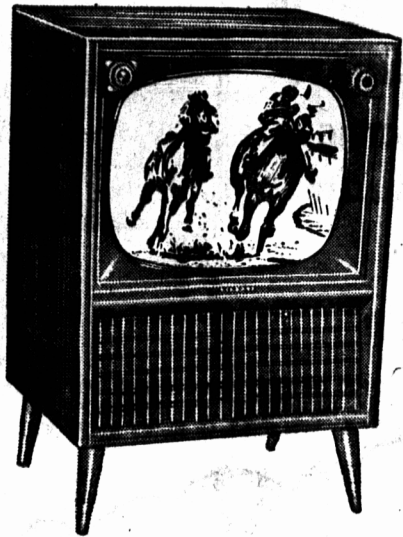


# CHOOSE YOUR TV SET AT EATON'S

## SEE THE MANY FINE MAKES AT EATON'S... INCLUDING VIKING, GENERAL ELECTRIC, RCA VICTOR and WESTINGHOUSE.



### 21" VIKING TV

Featuring the great new Viking "Telesonic" Chassis

Check these "most popular" Features:

- New "Stand-Up" Tuning!
- New Super Cascade Tuner!
- New "Interference-Free" Inter-stage Frequency!
- Sloping Tinted Tele-Lens!
- Specially-Mounted 8" Speaker!
- Note the value-packed, money-saving price!

Walnut Finish, EATON PRICE,

EACH **249.00**

You and your family will enjoy this exciting new means of entertainment! At EATON'S you will find well-known makes featuring the newest and best in TV receivers to bring you television viewing at its best.

### General Electric's New, Versatile, Compact PORTABLE TV

A light yet sturdy 17" Portable you can move from room to room... from home to cottage. A timely Special Offer!



CHECK THESE G.-E. ULTRA VISION FEATURES:

- Advanced aluminized tube that's glare resistant.
- Dark safety glass for better pictures.
- 4" Dynapower speaker for better tonal quality.
- Cabinet size: 14 1/2" high, 19 1/2" wide, 18" deep.
- "Disappearing" Antenna that folds conveniently out of sight.

**169.95**

Antenna Extra, Each 2.49

## CONGRATULATIONS!

### THE ISLAND BROADCASTING CO., LIMITED

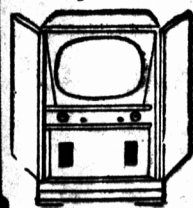
on the opening of your Television Station

## CFCY-TV

and for bringing enjoyment to the people of Prince Edward Island through this marvel of the modern age... TELEVISION!

### "VIKING" ULTRONIC FULL DOOR CONSOLE TV SET

A handsome piece of furniture and an outstanding performer. 21" screen, 90-degree aluminized picture tube, 22 tubes, 4 speakers. Mahogany finish.



EATON Price, Each **454.50**

### WESTINGHOUSE 20-TUBE TV SETS

This exciting 1956 Westinghouse Television has new "Silver Safeguard" Chassis for More Power; Super 100-Cascade Tuner for Top Fringe-Area Performance; Printed Wiring Circuits for Outstanding Dependability. Come to EATON'S Now For Your Set!



- 21" Westinghouse "Luma-Ray" picture tube.
- 20-Tube Chassis.
- Easy-to-see, easy-to-get-at "Topline" tuning panel.
- 10" Speaker for Rich Tone.
- Black teleglass helps eliminate glare and reduce reflection.
- Attractive wood grain finish.

Each **289.50**

### WESTINGHOUSE TV

Featuring Top Tuning and Swivel Base! Well known for fine performance! Note the Features . . . . . The Low Price!

- 21" "Luma-Ray" aluminized tube.
- Twin concert tone speakers.
- Glare-free black teleglass for easier viewing.
- Swivel base and top tuning.
- "Silver Safeguard" chassis.
- Walnut finish.
- About 37" high.

EACH **309.00**



### RCA VICTOR TV SETS

Low Priced at EATON'S "BLAKE" 24" TV

Featuring RCA Victor's exclusive "Deep Image" picture. Modern Console styling. Large clear pictures . . . the 24" Blake gives you picture 25 per cent bigger than a 21" screen. Rich Walnut finish.

EACH **299.95**



### 21" VIKING TV RECEIVERS

Exclusive with EATON'S

Packed with features for top-notch performance, appearance and value. 21" Viking Television Console with aluminized tube. In an attractive open face console. Walnut finish.

EACH **339.00**

**EATON'S STORE HOURS:**  
 MONDAY to FRIDAY 9 a.m. to 5:30 p.m.  
 SATURDAY 9 a.m. to 12:30 p.m. - Telephone 6593

EATON'S BUDGET PLAN TERMS ON TELEVISION RECEIVERS ARE AVAILABLE WITH:

# NO DOWN PAYMENT

T. EATON & CO. LIMITED  
 CHARLOTTETOWN BRANCH