







JULY 1964

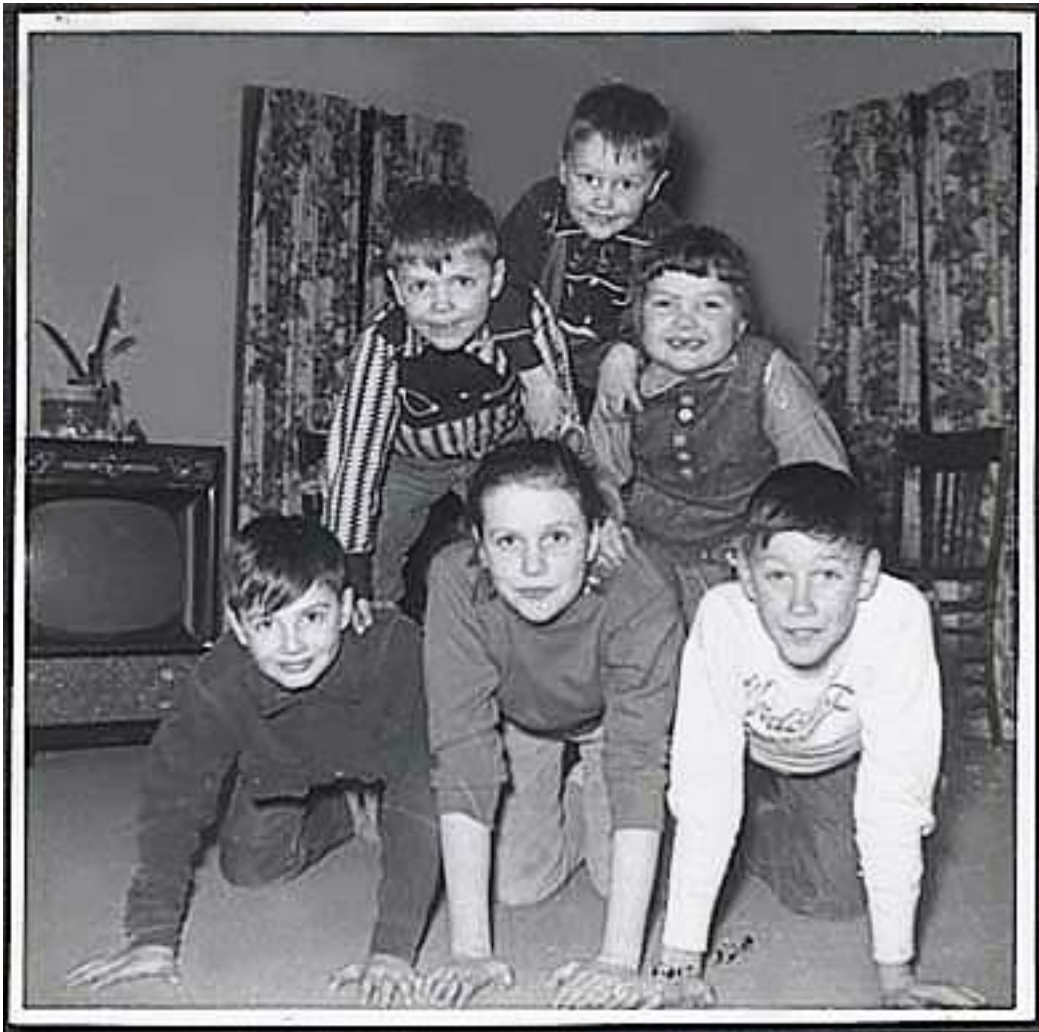




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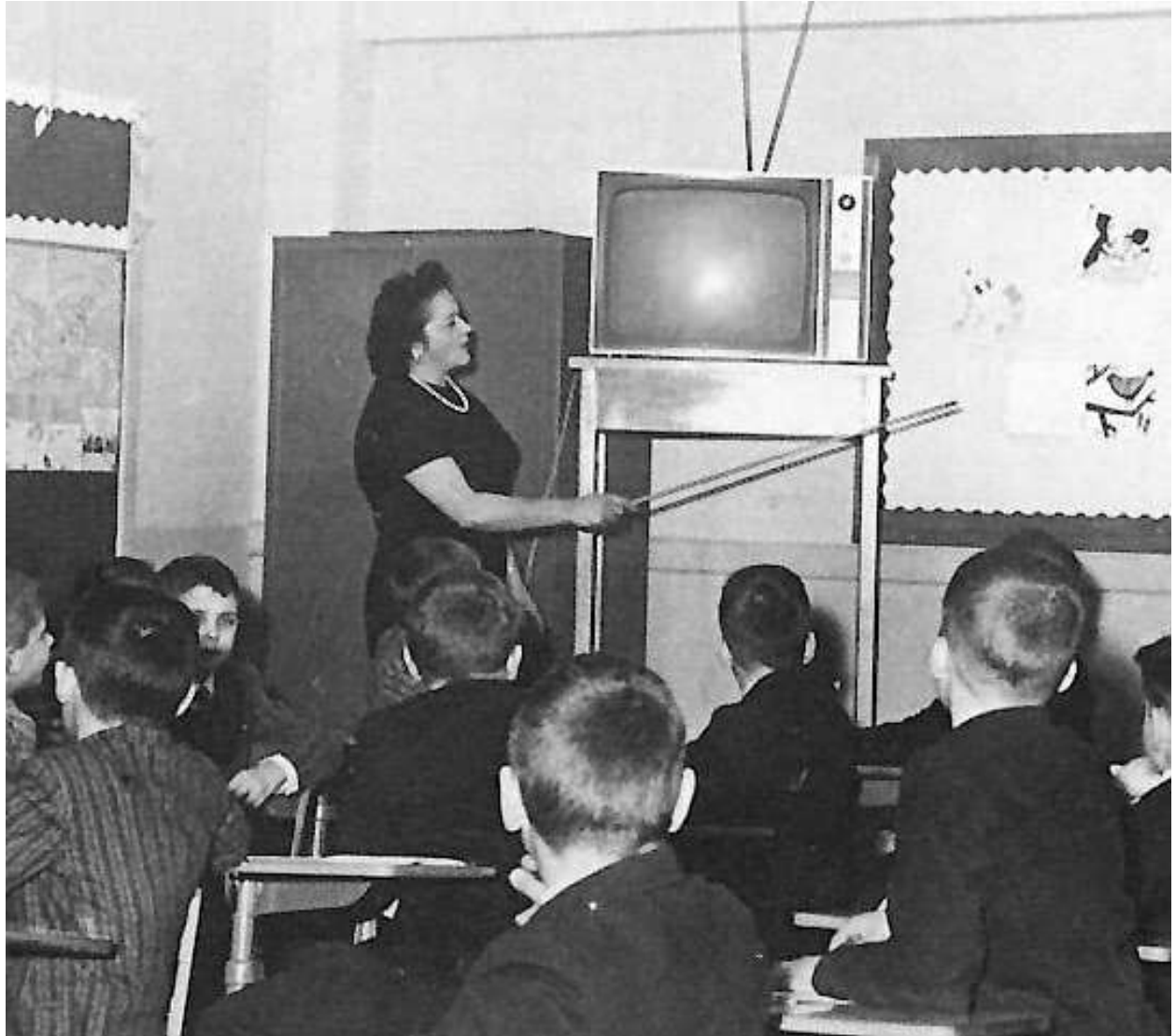














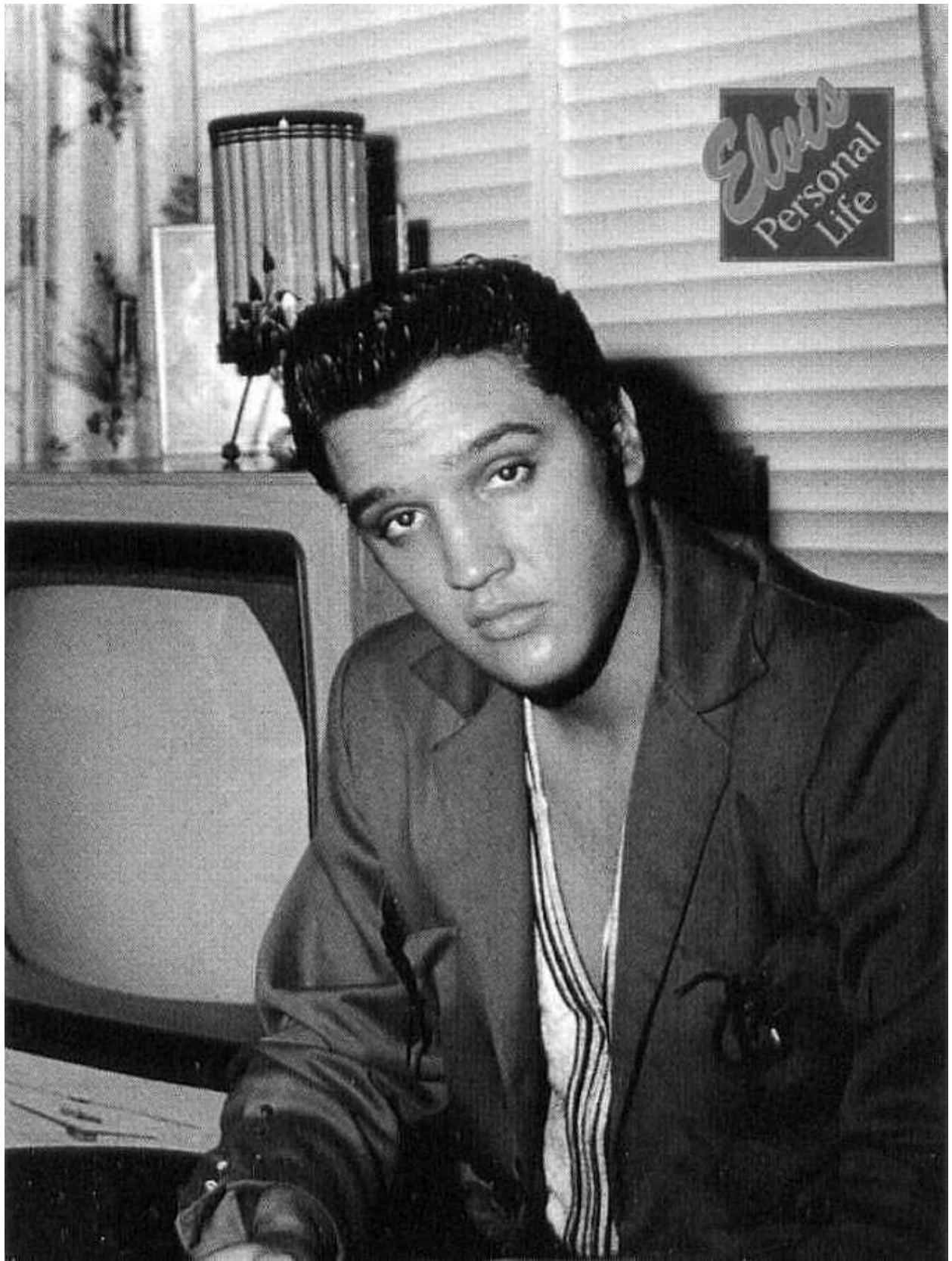






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MAY 1957









STROMBERG-CARLSON TELEVISION

Better than being there!

You'll **SEE** it better... **HEAR** it better!

With the smart new WESTCHESTER television-radio-phonograph across the room from your armchair, you'll now enjoy both sight and sound at their finest!

● **Extra-large picture on 12-inch direct-view screen.** 72 square inches of direct viewing pleasure for your family and guests. This is almost half again larger than other screens with the usual 10-inch tube and three times as large as the screen of a 7-inch tube!

● **Exceptional brightness and clarity.** Every detail is so sharp, clear and crisp, you'll say "it's better than being there!" You can enjoy Stromberg-Carlson Television in full daylight. And it stays perfectly clear and steady with the Stromberg-Carlson Synchro-Lock!

● **True-to-life Stromberg-Carlson tone quality.** Full, brilliant concert-hall tone on famous Stromberg-Carlson static-free FM and 12-inch speaker. Doubles your television pleasure—you see it and hear it better!

● **Superb Stromberg-Carlson FM-AM Radio-Phonograph.** Push-button tuning for AM and short wave. Special eye tuning for television and FM. Intermix automatic record-changer with automatic stop. Famous Hushed-Point pick-up virtually eliminates needle sound.

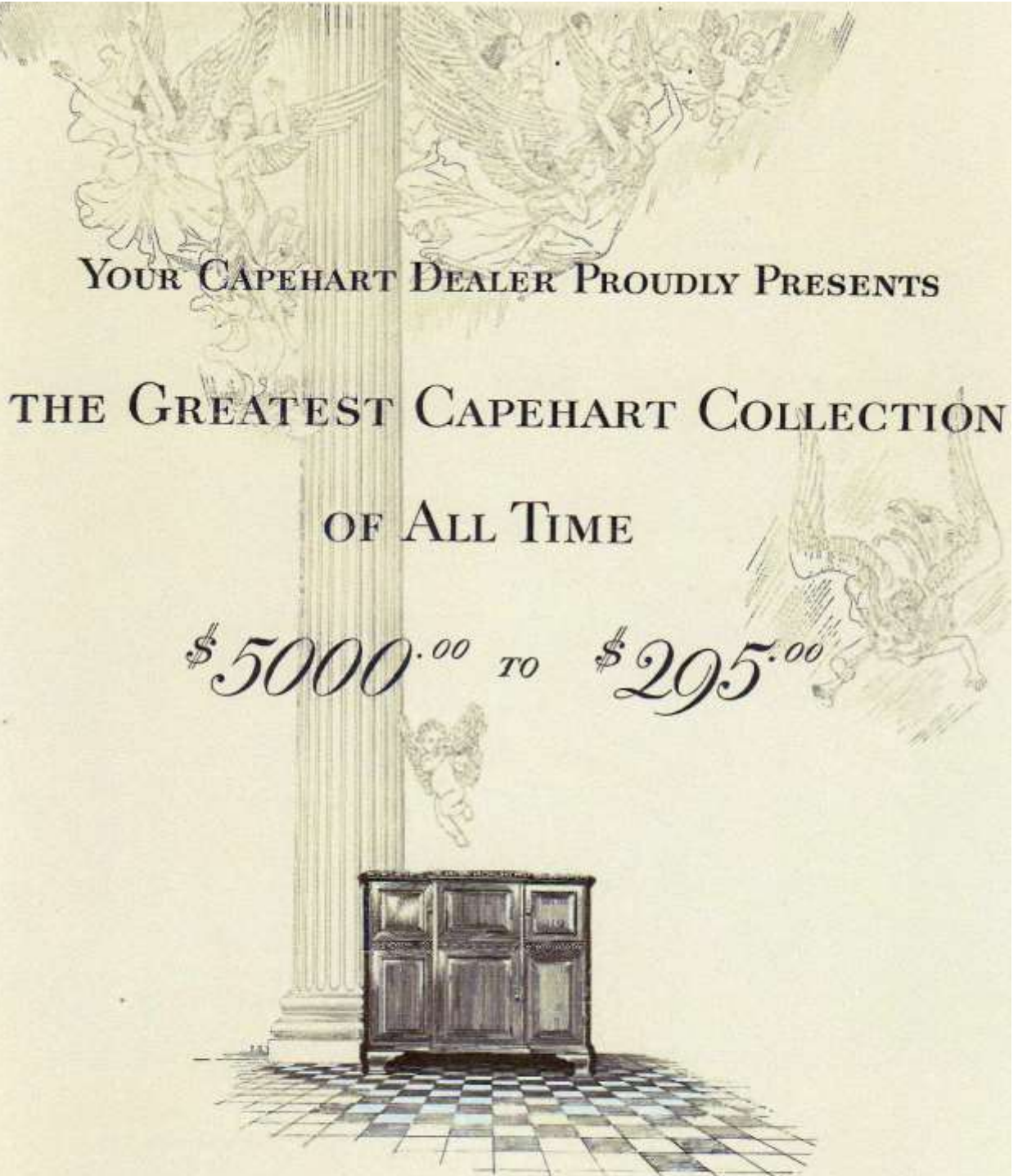
● **Distinguished Hepplewhite period cabinet.** Full-opening front doors with recessed panels in matched hand-rubbed mahoganes.

See and hear this masterpiece at your dealer today. Available for prompt delivery.



STOP!—LOOK!—and LISTEN! THERE IS NOTHING FINER THAN A

STROMBERG-CARLSON



YOUR CAPEHART DEALER PROUDLY PRESENTS
THE GREATEST CAPEHART COLLECTION
OF ALL TIME

\$5000^{.00} TO \$295^{.00}

Illustrated is Model 419, \$1565 at your Capehart Dealer.

With New CAPEHART V-100 Television... with the CAPEHART Turnover and the Brilliant New CAPEHART Gravity Intermix Record Changers. Your Choice of the CAPEHART Concert Grand, CAPEHART De Luxe or CAPEHART Standard Models.



The Little Princess and Her Enchanted Mirror

Once upon a time there was a little princess who was very good,
and kind to all about her. And because she was so good, her fairy godmother appeared to her one day and said:

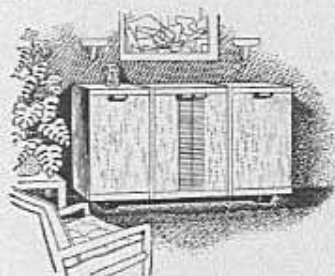
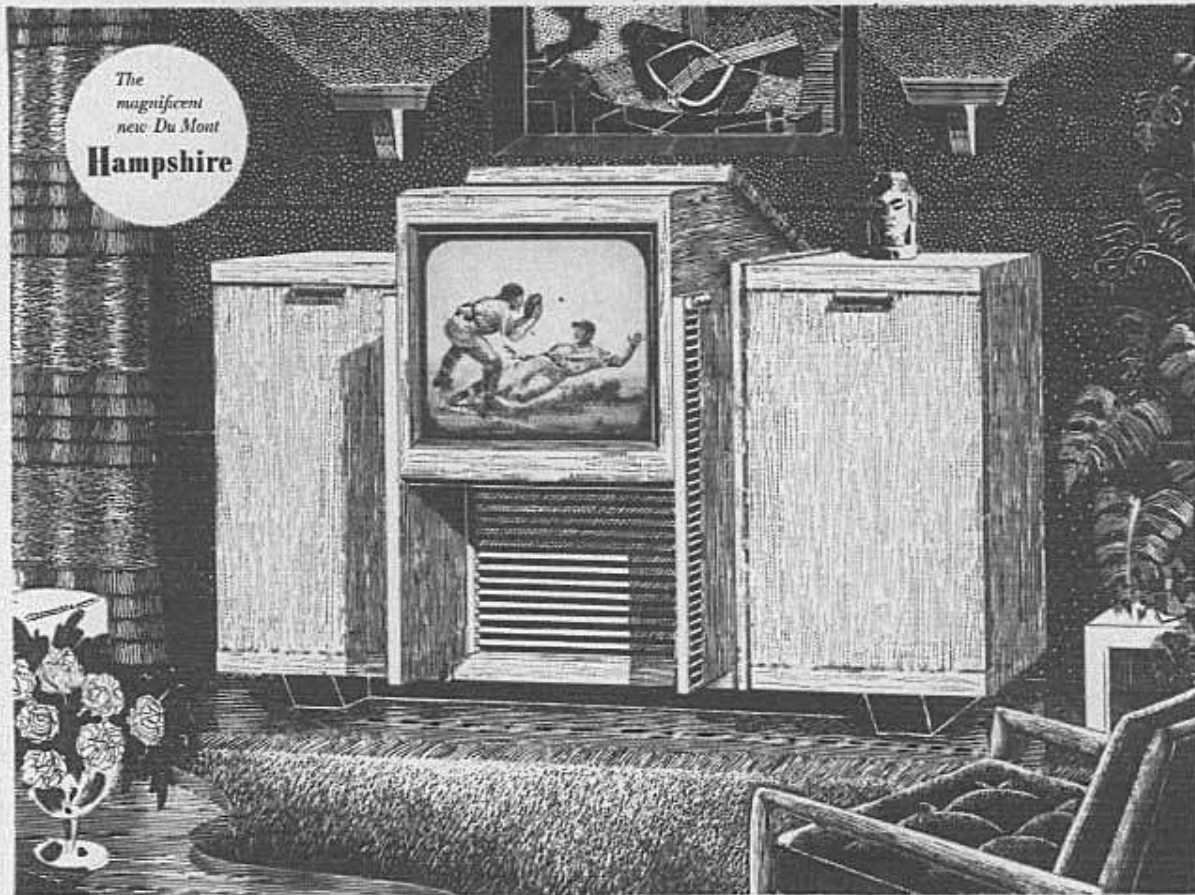
"I am giving you an Enchanted Mirror. When you look in it you will see and hear things that
are far away — even to the farthest corners of the earth. Through it, skilled musicians will play for you
and learned men will speak to you. This Enchanted Mirror will bring to you much pleasure
and deeper understanding, so that you may live your life in wisdom and
happiness. There is no more precious gift that I can give."

Illustrated:
THE DU MONT MEADOWCROOK
72 square-inch television screen
and FM radio in a traditional cabinet
of selected mahogany veneers.
\$525 plus installation

DU MONT *First with the Finest in Television*

WONDERFUL THINGS

will happen in your living room



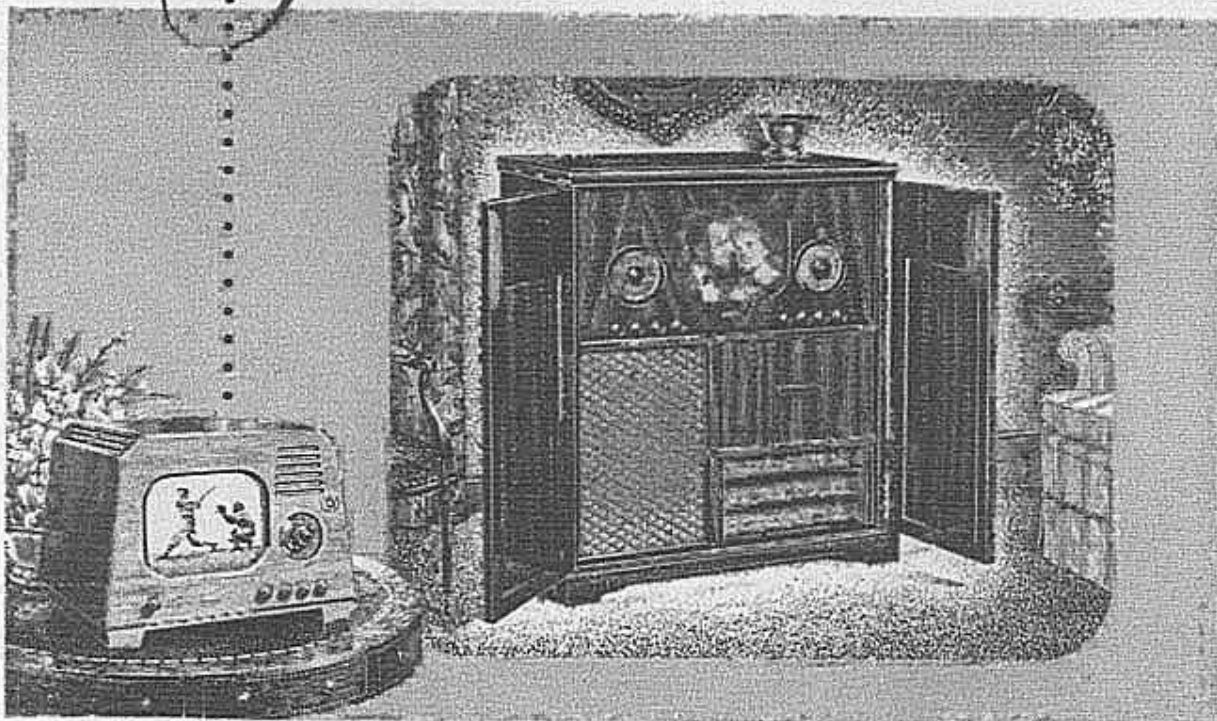
*Illustrated: Hampshire model.
Same chassis available in traditional
mahogany design.*

Home runs will be hit; the next President will be picked; world championships will change hands... and you'll be right there. Things happen in a big way on the world's largest *direct-view* television screen. Its big, brilliant, steady picture reveals every detail. And this magnificent cabinet of blond hardwood holds far more than superb television—there's AM, FM and world-wide shortwave radio; and an automatic record player—all with matchless tone. Your home can become a place of endless excitement and infinite enjoyment when a DuMont Hampshire comes to live with you. Call Du Mont, PLaza 3-9800 for your nearest dealer.

DUMONT *First with the First in Television*

★

Some things you can't put into words—



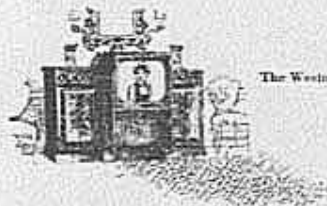
THE CHATHAM—Table-top television with a big—72-square inch—*direct-view* screen, on all 12 channels; unsurpassed static-free FM radio. Plus Du Mont electronic engineering. \$445.

THE SAVOY—A compact console with 72 square inch *direct-view* television screen, AM and FM radio and high-fidelity automatic record player. In a cabinet of traditional design. \$795.

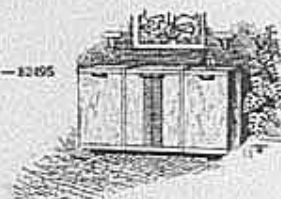
There's just no way of telling you how clear, how bright, how sharply detailed a picture you see on Du Mont's big, *direct-view* screen. You have to see it for yourself! There's no way of telling you how rich, how

true the tone, whether on television, AM, FM radio, or records. Your own ear must tell you that. See and hear a Du Mont at your dealer's. See and hear how good television can be, when you see and hear it at its best.

THE DU MONT LUXURY MODELS



The Westminster—\$2495



The Hampshire—\$2695

DU MONT

First with the Finest in Television

*Cabinets designed by Herbert Rossberg.
Note: Installation charges additional.*

You'll see it better...
hear it better...with

STROMBERG-CARLSON TELEVISION

ALL THE WORLD'S A STAGE in your living room with Stromberg-Carlson television. Both sight and sound are utterly, delightfully realistic. From your seat of privilege, you'll enjoy the full and intimate artistry of performers...brilliant close-ups of sports...all the drama and excitement of history as it occurs. On the direct-view screen of your Stromberg-Carlson, pictures are exceptionally large, clearly defined and bright. And with famous Stromberg-Carlson static-free FM, voices and music are veracious as life.



The LANCHESTER Television-Radio-Phonograph. Seventy-two square inch direct-view screen

is half again larger than usual screen. Picture is kept extraordinarily bright and steady by automatic lock. Magnificent tonal fidelity with exclusive Full-Floating speaker. Tuning "Eye" for television and FM radio. Push-button tuning for standard and short wave radio. Automatic record changer with automatic stop. Smart decorator-designed cabinet with Regency motif in hand-rubbed mahogany veneers.

Stop!
Look!
and Listen!

There is nothing finer than a

STROMBERG - CARLSON















240-230



Television today is clearer, sharper, and brighter—thanks to the improved kinescope, or picture tube, perfected at RCA Laboratories.

The Picture Tube that brought "life" to television

The screen on your home television table model receiver is the face of a large picture tube. And the skater that you see on the face of the picture tube is the *identical twin* of the skater being televised.

Pioneering and research in RCA Laboratories led to the development of this tube which allows none of the original realism to be "lost in transit." It reproduces everything the television camera sees, shows you every detail, keeps the picture amazingly lifelike and real.

An RCA Victor television receiver brings you all the action,

drama and excitement that you'd enjoy if you were at the event in person—and on top of that it's all brought to you in the comfort of your own home . . . you don't have to move from your favorite chair.

RCA Laboratories has made possible outstanding advances in every phase of television. And for television at its very finest, be sure that you select the receiver bearing the most famous name in television today—RCA Victor.

Radio Corporation of America, RCA Building, Radio City, New York 29. Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Time, the NBC Network.



Exclusive "Eye-Witness" feature on all RCA Victor home television receivers "locks" the picture in tune with the sending station. It assures you brighter, clearer, steadier pictures.



RADIO CORPORATION of AMERICA











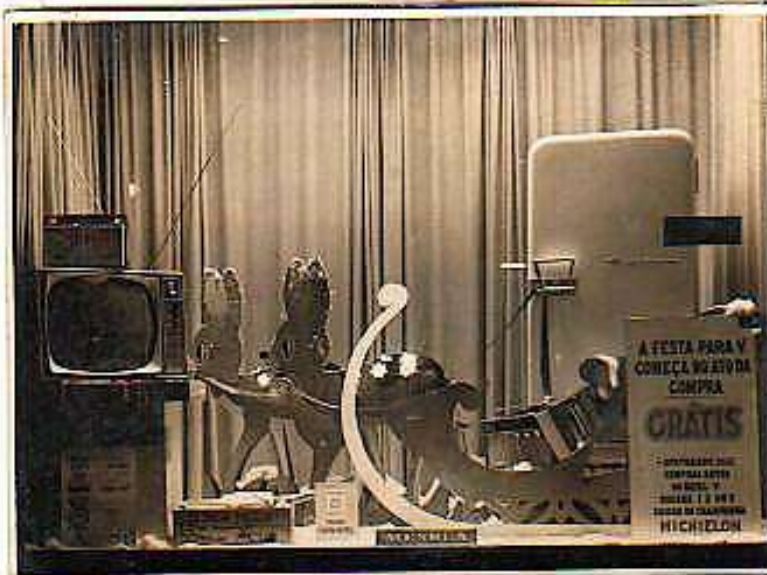














Courtesy of Ralph Sargent