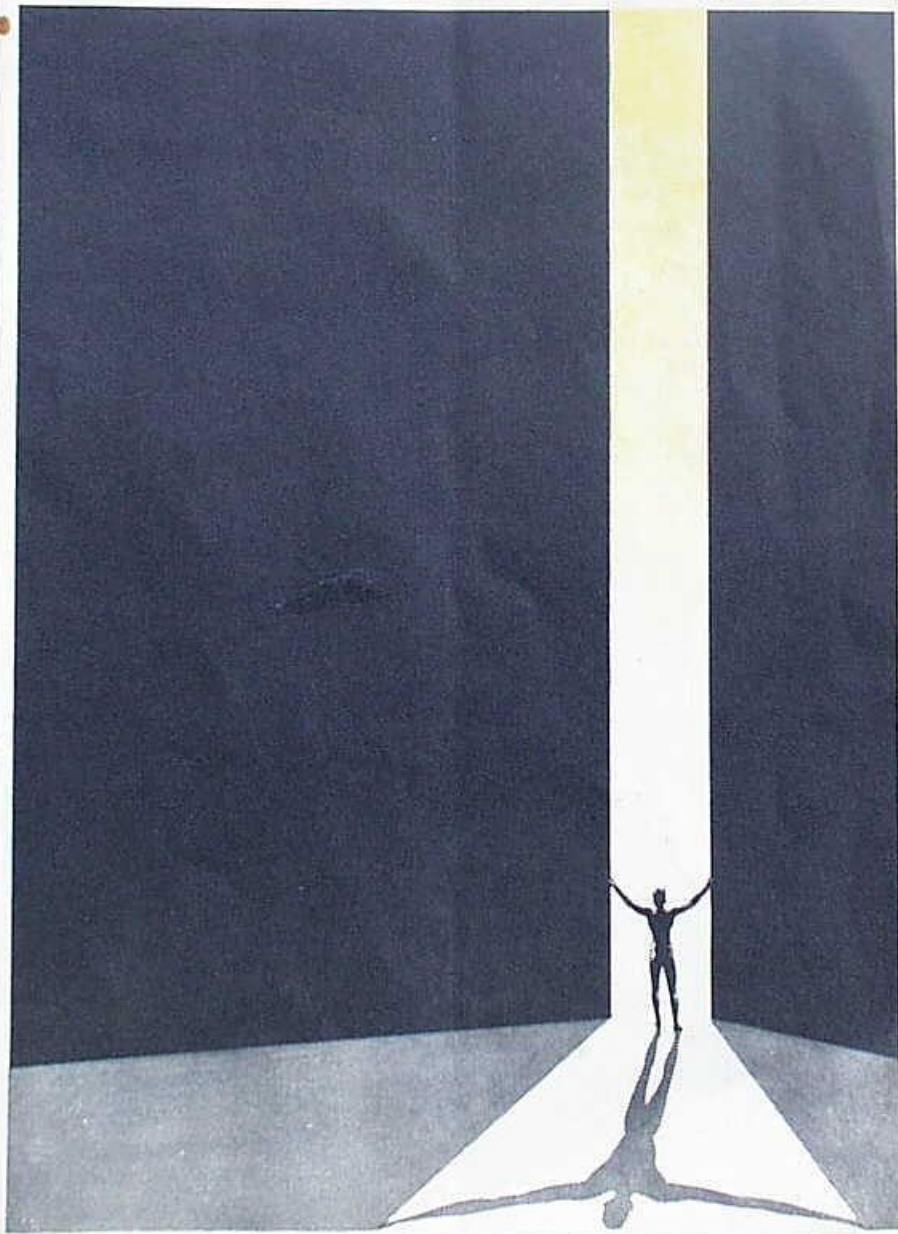


TELEVISION



The BAIRD TELEVISOR

—its newest form and performance

RADIO BROADCASTING has now reached a very high standard of efficiency both as regards transmission and reception, so much so that it is now looked upon as an accepted service throughout the World.

Hard upon its heels comes that marvel of transmitted sight TELEVISION, synonymous with the name of BAIRD the inventor.

Statements are still being made to the effect that Television is not, and will not be commercially practical for some considerable time. Nevertheless, we now present the new BAIRD TELEVISOR the only commercial instrument of its kind available ; which is manufactured and distributed solely by the British Radio Manufacturers—BUSH RADIO LTD. for the BAIRD CO. Before referring to the design and operation of the new Televisor, we desire to call particular attention to the following :—

We are satisfied that the results which can be obtained are very good, moreover control is now far easier than ever before. We are nevertheless making no extravagant claims whatever, since we realise that further progress and improvements are certain to be made in due course.

We wish that all who instal these latest Televisors in their homes, shall derive the greatest enjoyment and appreciate the full wonder of Television. To do this it is essential to bear in mind that the image which you will see is a living image. Every action, every spoken word, every note of music is happening at the moment when you see and hear it.

It is no film that you see—no record that you hear—you are watching something which you can never see again identically, for this is Television, the most uncanny and awe-inspiring discovery ever devised by man.



Height	- - - -	4' 1"
Width	- - - -	14 1/2"
Depth	- - - -	20"
SIZE OF SCREEN	- - - -	9" x 4"

BRIEF TECHNICAL DETAILS

THE cabinet which houses the complete Televisor is designed on essentially modern and distinctive lines, as shown in the illustration. The standard finish is natural walnut, highly polished, with dark brown fittings and mouldings. The upper section of the cabinet contains the Television Projector and Screen. The Projector operates by the Mirror Drum principle. The drum is rotated by an electric motor, and carries upon its outer face a series of 30 strip mirrors. A 100 watt lamp supplies light which passes through a special cell (known as the Grid Cell) and thence through a system of lenses and mirrors. From there it is reflected back on to the face of the mirror drum, which itself projects the image upon the screen. This screen, which works on the camera bellows principle, and is drawn out for receiving the image, measures 9 inches by 4. This is a very considerable increase in size from the early models, and it is therefore possible for several persons to watch simultaneously at a distance of several yards from the screen.

The effective range of reception is now 40 miles from the transmitter.

The Television Receiver and Amplifier (centre section) consists of H.F. and detector stages, and a powerful four-valve Resistance Coupled Amplifier necessary for the reception of vision and accurate synchronisation between receiver and transmitter. A Speaker is mounted on the front panel for connecting to any Radio Set, which is receiving the sound Broadcast. As this Speaker is immediately below the screen, the full effect of the simultaneous Broadcast of sound and vision is assured. Apart from the reception of Television, this Amplifier can be utilised for the reception of Radio Broadcast. The complete cabinet is mounted on special castors, which facilitates any change of position.

Full instructions are supplied with each Televisor, but all the chief adjustments are made at the time of installation.

For further information and address of the nearest appointed Agent write to BUSH RADIO LIMITED, Sole Manufacturers and Distributors for the BAIRD TELEVISION COMPANY.

Price 75 Guineas

complete as illustrated.

BUSH RADIO LIMITED

WOODGER ROAD : SHEPHERD'S BUSH : W.12

Telephone: Shepherd's Bush 2050

T.I. June, 1933.

Courtesy of Michael Bennett-Levy