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Ram Jet

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*The big fight at the Yankee Stadium in New York in June will be televised by NBC.*

### ***In the ring with Louis and Conn—through Television***

When challenger meets the champ, thousands of people who can't be at the ringside in person will watch the battle through television. For on that night The National Broadcasting Company will take them right into the ring for a *referee's-eye view* of every punch!

Every detail, every move will be picked up by NBC at the stadium with the RCA Image Orthicon camera—a camera that rivals the human eye in sensitivity and can see even by candlelight.

Just as RCA was the first to broad-

cast a world championship bout twenty-five years ago (between Dempsey and Carpentier), NBC today is the first to cover a heavyweight championship fight by television.

From camera to receiver — RCA equipment will guarantee television at its finest . . . television with the same perfection found in every RCA or RCA Victor product.

*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.*



With television, you will be able to give "theater parties" right at home with your choice of plays, opera, ballet, and eye-witness views of news or sports events. RCA Victor will manufacture the finest television equipment for broadcasting purposes and the most sensitive, brilliant receivers for the home.



**RADIO CORPORATION of AMERICA**





Yes, or alike as two telephone handsets made by the same process. Yet, pins or handsets — no two could ever be made exactly alike. Dimensions, weight, performance—all vary every time due to variables in manufacture. How can these variables be *controlled*?

Back in 1924, Bell Laboratories' mathematicians and engineers teamed up to find out, forming the first group of quality-control specialists in history. They invented the now familiar Quality Control Chart, designed inspection tables for scientific sampling. They discovered that test data mathematically charted in the light of probability theory were talking a language that could be read for the benefit of all industry.

Western Electric, manufacturing branch of the Bell System, applied the new science to its large-scale production. In war, it was used by industrial and government agencies of the United Nations in establishing and maintaining standards for military matériel. A Quality Assurance Department, a novelty back in the nineteen-twenties, has come to be indispensable to almost every important manufacturer.

Scientific quality control is one of the many ideas of Bell Telephone Laboratories that have born fruit in the Bell System. The application of mathematics to production is helping good management all over the industrial world — and furthers the cause of good telephone service everywhere.



## **BELL TELEPHONE LABORATORIES**

EXPLORING AND INVENTING, DEVSING AND PERFECTING FOR CONTINUED IMPROVEMENTS AND ECONOMIES IN TELEPHONE SERVICE