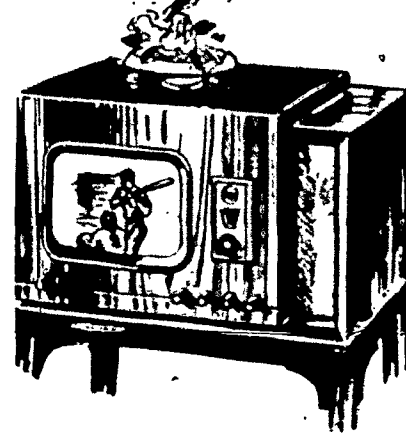




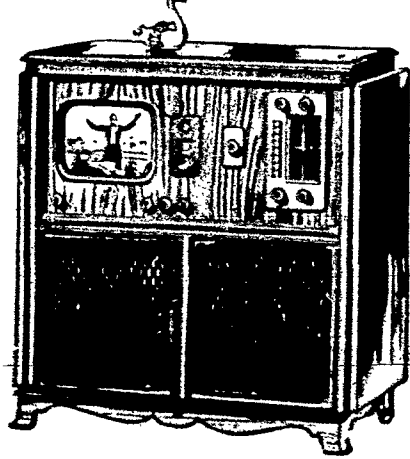
STROMBERG-CARLSON TELEVISION ON STROMBERG-CARLSON RECEIVERS

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.



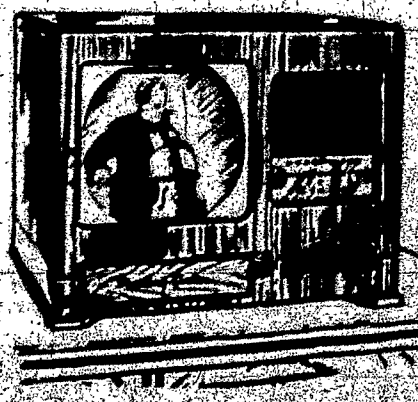
THE YARMOUTH

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



THE DORSET

Table Television—68 in. in. Screen—FM and AM Radio—Phonograph Jack—FM-AM Radio—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