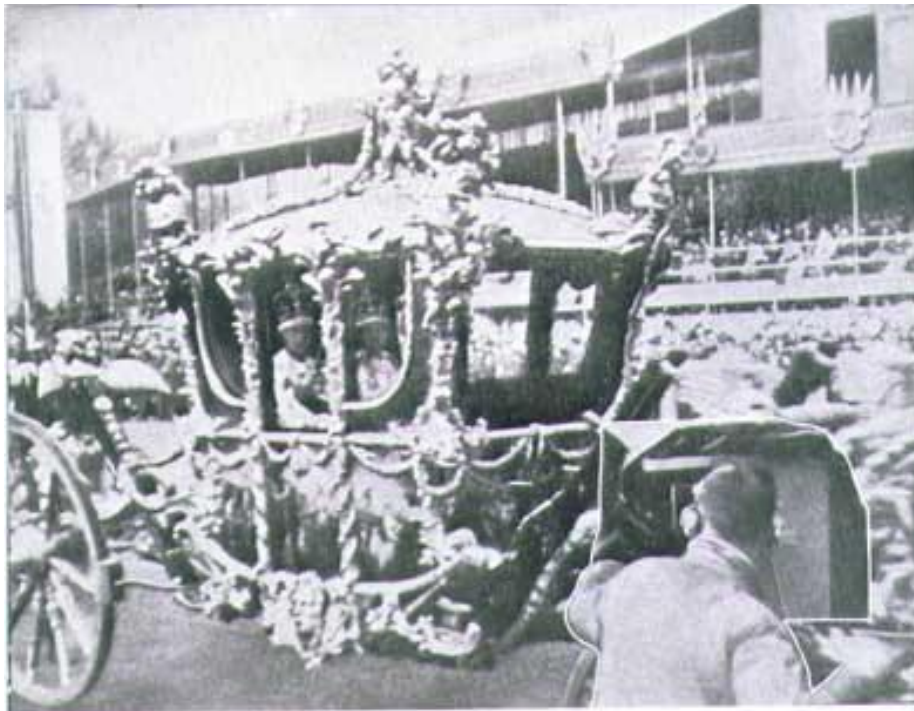


*The*  
**MARCONI**  
**E.M.I.**  
**EMITRON**  
**CAMERA**

—gave Britain  
supremacy in Television



## ★ MARCONIPHONE

The Marconi-E.M.I. high-definition system of Television transmission has been generally accepted as unquestionably the best Television system and has been adopted by the British Broadcasting Corporation. The most important element in this method of transmission is the ingenious

You can see Marconiphone Television demonstrations at the headquarters of the Marconiphone Company, Radio House, Tottenham Court Road, any day between 3 and 4 p.m. A special reception is extended to you





The photographs on this page show:  
 (Left) The Coronation Coach passing the Marconi-E.M.I. Emitron Camera.  
 (Right) Another Emitron Camera in position for televising the Coronation Procession.  
 (Below) Televising the Wimbledon Tennis Finals. The Emitron Camera is seen at right of picture.



## "THE REAL THING" IN TELEVISION! ★

Marconi-E.M.I. Emitron Camera, shown in use in this leaflet. This wonder of electrical ingenuity enables outdoor events to be televised with the same ease and clarity as studio scenes. It has already been used with magnificent results for the Coronation Procession, Wimbledon Tennis Finals, &c.





Beverley Nicholls, author and composer of "Floodlight," before the Marconi-E.M.I. Emitron Camera.



Miss Helen McKay, vocalist from Lew Stone's Band, at a rehearsal for a television transmission by the Marconi-E.M.I. Emitron Camera.