The new site comprises some 25 acres, 15 of them for the various structures. Located on the former site of Gilmore stadium and other Gilmore land-holdings, it will be the first exclusively designed TV plant in the world.

Four immense studios, with 12,000 square feet of floor area, comprise the initial plant. Each of the two TV studios will have a 350-person audience capacity.

Some of the walls will be movable. Both the audience studios and the non-audience studios can be re-shaped and the number of stages changed when the demand arises. Even the seating arrangements are movable.

Flexibility is the main theme of the new CBS-TV City on the former "Gilmore Island". The administration building will be of height limit (13 stories) with 600,000 square feet.

Other buildings will include rehearsal halls, set designing facilities, carpenter and paint shops, maintenance facilities, storage and property rooms.

Symphathies and condolences of Hoffman co-workers go to John Upton, foreman in No. 3 machine shop, whose father passed away January 28 from a heart attack.

Hoffman TV advertising department has started a series of semi-monthly get-togethers. Initial one was held early in February at the Santa Monica home of Don Larson, advertising manager.

Three of the state societies will have picnics at Sycamore Grove, Los Angeles, this month: Wisconsin, 9; Minnesota, 16 and Montana, 24.

Advertising This Month

New Publicity/Public Relations Agency

In order to better serve Hoffman distributors and derive the maximum benefit from individual publicity stories, Wolcott & Associates, Los Angeles agency, has been selected as publicity and public relations consultants for the Hoffman Radio Corporation.

They have been retained because of their reputation in the promotion of special events in the field of industrial and trade associations.

Most outstanding of Wolcott & Associates promotions during the past year have been publicizing of the 20th anniversary of the Richfield Reporter; handling of the "One Millionth TV Set" celebration; and the highly successful nationwide campaign to gain acceptance, by schools throughout the country, of the new rubber football developed by one of their other major accounts, W. J. Voit Rubber company.

Wolcott's present plans call for a national campaign in an effort to obtain a continuous flow of publicity in all Hoffman markets. This campaign will include publicity stories designed for release to newspapers by individual dealers as well as for complete utilization of the news wire services.

New Personnel

Latest addition to the advertising staff is Miss Marilyn McClellan, secretary. Miss McClellan is the daughter of film character actor Steve Broady and was selected "Miss Stardust" a couple of years ago.

First Quarter Campaign

First quarter advertising campaign ("No Eye Strain With The New 1952 Hoffman") began with multiple dealer advertisements in the third week of January. These advertisements will continue into March.

Supplementing the newspaper ads, radio commercials have been heard, in increasing numbers, in the Hoffman markets. The climax of the campaign will come with the introduction of individual dealer billboards the end of February and beginning of March (see photo).



Dealer name in red letters is placed at the bottom of each billboard.

Hoffman outdoor signs requested by distributors in January numbered 1½ times the anticipated orders for the entire first-quarter of 1952.

Transmitter in 1944

Eight years ago this month the Transmitter blossomed forth with 12 pages. Outstanding was a guest column from the late Carole Landis, just back from a North Africa safari to entertain the men and women in service. Her Transmitter column briefly touched on the trip: being mainly about the then current bond drive.

A score of Hoffmanites contributed to the Blood Bank that month. There seem to be only two who are around at the moment. Each gave a pint of blood.

There was S. L. Spraggins, now in charge of TV operations at No. 5 Plant, and Elvera Geese, now at Plant No. 3 working on the Electronic Division orders. Her baby picture was also on the inside cover. Chubby rascal in those days, too.

Carl W. Wasmansdorff had his picture in that issue. He was head of the Glendale Hoffman branch (now discontinued). Dick Waters and Johnnie Christilaw were also in the branch operation and are still Hoffman-employed.

March birthdays included advance notice of Bill (Albert) Escloven, No. 3, March 3 and R. J. McNeely, director of sales, No. 5, March 25.

Millie Richter wrote the monthly column for calibration and testing.

Things were humming at all Hoffman plants in those days, just as they are today on a somewhat vaster scale with today nearly 2,500 employees and 8 plants.

QUIET QUATRAINS for 1952

I love to muse on problems

That are intricate and deep:

I think I'd solve a few of them —

If I didn't go to sleep!

Of white hairs I surely have plenty —

If the years I have lived it's a proof:

But while fire burns in the furnace,

I don't mind all the snow on the roof.

That every cloud is silver lined

I haven't any doubt.

But it's often difficult, I find,

To turn clouds inside out!

Sometimes I make myself take up

A job I've long debated:

But when it's done, I feel so good,

I wonder why I waited.

— Dean Everett W. Lord
Falmouth Foreside, Maine

F E B R U A R Y
B L O O D B A N K M O N T H

NEW FORMAT FOR SAN DIEGO HOFFMAN TV DISTRIBUTION

San Diego Appliance Distributors, inc., San Diego is the corporate name for the new Hoffman TV distributor in that area. But, actually, it is more or less the same group that has represented Hoffman TV these many years.

Since 1945 Western Radio & Television Supply company has been the San Diego Hoffman TV distributor. It was the first Hoffman distributor to be signed up after war days.

Western was launched back in 1932 as a partnership of Norman A. Johnson and G. T. (Ted) Reser and over a long period of years they served the San Diego area as parts distributors for radio and electronic items.

Their Hoffman affiliation dates from '45, and in 1946 the firm was incorporated. They continue their business at the India street address.

However, the growth and development of the Hoffman TV activities has made it necessary to have a new establishment with complete display rooms, warehouse and service facilities geared to Hoffman TV activities. Address is 446 West Beech st.

Ted Reser, president of Western Radio & Television Supply co., and a member of the directors of San Diego Appliance Distributors, says:

"An expanding business, together with the belief that concentration in both the Hoffman TV field and in our supply business, could better be accomplished by a separate distribution, has prompted this move. The parts supply business and Hoffman TV each has its own distribution problems, which are not necessarily common, and by complete separation of the two companies, and with concentration in each, it is believed that substantially increased sales will be shown in both Hoffman TV receiving sets and in the sale of electronic parts."

Les Hoffman to Speak

Says the minutes of the Los Angeles Council of WCEMA . . . "Plans are being made for an anniversary night in which the history of the organization would be presented and Les Hoffman would be asked to speak."

Mr. Hoffman was a co-founder of WCEMA; first chairman of the Los Angeles Council and first president of the state-wide group.

March 21 at 2 p.m. in the Long Beach Municipal auditorium definite booth assignments will be made for the 1952 Western Electronic Show & Convention to be held in that building Aug. 27-29 afternoons and evenings.

West's "On Main Street," Jackson, Tenn., reports via Adair Appliance & Supply Co., Memphis, Tenn., Hoffman TV distributor in that area, that it has installed a Hoffman TV permanent lighted sign on its delivery and service truck that is attracting considerable interest and attention on the streets of Jackson.

PARTS, PLANT NO. 1

by Leon Wilemon



We of factory parts dept. are fortunate in having in our midst one Senor Santiago Walter Cereceda, formerly of Ecuador and the U. S. Army. Walter is one of the most affable gents you could hope to encounter. He is also adept in Spanish, but don't ask him the literal translation of any word. Santiago will gladly furnish the same.

Also, by way of London, Ontario, Canada we have Betty Lou Haldane who is employed in the filing and Cardex. Betty Lou, the youngest in our department, can tell you on a moment's notice whether your set is in warranty or not. Blonde hair, brown eyes and quite good looking, but NOTICE all wolves, please stay away, her hubby might object.

Hank Lindsay, of the head office of parts, has finally seen the light and is going to trade that ford for a good car, a chevrolet no less.

After many months of diligent work on our part, we have failed in our efforts to find Dick French a mate. That guy really is afraid of the altar or maybe we kid him too much. It could be stubbornness.

Walter Hanlan is still telling his "Hanlonisms" and Cliff Garrison, of shipping, is picking some of it up for use himself.

Grace Corey is in inventory control and labors day after day keeping the cards in order. That in itself is quite a man size job and she only weighs around 100 pounds, dripping wet. She wears her hubby's marine pin most of the time and is most partial to that branch of the service. Wonder why?

Mary Bowen, of the front office, has taken on the name of "Bubbles LaBowen" and I can't find out why. Guess we will put a spy on the case and try to come up with more information on the subject later on.

Helen Heldman in the front office does a splendid job of catching some of the phony parts numbers we give her and is always willing to help in any way she can to keep things going smoothly. Her nickname is "Short Circuit" and we don't mean maybe.

Don't worry, Bill Waddleton, your grades will get you by at South Figueroa Tech, and they may have a football team one of these years.

That's all for now. More about our department and people in it later on.

RTMA reports that in the first ten months of 1951 3,601,-809 TV picture tubes, valued at \$88,241,336, were sold. The association also reported that in the ten months period 4,005,-741 TV sets had been sold to dealers.

Television committee of the Pacific Coast Electrical association has issued a trade bulletin calling attention to the "second TV set in the home."

SNOOPIN' 'ROUND SEVEN with

Verna Sautner, Betty Rogers and Elmeta Gray



Hi Kids! Did you hear about Jack Faylor receiving some pineapple pie the other night after bowling from LaVerna Griffio? Ask them about it . . . Rose Moryuseph has a cute new hair do. Anybody noticed it yet? . . . Carl Harlow's baby was born last week. It's a boy named Robert Allen. Carl says his hair looks like the frayed end of a piece of rope . . . Julie Hovey lost her voice and couldn't talk above a whisper and what does Al Boutelle have to say but "That's wonderful!" Can't she talk back now, Al? . . . Bonie Lybarger says when she gets up in the morning and looks out the window, there are deer all over the backyard - eating the plants, of course. . . . Pat Olsen's new nickname is "Dream Girl". Just ask her how she got it. . . . Hilary Bennett reports that her folks were advised to evacuate their home during that bad storm, but bravely refused and everything turned out alright . . . Another Hoffmanite not quite so lucky was Lewis Smith. His parents' home in La Crescenta was washed off its foundation and into the next block. We wonder if they'll call it a houseboat, now.

BETTY

A certain girl on Henrietta's line was overheard saying "I don't know whether I'm reforming, deforming or preforming wires" . . . Line Inspector Kay Landon, has been sick but we hear she may be back with us pretty soon. Hurry back, Kay, we miss you . . . Vivian Maledy, Etta Luttel and Mary Ann Cox have wrestling workouts every day. We mean wrestling with boxes. The muscles are sure beginning to bulge . . . Some of our unwed gals have their eyes cast on a certain young fellow with brown hair and who wears a white tee shirt, etc., etc. S.O.S. — DANGER — DETOUR the other way girls, he's married . . . Lillie Thomas says after working cans on the main line she'll be able to do the can-can. We'll get Angie to play the guitar and sing for you, Lil, and we'll all go South of the Border way.



VERNA



Who is the employee who does his work efficiently, always has a smile for everybody, and what's more — doesn't gripe? More power to you, Art Trostle! We need more like you . . . If you think you work hard at Hoffman Plant No. 7, you should be around at inventory time. Talk about hustle! Johnnie really cracks the whip then . . . Ask Ernie Page how much hens eggs are a dozen . . . Margie Petty asked "How can it be a cold solder joint when I put it on hot?" . . . Was Leroy Bissell trying to fulfill a life's ambition the Friday before Christmas? He kissed practically every gal in the plant. He certainly beat the time of some of our better known plant wolves . . . Verna Sautner offered to trade sweaters with

GOSSIP AROUND PLANT NO. 3

by Mary Brace

Now that the old year has gone and the new year has slipped upon us, I suppose every one has settled down for a nice full year ahead. Esther Young flew to Iowa to spend a few weeks with her mother who is very ill. We miss her very much and hope that her mother will recover and that she can be back with us very shortly.

Mabel Wheeler is also on the sick list. It seems that she and her appendix didn't get along too well so the Dr. decided to separate them. We never thought you'd do it, Mable, but we wish you a very speedy recovery. We miss you lots and hope you'll soon be back.

Now that leap year has again rolled around we have a few prospective brides with us. We'd like to congratulate Beatrice Juare on that beautiful diamond she has been sporting. The lucky guy is Joe Lopy. As yet they have not decided on the exact date.

Congratulations are also in order for Ann Peters on her engagement to Frank Payne. He works in the post office. You had better put on a pair of dark glasses when looking at Ann's ring. It's a knockout. May we wish you lots of luck, old girl.

We would like to take this chance to welcome and to say how glad we are to have Lou Kubitz with us. He was at Plant No. 6 before coming to Plant No. 3. I'm sure they hated to lose him, but then their loss is our gain. I sure wish Bob Perry would promote some more inspectors. We could use one on the monitor line.

Speaking of promotions, they sure have been in high gear around here. They have worked hard for these promotions. Jennie Struble and Alice Secky, Gerry Swonbury, Lue Dyer, and Caroline Harris have been raised to group leaders. Kay Long is now in production control. Beatrice Juare is now a utility girl. Also congratulations to Beatrice Gillon, the new inspector in the stencil dept. If any of you cute little girls would like a good job hauling stuff back to the shipping dept. with a very nice looking guy I think I can fix it up for you.

Remember girls, it's leap year. Here is your chance. O. K., Phil? Carolyn Templin is one year older as of January. Oh, yes, Shirley Nichols is a big shot in the stencil dept. now. (lead girl). Well, don't feel so bad, old girl, it was bound to happen.

One-fourth of U. S. homes have no bath-tubs or inside toilets, but 94.2% have radios, reports the National Industrial conference board.

Tim but he said he couldn't use hers 'cause it had bumps on it . . . Alex says he only drinks when he worries and every night he gets worried stiff!

ELMETA

MERRILY COMMUTES . . . Gertrude H. Harney

Gertrude needs all her wit, humor, deftness and patience as she sits in on the PBX at Plant No. 3. Born back in Kansas City, Mo., of English-Irish background, she has been with Hoffman TV since March of 1951.

She went to John Fiske Grade and Central High in Kansas City. In Salt Lake she spent a couple of years on a combination job . . . telephone operator and supervising on the clip feeder line for Remington Arms.

Then she was a yellow cab order-gal and PBX operator in Kansas City before journeying west. Gertrude has two married daughters and is a grandma. Her youngest daughter is a 7-year-old and she lives out in Riverside with her grandmother. Gertrude commutes week-ends and says, as she sweetly warbles into the mouthpiece or P. A. microphone, that nowadays commuting is her hobby.



CAREER GAL . . . Marian J. Brennan

Marian flits from plant to plant but today is back at No. 5, where her boss (Junior Roberts) is production manager. Born in New York, she has been with Hoffman TV since May, 1950 in secretarial duties.

Nee Loeser, she went to P. S. 10 in New York; graduated from Morris Hi and attended Pratt Institute (Brooklyn) a year. But did she learn all about pothooks and such? Naw, she studied diatetics and then switched back to dull and prosaic business.

But she still sometimes works out a nifty diet for husband, Warren, of the Philadelphia Brennans. He is a production control expediter at a nearby aircraft factory. They live over in the valley (Van Nuys).

Marian worked in New York awhile, including at the Museum of Natural History where she was a secretary and also stuffed mammals; and two years office work in Los Angeles. Reading plays and swimming constitute the hobbies of this energetic lady.



MOUNTAINS AND BEACH . . . Marie L. Carroll

Marie L. Carroll this month moves to her new apartment overlooking the Silver Lake Dam. This dam business has something or another to do with her hobby.

Marie is essentially the outdoors type. Comes summertime and she is at the beach in leisure moments. She likes the water. And in winter-time she "just loves learning to ski". Her instructor is also a Hoffmanite, but find out for yourself who it is.

Born in Sayre, Okla., she came to Hoffman Service in December, 1948, when the department was at No. 3 Plant, as a typist-department clerk.

She is still with Service, at this writing in No. 1 Plant but due momentarily to saunter over to the new Sales building on Castelar street. She now does billing and bookkeeping.

Marie was graduated from Verdugo Hills Hi. In Los Angeles she worked a couple of years for Westinghouse. Her cheery countenance is a distinct asset in the organization.



W. V. Phillips, personnel director, is serving on the advisory radio-television-electronics committee of the Los Angeles Harbor Junior college. Last month he was also elected to membership on the Bureau of National Affairs personnel policies forum.

DANCES & BOWLS . . . Stella A. Williams

Stella, born in Texas as Stella Ara, now living in Pasadena, is quite elated at Plant No. 7 where she works on the line. "Never," she says, "have I worked in such a nice plant and with such fine co-workers." Most of them call her Zella.

She has been at No. 7 since November, 1950. Mr. Williams drives a diesel. Zella went to Nazareth Academy. They have one child.

She was a sander at American Microphone co. a year and two years at Douglas' Inglewood plant in the tool crib department.

The Williams hobbies are dancing and bowling. A year ago she was on the Hoffman team but this year hasn't the time.

JUNIOR ACCOUNTANT . . . Robert B. Koror

Bob came to Hoffman July of a year ago and is working on accounts payable in Plant No. 3 at the moment as a junior accountant.

He was born in Chicago with an English-Swedish background.

He lives in Hollywood with his parents. He went to Le Conte Junior Hi; graduated from Hollywood High school and has the A. A. certificate from Los Angeles City college.

He has worked as a junior accountant in Chicago and in shipping and receiving department of the New Plastics corp. in Los Angeles.

He likes participating sports, such as basketball and football. Right now he is taking some accounting courses in the UCLA extension division in downtown Los Angeles.

ACTIVE AND ENERGETIC . . . Elmeta Frances Gray

Elmeta is one of the writing trio over at Pasadena No. 7 Plant and a right smart job she makes of it, too.

Mrs. Gray lives in Pasadena and has been at the factory since March of 1951. She was born in Arb, Neb., nee Curry. Mr. Gray is Hilton F., of Isle au Haut, down east in Maine. He is an electrician over at Caltech in Pasadena.

Elmeta went to Longfellow school in Pasadena; graduated from Pasadena High school; then to Pasadena City college awhile and finally a year and a half studying nursing at the Los Angeles General hospital. She left to get married.

Somewhere along the line she served as a dental assistant five years and three years with a tool company doing assembly and machine work.

At the Hoffman No. 7 Plant she is on rework and testing. Elmeta is the sort of woman who likes to 'stay put,' so look for her to stay at No. 7 a long time.

She has lived on the same street in Pasadena for 41 years. For hobbies she was a girl scout leader five years; likes wood-carving, all sorts of sewing and quite a lot of gardening 'round her home.

Her son is a physical education major at Pasadena City College.

CASTELAR ACCOUNTING . . . Clara Frances Moore

Clara hails from Mt. Vernon, O., where she was born as Clara Graham. Her husband, Robert B., of Los Angeles, works in the post office.

She attended grade and high school in Mt. Vernon and was graduated from high school there.

She worked in Logan, O., 15 years as chief office clerk with a firm and then they moved to Los Angeles where they have their own home.

She was a secretary in the credit office of Radio Television Supply co. before coming to the Hoffman organization last August.

Clara is now in the new Castelar street building of Hoffman Sales Corporation as a clerk in accounting. She likes to knit and sew for hobbies.



HOFFMAN SALES ERECTS MUL-TV



Left to right: Robert W. Davis, general manager, Hoffman Sales Corp., Los Angeles; Mrs. Alice Newbery, manager of Park La Brea Towers and Conrad R. Strassner, Los Angeles factory representative for Jerrold Electronics Corp., Phila., Pa.

Special demonstrations are now all completed at the new Park La Brea Towers, new Metropolitan Life Insurance housing development in Los Angeles, with the Jerrold Mul-TV master antenna system.

As announced in the Transmitter previously, Jerrold Electronics Corp., Phila., has appointed the Hoffman Sales Corp., Los Angeles, to sell, install and service their Mul-TV antenna from San Diego to Fresno.

On hand for the Mul-TV prevue were representatives of the press and they were taken on a tour that included the roof to see the main antenna, amplifier unit and switch boxes for the conduits.

Conrad R. Stassner is Jerrold factory representative in the west.

Says Bob Davis: "Under the direction of our new master antenna engineering department, we are providing each Tower apartment building with complete TV reception with each apartment unit receiving a clear picture."

New Officers at Plant No. 3

Semi-annual election was held for the Keymans' club at one of its January meetings with Ken Works becoming president; Charley Judd for vice-president and Cal Crawford as secretary-treasurer. All are production foreman at No. 3 Plant in the electronics division.

Michael Komaroff, authority on labor relations and an administrative official at UCLA, spoke for a half hour on current trends and future trends in the labor picture.

National association of radio and television broadcasters, hasn't held a national conclave in Los Angeles since 1948. But it will in 1953, headquarters recently announced.

PERSONNEL PRATTLE, NO. 3 PLANT

by Laura Rue

The big news of the month is that Betty Rounsville has decided to propagate the race; thinks the big event will take place about March. If it's another boy she'll call it Mark, however, if the trend should change and a girl appears on the scene, she's stumped, she hasn't got a name for her. We here have been frantically searching thru Webster's for the proper choice to no avail. Therefore, we have decided to have a name contest. All entries must be post marked not later than mid-night April Fool's day and the person contributing the selected name will be honored with the presentation of the hospital bill. Remember, just one entry to each contestant.

"Smitty" is feeling a little blue these days and we sympathize with her. She expected to have her husband home from Japan in April. Instead of coming home, he's been sent to Korea. Barbara Lepore expects to have her better half back from Germany in a month or so, he'll probably call her "Fraulein" for the first couple of weeks or have her jump to "Achtung."

We would like to take this opportunity to give a big welcome to Marjorie Hutton. Marjorie will now be the gal to get your Alka-Seltzer, tie up your torn fingers and toes and put you in fine working shape. Talking about work, we've all settled down for a busy year, and believe it or not, our new year resolutions are still in effect.

They Get Around

R. J. McNeely, director of sales, back from three weeks in the San Francisco district office. S. L. Spraggins, in charge of all Hoffman TV production, back from Panhandle region because of illness in the family, and promptly had to take a week off himself because of the flu bug. D. D. Spence, Sales, is breaking in his new lowers and uppers and they work great.

Tom Penfield, research (No. 5) planed east a couple of weeks on annual vacation, Chicago and New York. He's catching up. This was his 1951 holiday. Denise Carpenter, personnel (No. 5) gets a big thrill out of talking with hubby via 'phone from Japan. He's a sergeant, 1/c, and a tank commander.

Estelle Wilson and hubby just bought a brand new M-G car. 'Tis a convertible sports model, black with green leathery upholstery and gets 30 miles per gallon. You can tell this imported transportation from Jack Horner's (No. 3). His is green.

Carroll E. Underwood, comptroller, now has an office at Plants 3 and 5, spending part time in each location daily. D. E. Larson, ad manager, up to 'Frisco a week-end to attend meeting of WCEMA directors. Bob Unger, personnel (No. 3) and a plant safety committeeman, severely cut his wrist while whittling to sorta pass the time away.

SAD, PLANT NO. 3

by Jenny Struble

Have you seen all the happy faces around the plant, especially the new group leaders. Could it be the promotion gals?

Sorry to hear about the illness of Marcella Pinozza and Ethel Cintrone. Hope you both will be back with us soon.

Hearty welcome goes to the new men of the plant: Lou Kubitz, Lee Goebbel, Ed Kelly and Clyde Wilkens.

Did you see all those men dressed up the other day? Just ask them where they were going. They would reply, "Las Vegas." They didn't look so happy, however, of a Monday a.m. Could it be they were actually tired, or just unlucky. Just kiddin' the lads. Hear a rousing good time was had by all.

Glad to hear Pat Davis is back with us after her pneumonia siege.

I hear the stork has several girls on his schedule, all on a certain line.

We all enjoyed the rain immensely except when we had to wade across the street. Some barefooted, others just tumbled in shoes 'n' all.

Cupid is playing his part this month in our department. In a 'round-about way, I hear there are several marriages being planned.

Sam Spraggins says all the humorous writers have hit on the same word to rhyme with "mink."

INCOMING INSPECTION, NO. 3 PLANT

by Evelyn Presusser

Inside the cage: writing out the news that you can't hear behind the wire cage.

Welcome to all the new gals and guys. There are a few from Plant No. 6: Ann Brock, Mary Hasselberg, Ruth Van Buren and Helen Murphy. But Helen didn't get to stay long. She is now on 30 day sick leave and we hope for her a rapid recovery. Also Faye Curceio. John Shephard is doing a fine job is mechanical :also Al Boddy.

Marie Coulombe has a good job in material review.

Evelyn Presusser has new helpers: Millie Green, Faye Curceio and Euline Leigh. Glad to have Bill Mayer around. He is lessening the job of Bossman Floyd Long.

Watch movie reader Renny. He is there along with Kathy Hepburn. Nice to have the night shift back on daytime. We hear they are all extremely happy about it all.

TV has found use for the Empire State building (New York) top story tower that was originally designed for zeppelin mooring purposes. Five of the seven New York TV transmitters use a mast on the top tower, and antenna connection of each station area-fixed thereon. All can telecast simultaneously and without interference. Building height is now approximate 1500 feet.

PLANT NO. 7 QUALITY CONTROL GROUP



Left to right: Frank Heckers, Dave Fithian, John Martello, James Spencer, Clyde Musty, Wiley Cloud, Bea Harris, Frank Spencer, Carl Harlow, Lola Heady, Gordon Higbee, Byron Lee, Jerry Ahlemeier, Jean Visser, Julie Hovey, Earl Vinyard, Alex Loya, Marge Schneider, William Furey, Bob Estrada, Chuck Purcell and MacEllis Montgomery (who took the picture).

HOFFMAN SALES CORPORATION

by Bill Palethorpe



Changes have been fast and furious this last month in ye Olde Sales Corp. As this column is written, hammers and saws can be heard and the aroma of roofing asphalt is in the air. This column, as you may have guessed, is the first to be written from Hoffman Sales Corporation, Plant No. 8.

Construction is still going on all over the building, as you can see from the candid shots taken at the time of this writing. But everything is shaping up rapidly. Service and parts department quarters are nearing completion and it is expected their move from Plant No. 1 will take place soon.



Office of the general manager.



Part of the moving activities of the maintenance crew. Shipping dept. to left and parking area to rear.

Other changes the past month include the move made by two of our group to the San Francisco sales office. Dick Scott is general manager and Byron Brown as sales manager.

Byron Brown's replacement in the downtown area is Russ Dietrich, long-time holder of the San Fernando Valley-Ventura county area. Replacement for Russ in the valley is Wess Hicks. Wess has been with us a little over two years.

Another salesman to receive a boost this month is Gene Knox of the Long Beach territory. Gene is to handle the sales on the recently announced Jerrold Master Antenna System distributorship. The Jerrold systems will cover all phases

of master antenna installations including dealer showrooms, apartment-hotels and community antennas in areas where reception is poor or nearly impossible. We are told the process is that of amplifying the signal received from a set of channelized yogi antennas and distributing it simultaneously to two or more sets through coaxial cable. Comment on this system has been extremely favorable since the installation at Park La Brea Towers and it is expected Gene will have a man-sized job on his hands.

Gene's successor in the Long Beach area is Norfleet Callicott jr., known to his friends as "Cal". A new man in the company, Cal lives with his wife, Barbara, and their three children out in Whittier.

Another newcomer to the fold of our office family is Lawrence F. Bradley. Larry is letting the brass of his lieutenants insignia tarnish after his second tour of duty with the U.S.N. The first tour being four years and the second a year in the Atlantic fleet as a communications officer.

We wish to apologize for not having everyone interested sign the Christmas card to Bob Clark in Germany, and assure you he understood that everyone who knows him could not be reached. Printed below we have Bob's answer to the card. How about a few of you dropping him a line?

"Hi Gang:

"Just a thank-you note to all of you at Hoffman. Kind of belated, but never-the-less sincere. I truly hope you all had a wonderful christmas and a very happy new year.

"These people really do celebrate the coming of the new year over here. It was like the fourth of July, the way all the fireworks were being set off.

"I'm looking forward to seeing you people before too many more months, so until then, . . .

"With best regards, Bob

Cpl. B. J. Clark US56072658, Co "B" - 540th M. P. Ry. Gd. Bn., APO 757 % PM - N.Y., N. Y.



New wall being built to enlarge the room to be used by the Service department shop.

Better Products Through Quality Control by John Sheppard, Plant No. 3

Quality of product is essential in the electronics field — and justly so! Because the very goal of electronics is not just efficiency but maximum efficiency, there can be no compromise anywhere along the line.

Hoffman reputation for quality control, plus outstanding design, is jealously guarded because it is the consistent combination of the two that has brought spreading fame throughout the nation to Hoffman products.

From the development laboratory to the model shop, from the engineering department to actual field testing, from production to finished product — no effort is spared to assure the best product trained personnel and precision machines can produce.

Hoffman maintains testing laboratories, fully equipped with the most modern equipment and staffed by trained technicians whose job it is to see that quality is maintained.

These laboratories, which are the most comprehensive in the field, are constantly engaged in making exhaustive tests, not only for Hoffman's engineering department, but for tests on production samples — on the actual products which flow from the assembly line.

Every design, every raw material, every component, every operation, every assembly at Hoffman is directed to one end — to give you — our customers, the finest product at the lowest cost possible.

Quality control in peacetime will take on a new aspect in that it will help production by time and material saving.

Your preference for Hoffman products has proved to us the soundness of this rigid quality control.

Favorite verse of Millie Richter, No. 5 Plant:

I guess I am old fashioned,
But I haven't found out yet
How to avoid anxiety
If you don't keep out of debt.



View of the new building looking south from College and Castelar.

Photo credits to Bill Palethorpe and his "Brownie"

CABLE DEPARTMENT, NO. 4 PLANT by Frances Trombly

Peggy Jo Lanwers was seriously injured in a car accident last month but is getting along okay and planning for marriage, February 16th.

This being Leap Year, I expect news of many more weddings soon.

We have a lucky girl in our department, and why not with a name like hers (Mildred Moneymaker).

There have been several promotions lately: Lee Jorgenson, Ginger Handy and Dorothy Grace to be utility girls; Dorothy Lunch, inspector and Bertha Lfeffer, Elva Owens and myself as group leaders.

Mary Soldana is back to work after a bout with pneumonia. We are happy for Renee Finnerman, whose husband is recovering from a major operation.

Connie Van Vliet is our fixit girl. She does all our re-wor and good, too.

Flora Valencia is being ribbed a lot about her poodle haircut. 'Tis extremely becoming.

Theresa Barrios is the songbird of cable department. She keeps us entertained with songs new and old.



From Radio-Television Journal

Willard W. Keith, member of the Hoffman board of directors, spoke January 10 on "What's Ahead for Los Angeles" with William B. Miller, Town Hall executive secretary, moderating a six-man panel. Occasion was the Los Angeles fourth annual Business Outlook conference at the Los Angeles Ambassador hotel.

**Join The
BLOOD BANK
NOW**

NEW HOFFMAN TV BASKETBALL TEAM



The valiant and sturdy Hoffman basketball aggregation.

Left to right: Endres, No. 5 engineering, guard; Burns, No. 5 engineering, captain and center; Hasson, No. 5 test, guard, manager and captain; Albright, No. 3 engineering, forward; Birinyi, final assembly, forward; and Wilcox, No. 5 timekeeper, guard.

GUARD LIEUTENANT . . . Warren L. Knauss

The Knauss family likes the Hoffman organization. Or maybe it's vice versa. Three of 'em are in our midst right now. They live in Los Angeles, having moved up from Venice.

Warren, of Dutch extraction, was born in Reading, Pa. Mrs. Knauss, the former Ada Mae Derr, of Montgomery, Pa., works on the No. 5 Plant TV assembly line. Mrs. Betty McCraw, a daughter, is on sub-assembly in Plant No. 3. She has two youngsters: a daughter, 5 and a son, age four..

Warren went to the Springfield Avenue school in Hilton, N. J. and later to Hilton High.

The two Knauss daughters are married. And there is a ten year old son. Knauss served three years (1915-'18) as a 1st lieutenant with the Canadian army, two of which were on MP duties in France and Belgium. And he was a guard for eight years in Santa Monica at the Douglas plant.

By way of decorations he has both the French and Belgium croix de guerre; the British military medal; and was discharged with an MD after being wounded in the second battle of Ypres and hospitalization 18 months in military hospital at Sheffield, Eng.

Fishing and colored photography constitute his hobbies. He is guard at No. 6 three days of the week and over at No. 3 two days. Ranking second in command of Hoffman plant guards, he holds the rank of lieutenant.



MATERIAL CONTROL, NO. 3 PLANT

by Betty Steele



Howdy, everyone!! Here is your monthly reporter from material control, giving you all the latest scoop on the news and people who make the news.

Keith Douglas is here to stay for awhile, at least for 6 more months, as he just received his second deferment from the navy. Congratulations, Keith.

Along with Keith, we have some "very new" employees; among the gals, we have Adlyn Stratton, Helen Hart, Hallie Healy and for the fellows, we have Cliff Patterson and Bill Riggs. All are doing a swell job.

For any gals who might be interested, material control now has two eligible bachelors, one being an old timer at Hoffman, Al Romer, currently known as "Dick Tracy." and Cliff Patterson, one of our new expediters.

TV IN THE WHITE HOUSE

When the White House is completed in February there will be two re-built and refinished rooms for radio and television.

A comprehensive system has been installed in the diplomatic reception room and another room that was originally the White House kitchen.

With the installation of the complete gear, all of which will be entirely concealed behind wall drapes, 'tis said that the White House will be the only public building in the U. S. where a mobile TV truck can drive alongside, plug in short cables and start picking up service.

TV in the Antipodes

"We are going ahead with television," said Postmaster-General H. L. Anthony at the 21st annual conclave of the Australian Federation of Commercial Broadcasting Stations, held recently in Katoomba, New South Wales.

"We must . . . proceed with television in Australia. We cannot stand still while the world is moving around us."

TV Jokes Curtailed

NARTB has distributed its new code of program ethics. Forbidden are the travelling salesmen jokes and those about the farmer's daughter. "Broad" is to mean only width or a state of mind, and camera angles must be such that there will be no views of performers tending to emphasize anatomical details indecently. TV broadcasters hope the code will muzzle critics who object to broad humor, low necklines and long commercials.

Remember . . . We Didn't Say It

Municipal Signal Engineer bi-monthly magazine, runs this from the Greenfield (Ohio) Press: "A large night-blooming cereus plant, owned by Miss Grace Plevin put forth two large buds which bloomed last Saturday evening. Miss Plevin will be glad to show her night bloomers to anyone who cares to see them."

SERVICE SHOP IN SAN FRANCISCO DISTRICT OF HOFFMAN SALES



Left to right: Stanley Oberwager, journeyman technician; Bernard Castro, the same; Jose Pallavicini, apprentice technician; Louis Bacigalupi, journeyman technician and Don Bennett, apprentice technician.

Roberta (Lucille) Ballard, of the Coachella Ballards, has taken her telephone-stethoscope and moved from No. 5 PBX over to the new Castelar st. sales building. Marion Anderson, away six months No. 3 (mailroom and PBX relief) back: and this time setting up the new No. 5 mailroom. Where has she been? 'Tis a nasty word, but spelled backwards it reads — adirolF. L. A. chamber of commerce, just ignore it. She didn't mean anything by it, we hope.

Bob Jablonski, travelling field engineer, left shortly after the distributor convention to tour Hoffman TV distributors in the mid-west. He was to spend a major portion of February with Jenkins Wholesale, Kansas City, Mo.

M. D. (Bud) Schuster, national sales manager, early in February left for points in Texas, and later New York, before returning to his desk.

MISTER & MISSUS TEAM



Weldon Draper, timekeeper at No. 3 Plant and Frances Draper, secretary in the new scheduling office, same plant.

ONE OF THE ROVING KIND . . . Gilbert M. Hafner

Gil is director of manufacturing for the new Electronic Division of Hoffman Radio Corporation and, as such, guides the destinies of Plants Numbers 3, 4, 6 and 7 (Pasadena). He has been with the organization the past three or four years, taking a brief respite once to go fishin'.

Born in Brooklyn, he went to school in the borough and then on Long Island when the family moved over 'round Flushing Meadows when he was in his late teens.

In the workaday world he did some technical stints for Bell Labs in New York and spent ten calendar years with the organization. Then he began some activities for Bendix Radio, first in Chicago and then in Baltimore and finally with Bendix up in Norwood, Mass. There he learned to like codfish, beans and brown bread, he claims.

In the later years of world war II he operated a marine instrument plant for Bendix and then into business for himself in Steger, Ill., making radio sets and eventually power supplies for TV receivers. When tiring of this, Gil ran a couple of cabinet plants and originally came to Hoffman TV to operate its cabinet plant.

The Hafners . . . Gil, wife Helen and daughter Joan . . . live in their own home in Glendale. And Gil always had dreams of cutting his own lawn. But the thought simply drives him into a tizzy now. So he tried a power mower, some sheep and now has a commercial firm keep the greensward down to size.

He has no particular hobbies, but tries to make a couple of week-end trips a month to ferret out some ghost towns. So far they seem to be too far away: so he settles for La Jolla, Pebble Beach, Morro Rock and/or Friant Dam.



GOLF, GARDENING 'N' FISHING . . . James Dale

Jim came to the Hoffman TV engineering force in January a year ago and around last December was elevated to the post of chief TV and radio engineer, having just moved his office to the 2nd floor, front, in Plant No. 5.

Born in Detroit of English parentage, Jim is married to the former Margaret Stewart, of Spokane, and their two youngsters are Sally, aged 15 and Jimmie, aged ten.

Jim went to elementary schools in Ann Arbor, Mich., and graduated from University Hi, later graduating from the University of Michigan.

He was a project engineer 13 years in Chicago for Belmont Radio Corp. and five years in a similar post for Motorola, Inc., in the east.

The Family Dale disposed of the old homestead back east and is now comfortable in a new home locally. Jim's hobbies used to center 'round still water fishing, though there isn't much time or opportunity in California of the south.

His garden hobby at the moment is being worked overtime, what with the new house. But comes Sundays and you can see him on the golf course. "I'm not good," sez Jim, "but I'm getting much better, and with the rain out of the way I figure on lots of practice time after the children get on their way to Sunday School." Transmitter scouts, however, report they have seen him right after sun-up on the course.



THE FABLE OF THE HARE AND THE BALD EAGLE

In the old days a bald eagle named Hezekiah lived on the dead limb of a lone pine, far, far up on the mountain top. He was as popular with his neighbors as the black scourge. When he appeared on friendly visits all the little folk recalled distant relatives they simply had to see. One day when Hezekiah was cruising around looking for a lonely wayfarer he could clutch with a friendly handclasp, a baby hare popped out of one hole into another before Hezekiah could make the snatch. "Come out, little one, and we'll breakfast together" coaxed Hezekiah, peering into the hole with his wicked old eye. "That would be fine," murmured the baby hare, innocently, "but a bald eagle is supposed to get along without hare."

Proving to old and young that one excuse is as good as another if you can get away with it.

Kinney and Faust

Kinney and Faust, Fresno, Bakersfield Hoffman TV distributors, have been busy with extra-curriculum activities at Bakersfield and Modesto.

Two staffers from Hoffman Radio Corp. staged a program: Don Anderson of Sales and P. T. Bryce, from Advertising. There was a dealer meeting in each place with Anderson talking about service and the new Mark V chassis; and Bryce about advertising and retail merchandising.

The showing in Bakersfield was followed with a Hoffman Week at the new Kramer's store in Bakersfield. The 500 orchids to "the 1st 500 ladies" went in a little over an hour; balloons and things for the kiddies were handed out throughout the week. It was an enthusiastic customer week.

The Modesto dealer showing and demonstration for the group was followed the next day with sessions for individual dealers.

LEAP YEAR ROUTINE



Frances Lucille Yorke, incoming inspection (No. 5-A) wishes it known that she was not the person in slacks, sun glasses and a butterfly net who tried to snare the editor of the Transmitter during this February of leap year.

"Sure, I tried it four years ago," she says, "but that was a long time ago. He isn't the catch he might have been then and, besides, why scrape the bottom of the barrel when so many eligible males are working in our new Plant No. 5 annex?"

CONTRIBUTE TO
THE HEART FUND
NOW

AIRCHECK TIME IN SAN FRANCISCO



Service department, San Francisco district office of Hoffman Sales Corp.: left to right; Dick Edwards, Nick Lambrellis and Ed Gracchi.

Hoffman TV receivers are opened, checked and adjusted for operation: then airchecked, repacked and shipped to dealers.

PLANT NO. 7 GALS IN CHINATOWN



Left to right: Adeline Zangara, Jeffrey Franklin, Phyllis Daniels and Henrietta (Hank) O'Miela.

At presstime "Chuck" Borgess, longtime with Service, No. 1 Plant, sauntered over to his new post at Plant No. 5 in engineering research department.

The Los Angeles chapter of Representatives will be guests of the Los Angeles WCEMA Council soon with a stage and golf tournament at the Wilshire Country club. Tentative date is April 3, C. A. Swanson is program chairman and Leon B. Ungar council chairman.

Nobody's opinions are entirely worthless. Even a stopped clock is right twice a day.

ART IN MINIATURE . . . Betty Jean Almond



Betty Jean entered Hoffman employ as a department clerk in No. 3 material control last September, and is now secretary to the national sales manager (M. D. Schuster) over in No. 5 Plant.

She was born in Fort Stockton, Texas (Pecos county) and graduated from high school there.

Education-wise, Betty went to Chapman college a year in Los Angeles and two and a half years at USC. Mostly she was working her way through college and at USC was an office secretary in the school of education. But things got tough and our Miss Almond quit the sacred halls of learning and went to work for keeps. Which was too bad, for she majored in sociology. "Yeah, I like people," sez Betty, "and like to study 'em."

She lives nearby in an apartment. Her room-mate does the cooking and Betty the housework. "But I could learn to cook," says the young lady.

She likes swimming and dancing for hobbies: and also collects miniature art, viz, copies of famous paintings.

Her prize miniature art works are "Young man in a red coat" and "Portrait of a young man." Now she is browsing around for something called merely "Young man."

COMING EVENTS

- | | |
|-------------|---|
| Feb. 21-22 | Industrial Safety Council, L. A. Mayfair hotel. |
| Mar. 3-6 | IRE Conv., Waldorf-Astoria hotel and Grand Central Palace, New York. |
| Mar. 10-13 | NEMA, Edgewater Beach hotel, Chicago. |
| Mar. 17-21 | Am. Soc. of Tool Engrs., ind. exhibit, Chicago. |
| 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 6-9 | Scientific Apparatus Makers Assn., ann. meeting, Edgewater Beach, hotel, Chicago. |
| May 12-14 | Natl. conf. on airborne electronics, Dayton |
| 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 16-17 | S.W. I.R.E. conf. and show, Rice hotel, Houston, Texas. |
| May 22-24 | Amer. Soc. for Quality Control, 6th ann. con., Syracuse, N. Y. |
| 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. 20-24 | NEDA conv. & conf., Ambassador hotel, Atlantic City. |

Group Picture at Recent Hoffman TV Distributor Conference At Huntington Hotel in Pasadena



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 7-5671
- 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 Castelar Street — MA 2172
- Hoffman Sales Corp., San Francisco
325 Ninth Street

Distributors visit the Hoffman TV Plants in groups. —>

E-M COUNCIL AT PLANT NO. 5

Old Hoffman Employee-Management Council will continue to meet alternate Thursdays at Plant No. 3 for the Electronics Division.

A new one is being formed at Plant No. 5 Plant, according to Dick Jimmink, personnel director for the TV Division. It will take up matters immediately concerned with TV set manufacturing as it relates to employees. Meetings will be held on alternate Wednesdays.

Ann Espinosa, Stella Mangerelli, Loretta Mezy and John O'Brien have so far been elected from their departments. Others will be elected during the month of February.

The dual-office deal for Vice-President Underwood (No. 5 and 3) brings in a new secretary for him at Plant No. 5. She is Frances K. Jameson, lately from Tulsa, Okla., but born in Kansas City, Mo. She is currently in the accounting office, first floor.

Hoffman TV shipping room (part of the advertising department) has shuffled its quarters in Plant No. 6 and has three rooms with separate entrance on 54th st. Activities are chiefly concerned with shipping merchandise aids to Hoffman TV distributors and dealers. Dick Booth runs the operation.

THE
RED CROSS
NEEDS YOUR HELP
NOW



OF A TIMEKEEPER

Jim Wilcox, No. 5 Plant



Thought you were safe, didn't you? Well, I'm back. So there, too. After the last issue of the Transmitter came out, I paid a call to the erudite editor of said Transmitter. "Miss me?" I inquired coyly. "Who are you?" said Doc. Well, after all, I thought, he's been sick, as the mouse said to the elephant. Brushing aside his objections to my presence, I got right down to the purpose of my call.

"I have not come for gold, nor even for steel . . ." "You're paraphrasing again," cut in Doc, "now look, son, I'm not so spry anymore. It's gitting harder for me to keep ahead of that gal with the butterfly net and dark glasses. She may get me in '56. My hair is getting grayer every day. Now please, get out of it." So, I hurried out and bought a box of hormones and a quart of Tintair. Thus bribed, Doc relented. Just a five-percenter at heart.

Well, let's lean over the back fence here and chat. It's February, isn't it? Or perhaps March? Actually, it's January, but you won't see this until quite some time later. It's like ringing up a chap in New York at ten p.m. To him, it's the next day already, and he's lived three hours that you haven't. And pretty full ones, probably, since they are between ten p.m. and one a.m. So it is with you and me. So be patient with me if I'm not always so topical and up-to-date. The trend is toward realism anyway.

First, let me dispel once and for all the ugly rumor that I am too lazy to lift a finger. Every Thursday night I not only lift all ten of them, but manipulate them quite dexterously. You see, I indulge in basketball with the boys from Hoffman. We trek out to Fairfax High and dash up and down the floor. I must say, it's pretty dashed strenuous. Doesn't seem to bother Dick Birinyi or Gabby Hasson or Bob Burns. Gordon Albright and I, though have our troubles.

It has occurred to me that since anyone who reads this is doing me a big favor, I should do something for them. So I invited Valdimir Schultz, the Ethiopian who holds the swimming record of six continents, to drop in for an interview. This was in January, and poor Vladimir arrived just at the rainy season. He was swept downstream trying to cross 62nd street. Last I heard of him, he floated into the Hyperion plant, cursing the Marshall Plan. So, since Vladimir proved a wash-out, I had to seek out a local cause celebre. So the next pedestrian I ran down, I stopped the car and picked him up. Turned out he works for Hoffman down at plant No. 3. He is one of the army of timekeepers under Harold Roebuck, and his name is Alf Asklund. Alf spun an intriguing yarn about the native customs in his native land, Sweden. Seems nobody over there bothers with wearing a bathing-suit while swimming. Furthermore, Alf says, it creates no surprise at all. They think nothing of it. Why, then, do Americans insist in bundling up to go swimming? Well, it could

CHOW TIME DE LUXE



Intimate scene in the Pasadena Elks' club when Hoffman TV served a buffet luncheon to distributors following the Rose Bowl parade and before the gridiron classic.

LETTER TO THE EDITOR

"I notice in your January edition of the Transmitter that you give no mention to a certain guard who discovered a small fire in the ladies' lounge in Plant No. 3 last December.

"I thought this was a splendid piece of work on the alertness of the relief guard, and it goes to show that we have a fine security guard and patrol system.

"Again thanks to the heroic work of this guard."

Answer

Well, the editor can't be everywhere at the same time, or even everywhere over a 30-day period and especially at 3 a.m.

So we turned our most efficient operative loose and she reports that Frederick Fava, relief guard, was the hero. He is usually at Plant No. 3 on the graveyard shift to 7 a.m. two days a week.

He discovered the fire on or about 3 a.m. and, seeing his duty, quickly did it. Though somewhat gutted, he succeeded with extinguishers and hose in extinguishing the blaze. 'Twas in the same building that the disastrous fire of last summer occurred.

Thanks to Guard Fava a major loss was averted, and consequently no loss to time to fellow employees had such a conflagration taken place.

be the foam-rubber cartel, but Alf and I agreed that it's probably just modesty.

Now that we've had our sociology lesson, let me warn you. There is a picture of me in this issue. Don't show it to children under six years old, even to illustrate what will get them if they don't eat their yogurt.

Thus closing a homey discussion on a homely note, let me thank you, if you got this far, and invite you to test your endurance again next month, when I will once again do battle with my Royal.

William Andrew, many years with Barker Bros. as service manager, is the new operations manager for Service, Plant No. 1.



10,000 hors d'oeuvre delicacies went in short order, there were so many present in January at El Venado room of the Los Angeles Elks temple. Los Angeles district office of Hoffman Sales Corporation held open house for dealers with refreshments in El Venado and the meeting in the ballroom. Upper left: cocktails; upper right: Lulu, the set that some lucky dealer will carry off; lower left: the chow line; and lower right a glimpse into the meeting. During the month of February dealers were invited by groups to the new sales salon in the Castelar street building for further showing of the 1952 line.





The finest instrument ever developed

FOR THOSE WHO DEMAND THE BEST IN HOME ENTERTAINMENT

King-size 21-inch television with Hoffman's new MARK V chassis gives the brightest, clearest, sharpest picture in television history. Powerful AM-FM radio sets new standards of high fidelity, performance and dependability; delivers full 10 watts of distortion-free output to 12-inch concert-grand speaker. Automatic 3-speed record changer plays all sizes, all speeds of records with all the full tonal quality of the original recording. A new thrill in musical home entertainment.

