

AND

NOW

THE BRITISH BROADCAST  
PRESENTS

TELE

TO



ASTING CORPORATION

VISION

THE WORLD



# TELEVISION MANUFACTURERS

## *Members of the Radio Manufacturers' Association*

**T**HE 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.

BAIRD	Baird Television Limited, Worsley Bridge Road, Lower Sydenham, S.E.26. Bush Radio Limited, Power Road, Chiswick, W.4.
BURNDEPT	Burndept Limited, Light Gun Factory, Erith, Kent.
EKCO	E. K. Cole Limited, " Ekco " Works, Southend-on-Sea, Essex.
COSSOR	A. C. Cossor Limited, Cossor House, Highbury Grove, N.5.
FERRANTI	Ferranti Limited, Bush House, Aldwych, W.C.2.
G.E.C.	General Electric Co. Limited, Magnet House, Kingsway, W.C.2.
H.M.V.	The Gramophone Co. Limited, 98-108 Clerkenwell Road, E.C.1.
INVICTA	Invicta Radio Limited, 44 Gt. Marlborough Street, W.1.
K.B.	Kolster-Brandes Limited, Cray Works, Sidcup, Kent.
MARCONI	Marconiphone Co. Limited, 210 Tottenham Court Road, W.1.
MURPHY	Murphy Radio Limited, Broadwater Road, Welwyn Garden City, Herts.
PHILIPS	Philips Lamps Limited, 145 Charing Cross Road, W.C.2.
PYE	Pye Limited, 44 Gt. Marlborough Street, W.1.
R.G.D.	Radio Gramophone Development Co. Limited, Globe Works, Newtown Row, Birmingham 6.
ULTRA	Ultra Electric Limited, Western Avenue, Acton, W.3.



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

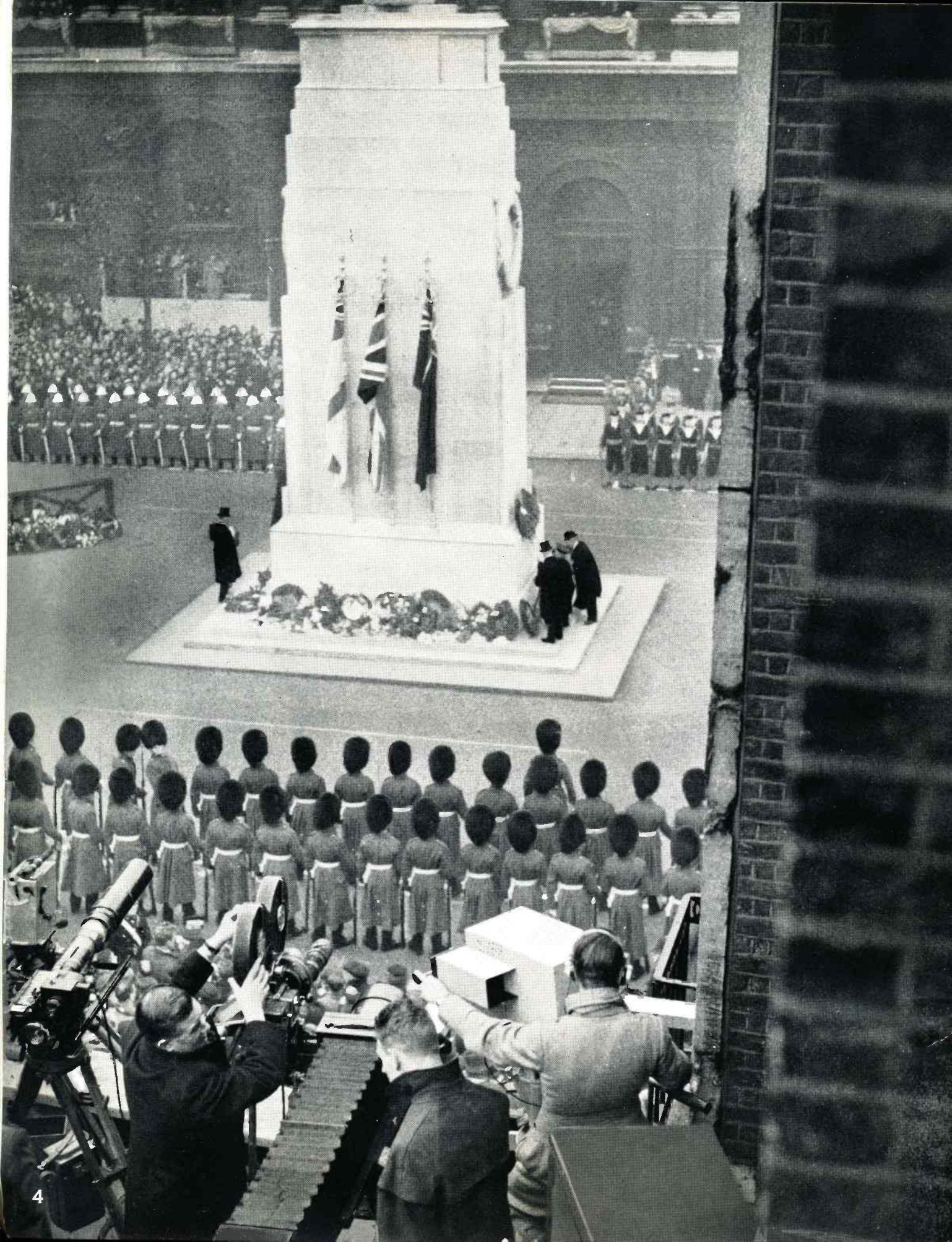
Motor Racing

The 'Varsity Sports

Rugger and Soccer Internationals

Hurlingham Polo Matches

The Zoo



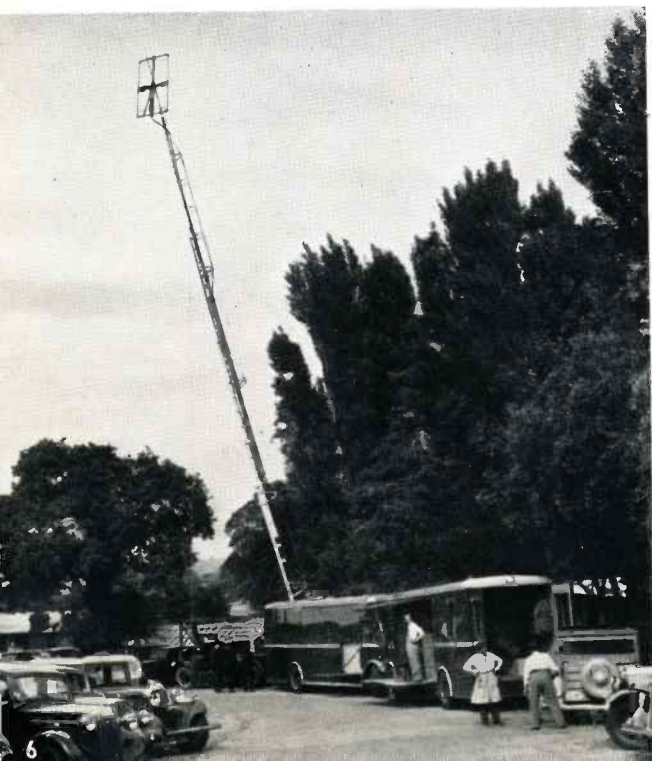


They have seen history being made





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
- Hildegard
- 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

Light  
Entertainment





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



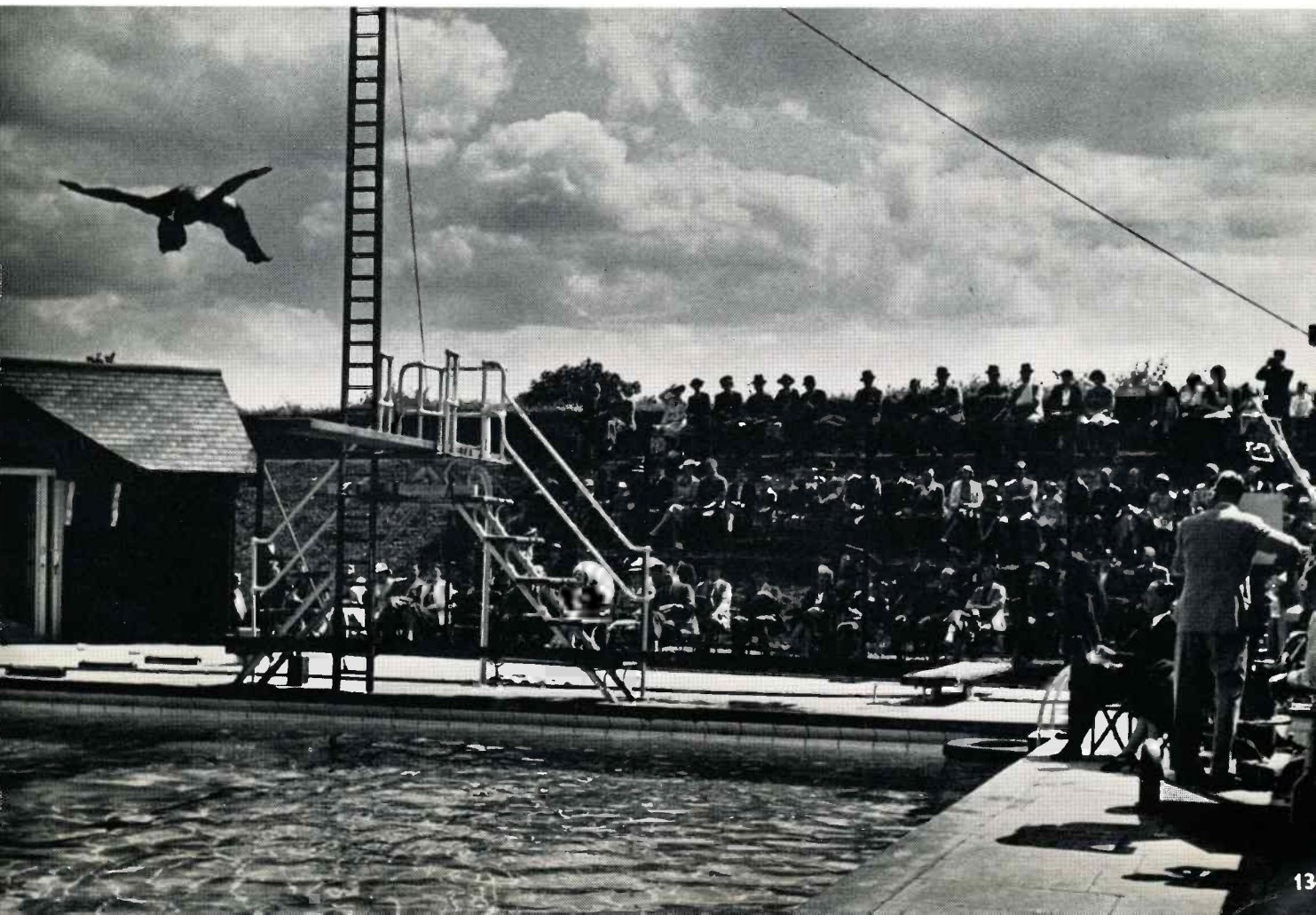


*Viewers have attended in their homes the  
Television first nights of these plays*

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 (*Sherriff*)  
 Broadway (*Dunning and Abbott*)  
 Clive of India (*Lipscomb and Minney*)  
 Derby Day (*Herbert*)  
 Emperor Jones (*O'Neill*)  
 Ghosts (*Ibsen*)  
 Hands Across the Sea (*Coward*)  
 Hassan (*Flecker*)  
 Henry IV (*Pirandello*)  
 Jane Eyre (*Brontë*)  
 Julius Caesar (*Shakespeare*) (in modern  
 dress)

Journey's End (*Sherriff*)  
 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*)

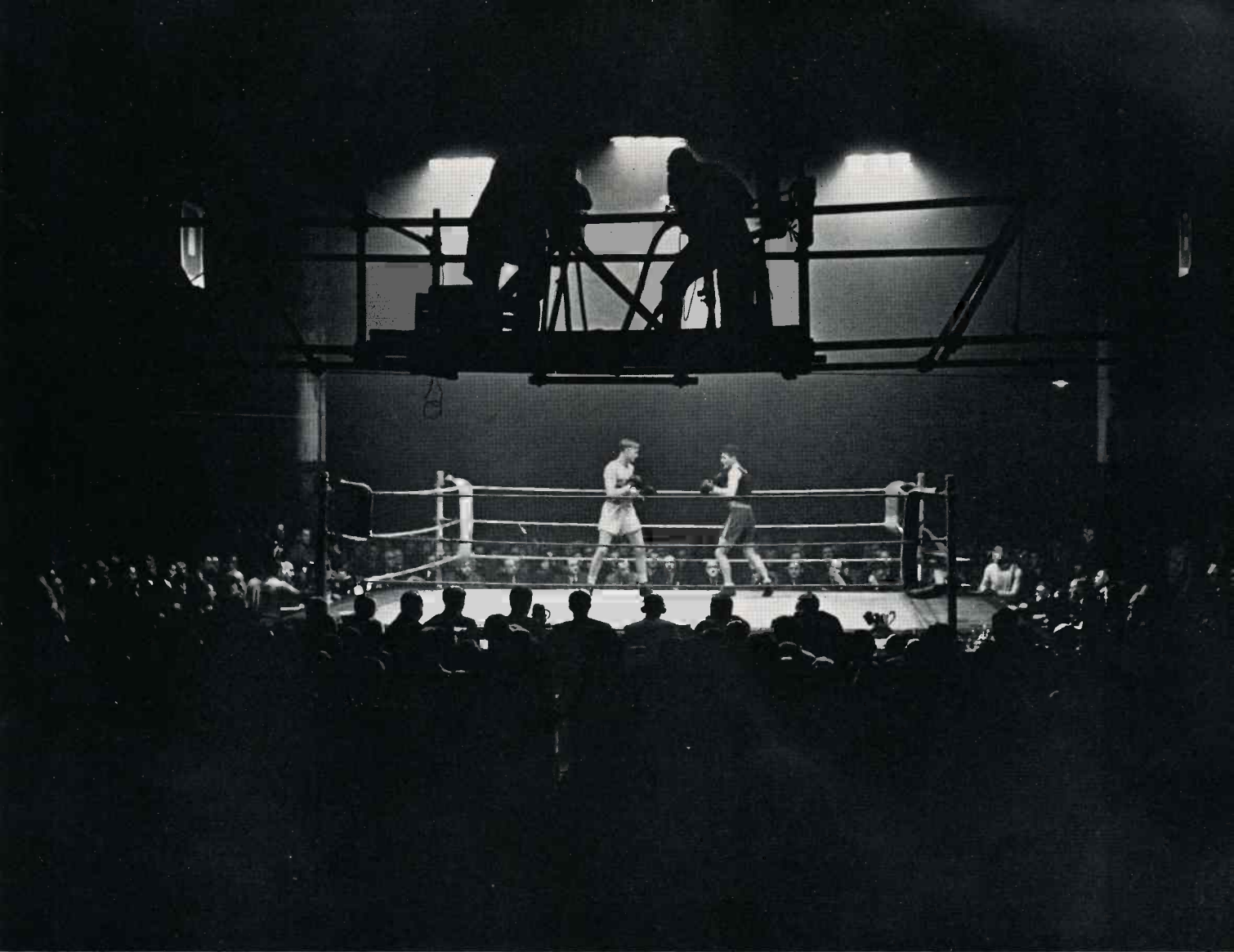






*The following actors and actresses have taken part*

- |                   |                  |                      |
|-------------------|------------------|----------------------|
| Yvonne Arnaud     | William Devlin   | Balliol Holloway     |
| Felix Aylmer      | Elizabeth French | Dorothy Hyson        |
| Angela Baddeley   | Greer Garson     | Alan Jeayes          |
| Barry K. Barnes   | Basil Gill       | Celia Johnston       |
| Olive Blakeney    | Carol Goodner    | Colin Keith Johnston |
| Jean Cadell       | Campbell Gullan  | Malcolm Keen         |
| Frank Cellier     | Tyrone Guthrie   | Esmond Knight        |
| Diana Churchill   | Edmund Gwenn     | Leon M. Lion         |
| Leonora Corbett   | Louise Hampton   | Beatrix Lehmann      |
| Laura Cowie       | Nicholas Hannen  | Gina Malo            |
| Bromley Davenport | Valerie Hobson   | Ernest Milton        |



Cathleen Nesbitt  
Marie Ney  
Laurence Olivier  
Henry Oscar  
Esmé Percy  
Hartley Power  
Nancy Price  
Frederick Randalow  
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





*Joan Miller*



*Leslie Mitchell*

*'Picture Page'*

*Television's 'In Town Tonight'*



*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 Drueten  
St. John Ervine  
George Eyston  
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  
Ian 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. Tschiffeley  
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.



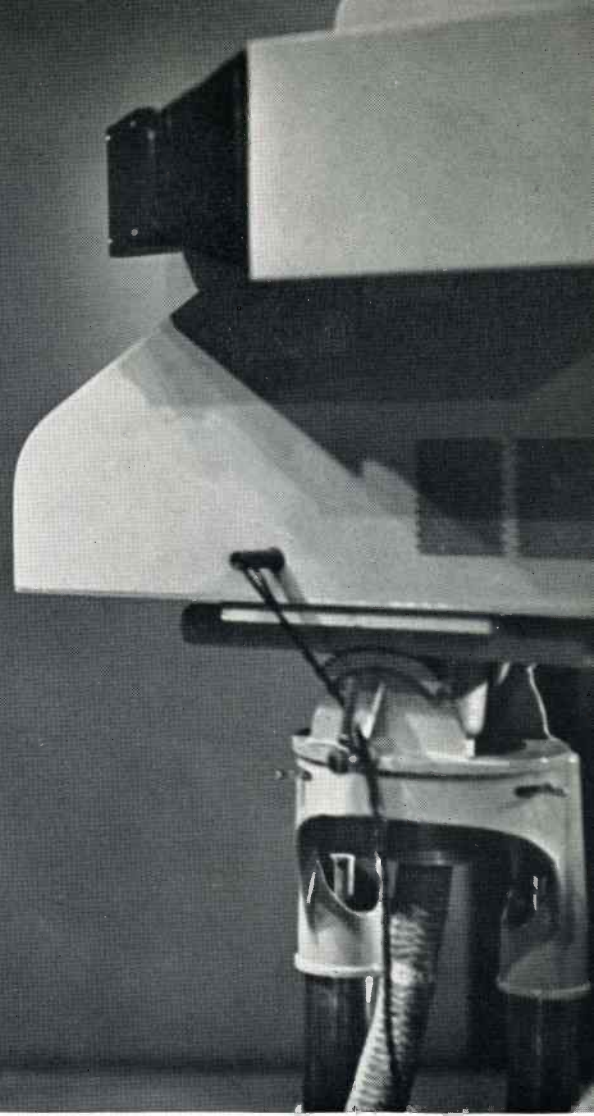
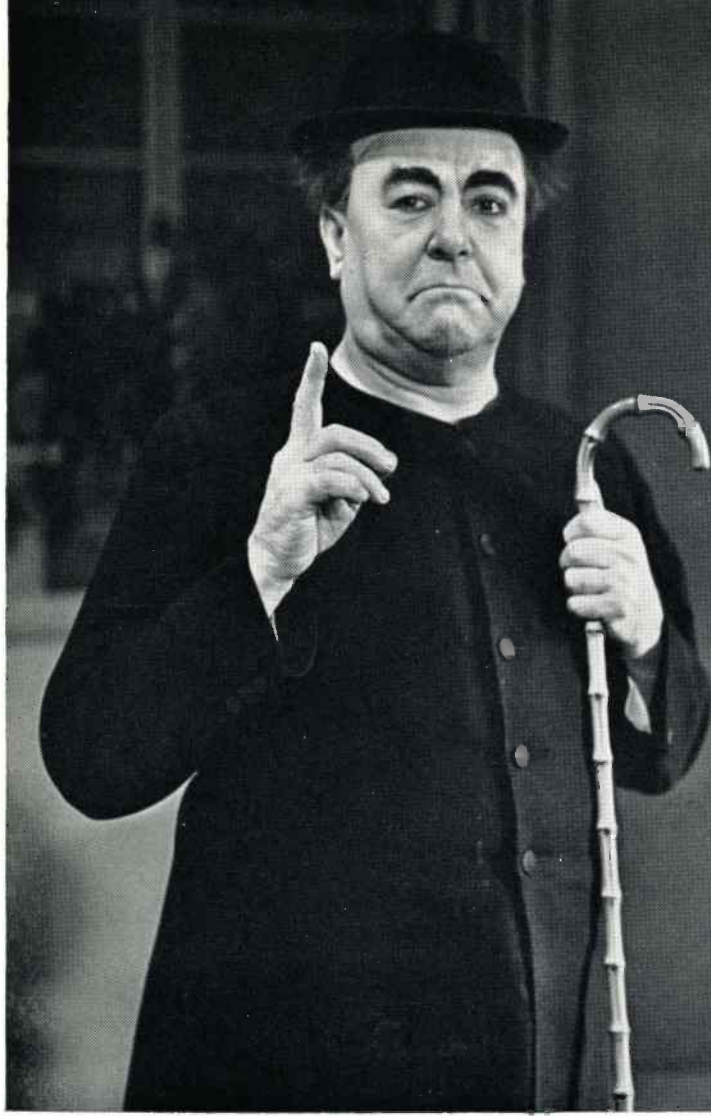
Sporting events create  
new audiences and new  
enthusiasm

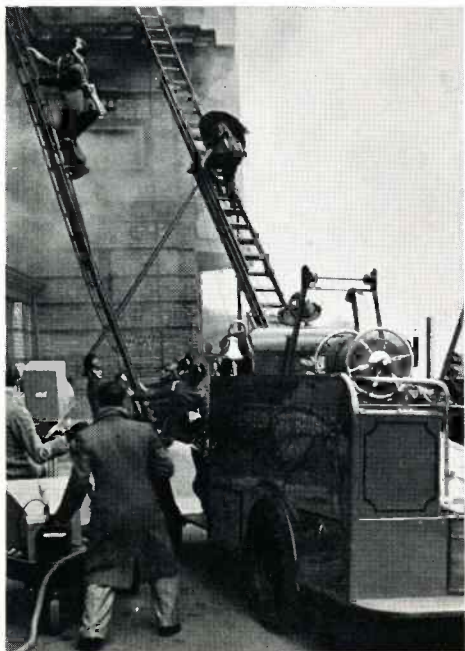




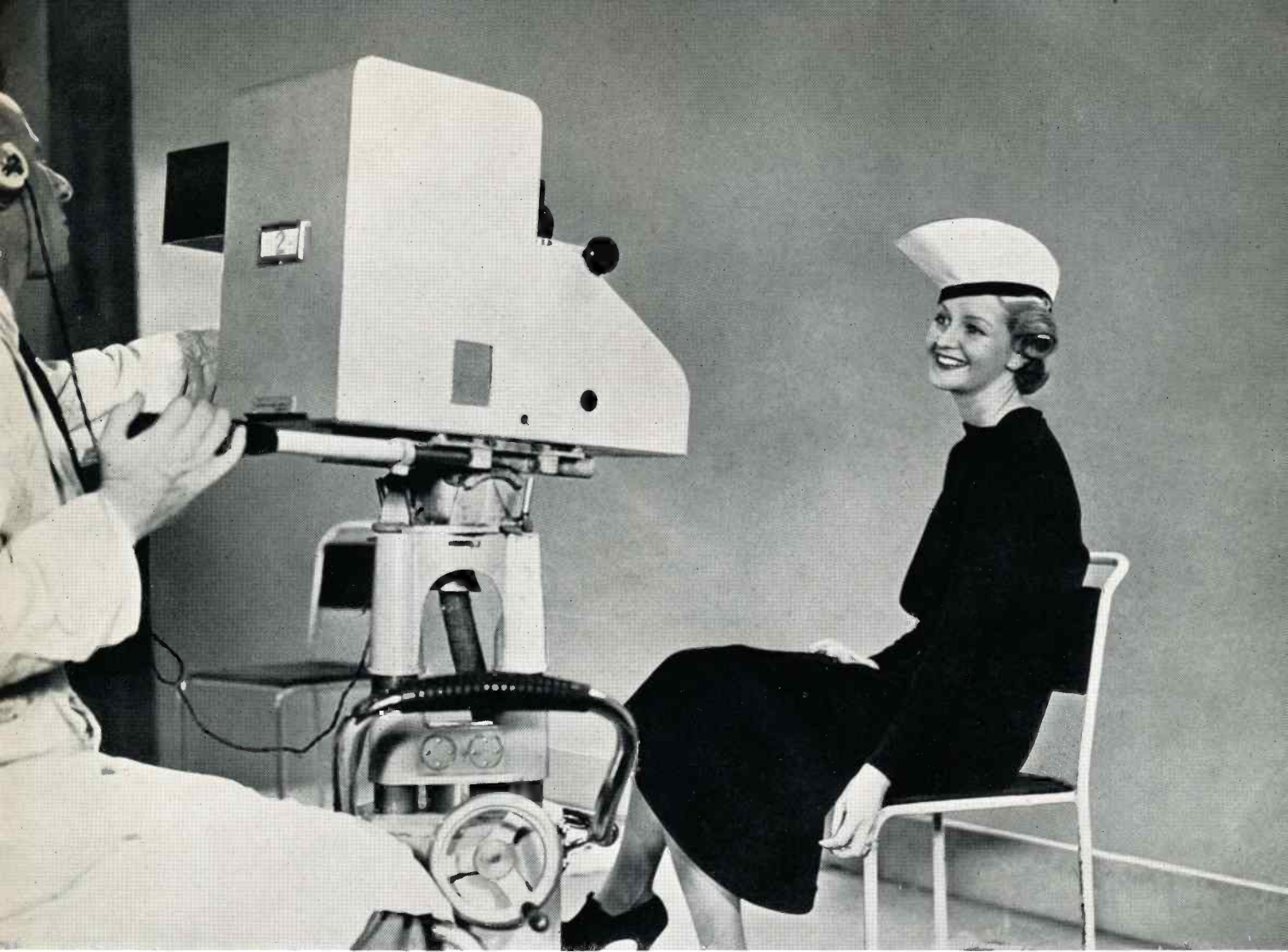


You see the owners of famous voices





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



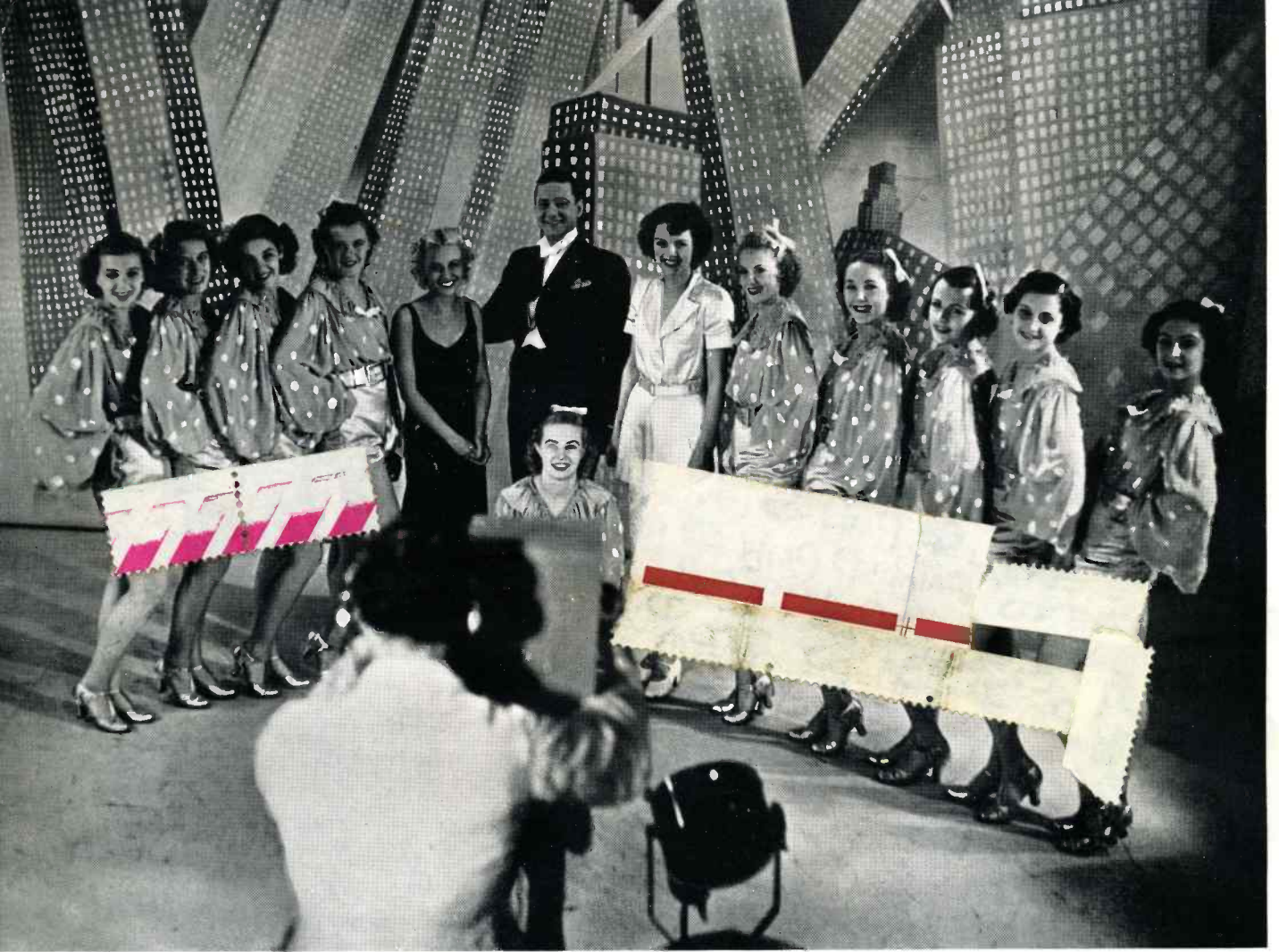


You go to the cinema to  
become part of an audience—  
a guest at a public banquet:—



Television is the quiet dinner party at home where your guests meet the famous face to face

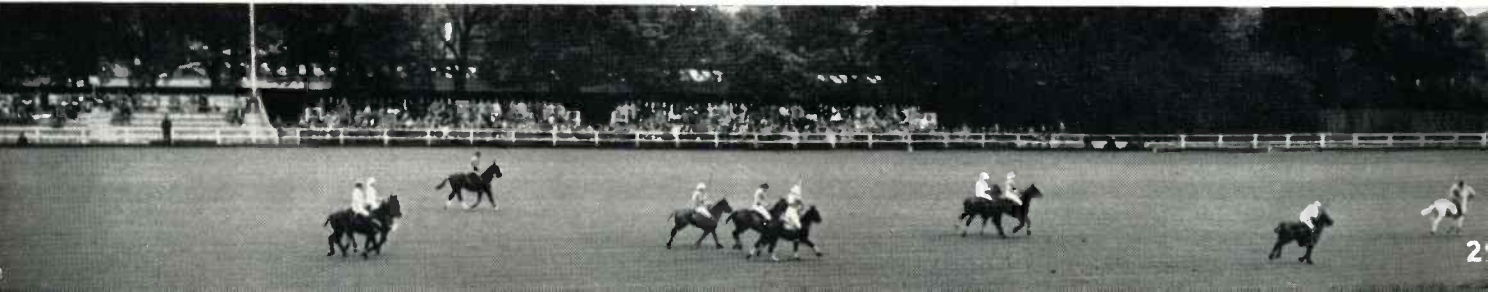




You have every kind of entertain-  
ment from international sport to  
the latest West End Cabarets



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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PRICE SIXPENCE

