NEW YORK TO LOVDON -- Patrons at the Devonshire Arms public house in London view live television broadcast relayed from America via the Telstar communication satellite. On the screen, announcer Chet Huntley uses a map of the United States in a New York studio to show the points at which the program will originate. Later a 20-minute telecast originating at various points in Europe war relayed via the satellite to millions of viewers in America. This first formal exchange of live television transmissions between the two continents took place July 23. Telstar was launched from Cape Canaveral, Florida on July 10.

(62-4390)

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