

LOBLAWS is pleased to Announce the

**LOBLAW-RCA VICTOR
TELEVISION-IN-THE-SCHOOLS**

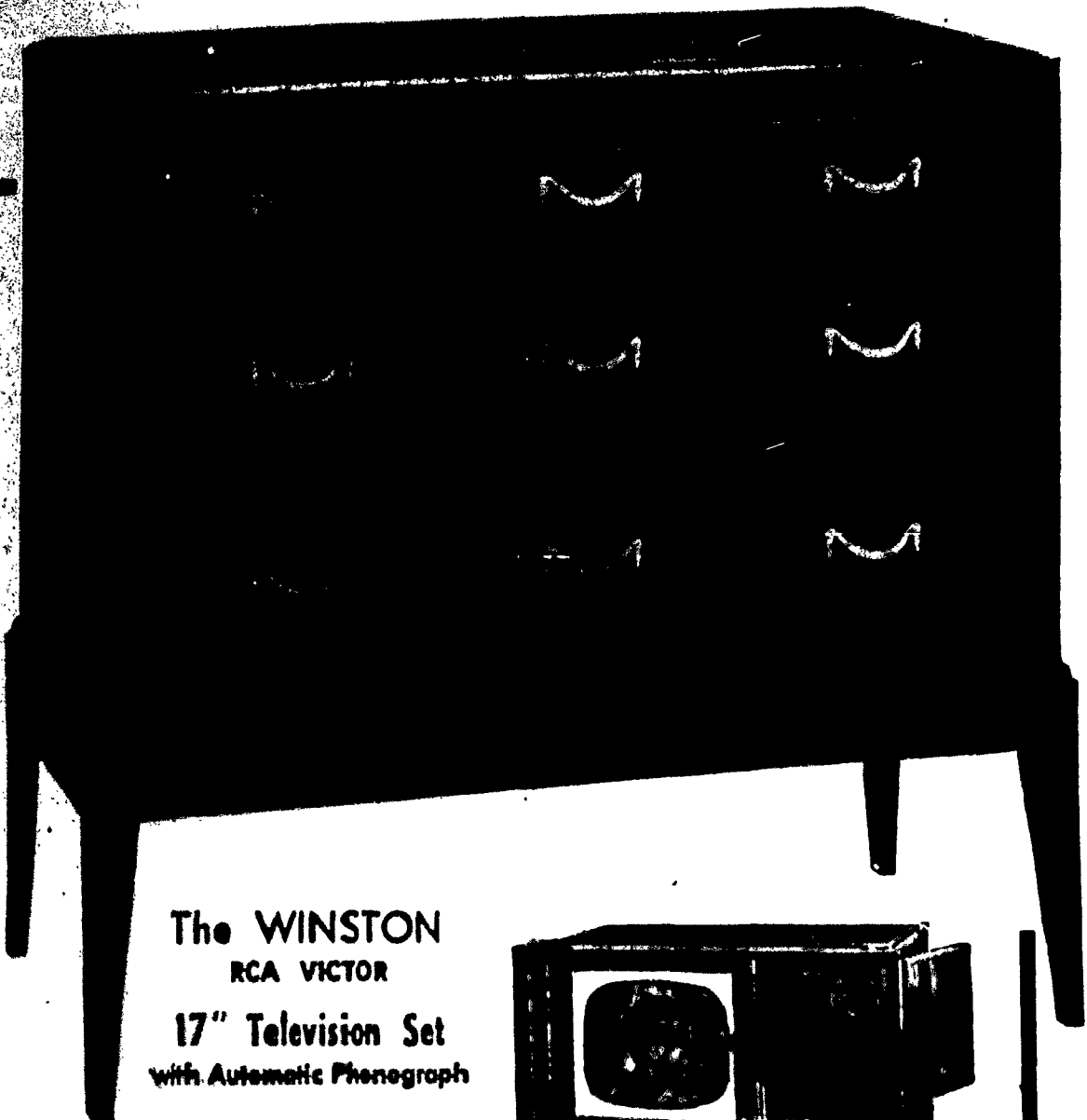
PLAN

Approved by PAROCHIAL

SCHOOLS

In the City of Rochester

The LOBLAW-RCA Television-In-The-Schools PLAN
has received the endorsement and sanction of the proper
diocesan authorities.



The WINSTON
RCA VICTOR
17" Television Set
with Automatic Phonograph

17-INCH PICTURE TUBE... Without a doubt the finest, best performing television you can get. In this new instrument RCA Victor gives you many extras for better performance. The enjoyment of television is incomparably advanced by these newest RCA Victor engineering achievements. "45 Automatic Record Changer is finding new favors at every turn. It offers more of everything you want in musical reproduction. Fine cabinetry is superbly reflected in the sweeping lines and charming Lowboy design.

In this instrument you enjoy RCA Victor Frequency Modulation for television sound heard at its best through the "Golden Thread" tone system. It is tone that makes "no person" performances.

INSTALLED WITH FULL YEAR'S FREE SERVICE GUARANTEE.

These fine Television Sets will be GIVEN by LOBLAWS on the basis of YOUR VOTES for your school

**TELEVISION IS A POWERFUL, IMPORTANT
NEW EDUCATIONAL MEDIUM**

Leading educators all over the country have acclaimed television as a powerful new educational medium for our schools. Television stations have pioneered in transmitting educational programs during the school term as their contribution to this new method of education. Soon, special broadcasts will bring to classrooms many outstanding personalities and experts in many fields, as well as demonstrations of skills and technical processes which might not otherwise be available for student instruction. And now a plan has been devised whereby you can help your favorite grade and high school obtain a 17-inch screen, RCA Victor Television Set.

ADDRESS ALL INQUIRIES TO
**LOBLAW - RCA VICTOR PLAN
FOR TELEVISION-IN-THE-SCHOOLS**
1004 CULVER ROAD, ROCHESTER, N. Y.

The LOBLAW-RCA Plan is devised to make it possible for grade and high schools in Rochester to own a large screen television set, without cost. Every school or interested school group, such as parent and teacher organizations, has the opportunity of participating in the Plan.

Briefly, the Plan involves only the saving of LOBLAW cash register receipts, which are given to all customers with each purchase. All cash register receipts contribute to votes, however, votes are accumulated in dollar units... that is, each dollar's worth of cash register receipts is equal to one vote.

When the total of the LOBLAW receipts collected by your school or organization adds up to the required amount of votes, your school receives the RCA "Winston" Television-Phonograph combination set, plus one year's service, at no cost.

THIS IS HOW YOU MAY VOTE:

Whether you are a parent or a student, you will want to see your favorite school obtain this exceptional combination Television Set. Collect receipts (they are votes) from customers of LOBLAW super markets. Friends and neighbors will be happy to help you.

Be sure to turn your votes over to the participating school for which you are voting, or to the designated person or group representing your school in the Plan. The sooner the necessary number of votes are collected, the sooner this fine RCA Victor "Winston" Television Set will be installed.

To get started, have your parent, school group,

or school authorities send an inquiry to the address in the adjoining column.

We regret that the Rochester Board of Education, being a tax-supported institution, does not believe it can accept the Plan for the Public Schools because of its commercial aspects. We hope the Board can see its way clear to do so in the near future. The proper diocesan authorities of Rochester have endorsed and sanctioned the Plan for all Parochial Schools. Loblaws would like to see all Rochester grade and high schools have the opportunity of receiving one of these fine RCA Television sets on the LOBLAW-RCA VICTOR Plan.

OFFICIAL STARTING DATE, THURS., OCT. 18

Begin Now to SAVE LOBLAW CASH REGISTER RECEIPTS

EVERY RECEIPT COUNTS UP IN SCHOOL VOTES

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