

A GREAT STORE IN A GREAT CITY

THE FAIR
STATE, ADAMS and DEARBORN STREETS



See Over the Telephone

An exhibit of the American Television Institute



**You've Talked About It!
You've Wanted to Try It!
Now Come in and
See for Yourself!**

Free

Television has been the dream of many a scientist for many a long year. Here you see the dream realized! You can SEE and TRY this miraculous machine your very self! And best of all The Fair offers you this marvelous opportunity to be among the first to try it—at absolutely no charge!

Here's the way the 2-way television telephone operates: two booths are set up at opposite sides of our 7th floor. You sit in one, your friend sits in another many feet away. Then the fun begins . . . you hear the soft purring of mechanism . . . see the lights go on . . . you speak into the mouthpiece . . . then the delightful surprise . . . you actually SEE the person to whom you are speaking! He materializes right before your amazed eyes! It's fun! It's thrilling! Come in and try it without cost to you!

THE FAIR—Seventh Floor—State Street Store Only

This ticket is redeemable for one FREE Television-Telephone demonstration on the Seventh Floor of THE FAIR

No 102 C

Read Reverse Side Carefully for Instructions.

See and Hear over
TELEVISION TELEPHONES



Today you may preview in every astonishing detail, a necessity of future life—Television Telephones—where you not only hear the voice of your friends, BUT actually see them as well.

Presented for Your
ENTERTAINMENT AND INSTRUCTION
By

A Great Store in a Great City
THE FAIR
STATE, ADAMS and DEARBORN STREETS
Oak Park—Lake at Madison St. — Milwaukee Ave. at West St.

and
AMERICAN TELEVISION INSTITUTE
of Chicago

The purpose of these Television Telephones is to enable people to talk to, and see, each other at the same time.

Television Telephone booths are numbered so that person in Booth "A" will see person in other "A" Booth, etc. Only booths with identical numbers are connected. With switchboards any two phones could be connected, but for exhibition and educational purposes, switchboards are not necessary.

INSTRUCTIONS

1. Go to a booth which corresponds to the color of this ticket, making sure your friend goes to the opposite corresponding booth.
2. Enter booth, seat yourself, and grasp telephone with left hand in same manner you use ordinary telephone. Do not attempt to pull phone to you. Phone is stationary, and by bringing your head to earphone, you automatically move into Television focus.
3. Speak to your friend in other booth through telephone mouthpiece, making sure he is ready.
4. Deposit dime provided by The Fair in coin slot, push lever all the way in, signalling to your friend to do likewise.
5. When you know your friend is ready, instruct him by phone to pull lever out at same time with you.
6. You will see your friend as he talks with you. Speak naturally, relax, enjoy this newest of sensations—TELEVISION.
7. Mechanism operates for one minute. Remain seated until image disappears. Attendant will open booth for you.

<p>TELEVISION TELEPHONE</p> <p>A 400</p> <p>Please present this ticket to operator of Booth A</p> <p>STIX, BAER & FULLER & AMERICAN TELEVISION INSTITUTE</p>	<p>TELEVISION TELEPHONE</p> <p>B 400</p> <p>Please present this ticket to operator of Booth B</p> <p>STIX, BAER & FULLER & AMERICAN TELEVISION INSTITUTE</p>
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The Golden Rule

a feature of our
Golden Jubilee Celebration



First Store in America to present **2-WAY TELEVISION**

miraculous wonder of the modern age

You've wondered about it . . . you've dreamed about it . . . you've heard all too little about its wonders. Now, you can SEE and TRY for yourself this wonder of wonders, 2-way TELEVISION.

Two booths are set up on opposite sides of our second floor. You sit in one . . . a friend sits in the other almost a block away. Mechanism begins to purr . . . lights go up . . . you speak into the phone mouthpiece: "are you ready?" . . . and you have the thrill of your life when you not only hear the voice from the other Television Booth, but see, right before your eyes, the person to whom you are speaking.

The Golden Rule thanks the American Television Institute for this opportunity of bringing two-way TELEVISION for public inspection. It is indeed an honor to be the first store in America to be accorded the privilege, and we know that you will be grateful for this chance to SEE and actually USE this very advanced method of communication.

As a feature of the Golden Jubilee, beginning 50 more years of leadership, it is indeed fitting to sponsor TELEVISION, destined to play a big part in our lives throughout the coming decades.

TELEVISION

My first experience with Television was at THE MILWAUKEE FOOD SHOW in October, 1936.

I saw and talked with

John Doe

Through the courtesy of

Mrs. Karl's Bakeries INC

A bakery secured unusual advertising from one of our phone exhibitions by using a souvenir card.

Television Put on Show

Two-Way Projection of Images Via Wire on Exhibition Here

Two-way television telephone service as a practical reality was demonstrated yesterday in Los Angeles in its most advanced form.

Amazingly lifelike in its image projection the television equipment, developed in the Chicago Laboratories of the American Television Institute, demonstrates the strides in apparatus of its kind.

MOVING IMAGE

Booths the size of ordinary public telephone stalls and similar in appearance, except that they are completely inclosed to shut out extraneous light, are used for the television service.

Conversation is carried on the same as over any telephone. But in addition to hearing the voice of the person spoken to a moving image of the party is clearly seen on a recessed screen.

WIRE OPERATION

As demonstrated in Los Angeles the equipment is operated with wires strung between the two booths. The service may be used equally well by sending the electrical impulses over the air as in radio broadcasts.

While the equipment still is too costly for installation in every home serviced by telephone it can be made available to the public at approximately \$1000 a booth, according to institute engineers who are demonstrating the service at a downtown department store.

PRESENT SCOPE

Images projected on the machines are approximately an inch and a half square. It is possible to enlarge the image to as much as ten feet square but the cost of such equipment, it was pointed out, is prohibitive.

With adequate electrical apparatus the system will work at any distance. The machines now on demonstration will send images clearly and distinctly approximately four miles over wires.

From the mechanical standpoint the system operates by means of a scanning disk and photo-electric cells which pick up the image and transform it into electrical impulses. On the receiving machine the electrical impulses are resolved into the image.

The press in Los Angeles write the above story about the developments in our laboratory.

Interest Keen In Television Demonstration

Television Telephone in
Operation at Brooks-
Gillespie Motors, Inc.

A television telephone, which enables you to sit at your telephone and see the person with whom you are speaking, is creating a mild sensation in the showrooms of the Brooks-Gillespie Motors Inc., Laura and State Streets. It is believed to be the first exhibition of television in Florida.

The public will be allowed to participate in the demonstration with one of the new television phones by making a donation to one of Jacksonville's most worthy Christmas charities. Arrangements for this exhibition of one of the most startling of scientific developments were made with the American Television Institute.

The equipment on display includes two two-way television telephones. You will sit in a darkened booth with a friend in another booth, and as you talk both persons will be able to see each other clearly.

R. B. Fullerton, president of the American Television Institute, in commenting on the television telephone said:

"A photo-electric eye casts a beam of light upon the person in the booth, and this light, reflected to a sensitive receiving medium, is transmitted into electric impulses which are amplified and carried into the booth across the way.

"There a receiving device transmits the electrical impulses again into a pattern of light or the image of the person at the other end."

It is believed that the television telephone will be put into practical use at some future date. It probably will be many years, however, and those desiring to get an idea how it will work are urged to secure a demonstration in the showrooms of the Brooks-Gillespie Motors Inc., Chrysler and Plymouth dealers.

DAYTONA BEACH, FLORIDA,

Daytonans Show Interest In Exhibit of Television

Widespread interest was manifested yesterday following the announcement that Charlie's Grill, in cooperation with the SUN RECORD, would sponsor a demonstration of the world's latest scientific product—television.

Final details for the demonstration, which will open at 10 A. M. Monday and continue through Saturday, were worked out in a conference between Charlie Reese, owner of the grill, and H. W. Scheneman and W. H. Staiford, the two technicians in charge of the exhibit.

The operation of the telephone television outfit is no more complicated than lifting an ordinary telephone receiver and calling someone else, the technicians explained to Mr. Reese. There will be two telephone booths installed in the grill. A person wishing to use the instrument enters one of the booths and

a companion enters another. An operator on duty will give full instructions, after which the blinds are drawn, making the cabinet totally dark.

In simple, lay language—the persons in the booths look through a pair of copper wires with the help of modern science.

"The whole thing sounds so fantastic," Mr. Reese said last night. "That one finds it hard to believe but these technicians are so serious—so concerned with their work that there is no doubt but what they know what it is all about."



CONTRACT SIGNED

Left to right, C. B. Chambers and R. B. Fullerton, both of the American Television Institute; W. S. Kirkpatrick, managing editor of The Georgian, and Joel T. Daves and Harry Sommers, both of the Harry

Sommers Motor Company, where television by telephone will be demonstrated on behalf of The Georgian's Empty Stocking Fund. Group was snapped at the signing of the contract for the demonstration.

International News Picture by Georgian Staff.

Television by Phone to Be Shown Here

Television, the modern miracle of science, in a form simple, practical and easily demonstrable to the layman, is being brought to Atlanta next Monday by an Atlanta business establishment as a contribution to The Georgian's Empty Stocking Fund.

Four two-way television telephones, the first ever demonstrated in the South, the latest practical television devices to be created in the laboratories of the American Television Institute, will be set up in the show rooms of the Harry Sommers Motor Company, so that all Atlanta may see and use these newest creations of science.

Although there will be no compulsory charge, all those using the machines will be requested to make a small contribution, every

penny of which will go to swell the Empty Stocking Fund for the children of the poor.

The machines themselves are simple to operate. They are inclosed in booths much like an oversized telephone booth. The visitor takes his place before an ordinary telephone, of the French type, while a companion enters a similar booth some distance away. Shades are drawn to shut out light so that the image may be seen, for the picture of the person in the other booth appears much like a picture on the screen at a movie.

R. B. Fullerton and C. B. Chambers, American Television Institute heads who are here planning the installation of the machines, explained the general principles

on which they operate.

"A photo-electric eye casts a beam of light upon the person in the booth," said Mr. Fullerton. "This light, reflected to a sensitive receiving medium, is transmitted into electrical impulses, which, amplified, carry to the booth opposite, where a receiving device transmits the electrical impulses again into a pattern of light, the image of the person.

"The images are clearly defined."

The show rooms of the Harry Sommers Motor Company, where the four machines are to be set up, are located at 446 Spring Street.

The machines will remain on demonstration throughout the week preceding Christmas.

Vision Phones Will Be Shown

Latest Marvels Science
on View here Dur-
ing Next Week

Telephone television, one of the latest marvels of science, is to be demonstrated in Gainesville for the first time by Shaw & Keeter, local Ford and Gulf gasoline dealers, on Friday and Sat., Feb. 26 and 27.

Booths will be set up in the show rooms by W. H. Stafford and H. W. Schenerman, graduate television engineers from the American Television Mfg. Co. of Chicago, pioneers in public education for television.

Explaining how it works, Mr. Stafford said:

"One person enters a phone booth, a companion enters another one nearby, blinds are drawn to make the booths perfectly dark and as the telephone receiver is lifted the voices are transmitted over the wire and the images of the persons speaking are reproduced on a small screen in each booth. It is like talking into a mirror and having your image talk back to you, though instead of your own image it is the person's in the other booth to whom you are talking that you see.

"A photo-electric cell casts a beam of light on the persons in the booths, and this light reflects to a sensitive receiving medium, is transmitted into electrical impulses which are carried into the two booth. There, receiving devices again transmit the electrical impulses into a pattern of light and the image of persons are shown on two-inch squares.

PLAN DISPLAY OF TELEVISION

Florida Fair Visitors to
See New Wonder of
Science World

Tampans and other visitors to the Florida State Fair opening Tuesday will be given an opportunity to see a new wonder of the world of science, as a television-telephone display will be on exhibit in the Cigar Industry Building.

A. L. Cuesta, chairman of the Fair Exhibit Committee of the Tampa Cigar Manufacturers Association, yesterday completed negotiations with the American Television Manufacturing Co. of Chicago to bring the unusual display to Tampa. It will be the first form of television ever seen in this city. The machines have been on exhibit at Jacksonville, Miami and St. Petersburg in recent weeks.

Equipment on display will include two television telephones.

The interested person may go into one of the booths, which is then darkened by a Venetian blind. His wife or best girl may go to the other booths, and as they talk to each other over the television-telephone, it will be like talking into a mirror and having the other person talking back. The telephones will be the French type.

Here is the way one of the factory representatives here explains the technical operation of the apparatus:

"A photo-electric eye casts a beam of light upon the person in the booth, and this light, reflected to a sensitive receiving medium, is transmitted into electrical impulses which are amplified and carried into the booth across the way.

"There, a receiving device transmits the electrical impulses again into a pattern of light—the image of the person at the other end."

W. H. Stafford and H. W. Scheneman are company technicians who have arrived in the city to set up the exhibit and remain here to explain its operation to the Fair visitors. C. P. Chambers, representative of the American Television Institute, Chicago, made arrangements for the display here.

THE ST. AUGUSTINE

Vision Phones Will Be Used Here 2 Days

Fort Marion Chevrolet In-
vites Public to Use
Equipment

Vision phones may be seen and used at the Fort Marion Chevrolet plant on St. Marco Avenue tomorrow and Saturday, and the public is invited to visit the plant and enjoy the novel sensation of talking over the telephone to someone in a nearby booth, and seeing the person to whom one talks.

That sounds like a miracle, and it really is one of those scientific miracles that people are becoming accustomed to in this wonderful age.



BRING TELEVISION HERE



The picture shows Charlie Reese, seated, signing a contract for a television exhibition which will be staged at Charlie's Grill next week. C. P. Chambers, manager of the demonstration, is standing. (Photo by Coursen.)

DAYTONA BEACH, FLORIDA,

Booths to Be Installed for 'See-Speak' Conversations Beginning Monday

The newest development of modern science—telephonic television—will be demonstrated here next week when Charlie's Grill, Ocean Blvd., is transformed into a studio where the public will see television equipment—and use it for "see-speak" conversations. The **SUN RECORD** is cooperating in the demonstration and assisted in the negotiations.

C. P. Chambers of the American Television Manufacturing Co., yesterday completed negotiations to stage the exhibition which will open next Monday and continue through Saturday night at hours to be announced later.

The booths—two of them—will be set up at either end of the beautiful grill and be placed in operation. One person enters a 'phone booth, a companion enters the other, blinds are drawn to make the booths perfectly dark, and as the telephone transmitter is lifted, the voices are transmitted over the wires and the faces of the persons speaking are seen on a small screen in each booth.

Mr. Reese explained last night that he felt the demonstration would do much to dispel doubts as to the future of television and would graphically explain the mysteries of voice and image going over the wire at the time time.

Jacksonville Journal

Television Telephones Will Be Here Tuesday

Brooks-Gillespie at Laura and State to Bring Scientific Demonstration Here and While No Charge Will Be Made to See It Work, Everyone Will Be Asked to Make a Contribution To Happy Hearts Club.



In a book that everybody knows, it is written that a little child shall read them.

Next week, a little child will take a new science by the hand, and lead it into Jacksonville.

Television! You've heard of telephone television, science's latest

marvel. Well, next week, under auspices of Happy Hearts, telephone television will be introduced to Jacksonville.

That's where the little child comes in. His name is legion. He is poor. But he believes in Santa Claus.

And so do grown-ups who are arranging for the demonstration of television telephones at Brooks-Gillespie Motors.

And so do you! Which is why you'll be glad to co-operate, and help with Happy Hearts, when you go see how television works.

A contribution to Happy Hearts is all that will be asked.

Next Tuesday, the four over-sized telephone booths will be all ready in the showrooms at Brooks-Gillespie's, at State and Laura streets.

In the picture above, you see arrangements being made with offi-

cial of the American Television Institute.

In the center, seated, is Erwin Brooks, vice-president of Brooks-Gillespie. To his right is Mrs. Guy Kenimer, representing Happy Hearts. Mayor Alsop is to the left.

G. B. Gillespie, president of Brooks-Gillespie, is shown to the left, standing. To his right is C. P. Chambers, public relations man for the Television Institute. The third man is R. B. Fullerton, Institute president.

Equipment on display will include two 2-way television telephones.

You will sit in one darkness booth, with your wife or best girl in the other, and as you talk to each other over the tele-telephone, it'll be like talking into a mirror and having the other person talking back to you.

But of course each of you will

—Photo by Spottswood

make your own expressions!

Here's the way Mr. Fullerton explains it:

"A photo-electric eye casts a beam of light upon the person in the booth, and this light, reflected to a sensitive receiving medium, is transmitted into a electrical impulses which are amplified and carried into the booth across the way.

"There, a receiving device transmits the electrical impulses again into a pattern of light—the image of the person at the other end."

Television telephones are as simple to use as ordinary telephones.

But seeing, of course, is believing.

So plan next week to add to the Happy Hearts fund, and to the fund of your own information about this miraculous world! This will be Florida's first television demonstration.

GREEN BAY PRESS

TELEVISION WILL BE SHOW FEATURE

Visitors to See "Modern Miracle" at Auto Display.

A demonstration of the latest miracle of modern science—television—will be an outstanding attraction at the Auto Show to be presented in Columbus Community club auditorium Saturday, Sunday, and Monday, and will vie for the attention of patrons at the show with the scores of new models to be shown by 13 Green Bay automobile dealers.

The television demonstration will be accomplished through the use of two booths, fitted with telephones and with television screens. Friends who wish to test the device will be seated, one in each of the booths, and when they begin their telephone conversations images of their faces will be transmitted to the television screens.

There will be no special charge for the demonstration, and all who attend the show will be privileged to "try it out," and see for themselves how the invention, now being further developed for use in home receiving sets, operates.

The Green Bay show is the first in this section of the state, if not in the state as a whole, and those who follow the style and mechanical trends of cars from year to year will be treated to their first glimpse of the new models offered by the various manufacturing firms.

Doors of the auditorium will open at 10 o'clock each morning during the three days of the exposition, and close at 10 o'clock each evening. As an added attraction on Sunday and Monday evenings, a style show will be presented by Baum's department store. Orchestra music will be furnished both evenings, before, during and after the style show.

Television Phones Shown at Butt's Packard Offices

Simplicity of Apparatus
Astonishes Orlando
Leaders

What is probably the first practical demonstration of television telephones ever to be seen by Central Floridians is now on display at the Nixon Butt Packard Company on North Orange Avenue.

By special arrangement with the American Television Manufacturing Company, Mr. Butt has made it possible for this educational and interesting exhibit to be shown in Orlando.

The four combination transmitters and receivers that are on exhibition here are the only commercial television outfits in the country outside of electrical laboratories, according to W. H. Stafford who is in charge of the machines.

Stafford, who with his assistant, H. W. Shenneman, are representatives of the American Television Company, briefly and in non-technical terms describes the operation of the instruments as follows:

"One person enters one booth, a companion enters another booth near by. Blinds are drawn to make the booths perfectly dark and as the two people begin to talk to each other, the images are reproduced on a small screen in each booth. It is like talking into a mirror and having your image talk back to you, tho instead of your own reflection, it is the person in the other booth with whom you are talking whose image you see.

"A scanning light casts a beam upon the persons in the booths. This light is reflected to a sensitive receiving medium and is transformed into electrical impulses which are carried into the two booths. The receiving devices again transform the electrical impulses into a pattern of light and the images of the persons are shown on two inch squares.

"The television telephones are said to be as simple to use as ordinary telephones, the difference being you actually see the image of the party with whom you are talking."

"These television telephones will be on display at the Central Florida Exposition thru arrangements made by Mr. Butt. He emphasizes the fact that this is not a midway attraction or a fake of any kind, but a scientific, educational exhibit that someday, in a more compact and improved form, will be in nearly every home in the country.

These devices are not to be confused with radio television, Stafford said yesterday. "In fact, I expect that radio television will be put within the reach of the average citizen before television telephones."

The first television telephone exhibition in the United States was held in Chicago in October, 1936, while the first actual demonstration of television itself was given 10 years ago by U. A. Sanabria of Chicago, chief engineer of the Television Institute of Chicago.

Orlando Leaders See Each Other Over Phones



Mayor V. W. Estes (left) and H. N. Dickson, president of the Greater Orlando Chamber of Commerce, talking to and looking at each other thru the television telephones now on display at the Nixon Butt Packard Company. The Mayor and Mr. Dickson were the first Orlandoans to use the new devices.

THE ST. AUGUSTINE RECORD

Inspect New Scientific Marvel



M. H. Westberry, president of the St. Augustine and St. Johns County Chamber of Commerce (left) and Mayor Walter B. Fraser (right), as they congratulated Charles S. Isaacs, Jr., president of the Fort Marion Chevrolet Company upon securing a two-day local demonstration of the new vision phone, one of the miracles of modern science. This photo was taken shortly after Mayor Fraser and Mr. Westberry had inspected the equipment. The general public is cordially invited to visit the Fort Marion Chevrolet Company today and tomorrow where free demonstrations will be given.

Television-Telephone Will Be Demonstrated To Ocalans

Newest Marvel To Be Shown Free On Tuesday and Wednesday At Ocala Motor Company

Television telephones, over which users may be seen as well as heard, will be on exhibition in the showrooms of the Ocala Motor company, Ford dealers, on North Main street, Tuesday and Wednesday.

Although this marvel of the scientific world has been used for practical demonstrations less than a year now, Ocalans and Marion motorists will be afforded the opportunity of becoming some of the first to see and use it, through the courtesy of the local automobile dealers.

Wisdom and Bill O'Neal have just completed arrangements with C. A. Chambers, public relations manager, and W. H. Stafford and H. W. Scheneman of the American Television Manufacturing company of Chicago and they are establishing headquarters for their demonstration here.

How It Operates

Four telephone booths are included in the equipment. Inside each is a telephone handset of the French type and directly in front of the user's face is what is known as a scanning disk, upon which the image of the person to whom the user is talking is projected. Surrounding the disk are several large lights, which closely resemble auto dome lights, and these in turn pick up the image of the user and after

carrying it through the various electrical processes send it in impulses to the other television-telephone.

Upon entering the booth the blinds are drawn to assure darkness. The user speaks into the telephone mouthpiece and the other party, usually some friend, answers back from another booth. Instantly the image of the other person's features are thrown on the disk before the user's eyes. Quite naturally the user is so startled by the demonstration that he can scarcely think of anything to say but "Hello—are you there?" and "Goodbye."

History Making

It is expected that the demand here for a trial of the device will necessarily limit conversations and demonstrations to brief periods for each individual, but those who see and use the device will have the distinction of telling their grandchildren "I used one of the first television telephones." Television-phones are entirely new, although inventors and scientists have worked on them for years. This is the only known publicly demonstrated apparatus of its kind in the United States.

The first similar public demonstration was made in Germany last year, and those in America have been limited since that time. The govt of the television telephone is said to be "just around the corner" and will be made available to the public before many years if the dreams of inventors and researchers are realized.

DON'T MISS IT!

SEE THE MARVEL OF THE AGE

TELEVISION PHONES FREE

FOR THE BALANCE OF TODAY AND
ALL DAY WEDNESDAY

See, as well as hear, the person with whom you are talking. Shown for the first time in Germany less than one year ago and in the United States on Oct. 21, 1936. Bring a friend with you for your first television conversation.

ON OUR STREET FLOOR OR BASEMENT

G. A. DREKA & COMPANY

DeLand, Florida

DELAND, FLORIDA.

TELEVISION IS STARTLING TO LOCAL PEOPLE

Many Of Them Completely Astounded As They Conduct Experiment At Dreka's Store Today

IMAGE APPARENTLY SUSPENDED IN AIR

By LEROY NORTHRUP

Fascinating thing, this television which is being demonstrated at Dreka's today, tomorrow, and Wednesday by two young Chicago engineers of the American Television Institute.

Scores of people crowded the department store this noon to have the never-to-be forgotten experience of conversing with a talking picture of a companion in a little booth on the opposite side of the room.

The apparatus being demonstrated by W. H. Stafford and H. W. Scheneman is composed chiefly of two large cabinets in which are telephones of the French variety, for the talking part of the television demonstration is a regular telephone circuit.

"Eyes of Television"

Clustered about the four sides of a square concavity in the panel of the booth are four flat electric light globes similar to the dome lights of a sedan. Mr. Stafford explained that these are the eyes of television, which pick up the features of your face and speed them to the opposite booth.

You enter the booth and sit down before the panel. As you reach for the telephone, the curtains drop to darken the booth, and the scanning light begins jiggling through a little window in the depth of the concavity in the panel.

Suddenly—the face of the companion to whom you are about to talk appears suspended in mid air a foot or more before your eyes.

Suspended In Mid Air

The projected face has emerged from the box-like concavity and as there is no screen for the vision to be thrown against, it is suspended there in copper colors, seemingly floating.

Television-Phones Amazing To Those Who Use Them

Devices Will Be On Display
In Ocala Thru Wednesday
Night

(By Wilton Bartin)

Well, I had my first view of television-telephone today . . . those devices resembling phone booths where you go in, sit down start talking to see a projected likeness of the party at the other end of the line.

They're on exhibition down at the showrooms of the Ocala Motor company, on North Main street, and will be there up to and including tomorrow evening.

Here's one who must admit that he, with considerable experience as a "ham" (amateur) radio operator, and with a lot of association with things electrical, was nevertheless startled and amazed at the first squint of television.

At the other end of the line sat "Mac" MacDowell of the Star advertising department, on one occasion . . . at another time the conversation was with Photograph or Gleason . . . the face of each was easily recognizable in spite of the shimmering appearance of the projected likeness on the scanning disc.

Like Early Movies

If someone asked for an honest opinion on these devices, yours truly would compare them with early attempts at moving pictures . . . they have just about the same amount of "shimmy" and otherwise remind one of the old-fashioned silents.

Don't mistake me, however . . . they are marvels, and their importance to the future of television for practical use are of inestimable value . . . we must remember that nothing walked before it first crawled . . . television is no exception.

But, anyway, those persons who have gone to the Ocala Motor company to see the television-telephones and have used them have had something of a taste of what may be expected every day in the week some few years from now.

Will Be Improved

Television telephones will doubtless be in practical use throughout America within the decade. Of course they will be considerably improved before they are placed in every day service.

But the exhibition of the television-telephones in Ocala is not to be overlooked. Especially by those interested in advancement of science, radio and television. Wisdom and Bill O'Neal of the Ocala Motor company are to be congratulated and thanked for bringing this exhibition here. It cost them plenty, but the good will created by the exhibition will materialize for them in long range dividends.

To give an explanation of the workings of the television-telephones would be to resort to the involvement of numerous technical terms, and a personal trial, which costs the public nothing, will serve to be more convincing . . . and certainly more surprising and interesting.

Television by Phone Will Be Shown Here for Legion

Telephone television, one of the latest marvels of science, is to be demonstrated in St. Petersburg beginning Wednesday and continuing for six days, at the American Legion home, Central avenue and Beach drive, for the benefit of the Legion's welfare fund.

Booths will be set up at the Legion home under the direction of W. H. Stafford and H. W. Scheneman of Chicago, engineers in charge, representing the Television Institute of Chicago and the equipment will include two-way television telephones. Explaining how it works, Stafford said:

"One person enters a phone booth. A companion enters another booth near by. Blinds are drawn to make the booths perfectly dark and as the telephone receiver is lifted the voices are transmitted over the wire and the images of the persons speaking are reproduced on a small screen in each booth. It is like talking into a mirror and having your image talk back to you, though instead of your own image it is the person in the other booth with whom you are talking and whose image you see.

"A photo-electric eye casts a beam of light upon the persons in the booths, and this light, reflected to a sensitive receiving medium, is transmitted into electrical impulses which are carried into the two booths. There, receiving devices again transmit the electrical impulses into a pattern of light and the images of the persons are shown on two-inch squares."

The television telephones are said to be as simple to use as ordinary telephones. The difference being you actually see the image of the party with whom you are talking.

Earle M. Darby, chairman of the welfare fund committee of Legion post No. 14, in announcing the demonstration here, said the cost is being paid by the Southern Brewing company. The demonstrations will begin at 10 o'clock this morning with a talk by Mayor Smith, and will continue until 10 o'clock tonight. The same hours will prevail during the remaining five days. There will be a small admission charge and the proceeds will be

used in financing the welfare work of the Legion post.

The first telephone television exhibition in the United States was held in Chicago in October, 1936, while the first actual demonstration of television itself was given 10 years ago by U. A. Sanabria of Chicago, chief engineer of the Television Institute of Chicago.

Students View Television Phone

To Atlanta's laymen, the television telephone is just another marvel of science, to be accepted as the radio is accepted, without too deep a probing into the whys and wherefores of its working.

Not so the young engineers of Georgia Tech, who this week in dozens have visited the show-room of Harry Sommers, Inc., where the television phones have been on display as Mr. Sommers' contribution to The Georgian Empty Stocking Fund.

They want to KNOW why, and how, the image of a person talking can be transmitted to a screen in another telephone booth simultaneously with the voice of the person talking.

BUSY WEEK

Thus the engineers of the American Television Institute, brought here from Chicago to demonstrate the machines in their first showing south of the Mason and Dixon line, have had a busy week answering the questions of young men who know a little about television in theory, and realizing its future importance in the field of communication, have an avid desire to know more about its actual working in practice.

They have examined the photo-electric eye which transmits the image. They have probed the com-

the original image into electrical impulses, shoots it along a wire as such, reproduces it again as lights and shadows on a screen.

NUMBERS AUGMENTED

Their numbers have been augmented by hundreds of laymen, attracted by the new marvel of science just as, around the turn of the century, the automobile brought hundreds to peer and gasp as it choked and spluttered, actually moving.

Their interest has paid dividends. First, to their own curiosity, in being able to say, in future years, when television is standard equipment on every radio, every telephone where it is desirable, "I saw one of the first television machines that actually worked."

Second, it pays dividends to the Empty Stocking Fund, for, though there is no charge to the users of the television phones, each person is requested to make a small contribution to the boxes near the booths, every penny of which goes into the fund to buy a Christmas Stocking for some poor youngster who would be forgotten.

Telephonic Television Will Be Shown Here First Time This Week

Telephonic television, believed to be the greatest achievement of science since development of the radio, will be brought to Gainesville Friday in an exhibition open to the public.

Four telephonic television booths, created by the American Television Institute of Chicago, pioneer in the field, are being brought here by the Shaw and Keeler Motor Company and will be seen at their showrooms Friday and Saturday, Feb. 26 and 27.

The machines to be shown here were first displayed in Germany in March last year, and in this country last October.

The visitors will not only see but use, the machines, according to an official of the Television Institute, in charge of the showing here.

"The television telephones will be placed in four booths, widely separated on the floor of the show room," explained the official. "The visitor, upon entering, will be given a number. His or her companion will be given a card bearing the same number.

"When their time comes, they will enter different booths and take their places before what seems to be an ordinary telephone of the French type, attached to a board like the panel of an airplane.

"Blinds around the sides of the booth will be drawn, for the booth must be in complete darkness, in order that the image may be seen.

"The rest is simple. The phone is used just as any other phone telephone.

"But, as the voice of the person in the other booth comes over the wire, the image of the speaker also appears on the panel in front of the telephone.

"It is clear and easily recognized, taking the head and part of the shoulders of the speaker.

"The process by which the image is transmitted is of amazing engineering complexity.

"Leaving out all technical details, it is simply this: the face of the speaker is placed on the light of the photo-electric eye, the reflection falls upon a sensitized plate which transmits light and shadows into electrical impulses, the electrical impulses surge over the wire to strike a receiving unit which transforms them back into light and shadows."

The television telephones have been shown recently in other cities in the North and East, but the showing here will be the first demonstration ever held in this county.

THE DELAND SUN NEWS, DELAND, FLORIDA.

Talk To Lady Friend On Telephone and See Her Too At Dreka's Store

Television in the home may be years away, but West Volusia County citizens will have the unique opportunity to actually be televised Monday, Tuesday, and Wednesday at Dreka's Department Store by the only television telephones operating in the United States.

Recognized as the greatest achievement of science since the development of radio, the apparatus to be installed here Monday morning will permit companions in little booths on opposite sides of the room to converse with talking pictures of one another.

A wife can see her husband while talking to him over an ordinary telephone, and a girl can see her boy friend. Boys can turn up their noses at another fellow and let him make a face back.

Images Copper-Colored

The images will be copper-colored, but will be clear and easily recognizable, taking in the head and part of the shoulders of the speaker.

Leaving out the technical details, the process is simply this:

The visitor and his friend will enter opposite booths and take their places before a telephone attached to a panel surrounded with light globes.

As the telephone is used, the image of the opposite person automatically appears on the panel of the darkened booth.

By Means of Electricity

Beams of light cast through a rapidly revolving perforated disk strike the face of the speaker and are picked up by a photo-electric eye, which transmits the lights and shadows of the features into electrical impulses.

These impulses surge over the wires to strike a receiving unit in the opposite booth, where they then are transformed back into lights and shadows on a small screen.

Engineers of the American Television Institute of Chicago, pioneers in television, will operate the machines. The cost of bringing the exhibit to DeLand, has been paid by Dreka's, and a small fee will be charged persons desiring to use the apparatus.

TELEVISION SET IS SHOWN HERE

Telephonic Communication With Images Displayed in Miami

Television, the same television about which you've been hearing musical comedy gags ("there's the telephone—I'll have to powder my nose") for many years, appears a real factor in communication of two-way television telephones, currently displayed at Nolan-Peeler Motors, Inc., 2044 Biscayne blvd.

Under auspices of the American Television Manufacturing Co. of Chicago, developed by U. A. Sanabria, the two sets of telephones in operation at the motor company are the only two-way communication sets in existence. They are operated upon the scanning disk principle, and are in reality simple telephone circuits with television attachments. W. H. Stafford and H. W. Scheneman, technicians, are in Miami to demonstrate and explain the apparatus.

"It may be a considerable time before this system becomes a unit in every home, as radio," says Stafford, "because of the terrific commercial opposition to it."

The technical design of the machine includes a lens in front of a scanning disk, behind which burns a special 500-watt lamp. Pinpoints of light are projected upon the face of the subject—at the rate of 900 revolutions a minute from the disk—breaking the face into light areas, which are in turn reflected upon four electric eyes, which transform the light energy into electric pulsations. The electric energy is shot out upon the wires to a receiver, a glow lamp behind the scanning disk at the opposite end of the line, and becomes a red-glowing but easily recognizable image.