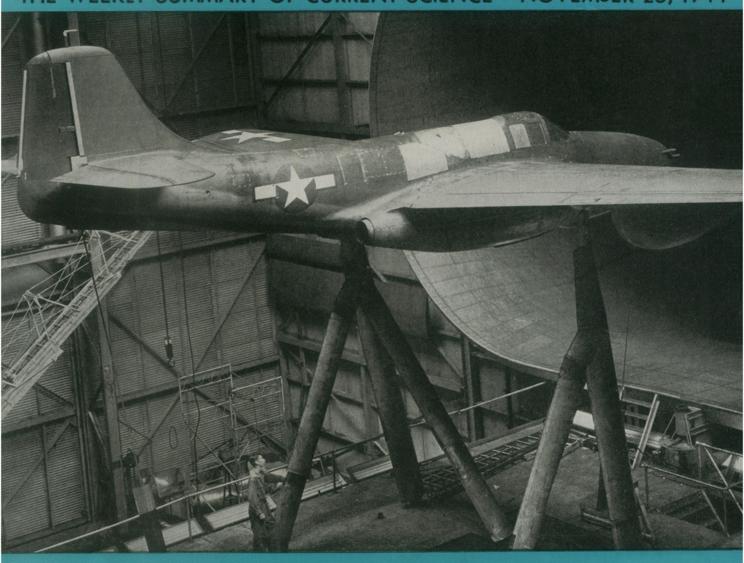




THE WEEKLY SUMMARY OF CURRENT SCIENCE • NOVEMBER 25, 1944



Testing Tunnel
See Page 344

A SCIENCE SERVICE PUBLICATION



TELEVISION—THE "RINGSIDE SEAT"!

• Just as RCA pioneered in television to bring you exciting events such as prize fights, so has RCA research made possible a greatly improved super-sensitive television camera.

Earlier television needed a mid-day sun—or blinding artificial light—to illuminate the scene. Many performances could not be televised, and many outdoor day-time events would fade off the screen as the afternoon light waned.

But now, through RCA research, the television camera will faithfully reproduce every detail, every shadow, as long as there is enough light for the spectators themselves to see by.

Besides, it can bring you opera, drama, ballet—direct from the theater during the actual performance. Great new television thrills are in store for you! As soon as possible, RCA will make available the finest in television equipment.



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