

TELEVISION STARTS THE THEATRE

IN THE LIMELIGHT

**Cinema Will Suffer Before the Stage—
More Variety Favourites**

THE first public demonstration of television at the Coliseum has set us all speculating. Bernard Shaw has just announced that "the poor old theatre is done for"—done for by the talkies. I don't believe it. But I do believe that one day the rich new picture palace will be done for—done for by television. Crude as it is in its initial stage, Mr. Baird's invention looks like being the most effective means yet devised of keeping the children at home.

What Happens.—The demonstration at the Coliseum reproduces events which are simultaneously taking place in a studio in Long Acre. On a rectangle of dimensions limited to the accommodation of one or (at a squash) two slightly enlarged heads, we see (imperfectly) and hear (excellently) singers, male and female, singing songs. Then a gentleman on the stage of the Coliseum engages in telephonic conversation with a gentleman in the Long Acre studio. We behold the face answering the questions put by members of the audience.

'Phone Future.—From this two things are clear. First, that very soon we shall all (and not, as at present, only a limited experimental section) be seeing the faces of B.B.C. broadcasters. Second, that before very long, we shall all be seeing the faces of the people to whom we telephone. I expect the girl at the exchange will generally give us the wrong face with the right number, or the right face with the wrong number, which will be more exasperating than ever. But if we can see her face too, we shall probably refrain from being quite so rude to her.

Love Within Limits.—The gentleman in the Long Acre studio rumples his hair and blows a kiss to the audience at the Coliseum. It is clear that when you can actually kiss a moving picture of the girl who is murmuring "Darling!" or even "Beast!" over the wire, love-making will have fresh fascinating, if not entirely satisfactory, fields to explore. Thus, even on the existing small screen, great things will be possible. When we can all have a screen the size of a real moving picture screen, the real revolution in entertainment will begin.

Exit Attendant.—In the first place, it will be possible one of these days to turn any stage play into a talkie by seeing-and-listening-in. This will still leave those who fancy flesh and blood unsatisfied. So, the "poor old theatre" will still have its supporters. But when it is possible by television to see-and-listen-in at home to the talkies themselves, who will trouble to go to the picture palaces? The picture palace as a rendezvous will be done for. And all the beautiful uniforms of all the exciting attendants will have to be sold to any old clo' dealer sporting enough to make an offer.

Sense of Touch.—Thus television will assist the conspiracy to render man completely static. We shall be able to watch our test matches and our big fights and our lawn tennis finals in bed. But the thrill will not be the same, for the fundamental sense is the sense of touch, and it is the possibility, however remote, of satisfying this sense that gives the old stage its pull over the new screen. "I was so close to him," says the hero-worshipper, "I was so close to him that I could have touched him." Ponder those words.

PESSIMISTS OFF AGAIN

TELE-TALKIE AT LAST

**Films and Speech Relayed to
Theatre by Wireless**

BRITAIN'S GREAT LEAD

The Television-Talkie has arrived, and once more Britain has given a lead to the world.

History was made at the Coliseum yesterday afternoon, when the first public demonstration of Tele-Talkies, or talking films transmitted by television, was given to a deeply impressed audience.

The face and upper part of the body of the announcer, who spoke from the studio in Long-acre, appeared on a small screen. The vision was unsettled in the manner of the first moving pictures, but the voice was perfectly clear and distinct.

He introduced Miss Doreen Monte and Mr. Fred Yule, who sang a duet, and Mr. Sydney Moseley then appeared in a film which had been specially taken and gave a short address, while he stood on the stage to show there was no deception.

"Before long," said Mr. Baird to the *Sunday Pictorial*, "all music halls will have television screens, and from a central studio programmes of talking films and topical events as they occur will be sent out by telephone and by wireless."

"This country is the first to provide a regular series of speech and vision pictures and to market a televisor which can be attached to a wireless set."

TELE-TALKIE ARRIVES

Remarkable Performance at
the London
Coliseum

HISTORY MADE

History was made at the Coliseum yesterday, when, for the first time in the world's story, a talking picture was transmitted by Television; and seen, heard, and loudly applauded by vast audiences in the famous theatre in St. Martin's-lane.

On a screen measuring six feet by three appeared—more than life-size—the head and shoulders of Mr. Sydney A. Moseley, Director of Baird Television programmes.

Mr. Moseley's screen-figure then proceeded to give an extraordinarily interesting exposition of "Tele-Talkies"—and all the time Mr. Moseley was present in propria persona on the stage!

ELECTRIFYING EXPERIENCE.

The effect on the packed auditorium was electrifying.

The "sound" and the picture (known technically as a "Sound-on" film) were transmitted together by land line from the Baird Television studio in Long Acre. Synchronisation was perfect. Obviously, there was no "catch in it." While the real Mr. Moseley remained "dumb," his replica on the screen enunciated with wonderful clarity.

A year ago Mr. Baird gave a laboratory demonstration of Television "talkie" transmission on a small home "Televisor."

Yesterday a new era opened at the Coliseum. Never before had a theatre included a Tele-Talkie as part of its programme.

Despite ocular and aural evidence, there were members of the audience who could scarcely believe their eyes and ears. It seemed almost too amazing to be true. And yet it was! The film was taken at Isleworth only on Friday.

Mr. John Logie Baird, who is a Scotsman, first demonstrated Television before members of the Royal Institution in 1926.

TRANSMISSION TO CINEMAS.

Since then great improvements have been effected in the apparatus.

"But," said Mr. Barton Chapple, Wh.Sch., B.Sc., A.C.G.I., D.I.C., A.M.I.E.E., a technical member of the Baird Television Company, in an interview, "we are constantly working on Television.

"In future, and at no distant date, we shall be able to 'televise' a 'master film' over a land line to an unlimited number of cinemas. This means that cinema proprietors will be spared all the bother of handling and hiring films.

"Another possibility. Soon we hope to develop sufficiently to enable police stations to have their own screens. On these—throughout the Kingdom—we shall flash the portraits of such unpopular people as car-bandits, murderers, and other gentry 'wanted' by the police."

"I am satisfied with the demonstration," Mr. Baird told a SUNDAY REFEREE representative yesterday, "so far as an inventor ever is satisfied. But of this I am convinced, there are virtually no limits to Television's possibilities."

Which, after yesterday's experience, seems undeniable.

as Result of Baird Successes

N. Y. American-
RADIO
Sept 11, 1930
Rambles
Thursday
By AIRCASTER

It is no secret that in America powerful interests are placing all manner of impediments in the path of television while preparing to offset as far as possible the revolutionary effects of that new science in many regions of commerce. To the amusement world alone it threatens havoc, and what it will do to ordinary radio is provocative of a headache.

But if American promulgators of commercial television have been stumped by the opposition of big interests, the British inventors and promoters refuse to be throttled. That they intend invading this country with their own particular apparatus is evident from the fact that the Baird interests, which were backed originally by the English Government, have established themselves here and are planning demonstrations that are causing no little worry in American centers. The Britishers have located in the Paramount Building, and within a few weeks, perhaps, there will be lots of startling news.

ROUND THE MUSIC HALLS

Television Drawing All
London to the Coliseum

HOLIDAY BILLS

By TRISTRAM

EVER to the fore in providing its patrons with an opportunity of seeing and hearing the best and brightest artists in all the various branches into which the world of entertainment is divided, the Coliseum has now invaded the realms of modern science, and by means of the first public exhibitions of Television has invested the current programme with an interest greater, perhaps, than would ensue from the engagement of any individual artist, no matter how widespread might be his or her popularity. In introducing Television at the Coliseum, Ratcliffe Holmes, the explorer, who acts as M.C., very wisely emphasises the fact that although, for the nonce, Television is taking on the form of a variety turn, there is nothing in the nature of a trick or an illusion in the exhibition of this remarkable science, which is, of course, yet barely out of the experimental stage.

* * *

Although they are seated in the offices of the Baird Television Company in Long-acre at some distance from the Coliseum, capital living portraits of sundry well-known folk follow each other on the screen, and not only are their words and actions reproduced so that all may hear and see them, but they carry on conversations with members of the audience in lively fashion. Among the best of the "subjects" seen during the week were the Lord Mayor of London, Irene Van-brugh, Mr. Herbert Morrison (Minister of Transport), and Fred Yule, whose singing of "The World is Waiting for the Sunrise" was a particularly successful instance of Television. With the summer vacation in full swing, it was not surprising to find quite a large proportion of the crowded house on the occasions of my visits was composed of girls and boys, and it is up to all such who have not yet had a chance to sample this great British invention to insist on being given one without delay. In this case I can promise those who take them along that they will not have cause to grieve at having to "take the children to a show."

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The Television Girl



MISS LULU STANLEY,

the first girl in the world to be made famous by the great new science of television. She often sings on the British-Baird screen at the London Coliseum. Considerable technical ability is required in professional televising. Like wireless broadcasting, it is an entirely new art, and Miss Stanley is one of the first to practise it successfully.

Europe Goes Television Crazy

APPARATUS Sought All Centers Want Sets

The success of the Baird television experiments in London last month evidently has set Europe television-crazy. Demands for television apparatus from various European centers have been so great that the Baird company is making arrangements for television shows at Berlin and in Paris. And in France, the Radio Corporation of America, through its French agents, Pathe-Natan, is planning to use that theater circuit for a series of television performances.

Graham Hewlett, representing the Baird Television Company, is now in Berlin preparing the Scala Theater there for a series of television programs similar to those recently held in London. The first show has been announced for September 15, and the performances will be broadcast from a neighboring studio in Berlin. The success of the Berlin experiment will bring about similar television shows in Paris early in October, it was stated.

In the meantime, word from Paris states that Pathe-Natan is building new studios at Romainville for the exclusive purpose of television broadcasts and experiments. The programs will be transmitted from the Paris studio, using twenty-kilowatt power.

Successful experiments, it was stated, will enable the Pathe-Natan chain of theaters to offer television programs to movie fans within a few weeks—a fact that will make that circuit the first to receive and display such shows over an entire chain.

The recent successful experiments by the Baird company in London has created an intense interest in Europe in television. Requests for apparatus and inquiries about this new amusement project have been pouring into the Baird offices and to the British Broadcasting Company, which is, ostensibly, behind the experimenting company. No attempts to sell the apparatus have been made as yet, an official of the Baird company being quoted as saying that the sets won't be placed on the market until they have become practically perfect from all stand-points.

"MISS TELEVISION"

Evening Journal Sept. 11 - Thurs

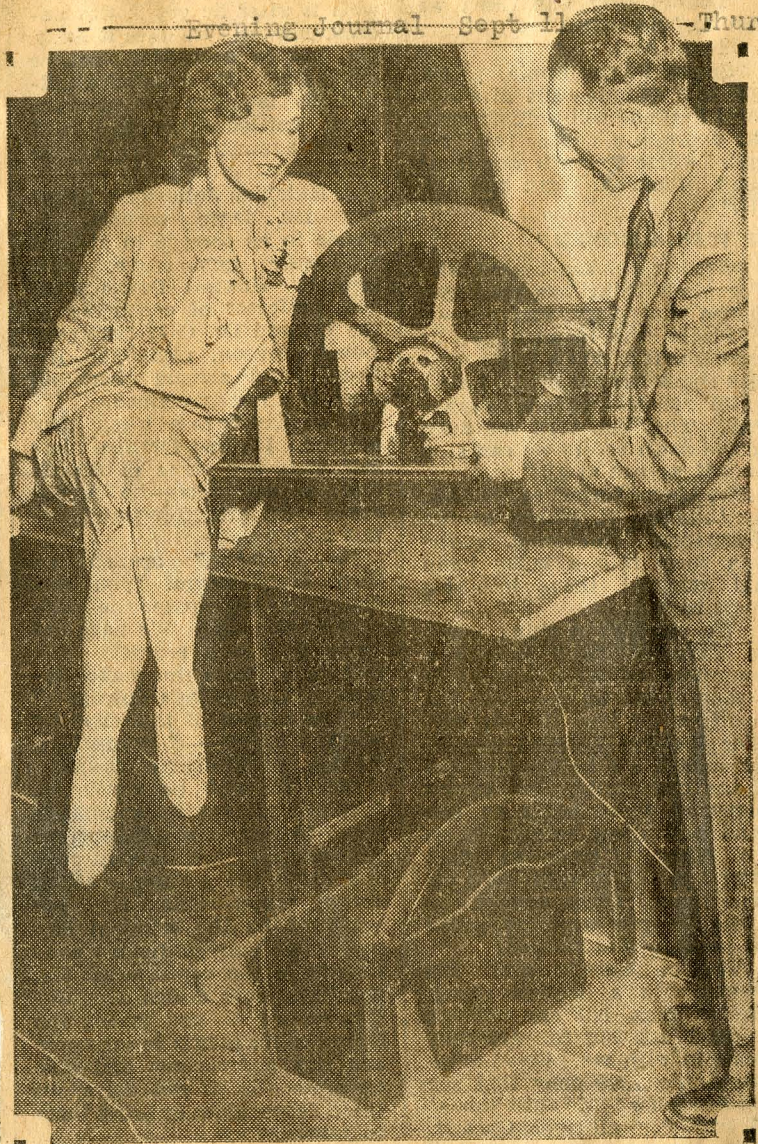


Photo by Evening Journal Staff Photographer.

Jeanne Dore, of the show, "New York," which is due soon on Broadway, was chosen from among 200 applicants as the most perfect "television type" by the Baird Television Co., of London. Assistant Engineer H. C. Goodridge is shown explaining the receiver to Miss Dore.