

DUMONT

FIRST WITH THE FINEST IN TELEVISION

DuMont Telesets



COMPLETE
HOME ENTERTAINMENT
INSTRUMENTS

- ☆ Television
- ☆ Frequency Modulation
- ☆ Standard Radio
- ☆ Short-Wave Radio
- ☆ Automatic Record Player

RADIO PARTS & EQUIPMENT CO.
3319 North Broad Street, Phila., Pa.
PHONE, RADCLIFF 3322

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*Patented

A new
window to
the World . . .



Television is a bright new window overlooking the world parade — a window that transforms your favorite easy chair into a choice box at top-flight entertainment everywhere; that makes you an honor guest at exclusive functions; at important sporting events, at movie premieres and political conventions; that slips you unseen through police lines wherever news is in the making.

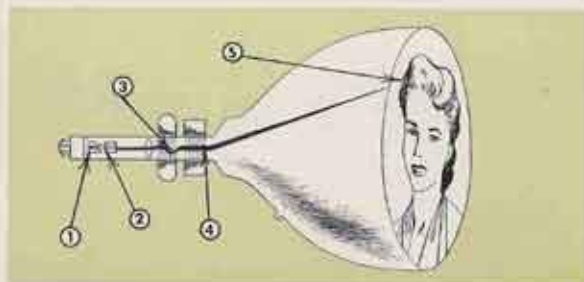
This thrilling modern concept of gracious living is completely yours only when you enjoy the brilliantly clear television pictures and exquisite tone of a fine quality television receiver. Choose your television receiver with care. It is destined to play an important role in your daily life from now on. You will spend many hours enjoying it . . . you and your family and your friends. Remember that DuMont is "First with the Finest in Television."





DR. ALLEN B. DUMONT

What lies back of Television



THE heart of television is the cathode ray tube. Think of it as a gun firing a stream of electrons — many millions of shots a second. In the cathode ray tube, a beam of electrons originating at (1), speeded up at (2), focused at (3), guided by a magnetic yoke at (4), moves back and forth across the face of the tube (5), forming the picture by its varying intensity. It takes 525 lines to make one complete picture; and the moving beam completes 30 pictures every second — 15,750 round trips across the screen.

Obviously the movements of this beam must be synchronized perfectly with the similar movements of a scanning beam in the television camera — a beam which measures the amount of light falling on any given spot

as it travels back and forth across the camera screen.

Without the cathode ray tube, an instrument of incredible speed and accuracy, television as we know it today would be impossible.

Back in 1931, the cathode ray tube was a laboratory curiosity. Only a very few had been made. Even though they were fabulously expensive and undependable in operation, Allen B. DuMont clearly saw in them great possibilities — and television was one of them.

Only 30 at the time, Dr. DuMont had already won wide recognition as an electronic engineer. His inventions had made possible the economical mass production of radio tubes, both for receivers and transmitters. In 1931 he gave up his position as Vice President of the De Forest Radio Company, opened a laboratory in the basement of his home and devoted himself exclusively to cathode ray development.

Years of research followed. With every passing year his cathode ray tube became more reliable, more versatile. It took many forms. It grew in size from a three inch diameter to as much as 20 inches. It could be mass-produced in unlimited quantity. Its cost came to be reckoned in tens of dollars instead of thousands.

Out of
Dr. Du Mont's
cathode ray tube
research
has come...



RADAR... which sends a stream of exploring electrons out into space. Returning, they paint a picture of what they have found on the screen of the cathode ray tube.



LORAN... by which ships electronically find their way across and safely through storm, fog and darkness.



THE OSCILLOGRAPH... an industrial instrument which can picture on its screen the internal structure and strains of a metal tool, can define a rock formation deep in the earth, or what position in the orbit of a distant planet can measure the pulse of a volcano or a world's economy.



and TELEVISION...

Today the
Allen B. Du Mont
Laboratories, Inc.
are:



One of the largest manufacturers of cathode ray tubes and of scientific instruments based on the use of cathode ray tubes.



Leading maker of television receivers. First to market an all electronic television receiver - 1939. First with the finest picture ever. Producer of the largest television system - 20 inch tube. Most complete line of television receivers.



Famous television broadcaster, operating the world's first television network for her station WABD - New York, is the world's most powerful television station with one of the largest and most fully equipped studios.

To aid the general television, Du Mont's basic patents have been made available to other manufacturers; and Du Mont designs and manufactures component parts for high-quality receivers of other makers.



Awards to Dr. Du Mont and to the Du Mont Laboratories

TELEVISION BROADCASTERS ASSOCIATION
*Technical Pioneering in
Television - 1945*

TELEVISION BROADCASTERS ASSOCIATION
*Advancement of Commercial
Programming - 1945*

MERCURY REGIONAL MEDAL OF
ACHIEVEMENT
*Pioneering work in the field of
communications - February 17, 1945*

ADVERTISING AWARD - 1947

AMERICAN TELEVISION SOCIETY

In recognition of its outstanding 1943-44 contribution to the art of commercial television... particularly for the number and quality of its commercial broadcasts, for sharing its facilities with a large number of advertising agencies, for the wide variety of commercial techniques developed, and for the fine reception enjoyed by its underwriters.

SECOND ARMY NAVY PRODUCTION AWARD
*Meritorious services on the
production front, February 17, 1945*

Why Du Mont's pictures are better

If you have ever compared the television reception of a Du Mont receiver with that of any other, you know how much better the Du Mont picture is. There are a number of reasons for Du Mont superiority. Some of them get pretty deeply involved in electronic engineering and we won't go into them.

But here are six of the reasons explained so simply anybody can understand them . . .

DUMONT HAS DIRECT VIEW



On a direct view receiver like Du Mont, you see the image directly on the face of the picture tube. In a projection set, the image from a small tube is spread out over a big screen. You lose a lot of brilliance and definition in the process. By comparison, the projected picture is gray, dull and fuzzy.

Look at the two side by side — Du Mont and a projection receiver. You'll see the difference quickly enough.

About 92% of the receivers sold today are direct-view, so let's look at Du Mont's other advantages.

DUMONT HAS THE INPUTUNER*



The Du Mont Inputuner is a precision continuous tuning instrument designed to bring in the strongest possible signal from the station you want, and to eliminate, so far as possible, interference from other television stations, FM stations and other sources.

It is an extremely dependable device, having only three coils and contacts whereas other tuning devices have as many as 36 coils and 72 switch contacts.

DUMONT HAS AUTOMATIC GAIN CONTROL

AGC

Du Mont automatically regulates the amount of gain according to the strength of the signal received. Even though the signal varies in strength, as it often does, this gain control minimizes the effect on the picture.

It also reduces the need for readjustment of contrast and brilliance control when changing from one station to another.

DUMONT HAS A BIG SCREEN



Remember the early radio sets with earphones? Remember how quickly everybody got rid of them when the loudspeaker came in?

We think it will be the same way with television. Even small-screen television is a wonderful thing at first, but soon you'll want one big enough for the whole family to watch in comfort.

DuMont's smallest receiver has a 72 square-inch screen — half again bigger than most, and offers a screen size up to 213 square inches in the 20" diameter direct-view tube.

DUMONT HAS THE TUNING EYE



Each television station comes in on its own wave band. The closer you tune to the center of that wave band, the better your picture.

Any pre-set tuner can give only an approximate setting because the true setting varies. It can even drift off while the receiver is operating.

DuMont's Tuning Eye puts you right on the line and shows you the precise point at which the inputmer is in tune.

This feature is exclusive with DuMont and a few other high quality receivers licensed under DuMont patents.

DUMONT HAS HIGHER POWER FOR GREATER BRILLIANCE



The amount of power actually delivered to the picture tube on a DuMont receiver is considerably greater than in most other receivers.

On lower power sets, the tendency is to turn the contrast setting too high, with consequent loss of detail.

In DuMont sets with the larger 15-inch and 20-inch tubes, the power is correspondingly increased so as to produce the larger images with no loss of brilliance and definition.

AND THAT ISN'T ALL . . .

Here are some more reasons why DuMont is your best buy.

DUMONT HAS A 12-CHANNEL TUNER — A DuMont receiver can tune any of the 12 channels assigned to television, as well as all the FM stations. Many receivers can only tune five or seven television channels. If you move to another city, or another station opens, or the FCC re-shuffles the channel assignment, you'll be OK if you have a DuMont.

DUMONT HAS SUPERB TONE QUALITY — Whether on television sound, on AM or FM radio, or on a record player, DuMont gives high-fidelity reproduction through the full tone range.

DUMONT HAS BEAUTIFUL CABINET WORK — Your DuMont receiver is at home in the finest of surroundings because its cabinet is designed and built as a piece of fine furniture.

DUMONT IS ENGINEERED FOR LONG LIFE — DuMont uses over-size parts — puts in extra margins of safety. It may add up to a few dollars more on the price — we believe you will get those dollars back many times over in longer life and freedom from trouble.



Behind the scenes in Television



Let's pay a visit to Station WABD — New York, key station of the DuMont Network and one of the world's largest television studios. 700 guests in the gallery can watch the action on several stages below, and at the same time see the program, just as it is going out on the air, on the big viewing screens suspended above the gallery.



Television is a blend of radio, theatre and movie making with a few added twists of its own. There's scenery to paint, costumes to design, scripts to memorize... then hours of rehearsal.

DuMont's WABD mobile units can pick up action wherever it occurs and relay it back to the transmitter.

Much of the intricate electronic equipment used in televising was developed by DuMont.



Each scene is usually covered by several cameras for long shots, closeups and varying angles. The director, watching the different views, switches to the one that best suits the action.



ALLEN B. DU MONT LABORATORIES, INC.

GENERAL OFFICES
7 West Avenue, Passaic, New Jersey

RESEARCH

8 West Avenue, Passaic, New Jersey

CATHODE RAY TUBES
1 West Avenue, Passaic, New Jersey

TELEVISION RECEIVERS
Factory—1508 Main Street, Elmsford, New Jersey
Sales—315 Madison Avenue, New York 17, New York
Service—2125 Avenue, Flushing, New Jersey

TELEVISION STATION WABD

Office and Transmitter
611 Madison Avenue, New York 22, New York
Studio A, B and C—John Thompson's
Broadcasting of 59 Street, New York 3, New York
Studio G, 119 Madison Avenue
New York 22, New York

TELEVISION STATION WPTZ
Worcester Road Bldg., Washington, D. C.

CATHODE RAY OSCILLOGRAPHS
1301 Main Avenue, Elmsford, New Jersey

TELEVISION TRANSMITTERS

41 Hunting Avenue, Elmsford, New Jersey

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