



TELEVISED, Rotary's Founder Paul Harris, President Walter D. Head, and Secretary Chesley R. Perry appear thus at three Clubs at once.

## Rotary Makes Television History

**A**T 6 o'clock on the night of December 8, Rotarians of Albany, Troy, and Schenectady, New York, sat down to dinner in their respective "Rotary hotels." At 7, cigars glowing, the three groups though miles apart turned to hear and see the same Rotary program, to sing to the signs of the same song leader who was in all three places—in all but the flesh.

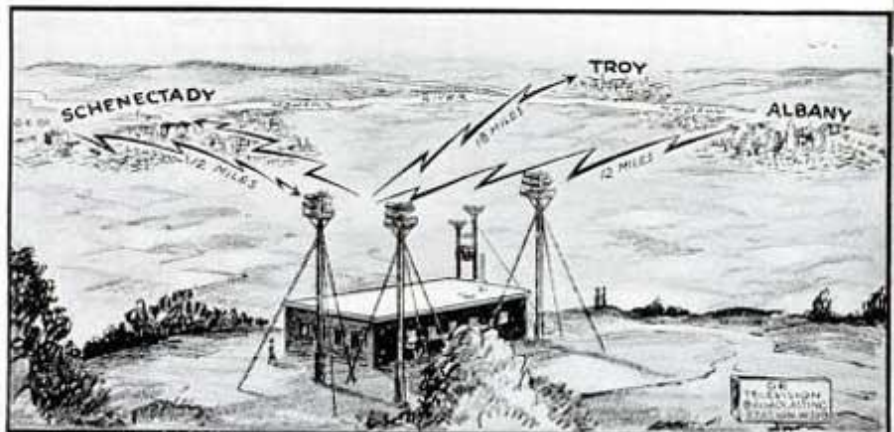
This was the first Rotary telecast of any sort. It was more. It was the first telecast of a program connecting three cities; it was certainly by far the most pretentious telecast ever made in America, if not in the world.

For General Electric Company it was the first public test of its new television transmitter,

W2XB. For Rotary it was an event of epochal dimensions and of prophetic implications. "Radio and its younger sister, television, make of the whole world a neighborhood," the audiences saw and heard Rotary's President, Walter D. Head, say. "Let us hope that

together Rotary and radio and television may help to develop this world neighborhood into a world brotherhood."

Music and magic punctuated the program—which was much photographed. Pictures on this and the following two pages tell the story.



THE path of the telecast as mapped by Rotarian James Barstow, of Scotia, N. Y.



THE telecast originated in this studio (above), a pleasant jungle of cables and water-cooled lights. Heart of the room is the "dolly" which carries the camera (the streamlined box through which the operator peers stereoscopically) and the microphone. At the "speakers' table" are (left to right) Schenectady Rotarian Carl W. Snyder, the general chairman, Founder Harris, President Head, Secretary Perry, and Leland D. Case, The Rotarian editor. District Governor Charles S. Morris, not shown in picture, also took part.

MAKEUP is important—so Rotary's "Founder Paul" accepts some cheerfully (below, far left) before his first telecast. . . . The famous Chinese ring trick (below center) had them guessing at three Rotary meetings simultaneously. The magician is Rotarian Chester Woodin, of Schenectady; his assistant is Chairman Snyder . . . and when Rotarian Song Leader George D. Elwell, of Albany, led off on *Let Me Call You Sweetheart*, did they follow? With their all! And in flawless unison! This, President Head predicted, "will make history."





EACH of the three Clubs watched and heard the telecast through a receiving set placed in its dining-room. While the mirrored images were relatively small, reception was sharp enough to engage the concentrated attention seen in these photos. (Above) Schenectady Rotarians in their meeting at the Hotel Van Curler. Note the screens in background. . . . (Right) A glimpse of Albany Rotarians at Hotel Ten Eyck as they watched the telecast. Not a "squirmer" in sight here either.

TROY Rotarians and their guests from three neighboring Rotary Clubs—175 persons in all—watched and listened to the program at the Hotel Hendrick Hudson. The receiving set fascinated many. Here (lower right) three men explain its magic to a Rotarian's lady: (left to right) A. Barrou, Albany; Mrs. E. H. Robison, wife of a local member; Henry Kreutter, Bridgeport, Conn.; Rotarian William J. Clark, Albany.

A LAST-minute look at his script prepares Rotary's one and only Secretary Chesley R. Perry for his first telecast (below). On the organ at rear, a Schenectady musician entertained visually and audibly—as did a harpist and a quartette of Troy "Rotary Anns."

