

# 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. Fortune owners of television sets in the New York area now enjoy motion picture films, short subjects, sporting events and exciting special telecasts — *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 night. Philco in Philadelphia picks up the broadcast of special events 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 pick-up from Madison Square Garden includes boxing bouts, 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 present popular "live" entertainment, animated cartoons, and a wide variety of films.

After the war, 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 material and manpower are available. Some day, people in every major city in America will enjoy the limitless 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 to go ahead is given, television will, not only bring with it the finest in visual entertainment, but as an industry it will offer jobs to thousands.

That is the promise of television. The promise of RCA is to produce the highest quality television transmitters and receivers at the lowest possible cost . . . and to foster the network growth of television so that some day millions of homes in America will enjoy its unrivaled thrill.

**RADIO CORPORATION OF AMERICA**

Leads the Way . . . in Radio, Television, Electronics

### Television Highlights of the Week



**MON.** DuMONT (W2X) offers a live telecast of "The Great Escape" including one sponsored by Fictione Release of WAGS, Schenectady.



**TUES.** DuMONT (W2X) from its own studio presents "The Great Escape" (live) show and film.



**WED.** DuMONT (W2X) offers live telecasts and live entertainment from its studio.



**THUR.** CBS (W2X) broadcasts live telecasts of "The Great Escape" (live) show and film.



**FRI.** CBS (W2X) broadcasts live telecasts of "The Great Escape" (live) show and film.



**SAT.** NBC (W2X) is picking up from Madison Square Garden live telecasts of "The Great Escape" (live) show and film.



**SUN.** DuMONT (W2X) presents live telecasts and studio shows, live special telecasts.