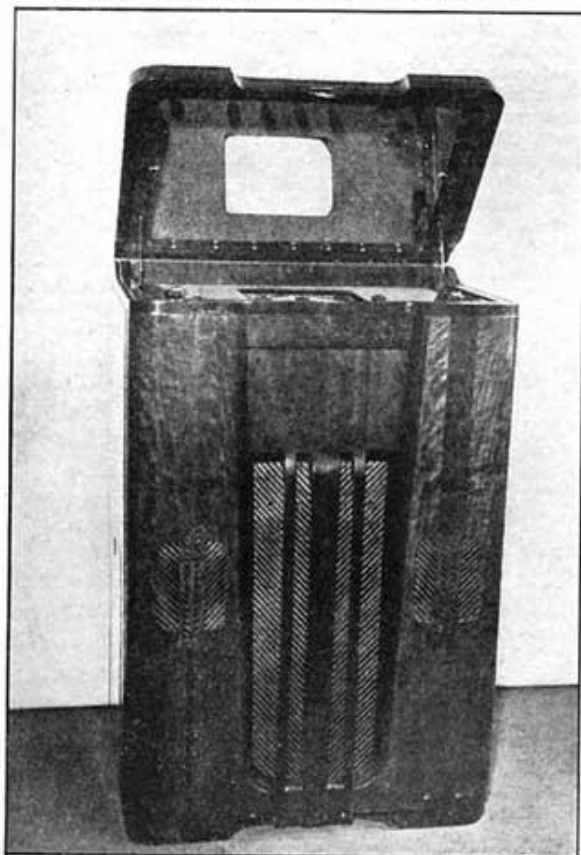


LEE ELLMAKER CHATS WITH OFFICIALS



ABOVE: THE PICK-UP. BELOW: RECEIVER



# TELEVISION

## But Kept

Another demonstration provides is ready for the home so far as

By S. Gordon

**T**HE demonstration of its latest television developments by Philco provided, for this author, a peculiar combination of pleasure and disappointment. Pleasure because the television reproduction was really good—but disappointment because of the relatively small improvement over the demonstration of six months ago by the same company.

The latest demonstration took place at the Germantown Cricket Club, located in a suburb of Philadelphia. Here were arranged several consoles similar in appearance to present-day radio-phonograph combinations. These were the combination sight-and-sound receivers, and in front of each were grouped about 40 chairs. Each console had its built-in loudspeaker equipment and the television scenes appeared in a mirror mounted in the partly opened cover of the console, in such a position that the scenes on the horizontal screen of the cathode-ray tube within the console were reflected in the mirror so that anyone in front of the console could view the pictures.

### Demonstrates Distinctly Acceptable Quality

The transmitter was located at the Philco factory, about three miles distant, air line, and the sight-and-sound program was transmitted via the air; the sight on a frequency of 54 megacycles and the sound on 49 megacycles (about 6 meters).

The televised program consisted of a variety of subjects, including an orchestra, a vocalist, a parade of mannequins in a fashion show, a news reel and some outdoor scenes on the roof of the factory. In addition, various small objects were shown to demonstrate the degree of detail that could be reproduced.

It can be said without hesitation that television as demonstrated here would be considered highly satisfactory for the home. With the family seated anywhere within 10 feet of the front of the console, the images on the screen would be distinctly visible in black and white. Close-up views of persons and objects were particularly good. When a dollar bill was placed before the camera, for instance, it was possible to read the serial number; and when an ordinary pocket watch was shown it was possible to even see the moving second hand and the marking on the portion of the dial over which it moved.

### Television versus Home Movies

It has been the common practice to compare television with home movies, with due allowance for the fact that the television screen is much smaller than a movie screen, of course. So far as close-ups are concerned, it is believed that this television demonstration did equal good home movies. In the case of more distant "shots," however, the home movies have the edge. Larger objects and persons at a distance from the camera can be clearly seen, but, beyond a few feet, facial features become vague. Thus a person who is clearly identified in a close-up can be recognized when 10 or 15 feet distant from the camera only by the clothes or general appearance.

The news-reel reproduction suffered for this reason. The various scenes were clear enough to be interesting. Close-up views of persons, and some close-up shots of the rushing torrents of the Ohio during the showing of flood scenes were really excellent. But a motorboat passing up one of the flooded

### PHILCO TELEVISION EQUIPMENT

Top: The receiver, and grouped around it, left to right, James M. Skinner, President, Philco Battery Co.; Lee Ellmaker, Publisher of RADIO NEWS; Sayre M. Ramsdell and Larry E. Gubb, Vice-President and President, Philco Radio & Television Co. Center: The new Philco Television Camera. At left: Close-up of the latest type of sight-and-sound receiver.

# Now Ready "Under Wraps"

convincing evidence that television technical development is concerned

## Taylor

streets, perhaps 50 feet from the camera, was barely distinguishable, requiring several glances to definitely identify it as a boat. It should be pointed out here by way of explanation, however, that the light conditions were evidently poor at the time this scene was made, due to cloudiness and perhaps even a light rain.

A scene, directly televised, showing Connie Mack being interviewed by Boake Carter, left nothing to be desired. With these two well-known gentlemen seated at a table, as shown in one of the photographs on these pages, every feature and facial expression was absolutely distinct.

These observations lead to the conclusion, mentioned before, that television reproduction has developed to a point where it would be accepted with open arms by Mr. and Mrs. Average Man. True, landscapes and other such scenes would be lost and baseball or football games would not lend themselves to "televising" in the present state of the art. But radio artists, speakers, prize-fights and anything else with persons, objects or action within a reasonable distance of the camera would constitute enjoyable and worth-while material for television in the home.

### What is Perfection in Television?

The disappointing phase of this demonstration is found in the fact that, although the television interests are withholding television until it is "perfected," the progress made during the past months is very slight. Just what is meant by "perfected" television? Do they mean to hold up its release until they are able to provide television on a large screen such as those used for movies? Do they hope to be able to show clear detail 50 or 100 feet from the camera? If these are the things for which they are waiting it will likely be years before we have television, judging from the minor progress shown in the past year or so.

If it is standardization of scanning they are waiting for, the wait should not be long. All indications are that the 441 lines, 30 frames per second employed in the Philco demonstration have proven highly satisfactory and acceptable. These figures represent the standard proposed by the Radio Manufacturers Association. If this association is agreed, and if those who have witnessed programs using this standard are likewise agreed as to its suitability, why delay further?

### And Still We Have to Wait!

One of the important causes for delay to date is found in the failure to decide what frequencies are to be employed for transmission. The Radio Manufacturers Association has recommended the range extending from 42 to 90 megacycles, but it appears that the Federal Communications Commission is loath to grant this request and there are many radio authorities who agree that this is not a logical selection. In this RADIO NEWS heartily concurs.

Entirely aside from the fact that the amateurs were years ago assigned the range extending from 56 to 60 megacycles, and that the R. M. A. would like to see this range taken from the amateurs so as to make their own proposed range continuous from 42 to 90 megacycles, there is another (Turn to page 692)

### FASHION SHOWS OF FUTURE

Right: Another one of the scenes shot, as part of a fashion review, during the demonstration. This fashion review indicates a type of program which is bound to be popular when television enters the home—popular with the ladies—the sponsors—and possibly even the men!



TELEVISIONING A "SET"

*This scene, showing Boake Carter interviewing Connie Mack, was viewed from 3 miles distant, via television, during the Philadelphia demonstration, and was as clear as the printed reproduction shown here.*



THE TRANSMITTING ANTENNAS

