



RADIO CORPORATION OF AMERICA

**RCA BUILDING
30 ROCKEFELLER PLAZA
NEW YORK, 20, N. Y.**

February 23, 1950

Release— IMMEDIATE

RCA COLOR TELEVISION SYSTEM DEMONSTRATES OUTSTANDING
ADVANTAGES FOR THE PUBLIC IN FCC'S COMPARATIVE TESTS

Great Progress in Improving and Simplifying All-electronic, High-definition System is Shown -- Color Stability is Complete and Receivers are Smaller -- RCA's Single Tri-Color Direct-View picture Tube to be Demonstrated Soon.

Laurel, Md., February 23---Outstanding fundamental advantages for the public in the all-electronic, high-definition system of color television were demonstrated by Radio Corporation of America here today in comparative tests of three rival color television systems before the Federal Communications Commission.

Witnessed by members of the FCC and leading executives and engineers of the radio-television industry, today's tests also revealed the great progress made in recent weeks by RCA in improving and simplifying its all-electronic color system. New experimental receivers were smaller and contained substantially fewer tubes and circuits than earlier experimental models. Color stability in the reproduced television images was complete.



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September 28, 1950

Release— IMMEDIATE

RCA URGES FCC TO STAY ITS HAND IN FINAL DECISION
ON COLOR TELEVISION AND LET PUBLIC ACT AS JURY

RCA Asserts FCC's Decision on Color Television Attempts to Coerce
 Manufacturers Under Threat of Drastic Consequences to Public and
 Would Violate the Commission's Obligations Under the Law and
 Would Deny the Public, Broadcasters and Manufacturers Their
 Rights Under the Law--Contends FCC Would Saddle American
 People with Inferior System, Degrade Black-and-White
 Service and Cost Public \$400,000,000 a Year---
 Adoption of "Bracket Standards" and a Non-
 Compatible System Declared Wrong and
 Scientifically Incorrect--RCA
 Urges FCC Withdraw from its
 Unprecedented Position

Radio Corporation of America today urged the Federal Communi-
 cations Commission to "stay its hand" in the adoption of final standards
 for color television and let the American people decide whether they
 wish to be saddled at unjustifiable cost with the low-definition, incom-
 patible method of the Columbia Broadcasting System or receive the serv-
 ice of RCA's high-definition, compatible, all-electronic system.

RCA stated its position in reply to the Commission's request
 for comments by September 29 on the Notice of Further Proposed Rule
 Making with regard to color television and proposed changes in the
 black-and-white standards.

FCC's Action Called "Unique"

Dr. C. B. Jolliffe, Executive Vice President in Charge of RCA
 Laboratories, who signed the comments of RCA declared: "The major rea-
 son for the proposed change is the Commission's attempt to make possible



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Release— After 9 p.m., October 16, 1950

GOAL OF COMPATIBLE COLOR TELEVISION
URGED BY DR. V. K. ZWORYKIN OF RCA

LAKE PLACID, N. Y., October 16---Color television can be of greatest benefit to the public if it follows the path blazed by the motion picture industry leading to compatible color motion pictures characterized by freedom from color flicker, Dr. Vladimir K. Zworykin, Vice President and Technical Consultant of RCA Laboratories, declared here this evening.

Dr. Zworykin spoke at the 68th Semi-Annual Convention of the Society of Motion Picture and Television Engineers after receiving the Society's Progress Medal and honorary membership in the Society. A pioneer in the development of television, Dr. Zworykin is the inventor of the iconoscope, television's electronic camera "eye", and he developed the kinescope, electronic picture tube of the television receiver.

Color television's goals of compatibility and freedom from color flicker can be achieved, he said, as demonstrated by the development of the dot-simultaneous system and of the tri-color tube.



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October 20, 1950

Release— Monday, October 23, 1950

BLACK-AND-WHITE TELEVISION TO REMAIN BACKBONE OF INDUSTRY

FOR SOME YEARS, RCA VICTOR HEAD TELLS DISTRIBUTORS

Continued Expansion and Improvement of Monochrome Program Service Is Foreseen; Substantial Color Broadcasting Is Said to Be at Least Two Years Away.

Black-and-white television will remain the backbone of the industry for some years to come with continued expansion and improvement of black-and-white program service, Walter A. Buck, Vice President and General Manager of the RCA Victor Division, Radio Corporation of America, said in a letter mailed over the week-end to all RCA Victor distributors. The text of the letter follows:

"Regarding the color television situation, here's the outlook:

"Black-and-white television will remain the backbone of the industry for some years to come, with continued expansion and improvement of black-and-white program service. Regardless of outcome of current controversy and type of television broadcasting finally adopted, substantial color broadcasting is at least two years away for following reasons:



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November 14, 1950

Release— IMMEDIATE

RCA ASKS COURT, IN PUBLIC INTEREST, TO RESTRAIN FCC
FROM STANDARDIZING INCOMPATIBLE COLOR TELEVISION SYSTEM

Outlawing of RCA's Completely Compatible All-Electronic Color Television System Is "Indefensible and Contrary to Public Interest," Cahill Declares before United States District Court--FCC's Order Called "Arbitrary and Capricious, and Unsupported by Evidence."

CHICAGO, November 14---In a strong plea for a temporary restraining order against the Federal Communications Commission's recent decision adopting incompatible color television standards, John T. Cahill, General Counsel for the Radio Corporation of America, declared in the United States District Court here today that the FCC's order was invalid and would result in irreparable injury to the television industry and to the public.

Mr. Cahill said that the action of the Commission in issuing an order on October 10, effective on November 20, 1950, standardizing upon the CBS color television system and outlawing the commercial broadcasting of color by any other system, was arbitrary and capricious, and not supported by substantial evidence. Prohibition and outlawing of the RCA completely compatible, all-electronic color television system, Mr. Cahill declared, "is entirely indefensible."



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December 5, 1950

IMMEDIATE

Release—

PROGRESS IN DEVELOPMENT OF RCA COLOR TELEVISION SYSTEM
IS DEMONSTRATED BEFORE PRESS AND INDUSTRY LEADERS

Eight Advances in RCA Compatible System Improve Color Quality and Stability, and Picture Brightness--New Color Converter for Black-and-White Sets Is Exhibited.

Washington, D. C., December 5---Eight major improvements in the development of the RCA compatible, all-electronic color television system were highlighted by the Radio Corporation of America in a progress demonstration here today before leaders of the radio-television industry and representatives of the press.

"We do not pretend that RCA color is perfect, any more than black-and-white television has attained perfection," said Dr. C. B. Jolliffe, Executive Vice President in Charge of RCA Laboratories, "but scientific research will continue to effect improvements in both color transmission and reception. The great virtue of this all-electronic system is that it offers opportunity for continuing improvements. It does not have the limitations inherent in incompatible systems."