

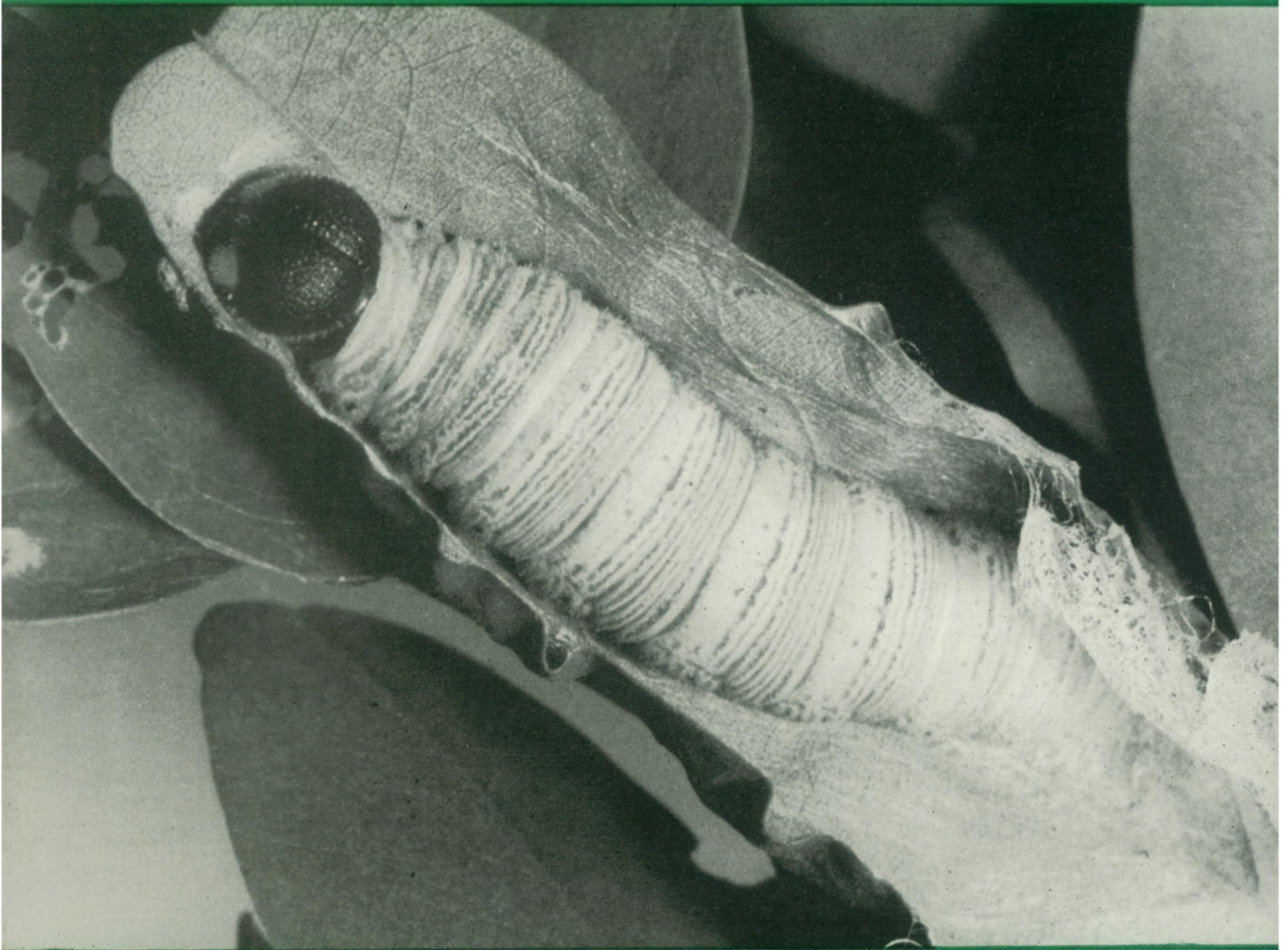
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No Housing Problem

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1946



RCA airborne television will bring you thrilling news events that could not otherwise be "covered"—while they are happening.

You'll see news in the making—through Television

Imagine! A helicopter is "covering" the story of a man marooned on a burning building. Sitting at your home television receiver, you will get the same eye-witness view as though you were riding along in the nose of the plane!

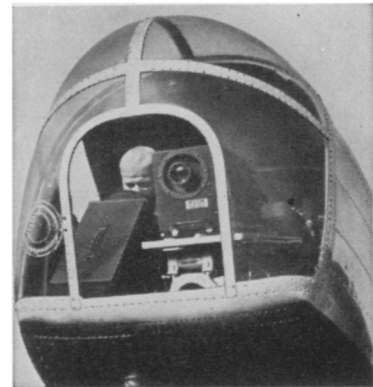
To develop equipment compact enough to fit into a plane was a major problem. But RCA-NBC scientists and engineers in co-operation with the U. S. Navy did it—and airborne television became a wartime reality.

This portable equipment has many peacetime uses—and may lead to de-

velopment of a "walkie-lookie" with which a radio or news reporter might cover a story by television as readily as a news photographer does now with a camera.

Such progress-making research goes into each and every RCA product—and is your assurance that anything bearing the RCA or RCA Victor emblem is one of the finest instruments of its kind that 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 Daylight Time, over the NBC Network.



A television "eye" in the nose of a plane! Besides covering news events by plane, automobile or boat, such revolutionary equipment developed by RCA and NBC, can make accurate geographical surveys from planes flown by remote control. Moreover, similar television equipment can observe hazardous manufacturing processes from a safe distance.



RADIO CORPORATION of AMERICA



Gone is the "spreading chestnut tree"

Millions who recall Longfellow's immortal poem may be surprised to learn that the chestnut tree is nearly extinct. Entire forests have been killed by *Endothia parasitica*, a blighting fungus causing serious bark disease. It is a devastation that placed the leather industry in a critical position—for centuries, the fabled chestnut tree had been the chief source of leather tanning agents.

However, as is often the case when nature's replenishing power becomes inadequate, chemistry developed a replacement for the extract of the chestnut tree. It is Exan*—a Monsanto synthetic vegetable tanning chemical. Not only is a constant source of supply

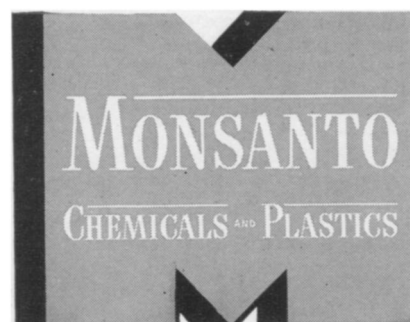
now assured, but Exan has already proved far superior to the natural product formerly used.

The story of Exan is a story of chemical synthesis paralleled by many Monsanto product developments. Monsanto plastics, for instance, are synthetics that offer glamorous and practical possibilities bounded only by the imagination of industry. Vanillin is another synthetic—a flavoring agent developed long ago by Monsanto as a defense against the caprices of nature in supplying vanilla beans. The wide field of rubber products is also among the many that have benefited richly through Monsanto synthetics.

*Reg. U. S. Pat. Off.

The history of Monsanto's progress in service is replete with examples such as these. Too numerous to recount here, they emphasize again Monsanto's important role—Serving Industry . . . Which Serves Mankind.

MONSANTO CHEMICAL COMPANY, St. Louis 4



SERVING INDUSTRY . . . WHICH SERVES MANKIND