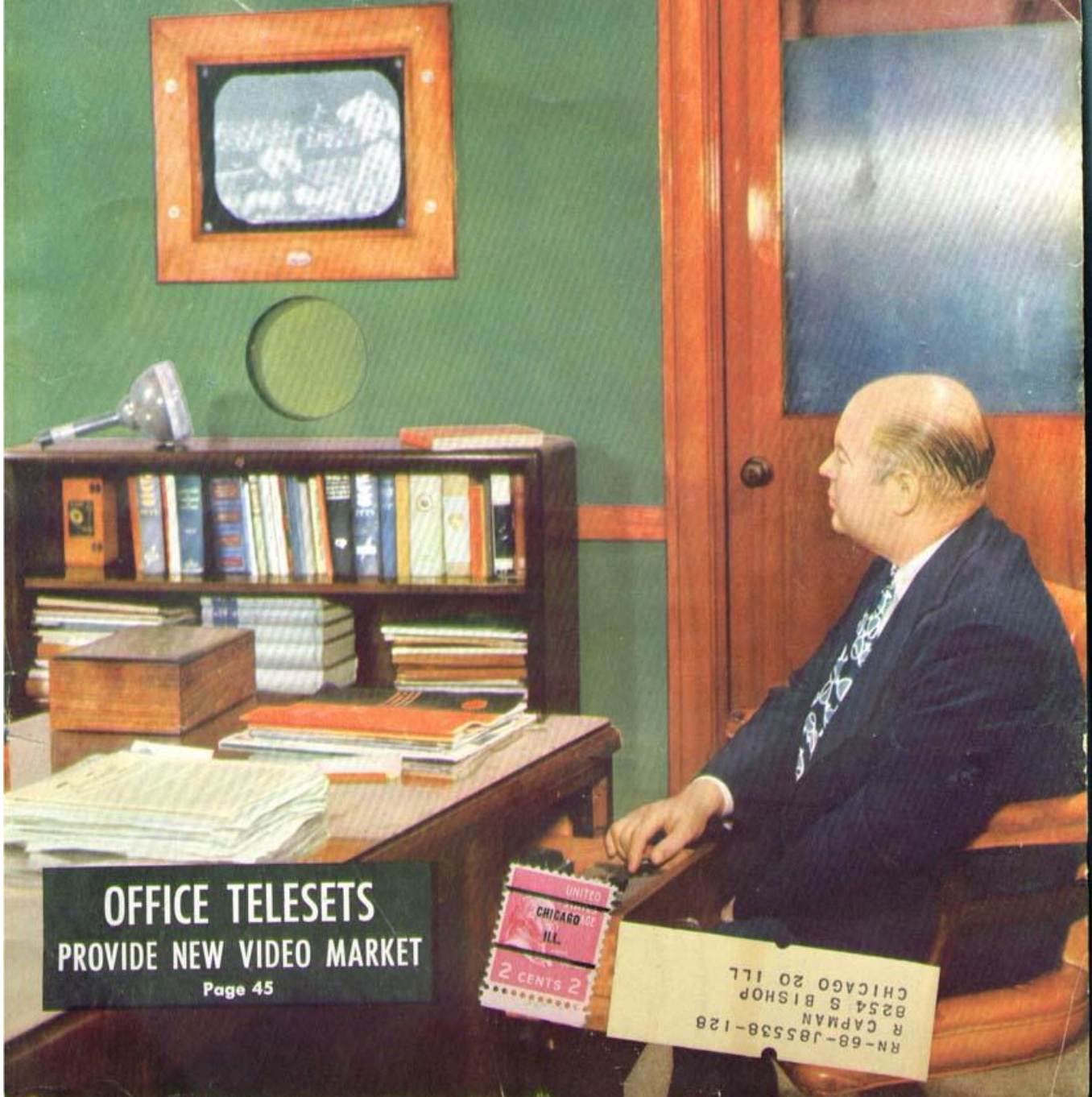


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CUSTOM-BUILT TELESETS Provide New Video Market

By AUSTIN C. LESCARBOURA



One type of custom-built installation which has found wide acceptance with televiewers.

Built-in television receivers provide business executives with up-to-date news coverage and radio servicemen with a new source of income.

A NEW and virtually untapped market for television receivers is awaiting the alert merchandiser. What tavern television did for the then-infant video industry, the custom-built office installation may repeat in the form of increased sales.

Office television offers almost infinite possibilities. The busy executive can "telelook" or take a peek at the world without leaving his desk or comfortable swivel chair. He can open his drawer, flip a switch, turn a knob, and he has the baseball game, news events, the political campaign—all within the confines of his office.

One such installation, in the office of Dr. Allen B. DuMont, pioneer television worker and manufacturer, is shown on this month's cover.

There is nothing particularly unusual about office television except that most executives haven't begun to think of television in terms of the business office. Years ago they would send the office boy out to buy the afternoon newspapers in order to get the latest news, stock reports, business information—and perhaps a sneak look at the sports pages. Later the office radio set came into use, providing cover-

age of news events and important happenings.

Now, late in 1948, the executive can have the world at his doorstep with a television receiver in his office. It can be a standard table model video set or a console receiver but of course the refinement is the standard custom model which mounts in the office wall and out of the way.

The DuMont standard custom tele-set comprises a large angle-iron framework supporting the various chassis and loudspeaker which is placed behind the office wall. The 20 inch picture tube is framed on the wall. The tuner and controls, however, are located remote from the receiver but at the fingertips of the operator for maximum convenience and comfort. In Dr. DuMont's office installation, the compact control unit is placed in a desk drawer.

The Inputuner, standard in all DuMont telesets, provides for continuous tuning throughout the entire TV and FM bands, or from 44 to 216 mc. in one continuous rotation of a single knob with illuminated dial. The compact control unit also includes a tuning meter for accurately tuning in the

chosen channel. Volume and video contrast controls, the "on-off" switch, and a switch for cutting in the control either at the remote control unit or at the receiver proper are included.

In order to obtain an intense image that can be readily viewed in the sunlit office, the usual cathode-ray tube potential of 15,000 volts has been stepped up to 23,000 volts. The control unit transmits the composite video-audio signal to the receiver proper, via a suitable cable, along with the essential control functions. Other controls are at the receiver proper. Since the control functions are handled at the viewing distance from the television screen, quicker and better adjustments are possible with this remote type of operation.

Custom installation work is not too complex as such units are shipped from the factory ready to install, with all chassis, controls, and screens ready to be built into the wall, furniture, or other cabinet.

Servicemen and dealers might investigate the possibility of increasing their incomes by offering such custom service to their clientele. This type of service can prove to be both pleasant and profitable, and an enthusiastic customer for office television can become a real asset to you in the form of increased business. An executive office "showroom" for your work can result in a nice boost in your income.

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