



LOOK TO IN

● When the curtain rises on the New York World's Fair, April 30, General Electric makes its public debut in television. In this new art G.E. has carried on intensive research for seventeen years — since 1922. In 1926 Dr. Alexander presented the first television program ever produced in America in the G-E Research Laboratories at Schenectady.

During the month of May, General Electric begins the distribution of its outstanding line of television receivers in the New York market—the only market where television programs will be available at this time.

When television transmission facilities are ready to serve your market, G.E. is ready to serve you with a complete line of receivers—

backed by a unique and effective sales and merchandising program.

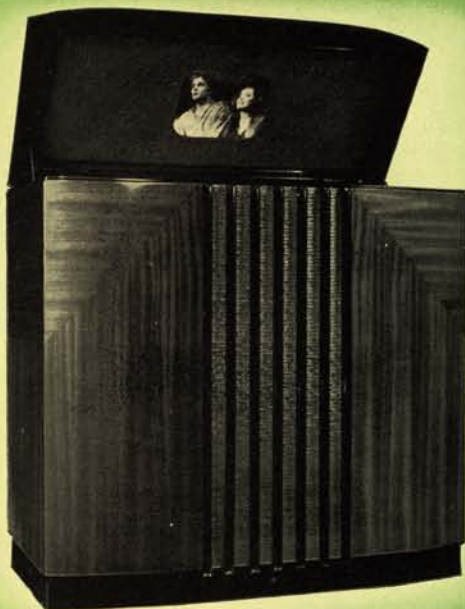
Unlike radio broadcasts, television programs cannot be sent out over network hook-ups. The effective range of a television transmitter is only forty to fifty miles. Hence, vast areas of the country must wait for years, perhaps, before television programs are available.

Even when programs are available everywhere, television will not supplant radio. It is distinctly a supplementary service. It can no more replace radio than could radio displace the theatre and motion picture.

It may even be reasonable to predict that radio sales volume may be maintained and actually increased as television is better under-

CONSOLE MODEL HM-275

High Definition Television Receiver and All-wave Radio. 12" Picture Tube. Cabinet — height 38½" — width 42" — depth 20¾". 30 tubes (including picture tube).



CONSOLE MODEL HM-225

High Definition Television Receiver. 9" Picture Tube. Cabinet — height 40½" — width 28⅝" — depth 17¾". 22 tubes (including picture tube).



G-E TELEVISION!

stood by the public. Intriguing as television is, radio dealers must depend upon radio for their real profits perhaps for a long period to come.

Those dealers who can qualify to sell television sets this year will find the G-E line unsurpassed in performance, cabinet styling and dollar values.

In this new field the public will choose those products in which it has greatest confidence.

General Electric Television receivers carry the best known trademark in the entire electrical world.

And television, remember, is a product of electrical science. Television depends upon re-

search. General Electric maintains the largest research organization in the entire electrical world.

The G-E line of television-receivers includes five standard models, four of which are illustrated. See the General Electric Television demonstration, General Electric Building, New York World's Fair.

**IN TELEVISION
LOOK TO G-E!**



CONSOLE MODEL HM-185

High Definition Television Receiver. 5" Picture Tube. Cabinet—height 38"—width 23"—depth 17 $\frac{3}{4}$ ". 18 tubes (including picture tube).



TABLE MODEL HM-171

High Definition Picture Receiver with Sound Converter. 5" Picture Tube. Cabinet—height 14 $\frac{1}{16}$ "—width 20 $\frac{3}{8}$ "—depth 18 $\frac{3}{4}$ ". 17 tubes (including picture tube).



GENERAL  ELECTRIC