

Again DuMont Television

adds QUALITY....to QUALITY

1. Exclusive automatic picture stabilizer to minimize picture drift.
2. Tilted safety glass and picture tube for reflection-free viewing.
3. Harmonizing metal picture mask for easier viewing.
4. Continuous adjustable tone control.
5. Heavier permanent magnet speaker.
6. Phono-jack and switch for record playing.
7. Heavier cabinet woods for better acoustic value.
8. Illuminated channel selector dial.
9. Optional one-knob 82-channel tuning.
10. Authentic decorator cabinet styling.
11. Puncture resistant speaker grille cloth.
12. Removable safety glass front for easier cleaning.
13. Dust proof picture tube seal.
14. Solid raised legs for easier dusting.
15. Thirty tube equivalents.
16. Cooler operation for longer set life.
17. Shielded chassis to prevent interference.
18. Highest quality control standards.
19. Built-in antenna.
20. Underwriters' Laboratories approval.



PICTURE and SOUND!

HI-R HIGH-RESOLUTION PICTURE!

See it at your Authorized DuMont Dealer's. You will see that here is the greatest picture accuracy, depth and contrast in television! This DuMont HI-R Picture is the perfected product of the famous laboratories which pioneered the electronic gun and the unrivalled DuMont Selfocusing tube!



World-famous DuMont, meeting Complete Comparison with every other make, in every feature, at every price, again adds quality to quality! Come in! See DuMont HI-RESOLUTION picture perfection and hear DuMont

HI-RESONANCE sound fidelity! Then, let us explain the twenty extra-quality features you get in every DuMont Teleset! You'll agree that DuMont is your best buy... the finest quality in television!

VISION is the DuMont Dimension!

HI-R HIGH-RESONANCE SOUND!

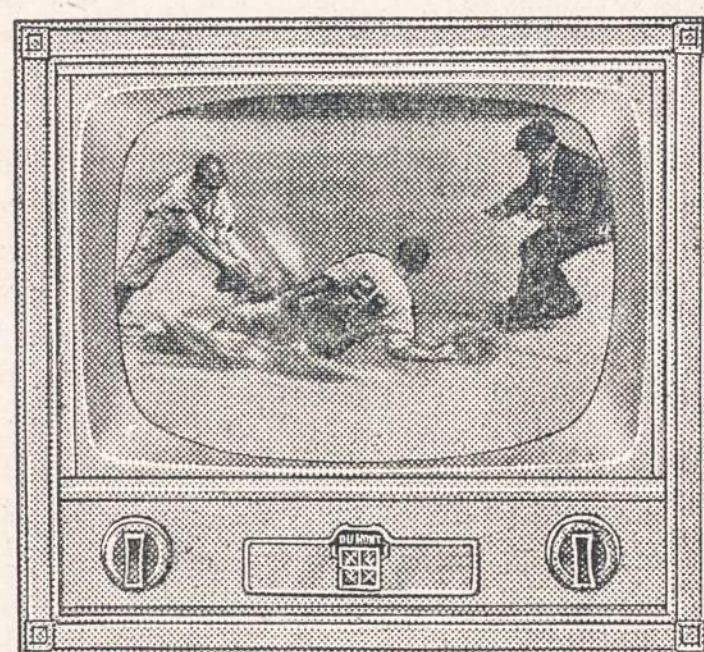
Hear it at your Authorized DuMont Dealer's! Enjoy television's truest tone! DuMont, pioneer of high-fidelity sound in television, achieves HI-R Sound with precision-engineered sound circuits, quality speakers and acoustic cabinets! The finest quality in the television industry!

Only DuMont invites COMPLETE COMPARISON... at every price!

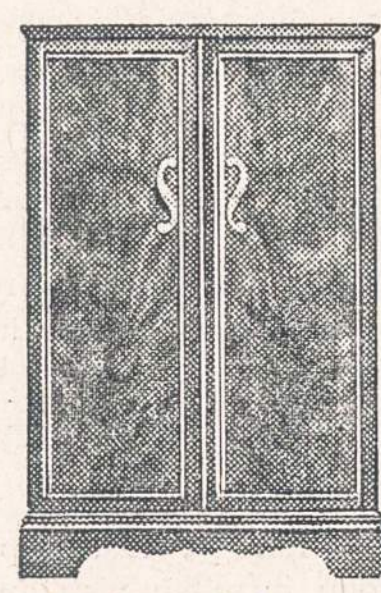
from \$199.95**
(for 17-inch table model)

**NO EXTRA CHARGE for full-year picture tube Warranty, 90-day parts Warranty, Federal Excise Tax, built-in antenna. Prices slightly higher for limed oak, blond, and some mahogany models.

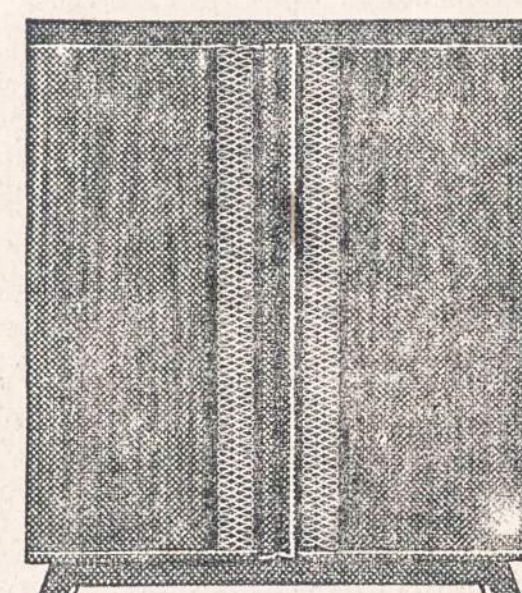
DUMONT
QUALITY



DuMont PRESTON
Big-screen 21-inch DuMont Selfocusing tube. Contemporary table model in genuine mahogany or limed oak hardwood veneers. Optional one-knob 82-channel tuning. Built-in antenna. Matching base on casters, not illustrated, extra.



DuMont de Luxe RUTLAND
Traditional styling in hand-rubbed mahogany or blond finish. 21-inch DuMont Selfocusing tube. Provision for UHF. Built-in antenna.



DuMont Custom NEWBURY II
Modern styling, mahogany or limed oak finish, 21-inch DuMont Selfocusing tube. Drawer for record player. Built-in antenna. One-knob 82-channel tuning optional.



DuMont GARFIELD
21-inch DuMont Selfocusing tube. Contemporary styling in genuine walnut, mahogany or limed oak hardwood veneers. One-knob 82-channel tuning optional. UHF provision. Built-in antenna.

COURTEOUS SERVICE

BEE JAY STORES

15 WEST HUBBARD STREET

OPEN MONDAY AND THURSDAY EVENINGS

Whitehall 4-3253

3 - NAUJENOS, CHICAGO 8, ILL. - THURSDAY, DECEMBER 2, 1954

