



Don't Look Now-But Television Has Grown Up!

War overtook Television at the awkward age. Like many another green recruit, its heart—the Cathode Ray Tube—was appraised and indexed. It proved a heart of magnificent promise in the nation's need. This heart was assigned strange, important duties. It is serving wherever men are fighting, wherever production lines are hustling, wherever the stamina of metals must be certified.

Out of war's crucible, this fighting heart—the Cathode Ray Tube—is emerging with vastly increased stature, range and power! When materials are again available, a newer, greater Television will make your easy chair at home the choicest seat wherever exciting news is breaking . . . fifth row center on the aisle wherever the "stars" are scintillating!

Television has grown up! The mostprized possession in your postwar home will be your DuMont Television-Radio Receiver. Why DuMont? Because DuMont is the first name in Television! The scientific achievement that makes clear Television reception possible is its amazing heart . . . the work of Allen B. DuMont, who transformed the Cathode Ray Tube from a laboratory curiosity to a commercially practical product.

Today, DuMont is pioneering in the great new field of electronic weapons. Tomorrow, DuMont leadership will assure your enjoyment of peacetime Television . . . through the manufacture of precision electronic equipment for Television pick-up and transmission . . . through distinctive operation of our own commercial Television Stations . . . and through the manufacture of the finest Television-Radio Receivers.

FAMOUS MODERN GHOST STORIES































