

Visual Receivers Put on the Market

Communicating Systems Inc. To Sell Two Types of Sets

COMMUNICATING SYSTEMS Inc., manufacturer of audio loud-speaker systems, has entered the television receiver field and is currently demonstrating sets which receive pictures but not sound. These will be placed on the market immediately at retail prices of about \$125 for a 9-tube table model and \$175 for an 11-tube console, according to C. H. Sterenfeld, vice-president of the company, who said the receivers are being manufactured under the company's own patents. Demonstrations are being made at the firm's headquarters at 130 W. 56th St., New York, during the times of NBC's experimental television broadcasts from its transmitter atop the Empire State Building.

The nine-tube set shows pictures on a three-inch oscilloscope tube and the 11-tube set uses a five-inch tube as its viewing screen. Each set is operated with only five controls, including the tuning knob. Images are clear, but of a decided green color. Sets are video only, but an auxiliary three-tube sound receiver will be made available at about \$15 for purchasers who do not own all-wave audio receivers.

Danger of Obsolescence

Mr. Sterenfeld said the company can now turn out about 150 or 200 sets a week and that it already has orders for enough sets to keep it busy for the next six months. He said the sets had been tested in all five boroughs of New York City with good results and that he considered the experimental programs now being broadcast by NBC of sufficient entertainment value to keep the purchasers of the video receivers interested for the present. As soon as the sets get out among the public, he said, there will be such a demand for additional programs that the broadcasting companies will be forced to expand their schedules of television broadcasts.

Asked whether there is not a danger of his sets being made obsolete and useless by further changes of video broadcasting standards, Mr. Sterenfeld said that he felt the present day standards will prevail. This is contrary to statements of RCA and other concerns experimenting with this new art, who

have consistently said that they could not safely put their sets on the market until the standards they are now testing have been approved by both the RMA standards committee and the FCC and until the FCC has issued licenses for television on a regular commercial basis.

Samuel M. Saltzman, president of Communicating Systems, has been engaged in the electrical business, chiefly in connection with theatre lighting, for the last 30 years, Mr. Sterenfeld said, getting into the sound equipment field about 10 years ago. The company specializes in the manufacture of emergency and operating speaker

systems for use aboard ships. Mr. Sterenfeld is the company's attorney as well as vice-president. Chief engineer is Louis W. Parker.

Beginning May 12, NBC is including the following message in all of its television broadcasts: "These television demonstrations are experimental and should not be regarded as establishing a television service. Any revision of the television standards of transmission or changes to apparatus will necessitate discontinuance of schedules. Your comments on these experimental programs will be appreciated by the National Broadcasting Company."