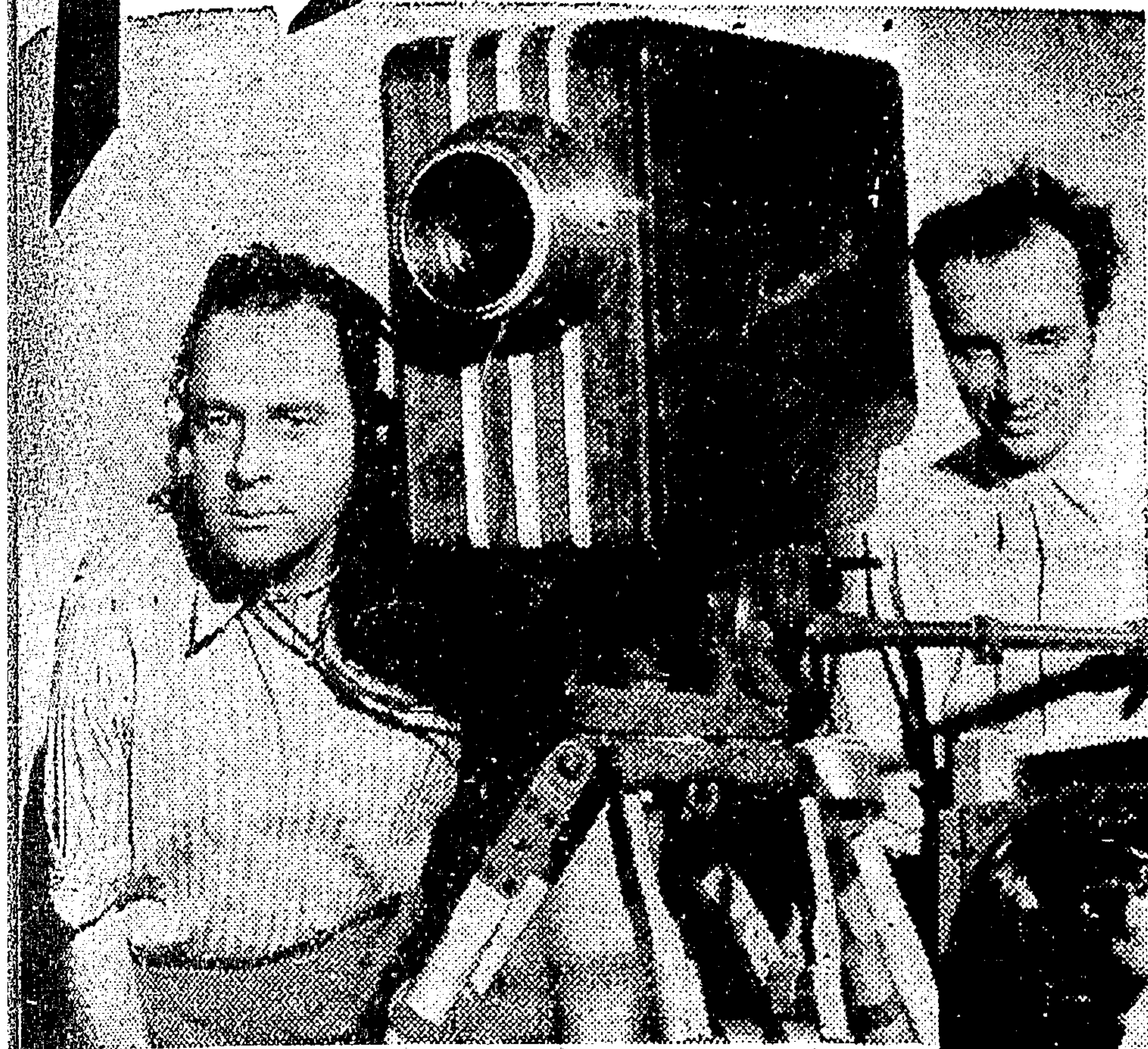


IT'S HERE!

TELEVISION!

AT MEIER & FRANK'S

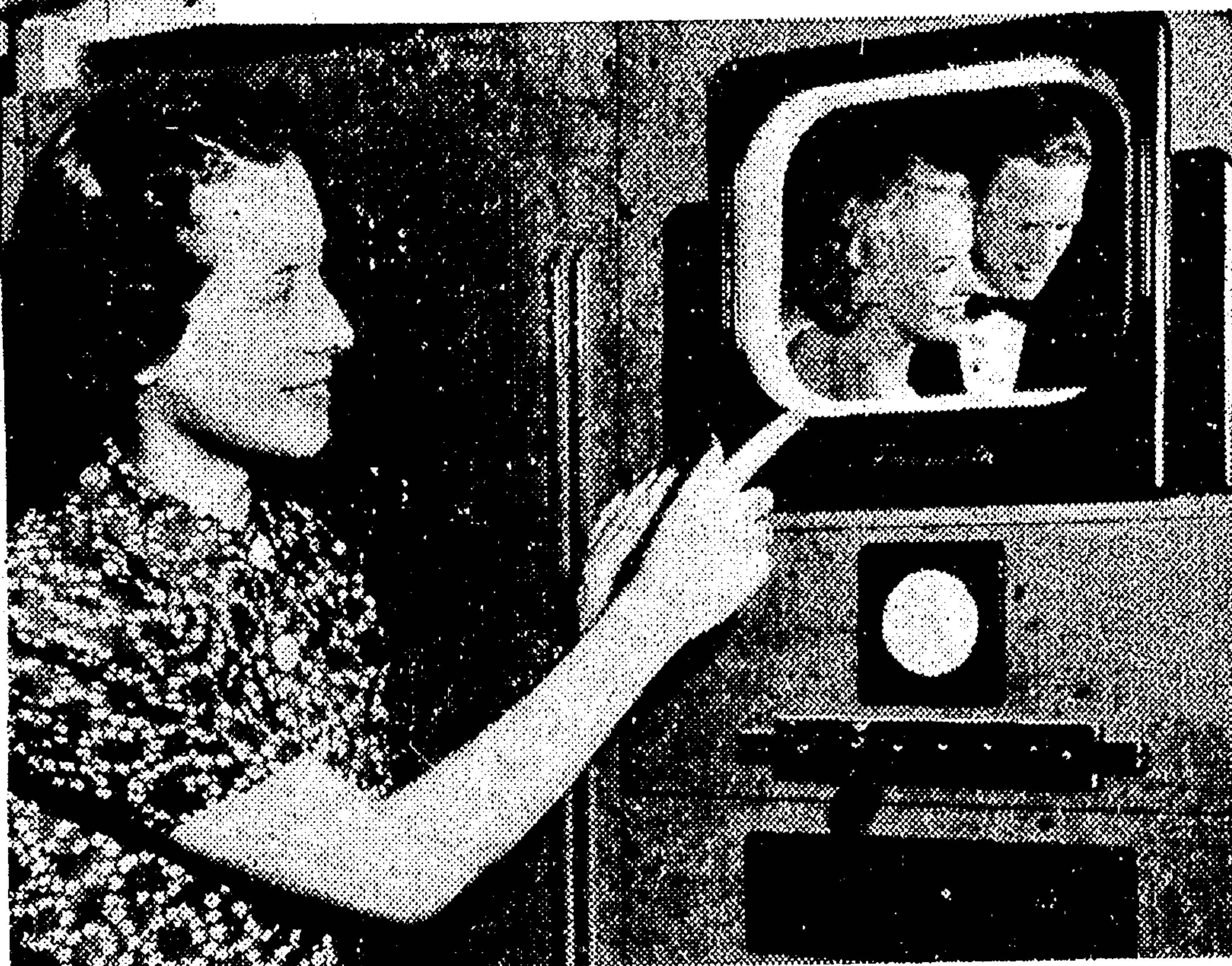
FREE! COMPLETE WORKING DEMONSTRATION SHOWING BOTH SENDING AND RECEIVING IN ACTUAL OPERATIONS!



R. B. Gamble, director of the Farnsworth Mobile Television Unit, and Mr. Bert Carl, engineer in charge of the spectacular demonstration which starts Monday in Meier & Frank's Tenth Floor Auditorium.

Here a Television image is shown on the control panels of the Farnsworth Television Unit, which will be seen in Meier & Frank's Auditorium beginning Monday morning.

Meier & Frank's—AUDITORIUM—Tenth Floor



Beginning MONDAY

You are invited to inspect this equipment . . . to see the performers in our Television Studio . . . to see them in Television . . . to be Televised yourself . . . to hear the interesting lectures by Mr. Arthur Halloran, nationally-known authority on the modern miracle, Television.

Performances Run Continuously from 10 A. M. until 5:30 P. M.
NO ADMITTANCE CHARGE

History will be made at Meier & Frank's beginning tomorrow morning, when the Farnsworth Mobile Electronic Television Unit is set in operation in our Tenth Floor Auditorium! Portland's Own Store takes pride in bringing this spectacular attraction . . . especially since it is the world premiere presentation and will give the people of Portland the *first* opportunity to see and actually participate in the modern miracle of Television as developed by Farnsworth.

Mark this day on your calendar as one of singular importance . . . one to be compared in thrills to your first automobile or airplane ride . . . one to be compared in sheer delight with your first radio broadcast. Look ahead and think what it will mean to you to have been present at the *FIRST* public showing of *Farnsworth* Television! You will hear and SEE programs originate in a fully equipped studio . . . and you will hear and SEE them Televised through one of the new Farnsworth studio controls some distance away *and* you may be Televised yourself, if you wish.

Meier & Frank's . . . first with the new . . . leads again with TELEVISION