

SPORTS

FIRST U. S. SPORTS EVENT IS TELEVISED BY NBC

For all U. S. sports fans the picture below is a milestone. Taken at Columbia University's Baker Field on May 17, it shows the first American sports event ever to be televised. From a rickety 13-ft. platform, an NBC cameraman is "photographing" the Princeton-Columbia baseball game. Through the coiling cable, which leads to an amplifier truck, go the picture impulses. On a direct line they are sent from an antenna atop a flagpole to the 83th floor of the Empire State Building. There they are re-transmitted to an estimated 5,000 spectators.

Reception that day was rather fuzzy (*lower right*). The camera was unable to follow the ball, could not bring catcher and pitcher on screen at the same time. But no fuzziness could hide what television will mean for American sports. Within ten years an audience of 10,000,000, sitting at home or in movie theaters, will see the World Series or the Rose Bowl Game. The batting style of a Joe DiMaggio or the slugging of a Joe Louis will be studied in every country barbershop and corner drugstore. Thousands of men and women who have never seen a big-time sports event will watch the moving shadows on the television screen, become excited fans. In New York, after watching the first telecast, Fight Promoter Mike Jacobs prophesied he will sell television rights to his heavyweight fights for \$1,000,000.

In England, sports television is already a reality. For two years cricket has been televised and on May 24 five big London theaters showed the famous Derby at Epsom, England's greatest sports event, from start to finish. Spectators said the image was perfect, that only the wide-angle shots were slightly blurred.



As batter cracks a single, Iconoscope camera picks up action and mike (*left*) picks up sound. Only 400 people watched the game at the field. Princeton won 2-1.