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 1933, 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.
GENERAL ELECTRIC

TELEVISION RECEIVERS

Thrilling Reception of Exciting Events As They Happen!

MODEL HM-225
A strikingly attractive 22-tube Television Receiver with both picture and sound reception. Picture size 5½ x 7¼ inches. 5 Television Channels. Touch Tuning Selector Keys. 12-inch Dynapower Speaker. 10 Watts Output.

MODEL HM-185
A complete Television and sound Receiver that reproduces a picture 4⅝ by 5½ inches. 3 Television Channels. Touch Tuning Selector Keys. 18 Tubes. 12-inch Dynapower Speaker. 5 Watts Output.

MODEL HM-226-7A
A big, rich-looking console that receives both Television and Radio. 5 Television Channels. Picture size 7½ by 9½ inches. 5-band Radio. Touch Tuning Selector Keys. 20 Tubes. 12-inch Dynapower Speaker. 10 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 the model is used in conjunction with the present radio. You see a 3½ by 4½-inch picture in the Picture Receiver and hear the same 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.

Courtesy of Tom Genova