



Compatible color TV will eventually reach every TV home.

The rainbow you can see in black and white!

**RCA brings you compatible color TV.
Lets you see color programs in black
and white on the set you now own!**

"When a modern and practical color television system for the home is here, RCA will have it . . ."

Echoing down through the years, these words—spoken in 1946 by David Sarnoff, Chairman of the Board of RCA—have a ring of triumph today.

The day on which the FCC approved standards for the commercial broadcasting of *compatible color television*—December 17, 1953—will be remembered in the annals of communications along with the historic date of April 30, 1939, when RCA-NBC introduced *black-and-white television* as a service to the public.

At that time sight was added to sound. Now color has been added to sight.

Behind this great development are many long years of scientific research, hard work and financial risk. RCA scientists were engaged in research basically related to

color television as far back as the 1920's . . . even before *black-and-white* television service was introduced.

Since then RCA has spent over \$25,000,000 to add the reality of color to black-and-white TV, including development of the tri-color tube.

The fruit of this great investment is the RCA all-electronic compatible color television system, a *system that provides for the telecasting of high-quality color pictures that can be received in full color on color receivers; and in black and white on the set you now own.*

RCA and NBC will invest an additional \$15,000,000 during color television's "Introductory Year"—1954—to establish this new service on a solid foundation.

RCA color television sets are beginning to come off the production lines in small quantities. Although it will probably be another year before mass production is reached, the promise of compatible color television is being fulfilled.

RCA pioneered and developed compatible color television



RADIO CORPORATION OF AMERICA

World leader in radio—first in television