

Look to G-E in Television

Television, like radio, draws upon the electronic art. As a pioneer in all phases of electrical science, the General Electric Company has been a major factor in the development of the electronic art—which is the foundation of both radio and television.

Indeed, the present state of advancement which television has achieved has been made possible through the research and engineering resources of such companies as General Electric—the past, present and future of which is based upon scientific research.

General Electric began work on television in 1925. Related research, prior to and after 1925, has advanced its work in television.

General Electric engineers are actively engaged in continuous research and development in all phases of this new science. They are designing television transmitters, antennas and receivers.

At the New York World's Fair in 1939, General Electric presents a comprehensive television exhibit. In this new art as in all branches of electrical science General Electric may be depended upon to live up to its slogan—"Research Keeps General Electric Years Ahead."

GENERAL ELECTRIC'S TELEVISION STATION W2XB



One of the most powerful television stations in the country is being built by the General Electric Company near its Schenectady plant. This transmitter represents the best in television knowledge of today. It will be used in connection with the Company's research, development and experimental work.

20-97

See and Hear

GENERAL ELECTRIC

TELEVISION

THE WORLD'S MOST THRILLING MIRACLE!



GENERAL ELECTRIC TELEVISION RECEIVERS

*Thrilling Reception of Exciting
Events As They Happen!*



MODEL HM-275-3A

A real de luxe Television and Radio Combination. Picture Size $7\frac{1}{2}$ by 10 inches. 5 Television Channels and 3-band Radio Receiver. Touch Tuning Selector Keys. 30 Tubes. 12-inch Dynapower Speaker. 10 Watts Output.

MODEL HM-226-7A

A big rich-looking console that receives both Television and Radio. 5 Television Channels. Picture size $7\frac{1}{2}$ by 10 inches. 3-band Radio. Touch Tuning Selector Keys. 29 Tubes. 12-inch Dynapower Speaker. 10 Watts Output.



MODEL HM-225

A strikingly attractive 22-tube Television Receiver with both picture and sound reception. Picture size $5\frac{3}{4}$ by $7\frac{3}{4}$ inches. 5 Television Channels. Touch Tuning Selector Keys. 12-inch Dynapower Speaker. 10 Watts Output.



MODEL HM-185

A complete Television sight and sound Receiver that reproduces a picture $3\frac{1}{4}$ by $4\frac{1}{4}$ inches. 3 Television Channels. Touch Tuning Selector Keys. 18 Tubes. 12-inch Dynapower Speaker. 5 Watts Output.



MODEL HM-171

This sensational table model Picture Receiver with sound converter makes it possible for the miracle of television to be enjoyed where this model is used in conjunction with the present radio. You see a $3\frac{1}{4}$ by $4\frac{1}{4}$ -inch picture in the Picture Receiver and hear the *sound* portion of the television broadcast through the radio loudspeaker. 3 Television Channels. Touch Tuning Selector Keys. 17 Tubes.

14 YEARS OF RESEARCH AND DEVELOPMENT
ARE BACK OF EVERY G-E TELEVISION RECEIVER