



Throughout The Rochester Area



THEY'RE WATCHING



ROCHESTER BECOMES A TWO TV STATION CITY ON NOVEMBER 1st . . . and every TV viewer in the whole Rochester area is pretty excited about it.—And why shouldn't they be?—For Channel 10 will bring this third largest market in New York State the galaxy of star-studded CBS and

CHANNEL 10

ABC net work shows,—most of which have never been seen here before.

It's not too early—nor too late—to get your product on the station that all eyes are on!

CHANNEL 10 VHF

CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHEC-TV • WVET-TV

FOR AVAILABILITIES, ADDRESS ERVIN F. LYKE
CHANNEL 10, ROCHESTER 4, NEW YORK

ROCHESTER, N.Y.

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