

*The Electronic Picture Tube
of a General Electric home
television receiver.*



FROM THE STADIUM TO YOUR LIVING ROOM!

IT'S TELEVISION !

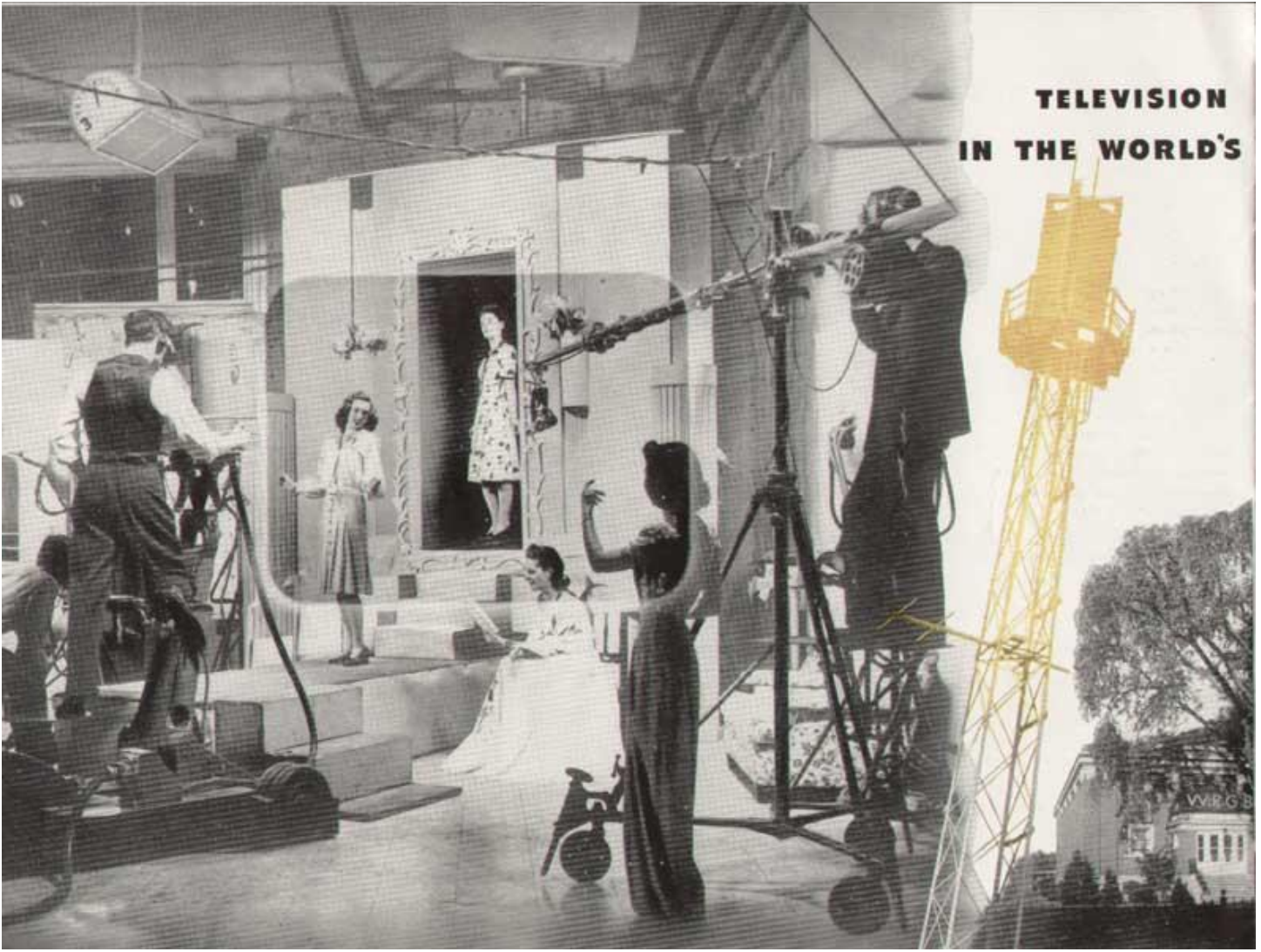
• • • You will be able both to SEE and hear the world parade—over your General Electric television receiver. "East" storming "West" on the gridiron to the roar of fifty thousand fans . . . fashion shows . . . big league baseball . . . Punch and Judy to make the children laugh . . . celebrities in the news. Where once you heard history made, you will SEE it happen!

Wide-angle views on your General Electric television receiver will gather in the entire scene. The picture will be crystal clear and lifelike . . . a smoothly flowing stream of action. As soon as possible General Electric will offer many models—some with a direct-view screen, others that will project the picture on a wall screen in your living room.

Television will take its place alongside FM and conventional radio. It is by far the most intricate of the electronic arts. Into the design and construction of television receivers and transmitters must go nearly all that is basic to FM, to present day radio, and to many other branches of electronics—plus all that is unique to television itself.

Only a television receiver bearing the famous G-E monogram will be backed with so much vital experience. General Electric will bring you television at its finest—in an instrument which embodies the many marvels of electronics developed by G-E in more than a quarter century of electronic research.

**TELEVISION
IN THE WORLD'S**



IS BEING PERFECTED FOREMOST STUDIO-LABORATORY

This is WRGB, Schenectady . . . where General Electric is bringing to reality another wonder of our time . . . where the most extensive television equipment in the world is in operation.

Here far sighted men come from all over the country to study this new art—motion picture executives—newspaper publishers—engineers—broadcast station owners—men who are planning to build and operate television stations after the war.

To WRGB also come program producers, advertising experts, department store executives and representatives of the nation's great industries whose support will pay for the thrilling programs General Electric television will bring to America. They come because station WRGB is conducted in the public service as a proving ground for this great new art.

Pioneer in television since 1926, General Electric launched the first regular television broadcasting schedule . . . achieved the first long distance high definition television reception . . . established the first television network. General Electric is the leader in the electronic industry which includes the manufacture of broadcasting equipment for FM, present-day radio, and television.

Programs are being televised now from General Electric's WRGB and from eight stations in other parts of the country. Groundwork already is being laid for scores of new stations. The difficult engineering problems of nationwide television networks will be solved.

These developments forecast the day when General Electric television will be your picture window on the wonder world to come.

You are always welcome at the General Electric television station WRGB in Schenectady.

