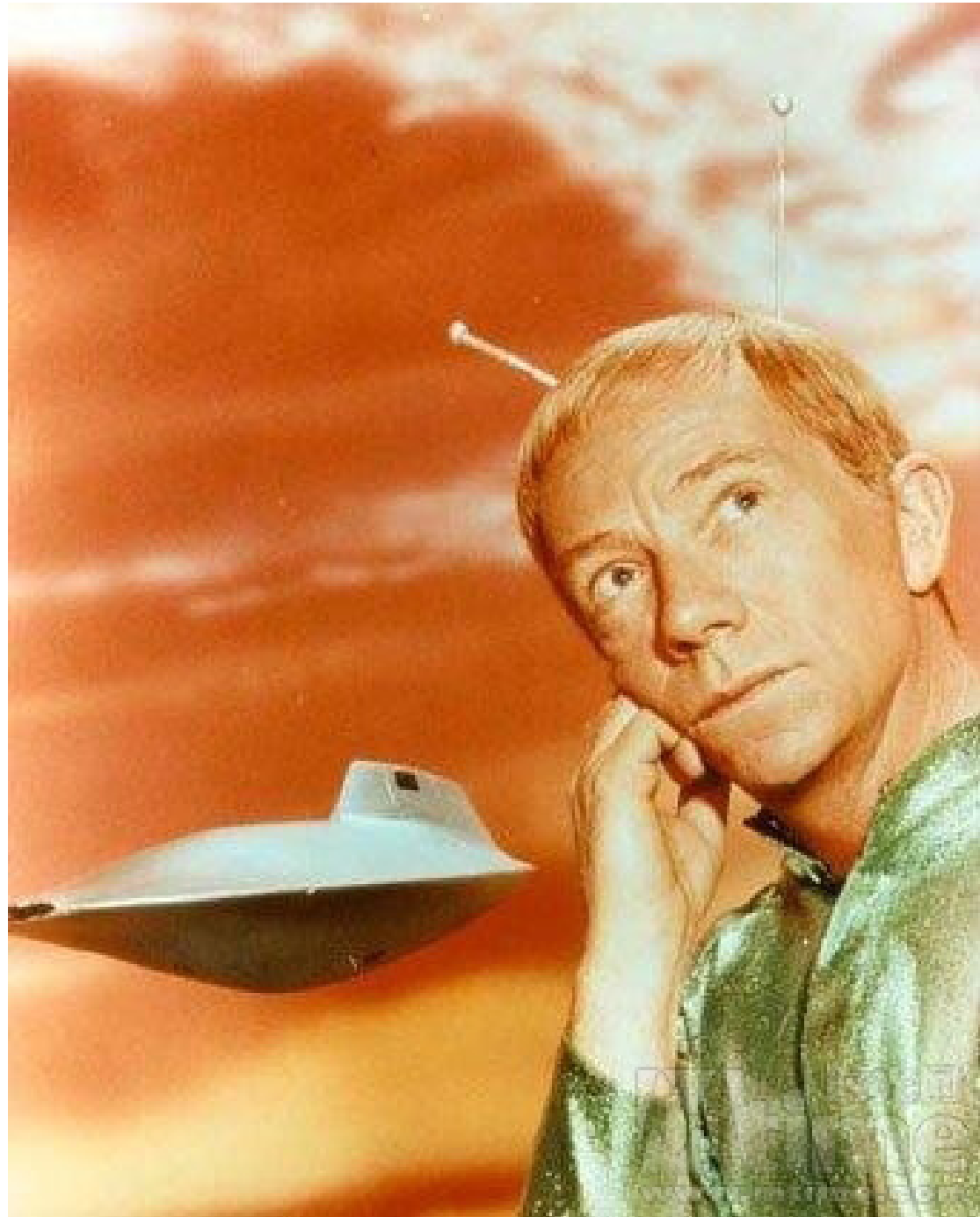


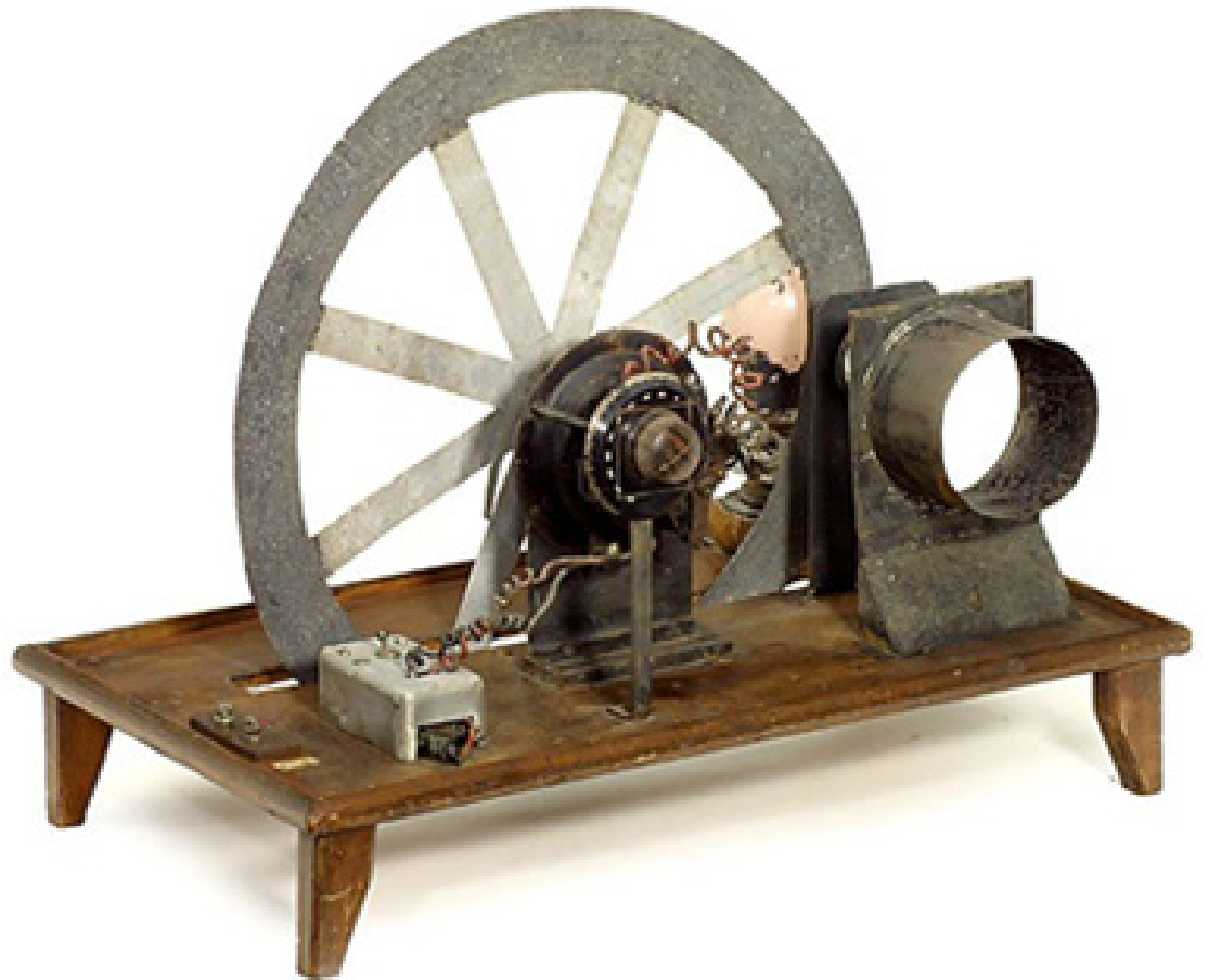
Television

Intro



Television

Baird Televisor: Nipkow Disk



Television

Intro



Television

"Big picture"

Now! ~~CROSLEY~~ brings you
"BIG PICTURE" television

NOT
7...

NOT
10...

but BIG
12 inch
PICTURE
tube

PLUS
COMPLETE FM
RADIO



sensational 2-in-1 value at a popular price!

**ONE-YEAR SERVICE AND
REPLACEMENT WARRANTY**

available to owners of
Crosley television sets

Ask your Crosley television dealer about the liberal one-year service and replacement warranty that gives you complete normal installation, plus one-year guarantee on your Crosley television set — including picture tube.

Lucky you if you live within range of television! A new world of entertainment is yours to enjoy! And luckier still if you have this great new Crosley Spectator 9-407M television-FM set! Here, in one compact mahogany cabinet, are all the thrills of Crosley "big picture" television—a giant 12-inch direct view tube—72 sq. in. pictures you view

with utter comfort! Plus full FM radio to bring in your favorite network shows with static-free beauty! And with it, simplified all-channel tuning, automatic picture clarifier and a host of other unique Crosley features your dealer will gladly show you. Pay him a visit soon. His name and address are listed in your Classified Telephone Directory.

CROSLEY

Division—*ALCO* Manufacturing Corporation © 1948
Cincinnati 25, Ohio

Shelvardor® Refrigerators
Frostmasters • Ranges
Radios
Radio-Phonographs
FM • Television
Shortwave
Home of WLW and WLWT

Television

Portable

G.E. DESIGNS NEW 32 lb. "PERSONAL" TV

Goes where you go...



SMART TWO-ROOM CABINET is very easy and never fails to attract attention. Classroom model handle. Model 20000 (above, left) in gray and ivory. Model 211000.



ALSO SEE PERSONAL TV... easy to carry, never fails to attract attention. Classroom model handle. Model 20000 (above, left) in gray and ivory. Model 211000.



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Television

First TVs

The first still image was transmitted over wires as early as 1862 but what we know as television took 70 years to develop.

Some early advancements:

- Eugene Goldstein coins the term “cathode rays” to describe the light emitted when an electric current was forced through a vacuum tube. CRTs are now considered dead technology but were the only technology used in commercial televisions until the advent of plasma, LCD, LED technology, which have evolved since the 90s.
- In 1920, 14-year-old Philo Farnsworth first conceived of a system that could capture moving images in a form that could be coded onto radio waves and then transformed back into a picture on a screen.
- A mechanical television system, which scanned images using a rotating disk (the Nipkow disk) with holes arranged in a spiral pattern, had been demonstrated by John Logie Baird in England and Charles Francis Jenkins in the 1920s.
- Sound and vision had to be sent alternately, and only began to be transmitted simultaneously from 1930. At this time, the electronic method, rather than mechanical, was finally adopted and developed.
- The CRT TV technology in a nutshell: A traditional video camera scans a picture and converts it to a beam of electrons that varies in darkness and lightness with the intensity of the image. The TV then receives the electronic signal, and converts it back into an image by projecting the beam, 525 lines, 30 times per second, across the picture tube. For color television, the beam is broken down into three component parts, which make up the primary colors from which all the other colors may be reproduced: RGB!!!
- Commercially available since the 1920s, television sets numbered 200 worldwide in 1936 and in the thousands only by 1947. But no new invention entered American homes faster than black and white television sets; by 1955 half of all U.S. homes had one. Today, 98% of homes have at least one.
- Initial TV content was an extension not of the movie experience but of the radio one, then later theatre, and became a vehicle for transmitting advertising, entertainment, and news. It also gave a face/emotion to the occurrences of the day. (for instance: a survey of those who listened to the Kennedy/Nixon debate on radio indicated that Nixon had won; however, those who watched on television, and were able to contrast Nixon’s poor posture and poorly shaven face with Kennedy’s poise and grace, were more likely to think Kennedy had won the debate.)
- Between 1939 and ‘41, RCA, who had dominated the US radio business, televised the opening of the New York World’s Fair, began broadcasting regular programming, including scenes from a mobile unit, the first televised baseball game (caught by a single camera), and two 15 minute newscasts a day.

THE BEGINNING OF COMMERCIAL TELEVISION

- By 1949 Americans who lived within range of the growing number of television stations in the country could watch theatrical or children’s programming, like Howdy Doody, news briefs (NBC’s

sponsored Camel News Caravan (1948) with John Cameron Swayze who was required by the tobacco company sponsor to have a burning cigarette always visible when he was on camera).

- It didn't take long for networks to make substantial profits of their own, and network radio would all but disappear, except as a carrier of hourly newscasts. Ideas on what to do with the element television added to radio, the visuals, sometimes seemed in short supply.
- Between 1953 and 1955, television programming began to take some steps away from radio formats, into the spectacular with Peter Pan (1955) attracted 60 million viewers.
- The programming that dominated the two major networks in the mid-1950s borrowed heavily from theatre. This is often looked back on as the "Golden Age" of television. By 1960, however, only one of these series was still on the air. Viewers seemed to prefer a familiar set of characters week after week (I Love Lucy).
- During the Vietnam war, Walter Cronkite had become, according to public opinion surveys, "the most trusted man in America", largely based on his network's coverage of the fighting gave Americans back home a sometimes harsh, and unromantic view of combat.
- In 1964 color broadcasting began on prime-time television and the three major networks fought to grab the attentions of a mass audience. Simple comedies like the Beverly Hillbillies led some to believe television as a "vast wasteland." Terms such as the Boob Tube and Idiot Box were coined in this era.

Advertising

- No discussion of TV would be complete without mentioning ads, which today range in length from a few seconds to program-length infomercials, standard in North America being a 30 second spot. Cost varies widely based on its location, time, reach, frequency (how often) and length, from \$1000 for a local television ad in a rural neighbourhood to up to 2.4 million for a Superbowl spot.
- First licensed ad was by Bulova in 1941 and cost \$9 for ten seconds.

Habits

- The television has gone from being the centrepiece or focal point of the family living room to being an integrated part of the structure, almost like wallpaper. Early television was the evolution of the radio rather than the movie theatre experience. Today, we nestle ourselves indoors with giant screens, surround sound, and even images in 3 dimensions.
- We love to be entertained. We're different from the rest of the animal kingdom; while other animals love to play, they don't enjoy watching as we do, being voyeuristic.
- We started off watching TV for comfort, but in the 70s, we watched for social commentary and irreverence due to what we were facing in our daily lives (global issues, political assassinations, etc.). TV is a reflection of our political, moral, social and emotional needs.

Television

Modern experience

