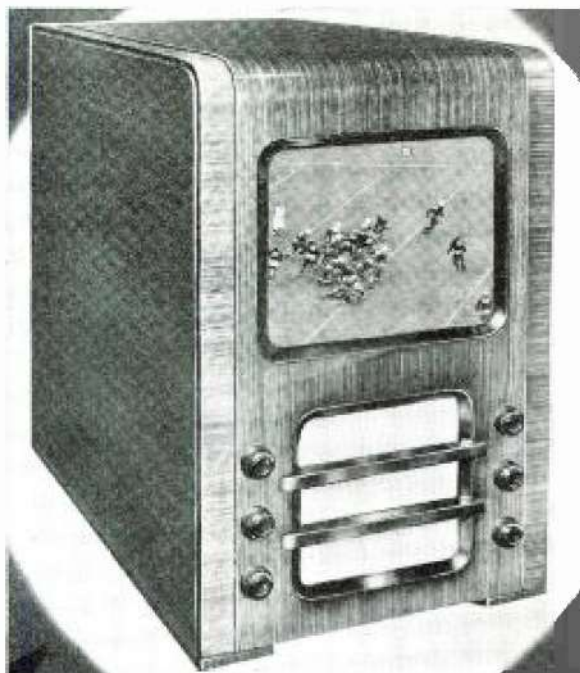


# The DuMont Receiver

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

**A**BOVE the din of arguments pro and con the immediate commercial practicability 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 official promise of scheduled sight-and-sound programs early in 1939, it won't be long now. So avoid the rush and get that 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. Monied folks who pride themselves on being "first" in most things, are buying sets to wow 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 tele-

vision 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 3-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-

able is the sight-and-sound DuMont table model. Not a great deal larger than a really good table model radio. And just about as simple. Only the opalescent screen end of the huge cathode-ray tube framed in the upper half of the front panel, gives it away. Below is the 8-inch dynamic speaker grille, on either side of which are six control knobs.

The 14-inch tube provides a full 8 x 10 screen image. The black-and-white pictorial detail is excellent. Images are brilliant, remarkably free from scanning pattern and return trace and without objectionable flicker. They are fully comparable with home movies. A dozen persons can follow (Televise further on page 47)



Two chassis views of the DuMont Set. Double decks are used for compactness.





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 "Going through a set with the Chanalyst is almost instantaneous. With . . . (another instrument I have) I took all day and was angry before I was through." —Lester J. Berry, Newark, Ohio.  
 "I am very pleased with my Chanalyst. It has helped me find the trouble in several tough jobs already and I am learning new uses for it every day." —Carl J. Anderson, Marietta, Ohio.

The rack and panel is sold separately at \$75. The price of the Chanalyst complete with rack and panel is \$122.50 (without, \$107.50)

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"A special sidewheeler comes next—95 1/2 sub k," I continued.

"No."  
 "Then this last one must be it—the MGM119Z45/GSL4," I offered, after a deep breath.

"That isn't it, either," the customer announced, piqued.

"I've named them all," I said, disappointedly.

"Well, I'm surprised you haven't any," Miss Floral remarked, as if she was anxious to hang up. "It's such a small one, too!"

"Small?" I asked, "How do you know?"

"I have the old one in my hand!"  
 "Fine," I said, greatly encouraged.

"Is it metal or glass?"  
 "Both—it's glass on top, and metal on the bottom. But don't bother—I'll call some store that carries a more complete stock."

"Please wait a moment," I requested. "I'm sure we have one. What does it say on the base?"

"It says 'Mazda. 6.3 volts', if that means anything," she said, and I was so surprised I couldn't answer before she hung up.

I waited a while, embarrassed, for my partner to make some sarcastic remark; but, when I walked out, he wasn't there. Neither was the truck.

He came back about a half hour later, carrying a chassis and speaker. "These component parts," he announced, "are the vitals and innards of Miss Floral's Baffo 39. The tubes are okay, but we are going to replace the power transformer. Sold her a phono pickup before I left, too."

"Didn't you listen in?" I asked.

"Only until she gave her address," Al replied, "and by that time you were so hypnotized by the sound of your own voice you didn't hear me leave. Incidentally, the pilot light is still good—it fell from the socket, and the janitor found it. He was fooling with the set when I arrived. Fine situation, isn't it—a janitor doing radio work, and an unemployed radio man talking about it over the 'phone with the set owner? If the characters or incidents just described have any similarity to those living or dead, I have made my point clear!"

"Modern business—" I attempted.

"Yeah, sure," Al replied, "just pay more attention to getting business, and remember that most of your time at the telephone is wasted. Get away from that desk while I call the Baffo distributor!"

—50—

**DuMont Receiver**  
 (Continued from page 21)

the pictures in comfort. Another dozen can be squeezed in. As many as 50 spectators at a time have sat in on demonstrations.

Beyond genuine entertainment the designers of these early television sets have sought simplicity of operation—real television entertainment for the living room, for the layman, for instant use.

—50—

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