

DOUBLE ELECTRONIC INSTRUMENTS DEVELOPED

When the success of the Hoskins' plan was established, I decided to develop a new set of equipment for our regular instruction and associate use. The outstanding feature of this new equipment must be that it could be used to demonstrate modern television in each community. The Staff here went to work — there emerged a product which lends itself so admirably to all that we both want, that I am inclined to think some divine deity must be holding our hands or that we live right — whatever has happened outside of hard work.

Here are the features we have combined into this new home equipment:—

1. It is highly portable like two large suitcases;
2. It is modernistically finished in black crackle with chromium ornaments;
3. It incorporates a cathode ray 441 line transmitter in one box and a cathode ray receiver in the other box.
4. The transmitter is a standard television signal generator which every television service man will have to have and, therefore, it has perpetual use;
5. The cathode ray receiver with large 7" screen can be readily arranged to pick up any modern 441 line television station;
6. The amplifier is a high fidelity, modern television amplifier;
7. The cathode ray receiver is also a perfect large size oscillograph;
8. It enables you to construct and operate 441 line Double Electronic equipment at home;
9. It enables us to send you the equipment faster;
10. You can go right out and be in a position to earn money making television lectures for us as part of our National Expansion Program the moment you get your equipment assembled and operating;

Thus, we have combined and developed:

1. A better training equipment;
2. A high grade oscilloscope for radio service use;
3. A perpetual service machine for you to keep and use;
4. A television machine you can convert into a regular home Television receiver when the station goes up in your vicinity;
5. A machine you can go out now and use to earn what will probably be a very large sum of money and accomplish the introduction of television;
6. A machine which has ready resale value.

HOW YOUR NEW DOUBLE ELECTRONIC EQUIPMENT IS A STANDARD TELEVISION SERVICE INSTRUMENT.

Any technician is interested in knowing what kind of instrument he will use for doing television service work. The servicing field will be a highly lucrative occupation in the early days of the business; therefore, the man who has a service instrument and a knowledge of servicing will be best equipped. Ordinary radio service instruments will not be adequate for television. The frequency of the picture signal is far too high to be tested with any ordinary sounding system. A cathode-ray oscillograph is useful, but in balancing up a television receiver, one needs a combination cathode ray oscillograph, television signal generator, and a standard television picture for a check on performance.

In the new A.T.I. Double Electronic instrument, the transmitter embodies the use of a cathode ray tube which has a standard picture printed upon aluminum foil. The cathode ray scans over this picture and the secondary electron emission from within conveys this picture element by element, in the form of an electrical signal to the television amplifier. It is then transmitted with the synchronizing impulses to the receiver.

When you are doing television servicing, you simply use our pair of instruments and set them in operation; on your standard receiver you will observe the standard picture transmitted by the standard tube therein. You will then pickup the signal with the receiver you are checking and adjust it until its performance measures up to your standard instrument. No telecasting station needs to be on the air for you to check.

These instruments will be handy to carry and they are ornamental and impressive as well. In charging for servicing, any radio service man appreciates the advantage of impressive equipment.

The addition of a few parts will make the equipment into an all purpose instrument for tube checking, radio service work, and television service work; including all manner of trouble shooting and balancing short wave super-heterodyne receivers.

HOW YOUR NEW DOUBLE ELECTRONIC EQUIPMENT BECOMES A MODERN TELEVISION RECEIVER.

Your present Double Electronic receiver is arranged so that it works with the 441 line transmitter provided with the equipment. However, it can be readily converted by the addition of an extra detector, and resonant circuit into a receiver for home use. The large cathode ray tube enables you to get a larger picture than other low priced models. We have a very low cost replacement service on all of the parts provided with this equipment, so that in the event you choose to assemble a home receiver out of your equipment and sell it, you can replace the parts at a small investment and repeat the business as often as you desire. Thus, when you are finished with our training and have our equipment, you can offer a full television receiver for sale at a profit to yourself, and you are set to go right ahead with this business of building receivers to order in either spare time or full time without additional investment.

HOW YOUR NEW DOUBLE ELECTRONIC EQUIPMENT FORMS THE NUCLEUS OF A TELEVISION STATION.

Since your equipment embodies a high grade television amplifier and monitor receiver with a transmitting cathode ray tube, it is obviously the nucleus around which a more elaborate television transmitter can be constructed for commercial use. It will, therefore, enable you to invest your equipment for part ownership in a television station. Two or three Associates together will have quite a bit of equipment to invest.

All of you are familiar with "horse trading" of one type or another. The construction of a television station is a very ordinary business proposition. You come in contact with men who would like to invest in a television transmitter. You are in a position to offer your services at half price and equipment for any consideration suitable to you. Naturally, this would entitle

you to an interest in the original station. Under such an arrangement, you become your own boss and you share in the profit as the station grows and prospers.

The number of opportunities surrounding the present television situation, your training and your new equipment, are almost without limit. We can only hope to outline to you the most important ones that occur to us.