

MURPHY TELEVISION



THE TIME HAS COME

THE TELEVISION SERVICE

At present, there is only one station transmitting television programmes. It is at Alexandra Palace in North London, and because the very short wave-lengths used for television have a smaller range than the usual broadcasting wave-lengths, its range is somewhat limited. Really reliable reception can be obtained over an average distance of about thirty-five miles, while fair results are commonly obtained up to a range of about fifty

miles. Whether or not satisfactory reception is possible at greater distances is largely governed by local conditions, but if you are in any doubt at all as to whether you are within range or not, have a talk to your local Murphy dealer. The map on this page gives you an approximate idea of whether you are likely to be able to receive the programme easily in your district.

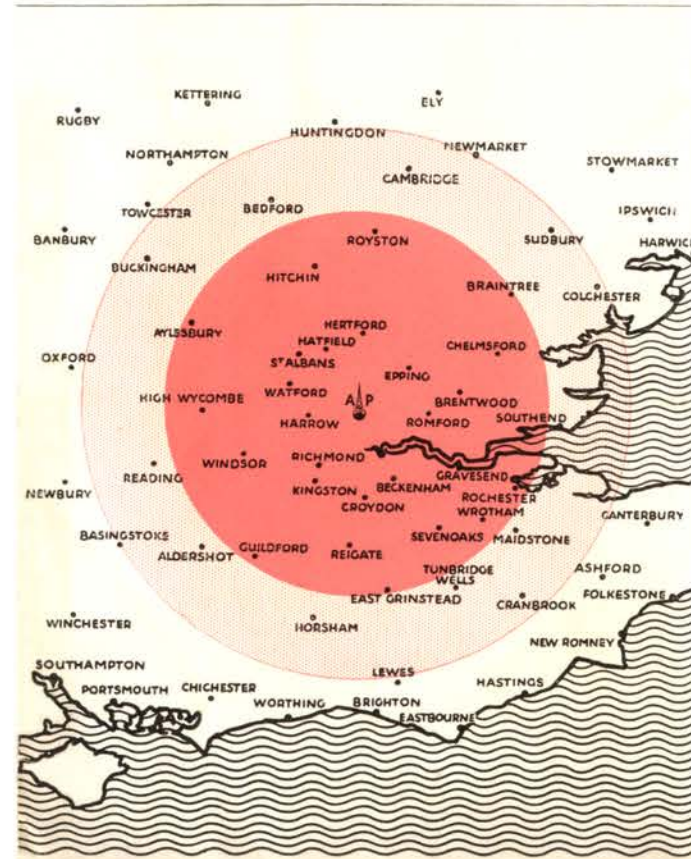
A necessary qualification you must have if you want a television receiver is electric mains in your house. Alternating Current (A.C.) is best, but it is possible to operate a receiver from Direct Current mains if you use a converter, which can be obtained from your local Murphy Television Dealer.

I KNOW there are a good many people who feel they would like to buy a television receiver, but who have been "holding their horses" because they believed that television was at a very early experimental stage and prices would shortly come tumbling down. I can assure you that the time has come when you can safely buy your television receiver without feeling that you are "paying through the nose" for it and without fear that it might shortly be obsolete. At this moment the prices of Murphy Television Receivers are as low as they can be if you are to get good reliable results, and, as far as I can see, prices generally are not likely to get much lower for a long time to come. Further, if you buy a television receiver now you have the assurance that the B.B.C. and the Government would not be putting money into developing the existing television system if there were any possibility of an early change in methods of transmission or reception.

I hope this book may be of assistance to you in helping you to make up your own mind whether to buy a television receiver or not. If you do decide to buy one, I hope it will be a Murphy.

E. J. POWER

Managing Director
MURPHY RADIO LIMITED



TELEVISION PROGRAMMES

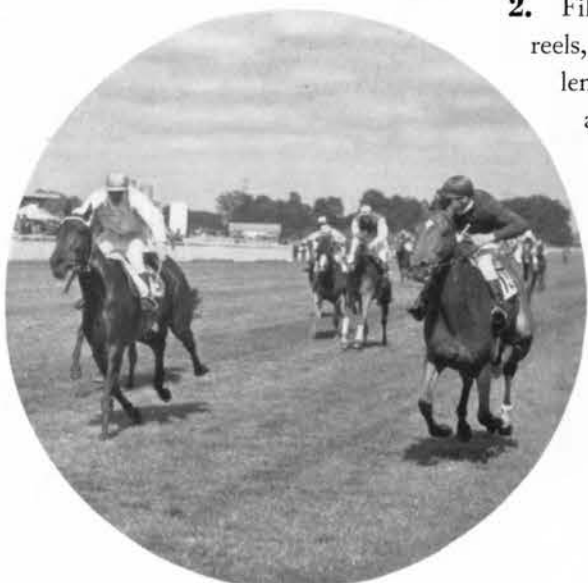
Although the money allotted for television programmes is not as large as it might be, the producers at Alexandra Palace work wonders with it, and programmes are steadily improving in scope and variety.

At present, there are three types of material available, all of which are used in the average programme.

1. Studio transmissions are the principal item in all programmes. Their technique follows film and stage practices very closely, and includes such features as variety shows, plays, ballet, interviews with well-known people, "how-to-do-it" talks by experts, and others which can conveniently be presented within the confines of a studio.

2. Film transmissions, which include current news reels, cartoons, "shorts," and sometimes even full-length films, and "interest" films. The B.B.C. also has a film production unit, which is capable of making special films of important events, which could not easily be covered by other methods. These films are suitable for television transmission and can, of course, be re-broadcast at any time.

3. Outside broadcasts of interesting events while they are actually taking place. Two methods are available for dealing with these transmissions.



A special cable for transmitting television signals, first used for the transmission of the Coronation procession of 1937, has been laid from the Alexandra Palace station to Broadcasting House, and thence around the West End of London, linking up the most important centres of entertainment and interest.

Mobile transmitters are now available, which visit the scenes of important events and transmit the pictures to the Alexandra Palace, whence they are re-transmitted by the normal television method.

These outside broadcast facilities have added enormously to the scope of the television service. The cameras can now "look-in" on important events occurring in the Metropolitan area with the freedom of the motion-picture camera, making available the resources of London's entertainment world. Some of the successful "outside" broadcasts include the Wimbledon Tennis Championships, the Boat Race, Cup Final, Derby and Test Matches.

Programme facilities are being steadily developed, and already the transmissions last for some hours daily.

Considerable extensions in programme length and material are likely to be made in the near future, as the transmission facilities of the B.B.C. are increased and, of course, as the number of viewers grows.



England v. Scotland football match broadcast from Wembley.



Gracie Fields broadcast from the Television Studios.



Bertram Mills' Circus broadcast from Olympia.

THE MURPHY TELEVISION RECEIVERS . . .

In the manufacture of radio receivers during the past nine years, our aim has been to give you for each pound you spend, the highest possible degree of—

TRUTHFULNESS OF REPRODUCTION.

RELIABILITY.

EASE OF HANDLING.

We have tackled the making of television receivers in the same way.



THE PICTURE

Many efforts have been made lately to reduce the cost of television receivers, and there are several methods by which this has been achieved—some of them, in our opinion, not altogether desirable. One safe way is to reduce the size of picture, but even this can be so overdone that the receiver becomes more of a toy than an instrument of entertainment. The clearness and quality of being easy to look at for a considerable time are the most important features of a television set, and we have concentrated on giving a picture which is clear and steady but not dazzling. We have also kept to sizes which enable a reasonable number of people to “look-in” together. We have found that $7\frac{1}{2}'' \times 6''$ is a suitable size for home use, and have used this size in our 56V and 58V models. The more expensive model, the 42V, gives a very comfortable picture size of $9'' \times 7''$.

THE SOUND

As the television broadcasts are made on a very short wave-length, it is possible (because of rather involved technical reasons) to obtain exceptionally good reproduction at a lower cost than with ordinary broadcast receivers. Our previous specialisation in quality of reproduction is particularly useful here, since we can give “Console” quality without having to economise on the television side to keep the final price down. We have made sure that Murphy Television Receivers reproduce television sound faithfully, and the

result is probably very much better than you have ever heard on an ordinary broadcast receiver, excepting, perhaps, the most expensive instruments available.

EASE OF OPERATION

You will find our television receivers rather easier, if anything, to operate than an ordinary broadcast receiver. Once the controls are set there is no actual tuning to be done. Most of the controls you need only touch once in a while.

THE AERIAL

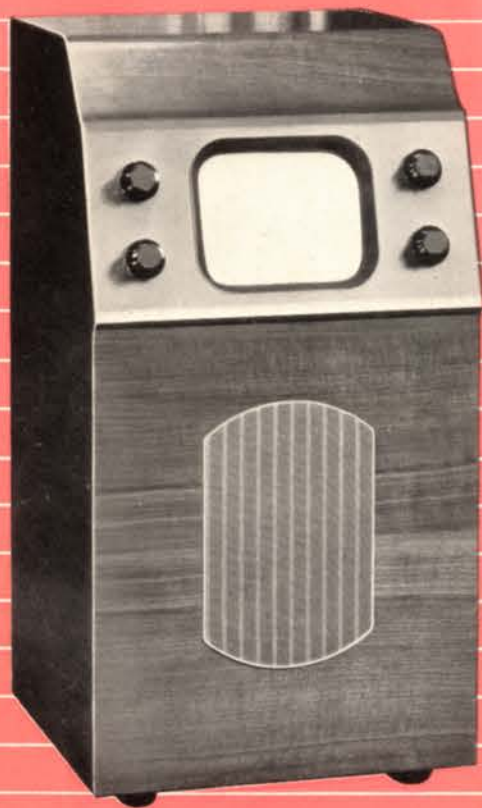
The usual type of aerial is no good at all for television reception, and to obtain the best results you have to use a special type called a “half-wave” aerial. It is rather more expensive than the ordinary broadcast aerial and your Murphy Dealer will be able to advise you on this subject.

THE GUARANTEE

The usual Murphy guarantee of twelve months applies also to all Murphy Television Receivers. The cathode-ray tube is guaranteed by the manufacturers for a year, while the valves also carry the makers' own three months' guarantee.

HIRE PURCHASE TERMS

Your Murphy Television Dealer will be glad to give you details of convenient hire purchase terms, which are available on all the television receivers.



A56V

FOR TELEVISION PROGRAMMES ONLY

The cabinet is of walnut with a sloping control panel of plate glass, finished opaque to avoid worrying reflections. The slope of the panel is designed to give comfortable viewing from a chair or when standing and the widest usable angle of vision. The four controls grouped on this panel are volume control for sound, combined with on-off switch, and focus, brightness and contrast for the picture. On the side panel are the seldom used controls—tuning, line and frame synchronising controls and screwdriver adjustments for picture height and width. The picture is very clear, black and white, size $7\frac{1}{2}$ by 6 inches. Sound output is ample for all ordinary purposes.

CABINET DIMENSIONS: $34\frac{1}{2}$ INS. HIGH, 18 INS. WIDE, $17\frac{1}{2}$ INS. DEEP.

£30

FOR A.C. MAINS, 200-260 VOLTS, 50 CYCLES. CONSUMPTION 200 WATTS.

A58V

TELEVISION AND RADIO RECEIVER

Wave-ranges:

16.7-50, 200-550, 950-2,000 metres and
Television

This receiver is a combination of the A56V television set and our A46C radio receiver which gives a wide variety of stations on long, medium and short waves, and outstanding quality of reproduction. A very rich bubinga is used for the cabinet, which you will see is divided horizontally by a long instrument panel covered in black leather and a speaker panel in grey and white.

The radio controls are on the left-hand side of the control panel, and the television controls on the right. Two aerials are required, the usual radio aerial for broadcast reception and a special television one mentioned before.

CABINET DIMENSIONS: $34\frac{1}{2}$ INS. HIGH, $32\frac{1}{2}$ INS. WIDE, 17 INS. DEEP.

£45

FOR A.C. MAINS, 200-260 VOLTS, 50 CYCLES. CONSUMPTION 260 WATTS.





A42V

FOR TELEVISION PROGRAMMES ONLY

We have designed this model with the view that some people can afford and like to have the best that money can buy. It has certain refinements and extravagances which it is not possible to include in a cheaper model, and is in every way a "luxury" television receiver.

The woods used for the beautifully compact cabinet are Bombay Rosewood and Impregnated Black Pearwood for the lid. The top of the cabinet inside the lid is covered with dull leather which is very pleasing in effect, but this was really done to prevent any stray reflections which might interfere with the picture on the screen. The picture size is larger than on our other models, being 9 inches by 7 inches, giving a wider angle of vision, which enables more people to view the programme comfortably. The opening and closing of the lid automatically switches the set on and off.

CABINET DIMENSIONS: $34\frac{1}{2}$ INS. HIGH,
 $31\frac{1}{2}$ INS. WIDE, 18 INS. DEEP.

£65

FOR A.C. MAINS 200-250 VOLTS,
50 CYCLES. CONSUMPTION 230 WATTS.