

# TELEVISION SETS *may be* RENTED!

TELEVISION RECEIVING SETS may be rented to the householder instead of being sold as are ordinary radio receivers, according to recent reports of plans being formed by the radio interests. It is felt by those who are developing and promoting television that anything which might tend to break down the large investment in commercial radio must be avoided. This does not mean that the radio companies controlling television patents do not see ready competition for broadcasts, but they definitely do not wish to open up television commercially to the detriment of existing radio.

THE plan, as tentatively developed, calls for a deposit for the delivery of the set and a monthly fee during the time it remains in the home. If the plan can be developed along price lines which will attract a large number of families, many of the pitfalls which have fettered television development will be removed. The rental fee system, although it is expected to aid the financial support of television broadcasting, will not do away with the selling of station time. It will, however, put the broadcasting companies in a position where they can dictate to a greater extent the type and length of commercial announcements. It would be natural, if one is paying a fee for television reception, that the broadcasting company would not overburden the "listener" with too much commercial propaganda.

HOW far these plans actually have gone is a question, but it is believed by those close to these companies that they would not have announced the plans for building up facilities for television broadcasts in the field unless they were ready to go ahead with a well-formed marketing proposition. If the sets are placed in the homes on a rental basis

there will necessarily have to be service stations available throughout the country to service and repair the sets. This will open up a field of new endeavor for servicemen. It will perhaps give the local radio service shop a chance to become the official or authorized agent for the television manufacturer. It is understood that plans for maintaining television sets are not complete, and it may be that the radio companies will make it necessary for the lessee to maintain the set and in return pay a lower rental fee for the same.

TELEVISION was discussed at a recent meeting of the Motion Picture Engineers, in Los Angeles, and it developed that there is little possibility of television being perfected in the immediate future to the point where motion-picture reels will be broadcast to remote theatres for reproduction on the screen and through the regular sound apparatus. It was also the consensus of opinion among these engineers that the motion-picture industry *should not furnish films for television broadcasts*, in that moving pictures by television in the home would result in direct competition with the motion-picture house, no matter how carefully presented as to style and content.