



Research at RCA Laboratories has provided another revolutionary achievement in television—the RCA “mirror-backed” Kinescope, or picture tube.

New “searchlight brilliance” for home television !

Now, large screen television pictures are twice as bright—yes, *twice as bright* as ever before!

You can “count every eyelash” in the close-ups. You’ll almost want to shake hands with the people on your television screen—so great is the illusion that they are actually in your living room.

This new sharpness and brilliance is achieved through the new RCA “mirror-backed” Kinescope, or picture tube, perfected at RCA Laboratories.

It has a metallic film—eight-millionths of an inch thick. This metallic film acts as a reflector, allowing electrons to pass through to the screen but

preventing light rays from becoming lost through the back of the tube. Just as the reflector of a searchlight concentrates its beam—so does this metallic film reflector double the brilliance and clarity of detail in home television receivers.

Similar progress-making research at RCA Laboratories is being applied constantly to all RCA Victor products—assuring you that anything you buy bearing the RCA monogram is one of the finest instruments of its kind science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Victor Show, Sundays, 4:30 P.M., Eastern Time, over the NBC Network.



RCA Victor home television receivers will be available in two types. One model will have a standard direct-viewing screen about 6 by 8 inches. The other type will be projection television similar to the set shown above—with a screen about 15 by 20 inches. Both instruments are being readied for the public with all possible speed and should be available this year.



RADIO CORPORATION of AMERICA