

TELEVISION! TO THE FRONT!

The recent announcement of a comprehensive plan, backed by an initial appropriation of \$1,000,000, for the introduction and establishment of Television on a sound basis is one of the utmost importance to every corporation and individual affiliated with radio.

AFTER six years of effort on the part of the Radio Corporation of America to develop Television so that it would be commercially profitable to his corporation and to those who would manufacture and distribute sets and parts under licenses of that corporation, David Sarnoff has announced that Television will be taken out of the laboratory for definite tests in the field.

According to a statement issued by Sarnoff, the initial station tests will be made from an installation in the tower of the Empire State Building in New York City, or a remote possibility exists that the first of the proposed Television transmitters will be installed in the company's plant at Camden.

It is estimated that 12 to 15 months will be necessary to develop the plans and installations that will make placement of Television receiving sets into the homes of the nation a commercial possibility.

In other words, whether or not the Radio Corporation of America has been able to make this step before, it now definitely has put itself on record that it is moving one step closer to the next great development of the air.

It has been reported but never confirmed that the larger radio manufacturers have consistently put the brakes on the introduction of Television until they felt the financial status of the general public was such that it would be profitable, in view of the great investment necessary to accomplish this, to go ahead with their program.

During the development of radio broadcasting it was generally conceded that much of the growing prosperity of the nation was due to the fact that hundreds of thousands of people were put to work directly and indirectly supplying the nation's homes with sets, and roofs with antennas.

It is believed that when the Radio Corporation and other manufacturers are ready to produce practical Television receivers, so that one will be able to see, as well as hear the radio star or artist, the same great business boom in the radio industry will result. Television will mean a recurrence of that great volume of business that servicemen, department stores, and radio supply houses had with the advent of radio.

It is estimated that it will be at least fifteen months before the Radio Corporation is ready to say that they have developed this science to a point where it will be commercially feasible to put the

sets in the home. In the meantime, they are going far with experiments which include the transmission of motion pictures directly to theaters, avoiding the huge expense of carrying inflammable films from one place to another in armored trucks and out into the small towns where the distribution problem is now one of constant headaches to the film companies.

In the planning of a great department store in Pennsylvania, serious consideration was given to wiring the store so that with the development and release of Television, they could demonstrate the character of their wares over the air to customers by means of their own Television transmitter or by sponsored programs over local commercial stations.

This is stretching the point rather far at this time, but it gives evidence of the interest being manifested by the general public and big corporations in this development, and the announcement by Mr. Sarnoff, that his company is bringing Television out of the laboratory and into the field, means that they cannot retrace this step if that corporation really has the answer to the numerous problems involved.

It is understood that 15 months is required for experimental transmissions leading to the establishment of necessary station networks and to develop definite programs and a continuity of entertainment so that the home will have something to "see" before the receiving sets are offered for sale.

Mr. Sarnoff in his statement says that while Television promises to supplement the present service of broadcast by adding sight to sound, it will neither supplant nor diminish the importance and usefulness of sound broadcast.

RADIO NEWS feels that if at the end of this fifteen-month period R.C.A. has developed a program and general Television broadcast service sufficient to create a demand for receiving sets, the radio industry will again step out as a contender for honors as one of the five largest industries of America.

Each month we will definitely let you know what is being accomplished toward this end because it is incumbent upon everyone interested in radio in a commercial way, to keep his ear closer to the ground so that no opportunity will be missed to make more profitable existence, whether it be for the technical expert, the retail storekeeper, the serviceman, or the fan who derives his profit from entertainment.