

W9JU claims he REMEMBERS everything at the convention at Columbus.

A real gang of "Hamfesters" attended the wedding of Miss Mary Birks to Clarence (CW) Read, WOLUS on August 19th. "A good time was had by all" at the reception.

"Ahem... Frakky, we doubt it, but it is claimed that George Fenton, W9SXZ, left his picnic lunch to go over and win the pie eating contest. AGAIN! And was his face blue when he finished.

W9SXZ now receives your note thru a HRO. W9ZKQ had his receiver revamped so it really works now.

W9ZYI is engineering a new four element beam on 20 mtr.

W9JZA sold W9TDX a ticket to the picnic. TDX won the RME-70; then he politely presented JZA with his SX-16. Who sez the days of chizelry are gone forever?

Amongst the new members announced at the last meeting were: W9OAO, W9DBT, W9WPK, W9CFW, W9DGL, W9JHA, W9JKR, W9IMB, W9KRR, W9MGL, W9WOS, W9ZP, W9WAC, W9QIF, W9NCJ, W9ZAM and W9PRN. Congratulations, fellows, we hope you like the Hamfesters.

#### ANNENT the Picnic of the Hamfesters:

The spirits of the executive committee were running high when W9EDS made a motion from the floor that the committee be permitted to have their picnic at club expense by throwing a party. But alas! it was voted down. Thanks just the same, Bill.

W9ZHR estimates that he and his helpers parked over 2,200 cars. The State police caused quite a "rush" at the gate when they broke the blockade of cars standing bumper to bumper from 147th to 197th streets. Registration of these cars was impossible.

The loud speaker system was furnished through the courtesy of *Alfred Radio*. Thanks. Didn't ANYBODY take any pictures at the picnic? They are scarce as hen's teeth. If you have some, please advertise it.

Our Kansas YL, Opal Sisk, W9C MV sez she has been to numerous picnics, but never one like the Sixth Annual of the Hamfesters.

It was reported in Coral Gables, Fla., that there were 10,000 in attendance at the picnic!!!! Well, there was quite a crowd.

Stan Cox, W9BRN and Bob Henry, W9ARA, of Butler, Mo., said they heard of the picnic and read the "Special" issue of "Ham-Gab" and thought it was a lot of ballyhoo, but (after being sighted) now they think the publicity committee fell down on the job.

By being at the picnic, Johnny Huntoon, Asst. Sec'y of ARRL, was able to see all the hams he knew, and saved several days' time thereby, so he can visit with relatives.

**I**n general: W9QBT of Chi QSP'd important info to W9QEA as held W2IOP hung while QEA made up his alleged mind about it all; then reported back to IOP the result. Super fib for QBT, as many tax to him in the gang at B.

In particular: The FCC, "The Federal Communications Commission" announced today (Sept. 30, 1939) suspension of... W3SFU, and... W1DIF. Following an investigation both licenses were suspended for a period of six months. The licensees have 15 days in which to make written application to the commission for a hearing on this action.

W3SFU got hissen fer QSO'ing a bootie, as W1DIF got his concupance fer permitting operation of his rig by a bootie. Watch ourselves fellows.

VE2PF QSP's the following: W3FVS spent part of his vacation motoring in northern USA. He hooked VE2PF fm WILLTW's shack on 160.

W3HIA was heard here on 160 on Aug. 29.

W9QAY visited VE2AYL as did he enjoy hisself!

W2JIB paid a surprise visit to Canadian 2PF this summer.

Heard on 160: W3HY, W2PU, VE2QN.

VE2DO is portable wd 3 veats in N. Quebec. ORD?VE Operators Ass'n?

H7G heard way up to here on 80 the other AM. His sigs wr Q4R0-7 on 3875 kc approx.

#### Excerpts from Toledo Radio Club's Official Bulletin:

The Toledo Blade for September 22nd had quite an article on a local family who keeps in touch with each other through the medium of radio. Mr. R. O. Holloway, W8QUL, operates the home station, and his wife is quickly mastering the mysteries of code and theory and plans to go to Detroit this winter to get her license. His sons, Jack, W8RYX and Norman, W8QWR, are law students at Ohio State University. A son-in-law, Lt. Howard Skeldon, at Fort Warren, Wyo., operates W7HCG and his wife recently passed the class A requirements and is awaiting the receipt of her advancement. Mr. Holloway has a brother at Green Bay, Wisc., W9ZDY. Only one member of this interesting radio family has not been bitten by the bug. It's easy to see the Holloway net is on the air.

One of the many reasons why the Civilian Air Reserve should be proud of their communications personnel is because of a queer situation which faced W8PNX when his section was scheduled to maintain radio communication between our two famous (?) airports. At the last moment it was found impossible to use the transmitter used previously and it looked very much as though one of the airports would be silent. With the ingenuity with which some hams are blessed, PNX looked the situation in the eye, grabbed up some loose equipment, soldered some wires and in no time was the proud possessor of an ideal portable job. 15 wats input, crystal controlled.

(Pse QSY to page 66)

# The VIDEO Reporter

by SAMUEL KAUFMAN

The statements made herein are those of the author, and do not necessarily represent the views or opinions of the Editors or Publishers of RADIO NEWS.

**T**HE slowness of television receiver sales in the New York area is causing the entire nation to eye the new field quizzically. America's largest city has been unofficially accepted as the video proving ground and even though radio enthusiasts may live hundreds of miles from Manhattan—far removed from the television program service area—they are anxious to follow the progress of the new art. But, alas, there seems to be a bit of skepticism in their minds as to whether all this television stuff is what it's been cracked up to be. And in this view they have loads of company among New Yorkers themselves.

As far as the *Video Reporter* could observe there's no dissension over technical progress. But it's pretty hard to convince people that there's merchandising progress. And things are getting in such a state that no one is trying to convince them.

So, for this month's column, the writer decided to concentrate on just why—after five full months of regularly scheduled telecasts—sets aren't selling.

Now, if he could answer that problem accurately while the industry's high-salaried merchandising counsellors are shaking dandruff over their coat collars and lapels, he'd probably want to give up writing to become an h.-s. m.c., himself.

We won't tell any of the television big-wigs where to get off, but someone might do them a favor by whispering that they've passed their station. The lads who were shouting the statement that television was soaring sky-high forgot to mention that it was an autogyro fight that's just about where it started.

But, truthfully, it's difficult to place the blame on individual executives. The fault seems to lie in a varied assortment of reasons and we think it boils down simply to an outright lack of coordination.

The program, manufacturing and merchandising angles have been kept miles apart instead of being closely knitted in promotional campaigns. There have been mild efforts to this end but none of them really jelled.

The television situation in New York is turning out to be a classic example of buck-passing. And, when a buck is passed in television, it's just a squawk and not a dollar!

Talk to someone on the program side, for example, and you'll hear that the telecasters are doing their job, but, after all, they can't be blamed for receivers being priced too high for average budgets.

Then discuss the topic with a manufacturer. "Prices are not too high," he'll say, "there just aren't enough programs yet."

And to round out the brief survey, ask a dealer his viewpoint. You'll find that it's a combination of what the telecaster and manufacturer each said.

But the one fellow who is rarely quizzed in such a fact-finding study is the most vital of all—the home-listener. After all, he's the potential (we hope!) look-and-listener. What does he think of television at the moment?

Oddly enough, the first-mentioned fault is that the image is too small. Every "average listener" the *Video Reporter* interviewed pointed this out. Next faults, in order, were high prices and limited programs. Most quizzed persons who witnessed store demonstrations were impressed on the whole with the live-talent programs put on the air by NBC's initial telecast station, W2XBS, but the filmed stuff was just plain "stuff" to them and nothing else.

What television needs—and needs darn fast—is a coordinator. The post we have in mind would call for a master mind who can present the industry's video sales spiel to the public in an intelligent, well-knit fashion. His promotional ballyhoo should be aimed to sell programs and receivers at one and the same time.

Now the time for harmony. A unified campaign by all branches of the video industry at a very early date will more than pay for itself in receivers sold and public confidence gained. And when these goals show signs of being achieved, the money being spent on aspirin alone (a must in the present diet of many, many television executives) will represent a sizable economy.

NBC, as the sole breaking-the-television-ice pioneer, has been doing a well-rounded job from the program angle. It's easy to criticize some of their efforts, but everyone must concede that the task of launching a regular television schedule in the nation's major market was a *Herculean* task, and that all in all the program lads showed plenty of ability.

We doubt that any nation in the world presented better live shows than those created and produced over W2XBS during the first five months of regular programming. The choice of films was on the poor side but it's obvious that that's because NBC virtually had no choice—the better films being unavailable.

It will be a long, long time before NBC realizes any return on its television program investment. At the same time, the network isn't forgetting that it's in the sound broadcasting business—and that end of it is very lucrative indeed.

But television isn't being relegated to a second fiddle role for more reasons than one. It is obvious that the network hopes to build up a video program division that will reap big profits when television goes commercial. On top of this, NBC is serving a vital need to the *Radio Corporation of America*—and its many licensees—in supplying the sight-and-sound programs that are expected to boost a demand for home equipment.

At CBS, the television picture is quite different. Actually, as we write these lines, there is no "picture" at all. The opening of the New York video station atop the Chrysler Building was delayed and postponed from month to month, season to season and practically year to year. Among the reasons for the delay were changes in transmitter design, getting bulky equipment up to the lofty skyscraper perch, and replacing some equipment after original installation.

It seems, though, that CBS saved a lot of money in not launching W2XAX according to the original plans publicized in the summer of 1937. But, it only *seems* so. Time will show whether the postponements were costly.

Some trade observers hold that CBS had nothing to lose and plenty to gain in not being on the air with television programs during the early stages of the new art. They point to the fact that NBC has invested heavily in its telecasts without any material return and they add that the sets sold to date don't even put television into the public service category.

But all those points are debatable. And the *Video Reporter* for one disagrees with them. NBC is getting a substantial return in publicity and good will that should ultimately lead to more material gains. And getting a program schedule started comes pretty close to a public service considering that it will have the way to mass look-and-listening in due time.

If the video lads at CBS think they can catch up with the NBC achievements in short time, they're mistaken. Regardless of what amount of program work is going on before W2XAX takes to the air, the CBS television job will first start when a regular schedule is launched.

Long ago, when BBC launched its public-participating service in London, American television men took the attitude that we had nothing to lose by letting Europe take the lead. The thought was expressed that American laboratories had everything—and possibly more—than British firms had produced and that we could benefit by merely observing the foreign endeavors. But it took NBC a considerable time to reach the British video program standard. A visiting Britisher told the *Video Reporter* that the program he viewed at *Radio City* was as good as the best of the London telecasts he had seen. NBC reached that standard in shorter time than England, and it did benefit by BBC's experience to some extent. But it couldn't start on an equal plane over night.

NBC and CBS can be expected to build considerable prestige through their television efforts while waiting for commercial profits to arrive. With both firms competing in the populous New York area, it is expected that video programs will constantly get more and more elaborate. However, an elaborate show isn't always a better show. A Shakespearean soliloquy may be more entertaining than a Hollywood mob scene. From all indications, the chains will try to outdo each other within their respective and necessarily limited budgets.

The fact can't be overlooked—and it is a fact—that television is a secondary activity at both NBC and CBS. The outlook is that sight broadcasting—when commercialized—will offer strong competition to sound broadcasting. Hence, it is important to the networks that they be in on the ground floor. While competition between the two chains can be expected to be keen, there is a likelihood that it won't be too keen in direct campaigns to win over video recruits from the

(More Video Reporter on page 64)



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**Video Reporter**  
(Continued from page 37)

long-established, important and lucrative broadcasting audience. The networks have too much at stake in sound programs to make any such effort. The network story has always been that television will supplement and not supplant sound broadcasting. That's a good story—if they can stick to it.

But the approaching entry of television stations promoted by firms not directly engaged in sound broadcasting will make it tough for anyone to adhere to that theory. Future stations in the New York area will boost television and nothing else, and they will make no bones about the fact that they're out to win over broadcast audiences and convert them into look-and-listeners. The network telecast stations will undoubtedly strive to attract as many viewers as possible but some embarrassing moments might pop up for them when the non-network telecasters aim promotional campaigns at weaning broadcast listeners to the television field.

It is unfortunate that television in London was suspended with the outbreak of the European War.

England had such splendid video achievements to its credit that there was a tendency in the U.S.A. to compare most television progress with trade accomplishments in London. But it is anticipated that England will once again command its important rating as a leading television nation.

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**QRD? de Gy**  
(Continued from page 28)

tered while on the high seas. To publish each and every answer would be impossible, but we are happy to note the decided raising of the I.Q. (intelligence quotient) in the average op of today. No more can any one say that a radiop is nothing more than a brass pounder with a classy uniform. Here's a reply from a radiop who lives right smack in the middle of the waters that cause more ops gray hair from temperamental recvrs, than R.N. has pages. Brother C. J. Burger of HQ Co. Fort Davis, Canal Zone, sez quote In ref to the lad who lost his job because of an intermittent recvr (he's polite) I must say it is sad indeed to be caught on the briny with limited facilities, and with a set that would probably cause any radio man to have a nice big headache. In addition to the usual causes this set was subjected to those tropical elements fatal to any piece of machinery, namely, salty sea air and high humidity which corrodes metal and lowers the effect of insulation and which will also change the frequency of any unprotected coil that may be critical in setting such as oscillators, etc. In the case of this intermittent, I believe my first thought would be to clean all tube prongs and sockets and replace any tube that was microphonic or noisy. If a check for loose wires and corroded joints failed to show anything wrong, I would look to the coils which may need drying out with heat which the entire set may need, as the heat from the tubes and transformers will not reach all the parts such as under the sub panel and in shields over the coils. . . . Which is exactly the answer. . . . Put into an oven and bake for a few minutes to dry out. Sounds like a cooking recipe. And that, me hearties, closes the class room until another session, so until then, with best 73, go . . . GY.

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**As I See It!**  
(Continued from page 33)

a service meeting in Cleveland. Fog set us down in Kylerstown and the talk went on over the land line from the field manager's home. . . . His phone was on a party wire and it really was a party. . . . I think all of Kylerstown, including the chickens, listened in. The boys in Cleveland did themselves proud that night. I think it was Neal Bear who tapped a P.A. system onto the telephone line—without the company's knowledge.

We'll see what will happen on this trip. [So will we! Ed.]

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