

SIGHT & SOUND NEWS

STATION *WOR*, Newark, New Jersey, is now maintaining a twice-a-day schedule of facsimile transmissions. *RCA* and *Finch* equipment is used—not jointly, but alternately. The station reports that some 400 receivers are in use in the New York-New Jersey area.

The 50-kilowatt transmitter of *WOR* is used for the early morning transmissions beginning at 1:30 o'clock and continuing at least a half-hour. The 4 to 5 p.m. period is transmitted by *WOR's* ultra-short wave affiliate, *W2XUP*.

Jack Poppele, chief engineer of *WOR*, is optimistic over facsimile's future and is supplementing his technical supervision of the tests with talks to servicemen, dealers and luncheon clubs to help boost interest in the art of receiving printed material via radio.

SEVERAL national magazines featured television articles in recent months. The space allotted the video art was flattering indeed but the trade was astonished at the poor selection of pictures tending to show what a received television image looks like. Television broadcasters and set makers alike felt that many of the illustrations were on the "poor" side and that average photographs taken off receivers were much superior.

The incident was thought to indicate two things. First: that some interests want the public to think television is still a long way off. Second: that enthusiasts shouldn't expect too much at the start of commercial television so that they will be impressed rather than disappointed by actual transmissions.

TELEVISION stations utilize almost seven times the number of tubes used by broadcasting stations. This is revealed in a statement by C. A. Priest, of the *Gen-*

eral Electric Company, based on his firm's video station, *W2XB*, soon expected on the air.

He revealed that 648 tubes will be used and that failure of any one of 400 of that number will stop transmission of the television program. He declared: "The technician will have to find and replace the bad tube before the broadcast can be resumed. Of course, we expect to minimize the possibility of program interruptions through tube failures by regular inspections and tests."

TWO television booklets have been issued by *NBC*—one for trade purposes, the other for the public.

The trade booklet is intended primarily for advertisers and advertising agencies but includes material that should be of interest to receiver manufacturers and dealers, too. It is entitled "Television in Advertising" and covers such topics as "Physical Possibilities of Television," "Range of Outside Pick-up," "Range of Television Broadcasts," "Quality of Pictures," "Color Values Through the Television Camera" and other headings equally interesting. It is available through the *NBC Advertising and Sales Promotion Department*, Radio City, New York.

A more popular vein is used in the booklet prepared for the public. It tells the story of television in simple terms and features two pages of questions-and-answers. A table of "significant dates from the diary of television" is also included.

THE British *R. M. A.* has challenged the American *R. M. A.* to a television receiver race. The British manufacturers' group was irked at reports that the U. S. A. would easily pass their mark of video receiver sales and this prompted the challenge which was promptly accepted.

Outside of prestige, all the loser will have to forfeit is the price of a dinner for the winner—presumably an officer of one of the two organizations.

WILFRED GUENTHER, formerly promotion manager of *WLW*, Cincinnati,

has been named coordinator of television and facsimile activities for the *Crosley Corporation*. The firm is already presenting a daily facsimile schedule in Cincinnati and has an application before the *FCC* for a television construction permit.

COMMERCIAL tie-ins with facsimile are being tested by *WOR* in the New York area. An arrangement was recently completed between the broadcasting company and the *Twentieth Century-Fox Film Corporation* which gives the film company "exclusive use of this new device for the dissemination of publicity about its pictures and players," according to the station's announcement.

WITH the inauguration of television, the *New York World's Fair* may well go down in the history books as the "Television Fair." David Sarnoff, president of the *Radio Corporation of America*, has arranged for his company to use the Fair as a "springboard" to provide the first regular television program service, at least within the metropolitan area.

Within the walls of the "radio tube" *RCA* building, the theory and practice of television will be demonstrated in seven distinct sections: the Hall of Television, Television Laboratory, Radio Living Room of Tomorrow, "Telemobile" Unit, Television camera set-up and model television transmitter, "Flask" type television receiver (laboratory model), and Television receiver (stock model) in a clear glass cabinet.

On the word of Ralph R. Beal, Director of Research, *RCA* will draw on ten hours of programs daily to service these receivers, operating from 11 a.m. to 9 p.m. The programs will consist of shows from the *NBC* studios in Radio City, outside pickups by

(*More S & S News on page 62*)



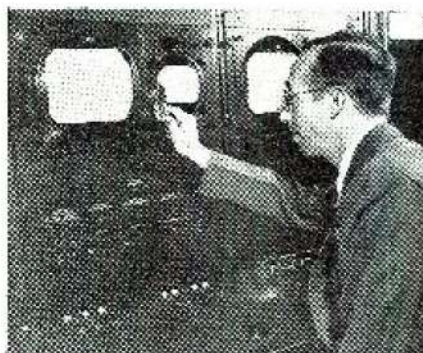
Tele-engineers C. Stec, B. Schnitzer & A.F. Murray who designed portable unit.



Larry E. Gubb, Philco's vice president looked like this when televised recently.



Philco's new electric Tele-camera.



NBC's vice-president and chief engineer, O. B. Hanson, examines television unit.



An actual picture of a television image received in N.Y. from London.