Hospitalized Service Men Cheered by
TELEVISION
CIRCUS PARTY

They see the fun from their bedsides...
Program also viewed by civilians at home

NEW YORK, are more deserving of cheering entertainment than America's service men convalescing in hospitals. In 7 Army-Navy hospitals of the New York area men are virtually taken from behind the walls into the outside world by daily television programs.

It was a high spot for them when, from bedside and wheelchair, they recently watched performers of the great Ringling Brothers and Barnum & Bailey Circus go through their thrilling acts at Madison Square Garden, thanks to the NBC telecasts. They were seeing the acts as if from "s璎glish" — enjoying the glories, the music and sounds of a show that never fails to entertain old or young.

Meanwhile, civilians at home in New York, New Jersey and Connecticut were also seeing the television circus party. It was a treat on many, especially where owners of television sets invited friends and neighbors to see it. And for the war, if one saw a television set, why not invite your friends and neighbors to share in its pleasures, too?

Every interesting sight in the world — whether it is a circus or a scientific demonstration, a baseball game or a news event — is material for television's "Magic Eye." After the war, more and more of the world's happenings will come under television's gaze as television expands, starting with the "first television market" — New York, Albany-Schenectady, Philadelphia, Chicago and Los Angeles.

The good will be great for sets at prices millions can afford. RCA — leader of electronic television — will produce such receivers, in addition to the vast host of radios and phonographs. Watch for them. And watch for the difference RCA's Super FRA circuit will make... visually static-free sound and a new faithfulness in picture reproduction in your RCA home instrument, whether it be a radio receiver or television set.
What's New for our Fighting Men?

IT'S TELEVISION

Bringing Cheering Entertainment Right into Army and Navy Hospitals in the New York Area

Currently, NBC is relocating its engineering and service personnel from its West Coast facilities to New York City to assist with television production and operations.

TELEVISION IS ON THE MARCH

Since the first of the year television homes in the New York area have been enjoying outstanding television entertainment and visual displays of a variety of shows. Regular network television reaches some sixty stations at frequent intervals.

RADIO CORPORATION OF AMERICA

Leads the Way

In Radio...Television...Photographs, Records, Tapes...and Electronics

New York Times, March 6, 1944

Courtesy of John Pinckney
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CIRCUS PARTY

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It was a high spot for them when, from bedside and wheelchair, they recently watched performers of the great Ringling Brothers and Barnum & Bailey Circus go through their thrilling paces at Madison Square Garden, thanks to the NBC telescast. They were seeing the acts as if from "ringside"... enjoying the glitter, the music and sounds of a show that never fails to fascinate old or young.

Meanwhile, civilians at home in New York, New Jersey and Connecticut were also seeing the television "circus party." It was a treat to many, especially where owners of television sets invited friends and neighbors to see it. (And by the way, if you own a television set, why not invite your friends and neighbors to share in its pleasures, too?)

Every interesting sight in the world—whether it is a circus or a scientific demonstration, a baseball game or a news event—is material for television's "Magic Eye." After the war, more and more of the world's happenings will come under television's gaze as television expands, starting with the "first television market"—New York, Albany-Schenectady, Philadelphia, Chicago and Los Angeles.

The need will be great for sets at prices millions can afford. RCA—cradle of electronic television—will produce such receivers, in addition to the finest of radios and phonographs. Watch for them. And watch for the difference RCA's Super FM circuit will make... virtually static-free sound and a new faithfulness in tone reproduction in your RCA home instrument, whether it be a radio, phonograph or television receiver.

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, N. J.
LEADS THE WAY. In Radio... Television... Tubes... Phonographs... Records... Electronics