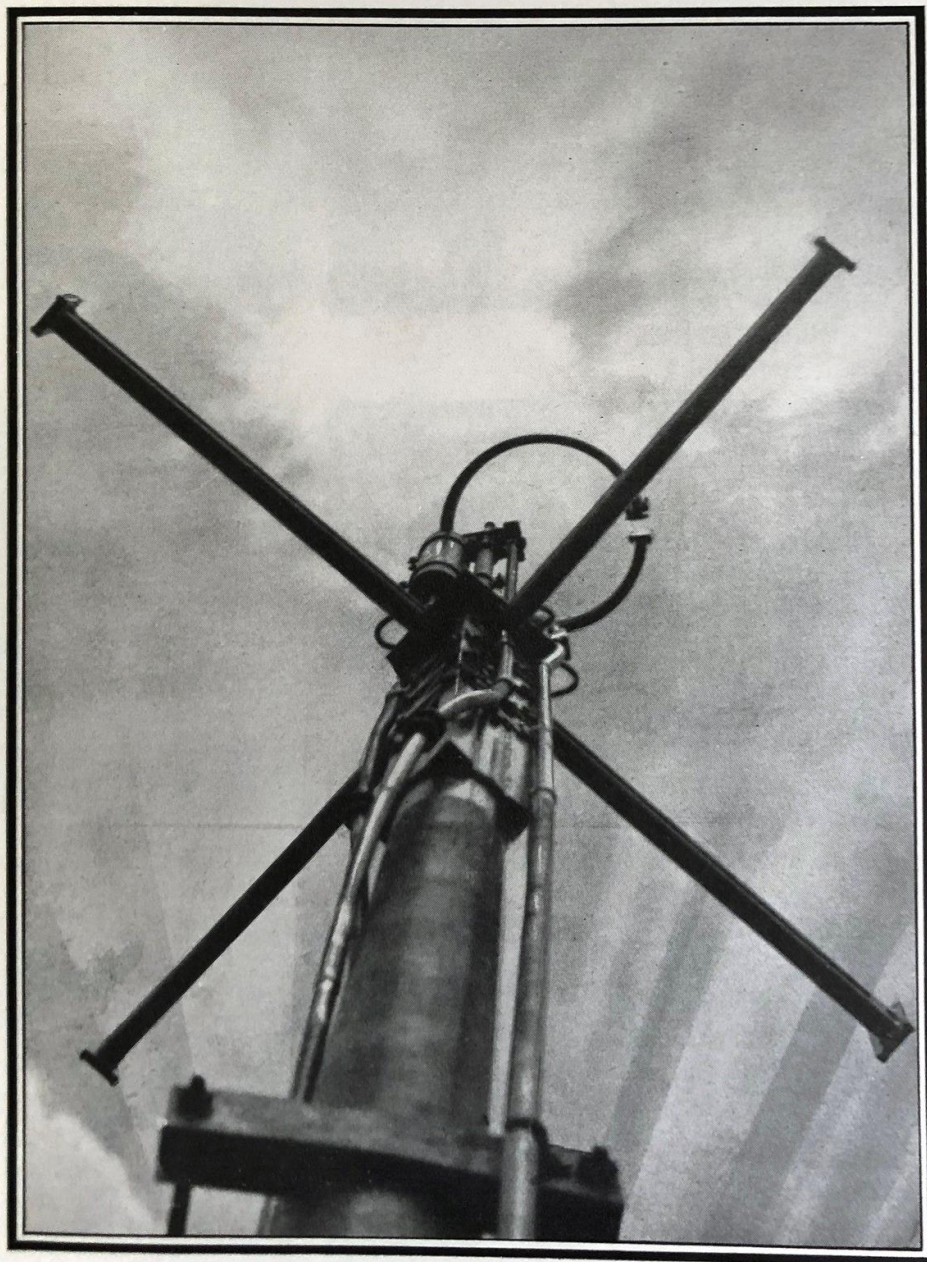


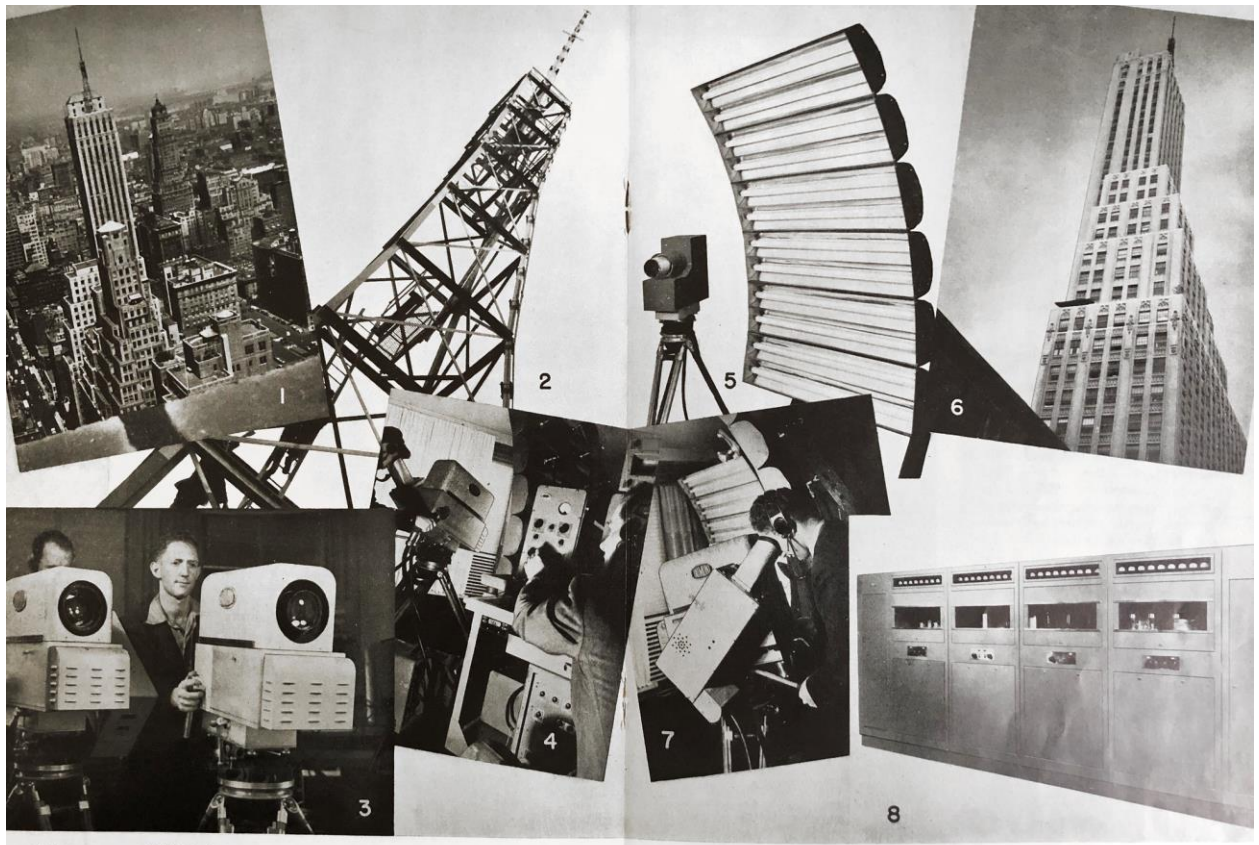
Here's a little early history from the DuMont flagship station in New York City W2XWV before it was granted its commercial license in 1944 as WABD (channel 4, later 5). Their broadcast facility and antenna were located at 515 Madison Avenue (the antenna structure is still there) and they built much of their broadcast equipment, which included cameras, master controls, scopes, monitors, and mobile production trucks across the river in Clifton, NJ.

Courtesy of Chris Stanley

TELEVISION STATION W2XWV

This practical, *small-sized* antenna packs the mighty energy for one of the most powerful television stations in the world — DuMont's W2XWV, atop a New York skyscraper. From this transmitter emanate sound and pictures to the four points of the compass, blanketing the greatest marketing area in the world, the 3-state metropolitan area of New York City . . . 20,000,000 customers.






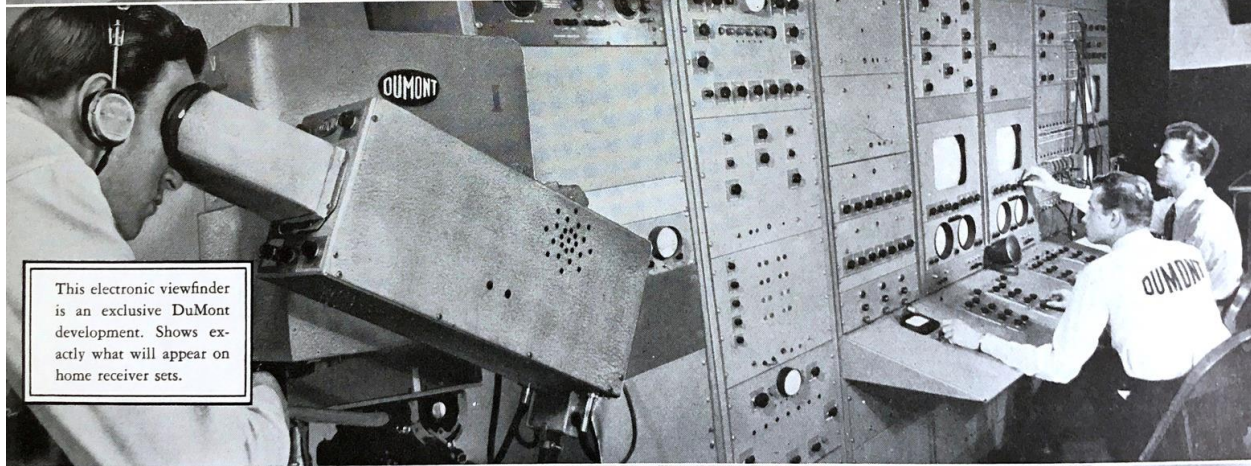
• Television transmitter W2XWV and its studio facilities, ready to "go on the air": (1) Lofly tower and antenna at 315 Madison Avenue dominates the midtown skyline from a height of 650 feet above the sidewalks. (2) Steel tower supports the antenna mast 165 feet above the 42-story skyscraper. (3) A battery of latest model Du Mont television cameras cover studio and outside programs. (4) Careful monitoring of pickups insures uniform television images of fine pictorial quality. (5) Banks

Du Mont New York
 Television Station W2XWV

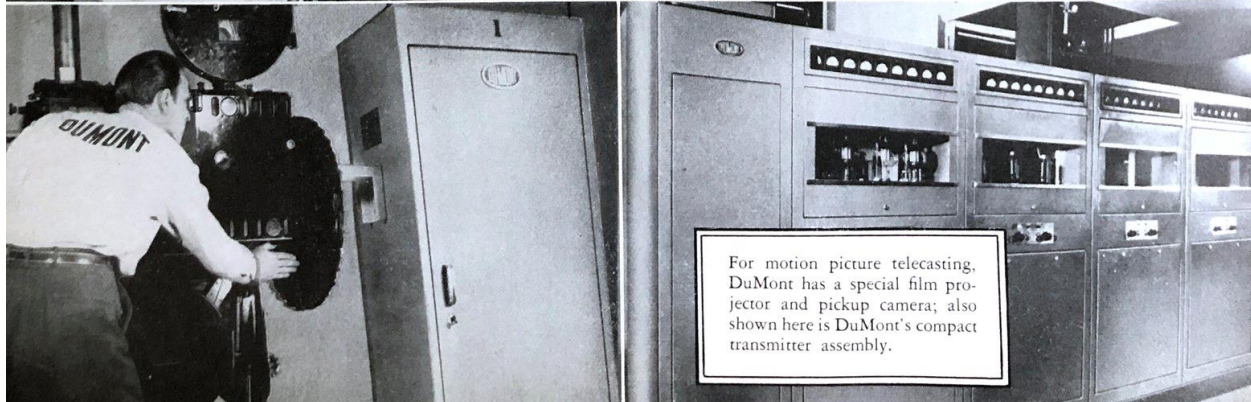
of fluorescent lamps provide cool, comfortable, non-dazzling illumination for the performers. (6) Studios are located on the 14th floor, while transmitting station is on the 42nd floor of this conveniently situated midtown skyscraper. (7) The electronic view finder enables Du Mont cameramen precisely to check up their images in actual television terms. (8) The powerful radio and audio transmitting equipment provides strong signals throughout the metropolitan area.




Television station staff men regulating "picture" quality en route from camera to transmitter. The monitors on the top show the scenes picked up by the cameras; permit easy switching from one to the other.



This electronic viewfinder is an exclusive DuMont development. Shows exactly what will appear on home receiver sets.



For motion picture telecasting, DuMont has a special film projector and pickup camera; also shown here is DuMont's compact transmitter assembly.

EXPERIMENTAL



..TELECASTS

on DuMont Station W2XWV



Fred Waring "television tests" his Chesterfield show over DuMont's W2XWV.



"THE FACE OF THE WAR" by Samuel H. Cuff highlights another Lever Bros. show.



DICKENS' "CHRISTMAS CAROL" ranks as the most ambitious studio production yet attempted in America.



"VARIETY ON PARADE" has tested professionals from stage, screen and radio for television.



"INTERESTING PEOPLE" brought Jessica Dragonette to television for Ben Pulitzer Creations.



"HOBBY HALL OF FAME" will give Press-On Mending Tape a proved commercial program for peacetime use.



DuMONT'S "Television Amateur Show" discovered a number of talented telegenic performers.



SAM TAI'll interview famous sports personalities on the "Adam Hats Sports Parade."



"SOAP OPERAS" Russo and Lifebury learn to sell via television every Wednesday night.



PROCTER & GAMBLE worked out a novel commercial technique for Duz with Remo Buffano's Puppets.



MISSING PERSONS are telecast by the New York Police Department every other Sunday.



TELEVISION FORUM brings current events debates by leaders in many fields.