

Source 1



Source 2

The Radio Corporation of America Tells **What TELEVISION will mean to you!**



The NBC-RCA Television Antenna on the Empire State Building, New York.

On April 30th RCA television was introduced in the New York metropolitan area. Television programs, broadcast from the lofty NBC mast at the top of the Empire State Building, cover an area approximately fifty miles in all directions from that building. Programs from NBC television studios are sent out initially for an hour at a time, twice a week. In addition, there will be pick-ups of news events, sporting events, interviews with visiting celebrities and other programs of wide interest.

How Television will be received!

To provide for the reception of television programs, RCA Laboratories have developed several receiving sets which are now ready for sale. These instruments, built by RCA Victor, include three models for reception of television pictures and sound, as well as regular radio programs. There is also an attachment for present radio sets. This latter provides for seeing television pictures, while the sound is heard through the radio itself. The pictures seen on these various models will differ only in size.

Television—A new opportunity for dealers and service men

RCA believes that as television grows it will offer dealers and service men an ever expanding opportunity for profits. Those, who are in a position to cash in on its present development, will find that television goes hand in hand with the radio business of today.

In Radio and Television—It's RCA All the Way



Radio Corporation of America

RADIO CITY, NEW YORK

RCA MFG. CO., INC. - RADIONAIRS CORP. OF AMERICA - NATIONAL BROADCASTING CO. - R.C.A. COMMUNICATIONS, INC. - RCA INSTITUTES, INC.

Source 3

"I remember my auntie coming round for her tea on a Saturday in the 1960s. After tea we would all go into the Living Room to watch television. Back then, people treated television like it was a cinema at home. So when we watched television we would close the curtains, switch off the lights and switch the television on. We would all sit in darkness to watch a programme. I remember that when it was time to switch the lights back on, my mum and dad had always fallen asleep in the dark!"

Source 4

"I remember when we were all eagerly awaiting Queen Elizabeth II's coronation. It was 1953 and everyone wanted a television so that they could watch the event. One person in our road had a television so we were going round to watch it on their set. Although, so were many other families in the road, so none of us were going to be able to see the screen!

Some people decided to take matters into their own hands. One afternoon before the coronation, a salesman came knocking at the doors offering people the chance to rent a television for a weekly amount. Lots of people took up the offer. Unfortunately none of those people had any way of paying the television rental costs, so a month later, when their payments didn't arrive, the televisions had to be returned to the sales company."