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TECHNICAL BOOK & BULLETIN REVIEW

AMATEUR RADIO, a beginner's guide, by J. Douglas Fortune, published by the *Thordarson Electric Co.*, Chicago, Ill., 156 pp. Price 80 cents. This Radio Amateurs Beginners Guide is dedicated to those people young and old, who, although interested in amateur short wave transmission, have found it difficult to get started. It is written in simple, understandable language expressly for the beginner so that the fundamentals of short wave radio may be grasped without previous knowledge or experience. With the aid of this book, the prospective amateur is guided by easy steps to the completion of a first-class amateur transmitter. The method of presentation in this book is a little different from that of a regular textbook. A presentation confined strictly to radio fundamentals may prove to be rather uninteresting. In this book the fundamental theory is interspersed with construction data, and each chapter has enough theory to enable the reader to understand the subject covered. In this way the necessary theory is presented in easy stages so that at no time will the reader find himself burdened with a presentation of strictly technical facts without apparent connection to practical applications. Price 80 cents. *Thordarson Electric Mfg. Co.*, Chicago.

TELEVISION TODAY AND TOMORROW, written by Sydney A. Moseley and H. J. Barton Chapple, published by *Pitman Publishing Corporation*, 2 West 45th St., New York, N. Y. Contains 179 pp. Price \$3.00. Fifth Edition. This standard work has been carefully revised and brought completely up-to-date. It gives detailed information on the apparatus and methods employed, and includes accounts of the successful work in ultra-high short wave television, and the latest "Televisors." The book is indispensable to every enthusiast who wishes to be completely up-to-date with the latest advances in this branch of applied science. The work is fully illustrated with a large number of photographs and diagrams. This book, while much of it is of a technical nature, is sufficiently descriptive to be followed in a general way by the man in the street and to provide him with some guide to the general aspects of television, in addition to which the chapters devoted entirely to technicalities deal with the latest advances in a manner useful to the technician. This book should be in the library of every television student and enthusiast. Price \$3.00. *Pitman Publishing Co.*, 2 W. 45th St., N. Y. C.

PUBLIC SPEAKING TODAY, by William G. Hoffman, published by *Whittlesey House, Inc.*, 330 West 42nd Street, New York City, 351 pp. Price \$2.75. Thoroughly up-to-date, *Public Speaking Today* offers a more than ordinarily practical approach to the technique of public speaking. It is based on careful examination of the materials, methods, and practice of the best contemporary speakers, and

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THE VIDEO REPORTER

by Samuel Kaufman

As we write these lines, CBS is still going over board on its color television system. It's surprising to note the number of endorsements the system is getting. Usually, though, the quoted plugs from notables—Charles Chaplin—for example, come from non-technically trained men. How in the world they can ignore the drawback of a motorized scanning disk in the home receiver is a thing we don't understand.

We concede that the CBS demonstrations of Dr. Peter C. Goldmark's method proved one important thing—that color television is preferable to black-and-white. But we believe that the Goldmark system is yet completely unproved. It is a great scientific achievement in revealing good results in color transmission of Kodachrome films. But it has yet to prove its value in live pickups as well as in the commercial practicality of home receiver models.

In the meanwhile, CBS is going to town with repeated demonstrations of its system to scientific and technical groups.

One day we passed the CBS Madison Avenue lobby when a sign was hung proclaiming that there was an "NTSC demonstration" upstairs.

"What does NTSC mean?" a passerby asked.

"I don't know," said his companion. "I guess it must be a secret society!"

Actually, of course, the initials stood for *National Television Systems Committee!*

WALKING along a street in Chicago the other week, we noticed a sign stretched across a second-floor beauty parlor window. It proclaimed the arrival of a television talent scout who was in Chicago that day to "discover" talent to meet the huge demand for faces and figures in the video entertainment world.

Actually, we didn't stop to enquire. But, somehow, we assumed that the huge demand for television talent was exaggerated. Now, we're not saying the beauty parlor was misleading in its sign. And we don't even imply that there was a catch in the way of a possible "service" or "photographic" fee from the would-be television stars.

But this seems a good time to call atten-



DuMont portable televisor.

tion to the fact that any demand for television talent on a broad scale must first await the arrival of commercial television. Or, at least, improvements in the technical side of the art that would prompt the early arrival of sponsored video airshows.

Even the television program experts—men who have worked on sight-and-sound program development for several years—concede that they don't know what perfect television program fare really is. They say that the ideal program for home kinescopes is an elusive thing and while they have achieved some formulas they believe to be of high rating they won't go so far as to label them ideal program fare.

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tically cut down the number of jobs available so that a newcomer has very little chance here. The tuna fishing boats and the cod fishing fleets are likewise unionized to a great extent, but a few private yachts are still floating around wherein a second class ticket might be able to get a look-see. But here, too, the chances are very slim. The RMCA and the MacKay Telegraph should be contacted for these latter billets. The same goes for the Point to Point stations of the RCA, Mackay, Federal, Globe, etc., which are fairly well union organized. But if you still wish to try them, go to it. A knowledge of teletype and simplex machines for these positions would be quite a help.

In closing we would like to bring

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special attention to bear on the experimental television stations where knowledge in this new and untried field is but a matter of schooling and practical application. If you are lucky enough to be hired for any position with a television experimental station or laboratory, you've really got something that has unlimited future possibilities. There is the case brought to mind of the blacksmith who, when seeing the first automobile go by his open door, was heard to remark, "They won't work," and he went back to shoeing a horse. Don't you make the same mistake.

So good luck to you all. Pick out the spot you'd like to make your life's work and keep sending out applications. Just remember the old saying, "If you keep plugging, you'll click."

Video Reporter (Continued from page 42)

And, until the program directors know the types of programs they want on regular schedules, there is little chance that they would desire to recruit—no less contract—television talent on a commercial basis.

The watchword to would-be television entertainers is a literal "look before you leap." Make sure there is such a thing as profitable television before expecting to make personal profits out of it.

MOST pleasant news to television fans in the New York area was the resumption on Election Day of the RCA-NBC television transmissions on the old 441-line standard. This meant that receiver screens, long darkened, were once again useful on

the old standards, not yet necessitating altering of the home models to the increased number of lines due to follow. But it was very apparent that the transmissions of W2XBS would remain on a strictly experimental plane until the FCC sanctions wider commercial application.

NBC is going to town in a promotional way on its plans for a television station in Washington, D. C.

There are reports that, stirred by the attention given the CBS color television demonstrations, NBC will spring a surprise by introducing an RCA color method in the New York area at an early date. It is reported that RCA has demonstrated color privately but didn't consider it just right for public eyes up to this time.

JOHAN F. ROYAL, formerly NBC vice-president in charge of programs, has been named vice-president "in charge of new activities and developments in broadcasting." That's a long title and an impressive one. And inasmuch as the appointment places him in charge of television among other things, it's quite likely that his name will figure prominently in future television news originating from New York.

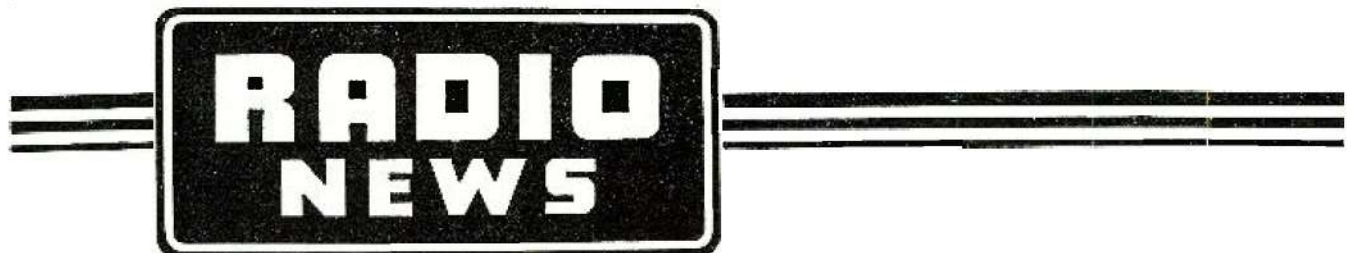
In his many years as NBC program chief, Royal made a world-recognized name for himself. He is credited with many program innovations and frequently toured the Americas and Europe on NBC program business. His name in the television ranks adds prestige to an already important art.

Speaker & Mike Placement

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between mike and piano is about 7 feet.

The uni-directional dynamic mikes are perfect for this application and their use is recommended, or at least given a try. The center mike should



Announces an IMPORTANT CHANGE

In keeping with its enviable policy of bringing the latest radio news first, RADIO NEWS is proud to announce another new service for its readers. Beginning with the next issue the on-sale date will be advanced to the 25th* of the month. This new on-sale date enables RADIO NEWS to keep you more nearly abreast of National Radio Defense and other timely and important phases of radio.

FEBRUARY ISSUE ON SALE AT ALL NEWSSTANDS JANUARY 25th

*In the event that the 25th falls on a Saturday or holiday the on-sale date will be on the 24th.