

RCA PLANS SUGGEST TELEVISION TREND

Katharine Cavalli Is Appointed Radio Costumer in Preparation for Field Tests This Summer

Preview Demonstration of Latest Apparatus Is Given New York Newspaper Men; Limited Sending Range Is Major Engineering Obstacle.

BY RALPH NORMAN
THE first intimation of what forthcoming RCA television experiments, promised by June 1, will offer in the way of staging, color and costuming came with the appointment of Katharine Cavalli, mezzo-soprano of the Thursday evening CBS Airshow, as radio's first costumer. On orders from Lynn Murray, choir director for the trial transmissions, each week she will discuss with producers lighting effects for the next program, and then advise participants on colors best suited for the lights to be used.

RCA revealed to New York newspaper men last week the manner of television it will use in field tests this summer, although few persons except experimenters will see the tests. If television began today, with RCA equipment, images at the receiving end would show on a screen about five inches wide and seven inches long. They would be green and white in color, not as clear as a motion picture. On present apparatus, three persons may be seen in closeups, and detail is shown up to 200 yards.

In the preview, three sets of pictures were transmitted, the first from a studio, in which even smoke from a performer's cigar could be seen by those at the receiving end. For the second picture, the lens of the sending machine was turned out the studio window to pick up a fire-fighting demonstration from a distance of about 100 feet. The third part of the demonstration was devoted to transmission of motion pictures.

Resemble Regular Radios

New television sets resemble a medium-sized cabinet radio, with a lid that lifts similar to a radio with phonograph. Observers watch the pictures by standing over the apparatus, or by watching reflections of the images in a mirror attached to the underside of the raised lid.

Least optimistic about television's immediate future are the experimenters themselves. They believe they are hardly optimistic in predicting actual marketing of sets and regular broadcasting after two more years of experimental transmitting from New York's Empire State Building. As Prof. Charles Francis Harding of Purdue University explained in an address here recently, no way has been found to overcome the greatest difficulty of transmission. It is that ultra high frequency waves used in television do not, as do the regular broadcast waves, follow the curvature of the earth, but fly off into space beyond a range of 20 or 30 miles. Because of the limited sending range, thousands of stations would be needed to blanket the country with television.

Obviously, television will not make obsolete our radios for many years, and perhaps never.

No star has emerged from any of the many amateur hours now

LEADS PROGRAM



The Indiana Farm Bureau, with Edmund C. Foust, above, editor of the Hoosier Farm, in charge, is to begin on WFBM at 12:15 Wednesday, a series of educational programs in interest of organized agriculture. At this hour on WFBM, daily except Sunday, the program is to include talks by Farm Bureau officers, and livestock reports directly from the Indianapolis market by Scott Melks, manager of the Producers' Commission Association.

popular on a number of independent stations as well as the three major networks. No one name stands out; in fact, we cannot recall that even one contest winner has contributed anything to radio entertainment after the successful trial. But amateur programs still are popular with listeners. New York's WHN show, where Maj. Bowes introduced the going two years ago, continues to poll thousands of votes each broadcast, and the Mutual (WLW) show has been renewed for another year.

DRAMA enthusiasts should be delighted with the Radio Theater's announcement of tonight's bill, "The Music Master," the great play which was introduced by David Belasco in 1904 with David Warfield in the leading role. In the title role tonight as Herr Von Barwig, the kindly musician who leaves his native Leipzig to come to America in search of his daughter, will be Jean Hersholt, star of many silent and talking motion pictures, last seen in "The Country Doctor." The part of his daughter, a member of a wealthy New York family, will be taken by beautiful and talented Anita Louise who postponed a trip to Europe to play opposite Mr. Hersholt.

If you're missing these Monday night Radio Theater presentations, we suggest you tune in on WFBM at 7 tonight and become acquainted with one of the best nonmusical programs now aired.

Another topnotch program of its kind, the CBS School of the Air, concluded its sixth successful season Friday, and already has under way plans for next season's series. Thousands of letters from young people, for whom the program primarily was intended, from parents, educators, ministers and others will be used in guiding preparations for the next edition of the school. Persons quick to condemn radio for offering only light entertainment of questionable value should acquaint themselves with such offerings as the School of the Air.

Masons to Hear Bradshaw. Municipal Judge Wilfred Bradshaw is to be guest of honor and principal speaker at the informal dinner dance and card party to be given by Monument Lodge No. 657, Free and Accepted Masons, Thursday night at Masonic Temple.

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Will Speak This Evening

WFBM-6:15

LOCAL AND NETWORK DIALS

Abbreviations: N—National Broadcast Co.; C—Columbia Broadcasting System; M—Mutual Broadcasting Co.; Or—Orchestra.

Member stations and kilocycles of the network are:

NRC-WEAF—WEAF (760), WIRE (1400), WLW (700), WTAM (1070), WMAQ (670) and WSM (650).

NBC-WJZ—WJZ (660), WIRE (1400), WLW (700), WENE (870), WLS (870), WMAQ (670), and WSM (650).

CBS-WABC—WABC (860), WFBM (1230), WOVO (1160), and WBM (770).

When there is no listing for a station at quarter and half-hours, its preceding listed program is on the air.

The Times is not responsible for inaccuracies caused by last-minute program changes by stations.

MONDAY

4—Chicagoans (C) WFBM, Flying Time (N) WEAF, WIRE, U. S. Army Band (N) WJZ, To Be Announced WLW.

4:15—Tea Time Tunes WFBM.

4:30—Kathy Custer's (C), Edward Davis' (N) WEAF, WIRE, Edith Karen WLW.

4:24—Stage Relief Program (N) WJZ.

4:30—Answer Me This (N) WEAF, WIRE, Thelma Thomas (N) WJZ.

4:45—Renfrew (C) WFBM, Dance Band Revue WIRE, Billy and Betty (N) WEAF, Linda Thomas (N) WLW.

5—Bohemian WFBM, Four Barber (C), Nieia Goodell (N) WJZ, WIRE, John Andy (N) WEAF, John Robins (N) WLW.

5:15—Uncle Ezra's Station (N) WEAF, WIRE, Wives, Friends Union (N) WJZ, Jimmy Mattern WLW.

5:30—Charioters (C) WFBM, Black Magic WIRE, Lum and Abner (N) WJZ, WLW.

5:45—Sports (C) WFBM, Education in the News (N) WEAF, Ralph Edwards' (N) WJZ, WLW.

6—Dr. C. E. Marion WFBM, Lombardo Road (C), Fibber McGee and Molly (N) WJZ, WIRE, Monks Ensemble (C) WFBM, Hammerstein's Music Hall (N) WEAF.

6:05—Tower Town Topics (C) Crusaders (M) WLW, Albert Barnes' (C) WFBM.

6:30—Reverend Speaker WFBM.

7—Robby Meeker's (C) WFBM, Voice of Firestone (N) WEAF, WIRE, WIRE, Evening in Paris (N) WJZ.

8—Four-Part Fancy WFBM.

8:45—All Star Revue WFBM.

7—Radio Theater (C) WFBM, Gypsies (C) WFBM, WIRE, Michaels (N) WJZ, WLW.

7:30—Rhythmania Retreat WIRE, Romberg's Studio Party (N) WJZ.

7:45—Tale of Today (N) WJZ.

8—Wayne King's (C) WFBM, Contended Hour (N) WEAF, WIRE, Carefree Carnival (N) WJZ, Home of the Honeymoon Eyes WLW.

8:30—March of Time (C) WFBM, Rhythm Revue WIRE, National Radio Forum (N) WEAF, Public Relations (C) WIRE, Crosley Politics (M) WLW.

8:45—Robinoff WFBM.

9—Eddie and Ralph WFBM, Dick Mandel's (C) WFBM, Jimmie Martin WIRE.

10—Len Riley's Sportsight WFBM, Jack Denny's (C) WIRE, News WIRE, Mrs. H. C. Denny's (C) WIRE, Amos 'n Andy' (N) WEAF, WLW.

10:15—Bacology WIRE.

10:30—Dick Mansfield's (C) WIRE, Pratt and McNeil WLW.

10:35—Howard Meyer WIRE.

10:30—Pick and Pat (C) WFBM, Magnolia Blossoms (N) WEAF, WIRE.

10:45—All Star Revue WFBM.

11—Tea Time Tunes WFBM.

11:15—Son of Pioneer WIRE.

11:30—Dinner at Eight (C) WIRE, David Heron (N) WJZ, WIRE, Gene Page (N) WEAF, WLW.

12—Dinner at Eight (C) WIRE, Eddie and Ralph WFBM, Dick Mansfield's (C) WFBM, Jimmie Martin WIRE.

12:45—Len Riley's Sportsight WFBM, Jack Denny's (C) WIRE, News WIRE, Mrs. H. C. Denny's (C) WIRE, Amos 'n Andy' (N) WEAF, WLW.

12:45—Four-Part Fancy WFBM.

12:45—All Star Revue WFBM.

12:45—Tea Time Tunes WFBM.

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