

**WHAT SHOULD I
KNOW ABOUT
TELEVISION?**

Silvertone

THE RIGHT WAY TO SEE
TELEVISION

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Television is here



Television is the result of years of romantic research; it didn't just happen overnight. For a long time (since 1884), the feat of sending pictures through the air was a scientific project, a plaything for long-haired people in electronic laboratories. In 1928 these boys televised a shaky-pictured one-act drama in Schenectady, N. Y. . . . and then things began to happen! Everybody got into the act, and in 1947, 47 manufacturers were producing television receivers. (As usual, only a few are making the best.)



Television signals at first could only be received "as far as the horizon" and favored those people in large cities. In no time at all "coaxial cables" and "radio relays" were carrying programs from one city to another.

Today television is all around you. It's **HERE** . . .

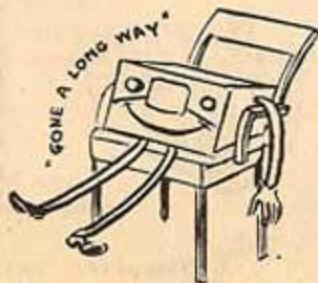
and it's here to stay!



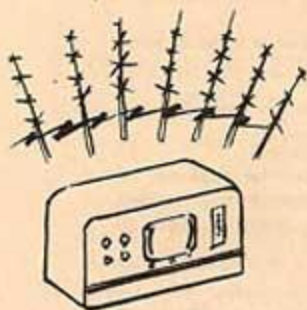
Already almost 50,000,000 people live within range of television programs. You can sit in St. Louis and watch a boxing bout in Baltimore. Those lucky New Yorkers can watch a drama in Detroit. And soon, Hoboken will be able to keep its eye on Hollywood.

Your friends and neighbors are talking television. Your newspaper is full of television news and program schedules. Even your radio tells you about it. Furthermore,—television set owners aren't only the upper classes. They're folks like you and me who stay home nights so we can get to work on time in the morning.

Television goes a long way. Television has come a long way to where, today, it is a "must" for better living (and you'll find that "must" in Silvertone).



MORE QUESTIONS ? ? ? ?



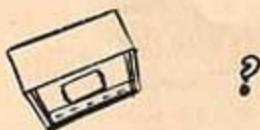
• Radio gives me a choice of programs —What's my choice on Television?

Right now unless you live (?) in New York or Chicago or other large metropolitan centers, you'll probably have a choice of one program. (But that one is packed full of real enjoyment.) The Federal Communications Commission has issued permits for 100 and has more than 200 applications on file! That figures to be a pretty swell selection for you, — as many as (but no more than) 7 programs to a big city area!



• Is what I hear about Colored Television true?

(Well, what *do* you hear about it?) Sending stations can now send out colored television simply by changing tubes, — it's that easy. But receiving color! . . . What a flock of paraphernalia *that* requires! Later on maybe, — but not soon.



• But if Colored Television *does* come in — will my black-and-white set be worthless?

Not by a long shot! It's quite likely you'll still be able to receive the program in black and white even if Colored Television is perfected.



• With so many models and manufacturers, how do I decide what Television set to buy?

Buy a Television set which is backed up by the manufacturer, with the assurance of satisfactory service from his dealer (. . . and when you can get *both in one* you're really in!)



Sears, Roebuck & Co. produces Silvertone Television Receivers; Sears, Roebuck & Co. sells Silvertone Television Receivers — and Sears, Roebuck & Co. guarantees Silvertone Television Receivers and will maintain them in top operating condition. Need more be said?

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