

## ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the third of a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game, and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY WAR BONDS

# 3. THE ORTHICON

IN a paper presented before the New York Section of the I.R.E., June 7, 1939, Albert Rose and Harley Iams, of the RCA Research Laboratories, announced the Orthicon, a new television pick-up tube. In its issue of the following month this tube was characterized by "Electronics" as "... one of the most significant advances in television electronics since the advent of the Iconoscope itself... A new and greatly improved form of the Iconoscope, using low-velocity electrons for scanning, thereby avoids spurious

signals, obtains storage efficiency ten to twenty times that of the Iconoscope, and produces an output current linearly related to the light input."

With this tube, storage efficiency was stepped up to almost 100 per cent, compared to 5 to 10 per cent previously obtained, and overall sensitivity increased 20 times. The practical effect of this tube was to free television from the limitations of the studio and its artificial lighting, and make the whole world of living events a stage for television.

*The Fountainhead of Modern Tube Development is RCA*



# RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, NEW JERSEY

In Canada, RCA VICTOR COMPANY LIMITED, Montreal