

# TELEVISION IN SOUTH AFRICA

A TEAM of six television engineers from this Company flew to South Africa with several tons of equipment to demonstrate television at the Rand Agricultural Show, Johannesburg.

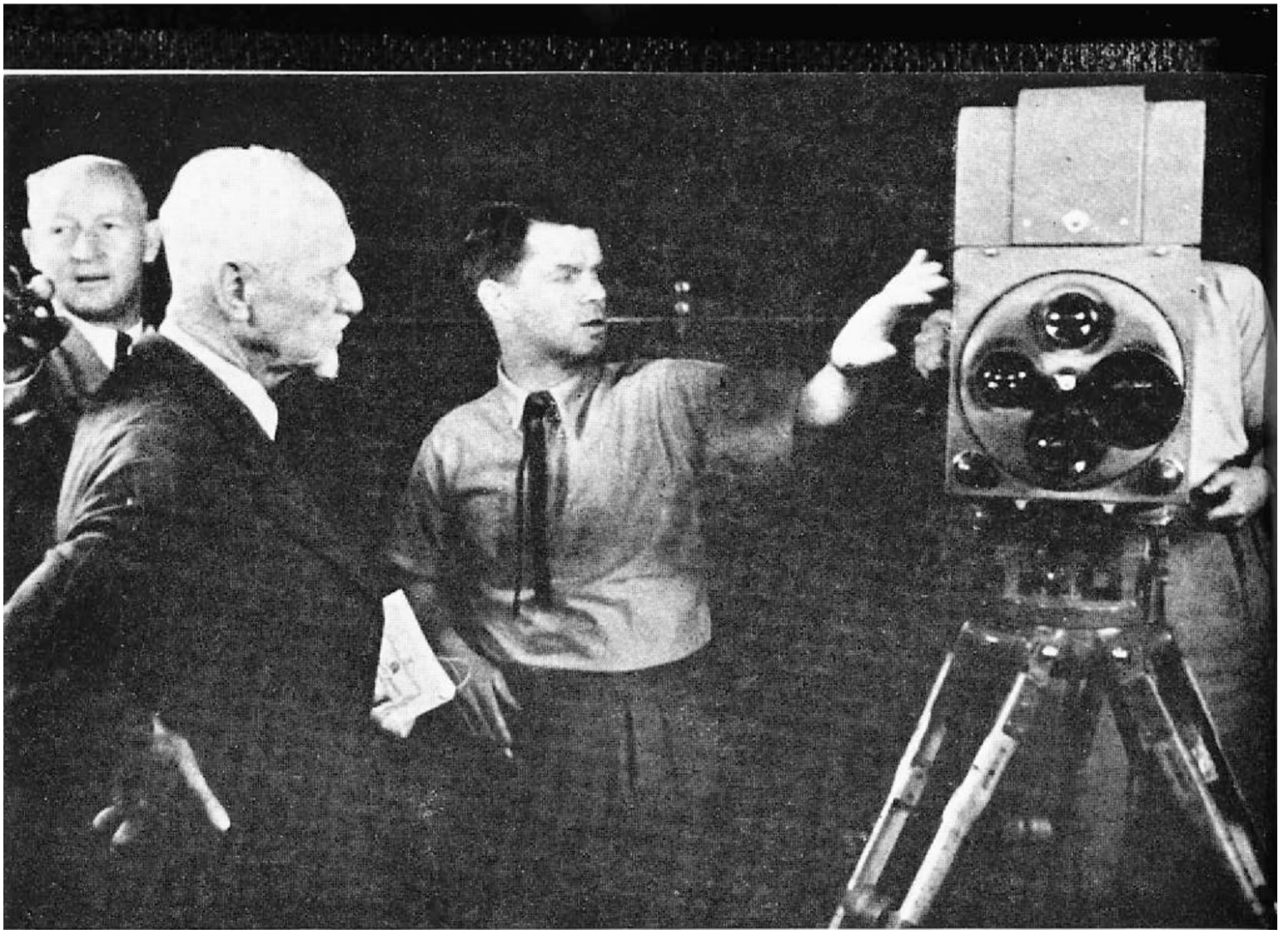
The people of South Africa do not know television as we do here, there is no television broadcasting service and equipment has never before been shown there. During the nine days of the Johannesburg Show more than 100,000 people paid to see programmes televised.

Mr. A. Carrington was in charge of the party, which included Mr. T. W. Pace, Mr. R. Swindon, Mr. P. Helsden, Mr. D. G. Lambert and Mr. G. Cooper.

They went by air, calling first at Malta where the plane refuelled and the party took on unlimited chocolates and English cigarettes. At El Adam in the North African desert they were disappointed to find no breakfast, but spent a peaceful night on the Nile at Khartoum. At Nairobi they discovered to their surprise that they had been allocated accommodation in a maternity home, and at Lusaka, the capital of Northern Rhodesia, the population turned out in force on the arrival of the York, the largest plane to have landed there. As the aircraft came to rest at the end of the runway one wheel sank into the ground, which caused

*A section of the crowd outside the theatre*





*General Smuts examines with interest the Marconi equipment*

a five hours' delay in the arrival at Johannesburg where, however, they had a great reception.

Within 24 hours the equipment was set up and working, and after two or three days of adjustments and rehearsals they were entertained to supper by Mr. Schlesinger, the film Chief in South Africa who had initiated the idea of these demonstrations.

The programme each day consisted of a series of 20-minute acts by four artistes, and during the short break between the performances the principal events of the exhibition were televised from the main arena.

It will be realised that six men were pushed very hard, for besides televising

between 30 and 40 acts they were responsible for the accompanying sound programme and the special studio lights during a 13-hour day throughout the exhibition. Although working in temperatures between 80° and 90° F and at an altitude of 5000 ft., they never failed to give the public a satisfactory picture, a fact of which they are justly proud.

The trip was in every way a success and there is no doubt that when a television broadcasting service is opened up in South Africa the name of Marconi will be well to the fore because of the reliability of the apparatus, the quality of its pictures, and not least because of the hard work put in by the Television Demonstration Unit on this occasion.