

Baird Branded Parts for Home Construction

In addition to the "Televisor" Home Reception Set we can supply complete range of Baird branded parts for the home constructor. We can also provide any single part of the apparatus, thus enabling the experimenter to build his own experimental apparatus.

We feel that all those who are keenly interested in television should know and definitely realise that Baird branded products are the *only* genuine television components. The successful reception of the Baird transmission is dependent upon the use of *Baird* instruments only. Perfect reception is then guaranteed.

What the great Marconi has done for wireless, Baird has done for television. We, as producers of his apparatus, wish to ask our public to join us in furthering the cause of television by co-operating with us to ensure longer hours and better programmes, to which end all television enthusiasts must work.

Baird Service for Baird Television Owners.

Owners of Baird Television Sets will be supported by an efficient service including a staff of trained service men. Should any owner get into difficulties, a telephone call or a postcard to us will bring him expert advice and high technical skill. In return for the support we know we are getting from the public, we are prepared to give every possible assistance in installing, running and maintaining their "Televisors."

BAIRD BRANDED COMPONENTS
for perfect reception

NOTABLE DATES in the history of BAIRD TELEVISION

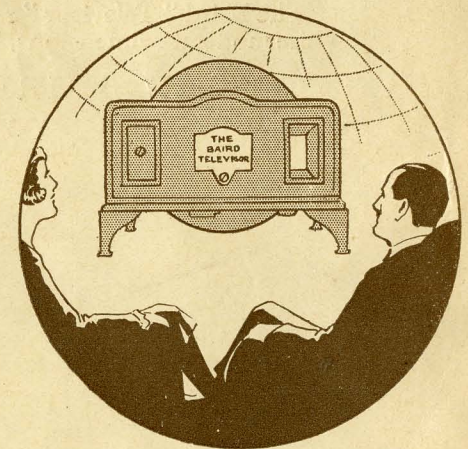
Progress in the Development of the Baird System of Television

- 1923. The Production of Shadowgraphs.
- 1925. (April)—Demonstration at Selfridges.
- 1925. (Oct.)—Mr. Baird obtained the first true image of "Stukey," the dummy figure.
- 1926. (Jan.)—Demonstration of True Television to members of the Royal Institution.
- 1926. (Aug.)—Opening of 2TV, the first experimental Wireless Broadcasting station for Television. Opening of Harrow experimental Wireless Broadcasting and Receiving Station.
- 1926. (Dec.)—Demonstration of Noctovision to the Royal Institution.
- 1927. (April)—Demonstration of Vision through Fog, to Admiral Kerr and others.
- 1927. (26th May)—London to Glasgow Television Demonstration, transmission by land line.
- 1928. (8th and 9th Feb.)—London to New York television transmission.
- 1928. (7th March)—London to the "Berengaria" in mid-ocean. Transmission repeated 8th March.
- 1928. (2nd July)—First Television Demonstration by daylight.
- 1928. (6th July)—Demonstration of Colour Television.
- 1928. (4th to 10th Sept.)—Demonstration of Stereoscopic Television to British Association at Glasgow.
- 1928. (22nd Sept.)—Demonstration of Commercial Model at Olympia.
- 1930. (Feb.)—Television and Baird's Products on the market.



**NOW
TELEVISION'S
HERE**

**SEE the
WORLD
from your
FIRESIDE**



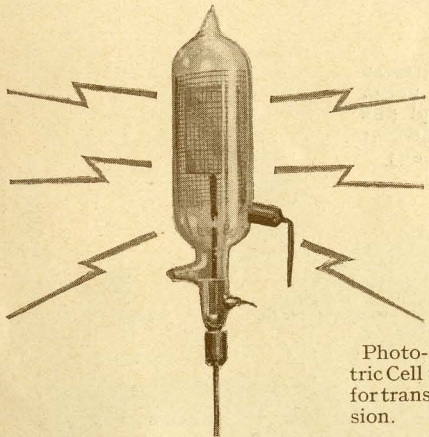


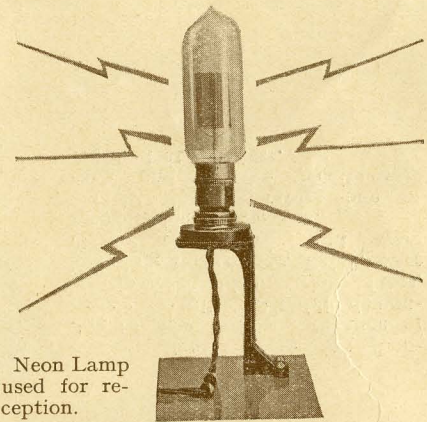
Photo-electric Cell used for transmission.

Transmission and Reception by the Baird Televisors

PHOTO-ELECTRIC CELLS AND NEON LAMP

These are the nerve centre of television. The photo-electric cell is used to cause current variation corresponding to light and shade on the object being televised. The neon lamp transforms these current variations back into light and upon its plate, by means of

the Baird disc, the image of the distant object is built up. The movement of the image of the neon is produced simultaneously with any movement of the distant object. No photographic process is used, and the image being televised is seen as in actual life.



Neon Lamp used for reception.

The BAIRD "TELEVISOR"

DURING the past quarter of a century Science has advanced in very rapid strides. We have seen the cinematograph, the aeroplane, wireless telegraphy and broadcasting come to perfection. In the latter part of the last century such developments were only dreamed of by writers of fiction ; now we see them as accomplished facts.

The march of Science continues, however, and to-day the Baird Companies present to the public the very latest marvel—*Television*—the science of seeing by wire and wireless. It is an amazing thing, but none the less true, that a person sitting before the Baird transmitter can be seen thousands of miles away. Not a photograph, nor yet a shadowgraph, but an actual moving image of the subject being televised can be seen and heard in any home fitted with the Baird "Televisor" receiving apparatus.

The BAIRD Televisor HOME RECEPTION SET

JOHAN L. BAIRD has actually achieved the marvel of transmitting a moving picture of an actual human image over the ether.

This type of transmission comprises our usual programmes.

John L. Baird has, after years of successful experiment and steady development, aided by a staff of trained technicians, produced a "Televisor" which is within reach of the man of moderate means.

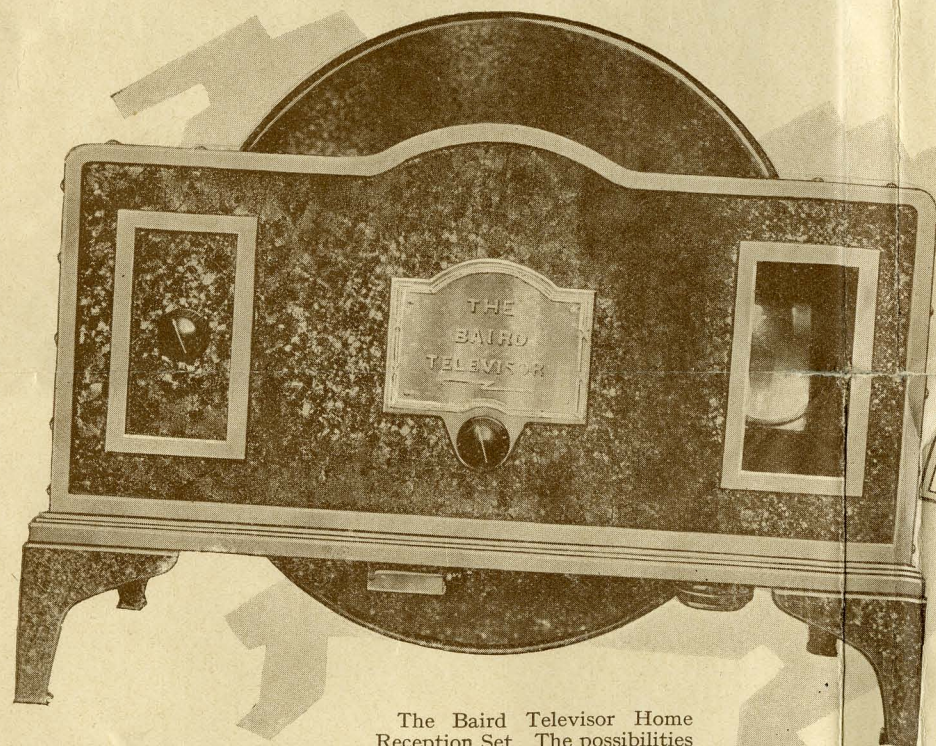
The Baird "Televisor" reception set, which is of quite moderate dimensions, being compatible with the

size of an ordinary suit case, is as simple to operate as an ordinary wireless set.

With this set in your home you can sit in comfort and see the programmes broadcast by the B.B.C. And as the Baird Research Department, under the guidance of John L. Baird, develops the transmission of films, one may predict that the day is not far off when owners of the Baird Home Reception Set will be able to witness a whole film performance and hear a complete talkie in conjunction with their wireless set.

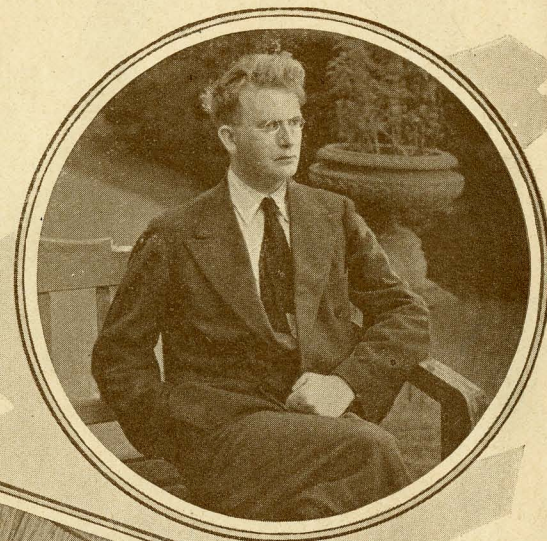
THE BAIRD TELEVISION DEVELOPMENT Co., Ltd.,

133 LONG ACRE, LONDON, W.C.2. Tel. Temple Bar 5401



The Baird Televisor Home Reception Set. The possibilities and pleasure afforded by Television can now be enjoyed by everyone at home.

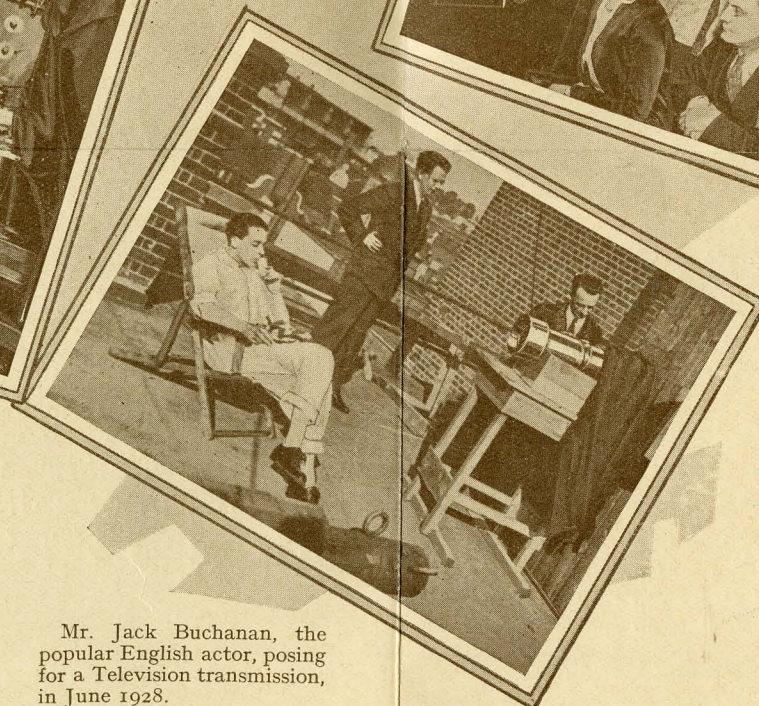
John L. Baird, the famous Scottish scientist, the inventor of Television, The Baird Television Home Reception Set now makes it possible for everyone to enjoy the pleasures afforded by this wonderful invention.



The first demonstration of Television in Mid-Atlantic, 7th March 1928, on board the "Beren-garia"—an historical transmission from London.



John L. Baird directing transmission from the Baird Studio.



Mr. Jack Buchanan, the popular English actor, posing for a Television transmission, in June 1928.

Transatlantic Television—London to New York—a distance of over 3,500 miles. A public demonstration at which various faces, including that of Mr. Baird, were clearly transmitted, and were recognisable in America.

Only two operators—one at each end of the circuit—were required at this test.