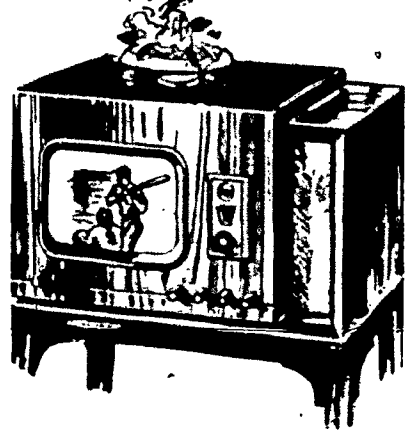




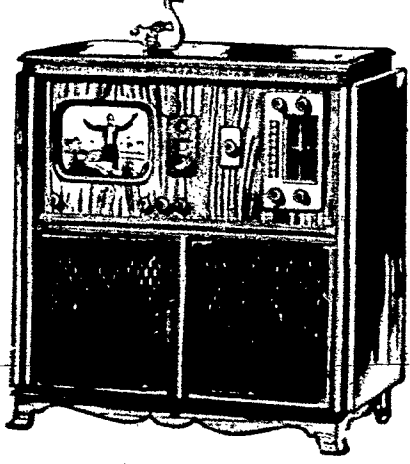
# STROMBERG-CARLSON TELEVISION ON STROMBERG-CARLSON RECEIVERS

Saturday, June 11th, Rochester will begin to enjoy Television, the miracle of home entertainment which has been thrilling millions in other great American cities



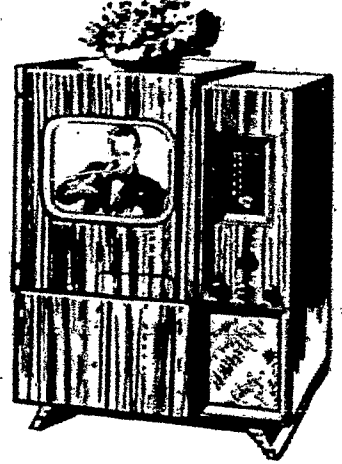
**THE ROCHESTER**

Big 77 in. in Direct View Screen—Tuning Eye—Alnico Speaker—Phonograph Jack—Mahogany or Bond Anodize Cabinet.



**THE LANCHESTER**

Complete Television-Radio-Phonograph—72 in. in Screen—FM-AM Radio—Two-speed Record Changer—12" Shock-mounted Speaker.



**THE MONMOUTH**

Television-Radio-Phonograph Combination—68 in. in. Direct View Screen—FM-AM Radio—Single Tone Arm, Two-speed Changer—Speaker Suspended in Cabinet.



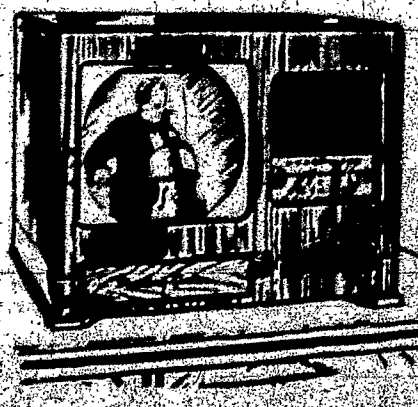
**THE YARMOUTH**

Television-Radio-Phonograph Console—68 in. in. Direct View Screen—FM-AM Radio—Powerful 12" Speaker—Black-striped Mahogany Veneer Cabinet.



**THE WEYMOUTH**

Television-Radio-Phonograph—72 in. in. Direct View Screen—FM-AM Radio—Powerful 12" Speaker—Phonograph Jack Included.



**THE DORSET**

Table Television—68 in. in. Direct View Screen—FM and AM Radio—Phonograph Jack—FM Tuning Speaker—Mahogany Veneer Cabinet.

Stromberg-Carlson takes particular pride in bringing Television to Rochester. WHAM-TV is owned and operated by Stromberg-Carlson, the same company which brought to this area the first high-power clear channel AM radio and the first FM broadcasting. As a basic NBC Television affiliate, network programs start from the day we go on the air. We have planned and erected a transmitter tower so located and designed that the great majority of the homes in the area will not need expensive, house-top antennas. And we offer today a complete quality line of television receivers—priced to fit any budget, the result of Stromberg-Carlson's experience in Television since 1939! See your dealer—select the Stromberg-Carlson best suited to your home—and enjoy from the start the world's finest entertainment on America's finest receivers. Stromberg-Carlson Television Receivers are priced from \$279.50 to \$940.00.

IN TELECASTING • IN TELEVISION • AND IN RADIO  
THERE IS NOTHING FINER THAN A  
**STROMBERG-CARLSON**