

# THE RADIO EYE!

the dream of this  
wonder age now  
a solid fact...

SEE the greatest development of radio research—SEE the actual actions of living people and things reproduced instantly before your eyes on the screen of the wonderful Baird "Televisor" Home Reception Set. Don't be content to just listen—enjoy the perfect synchronisation of sound and action, the most wonderful achievement in radio.

The Baird "Televisor" is no more trouble to operate than any ordinary wireless set. No other Receiving apparatus gives this real life reproduction—the Baird "Televisor" Home Reception Set leaves nothing to be desired for quality and permanency.

Daily broadcasts of both sound and vision from the National and Regional Stations at Brookman's Park have been a feature since March 31st.

Particular care has been taken in the production of a kit of parts for home constructors, bearing the Baird Brand. This brand name will be an effective protection against the purchase of inefficient components. Why not try building a "Televisor" Reception Set? Ample service is arranged for and you will be creating for yourself a new interest.

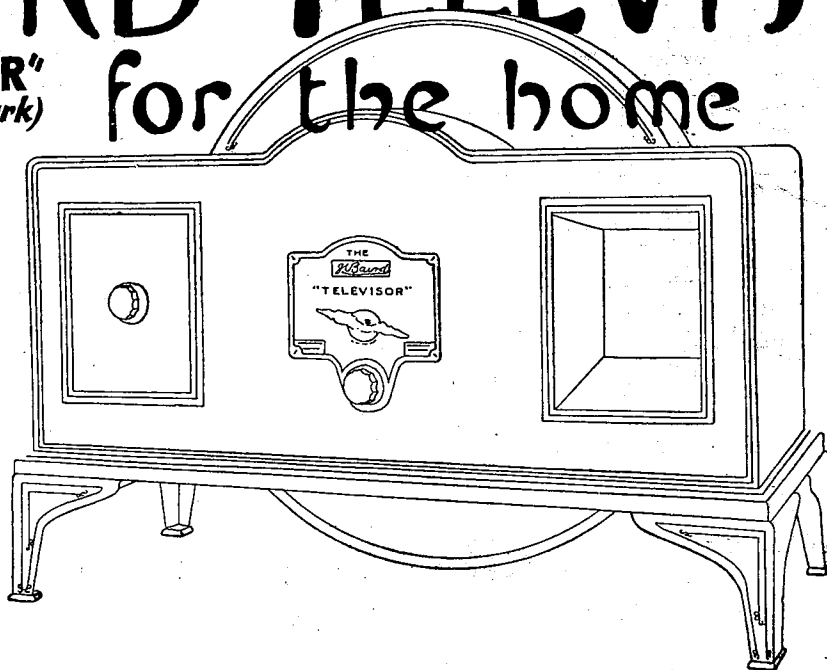
Prices for the complete Receiver and "Televisor," "Televisor" only and Kit of Baird branded parts will be sent on application to:—

**BAIRD TELEVISION LTD.**  
133 LONG ACRE, LONDON, W.C.2

## BAIRD TELEVISION

"TELEVISOR"  
(Regd. Trade Mark)

for the home



# **The Television Triumph**

at

## **The London Coliseum**

### **WHAT THE PRESS SAID:—**

*DAILY MAIL.*—"With a dramatic success which convinced the most sceptical, television established itself at the London Coliseum yesterday. . . ."

*DAILY TELEGRAPH.*—"Television was successfully exploited as a feature of a music-hall programme at the Coliseum last night. . . . Both visual and aural effects were satisfactory."

*DAILY EXPRESS.*—"Television is attracting much more attention than the bioscope did, for famous people are condescending to have their voices transmitted from Long Acre to the Coliseum stage. . . . I wonder how long it will take before television brings a theatrical performance to our own home? . . ."

*MORNING POST.*—"Television proved itself an accomplished fact at the London Coliseum yesterday."

*DAILY HERALD.*—"Altogether a memorable evening, and the Coliseum is playing its part in the making of scientific history."

*NEWS CHRONICLE.*—"The singing of a song by Miss Joan Revel from the studio in Long Acre further demonstrated the great possibilities of this modern wonder."

*DAILY EXPRESS.*—"Television advanced a long way yesterday, when J. L. Baird's invention formed part of the ordinary Coliseum programme. . . . Television obviously still has a long way to go, but it proved last night that its young Scottish inventor has got something which will soon arrest the attention of the world."

*THE ENCORE.*—"The Baird television demonstration at the Coliseum is a milestone in the wonderful progress being witnessed by the present generation. Any criticism of the imperfections of the Baird system as now being demonstrated to the public is futile. Television is right here in our midst. . . ."

*SUNDAY REFEREE.*—"History was made at the Coliseum yesterday when, for the first time in the world's history, a talking picture was transmitted by television."

*SUNDAY PICTORIAL.*—"Mr. Baird's invention looks like being the most effective means yet devised of keeping the children in the home."

*SUNDAY DISPATCH.*—"Tele-talking films seen and heard at the Coliseum yesterday. . . . As the film was made only on Friday and was transmitted from the Baird Studios to the Coliseum without rehearsal the results were excellent."

*SUNDAY EXPRESS.*—"Television has come. . . ."

*SUNDAY REFEREE.*—" . . . capital living portraits of sundry well-known folk follow each other on the screen. . . . In this case I can promise those who take them along that they will not have cause to grouse at having to 'take the children to a show.'

*REYNOLD'S NEWS.*—"I went to the Coliseum to see the television number, and found it fascinating."

*SUNDAY TIMES.*—"By far the most interesting thing in last week's programme at the Coliseum was the seventh item, 'Television'; the Baird British invention. . . . The experiment so successfully undertaken at the Coliseum is not essentially miraculous; it is exactly what one has long expected."

**BAIRD TELEVISION, LTD.,**  
**133, Long Acre, London, W.C.2.**