

Girl Selected For Televisor

A "telegenic" young Vancouver, Wash., woman, Miss Lenore McCallum, Sunday became first of the group of entertainers to be chosen for appearance in the Farnsworth television demonstration, beginning today in the tenth-floor auditorium of Meier & Frank's store.



Miss McCallum, a singer, will perform before the television camera, and her voice and image will be flashed before the public audience invited to see and hear Portland's first demonstration of the "wireless talking picture." Store officials said the occasion would be the world premiere of the Farnsworth mobile television unit.

The audience will witness transmission and reception of television, will be "televised" themselves, and will hear an explanatory lecture by Arthur Halloran, authority on television, store executives said in announcing the program.

Shows will be given hourly, starting at 10 A. M.