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SEPTEMBER 23, 1950

# SCIENCE NEWS LETTER



®

THE WEEKLY SUMMARY OF CURRENT SCIENCE



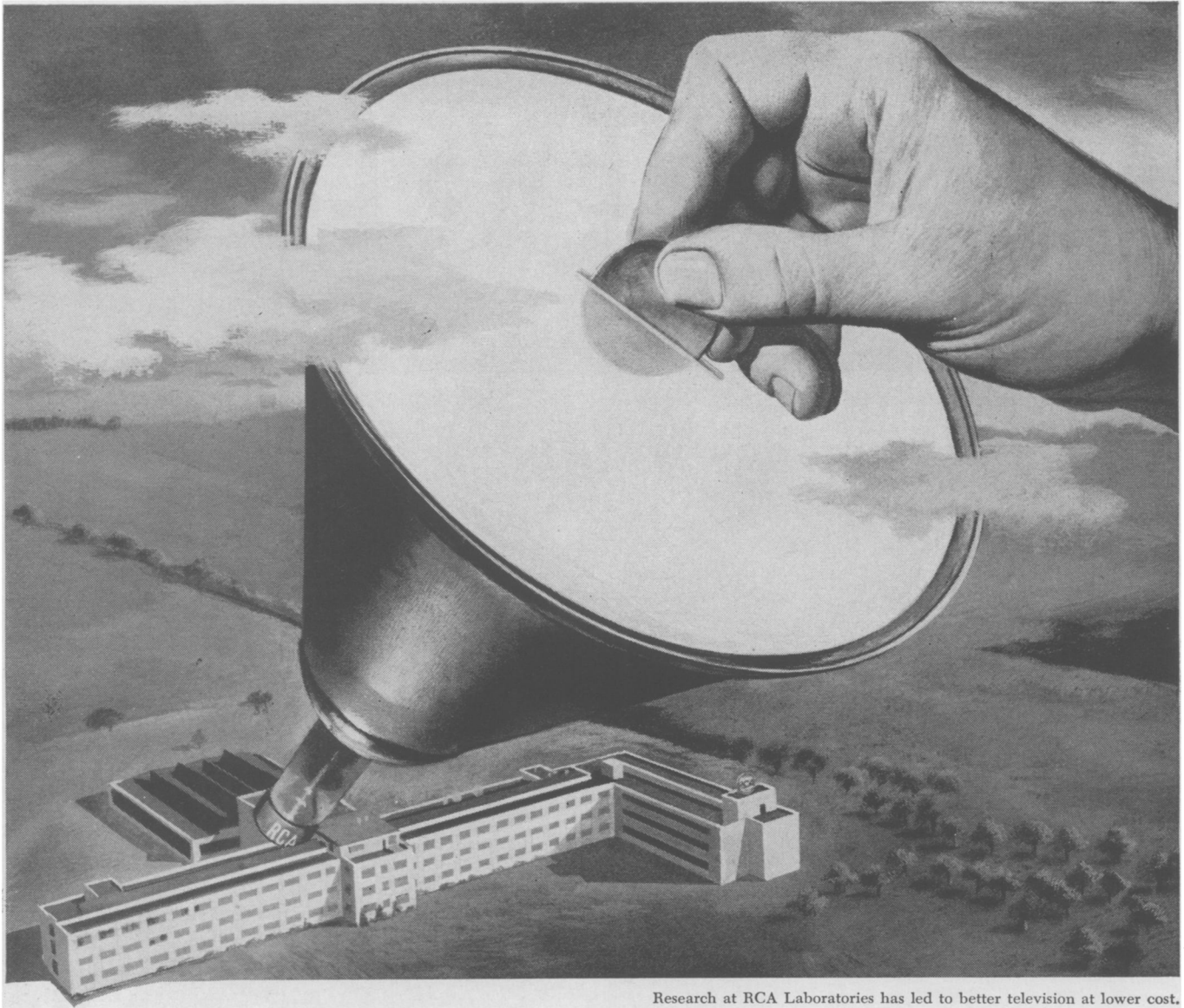
## "Built-In" Bait

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Research at RCA Laboratories has led to better television at lower cost.

## Do you know this Television "Savings Plan"?

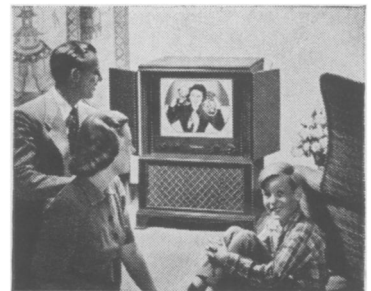
For your most effective "television savings plan" look to scientists at RCA Laboratories, whose long-range program of *planned research* has helped bring the finest home television receivers within the reach of millions of families.

For example: by research into simplified circuits and electron tubes—where one tube may do the work of 3—these scientists pointed the way to simplified assembly of better receivers... and the savings were passed on to you! Their research led to the Filterglass faceplates used on all RCA

Victor home receivers at no extra cost. Their pioneering showed how to cut the cost of *phosphors*—by mass production—from about \$300 a pound to less than \$30!

Through *planned research*, RCA scientists and engineers have helped television grow from an infant industry to one of our ten largest consumer goods industries, and in barely 4 years have helped it become part of the daily lives of over 25 million people.

To see the latest in radio, television, and electronic science, visit RCA Exhibition Hall, 36 W. 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.



Benefit by RCA's *planned research*. See the 1950 RCA Victor television receivers—better than ever...and selling at lower cost.



**RADIO CORPORATION of AMERICA**

*World Leader in Radio — First in Television.*