

RADIORAMA

INTERESSANTES FÜR FUNK- UND A/V-LIEBHABER

Nr. 71

Ein «General» ...

GENERAL ELECTRIC



General Electric ist einer der weltgrössten Mischkonzerne, weit verzweigt in die Bereiche Energie, Gesundheit, Finanzierung und Transport. «Keimzelle» war die ab 1890 bestehende «Edison General Electric Company», das «Dach» über der wachsenden Zahl der Edison-Unternehmungen, darunter die **Edison «Phonograph Company»** (1878), die Glühlampenfabrik «**Edison and Swan United Electric Light Company»** (Zusammenschluss der «Swan United Electric Company» mit der «Edison Electric Light Company», 1883), die «**Edison Machine Works»**, Fabrik für Generatoren und Motoren (1884), die Firma «**Bergmann & Company»**, Herstellerin der «Edison Chemical Meter» (Strom-«Zähler», um 1882) – In einem galvanischen Bad transportierte der Strom Zink von der positiven zur negativen Elektrode; aus deren Gewichtszunahme ergab sich der Stromverbrauch – in Berlin die «**Deutsche Edison-Gesellschaft für angewandte Elektrizität»** (1883, 1887 umbenannt in die später als «AEG» weltbekannte «Allgemeine Elektrizitäts-Gesellschaft»).

Durch den Zusammenschluss mit der «Thomson-Houston Electric Company» – dem damals grössten Konkurrenten – wurde daraus 1892 die «General Electric Company» (GE), eine der zwölf im 1896 neu eingeführten Dow Jones Index aufgeführten Firmen und die einzige, welche diese Position bis 2018 gehalten hat.

1913 präsentierte GE die nach ihrem Erfinder William David Coolidge benannte Coolidge-Röntgenröhre und legte damit den Grundstein für ihren Healthcare-(Gesundheits-)Sektor. Der Aviatik-Geschäftsbereich nahm seinen Anfang 1917, als die US-Regierung das erste Flugzeugtriebwerk entwickeln liess. Der Konzern war auch im Mediengeschäft tätig, gehörte 1919 zu den Gründern der Radio Corporation of America (RCA) und baute den Sender der «National Broadcasting Company» (NBC). Zwei Jahre später wurden – aus der damaligen GE-Zentrale in Schenectady (New York) – die ersten regelmässigen Fernsehsendungen ausgestrahlt. Der Rückzug aus dem Medienbereich begann 2009.



(aubreysantiques.com)



(nreionline.com)

570 Lexington Avenue, New York: ... Entworfen von den bekannten Architekten Cross & Cross, erbaut 1929 bis 1931 ist dies einer der ausdrucksvollsten Wolkenkratzer jener Zeit. Er wurde – fünfzig Stockwerke hoch – als Hauptquartier für die «RCA Corporation» errichtet, aber noch vor der Fertigstellung der «General Electric Company» überlassen.

Die stilisierten Figuren auf der Turmkrone sind Allegorien zur Drahtlosen Kommunikation.



(ephemeralnewyork.wordpress.com)



570 LEXINGTON AVENUE

DESIGNED BY THE RENOWNED ARCHITECTURAL FIRM OF CROSS & CROSS, THIS 1929-1931 ART DECO BUILDING IS ONE OF THE MOST EXPRESSIVE SKYSCRAPERS OF ITS ERA. IT WAS CONSTRUCTED AS THE HEADQUARTERS FOR THE RCA CORPORATION BUT WAS DEDED TO THE GENERAL ELECTRIC COMPANY PRIOR TO ITS COMPLETION. THE OCTAGONAL BRICK-CLAD TOWER RISES FIFTY-STORIES FROM A ROUNDED CORNER. COMPLEX MULTI-COLORED BRICKWORK AND TERRA COTTA, CARVED RED MARBLE DETAIL, AND NICKEL-SILVER ORNAMENTATION ARE ESPECIALLY NOTEWORTHY. THE STYLIZED FIGURES AT THE TOWER'S CROWN ARE AN ALLEGORY OF "WIRELESS COMMUNICATIONS". AN AWARD-WINNING RESTORATION OF THE BUILDING WAS UNDERTAKEN IN 1994-96 AS A JOINT VENTURE OF COLUMBIA UNIVERSITY, G. SOROS REALTY, AND THE MENDIK COMPANY UNDER THE DIRECTION OF WCA DESIGN GROUP, INC.

NEW YORK LANDMARKS PRESERVATION FOUNDATION
1998

(commons.wikimedia.org)

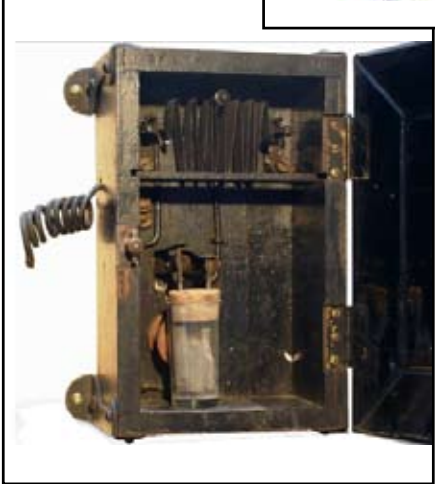
(wikipedia.org)

Der Geschäftsbereich «GE Capital» geht in die 1930er Jahre zurück, als eine firmeneigene Finanzierungsgesellschaft Verbraucher beim Kauf von General Electric's Haushaltgeräten unterstützte. In den 1960er Jahren gab GE Capital diesen Zweig auf und spezialisierte sich auf Firmenkunden in den Märkten der Verbrauchs-, Handels- und Industriegüter. Das Unternehmen versuchte Mitte der 1980er Jahre in den Geschäftsbereich der Onlinedienste vorzustoßen und gründete «GENIE» mit einem US-weiten Rechnernetz (das seit 1990 auch von Deutschland aus zugänglich ist). Fahrzeugbau: GE stellte in der Anfangszeit Autos her, zuerst ein 3 PS-Elektromobil, darauf mehrere Benziner mit Einzylinder-Ottomotor und 1897 ein weiteres Elektroauto. Zwischen 1902 und 1903 wurden Hybridfahrzeuge gefertigt mit einem Vierzylinder-Benzinmotor und zwei Elektromotoren, von denen jeder eines der Hinterräder antrieb; ausserdem gab es damals Versuche mit Dampfkraft.



Grosser Kasten mit wenig Inhalt: Edison's «Chemical Meter», oben der zickzackförmig plazierte «Shunt», unten das kleine Gefäss mit den beiden Elektroden

(sparkmuseum.com)



(Flickr)



(Timetoast)

THE EDISON
NEW STANDARD
PHONO-GRAPH.

PRICE \$20 COMPLETE

Produces the same results as the other famous models of the **GENUINE EDISON PHONOGRAPH**, using the same records and the same reproducer. Simplest, most durable, and cheapest talking-machine.

| | |
|------------------------|---------|
| EDISON NEW STANDARD, - | \$20.00 |
| " Home Phonograph - | 30.00 |
| " Spring Motor " - | 75.00 |
| " Electric " " - | 75.00 |

ALL GENUINE PHONOGRAPHS bear this signature:

TRADE MARK
Thomas A Edison

Send for free Catalogue No. 18, our latest edition.
NATIONAL PHONOGRAPH CO.,
 St. James Building, Broadway and 26th Street, New York.
 Edison Records 50 cents each, \$5.00 per dozen.

(Wikipedia)

TRADE "EDISWAN" MARK

Section I.

INCANDESCENCE LAMPS

PRICE LIST.

THE **EDISON & SWAN**
UNITED ELECTRIC LIGHT
COMPANY, LIMITED.

Head Office:
100, VICTORIA STREET, LONDON, S.W.

City Office and Show Rooms:
110, CANNON STREET, E.C.

West End Order Office:
50, PARLIAMENT STREET, S.W.

Works:
PONDER'S END, MIDDLESEX,
 AND
SOUTH BENWELL, NEWCASTLE-ON-TYNE.

GENERAL ELECTRIC COMPANY'S Electric Locomotives

Equipped with
Sprague-General Electric System of Control

(Assembly Magazine)



Hall of 100-ton Electric Locomotive built by General Electric Company for B. & O. Ry. Co. The complete locomotive may be operated from either end by means of one controller.

General Office: Schenectady, N. Y.

New York Office, 44 Broad Street Sales Offices in all Large Cities

FOR GREAT BRITAIN AND IRELAND:

The British Thomson-Houston Company, Ltd., Rugby and 83 Cannon St., London, E.C.

(Oarwpsdz.martins-world-travel.info)

GENERAL ELECTRIC COMPANY'S

G. E. 69 Motor

340 of these Motors Ordered by the Interborough Rapid Transit Company, New York City



G. E. 69 Motor, 200 H.P. With Cover Removed

The Sprague-General Electric System of Control has been adopted exclusively by the Interborough Rapid Transit Company, New York City

General Electric Company, Schenectady, N. Y.

New York Office, 44 Broad Street Sales Offices in all Large Cities

FOR GREAT BRITAIN AND IRELAND:

The British Thomson-Houston Company, Ltd., Rugby and 83 Cannon St., London, E.C.

↑
General Electric - Lokomotiven und Motoren dazu von der Zentrale in Schenectady, N. Y. mit Verkaufsstellen in allen grossen Städten; für Grossbritannien und Irland war die «British Thomson-Houston Company» in London zuständig.

Seite 5:
Prototyp einer General Electric Elektro-/Diesel-Hybridlokomotive

Das letzte noch erhaltene GE-Elektromobil aus der Anfangszeit (1899) →



(wikimedia.org)

(Pinterest)



Ausschnitt aus dem Bulletin Nr. 43950 der General Electric Company, «Supply Department» zum Thema «Mercury Arc Rectifiers» (Quecksilberdampfgleichrichter) →

Seite 5:
Antike Stromtankstelle und ein GE-Insertat mit dem Titel «There's No Place like Home» in Anlehnung an den altbekannten Spruch – mit dem Zusatz «For Charging Your Electric» (es gibt nicht schöneres, als den Wagen zu Hause aufzuladen...) →



(eBay)



(Bauplan-Elektroauto)

 A vintage advertisement for GE car chargers. The top part shows a woman in a long dress operating a charging station next to an early 20th-century automobile. The text below reads:

There's No Place Like Home For Charging Your Electric

Eight Thousand G-E Rectifiers Are Used for Auto Charging Because the G-E Rectifier Makes Home Charging Really Practical

G-E Rectifiers can be operated by any man or woman who runs a car. They save the trouble and expense of frequent trips to the public garage. They are simple, have no moving parts, require no oil, and take up little room in the garage.

G-E Rectifiers cost less, are more easily installed, and waste less current than any other charging device.

You can get the full value from your car by installing a rectifier. The car will always be at home ready for use when you want it.

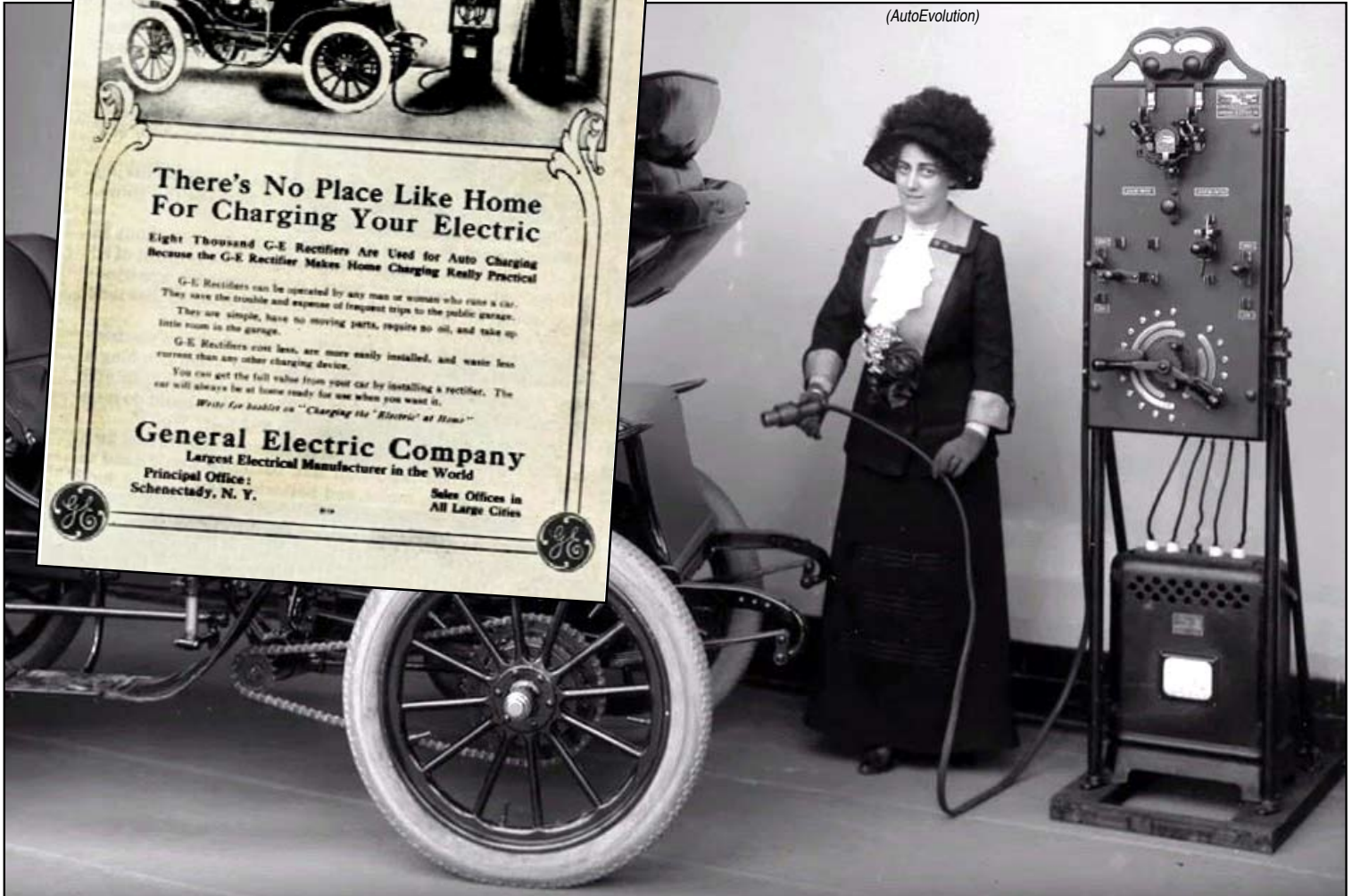
Write for booklet on "Charging the 'Electric' at Home"

General Electric Company
Largest Electrical Manufacturer in the World

Principal Office:
Schenectady, N. Y.

Sales Offices in
All Large Cities

(AutoEvolution)



1917 (Pinterest)

348 10 1071

RAILWAY AND SHEDS



Speed up with Electric Power

G-E Motors and Control increase production and reduce maintenance.

The engineering problem solved by getting electric power for multiple drives and uniform speed and motor and torque... The engineering problem solved by getting electric power for multiple drives and uniform speed and motor and torque... The engineering problem solved by getting electric power for multiple drives and uniform speed and motor and torque...

G-E Motor Drive

GENERAL ELECTRIC COMPANY

General Office: Schenectady, N.Y. Sales Offices in all large cities

1924 (Period Paper)

358

Simple—Efficient—Reliable

Three essentials of a good steam turbine—and the G-E small Turbine has them.

There is nothing complicated about it. And any machine so simple in construction is inherently reliable.


The efficiency of G-E small Turbines is of a high order. If you would have the efficiency of your auxiliary reactions—pumps, exhausts, etc.—comparable with that of the main units, specify "G-E Turbines".

G E Turbines



GENERAL

1955 (Retrofair)



ATOMIC ELECTRIC LIGHT AND POWER

General Electric has been an important contributor to the atomic-energy program from the beginning... The efficiency of G-E small Turbines is of a high order.

GENERAL ELECTRIC

Progress is Our Most Important Product



RENEWABLE ENERGY. WATER DESALINATION.

FUEL CONSERVATION. IT'S NOT

A VISION OF THE FUTURE.

IT'S ECOMAGINATION

RIGHT

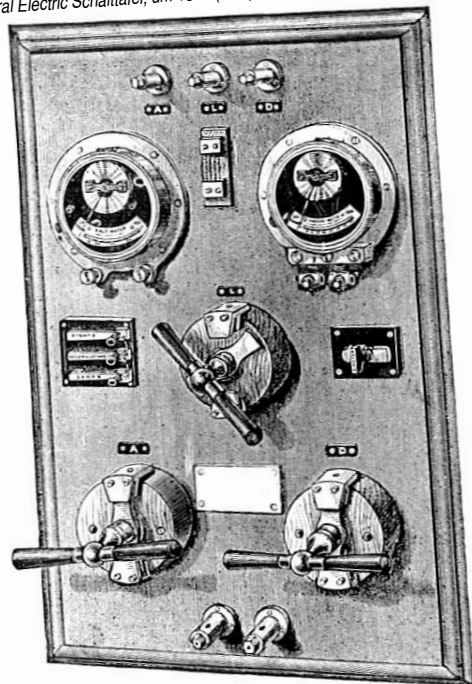
NOW.



imagination at work

(flowjournal.org)

General Electric Schalttafel, um 1888 (Wikipedia)



Edison Day Oct. 21st 1879-1916

(Daily Mail)



The Lamp that made the dream come true

MR. EDISON, we propose to you a toast. Across the brightly lighted table of the world tonight we thank you—you who thirty-seven years ago gave to the world its first electric incandescent lamp.

In the years that have passed we have seen many changes, many improvements. Here, for instance, is this robust son-in-law of your first lamp, the modern EDISON MAZDA. It combines all the knowledge and experience of the General Electric Company with the known EDISON Lamp qualities, traditions and inheritances; and goes forth into the world to give better, brighter, cheaper electric incandescent illumination than ever before. So, here's to you! Mr. Edison: On this birthday of your lamp we

EDISON LAMP WORKS
of General Electric Co.



HARRISON, N. J., U. S. A.
Agencies Everywhere

EDISON MAZDA LAMPS
Made in U.S.A. and backed by MAZDA Service

Electric Light is Now Cheaper



By leaps and bounds that have assured the commercial world, electric lighting has forged to the front. Introduced only thirty years ago, today one thousand millions of dollars are devoted to lighting this country by electricity. The latest electric lamp doubles the light efficiency of man's most useful servant—Electricity.

General Electric MAZDA LAMPS

The Latest Development in Metal Filament (Tungsten) Lamps give Double the Light for Equal Cost

You should now have electric light in your store because more people buy more in the pure-air bright-light store. You should have electric light in your home because now GE MAZDA lamps make it a low-cost luxury. You should have electric light in your factory because workers work better in pure air under ample and steady light. You should have electric

light in your office because progress, health and economy all now demand it.

Ask Your Electric Light Man or Dealer

He will tell you the merits of GE MAZDA lamps. Call him up today for detailed information of cost and saving—or, write direct to us.

GENERAL ELECTRIC COMPANY

The Largest Manufacturer of Electric Apparatus in the World
Schenectady, N. Y. Hightstown, N. J.

(GE.com India)



338

Illustration for September

(Pinterest)



Every socket in your home a gateway—

And it is up to you HOW wide you open it!

Each of the lamp sockets has the right and wonderful service of electrical activity and response—The Lighting Company, generating and distributing; The Railway; The Factory; The Mine; The Shop and The Home—each by its use contributing to the development of electricity as a better servant.

And, likewise, the BETTER SERVANT, waits on the other side of the socket to give

home—wants to be let in as the best of better and less expensive LIGHT.

Open WIDE each gateway in your home with Edison MAZDA Lamps, let in all the light your energy is paying for. Edison MAZDA Lamps concentrate the experience of the 23 years of Edison lamp progress and the making of over Half-a-Billion lamps. They give three times as much light as the old-style carbon lamps without adding to your lighting bills. Get the greatest amount of light and the greatest money saving by putting them in every socket in every room.

EDISON MAZDA LAMPS

Made in U. S. A. and backed by MAZDA Service



The Edison Mazda Lamp is the latest development of the Edison lamp, the most advanced and efficient of all electric lamps. It is made of tungsten filament and is backed by the Edison Lamp Works of General Electric Co., Harrison, N. J.

MUNSEY'S MAGAZINE—ADVERTISING SECTION.

1915 (Period Paper)



Brightening the Lives of your Children's Children

WONDERFUL as is its record of triumphs, MAZDA Service strives toward even higher accomplishment in electric lighting.

For the mission of MAZDA Service is to develop not merely a better lamp, but the best illuminant that mankind can devise. For this, a corps of scientific pioneers in our Research Laboratories at Schenectady delves unceasingly into the hidden ways of science—exploring the whole world for new materials, new methods, new thoughts and supplying the results of this

search to the makers of MAZDA lamps so that they may bring the perfect light always a little closer.

For this, too, thro' all the years to come, MAZDA Service will go on and on, ever seeking to improve the lamps of tomorrow as it has improved the lamps of yesterday. And thus as the mark MAZDA etches on a lamp means to you the best lamp of today, so to your children's children, MAZDA will mark the lamp that sums up in their day all this endless search for the perfect light.

GENERAL ELECTRIC COMPANY

MAZDA

"Not the name of a thing but the mark of a Service"

«Mazda*» war die (1909) von General Electric eingetragene, jahrzehntelang verwendete Marke für Glühlampen mit Wolframfaden, welche bald auch von vielen lizenzierten Firmen hergestellt wurden. *Ahura Mazda ist im Zoroastrismus, einer alten östlichen Religion, der «Herr der Weisheit»; er verkörpert die Macht des Lichts.

G-E LAMPS

Stay Brighter Longer



DOES IT REALLY PAY TO "LOOK TO G-E"?

JUST eight years ago G-E Lamp research introduced the first practical fluorescent lamp. Today—wherever you go—in offices, in stores, in factories, in many homes—you see these revolutionary tubes of satin-soft light, bringing cool, economical "daylight" indoors.

But wait! While the use of fluorescent lighting has been sweeping ahead, G-E Lamp research never forgot its constant aim—to make G-E

Lamps *stay brighter longer*. So today, in just eight years, G-E fluorescent lamps cost so much less, last so much longer, give so much more light that they are *actually an eight-times better lamp value than they were in 1938!*

No wonder more and more value-minded folks are insisting on G-E Lamps at lamp counters everywhere. More and more light at less and less cost! That's something which *always* appeals to people.

Famous G-E "firsts"

- The tungsten filament lamp!
- Gas-filled lamps for more light!
- Inside-frosted bulbs! Tipless lamps!
- Lamps with coiled-coil filaments!
- The first practical fluorescent lamp!
- ... in fact, nearly every great step forward in lamp-making in the past 50 years!*

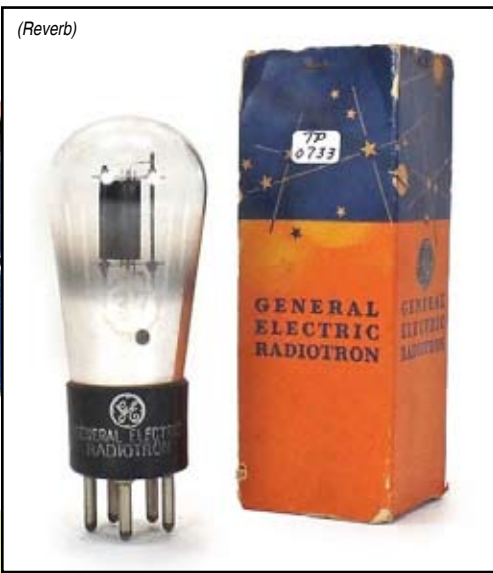
G-E LAMPS

GENERAL  ELECTRIC

(Reverb)



(Reverb)



(Museums Victoria Collections)



(Bonanza)

SALES POWER?

“
G-E m

“ANOTHER WAY...
A on tube carts
like this is commo
found — sales have
product known favo
handle General Elect
sold on G-E quality an
acquainting prospects v
with your complete line
vertising aids, other atten
ing business to your door.
to review for your benefit th
effective, *tested* G-E sales help
bigger tube profits. See him to
ronics Department, Schenectady

You can put your confidence in—

GENERAL ELECTRIC

ONE SOURCE for all your tube requirements—metal and glass tubes, miniature, TV picture tubes in a wide range of sizes and types, also germanium diodes and selenium rectifiers. General Electric's line is complete! G-E's list of types includes *newest* tube designs for new radio-TV receivers!... Stock G-E 100 percent, to simplify ordering—to insure fast unit deliveries—to profit from General Electric tube quality and product productivity!

(Pinterest)

TV-RADIO SERVICE

GE tubes

(Pinterest)



(Artnet)

(Wikipedia)



GENERAL ELECTRIC –
gut für alles, was Kabel und Stecker hat:
Kühlschränke, Nähmaschinen, Ventilatoren,
Klimageräte, Staubsauger, Waschmaschinen,
Uhren, Saftpresen, Bügeleisen, Luftentfeuchter,
Rasenmäher, Mixer, Grill, Sonnerie
...und...und...und... – und Radio

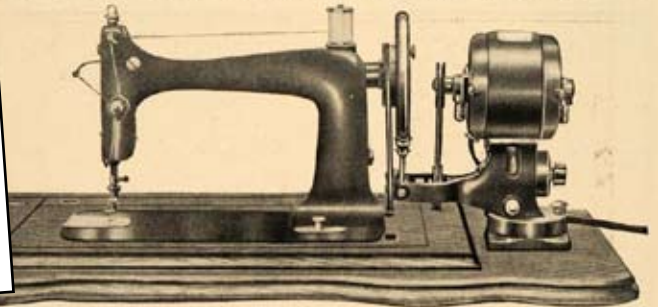
To Charles
May New
Sent by



Most modern models, constructed for beauty and convenience, when the refrigerator is selected for the home, it is a source of pleasure, as well as a source of health.

GENERAL ELECTRIC
ALL-STEEL REFRIGERATOR

(Pinterest)



Electric Motors Solve the Sewing Problem

Every woman realizes that it is hard work to run a sewing-machine. No matter what make your machine is, how easy it runs or how well you like to sew, after a while the foot-work becomes tiresome and then drudgery.

Save Work

By furnishing all the power necessary to run the machine, the electric sewing machine motor also takes the hard work connected with sewing and enables the operator to devote her whole attention to her needle-craft.

Easily Attached

With a screw-driver any handy man—and most women—can attach this motor to any sewing machine. Screw the plug into any convenient electric-light socket and the sewing-machine is ready for work.

Perfect Control

A slight pressure of one foot on the treadle starts the machine, which runs fast or slow at the will of the operator. Lifting the foot from the

treadle stops the machine. It is as safe and simple as the electric flat-iron and just as reliable.

Half a Cent an Hour

As this little motor requires less current than an ordinary incandescent lamp, its cost of operation is therefore less than half a cent an hour.

The Modern Method

Use this sewing-machine motor for one season's sewing and you will never go back to the old foot-power, lock-tiring method of running a sewing-machine.

Made To Last

This small motor is made by the largest electrical manufacturer in the world, which insures that it is just as carefully designed and built as its "bigger brothers" that turn the great wheels of modern factories.

See the General Electric Company's Sewing Machine Motor in actual operation in the display rooms of lighting companies, electrical supply dealers and contractors.

Meanwhile write for an illustrated booklet, "How to Solve the Sewing Problem."

General Electric Company
Dept. 39-C
Schenectady, N. Y.

Sales Agencies in 1500 Cities and Towns in the United States.

295

The guarantee on page 12 is important to every reader

(Alamy)

All over the World—G-E Fans!



The mighty Levant has legions of a thousand G-E Fans. They have been installed on great ships and in great buildings all over the world. G-E quality is always dependable—G-E performance always sure.

You, too, can put cool comfort into every indoor hour—all summer long. You can have six hours of breezy freshness for a nickel in homes, offices, shops, theatres, markets—everywhere.

For a small fan that gives a big breeze at a small price—choose the G-E new-tack outfit—at \$17. Not only it swings from side to side, freshens a whole room—keeps the air always moving, keeps it cool.

\$15

East of the Rockies
No. 57101—112 1011

Look for the G-E Fan Girl
in the G-E window
and in the G-E mail
order catalogue



Fans
GENERAL ELECTRIC

(Pinterest)

Don't buy this new G-E Fashionette air conditioner because the case will never rust or stain your house.



Buy it because it will look as good from your neighbor's side as yours. The Duramold outer case is made of tough G-E Lexan® that's beautiful and virtually impervious to weather.



Buy the new G-E Fashionette because its trim, tapered lines will grace any interior. And it has 5,000 BTU's of quiet power, enough to cool all but the largest bedrooms—wring almost a quart of humidity from the air every hour.

Buy one because it's so easy to install. Just slide out the side panels, screw into place if you want, and plug into any adequate 115-volt circuit.



Buy one because it only weighs 59 pounds. Pick up a Fashionette on your way home this evening and enjoy its comfort before supper.

At Connecting Organisms, Madison Park, Louisville, Ky.

GENERAL ELECTRIC

To every woman
about to buy a vacuum cleaner...

An Unusual Proposal from G-E

So confident are we that the new postwar G-E is the finest, most outstanding cleaner you can buy, that we don't want you just to take our word for it.

Here's what we propose...

Don't buy a G-E until you have looked at all the other leading makes! Compare them point for point. Find out for yourself what each one has to offer.

But... on the other hand... don't buy any other cleaner until you have seen the new improved G-E!

We are firmly convinced that after comparing them all, you'll come back to G-E, completely satisfied that it is your best buy.

Here are some of the features that make this new G-E an outstanding cleaner.

G-E—and only G-E—gives you all these de luxe extras



Featherweight ease of handling—One of the lightest cleaners that ever glided over a rug. Streamlined aluminum construction that makes light work of heavy cleaning.



Gentle, thorough cleaning—G-E's special, fully nylon brush combs and sweeps—coaxes out stubborn dirt quickly, easily. Cushioned in rubber for even action without tilting.



Two-speed cleaning—Flip switch to low for light daily pickups, scatter rugs—to high for thorough weekly cleaning. Quiet, dependable G-E motor—never needs oiling.



Maximum dirt-getting efficiency—on any thickness of rug. A touch of the toe adjusts toe to suit any nap—thanks to an exclusive G-E regulator with toe-tip control.



So easy-to-empty bag—with wide-opening, accordion top. No fan—no mess—no spilling. Durable lining of special napped fabric keeps dirt from escaping through the bag itself.



Position of handle adjustable—by toe-operated stop. Can be locked in position for balanced tilting of cleaner at rug edge—lowered for under-the-furniture clearance.



Spotlight to search out dust—in dark corners, under furniture. Rays from a special lamp, set into the front of the cleaner, throw direct light on the area to be cleaned.



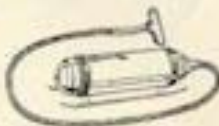
Other G-E extras—Unbreakable plug. Sturdy rubber cord—won't fray, won't kink, won't collect dirt. Large rubber bumper to protect furniture. Condenser to eliminate radio static.

To see this "De Luxe" G-E Model—to have a chance to try it out yourself—go to your nearest G-E dealer. He'll be glad to demonstrate the special G-E features that make cleaning so easy—so efficient—so convenient.

Complete attachments for upholstery, walls, drapes, spraying, dusters now available. General Electric Company, Bridgeport 2, Conn.

The "G-E AIRFLO" is a wonder buy, too!

For new ease—new speed—in an all-purpose vacuum cleaner, see the new De Luxe G-E "Airflo," complete with attachments. Now available at dealers, everywhere.



G-E VACUUM CLEANERS

Approved by the Underwriters' Laboratories, Inc.

GENERAL ELECTRIC



"Tune out America... LET'S GO ABROAD!"



American or foreign stations... you'll hear them better,
clearer on these new G-E All-wave radio sets!

ONCE AGAIN "reaching for distance" is becoming the great national indoor sport—

As more and more people hear the new G-E All-wave radio sets... and thrill to them.

They want to hear their favorite American programs as only these sets that "won the tone tests" can bring them in... brilliantly... with fidelity and rich tonal color.

But most of all, they've had a taste of the radio wanderlust... and they're impatient to reach out across the Atlantic and the Pacific for foreign stations... for new entertainment... adventure.

Foreign stations at your finger tips

Variety, for them, is now the spice of radio as they turn a dial and find Paris and Rome, Australia and the Argentine at their finger-tips.

They realize that good short-wave reception depends on atmospheric conditions... but they know that when nature is friendly, the new General Electric All-wave set will bring in foreign stations clearly... unclouded by exasperating noise.

Thrills! The new G-E All-wave set is packed with them. Whether you're listening to a tango from Buenos Aires or the voice of an aviator flying the night mail... amateurs talking across the continent... or grim calls to police cars.

These new G-E sets are born of such G-E exploits as the establishment of a line of communication between Byrd, in the Antarctic waters, and Schenectady... a 30,000-mile trip around the world by a human voice in a seventh of a second!

For a thrill—hear them today!

Hear these new all-wave sets today at your nearest G-E dealer's. You, too, will say that distance lends enchantment to modern radio. See the entire new G-E line that includes smartly-styled standard-range broadcast sets in table models, consoles and radio-phonograph combinations, priced from \$24.95 to \$179, slightly higher in West and South.

IMPORTANT:—Be sure to write us today for the new booklet "General Electric Home Servants," which illustrates and describes many of the newest General Electric appliances for the home. General Electric Co. Section R-1811. Merchandise Dept., Bridgeport, Conn.



MODEL K-80—shown in the major illustration, is the new G-E All-wave table model with an airplane-type dial that puts at your very finger-tips both foreign and American stations, and aviation, police and amateur calls. The cabinet, of walnut and Oriental wood veneers, has dignity and charm. Priced at \$92.50. Also comes in a console at \$128.75.



MODEL K-126—Console with a range of 540-2800 kc. A-c. superheterodyne with all the famous G-E "color-radio" features. Renaissance model cabinet of walnut veneer with tambour doors of mahogany. Priced at \$149.50.



MODEL K-66—A standard-range console of early English design featured by an airplane-type dial. Gives police calls in addition to chain and local programs. Priced at \$72.50. Other consoles at \$119.50 and \$149.50.



MODEL K-79—Automatic phonograph-radio combination. Plays nine 10-inch or eight 12-inch records without stopping. Radio chassis has a-c. superheterodyne circuit. Two-toned walnut veneer, 18th century design. Priced at \$179. Other combinations from \$39.75 to \$137.50.

All prices F. O. B. factory. Prices slightly higher in West, Mid-West and South. All prices subject to change without notice.

GENERAL ELECTRIC RADIO

(Attic Paper)

YES!

more than ever before possible

FULL RANGE Selectivity!

(Pinterest)



HIGHEVOY—Two-door cabinet of early American design. Dignified, distinction. Rich brown walnut with satin finish. Super-Heterodyne circuit, 9 tubes—four of which are screen-grid. Several times more selective and sensitive than any set previously offered. Fitted with tone control. Remote control optional at additional cost.

So selective that every line on the dial marks a separate station.

GENERAL ELECTRIC

FULL RANGE RADIO

For further particulars write Section R-5010, Merchandise Dept., General Electric Co. Bridgeport, Connecticut.

(Pinterest)



(Pinterest)



(Everything But The House)

(Phil's Old Radios)



General Electric GE S-22X, um 1932
Ein Achtröhren-Mittelwellenempfänger, der gemäss
Prospekt ...nur ganz wenig Platz beanspruchte, sich
dank Traggriff leicht von einem Raum in den anderen,
oder auf die Veranda transportieren liess und sich auch
für Ferientaufenthalte geeignet hat...

Er war aber – mit (B/H/T) 36 x 48 x 25 cm eigentlich
gar kein Zwerg und mit etwa 17 Kilo kein Leichtgewicht;
manches spricht also gegen häufiges «Dislozieren»,
nicht zuletzt die eingebaute Synchron-Uhr, welche
bei jedem Strom-Abbruch den «Zeitanschluss» verlor...

(Antique Radios)



(Antique Radios)



Up One-Third In Value ...Down 27% In Price!



Only G-E Has The Exclusive
BEAM-A-SCOPE
No Aerial—No Ground
Quieter, Finer Reception

*Let Your Eyes
And Ears Decide!*

BUILT FOR TELEVISION
The G-E Television Audio and Phonograph Key (standard equipment on the new 1940 General Electric Radio) supplies the "voice of television" through the radio loud-speaker — when used in conjunction with any G-E Television Picture Receiver.

G-E Model H-87—8 tubes—3 bands—new Super-Powered Chassis—Tremendous sound output with the new 14 inch G-E Dynapower Speaker—new Sight Angle Visuals Dial—new Featherweight Tuning (9 keys)—new Super Beam-a-scope (no aerial—no ground wires)—new Drift Proof Station Setting—new Floodlighted Station Finder.

The more you compare radio values this year, the quicker you'll choose a 1940 General Electric.
All the new 1940 General Electric Radios are record-breaking values.
Model H-87 shown here is priced 27% below last year's G-E price levels. And it offers more new top-price features than any G-E Radio ever sold at anywhere near its price.
Stop in at your nearest G-E Radio Dealer—See and hear the radio buys of the year.
Liberal trade-in allowances. Easy terms.

PRICED AT A NEW LOW

New 1940 G-E Model H-300—2 tubes, Super Dynapower Speaker, Floodlighted Station Finder, and other new features. Price only \$19.95.

NEW G-E RECORD PLAYER \$9.95

Place wherever it's needed—up to 12 inch records played with the speed of an expert. Great price for a 1940 model. No trade-in value.

The Radio With The Big Plus Value

GENERAL ELECTRIC

Exklusiv! nur bei General Electric:
«Beam-a-Scope» für besseren Radio-Empfang,
ohne Antenne, ohne Erdleitung...



...und dabei war's nicht mehr als eine
Rahmenantenne in geheimnisvoll
aufgemachter "Dose"...

COMPARE...THE FEATURES...THE VALUES...THE PRICES

NEW G-E MODEL H-87 \$79.95
27% Below Price Last Year's G-E Price Levels

THE NEW 1940 G-E RADIO GIVES YOU ONE-THIRD MORE RADIO FOR 27% LESS MONEY

THE RADIO WITH THE BIG PLUS VALUE

GENERAL ELECTRIC

GENERAL ELECTRIC
natural color tone

In all its glory



HEDY LAMARR, star of first Swanson's production **DISHON-ORED LADY**, released through United Artists.



... with this finest of
G-E table radio-phonographs

Now you can hear all the beauty of your records! This is the magic of the new G-E Electronic Reproducer. Its permanent genuine sapphire stylus banishes the old fashioned needle with its noise and wear on records.

You'll delight in the "big set" tone—General Electric's natural color tone—of Model 304's powerful radio with its big over-size Dynapower Speaker. Play it at your G-E dealer! Compare! It's the year's greatest automatic table radio-phonograph buy.

GENERAL ELECTRIC

LEADER IN RADIO, TELEVISION AND ELECTRONICS

RADIOS

GENERAL ELECTRIC COMPANY, EVANSTON, ILL.

1947: Werbung für General Electric Radios, mit Hilfe von Hedy Lamarr, welche eigentlich Hedwig Eva Maria Kiesler geheißen hat, 1914 in Wien geboren, 2000 in Altamonte Springs (Florida) gestorben.

Sie entstammte einer jüdischen Familie – der Vater war Bankdirektor, die Mutter Konzertpianistin – besuchte eine Privatschule, erhielt Klavier-, Ballett- und Sprachunterricht und kam, auf diese Weise gut ausgestattet zum Film, spielte bald schon in Hauptrollen. Hedy heiratete 1933, damals neunzehnhäufig, den reichen Wiener Industriellen Fritz Mandl, der ihr – ein herrsch- und eifersüchtiger Typ – das Auftreten in Filmen verbot. Mandl, «Halbjude» mit jüdischem Vater, war Waffenfabrikant, der unter anderem auch mit dem nationalsozialistischen Deutschland Geschäfte machte. Hedy verliess ihn 1937 und ging nach Paris, später nach London. Dort wurde sie für MGM unter Vertrag genommen – von Louis B. Mayer, der ihr den Künstlernamen Hedy Lamarr zuteilte, unter Bezug auf die US-amerikanische Schauspielerin, Drehbuchautorin und Journalistin Barbara La Marr – die aber ursprünglich auch nicht so geheißen hat... MGM vermarktete ihre «Neuerwerbung» als «die schönste Frau der Welt».

Als Gegnerin des Nationalsozialismus mit Zugang zu höchst geheimen Informationen auch im Bereich der Funktechnik stand sie, die Ex-Frau eines Waffenherstellers im Zweiten Weltkrieg auf der Seite der Alliierten und entwickelte 1942 eine als «geheimen Kommunikationssystem» patentierte Funk-Fernsteuerung für Torpedos – durch selbsttätig wechselnde Frequenzen schwer anzupfeilen und weitgehend störungssicher. Die Idee dazu kam beim Arbeiten mit dem amerikanischen, avantgardistischen, damals in Paris lebenden Komponisten George Antheil im Zusammenhang mit seinem ziemlich verrückten und provokanten «Ballet mécanique», einem Werk für «Instruments mécaniques et percussion».

Ihre Erfindungen werden als frühe Vorläufer der Bluetooth- und WLAN-Technologie angesehen; Hedy wurde im Jahr 2014 in die «National Inventors Hall of Fame», die «Ruhmeshalle der Erfinder» aufgenommen (eine Organisation, die bedeutende Erfinder aus den USA und auch aus anderen Ländern ehrt, welche mit ihren Errungenschaften zum Fortschritt von Wissenschaft und Handwerk bzw. Industrie sowie zum Wohlstand der Nation beigetragen haben).



Welcome these famous guests to your home—with a G-E radio-phonograph!

A General Electric radio-phonograph is really two instruments in one.

By radio, you listen to market and weather reports, the news from war areas, a play, a musical show on the air. By phonograph, the permanent treasures, the recorded music of the world's great artists are yours to play again and again, as often as you want!

After Victory, the General Electric radio-phonograph will be an even finer

instrument than it is today. Famous General Electric features such as the Beam-A-Scope and Feather-touch Tuning will be still further improved. Prices will be low for such standards of quality.

And if your home is beyond the reach of electricity, G.E. will offer you a battery-operated radio, developed beyond any you now know. You will have many years of pleasure from it!

• Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

Every week 192,000 G-E employees purchase more than a million dollars' worth of War Bonds

RADIO • TELEVISION • ELECTRONICS

GENERAL ELECTRIC

Every General Electric radio is an electronic instrument

The heart of every G-E radio is the electronic tube. This tube is similar to electronic tubes used in G-E television equipment, and in G-E electronic apparatus that speeds war output in thousands of industrial plants.



for Brides, Grads and Dads!



RADIOS

Wonderful wedding gifts! Grand for grads!
Great for dads! Yes, these new G-E radios make ideal gifts for *everyone!* And when you choose the G-E clock-radio, a G-E portable or a G-E table radio, you're really giving the finest, backed by the name you can always believe in—General Electric. See these wonderful new gift radios at your G-E radio dealer's today!

General Electric Company, Electronics Park, Syracuse, N. Y.



● **G-E CLOCK-RADIO.** World's most useful, most popular radio lulls you to sleep, then turns itself *and the light* off! Automatically wakes you to music, turns appliances on or off. Fine-tuned radio . . . G-E electric clock—tells time in the dark. In Persian red (Model 517), alabaster ivory, Congo brown or porcelain white—all at the same low price! **\$34.95***



● **NEW "ALL-YEAR" G-E PORTABLE RADIO.** Indoors it's a table radio. Easy tuning upright or lying flat—just flip up the dual dial! Outdoors it's a portable. Only 5 lbs. complete—lightest G-E ever! Cactus green (Model 606) or Burgundy red. **\$36.95*** (less batteries)



● **G-E DIAL BEAM RADIO.** A traveling beam spotlights each station as you dial for easy, accurate tuning even in the dark. In alabaster ivory (Model 415), Congo brown or Persian red—at one low price. **\$22.95**

*Subject to change without notice, slightly higher West and South.



You can put your confidence in—

GENERAL ELECTRIC



1



2



3



- 1 GE L650 (Pinterest)
- 2 GE L660 (uk.pinterest.com)
- 3 GE 54 (EECS @ Michigan)
- 4 GE L640 (pinterest.com)

4





Grand for a grad... or a bride



Model 145

"The Princess of Portables"

To charm a woman's eye and hand, give this new, exquisite General Electric 3-way personal portable. Slender—only 2 3/4" deep! Stunningly styled—chic, maroon plastic case! Bewitching tone—its "voice" is smooth and silken. Here's a gift that will be long remembered—along with the giver! AC-DC, batteries. Model 145. \$44.95* (less batteries)



Performance-Engineered at Electronics Park

*Prices slightly higher West and South—subject to change without notice.

You can put your confidence in...

GENERAL ELECTRIC



GE 145 (Radio Attic's Archives)

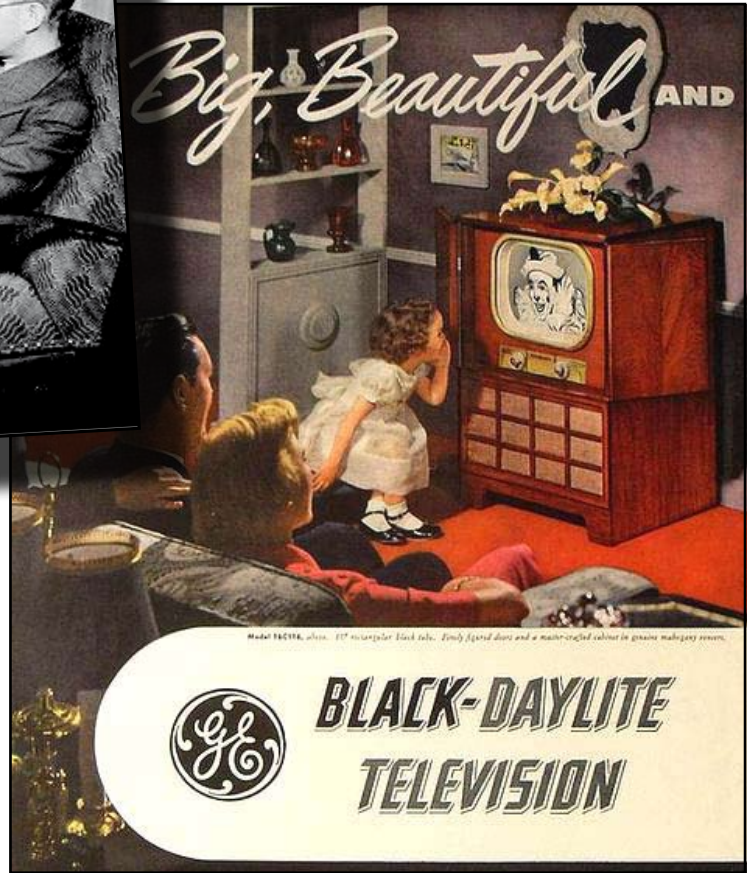
GE Plattenspieler JM-5 «Teardrop» (Pinterest)



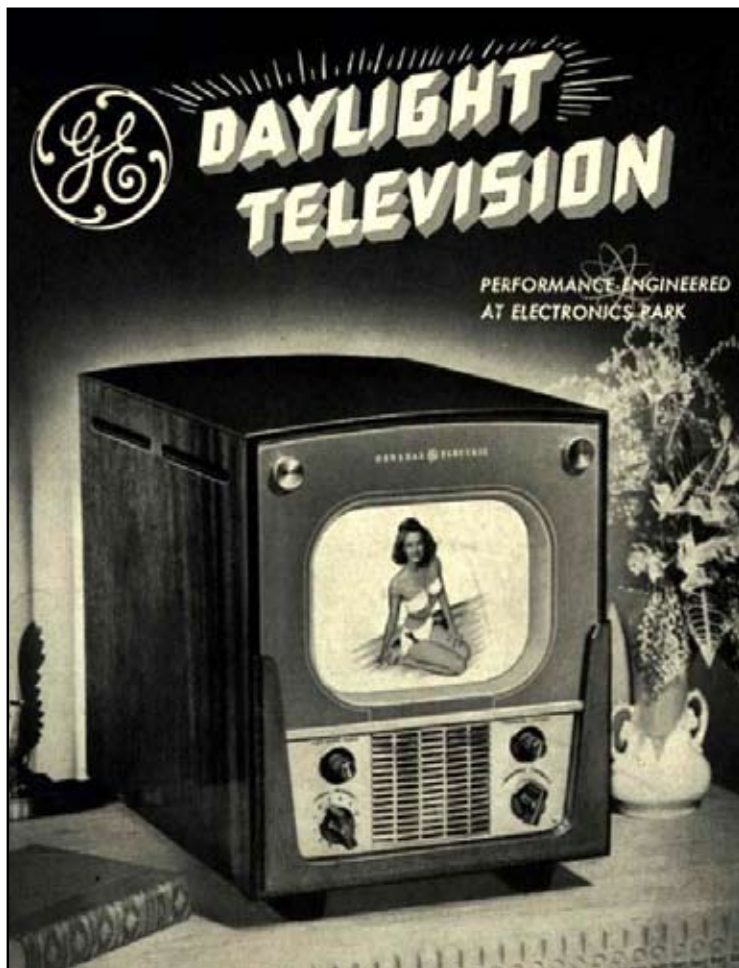
GE Fernsehgerät (Prototyp), 1938
(Pinterest)



um 1960 (Flickr)



Um 1948 (Tyrconnell Heritage Society)

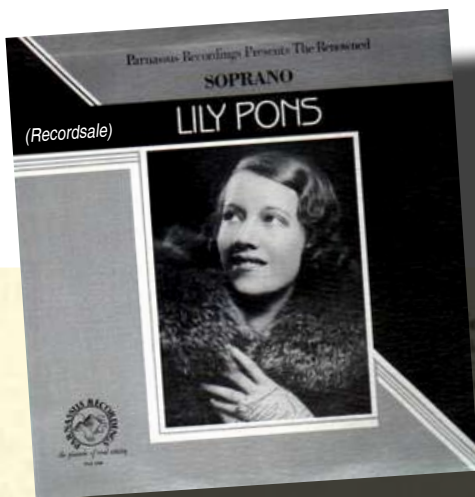


Lily Pons came to dinner tonight



Werbung für General Electric Fernsehgeräte: «Lily Pons came to dinner tonight» (war zum Abendessen bei uns). Alice-Joséphine Pons, *1898 in Draguignan bei Cannes, † 1976 in Dallas) war eine französisch-amerikanische Opernsängerin und Filmschauspielerin, die erst nach einer begonnenen Ausbildung zur Konzertpianistin ins Gesangsfach wechselte. Nach Engagements am «Théâtre des Variétés» in Paris und an französischen Provinzbühnen debütierte sie 1927 als Lakmé in der gleichnamigen Oper von Léo Delibes am Stadttheater Mülhausen, 1931 (sie war im Jahr zuvor nach Amerika gekommen) als Lucia di Lammermoor an der Metropolitan Opera in New York, der «Met», wo sie während dreissig Jahren (bis 1961) in 280 Aufführungen auftrat. Ausserdem gab sie Gastspiele an zahlreichen Opernbühnen in aller Welt. Besondere Beachtung fand ihr Koloraturgesang.

In den 1930er-Jahren spielte sie in einigen mittelmässigen Hollywoodfilmen für «RKO» (Radio-Keith-Orpheum, ein US-amerikanisches Filmproduktions-, Filmverleih- und Kino-Unternehmen), welches versuchte, sie gegen die erfolgreiche, ebenfalls singende Grace Moore aufzubauen. Seit 1938 war Lily Pons mit dem amerikanischen Dirigenten André Kostelanetz verheiratet. Marlene Dietrich bestätigte, dass Lily Pons im Zweiten Weltkrieg als einzige Sängerin ausser ihr in der französischen Front gegen die deutsche Besatzungsmacht aufgetreten ist. In Maryland gibt es ihr zu Ehren die Stadt Lilypons.



to see and own home

man, you will in radio receivers, appliances, and air only will you tell duct, as you do ow the public the nd all. ic's experience in work today pros. When victory uined in war years purposes of peace, I build fine radio r your enjoyment.

FREE: A fascinating new booklet, 32 pages, full color, tells the story of television and other electronic equipment. Write for your free copy of "Electronics - a New Science for a New World," to Section 3-D, Electronics Dept., General Electric, Schenectady, N. Y. And when you come to Schenectady, visit General Electric Station WRGB, one of the largest television stations in the world.

Tune in on *Frontier Hunt and the News* every Tuesday, Thursday, Saturday evenings over G. E. N. On Sunday night listen to the "Hour of Charm" over N. B. C. See local newspapers for time and station.

GENERAL ELECTRIC

Leader in radio, television, and electronic research

General Electric Radio is an Electronic Instrument
Television, is a product of electronic research. This tube, used in the General Electric FM radio—a new tube with amazingly lifelike reproduction, is essentially the electronic tubes that make television possible.



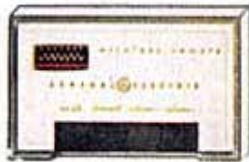
THE THREE BIG NEWS IN TELEVISION

The New Look: as individual as your home, your taste, your purse. A spectrum of styles and finishes, each with General Electric's renowned picture quality. This year, there's triple the sensitivity for distant reception.

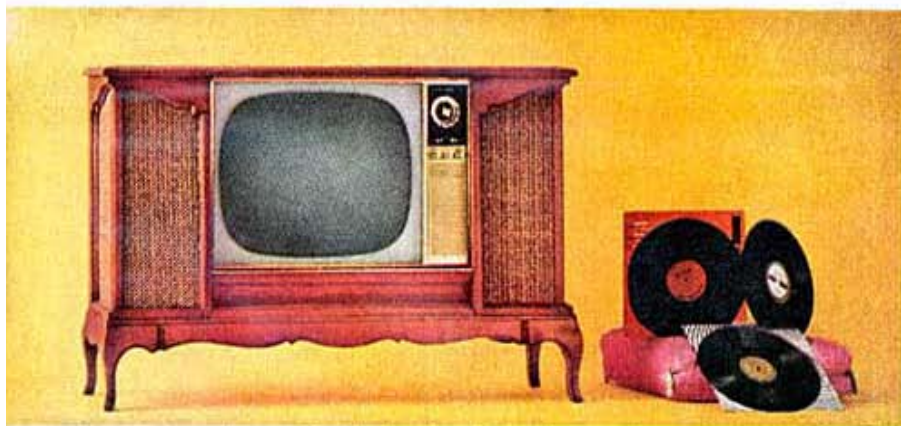
The New Sound: teaming the biggest speaker in TV, a 21 x 9-inch woofer with a high-frequency electrostatic tweeter. It's a Hi-Fi speaker system in itself, or, if you look at it this way, it can be the other half of your stereo set.

The New Control: new Four-way *Wireless Remote Control* not only turns your set on and off and changes channels, but gives you *infinite* command of volume control.

The three big TV News await you at your General Electric dealer's now. General Electric Company, Television Receiver Department, Syracuse, New York.



GENERAL ELECTRIC TV 1960 STYLE



FRENCH PROVINCIAL has two 21 x 9-inch woofers with two electrostatic tweeters. Handsomely crafted in cherry veneers and solids. Stereo-Phono Jacks. With or without Four-way *Wireless Remote Control*.



COLONIAL LO-BOY—authentic early American styling in maple veneers and hardwood solids, 6½-inch speaker. Stereo-Phono Jacks.



DANISH WALNUT richly worked in fine veneers and solids, *Two* 21 x 9-inch woofers with electrostatic tweeters. Stereo-Phono Jacks. With or without *wireless remote*. All sets shown have 262 sq. inch viewable picture area—21" overall diagonal tube measurement.



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verbunden mit der Gesellschaft der Freunde der Geschichte des Funkwesens,
dem Radiomuseum.org und INTRA

