

Pathfinder

*June 5, 1946 *p. 58*

Smellivision Rose

As a lovely red rose flashed onto the television screen, spectators at a Chicago demonstration whiffed its unmistakable fragrance. They smelled it with their own noses and could predict "smellivision" was here.

Optimistic scientists visualized the day when television sets would come equipped with 200 to 300 different smells. (Aromas are automatically concocted by chemicals in the set, "mixed" by radio-remote-control from the studio.) Faint nostrils quavered at the thought of several odors on the same program.

Then suddenly, the inventor, Hans E. Laube, fearful that his secret would be dissipated before perfected, packed up all the equipment. On flight to his native Switzerland, he left not a scent behind, save the memory of the rose on the screen which radiomen had seen and smelled.