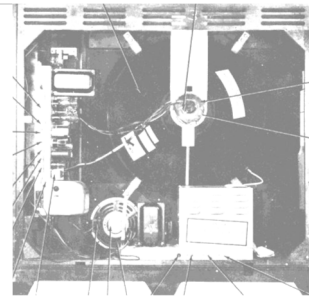
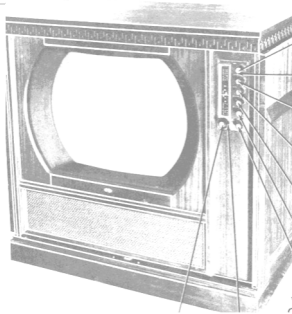


November 2024

Vol 1 Number 4



# WHAT'S NEW IN OLD TVS

The Newsletter of the Early Television Foundation

Greetings Early Television Fans,

This is Volume 1, Number 4 of the Early Television Newsletter for November 2024. We hope all of you enjoy a great Thanksgiving Feast with friends and family. Now the Christmas season is upon us, a time when we are filled with the spirit of giving.

But, you say all of the things on the black Friday sales ads look like overpriced junk! Who wants another vegetable slicer or a Chinese flat panel TV. On top of that, on Thanksgiving your in-laws really ticked you off and you found out that your neighbor voted for the wrong party.

To top it off, a gift to them isn't even tax deductible. Here is an idea. **Get that end of year TAX DEDUCTIBLE GIFT sent in to the ETF!**

Steve has plenty of receipts available..

**We Want to hear from you !**

[newsletter@earlytelevision.org](mailto:newsletter@earlytelevision.org)

**Editors: Mike Molnar and Robert Ring**

## Board of Directors Early Television Foundation

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Blake Hinkle  
Dan Jones  
Steve McVoy  
(President, Treasurer)

## In this issue:

**Editors Greetings  
News, Notes and this  
months Museum Item**

**A Member Spotlight on  
Brian Belanger and his  
article telling about his  
"First look at Television "  
A museum spotlight on  
The National Capital  
Radio and Television  
Museum**

## We are always looking for:

- Letters from members
- Tech Tips from service experiences
- My first TV (family stories?)
- My favorite TV (and why)
- Stories of working in the business.
- Articles that can be added in whole or in parts.
- Biographies of members
- Contact info from members who wish to share.

## **NEWS and NOTES ..... from the last Zoom Meeting**

**On October 26, Dave Sica hosted the zoom meeting and Steve McVoy began the meeting with some “News of the Museum”**

**Steve gave a brief news update, telling us membership is at a new high. He was also happy to report that the swap meet and work day were a success and there are plans for additional shelving to increase the storage of CRTs. The discussion regarding the A.C. Nielson Recordimeter led to comments about later devices for measuring viewers that involved broadcasters sending some identifying characters during the vertical interval time so that a later generation Nielson box could identify a networks viewer. This led to the discussion of problems with AI (artificial intelligence) and Steve pointed out an AI produced search result about the history of color TV with more errors than facts. It was also noted that devices are now available to talk radio stations that can create AI generated calls to the host. Will the next big thing come when broadcasters can then axe the cost of a host by having AI generate the caller and the host.**

**The use of AI makes me think of a popular quote attributed to Thomas Edison who, to paraphrase, said there was no amount of work a man won't do to avoid the real work of thinking. It looks like the only way any good will come from AI, is if we can out think it and stay a step ahead.**

*The next  
Zoom Meeting  
is coming up  
Saturday November 30  
at 8 PM*

### **About This month's Member in the Spotlight**

**I'd like to say a few words about this month's member in the spotlight. I first met Brian Belanger as a director of the Mid-Atlantic Antique Radio Club in his role as a director of their big annual Meet “Radioactivity”. I had volunteered to give a PowerPoint presentation at the meet but writing articles and doing presentations was something I hadn't done in some 40 years. I found the quality of writers and presenters in MAARC to be quite intimidating but I also found Brian to be kind, complimentary and encouraging. I'm happy we could put him in the spotlight in this months newsletter.**

**Find Out More About  
A.C. Nielson Company  
and the Recordimeter  
on the next page**

**-Mike-**



**A.C. Nielsen Recordimeter**  
**Telling the networks what you watched**



The A. C. Nielsen Corporation, now known just as Nielsen, has measured TV audiences from the earliest days. Their first efforts involved families who would keep a log of their television viewing. They needed a method to remind viewers to enter their data into the log book and that was the purpose of this box.

The black sensor placed on the back of your TV set would start the box by picking up the horizontal oscillator signal generated by the TV. This starts the box going. The box contains a light, buzzer, and an elapsed time meter.

So, Nielsen knows when your set is turned on and every half hour gives you three light flashes and three buzzes, something hard to ignore. The company can use the reading from the elapsed time meter when compared with the log book to validate that the viewer kept up their entries. More sophisticated devices soon followed.

*The next Zoom*  
*Meeting is coming up:*  
*Saturday ember 30,*  
*at 8 PM*

## EARLY TELEVISION FOUNDATION

### MEMBER SPOTLIGHT

Prior to his retirement in 2000 from the National Institute of Standards and Technology, Brian held several senior management positions there, including Deputy Director of the Advanced Technology Program. He was a Commerce Department Science and Technology Fellow in 1983 and a recipient of Bronze and Silver Medals from the



**Brian Belanger**

Department. An electrical engineer, with a bachelor's degree from Caltech and a Ph.D. from the University of Southern California, Brian also was a research engineer at the General Electric Research and Development Center early in his career. He is an amateur extra-class ham operator with call letters KB3PRS. For many years, he was the co-editor of Radio Age, the newsletter of the Mid-Atlantic Antique Radio Club, and is currently the editor of Dials and Channels, the journal of the Radio & Television Museum. He was the recipient of the 2001 Antique Wireless Association's Houck Award for Documentation for his many articles on antique radio topics, and also served as the vice president of that organization.

This month we will take a look at another museum you may want to visit, the National Capital Radio and Television Museum

Brian Belanger is the Museum's curator and a member of the board directors as well as editor of the museums journal,  
Dials and Channels

## The National Capital Radio and Television Museum Bowie, Maryland



This old farmhouse, more than a century old and in a beautiful setting, houses a wonderful collection in an inviting setting, welcoming visitors.

The Museum opened to the public in 1999 and is now celebrating it's 25th Anniversary. In addition to the main building, there is an annex which has a restoration shop to prepare exhibits and for teaching classes in vintage radio repair. More artifacts are in off site storage buildings waiting for their day to go on display. In addition, the museum maintains off-site exhibits at the Library of American Broadcasting at the University of Maryland and other local history museums. Many of the staff members are also members of MAARC, The Mid-Atlantic Antique Radio Club.

Check the museums website [www.ncrtv.org](http://www.ncrtv.org)

**THE RISE OF TELEVISION** This exhibit, in a comfortable setting, has all of the artifacts needed to tell the story of television from mechanical, Nipkow disc (Daven), to Large screen color, (Motorola), to the jet age look of the of the Predicta, (Philco)



**THE NATION EMBACES RADIO** This exhibit has the radio equipment available to the listeners who caught the radio bug in the early 1920s and all that was required to enjoy entertainment coming through the air.





A dedicated team of volunteer docents guide the visitors through the exhibits. They range from spark equipment to horn speakers, cone speakers, battery sets from the 1920s and cathedral sets from the 1930s to 1940 consoles. It takes knowledgeable docents to make the story of the radios and the men who made them, something that young and old, can understand and appreciate. They can help all types of visitors, some who have never seen these artifacts and some who hope to add to their knowledge.



# RADIO NEWS

REC. U.S. PAT. OFF.

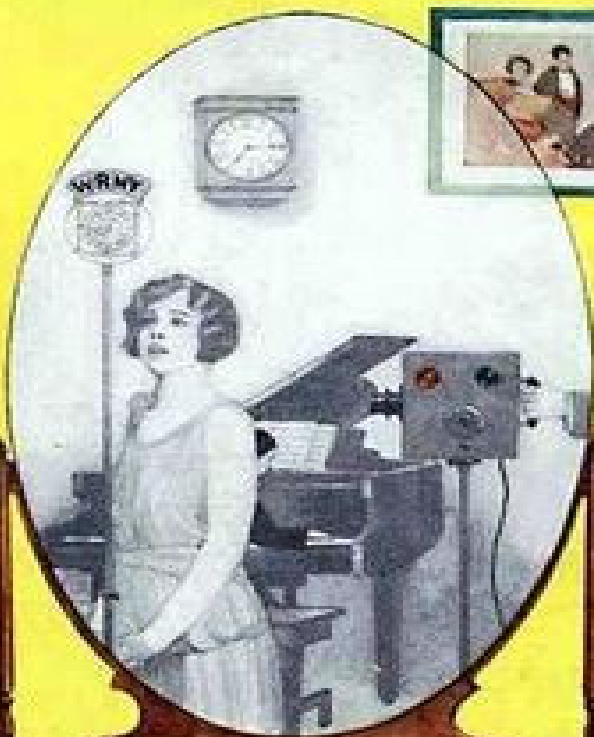
MAY  
25 Cents

Over 200  
Illustrations



Edited by HUGO GERNSBACK

**\$300.00  
IN PRIZES**  
**What's Wrong  
WITH THIS  
PICTURE?**  
*See Page 1328*



**RADIO'S GREATEST MAGAZINE**



Can you see what's wrong with this picture?

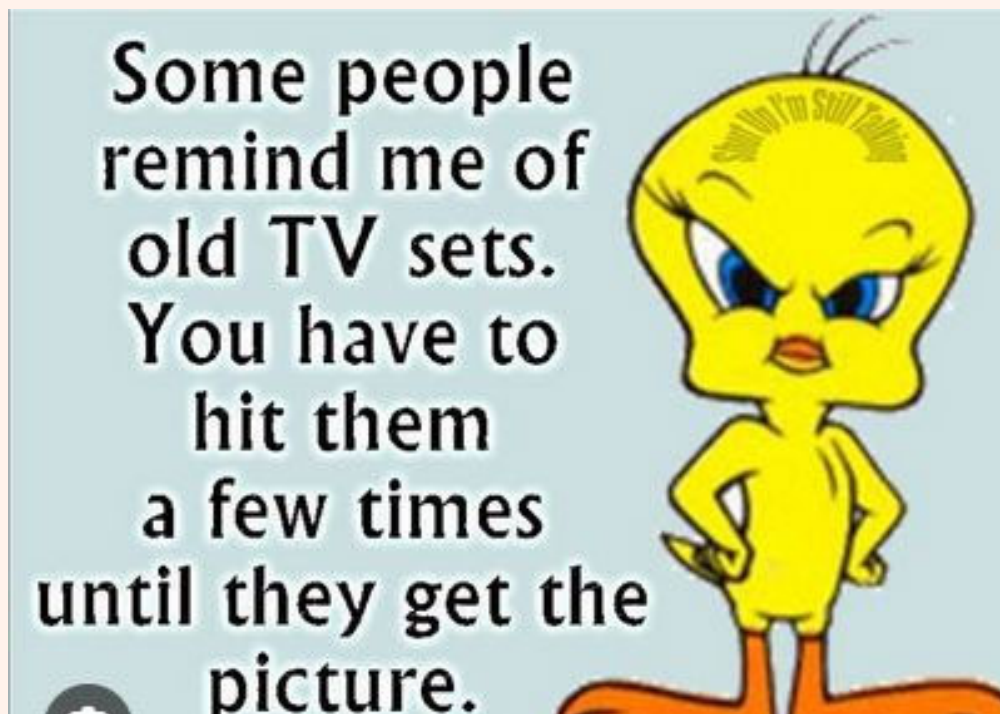
Check Us Next Month

Contact us by email with your ideas, comments and contributions.

What was your favorite TV?? When did your family first get a Color TV??

Let us know ! Contact us at : [newsletter@earlytelevision.org](mailto:newsletter@earlytelevision.org)

Your Editors: Mike Molnar Robert Ring



This month, we will take a break from “When Television was Just Around the Corner”

Today we hear from Brian Bellanger as he tells us about television coming to his family.

# A First Look at Television

By Brian Belanger

I was an avid baseball fan (New York Giants) during my youth and collected Topps Baseball Cards. Every summer I looked forward to listening to Mutual's Game of the Day with radio sportscasters Dizzy Dean and Al Helfer.

I eagerly awaited the day when I could watch baseball on television. I had seen pictures of television sets in magazines, but I had never seen one in operation. Regular TV broadcasting was available even prior to WW II in large cities such as New York, Philadelphia, Chicago, and Los Angeles, but it was not until the mid-1950s that places like my small hometown of Eveleth, Minnesota, in the iron mining country north of Lake Superior, gained access to television broadcasting.

Around 1950 the Elks Club decided to purchase a television set for the bar and have it operational in time for the World Series. The nearest television stations were in the Minneapolis/St. Paul area, almost 200 miles away, so Eveleth was in a remote fringe area. The Elks Club erected a tall, guyed steel tower on top of their two-story building, with a big antenna aimed towards the Twin Cities, and a signal booster to increase gain. The TV set, resting on a high shelf near the bar, was a table-model Motorola with a seven-inch picture tube. (The Elks should have splurged for a larger screen model.)

My elementary school was about seven blocks from the Elks Club. We students had one hour for lunch. I lived a block and a half from the school and usually walked home for a bowl of Campbell's chicken noodle soup. But on this day, the opening of the World Series, my mom made me a bag lunch with a peanut butter and jelly sandwich and an apple. As soon as the bell rang, I ran to the Elks Club as fast as I could and climbed the stairs to the second floor. The room was standing room only. At the opposite end of the room from the TV set, with tall men in front of me, I stood on tiptoe to catch the action. The room was blue with cigarette and cigar smoke. The bar was doing a land-office business. Kids normally were not allowed in the bar, but my father was an Elks Club officer, and he said, "If anyone challenges you, tell them you are Ed Belanger's son."

## A First Look at Television (continued)

Reception was intermittent. Now and then you would see a clear picture, but other times the signal strength dropped such that a blizzard of snow appeared on the screen. Nevertheless, it was exciting. I had to watch the clock and run back to school before the bell rang again, but I would not have missed it for anything.

By the mid-1950s Duluth, Minnesota (sixty miles away) had gotten a couple of TV channels, and then Eveleth residents began to purchase TV sets. My family traded our large elegant 1940 living room Firestone radio/phonograph for a 25-inch black and white 1955 RCA console TV. Now we could watch shows like *The Honeymooners* and the *Gillette Cavalcade of Sports*, with its Friday night boxing matches. (How many of you can still sing “To look smart, use Gillette blue blades....”) Everyone loved their new televisions, so much so that many families bought TV trays so we could heat our Swanson TV dinners in the oven and bring them to the living room so as not to miss any shows.

### **EDITORS' NOTE:**

Both of us grew up in central New Jersey, maybe some 30 miles, as the crow fly's, from the Empire State Building. That gave us TV reception of several stations as far back as we remember. Our area also had reception of prewar TV, Armstrong's FM radio Tests and Color TV tests, for the people that would have access to the right equipment, typically engineers and RCA employees.

For those fortunate to be in range, Captain Video, Howdy Duty, Claude Kirshner ( Terrytoon Circus), cartoons, baseball, the Million Dollar Movie and the Late, Late Show were all on the air. We took the access that we had for granted.

### **NEXT MONTH**

**When Television was “Just around the Corner” Part 4**