NOW...7 NIGHTS A WEEK
OF THRILLING TELEVISION
PROGRAMS IN NEW YORK

Eastern Television Network Brings Programs to Homes in Four States... Philadelphia, Schenectady, Chicago and Los Angeles also have Television Service

Since the first of the year big things have been happening in television. Fortunate owners of television sets in the New York area now enjoy station pictures from short subjects, sporting events and exciting special releases—every night of the week. In addition, a television network reaches homes in four states.

For New York, New Jersey and Connecticut, the National Broadcasting Company has regular telecasts every Monday and Saturday nights. Philadelphia picks up the broadcast of special series for Eastern Pennsylvania and Southern New Jersey. And by means of relay and local programs General Electric serves television owners in the Albany-Schenectady area.

At present, NBC television pickup from Madison Square Garden includes boxing, tennis, hockey games and other exciting sport events.

Thursday and Friday nights the Columbia Broadcasting System is presenting full-length motion pictures, newscasts and other screen treats; and on Tuesday, Wednesday and Sunday nights, DuMont Television Laboratories presents popular "live" entertainment, animated cartoons, and a wide variety of films.

At first, television will really come into its own. It may take a year, or two, or more—but networks originating in New York, Chicago, Los Angeles and other key cities will grow and expand when greater and more power are available. Some day, people in every major city in America will enjoy the low-cost benefits of television. Some day, too, great events in far-off places may be televised right into your home—while they are happening.

When the signal is put ahead of pipes, television will not only bring with it the added joy of new instruments, but the industry it will offer just to itself.

That is the promise of television. The promise of RCA is to produce the highest quality television receivers and sets at the lowest possible cost...to foster the network growth of networks to thousands millions of homes in America will enjoy its unbridled thrill.

RADIO CORPORATION OF AMERICA
Leads the Way...in Radio, Television, Electronics

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Courtesy of John Pinckney