

Marjorie Lawrence, world-famous dramatic soprano of the Metropolitan Opera; James Melton, star of Metropolitan Opera, concert and radio; and Bob Hope, leading radio comedian and moving picture star.



THE ELECTRONIC TUBE GAVE RADIO ITS VOICE

Why do you suppose it is that the human voice, spoken over the radio, will carry around the world in a split-second, without wires?

The answer is in a word you've seen a lot, lately—"electronics." The electronic tube, or the radio tube, gave radio its voice.

Before the development of this tube, thirty years or more ago, "wireless" was limited largely to ship-to-shore messages. Three inventions had yet to come before the voice of modern radio could span continents and oceans: a suitable high-frequency generator, a modulator, and a device to amplify weak distant signals. The magic high-vacuum tube was the answer to these three needs.

General Electric research contributed to all three. Dr. Steinmetz, Dr. Alexanderson, Dr. Coolidge, Dr. Langmuir, Dr. Whitney and their associates, supported by General Electric resources, probed long and successfully into secrets hitherto hid from man. They helped bring the radio into your home!

The electronic tube is today much more than a "radio" tube. Electronic tubes alone make possible the electron microscope, television, the talking moving picture, the X ray. Industrial electronic devices can count, measure, weigh, and smell. Military electronic tubes are fighting on many fronts.

In all these fields, the electronic tube—the voice of your G-E radio—is building a better America!

FREE: 32-page, full-color booklet: "Electronics — a New Science for a New World." Address *Electronics Department, General Electric, Schenectady, N. Y.*

• 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 listen to "The Hour of Charm" at 10 P.M. E.W.T. over NBC. Buy War Bonds for the better things of tomorrow—including a G-E radio.

GENERAL ELECTRIC

RADIO . . . TELEVISION . . . ELECTRONICS

Every General Electric radio is an electronic instrument

Radio is a product of electronic research. The newest kind of radio is FM (Frequency Modulation) which brings you "Natural Color" reception—with all the overtones that you miss in conventional radio.

