AND

NOW
THE BRITISH BROADCA
PRESENTS

TELE

TO
THE NAMES OF MANUFACTURERS

THE NAMES OF MANUFACTURERS who are marketing home Television Receivers are given in this list. They will be pleased to supply information on request. Demonstrations can be arranged by your local dealer.

<table>
<thead>
<tr>
<th>MANUFACTURER</th>
<th>ADDRESS</th>
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<tr>
<td>BAIRD</td>
<td>Baird Television Limited, Worsley Bridge Road, Lower Sydenham, S.E.26.</td>
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<tr>
<td>BURNDEPT</td>
<td>Burndep Limited, Light Gun Factory, Erith, Kent.</td>
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<tr>
<td>COSSOR</td>
<td>A. C. Cossor Limited, Cossor House, Highbury Grove, N.5.</td>
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<tr>
<td>K.B.</td>
<td>Kolster-Brandes Limited, Cray Works, Sidcup, Kent.</td>
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<tr>
<td>MARCONI</td>
<td>Marconiphone Co. Limited, 210 Tottenham Court Road, W.1.</td>
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<tr>
<td>MURPHY</td>
<td>Murphy Radio Limited, Broadwater Road, Welwyn Garden City, Herts.</td>
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<tr>
<td>PHILIPS</td>
<td>Philips Lamps Limited, 145 Charing Cross Road, W.C.2.</td>
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<tr>
<td>PYE</td>
<td>Pye Limited, 44 Gt. Marlborough Street, W.1.</td>
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<tr>
<td>ULTRA</td>
<td>Ultra Electric Limited, Western Avenue, Acton, W.3.</td>
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London has had the exciting honour of presenting the world's first regular television programmes.

If you have never seen television or have merely had a demonstration in a noisy showroom, you will find the first performance in the quiet of your own home an incredible experience.

Television is obviously impossible — but it is happening every day.

This very week, if you live near London, for a small payment you can arrange with your local radio dealer to have a television set installed in your home just to see if you like it.

If you decide to buy it and already own a wireless set there are no extra licence fees. All you pay for is the electricity. For a penny or so a week you capture these miraculous pictures, words and music as they flash invisibly and mysteriously through the ether.
TELEVISION VIEWERS HAVE BEEN PRESENT AT

The Coronation Procession
The Cenotaph Service
The Test Matches
Trooping the Colour
Film-Making at Pinewood, Denham and Elstree
The Wimbledon Tennis Championships
The Lord Mayor’s Show
The Cup Final
Championship Boxing at Harringay

The Olympia Circus
The Wembley Swimming Championships
The Boat Race
The Chelsea Flower Show
Motor Racing
The ‘Varsity Sports
Rugger and Soccer Internationals
Hurlingham Polo Matches
The Zoo
They have seen history being made
The Telephoto Lens allows them to stand beside the players.
Television offers almost unlimited scope for experiment in dramatic technique
Viewers have seen and heard these stars
Hermione Baddeley
Douglas Byng
Elsie Carlyle
Maurice Chevalier
Bébé Daniels
Frances Day
Alice Delysia
Gracie Fields
Binnie Hale
Henry Hall
Leonard Henry
Leslie Henson
Hildegarde
Renée Houston
Sydney Howard
Jack Hylton
Jack Jackson
Claire Luce
Jessie Matthews
Noni
Ivor Novello
Molly Picon
Gillie Potter
George Robey
Phyllis Robins
Harry Roy
Sophie Tucker
Ivy St. Helier
Western Brothers
Peggy Wood
Every member of the television audience can hear every word and phrase of every speech.
Each week there are plays, music-hall turns, news reels, films and famous personalities
Viewers have seen exactly how they lost

Television sound reproduction is startling in its truth
Viewers have attended in their homes the Television first nights of these plays

Abraham Lincoln (Drinkwater)
Alice in Wonderland (Carroll)
Androcles and the Lion (Shaw)
And So to Bed (Fagan)
Anthony and Anna (St. John Ervine)
Badger's Green (Sheriff)
Broadway (Dunning and Abbott)
Clive of India (Lipscomb and Minney)
Derby Day (Herbert)
Emperor Jones (O'Neill)
Ghosts (Ibsen)
Jane Eyre (Brontë)
Julius Cesar (Shakespeare) (in modern dress)
Journey's End (Sheriff)
Love and How to Cure It (Wilder)
Macbeth (Shakespeare)
Michael and Mary (Milne)
Murder in the Cathedral (Eliot)
Night Must Fall (Williams)
Nine Till Six (Stuart)
On the Spot (Wallace)
On Your Toes
Othello (Shakespeare)
Pride and Prejudice (Austen)
Red Peppers (Coward)
Riders to the Sea (Synge)
R.U.R. (Capek)
The Ascent of F.6 (Auden)
The Beggar's Opera (Gay)
The Constant Nymph (Kennedy)
The Case of the Frightened Lady (Wallace)
The Crooked Billet (Titheradge)
The Duenna (Sheridan)
The Gay Lord Quex (Pinero)
The Ghost Train (Ridley)
The Monkey's Paw (Jacobs)
The Old Lady Shows her Medals (Barrie)
The Rivals (Sheridan)
The School for Scandal (Sheridan)
The Words Upon the Window Pane (Yeats)
There's Always Juliet (Van Druten)
Tobias and the Angel (Bridie)
Twelfth Night (Shakespeare)
Whiteoaks (de la Roche)
Will Shakespeare (Clemence Dane)
The following actors and actresses have taken part

Yvonne Arnaud
Felix Aylmer
Angela Baddeley
Barry K. Barnes
Olive Blakeney
Jean Cadell
Frank Cellier
Diana Churchill
Leonora Corbett
Laura Cowie
Bromley Davenport

William Devlin
Elizabeth French
Greer Garson
Basil Gill
Carol Goodner
Campbell Gullan
Tyrone Guthrie
Edmund Gwenn
Louise Hampton
Nicholas Hannen
Valerie Hobson

Balliol Holloway
Dorothy Hyson
Alan Jeayes
Celia Johnston
Colin Keith Johnston
Malcolm Keen
Esmond Knight
Leon M. Lion
Beatrix Lehmann
Gina Malo
Ernest Milton
Cathleen Nesbitt
Marie Ney
Laurence Olivier
Henry Oscar
Esmé Percy
Hartley Power
Nancy Price
Frederick Ranalow
Margaret Rawlings
Michael Redgrave
Jean Forbes Robertson
Margaretta Scott
Athene Seyler
Sebastian Shaw
Hugh Sinclair
D. A. Clarke Smith
Robert Speaight
Francis Sullivan
Reginald Tate
Valerie Taylor
Russell Thorndike
Ann Todd
Irene Vanbrugh
Violet Vanbrugh
Harold Warrender
Arthur Wontner
Jack Whiting
Vera Zorina
'Picture Page—
Television's 'In Town Tonight'

Joan Miller  Leslie Mitchell
Prunella Stack  Gordon Harker  André Maurois  Leslie Howard  Jean Batten
Jack Doyle  George Eyston  Jean Muir  A. J. Cronin  Axel Munthe
H.H. The Aga Khan  Sybil Thorndike  Beverley Nichols  Herbert Wilcox and Anna Neagle
Here are some of the Personalities viewers have met

H. M. Abrahams
H. H. The Aga Khan
G. O. Allen
Sir John Anderson
H. W. Austin
Bruce Bairnsfather
John Barbirolli
Gerald Barry
Vernon Bartlett
Jean Batten
Vicki Baum
Lilian Baylis
Nicholas Bentley
Gerald Brockhurst
Louis Bromfield
Sir Malcolm Campbell
Primo Carnera
Sir Walter Citrine
Flying Officer Clouston
John Cobb
Cecilia Colledge
Archie Compston
Alistair Cooke
Henry Cotton
A. J. Cronin
Ely Culbertson
Bernard Darwin
Basil Dean
E. M. Delafield
Jack Doyle
John van Druten
St. John Ervine
George Eyton
James A. Farley
Negley Farson
Michel Fokine
Ben Foord
Rosita Forbes
Dr. Wilhelm Furtwängler
Megan Lloyd George
Louis Golding
Philip Guedalla
Gordon Harker
Len Harvey
Ilan Hay
Captain Heard of the "Endeavour"
P. Hendren
Sandy Herd
Sir Seymour Hicks
John Hilton
Alfred Hitchcock
Sir Samuel Hoare
L. Hore-Belisha
Laurence Housman
Leslie Howard
Richard Hughes
Sir Barry Jackson
Amy Johnson
Stephen King-Hall
Emil Ludwig
Compton Mackenzie
Ella Maillart
S. P. B. Mais
Howard Marshall
A. E. W. Mason
Cyril Maude
André Maurois
Arthur Mee
Jim Mollison
Dr. Maria Montessori
Herbert Morrison
Lord Mottistone
Jean Muir
Axel Munthe
Anna Neagle
Walter Neusel
Beverley Nichols
Harold Nicolson
Lilli Palmer
Jack Petersen
Pop-Eye
J. B. Priestley
Gordon Richards
R. W. V. Robins
Dorothy Round
Hanna Rovina
Bernard Shaw
C. Aubrey Smith
Lady Eleanor Smith
Dame Ethel Smythe
F. S. Smythe
Sir John Squire
Prunella Stack
Kay Stammers
Oscar Strauss
A. G. Street
Megan Taylor
Sybil Thorndike
James Thurber
William Tilden
H. M. Tomlinson
A. S. Tschiffely
Lord Wakefield
H. T. B. Wakelam
Sir Hugh Walpole
Sir P. F. Warner
Rebecca West
Dennis Wheatley
Reginald Whitcombe
Herbert Wilcox
Sir Hubert Wilkins
Valentine Williams
Sir Henry J. Wood
Sir Kingsley Wood
Stefan Zweig
Music and Ballet

**Viewers have seen and heard**

Argentinita
Pearl Argyle
Baronova
Harriet Cohen
Danilova
Peter Dawson
Anton Dolin
Irene Eisinger
Margot Fonteyn
Mark Hambourg
Robert Helpmann
Parry Jones
David Lichine
Markova
Georges Metaxa
Lisa Minghetti
Moiseiwitsch
Lisa Perli
Piatigorsky
Pouishnoff
Riabouchinska
Elisabeth Schumann
They see and hear the same things as the actual audience—but the views and sounds are selected and presented by a skilled producer.
Television brings to the fireside new experiences, new personalities, and new pleasures.

It presents a new drama and a new film technique. It allows us to meet brilliant men and women face to face. It can be the greatest catalogue of the arts and of civilisation that the world has ever seen.

Let us hope that its miraculous powers to entertain, to encourage and to inspire may help us to face an astonishing world with understanding, good humour and courage.
Sporting events create new audiences and new enthusiasm
You see the owners of famous voices
You have all the doubt and excitement of the actual event. Television goes to the places where news is being made and brings it back alive.
You can study fashions confidentially
You go to the cinema to become part of an audience—a guest at a public banquet:
Television is the quiet dinner party at home where your guests meet the famous face to face.
You have every kind of entertainment from international sport to the latest West End Cabarets
Television can be gloriously funny
Here are the announcers
To-day more than a dozen well-known radio manufacturers are making television sets: many of them make arrangements for these sets to be demonstrated in your home. The Radio Manufacturers’ Association (Astor House, Aldwych, London, W.C.2) will, on application, supply a list of the manufacturers concerned.

The efficiency of the television set is now established and sales are going up all the time.

There are television programmes every day—matinées every week-day afternoon, and evening programmes every night including Sundays. Programmes at special times present great occasions and big sporting events. The B.B.C. has lately bought a second mobile unit which will increase the number of these Outside Broadcasts.

You can get an idea of the quality and variety of the programmes from the pages of this book, which shows something of the progress that has been made. The story began in November 1936. This is not the end.
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