

WHEC-TV

NOW FULL-TIME In Rochester, N. Y.

It is with a feeling of great pride, together with a complete awareness of tremendous responsibility, that Station WHEC-TV has taken over full-time control of CHANNEL 10, Basic CBS in Rochester, N. Y., after an extremely pleasant share-time association with Station WVET-TV.

We at CHANNEL 10 (WHEC-TV) pledge to our ever-broadening audiences and our ever-growing group of sponsors that we will continue with renewed effort to maintain our present top position in the broad Rochester area that we serve.

WHEC-TV

FULL CHANNEL



Represented by EVERETT McKINNEY, Inc.