



Connie Mack and Boake Carter in their First Television Interview

Television, When?

ON THE authority of one of the greatest of America's radio manufacturers, the adoption of practical television in the American home is apparently not more than ten years away.

According to James M. Skinner, Chairman of the Radio Manufacturers Association, there will be no fast moving or revolutionary change resulting from television; and when it does come, the high cost of the apparatus will not make it immediately available to the millions who are now able to afford a moderately priced fine radio. More than this, manufacturers of television sets will be slow to market any device until they are sure that it will give complete and enduring satisfaction. The human ear can tolerate a little static and not be too much disturbed; but static to the eye, in the form of blurs and poor focus, would be insufferable. Therefore there are great commercial risks in marketing television, until it is fool proof and "perfect."

Many business men and many professional musicians are greatly interested in the possibilities of television, from two standpoints; first, that of the popularization of a marvelous invention, and second, that of natural concern as to how that invention may affect their business. For this reason, THE ETUDE believes that its readers have real interest in the conclusions stated in an address on television by Mr. James M. Skinner, President of the Philadelphia Storage Battery Company, which manufactures the products merchandised by the Philco Radio & Television Corporation. This statement was made in Washington before the Federal Communications Commission and was later quoted in the Congressional Record as extension of the remarks made by the Hon. Royal S. Copeland of New York, in the Senate of the United States.

The velocity of the changes in business and social interests, brought about by modern invention, is a matter which

rightly has been of serious concern to all. It is upsetting to orderly business to contemplate any invention which may disturb its accustomed procedure. Changes in styles, changes in methods, changes of many diverse kinds cannot fail to affect established industries. For instance, the introduction of the style of men's shirts with attached collars made a great industrial difference in the collar business in

Troy and Cohoes, New York. The change in refrigeration put many ice men out of business. The change in the style of hairdress for women almost destroyed the hairpin business. The change in moving pictures, from silent to sound, affected armies of orchestral players and organists.

Television offers the imagination rare food for speculation as to its ultimate possibilities. Both the telephone and the phonograph were considered "toys" when they first appeared. Now the world recognizes them as among the most powerful forces of civilization. So, eventually, it may be with television.

Mr. Skinner, in his statement, developed these basic economic factors and then presented a Basic Five-Point Program for the successful development of television in the public interest.

He pointed out, first of all, that television will not be ready for the general public for several years to come, as many difficulties and obstacles stand in the way. He added, however, that provision should be made now for its growth. He said

that he did not feel that television would be a natural competitor for sound radio, as there is a basic difference between sound radio and television, which is not apparent to the ordinary observer.

Sound radio, according to Mr. Skinner, is used not only as a primary source of entertainment and education, but also as a background, while reading, resting, working or playing bridge. Television, on the other hand, requires concentration, as do moving pictures. Radio may be heard



*Television Receiving Set
(Described in Text)*

in the bright sunlight, while television requires shade and will therefore be largely confined to night performances.

However, Mr. Skinner expressed the opinion that television must eventually become a part of the home life of the American people. An entire opera, for instance, may be broadcast right into the home.

The following are the five basic points that Mr. Skinner advocates as means for developing television in the public interest:

- "1. Establishment of a single set of television standards for the United States, so that all receivers shall be capable of receiving the signals of all transmitters.
- "2. Development of pictures free from distortion and blur, approaching ultimately the distinctness and clarity obtainable in home movies.
- "3. Provision for services giving as near nationwide coverage as possible, so that the benefits of television may be available to all sections of the country.
- "4. Provision for a choice of programs; that is, simultaneous broadcasting of more than one television program in as many localities as possible, to avoid monopoly and to provide variety of educational and entertainment features.
- "5. Lowest possible receiver cost and easiest possible tuning, to stimulate domestic installations of television receivers, both of which are best achieved by allocating for television as nearly a continuous band in the air waves as possible."

Mr. Skinner estimates that a reliable television receiver set can be put upon the market for a cost comparable with that of the average motor car. At first thought it would seem that this would greatly restrict sales, but Mr. Skinner points out that a way has been found in our country to finance the sale of more than 20,000,000 motor cars. From this fact and the sale terms for electric refrigerators, and other commodities, it is estimated that there will be a real market for television.

One important fact that Mr. Skinner stressed is that, unlike radio, television cannot be brought out and cannot "feel its way" for many years, before perfection is attained.

"Experimental work in television," he said, "has reached a promising stage," citing the experimental high definition television broadcasts which have been on the air for some time, from the Philco Radio & Television Laboratories in Philadelphia and from RCA-Victor at Camden.

"The Radio Manufacturers Association," said Mr. Skinner, "views television as an ultimate big business, a business which will employ many thousands of people in the production and operation of broadcasting equipment, in the production of receiving sets, in the production of daily programs, and in the fields of distribution and service. Television, we believe, is one of the new businesses the country needs to create new jobs.

"Much money must still be expended for research and development, despite the millions of dollars already devoted to this purpose by radio manufacturers. Just as ten years were required before general public acceptance of the motor car, and the radio developed, it is expected that it will take a similar period for television to come into general use in the average American home within range of broadcasting stations."

We have recently attended a private demonstration in which the Philco Company presented to publishers and editors from all parts of the United States the "last word" in the advancement of television. The program lasted one hour and was given in the ballroom of the Germantown Cricket Club. The pictures were reproduced in what is known as 441 lines, a big advance over the 335 lines previously possible. One of the striking pictures was a television interview between Boake Carter and "Connie" Mack, well known news commentator and famous baseball manager, who were televised three miles away from the receiving set. What the guests saw was a series of cabinets, each resembling the ordinary large radio cabinet, with the space in the top left for a phonograph. In

this space (as indicated in the accompanying picture) there is, instead of the turntable for the records, and the reproducing sound arm, a picture tube of opaque glass which resembles a large jar, twelve inches in diameter. Only one side of this jar, however, is visible; and this gives a picture seven and one-half by ten inches in size. In the machine itself, twenty-six tubes, different in size and character, are required.

The picture shown on the large tube is reflected upon a mirror placed in the lid of the cover, as indicated by the white spot in the accompanying picture. From a standpoint of sound, the transmission is no different from that of the ordinary radio. The pictures show the individuals televised (in black and white), at about the same relative size as that seen in the full page illustrations in a magazine (seven and a half by ten inches). There is, nevertheless, a little incongruity in hearing these diminutive figures speak in so loud a tone of voice. It is like taking up a newspaper and having the cuts suddenly break into activity and conversation. The transmitter range of the very elaborate and modern machine set up in the plant in Philadelphia, is ten miles. The pictures came in with surprisingly little flicker and light variation, but they are not as yet as steady in this respect as the ordinary good movie. That they are as good as they are is so marvelous that one continuously feels a desire to pinch himself to realize that it is all actually happening. The sensation of reading a newspaper three miles away is a very thrilling experience.

Mr. Sayre M. Ramsdell, Vice-president of the company, advanced these opinions. (1) Television will not supersede broadcasting as we have it to-day, as each has its own field and function. (2) It is impossible to predict when the public will have television, as the following things must be accomplished before it can be generally used: technical standards for television will have to be approved by the Federal Communications Commission, so that any receiver will receive from any transmitter within range; the present limited range of twenty-five miles will have to be greatly increased; the government will have to issue commercial licenses suitable for television; a source of programs will have to be developed with rehearsals, costumes and stage properties, as actors and speakers will no longer be able to sit calmly at a desk and read their scripts; the problem of giving the American people television programs for three hundred and sixty-five days of the year, assumes staggering investments of personal energy and finances that must be assured; and television receivers will have to be reduced in cost. In England there is no great rush to buy television receivers now selling from five hundred to six hundred dollars. The Philco receivers mentioned as having been exhibited, are not yet upon the market.

Beginning All Over Again

TIME and again we have heard of teachers who have turned away business through an indiscreet remark, such as should be at all times avoided. The teacher, usually to show the superiority of his methods over those of a predecessor, says in high dander, "This is frightful. You have been miserably taught, you will have to forget all that you have learned and begin at the very beginning in my incomparable method." The psychology of this is very bad. The pupil is immediately upset and chagrined. She thinks, "Here are all this time and money and effort thrown away; and when I went to the last teacher he told me precisely the same thing."

A sensible way to get results with a pupil who has had some unfortunate training, is to give the pupil at the start some encouragement, some hope. Do not stun the poor individual with a blackjack of your own personal importance. You could say, "Your ambition and your industry are finely evident in what you have done. There are some corrective exercises which will help you in a way which will delight you and produce results which to many have been surprising." Then go about your own business and forget all about the other teacher.