

SIGHT & SOUND NEWS

CBS DEMONSTRATES RADIOTYPE

NEW YORK, N. Y. (Special to RADIO NEWS): Radiotype is the name of a new communications device developed by the International Business Machines Corporation. It functions somewhat like a teletype, receiving impulses via ultra-short waves. The device was demonstrated in New York through joint arrangements with the Columbia Broadcasting System and the American Radio Relay League at the award luncheon tendered by William S. Paley, CBS president, in honor of Wilson E. Burgess, winner of the Paley trophy for 1938 amateur achievement.

Messages of congratulation were sent by amateur stations in all parts of the country to the A. R. R. L. station at the New York World's Fair and a Radiotype transmitter relayed them to the Hotel Pierre where they were projected on a large Radiotype screen.

STORES USE TELEVISION TO DEMONSTRATE FASHIONS

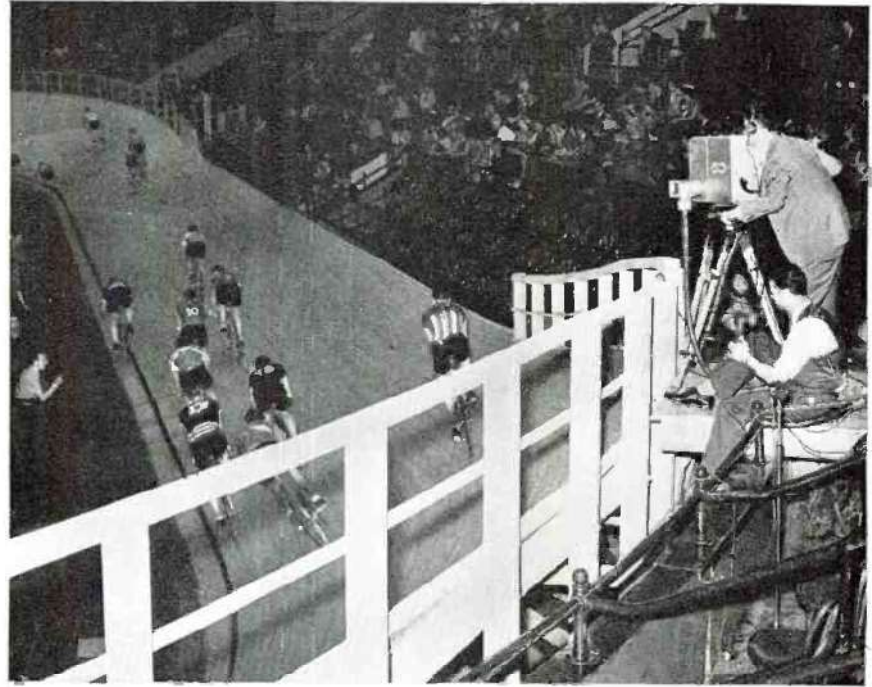
NEW YORK, N. Y. (Special to RADIO NEWS): Radio dealers and department stores demonstrating television are discovering that the tests are drawing big crowds. Although sales are slow, the dealers feel it is excellent promotion to draw interested spectators. Even though many of the onlookers may not be in the market for television, the dealer has the chance to interest them in other merchandise.

Department stores were quick to recognize the drawing power of television demonstrations and one large establishment used a transmitting and receiving system functioning over wires to demonstrate fashions.

Some store demonstrations have been poorly staged from a showmanship angle, some trade observers believe. But the manufacturers of leading television lines are striving to instruct the dealers on good demonstration and sales methods.

SARNOFF ADDRESSES N. Y. CONVENTION

NEW YORK, N. Y. (Special to RADIO NEWS): Top executives of RCA and



Televising the 6-day bike races for the first time over 'phone wires.

NBC are active in exploiting television. David Sarnoff, president of RCA, has written a paper entitled "Probable Influences of Television on Society" for the Journal of Applied Physics, and Lenox R. Lohr, president of NBC, addressed the recent New York convention of the Edison Electric Institute on "The Present Status of Television." With key men of the industry going to bat for television in this manner, the video art is receiving invaluable prestige in important professional fields.

AMERICAN TELEVISION ELECTS VICE-PRESIDENT

NEW YORK, N. Y.: The American Television Corporation announces the election of Dewey Bullock as vice-president. He will continue as a member of the board of directors. Mr. Bullock is president of Roger Verseput and Co., investment brokers, of Grand

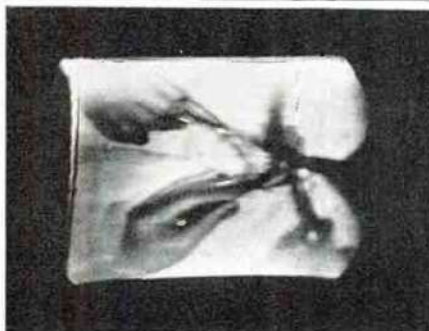
Rapids, Michigan.

In recent announcements the American Television Corporation introduced "telesurgery," its device for making televised surgical details available to medical students; "tele-sales," a system that televises merchandise from a central studio in department stores so that customers can look on at remote points in the store; and Videor, popular priced television sets for the home.

Recently named on the board of the television company are Adolph W. Tahaney, of Holland, Michigan; Raymond Starr, former Attorney-General of Michigan; and Maxwell Landsman, theatrical producer.

THE TELEVISION PEEK-A-BOOTH

PASSAIC, N. J.: To facilitate the proper demonstration of television in day-lighted or brightly illuminated stores, a handy booth referred to as the



An operation was televised for the medical students with surprising success.

Peek-A-Booth is now made available to its dealers at actual cost by the Allen B. DuMont Labs., Inc., of Passaic, N. J.

The Peek-A-Booth was conceived and designed by Leonard F. Cramer, General Sales Manager of the DuMont organization. Attractively finished in colors and taking a DuMont console or a table model television set, this booth forms a huge shadowbox so that television images can be viewed under ideal conditions of dim illumination.

TWO-WAY TELEVISION COMMUNICATION WITH SINGLE C-R TUBE

PASSAIC, N. J.: An improved system of two-way television communication in which a single cathode-ray tube at each station serves both as pickup device to develop picture signals for transmission and as a receiver or viewing device to reproduce images transmitted from the remote station, is disclosed in U. S. Patent No. 2,157,749 just issued to Allen B. DuMont, Assignor to Allen B. DuMont Labs., Inc., of Passaic, N. J.

This system greatly simplifies and reduces the cost of the apparatus over that of prior systems in which separate pickup and viewing tubes must be used at each station. Another advantage is that of simultaneous two-way communication, instead of having to go from one tube to another for the respective transmitting and receiving functions.

The DuMont two-way television communication system is based on the use of a dual-function cathode-ray tube which includes both photo-sensitive screen (pickup) and fluorescent screen (viewing) side by side or in an otherwise convenient arrangement, but served by a single or common cathode-ray beam. Thus when the tube is transmitting an image, the cathode-ray beam swings over to the photo-sensitive screen or photo-electric mosaic, which it scans in the conventional manner, while at the other end the cathode-ray beam swings over to the fluorescent screen which it scans in order to reconstruct the images being transmitted from the remote station. This switching of cathode-ray beams may be accomplished manually or automatically, the invention covering various means of switching, climaxed by a revolving switching means which alternates the beams from transmitting to receiving positions, for simultaneous two-way television communication.

NBC DOUBLES PROGRAM HOURS FOR TELEVISION

NEW YORK, N. Y.: A new television program schedule, more than doubling the number of program hours offered to home viewers by the National Broadcasting Company over Station W2XBS, was announced today by Alfred H. Morton, NBC vice-president in charge of television. The new schedule will become effective Tuesday, June 20.

Under the plan, evening studio telecasts from Radio City are to be increased to three a week. Two are telecast at present. These studio programs, which will include several features of one hour's duration in the

(More S & S News on page 62)



by SAMUEL KAUFMAN

THERE'S been considerable talk these early television days regarding the limited service area for sight-and-sound entertainment. The old theory that video signals on ultra-short waves won't go beyond the horizon has been disproved in various tests but, chiefly to protect the consumer from possible disappointments, the television engineers of leading companies still see fit to adhere to the fifty-mile range when discussing "guaranteed" reception areas.

At this stage of the game, it is best to be conservative in video claims. This is true, particularly from the merchandising angle, manufacturers feeling that they can break down sales resistance more readily in a concentrated area than over a vast section of the country. And once the ice is broken in

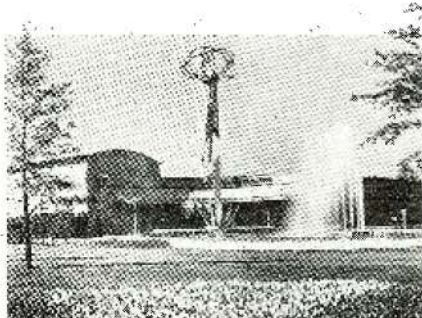
proved conclusively that huge television receiver sales can be anticipated throughout the heavily-populated suburban areas.

The General Electric Company has reported good reception of New York's television transmissions at its Schenectady, New York, laboratories. This is a distance of 130 miles. Reception was achieved through a very elaborate antenna arrangement. And A. H. Whiteley, head of the Whiteley Electrical Radio Co., Ltd., who recently visited the U.S.A., told the writer that London's television programs are received in his Nottinghamshire plant on an ordinary commercial receiver over a distance of 120 miles.

It seems that the idea of bringing television to the entire nation is not as fantastic as it once seemed. But the conservative ap-



Your Video Reporter (left), interviews A. H. Morton, NBC's vice-prexy.



GE's New York World's Fair Bldg., where crowds gather to see telecasts.

one spot, it is believed a gigantic thaw will set in and television on a mass commercial scale will become an accepted thing in many parts of the United States.

Breaking the television ice is the big job now on manufacturers hands and they have picked New York to do it in. To the date of this writing they haven't chipped off enough of the frozen water to cool a small glass of lemonade. And yet everyone concerned seems content with the way things are going. And that's because they have been making progress. Slowly but surely the public is being won over to the new art. NBC, at huge expense, has been staging sensational programs which have done much to stimulate a sales interest. And other key centers are watching the New York video activity avidly so that, on short notice, duplicate systems may be put into operation.

Considerable sales resistance arose from the much ballyhooed theory that the signals won't go beyond a half-hundred miles. To many persons this would infer that the impulses would be proportionately weaker on the fringe of the announced service area than they would be close to the point of emanation. The *Video Reporter* was very much concerned with this belief so, one recent night, he journeyed some forty-seven miles out of New York to the home of O. B. Hanson, NBC Vice-President and Chief Engineer, at Westport, Connecticut.

There he witnessed a solid hour of flawless television entertainment coming from W2XBS atop the Empire State Building. Reception on an RCA Victor receiver at the virtual extreme service location was equal to any reception the *Video Reporter* witnessed in New York! Image definition and audio quality were tops! The demonstration

proach of the trade on the point of coverage is to be commended.

New Yorkers are getting used to television program surprises. There have been so many eye-opening demonstrations and telecasts recently that pioneer observers are becoming a bit calloused about the whole thing and are accepting video developments in a matter-of-fact rather than awe-stricken way. And this definitely infers that the new art is catching on. In becoming a work-a-day medium, television is rapidly passing the novelty stage.

Although the trade observers—and that goes for the *Video Reporter*, too!—have been calm and cool over numerous excellent demonstrations, one particular test came along that showed them that the new art has by no means stopped springing sensational new things.

This particular eye-opener was the demonstration of the Baird Television Corporation's theatre-sized television system. The program the *Video Reporter* witnessed in the Gaumont-British movie projection room was observed on a screen twelve feet by nine feet! It was only the physical limitations of the room, Baird engineers assured the on-lookers, that prevented showing the images as large as twenty by fifteen feet—the size that will probably be adopted by theatres expected to use Baird apparatus at an early date. Television for theatres is quite a thing in England and there have been impressive stories from London regarding the popularity of the system with persons paying ten shillings each to fill several Baird-equipped theatres to witness the Derby.


The big Baird picture is achieved through

(More *Video Reporter* on page 61)

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Bench Notes
(Continued from page 33)

Texas; Jackson C. Ream of Albuquerque, N. M.; Anthony E. Rutkowsky of Freedom, Pa.; C. G. Kimberly, Jr. of Hawkinsville, Ga.; Harold Sedwick of Washington, D. C.; Don D. Daymon of Findlay, Ohio; Richard Laplander of Hubbell, Mich.; Stanley J. Bieda of Cleveland; and C. Burger of Fort Davis, Canal Zone; T. H. Mackintosh, Elon College, N. C.

Thanks to all; the correspondence has indicated that the professionals over the continent are very much interested in discussions of customer problems which are excusably absent from text-books, and that each serviceman, while he might have ideas which differ from those of his fellow-professional, is sincere in his ultimate desire to build up a respectful clientele.

If your entry came in late, or if you didn't send one in, answer next month's "Problem of Conduct." I am convinced that the exchange of information which follows will benefit us all, and so the series will be continued.

The Reader's Right
Dear BENCH NOTES:

(The correspondent mentions the fact he is able to align most a-c/d-c midglets at various points on the tuning condenser dial by increasing or decreasing the trimmer capacities, and continues:)

As tentative rationalism, I offer: at higher frequencies, with the trimmers closed, this capacity constitutes most of that in the circuit. The electrostatic field is thus compressed into one square inch or less. Opening the trimmers puts more of the r-f voltage on the relatively large, air-spaced tuning condenser, which squirts lines of force all over the place. No prize is offered for the correct solution, as virtue is its own reward.

Hiram Mathematics
Detroit, Mich.

Mr. Mathematics' analysis seemingly flies into the face of an established condenser formula, but the subject is interesting—who hasn't had intriguing experiences with eccentric midglets? Perhaps some sympathetic design engineer will offer a few general rules which we can use on current little jobs which refuse to respond to the conventional alignment procedure.

S&S News
(Continued from page 44)

near future, will be transmitted on Tuesday, Thursday and Friday evenings, from 8:30 to 9:30 p.m., EDST. Outdoor telecasts, relayed by the NBC mobile television station from World's Fair and other points in and about New York City, will likewise be stepped up to three hours weekly. These will be seen and heard Thursday, Friday and Saturday afternoons, according to Mr. Morton.

INTERMITTENTS?
See page 26

What's New in Radio
(Continued from page 28)

end or center link types. The inductances are conservatively rated to operate in stages having up to 50 watts input. In addition to these coils, the above company has also announced a complete new series of transmitting condensers to be known as the "Giant" line. These units utilize a plate approximately 6" in diameter and are intended for high power amateur applications and commercial installations. Copies of the new general catalog (just off the press) describing these items may be secured by writing the manufacturer.

Within Earshot
(Continued from page 4)

3. New Customers are just as valuable to you as Old Customers—remember that; for each New Customer is an Old Customer in the making. See that you do your part to make him want to come back to your shop, and bring his friends to trade there.

4. Impress upon him the fine good-fellowship of your shop; the "No-trouble-to-help-you" Spirit. Never be perky, pungent or fresh—the customer pays your salary. He is your immediate benefactor.

5. Snap Judgments of men oftentimes are faulty. A man may wear a red necktie, a green vest and tan shoes and still be a gentleman—and a good Customer. The Unpretentious Man with the soft voice may possess the Wealth of Croesus. The Stranger with the cowhide boots, broad brim and

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