

# SIGHT & SOUND NEWS

by **WILL BALTIN**

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**A preview of what you may expect to cross your television screen when the chains start their programs this early spring.**

"REVIEWS of Coming Attractions."

You've seen that title flashed on your neighborhood theatre screen at each performance.

How would you like to see a preview or "trailer," as it is known, of coming Television Attractions?

Take it from one who has viewed with keen delight most of the experimental programs flashed from the tower of NBC's powerful transmitter atop the Empire State building in New York City, television opens a new avenue of entertainment more thrilling than radio, the screen or stage.

During a period of more than two years of experimental telecasts in which the NBC has engaged, its program staff, headed by an able young producer, Thomas H. Hutchinson, has turned out several engrossing television dramas, comedies and variety shows.

A chance acquaintance with Allen B. DuMont of the DuMont Laboratories in Passaic, N. J., opened for us the doors to television and afforded an opportunity to glimpse the animated images as they hurtled through space.

DuMont, during a visit abroad in the summer of 1937, purchased a *Cosmor* Television Receiver in London, converted it to receive 441-line images

TELEVISION STATIONS IN U. S. LICENSED BY FCC.					
Location	Call	Wave Length °	Power in KW Video	Audio Power (kw)	Owner
Boston, Mass.	W1XG	6½ & 4	0.5	0	Gen'l Tel.
Bridgeport, Conn.	†W1XA	6½ & 4	3	3	G. E.
New York, N. Y.	W2XAX	6½ & 4	7.5	7.5	CBS
New York, N. Y.	W2XBS	6½ & 4	12	15	NBC
Camden, N. J. (Portable)	W2XBT	3 & 1¼	0.4	0.1	NBC
New York, N. Y.	W2XDR	6½ & 4	1.0	0.5	Radio Pictures
Long Island City, N. Y.	W2XVT	6½	0.05	0.05	Dumont
Passaic, N. J.	†W2XB	4½	10	10	G. E.
Schenectady, N. Y.	†W2XD	1.1	0.04	.....	G. E.
Schenectady, N. Y.	W3XAD	2½	0.5	0.5	RCA
Camden, N. J. (Portable)	W3XE	6½ & 4	10	10	Philco
Philadelphia, Pa.	W3XEP	6½ & 4	30	30	RCA
Philadelphia, Pa.	W3XP	1½	0.015	0	Philco
Springfield, Pa.	W3XPF	6½ & 4	0.25	1	Farnsworth
Los Angeles, Calif.	W6XAO	6½ & 4	1	0.15	Don Lee
Manhattan, Kansas	W9XAK	150	0.125	0.125	Kan. State College
Kansas City, Mo.	W9XAL	6½ & 4	0.3	0.15	Ist Nat'l Tel.
W. Lafayette, Ind.	W9XG	150	1.5	0	Purdue Univ.
Iowa City, Iowa	W9XK	150	0.1	0	Univ. of Iowa
Iowa City, Iowa	W9XUI	6½ & 4	0.1	0	Univ. of Iowa
Chicago, Illinois	W9XZV	6½ & 4	1	1	Zenith
Mobile—Portable	W10XX	6½ & 4	0.05	0.05	RCA

† Construction permit. °In meters, approximately.

and brought it back to his laboratory where invited guests viewed with enthusiasm NBC's periodic experimental shows. A few months later DuMont began building his own receivers and programs were witnessed on these sets.

Whether or not NBC will adhere to the same pattern on April 30 and thereafter when it launches its limited program service, as it did during the experimental period, cannot be definitely ascertained. Most likely it will.

In any event, let's watch the television show as it moves through a mesh of electronic pulses, varying horizontally and vertically at a rate of 441-lines, 30 frames a second:

Assuming that the room lights have been dimmed to permit better vision, and a television receiver stands before us, we wait for the program to begin.

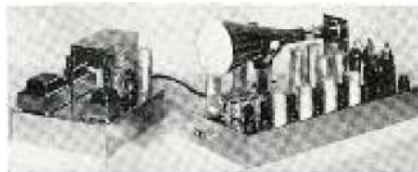
A test pattern suddenly appears on the screen and one of us arises to turn a knob or two for proper focusing and



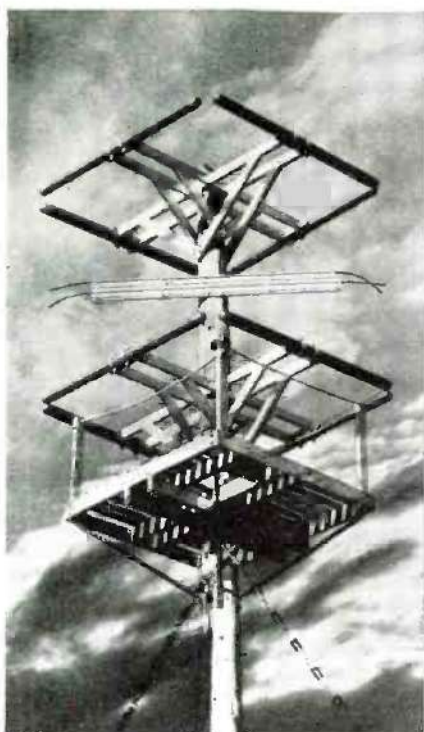
Two types of television cameras. One is for NBC, the other belongs to G.E.



R.C.A.'s new television transmitter.



The Garod Television Receiver Kit.



GE's Schenectady television skywire.

adjustment of brilliancy. The screen is about 8 by 10 inches in size—large enough for a small group of us to watch the program in comfort.

The quietude of the room is broken suddenly as the strains of martial music crash through the receiver. Being transmitted on ultra short waves, all static and other noises common to regular radio reception are missing. The music is "crystal clear."

The test pattern vanishes as the music is heard, and a billowy cloud and sky effect appears. Out of the mist, the eye traces a view of *Radio City*, and on top of it two linked cir-

cles bearing the legend: *RCA-NBC*.

A male announcer's voice booms out of the set: "You are about to witness an experimental television program arranged by the National Broadcasting Company, and coming to you from the NBC experimental transmitter atop the Empire State building in New York City."

The familiar rooster of *Pathe News* heralds the start of the newsreel as the program actively begins.

As the newsreel is completed, a pretty young miss steps before the iconoscope to address the audience. She is Betty Goodwin, NBC's first female television announcer. Betty's attractive features televise exceptionally well.

She says, "The next program you will see is a dramatized offering, during which both studio talent and film will be employed. We hope you will enjoy our presentation."

Betty fades from view and a title is flashed on the screen, obviously on film. It reads:

"THE NATIONAL BROADCASTING COMPANY presents 'THE THREE GARRIBES,' adapted from SIR ARTHUR CONAN DOYLE'S *Sherlock Holmes Adventures*, and produced by Thomas H. Hutchinson."

The cast of characters reel before us. No familiar names; television is still a young art. After introductory shorts to create "atmosphere," the play begins, and unfolds over a period of about 35 minutes.

Four studio sets are used during the performance, as well as a strip of film which pictures *Holmes and Watson* riding in a carriage through Hyde Park. The film and studio action are so well fused as to lend full credence to the tale.

With the "drama" completed, a bit of lighter entertainment is flashed on the cathode ray screen—a *Mickey Mouse* cartoon.

A *Bob Crosby* musical short (also on film) follows the *Mickey Mouse* offering. Then comes the finale of the transmission. Betty returns to the screen, thanks you for your kind attention and a blare of martial music accompanies the well-known "The



Philco televises a guest at Palm Beach this winter. Unit is portable.



The American Television Corporation's commercial television receiver.



A home-built Don Lee television set.



An RCA experimental home receiver.



Scenic setup for tele-transmission.

End" notation. Station call letters follow, and the program is over.

And there you have a television "preview" as it may be construed at this stage of development. NBC has  
(More S & S News on page 52)



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# Centralab

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### Sight & Sound News

(Continued from page 33)

promised only two such hours of transmissions weekly, and program material will naturally be limited.

"The Three Garridebs," of course, is but one of the many dramatic offerings attempted by NBC's television staff. Briefly, here are "previews" of other offerings:

"Good Medicine"—Has a cast of three characters: a doctor, his wife and a wealthy patient. Well-written comedy dealing with a young medico who finds it difficult to make both ends meet. He barter's his medical books for a few cans of sardines, a pound of ham, coffee and bacon. How the wealthy patient saves everything makes for gay comedy. Two interior sets are used, plus a miniature model of the exterior of a house. The model is magnified into natural proportions. Rating: Highly entertaining—don't miss it.

"Mysterious Mummy Case"—Has large cast, several interior settings and employs film for exterior shots. Locale shifts from London to Egypt. Written by Tom Terriss, noted traveler, lecturer and author of several motion picture adventure shorts. Concerns a collector of Egyptian mummies who experiences several frightful moments when he purchases a mummy plagued by a curse of the Pharaohs. Has exciting climax. Rating: Thrilling stuff.

"Fashion Revue"—A half-hour presentation bringing to the fore the newest modes for milady fair. Shown at time of "preview" were a bois de rose slipper satin gown with brown velvet jacket; hostess gown of tangerine silk jersey and bolero jacket of maroon velvet, embroidered in silver; pastel blue satin negligee with matching ostrich feathers. Lester Gaba and his famous dummy model, Cynthia Cynthia, were featured. Rating: Strictly for the women, but interesting to observe.

"Susan and God"—First Broadway show ever televised. Introductions by John Golden, producer, and David Sarnoff, president of RCA. Featured are Gertrude Lawrence, Paul McGrath and Nancy Coleman. Only one scene from actual production is shown. Close-ups and long shots blended perfectly, although lighting could have been improved. Rating: Interesting experiment.

"Return of the Scarlet Pimpernel"—First full-length motion picture televised in the U. S. Imposing spectacle, 90 minutes long. Only crowd scenes failed to impress. Audience's attention on screen remained intact throughout. Rating: Splendid.

"Fencing Lesson"—Demonstration of the ancient art by two experts. Rating: Pretty dull.

Films—Principally Pathe News, Mickey Mouse and March of Time. Also periodic showing of Universal musical short subjects; Paramount orchestra shorts; travelogues and Bob Benchley satires. Rating: Very good.

Outside Telecasts—These have been few and far between during experimental period. Best of lot was automobile show televised last November. This medium of television likely to be most popular in view of spot news and sports events which can be flashed through the air. Rating: Desirable.

Only a meagre hundred or more persons have been privileged to witness NBC's experimental efforts to date. With public introduction scheduled for April 30, the size of the audience is expected to be increased to a million or more, depending on the sale of sets in the metropolitan area.

The type of programs which the Columbia Broadcasting System is to make public in the Spring has not yet been revealed. But the CBS has announced that it intends to launch its telecasts simultaneously with NBC on April 30 and four hours of programs weekly between the two networks is virtually assured.

### West Coast Television

(Continued from page 11)

tance from the transmitter were instituted by Mr. Lubcke.

W6XAO, situated in Los Angeles, was considered to be in a bad spot because of the surrounding high mountain ranges on three sides of the city. But in comparison with similar television activities conducted elsewhere, it managed to cover fairly large distances. The transmitter system used is of the high definition cathode-ray type 300 lines, 24 frame standard. On account of widespread 50 and 60 cycle power systems in and surrounding this area, this type was deemed to be the best. Within the service area of this transmitter approximately one million people are supplied with 50 cycle power and the other one million with 60 cycle power. Then there is the Mosaic live pickup camera equipment for broadcasting newsreels, shorts and test items.

The visual images are broadcast on the ultra-high frequencies of 6 3/4 meters and the accompanying sound is transmitted on 5 1/2 meters although this latter was, in the very beginning, on the same frequency as the television. A simple line-image of constant intensity and an accompanying 1000 cycle tone are broadcast at the beginning and end of each transmission on the bisula and aural transmitters, respectively. The image produces as 38 parallel horizontal bright bars in the field of view on properly operating television receiver and the sound is

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