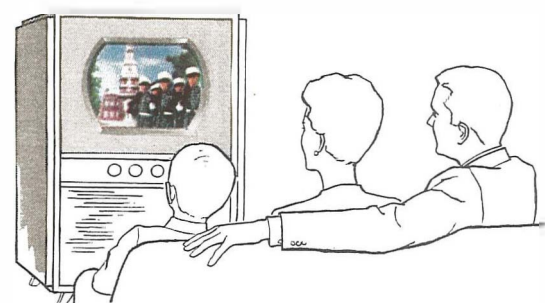




Marines at Independence Hall, Philadelphia. Television will some day bring the full color of historical scenes, as well as entertainment, to millions of people.

COLOR TV is Transmitted Over Telephone Networks



You've probably been hearing a lot about color television in recent weeks. A number of test programs are now being broadcast with excellent results.

The Bell System's part in color television, as in radio and black-and-white TV, is to carry the programs from city to city.

What we do is to provide the electronic channels that make this possible.

Important national events, as well as entertainment, can thus be seen and heard simultaneously by millions of people throughout the country.

Transmitting pictures in color is more complex than in black and white and requires additional equipment. But the basic principles are the same.

Our ability to serve you in this field, as in radio, comes out of our research

and experience in telephony. Many years ago we started designing and building our Long Distance telephone networks so that they could be used for television as well.

The job of providing Bell System facilities with the special equipment required for color TV has been under way for many months, to meet the needs of the broadcasters and the public.

BELL TELEPHONE SYSTEM

