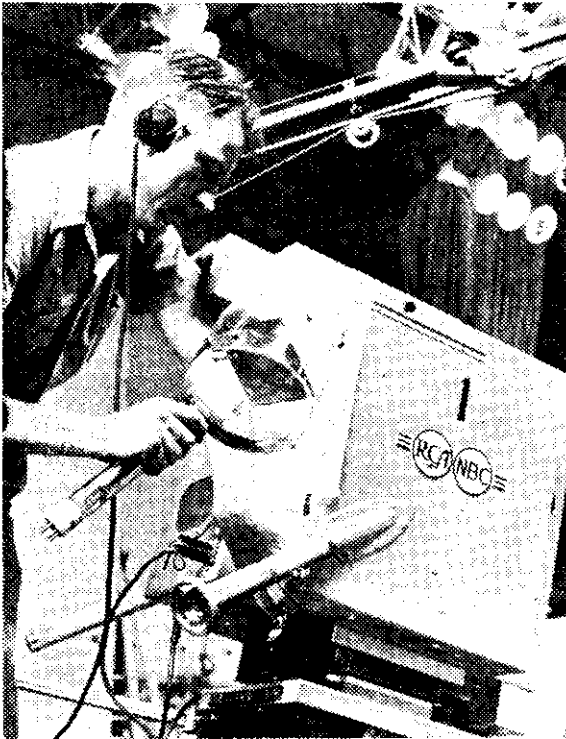


# TELEVISION LOOKS AHEAD:

"With the coming of peace, a television vastly improved by wartime invention and discovery should emerge as a vigorous new industry"—



THE ICONOSCOPE, nicknamed the "ike," is the weird tube which transforms light rays into electrical impulses in the television camera

IN the last war there was a song that ran, "Though your lads are far away they dream of home." Soldiers everywhere try to picture to themselves the familiar scenes they have left. Those who have talked with American fighters, for instance, say that what they miss most in far parts of the world are the sports—the boxing and wrestling matches, the football, hockey and baseball games—which they were in the habit of watching, back home. Television has not yet been developed to the point where events occurring in the United States can be seen at the same time in the Solomon Islands and North Africa.

True, a telecast from the National Broadcasting Company's New York City studios has been picked up by an aeroplane over Washington, 200 miles away, and in 1940 a religious service broadcast by television from New York City was seen at Lake Placid, more than 300 miles away. In general, however, images are not now broadcast over an area with a radius of more than 50 or 60 miles.

As an educational medium, television has great possibilities—a fact that is already being demonstrated in the metropolitan area of New York city. Many thousands of air-raid wardens have been trained for their vital war work in the quickest possible time, and in the most effective way, through the transmission of visual as well as oral lessons over the air.

## Contribution to the Peace

All the potentialities exist for television's rapid development as a powerful new force in the social, educational,

and economic life of mankind. It is only a matter of time until its range will be extended so that travelers in foreign lands can see with their own eyes what is happening in their homelands. The pleasure of watching a fine opera or play, listening to a great speech, or seeing the Olympic Games will be shared by audiences hundreds, even thousands, of miles away.

And television will make the world one neighbourhood and contribute to the just and lasting peace which the United Nations are fighting for, by giving men a better understanding of one another's daily lives and problems.

Because of the war, television's development as a service to the public has marked time. Commercial operation of this new device began on July 1, 1941, with a schedule of 15 hours a week. With the entry of the United States into the war, all manufacture of radio and television equipment was suspended for the duration, but television research on the other hand has made rapid progress under the stress of war urgency. It has been responsible for technical advances in the science of radio-electronics as applied to modern warfare. The development of radar, the vitally important radio detection and ranging instrument which has saved thousands of lives by warning of the enemy's approach, owes much to this research.

With the coming of peace, a television vastly improved by wartime invention

and discovery should emerge as a vigorous new peacetime industry. Secrecy cloaks most scientific developments of a military nature; but it can be said that when the war is over, television cameras will have become much more sensitive, capable of "seeing" under relatively poor lighting conditions, instead of the intense lights which made the first telecasts an ordeal for all concerned; viewing screens on home receivers may be larger than pre-war types; and the images reproduced on the screen will be clearer, brighter and sharper.

The new horizons of visual programming are practically unlimited. They lie not only in the field of variety entertainment and vaudeville, of drama on the stage and in films, but in the world of everyday happenings. Television cameras have a voracious appetite. Once they have looked at something and broadcast what they have seen to their audience, that programme is finished. Were motion pictures alone to be drawn upon as a source of entertainment, an entire year's output from Hollywood could be consumed by television in 30 days!

Music, which takes up many hours of sound-broadcasting time, will not furnish a complete television fare unless something to divert the eye is offered with it. Scenes from a Broadway play have already been telecast, and the new television screen—15 by 20 feet in size—opens up possibilities of entertaining an audience of millions in theatres across the lands. The acrobat, the juggler, the tumbler, the magician, the song-and-dance team, may enjoy a renaissance of their arts in the post-war world.

It is possible that television may create an entirely new art form and

SAYS

the President of the Radio Corporation of America



DAVID SARNOFF

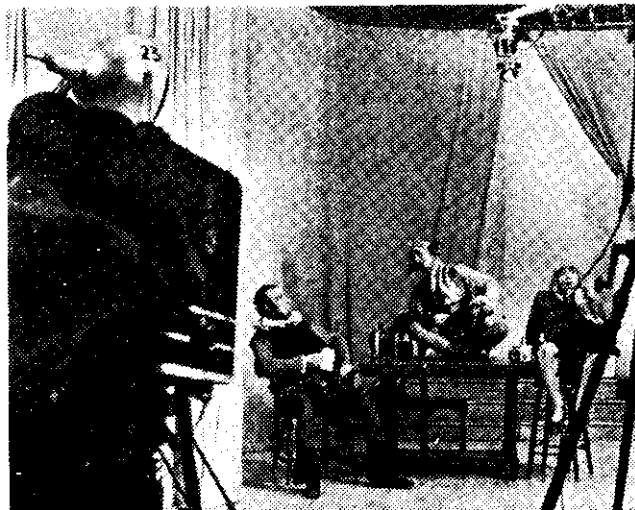
in this special article, supplied to "The Listener" through the U.S.A. Office of War Information

type of entertainment, as the motion picture did 30 years ago. While it will draw inspiration from the stage, the films, and sound broadcasting, the finished product will differ from all three, and something new under the sun will have been created.

In the field of education alone, the possibilities of television are exciting for

(continued on next page)

RIGHT: Dressmaking is one of the things that will be taught by television in the post-war world. This studio is in Schnectady, New York State



The first Shakespearean play to be telecast in America was "Twelfth Night," acted by a college dramatic club

