

Seated at a desk, the two men described the progress of television as the first act of the "show," which then shifted to Otto S. Scairer, vice-president, who revealed that the company had made no plans to design commercial television sets during 1936.

Succeeding acts showed an ensemble of dancing girls, the new streamlined train, "Mercury," of the New Central lines, and a presentation of fashion models by a Fifth Avenue dress shop.

The programme was designed to show various types of broadcasting possible for television and included acts presented by Ed. Wynn, showing opportunities for comedy, and broadcast by Graham McNamee that provided an illustration of what radio announcers would do when they were seen as well as heard.

Concluding the programme was a motion picture showing United States Army manoeuvres, the film having been



DAVID SARNOFF.

Radio president plays stellar role in "televised" show.

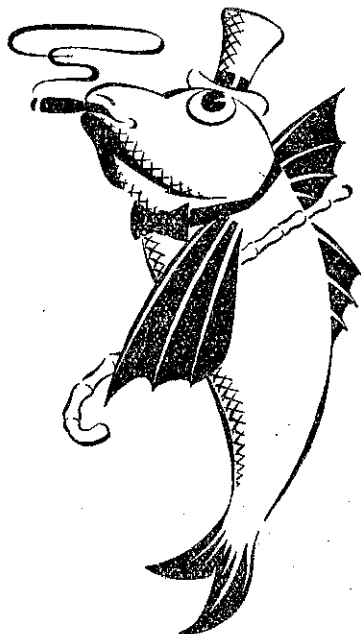
broadcast from the television transmitter and picked up by the receiver at Radio City.

Observers found the programme interesting, but held that it did not equal the perfection of motion picture projection. The consensus was that until the clarity and dimension of television images was improved, the new broadcasts would be received in most homes only as a novelty.

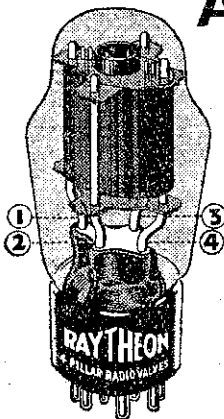
Installation of a 10-kilowatt transmitter in the Empire State Building was announced by the Radio Corporation in July. The instrument is devoted to experimental work, with 100 field receiving stations located in the metropolitan area to test results of transmission. No commercial broadcasts have been made.

Signals of the powerful transmitter have been heard 90 miles away, which lead technicians to conclude that their broadcasts cover the entire area of metropolitan New York. When reproduced, the television images are seen on a screen of 5 by 7 inches, recording best in a semi-darkened room.

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