The table mounting model will bring in your program much the same as does this. Above shows television film.

by WILFRED S. ROWE
Croton-on-Hudson, New York

Bringing the television receiver into the reach of the man on the street has been a problem solved by the DuMont Labs.

The din of arguments pro and con the immediate commercial practicality of television in the home, there arises irrefutable sounds of factories busily turning out television receivers, openly and secretly as the case may be. What's more, the really practical sets are selling as rapidly as they roll off the production line; even in the absence of scheduled television programs at the moment. But how can this be possible? It doesn't seem to make sense. But wait a minute...

Television has a tremendous novelty value. A television set has enormous drawing power, either inert through lack of video signals, or in full operation when those rare experimental programs are on the air. And at any rate, with the initial promise of scheduled sight-and-sound programs early in 1939, it won't be long now. So avoid the rush and get your set today. That seems to be the reasoning back of the sales.

The present buyers are mainly dealers and large stores. They want to cash in on the drawing power of television. Dozens of such sets are attracting crowds in the metropolitan New York area. A few scattered sets are being shown beyond the ken of existing television transmitters. Men and women who pride themselves on being "firsts" in most things, are buying sets to show their friends with television reception when and as available. Behind these immediate buyers stand tens of thousands of others ready to buy just as soon as television programs are on a regular schedule.

So much for the buying interest. But can television sets be produced at a price within reason? Will such sets provide genuine home entertainment—something beyond the novelty thrill which wears off in five minutes or less? Will television be practical for the average home?

We turn to television sets already available or at least announced in search of answers to such questions.

So far as price is concerned, television sets are within reach of many households in metropolitan areas where programs will first be made available. Especially straight television sets for just the video or sight portion of the program. Money can be saved by having a short-wave converter connected ahead of the usual broadcast set, making the latter available for the audio portion of the television program. In this way a video receiver with say a 3-inch tube will probably retail around $100.00, perhaps less. A 5-inch tube job will sell around $135.00.

For a complete television set including audio and video channels, the prices will be considerably higher. The 5-inch job will probably retail around $200.00 and the 9-inch around $275.00.

Of course the price will be controlled mainly by the size of the screen image. While the 9-inch job with its "postage stamp" image will satisfy the experimenter and even the individual looker-in, just as earphone reception satisfied many beginners in broadcasting, real television entertainment calls for at least a 9-inch tube job, and preferably the 14-inch. Later will come practical projection type receivers, whereby much larger images will be shown on translucent screens. But that now looms as a thousand dollar proposition, which is generally prohibitive.

One of the first de luxe television receivers to be made generally avail-
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'hard to isolate' troubles." — Bruce N.
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Lester J. Berry, Newark, Ohio.

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in several tough jobs already and
I am learning new uses for it
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