

BBC

# THE FIRST 50 YEARS OF TELEVISION

ITV

A SUPPLEMENT TO PHILIPS POST  
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**Every viewer in the country — and many thousands abroad — bathed in a sea of nostalgia as British television celebrates its first 50 glorious years.**

**J**OINING IN the celebrations were the BBC, Independent Television, Philips Electronics and many other industry organisations.

The actual anniversary fell on November 2, 1936, but by October 31 the public and the professionals had already enjoyed special programmes and 'live' shows in London and Bradford. Some of these events continue.

At both locations, Philips Electronics made major contributions.

The London show is 'The Golden Box,' a spectacular 70-minute history of television presented on a 72-screen Philips Vidiwall and a 12-foot Eidophor screen. The Vidiwall is fed by nine computer-controlled Philips LaserVision players whose discs were mastered by Philips Blackburn.

Under the auspices of the Royal Television Society, 'The Golden Box' is being shown in a specially built video theatre at the Commonwealth Institute in Kensington.

### More in Yorkshire

While the crowds were gathering in Kensington for the first public showing of 'The Golden Box,' Cliff Michelmore boarded a special train to Bradford for the opening of two new permanent exhibitions — 'The story of British television' and 'Television behind the screen' — at the National Museum of Photography, Film and Television.

On the train with him were retired and present-day engineers, producers, presenters and performers of all kinds from the BBC and Independent Television: — people like Cecil Madden, Tony Bridgewater, Eric Crozier, Sidonie Goosens, Adelaide Hall, Margareta Scott, Wendy Toye, Bill Ward, Valerie Singleton, Robert Lloyd, Robert Dougal, Alistair Stewart, Michael Fish.

From the train, Cliff Michelmore hastened to the Imax theatre in the Bradford museum where he welcomed the guests and invited Lord Thomson, chairman of the IBA, and Lady Parkes, a governor of the BBC, to perform the opening ceremony.

### Thanks to Philips

Dr Neil Cossons, director of the Science Museum in South Kensington (of which the Bradford museum is a part) thanked the BBC, the IBA and Philips Electronics for their major contributions to the Bradford displays.

After viewing another big screen sensation, the Imax/Comimat/Anaglyph 2D film 'We are born of stars' the visitors had lunch and toured the galleries.

Philips' contribution to these displays included the restoration of historical receivers, the supply of interactive LaserVision players and other equipment for a fully-equipped TV studio, and the book: 'Television: the first 50 years,' of which Gordon Bussey is joint author. The two galleries occupy completely rebuilt

floors. On the first floor, room sets feature stages in the development of TV. Many of the historic receivers — now in full working order — show programmes of the time.

On the ground floor there is an ultra modern television studio with settings for different types of programmes and a control gallery simulated to be fully operational.

More than 20 professional LaserVision players together with video equipment and cameras were supplied by Philips for this display, in which visitors can take an active part — comparing their efforts at direction and control with a professional version, again sourced by a video disc player.

Visitors can also test their skills as news-readers by choosing introductions stored on videodisc. And for those with a sense of adventure there is a chroma key demonstration featuring a magic carpet on which visitors sit and select from a videodisc a 'preferred journey through which they can 'fly'.

Visitor participation is in fact the core of the exhibition and will be taken a step further when the first Domesday project system is installed.

This will be the first public appearance of the BBC Advanced Interactive Video System featuring the new LV-ROM (LaserVision Read Only Memory) player developed by Philips Electronics.



John O'Neill (centre), Philips Consumer Electronics managing director, exchanges a greeting with Bradford's town crier. On John's left are Gordon Bussey and John Coupé.



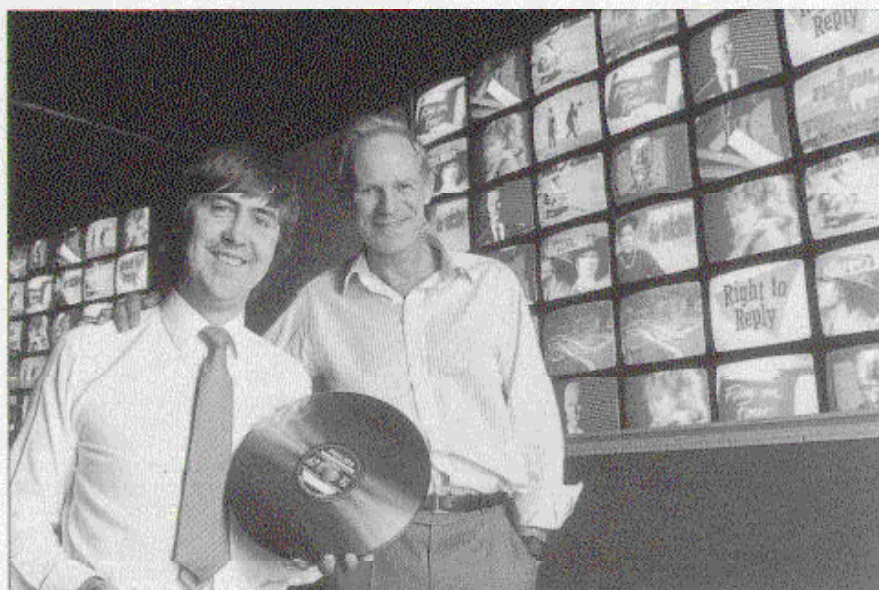
**'There is little knowledge among the general public of the staggering advances in programming and technology that have taken place in the short span of 50 years.'**

Paul Fox commenting on the decision to produce 'The Golden Box'



Paul Fox, president of the Royal Television Society and managing director of Yorkshire Television, was host and speaker at the evening reception and performance of 'The Golden Box'

# A mighty maze of mystic magic



Producer Bob Auger (left), producer/director/writer Stefan Sargent and the Philips Vidiwall. Bob is holding one of the 10 LaserVision discs mastered by Philips Blackburn.

**(NOW SEE AND HEAR H  
GOLDEN BOX ON PHILIP**

THE WONDER of television was affectingly captured in those words from a song that Adele Dixon sang in the first television broadcast in Britain.

Adele's charming performance, broadcast 50 years ago from Alexandra Palace, can be viewed again in 'The Golden Box.' And no-one who sees her is likely to forget her re-appearance, with many other historic people and places — courtesy of the newest magic of all: Philips' computer controlled, Laserdisc sourced, multi-screen medium, the Vidiwall.

'Golden Box' producer Bob Auger and producer/director/writer Stefan Sargent exploit the full capabilities of the 72-screen Vidiwall and central Eidophor screen to tell a story that ranges from John Logie Baird's tiny studio in Covent Garden to the global and even extra-terrestrial coverage that we take for granted today.

Thousands of hours of archive material from

## DID YOU KNOW? . . .

PHILIPS was one of the nine manufacturers showing television receivers at Radiolympia in 1936 — the very show that hastened the launch of BBC television from Alexandra Palace. Now a brand leader, Philips is still the industry's innovator *par excellence* — its eyes fixed, not on the past, but on the next 50 years of technological development.



PHILIPS has been in Britain for more than sixty years. With the launch of public service television, Philips became a leading supplier of cathode ray tubes and valves through its Mullard subsidiary. Later, such famous names as Pye, Elexo, Stella, Pam and Invieta were to join the Philips organisation.

Over the years, Philips companies have made many more contributions to the advancement of television including the Plumbicon tube which greatly enhanced the sensitivity of TV cameras and, more recently, flatter squarer tubes for better viewing. Its latest offering is very large screen TV — the 37-inch Superscreen with pin-sharp colour picture.

In the future, it will be producing integrated circuits that will be at the heart of a new generation of computer-controlled receivers. The sets will be equipped with picture memory, multi-image freeze frame and zoom facilities.



SOME PEOPLE get all the luck. Gordon Bussey, much in demand for interviews about the Philips book 'Television: the first 50 years' found himself on TV AM with the gorgeous Anneka Rice of 'Treasure Hunt' fame. Anneka and her helicopter appear in the book which she showed to the TV AM camera — good publicity for Philips Electronics.

The book has also 'appeared' on radio, and Gordon has given numerous interviews to trade and technical journalists. (See other pages).



EVEN TELEVISION could not survive long without words, and Bradford remembered one of the finest wordsmiths of our time: J R Priestley. As TV veterans made their way from

London to Yorkshire for their special day at the National Museum of Photography, Film and Television, J B Priestley's widow Jacquetta Hawkes unveiled a nine-foot bronze statue in his memory. It stands in the forecourt of the museum. Novelist, playwright and consummate broadcaster, Priestley is one of Bradford's most famous sons.



AT A STAR-STUDED 'Golden Ball' in London's Grosvenor House, the Royal Television Society made awards to representatives of the five original television companies and 15 of the individuals who were at Alexandra Palace 50 years ago.

Paul Fox, president of the RTS, also presented a unique commemorative plaque to Philips Electronics, in recognition of the company's contribution to the society's 'Golden Box' spectacular.

*'Since the first transmission from Alexandra Palace, British television has gained a position of incalculable significance in the life and culture of the nation, and has earned respect the world over for its technology and programmes. The story of this great achievement deserves public celebration, and the show we are producing ('The Golden Box') will be a unique and exciting experience for people of all ages.'*

*John Gau, chairman of the Royal Television Society and joint executive producer of 'The Golden Box.'*

*Cecil Madden (second from left), the first programme organiser and senior producer at Alexandra Palace, is still remembered with affection for the opportunities he gave to many of today's star performers. He is seen with (l to r) Alistair Stewart, Valerie Singleton and Robert Douglas.*



# rays is all about us in the blue

## R SING IT AGAIN IN THE '72-SCREEN VIDIWALL)

ADELE DIXON LAUNCHING BRITISH TELEVISION IN 1937

130 film and television libraries were compressed into a 70-minute programme covering technical development, production, the growth of the networks and the British success story — for British it is.

Post production of the 'Box' took over 200 hours and over 3000 'edits' — links between items from 752 programmes, commercials, stills and clips as well as specially-shot footage. The final edited material was mastered on LaserVision discs at Philips Blackburn.

As it is said in the handsome souvenir programme of 'The Golden Box,' a Vidiwall

presentation is almost a live event.' That is a simple statement of fact. You have to see it to believe it.

The Vidiwall project management and planning teams were: UK — Jimmy Dunkley, Jon Schenck, Bob Auger, Alan Cox; Holland — Jan Geensen, Peter Van Raay, Frans Kox and Henck Van Mierlo.

## Commentary box

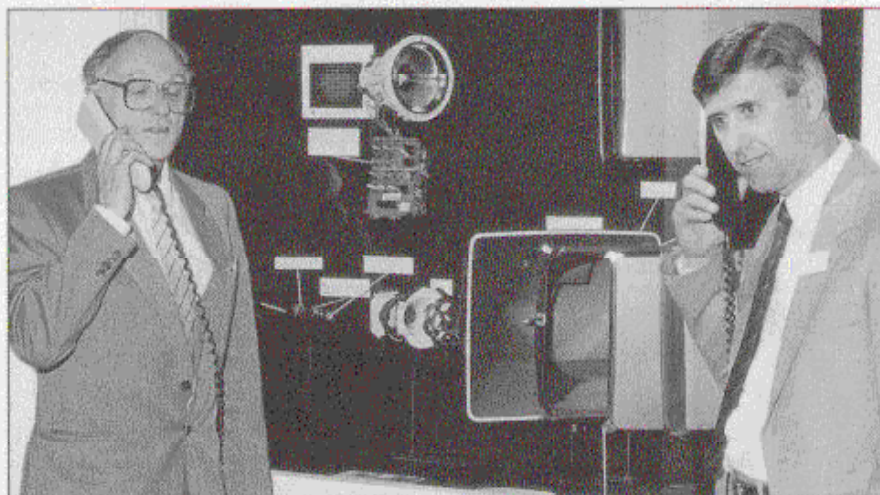
A SPECIAL mention for Mullard's display at Bradford which is dominated by an exploded model of their latest 51cm 45AX flatter, squarer tube. There is a commentary by Vim Sapens of Philips Eindhoven and Ken Coxon of Mullard Durham where the tubes are made.

'The choice of Ken was very easy' said Keith Geddes, curator for telecommunications at the Science Museum in London and joint author with Gordon Bussey of 'Television: the first 50 years.'

'Ken's 22 years in the industry, his thorough knowledge of TV tube manufacture and his Durham accent made him ideal for the job.'

Mullard 45AX flatter squarer tubes came on stream during 1986. They provide a bigger picture area with a better viewing angle, fewer distortions and less reflection.

The Mullard exhibit at Bradford is based on a similar display at Durham factory. It was set up by Durham's David Page.



Ken Coxon (right) and David Page of Mullard Durham listen to Ken's 'voice over' for Mullard's display at Bradford.



Noel Cunniffe, sales and marketing manager, Philips Interactive Media Systems (left) with Gordon Ralph managing director, TVL Communications (centre) and Richard Crowe, sales director, Mediatech.

just Veeneklaas (left), managing director of Philips UK Consumer Divisions, and Jimmy Dunkley, divisional director of Philips Interactive Media Systems, with TV star Barbara Kelly. Jimmy headed the 'Golden Box' Vidiwall project management and planning team in the UK.

A cheery greeting at Kings Cross from Cliff Michelmore for Gordon Bussey. On the left is an even cheerier John Coupé. And this was before the champagne was poured!



## Reels on wheels

BRITISH RAIL's 'special' from London to Bradford offered *en route* entertainment, 'up' and 'down.'

In a cinema coach they showed a compilation of Pathé newsreels covering notable events in 1938 and 1939 including Chamberlain's return from Munich, the Spanish Civil War, and a hero's reception for the cricketer Len Hutton in his home town of Pudsey.

The main feature was 'This is the BBC,' the 1989 classic documentary by Richard Cawston portraying a day in the life of the corporation. Engineers, planners, producers, artists, musicians — a 'cast' of 1800 — are all seen at work.

Back in 1936 the old LNER, which became part of British Rail, ran a 'Talkie film car' in which programmes included Pathé Gazette, Pathéone Weekly and Pathé Pictorial. The Gazette covered news; the other programmes offered picture stories and light entertainment.

The 'Talkie film car' was in regular service between London and Leeds.

# The celebrations in focus . . .



▲ A champagne toast to Ally Pally on the train to Bradford. Left to right: distinguished producer/director Michael Barry, '50 years' researcher June Averill, pioneer engineer Eddie Deighton, Cecil Macdon — the first programme organiser and senior producer at Alexandra Palace, and Philips' own John O'Neill, Consumer Electronics managing director.



▲ Valerie Singleton prepares to 'fly' on Bradford's magic carpet. Her chosen journey: an African safari.

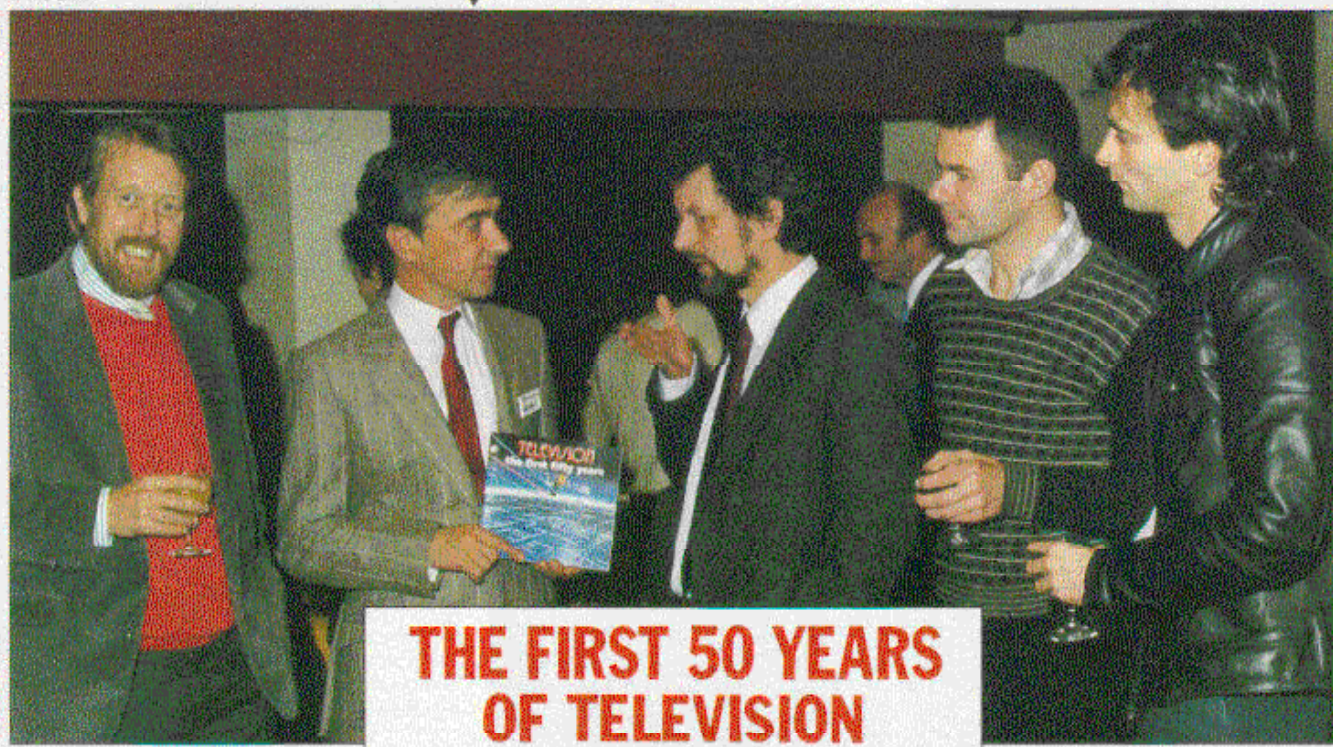


▲ Tony Bridgewater, a former chairman and gold medalist of the Royal Television Society, worked with J.L. Baird and later became head of engineering at the BBC.



Philips author Gordon Bussey, (second from left), is quizzed about the book 'Television: the first 50 years' by (l to r) William Rushton (narrator of 'The Golden Box'), Peter Willis (ERT magazine), Philip Parr (Laserdisc Review) and Colin Goode (What Video).

◀ Lord Thomson, chairman of the IBA and below, Lady Parkes, a governor of the BBC, who opened the new galleries at Bradford.



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