

Linoleum Sales Meeting Is First to Use Color TV

Color television was used for the first time yesterday to present a commercial product at a sales meeting of a business concern. In Lancaster, Pa., approximately 500 company wholesalers and invited guests received a closed circuit preview in color of 1953 linoleum patterns introduced by the floor division of the Armstrong Cork Company.

The telecast originated in a branch of the company on the western edge of Lancaster and was carried two and one-third miles away to the general office building in the northern section of the city. Coaxial cable and microwave signals were used. Cameras and other equipment were flown to Lancaster from Denver where they had been used last Friday to televise an operation at an American Medical Association convention.

The color telecast follows a number of sales meetings transmitted on a black and white closed circuit to officials and employes of appliance, carpet and other companies.
