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# Hospitalized Service Men Cheered By TELEVISION CIRCUS PARTY



They see the fun  
from their bedsides ...

Program also viewed by civilians at home

**N**ot only are service men cheering entertainers than America's service men confined in hospitals. In 7 Army-Navy hospitals of the New York area men are virtually taken from behind walls into the outside world by daily television programs.

It was a high spot for them when, from behind and wheel chair, 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 telecast. They were seeing the acts as if from "ringside" ... enjoying the glitz, 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 pleasure, 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 "best 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, television or both.

What's New  
for our Fighting Men?

# IT'S TELEVISION

## HERE'S WHAT THEY SAY ABOUT TELEVISION ENTERTAINMENT



GENE HIGGINS, SHIP'S COOK.  
"The CLASS, I declare, 'is  
enjoy television broad-  
casts of boxing, sports,  
drama and music.'"



RALPH CAMPBELL, PHOTO-  
GRAPHER. "THE MATE, AND CLASS,  
man, 'I'm looking for-  
ward to seeing comedies  
and news broadcasts.'"



JAMES PRICE, SERGEANT.  
"I declare, yes, 'Tele-  
vision broadcasts are  
good entertainment. I  
like to see football and  
boxing matches.'"



WILLIAM R. SMITH, COM-  
MUNICATIONS SERGEANT. "It's a big thrill to  
see sports selected. And  
I go for cartoons and all  
sorts of fun.'"



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

ONE of the most thrilling and inspiring demonstrations of television is going on in the New York Metropolitan area. In all of the seven Army and Navy convalescent hospitals, sick and wounded service men are enjoying motion picture films, animated cartoons and newsreels, as well as "live" visual entertainment—thanks to 55 television receivers donated, installed and serviced by NBC, General Electric and Radio Corporation of America.

### TELEVISION IS ON THE MARCH

Since the first of the year television homes in the New York area have been enjoying outstanding television entertainment seven nights a week. Regular network television reaches four states at frequent intervals: New York, New Jersey, Connecticut and Pennsylvania.

These programs originate at the National Broadcasting Company in New York, and are relayed for simultaneous telecasting to the General Electric transmitter in Schenectady and the Philco transmitter in Philadelphia.

Currently, NBC is televising sports events from Madison Square Garden. Thousands have thrilled to exciting news telecasts, such as the recent showing of the U. S. Marine Corps film of the landing on Tarawa.

When this war is won, Radio Corporation of America will be in the forefront, as it has been from the start, working to bring television to the nation as a whole. This means building the best of television receivers at a price you can afford.

It means, also, building the finest of television transmitting equipment, a broadcasting field in which RCA has always excelled.

### FM—STATIC-FREE RECEPTION

In both television and FM much scientific progress has been made in connection with the application of radio in the war. Even now FM carries the sound part of television. The RCA home instrument of the future—whether radio, phonograph or television receiver—will incorporate the famous RCA-developed FM Radio Circuit.

## RADIO CORPORATION OF AMERICA

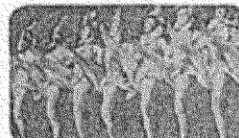
LEADS THE WAY

In Radio... Television... Phonographs... Records... Tubes... and Electronics

## Television Highlights of the Week in New York



**MON.** NBC news WHOT shows a feature film and live shows, with one sponsored by General Electric in WELLS, Schenectady.



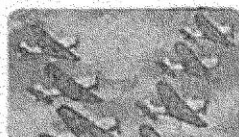
**TUES.** The MONTE from its own studio WELLS presents "The Show and Tell."



**WED.** The MONTE (WELLS) presents "The Show and Tell" and "The Show and Tell."



**THUR.** CBS news WELLS presents "The Show and Tell" and "The Show and Tell."



**FRI.** CBS (WELLS) presents "The Show and Tell" and "The Show and Tell."



**SAT.** NBC (WELLS) is picking up from the show and tell and other sport events.



**SUN.** The MONTE (WELLS) presents "The Show and Tell" and "The Show and Tell."

New York Times, March 6, 1944

Courtesy of John Pinckney



# TELEVISION

## CIRCUS PARTY



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LISTEN TO "The Music America Loves Best" on the RCA radio program. Every Saturday, 7:30 p.m., EWT, Blue Network.

**RADIO CORPORATION OF AMERICA**

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY... In Radio... Television... Tubes... Phonographs... Records... Electronics