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**Ohio State Engineer**

**Title:** Television Today

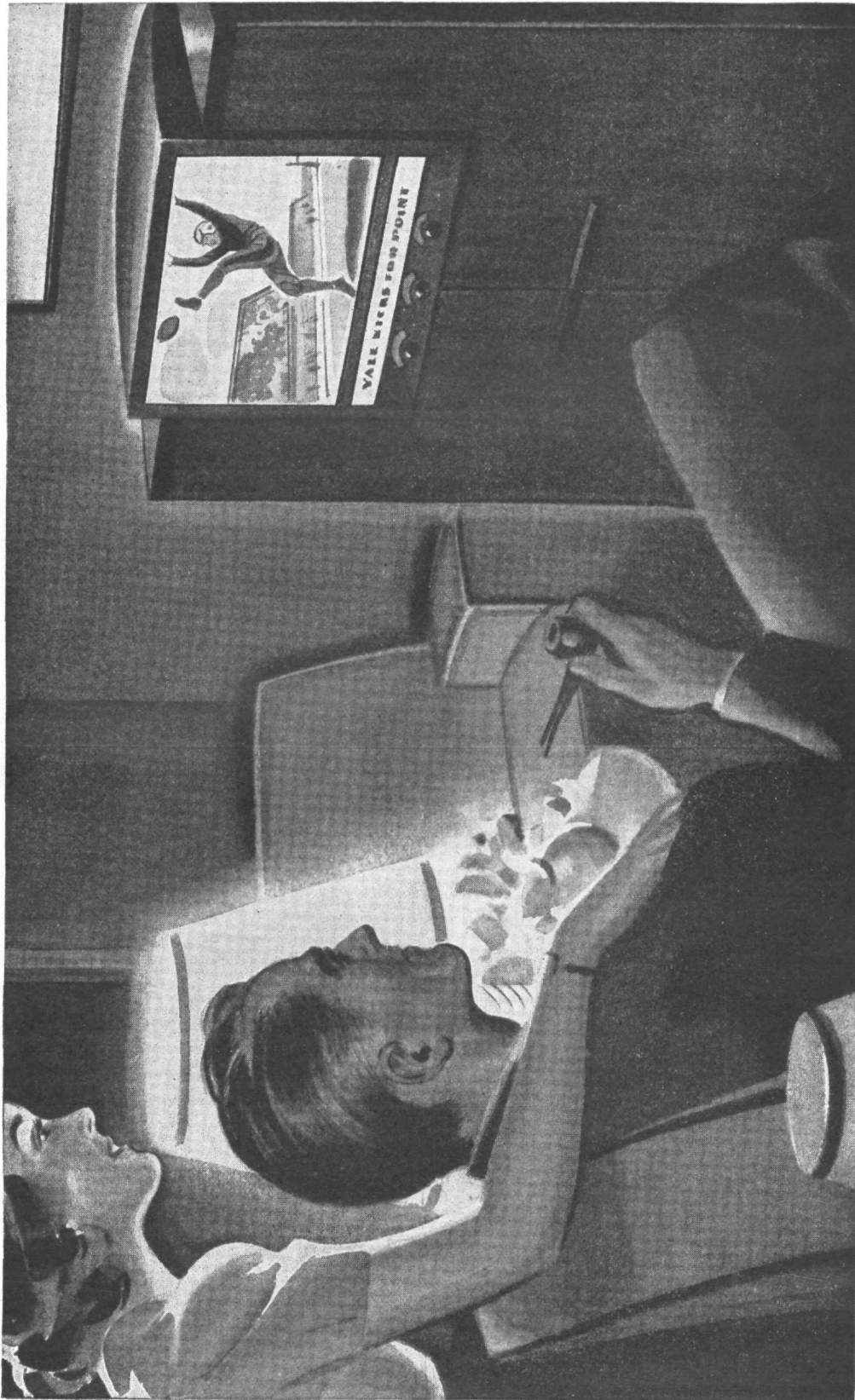
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# TELEVISION TODAY

By HENRY WEISZ, E E IV

TELEVISION broadcast studios are now in operation in Chicago, Los Angeles, New York City, Philadelphia, and Schenectady. The stations in these cities are bringing television to thousands.

Stations are planned for Cincinnati, Detroit, Milwaukee, San Francisco, Salt Lake City, Washington, D.C., Cleveland, New Orleans, and Denver.

Groups in other centers of population including the areas now having stations, are preparing to enter television broadcasting after the war. The plans for many of these stations will be completed at an early date and the stations built as quickly as equipment can be made available. Others will follow as soon as the opportunities in the field become fully recognized.

Even with the limitations of operation necessary today because of the war, the television audiences in the areas with stations receive television entertainment regularly. For example, in Chi-

cago, it is possible to see television programs five times a week, in New York, seven nights a week, and in Schenectady, four evenings a week, including network programs from New York City. This extensive programming activity is providing the basis for most of today's commercial program study.

Many national advertisers regard television as a thoroughly practical method of bringing their product to the attention of the public. Extensive commercial program tests are being made by leading advertisers and advertising agencies.

Television program planning boards are being established by leading advertising agencies to aid in the preparation of programs for clients. As each program is presented, the reaction of the home and radio audience is carefully checked and recorded to aid in the preparation of future programs.

The majority of the 10,000 television receivers



*Courtesy General Electric*

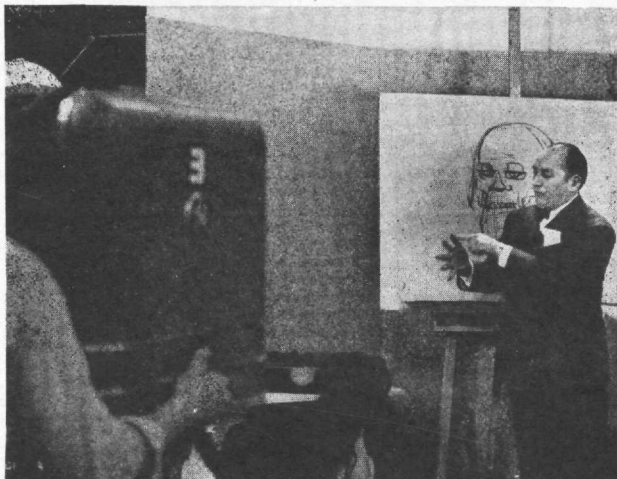
**Control room at television station WRGB with a view of the stage in the background. The middle section shows five images as picked up from the stage by the television cameras. From these the director makes his choice, cutting them in and out for transmission to the receivers.**



*Courtesy General Electric*

**Television station WRGB with heated antenna at left. A four-bay antenna is used to beam the ultra-high-frequency picture signal to the main transmitter. A dipole antenna, mounted on the tower above the video radiator, is used to transmit the aural signal to the main transmitter.**

manufactured before the war are in use today. The audiences which gather in the homes and public places where the receivers are located are providing a program barometer around which postwar programs will be built. They are interested in television and interested in seeing it grow.



*Courtesy General Electric*

**Believe it or Not. Bob Ripley presenting a story of some of his wanderings, illustrated with sketches made for the camera of WRGB.**

An idea as to how fast television will grow may be gathered from the following: Today there are nine active stations serving an area of 22 million population. Eighteen months after construction of equipment starts, there will be a minimum of 40 active stations (based on licenses granted or applied for, March 1, 1944) serving an area of 30 million population. It is estimated that in five years there will be 100 active stations serving an area of 67 million population.

According to A. A. Brandt, general sales manager of General Electric's Electronics Department, television receivers of excellent performance will sell for about 200 dollars after the war, based on prewar price levels. This reduction from the average prewar figure of 400 dollars stems from three facts: (1) The industry will be on a mass production basis; (2) War developments have shown the industry how to simplify circuits like those used in television receivers; (3) War demands for cathode ray tubes have so stimulated production of these tubes that they can be built for a fraction of their former cost.



*Courtesy General Electric*

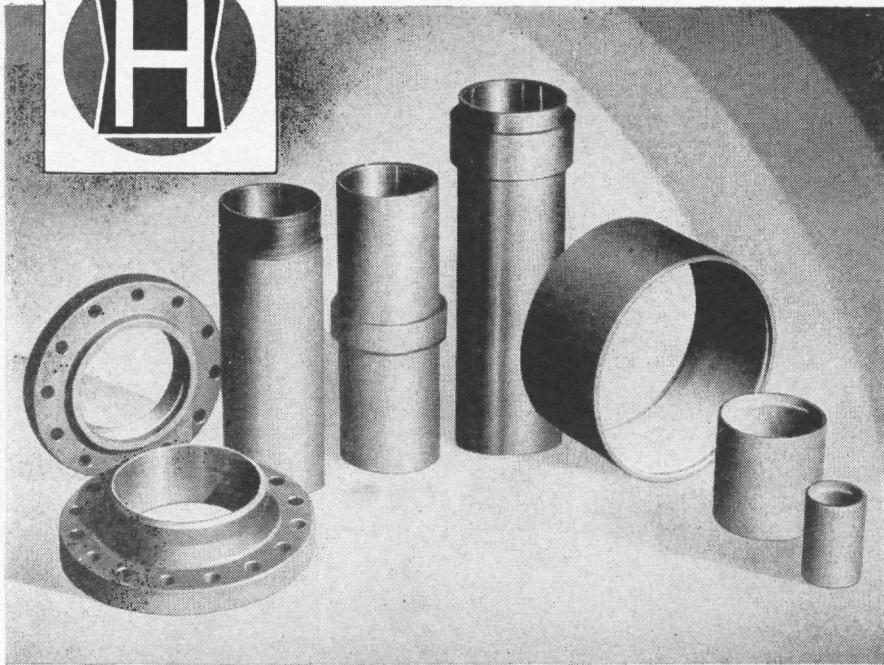
**News broadcaster Seymour Berkson uses a map with which to trace the course of events of that day.**

It is expected that the postwar price will be reduced steadily as mass production gets under way. If sets sell widely—and in view of the public's love of entertainment there is no reason to doubt that they won't—the market will be gigantic.

Nevertheless, as in every new industry, there is much still to be done.

People worry about the size of the pictures. Today's direct-view receivers, employing a 12-inch tube, provide a screen roughly 7½ by 10 inches. Tomorrow's least expensive receivers will provide the same, because this size has been found adequate for the average family. (After all,

(Continued on Page 28)



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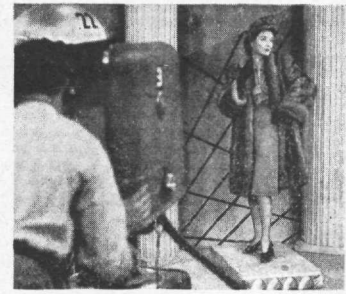
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## TELEVISION TODAY

(Continued from Page 8)



Courtesy General Electric

**For the ladies. A lovely live model walks and talks, showing the latest in fashions.**

only about three or four persons will be watching the show at the same time, and they can sit as close to the screen as they wish.) But for those who want larger pictures, General Electric is planning to provide higher-priced receivers with a projection tube that will provide excellent pictures up to 18 x 24 inches.

There is also the worry about the possibility that color-television's advent will obsolete black-and-white receivers. Color television was demonstrated in Schenectady by Dr. Alexander-son—with "very good results." But color television is still in the development stage.

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