

HISTORIC ROUTE U. S. 1 WHICH LINKS 12 OF THE 13 ORIGINAL STATES IS NOW PARALLELED BY A TELEVISION "HIGHWAY" FORMED BY THE ANTENNA TOWERS OF

PHILCO HAS OPENED "U. S. TELEVISION HIGHWAY 1"

F. C. C. Chairman Paul A. Porter speaking on the first telecast ever made from Washington congratulated Philco for "a distinguished 'first' in pioneering in this vital aspect of television."



America's newest "highway" which brings television a step closer to every home in the land is now open between Washington and Philadelphia.

Television programs now flash over a route steeped in tradition, for the Philco multiple-link relay towers parallel a path inseparably linked with the growth of speedier communication in the United States.

Long before Washington, the city, was founded and even before Washington, the man, was born, colonists blazed the Potomac Path. As the colonies grew, stage coaches began to bump over the ruts and wallow through the mud from Philadelphia to Virginia. America's first railroad followed the same course out of Baltimore . . . and the first telegraph message between two cities passed over wires strung along the tracks of that railroad.

With the coming of the automobile, America's great network of hard-surfaced

Four-man crew of television engineers operates monitoring equipment for the initial broadcast in the control room of the Philco television studio, Hotel Statler, Washington, D. C.





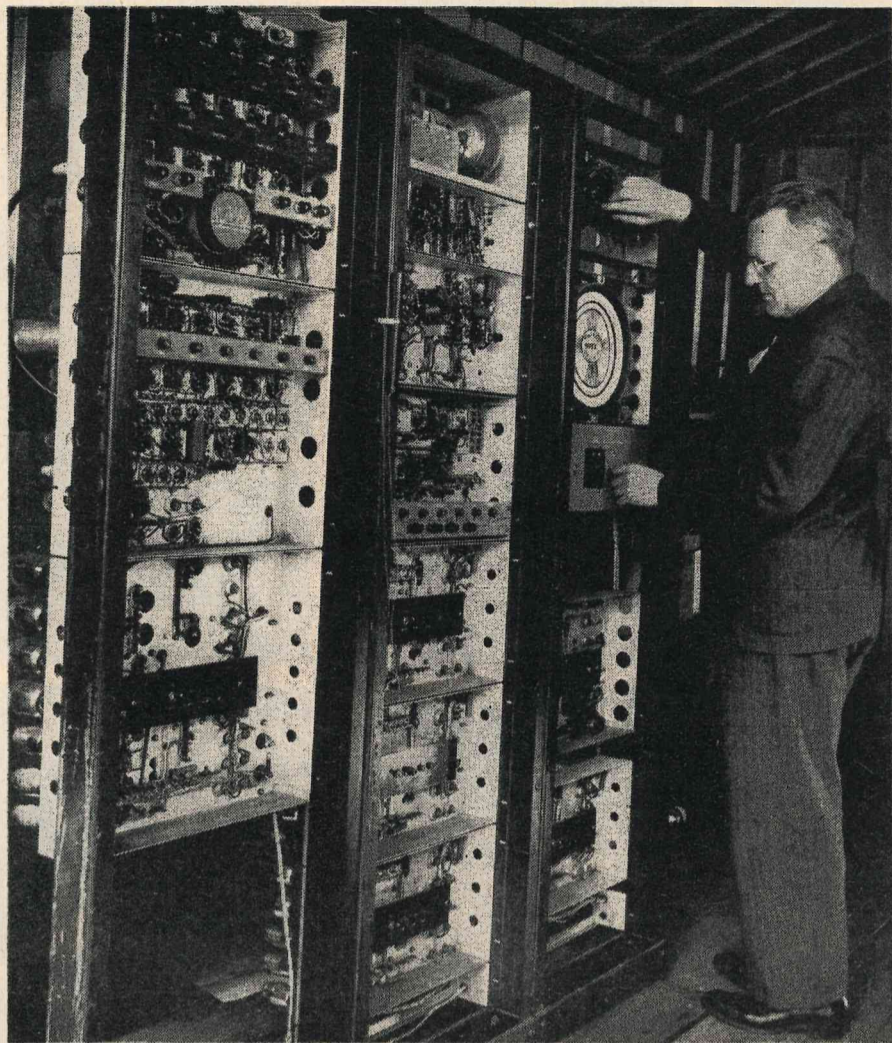
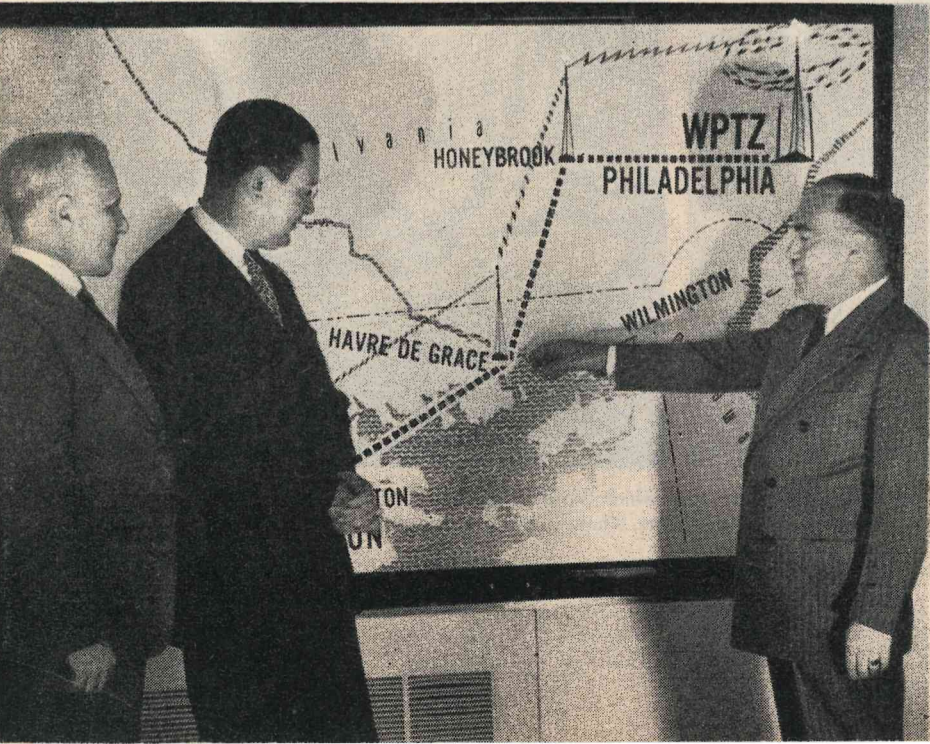
PHILCO'S MULTIPLE-LINK NETWORK BETWEEN WASHINGTON AND PHILADELPHIA

highways began with U. S. 1 . . . then as now the main line of communication along the Atlantic seaboard. Now that historic route is paralleled by television's first inter-city micro-wave network . . . designed by Philco engineers and built by Philco to make television commercially as well as technically an accomplished fact.

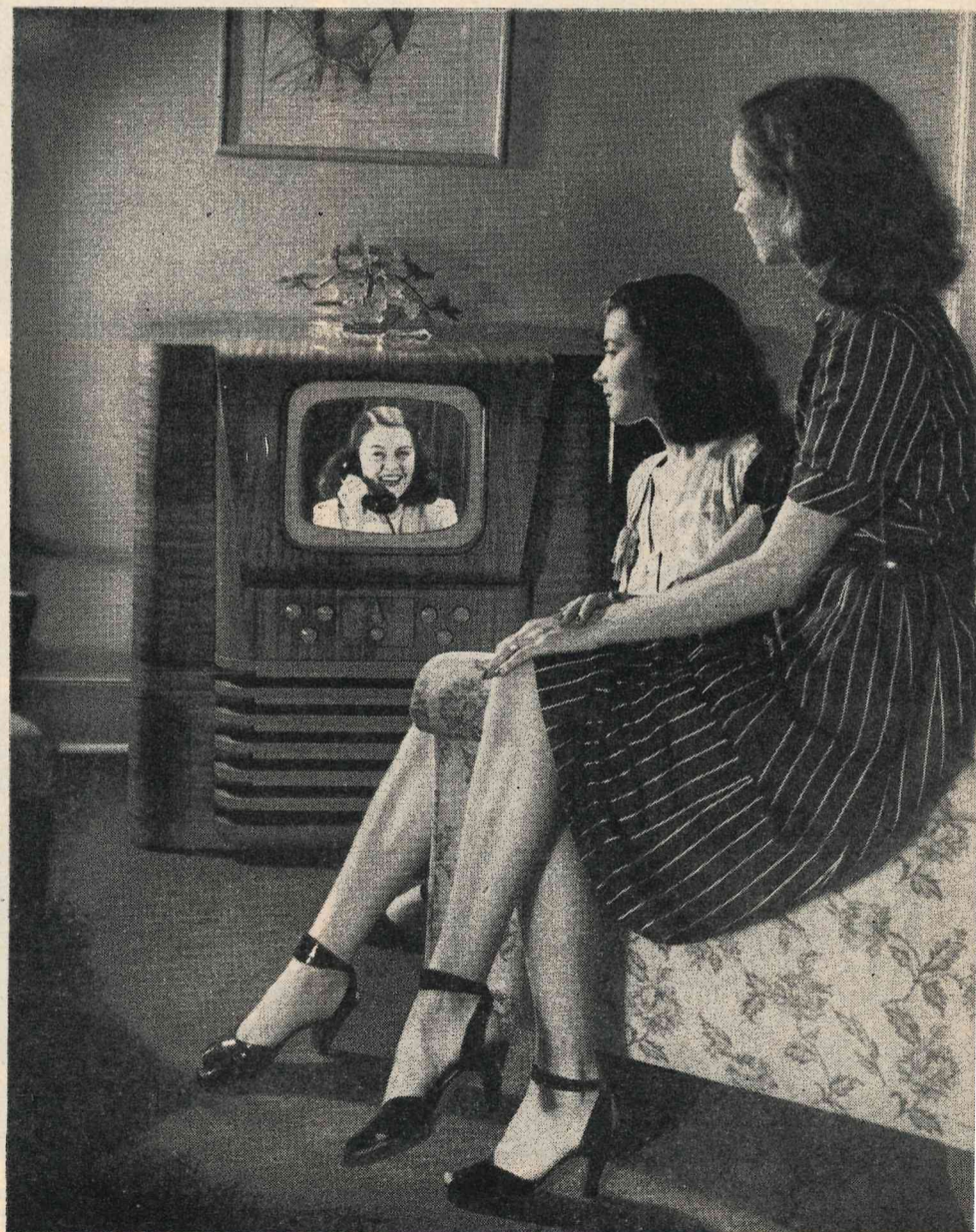
Just as U. S. Highway 1 led to the construction of a road system that linked all America . . . this Philco television "highway" along the same route points the way to a nation-wide network which will bring thrilling television programs to homes from coast to coast. Naturally, Philco, the pioneer in multiple-link television feels these programs-to-come will be viewed with especial brilliance and clarity in those homes equipped with post-war Philco Television Receivers.

PHILCO CORPORATION, Philadelphia, Pa.

Dr. Karl T. Compton, President of M.I.T. and Chairman Porter study the map on which Philco's President John Ballantyne traces the route of relay stations over which programs travel.



Engineers operate these signal generators at each relay. Television development is closely associated with Philco's wartime engineering and development of Radar and electronic equipment.



Philco Television Receivers built before the war already bring televised programs to many homes in areas where transmitters operate on a regular schedule. Thousands more will enjoy even finer reception of programs through expanding television networks and Philco Television Receivers incorporating technical advances resulting from Philco's wartime work in Radar.