Look, Pop! It's a Homer!

Not last week's game; not something that happened a minute ago. But right wow! Seeing things miles away—at the very instant television now makes possible.

But television is destined to do more than this for us. The foundation is laid for a whole new industry—careers for artists; jobs for hundreds of engineers and thousands of skilled workmen making television transmitters and receivers; jobs for thousands more selling and servicing this new product and providing the raw materials required. These are important possibilities of television.

For more than 60 years, General Electric scientists, engineers, and workmen have been finding new ways for electricity to serve the public—saving the public from ten to one hundred dollars for every dollar they have earned for General Electric.

GENERAL

Yesterday; not even a minute ago. The new products and services made possible by their work have helped to produce the steady rise in the living standards of the American people.

And right now, as television emerges from the laboratory to take its place among the accomplished marvels of this age of electricity, these G-E pioneers are once again creating, not only “More Goods for More People at Less Cost,” but also MORE AND BETTER JOBS AT HIGHER WAGES.

ELECTRIC