

SELFRIDGE'S

*Present the First Public
Demonstration of Television
in the Electrical Section (First Floor).*

Television is to light what telephony is to sound—it means the *INSTANTANEOUS* transmission of a picture, so that the observer at the "receiving" end can see, to all intents and purposes, what is a cinematographic view of what is happening at the "sending" end.

For many years experiments have been conducted with this end in view ; the apparatus that is here being demonstrated, is the first to be successful, and is as different to the apparatus that transmits pictures (that are from time to time printed in the newspapers) as the telephone is to the telegraph.

The apparatus here demonstrated is, of course, absolutely "in the rough"—the question of finance

is always an important one for the inventor. But it does, undoubtedly, transmit an instantaneous picture. The picture is flickering and defective, and at present only simple pictures can be sent successfully; but Edison's first phonograph announced that "Mary had a little lamb" in a way that only hearers who were "in the secret" could understand—and yet, from that first result has developed the gramophone of to-day. Unquestionably the present experimental apparatus can be similarly perfected and refined.

It has never before been shown to the Public. Mr. J. L. Baird, the sole inventor and owner of the patent rights, will be present daily while the apparatus is working—in the Electrical Section at 11.30 a.m., 2.30 p.m., and 3.15 p.m. He will be glad to explain to those interested in details.

We should perhaps explain that we are in no way financially interested in this remarkable invention; the demonstrations are taking place here only because we know that our friends will be interested in something that should rank with the greatest inventions of the century.

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