

# look TO Bush FOR television



## *now is the time*

Reports of possible developments in television appear from time to time in the Press. Due to the manner in which they have been presented, these reports can—and we know actually have influenced people adversely in their previous very natural decision and desire to instal television.

Since anything to do with television is news, the Gentlemen of the Press, whom heaven preserve, do not alas trouble themselves overmuch as to whether what they report is technically possible or even practical in the near future—to them it is news.

Discussion between the B.B.C. and the Radio Industry—unavoidable delays that are bound to occur before any major development can be adopted—are of minor importance to News Editors—it still is news and must be reported.

But to you who read this “news” it can be a great problem and arouse considerable doubt in your mind. “If this is going to happen,” you may well say, “ought I not to wait?”—a very natural reaction.

We shall refer to only two important items which have received considerable publicity and we shall tell you the plain unvarnished facts as we see them from behind the scenes, and as people who would be intimately concerned in making them practical for you.

### 1. COLOUR “Shall I wait for colour?”

If you do you will get extremely tired of waiting. You will miss a tremendous number of splendid programmes and deprive your family of the interest, thrill and pleasure which television brings.

Yes, we know there is colour T/V in America, but we in the Radio Industry of Great Britain know all about colour, and knew it before they did in the U.S.A. There are very great technical difficulties before colour could become a satisfactory domestic service in Great Britain.

But when it does come, for one day come it will, it will have to be what we term a ‘compatible’ system, which means that if colour could be made practical in three or four years’ time, the receiver which you buy to-day would be able to receive the colour programme **but in black and white.**

A special colour receiver would, of course, receive it in colour, but the advent of colour would not mean that you would be unable to still use the set which you buy now.

### 2. SPONSORED PROGRAMMES :

“How shall I be fixed when sponsored or a second T/V programme starts?”

The system of control and operation has scarcely been discussed as yet by the Committee appointed to do so. Consultation by all the parties concerned can take many months before agreement is reached. Sites for transmitters have to be approved, stations have to be erected, licences, wavelengths, charges to advertisers, all have to be decided.

But if an alternative programme, either sponsored or B.B.C. approved, starts to operate, we can assure all owners of Bush television receivers that an adaptor covering present allocated wavelengths will be available for them.

Our advice to you—calm, candid advice is, don’t worry about waiting—get your television now and enjoy it, but look to it that it’s Bush television—**NOW IS THE TIME.**