

Big Crosley Hit Parade Show Takes Many Days Preparation

On the television screen every-thing about "Your Hit Parade" looks simple and easy, amazingly so. Yet behind this casual on-the-air parade lies one of the most difficult and restricting assignments ever to challenge television production imagination and resourcefulness — the actual job of putting "Your Hit Parade" together for Crosley Radio and television.

At showtime, on Saturdays at 8 p.m. on CBWT — when you see Dorothy Collins, Snooky Lanson, Gisele Mackenzie, Russell Arms, the Hit Paraders and Dan-ners, plus Raymond Scott and the orchestra, it is the result of full-time planning by a top-flight production staff, which directs the efforts of the 125 people who work on "Your Hit Parade."

Planning and preparation for "Your Hit Parade" commences eleven days in advance of each telecast, when the producer, associate producer, and production assistant meet to mull ideas and view a kinescope of the preceding show, since every song presented, no matter how many times it has successively made the Survey list, is given an entirely new treatment each time it appears.

But how do they know, that far ahead of time, what songs will be among the Top Seven? "They don't!" However, by checking the rise and fall of Survey Songs during recent weeks, they say they are able to form a fairly accurate picture of what numbers may be on. If a tune seems to be on the rise or continues to hover at the top of the Survey, it is reasonably safe to assume that it will be around when the next Survey is received. Sometimes a song stays on and on, making it increasingly difficult to present in a new and different manner in succeeding weeks, while on the other hand, a seemingly solid hit will disappear, supplanted overnight by a new song sensation.

PLANNING SHOW

On Friday, this same group gets together with the camera director and set designer to discuss scenic sketches and tentatively set up the technical layout for the TV cameras. In the meantime, the producers and writer pre-plan various production number ideas for the show currently on the drawing boards.

Monday. The basic team is



GISELE MACKENZIE

joined by the musical director, audio supervisor, arranger and agency representative for a full-dress staging meeting.

At 4 p.m. there is an even more intensive meeting attended by producer and associate producer, writer, camera director, assistant director and the choreographer. Here every bit of Saturday action is blocked out in the most minute detail on fool-proof charts. Phone call after phone call is made to the arranger and scenic designer as the final structure takes shape. Such vital matters as who will be in each number, the type of costumes and props, changes in scenic design and vocal arrangements, integration of the Extras and similar posers are decided.

Bright and early Tuesday morning completely detailed assignments are given to the costumes and props, changes in props representative, and others of the technical staff at a final production meeting. Later this same day preparations begin for the advance show. By this time the soloists have been notified of their numbers, so that they can go over lyrics of songs returning to the show and learn the words of new song arrivals. Arrangements go to them on Tuesday, and to the chorus and dancers by the next day.

REHEARSALS START

Actual scheduled rehearsals start for Your Hit Parade Dancers — Virginia Corwell, Nanon Millis, Lenny Clare, Bob Herget — and Tom Hansen — at noon Wednesday. The choreographer puts them through their paces and Jones makes notes for specific show shots.

Thursday at 9 a.m. means more rehearsals, this time for the soloists and Your Hit Paraders — the versatile choraleists — Rae Whitney, Peggy Powers, Barbara Nelson, Arthur Malvin, Moll Larned, Edwin Linstrom and Jerry Duane who are led by Eugene Lowell. Each of the soloists is given a private session during a five hour period.

Friday at 9 a.m. the orchestra goes into a full rehearsal, joined by the chorus at 10:30, then by soloists and chorus at 11:30. By

Kraft Theatre On Thursday

Television's oldest show, Kraft Theatre, will make its Winnipeg debut over CBWT Thursday at 9:30 p.m.

In its year-round schedule of dramas Winnipeg viewers will see the work of some of the most promising new writers and many old classics.

A great portion of the one-hour show's scripts come to TV by way of Broadway or Hollywood. However, in addition many first class books are adapted and some original TV scripts are written.

Among the firsts chalked up by Kraft theatre was the fact that it was the first big production show to be used on the coaxial cable by National Broadcasting corporation in the United States. Script adapter for Kraft theatre is Canadian-born Robert H. Lindsay. Lindsay has chalked up well over 300 adaptations for the show in six years.

He generally does a complete script in 10 days and often processes one in a week or less.

This time the second planning meeting for the advance show is well under way. In the afternoon everyone returns and the dancers rehearse at 1, followed by the soloists at 2. From 3 to 5:30 all of the performers join to put the show together for the first time, integrating what they have gone over separately. The event is observed by the production nucleus, plus the technical director, audio director and floor managers, who make their keying schedules. Late Friday night the assistant director and lighting director supervise the hanging and lighting of the scenery in the television studio.

Saturday is the big day, and there is hardly a let-up in Radio City's huge Studio 8-H, from the camera call at 9:00 a.m. through airtime which begins 13½ hours later.

At 6:15 the signal to begin the first run-through with the entire cast, sets, props and cameras comes from the control room.

9 o'clock means Dress Rehearsal. Timing is closely watched in the control room and the entire production runs in its exact order and transition sequence.

The hour is at hand. The opening film rolls. Dorothy Collins appears on the screen. Raymond Scott gives the downbeat introducing another edition of "Your Hit Parade."

First broadcast of "Your Hit Parade" took place on April 20, 1935; first telecast on July 10, 1950.

Most Early Shows To Be 'Kinescope'

During the early stages of CBWT's program scheduling much of what you see on your TV screen at home will be on film.

For this reason, an important and integral aspect of modern television production centres is the telecine and kine-recording equipment. The telecine unit, in brief, looks after the "telecasting" of motion pictures in television programs. Kine-recording, on the other hand, refers to the making of films, or "kinescopes" of live television programs.

In the penthouse on the roof of the CBC building in Winnipeg, as at the CBC program headquarters in Toronto, and at the other CBC-TV points, this equipment plays an important role.

The kine-recorder is used to make kinescopes or film records of television programs. Such records will be used for shipment to other television stations — both private and CBC — for program use before direct network connections are made by microwave. The kine-recorder is essentially a television receiving set, which, for greater clarity of definition and detail, shows the image on a fluorescent screen in blue and white, rather than black and white. The intensely bright image so produced is then filmed, and the permanent record made. The image seen on the kine-recorder, incidentally, is much clearer and much brighter than that seen on the usual home receiver set.

The telecine unit consists of two 16 mm motion picture projectors and two slide projectors. There is also a magnetic tape recorder in the same room with the telecine and kine-recording units for the purpose of recording and playing back commentaries for use in news reels. The tape is also used for recording the sound portions of kine-recordings as a protection against failure of the optical sound recording system in the kine-recorder.

On the same floor is a small 16 mm projection booth and screening room, a film developing room containing a processor to enable rapid development of kine-recordings (which can be produced in either positive or negative form) news reels and other 16 mm films, and sufficient auxiliary photographic equipment to permit satisfactory editing and handling of films. There are also 16 mm motion picture cameras for taking news reels, drama "fills" and other types of pictures.

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Planning 'A House Divided'

Is yours a "House Divided?" Perhaps a "Room Divided" is the answer to your needs if your family's interests are varied and you find father no longer has a place to relax while the children are watching television.

Here is a suggestion regarding an interesting use of couches as room dividers, adaptable to many living rooms.

Two couches placed back-to-back create a television and study area and set aside the rest of the room for other living-dining activities. The arrangement permits double-duty seating—both for TV-viewing and for conversation. In a one-room apartment the couches also are used for sleeping.

The TV area centers interest on the table model which is placed on a low table for good visibility. Additional chairs can be drawn up if the group is larger and "little viewers" might sit on pillows on the floor.

Depth is added to the television area by a mirror hung between the windows and the drapes can be completely drawn for added coziness, if desired.

The division of a room in this manner is particularly effective in a large living room because it makes possible smaller conversational groupings of chairs and couches.

For the smaller living room it makes possible the most efficient space for maximum livability.

CBC OFFICIAL'S STATEMENT

Rapid Growth Seen For Canadian TV

BY J. R. FINLAY
CBC Director for the Prairie Provinces

With the opening of CBWT Winnipeg, more than half the population of Manitoba is placed within reach of Canadian television.

In this country television has been operating for something less than two years and already the Canadian TV industry is a multi-million dollar one.

It is growing and developing. It is making great strides from month to month. Already three-

Sterling Silver

RCA Victor says that to achieve reliability it makes the contact points on its TV station selector switches of sterling silver. All lead wires must be exact in length to 1/64th of an inch.

quarters of a million Canadians have TV sets in their homes and this number is growing at a rate of 50,000 a month.

Before very long a million Canadian families will have television sets, and within the next year at least 23 Canadian television stations will be on the air, seven publicly owned and sixteen privately operated. Here in Winnipeg the technical facilities for radio broadcasting installed by the CBC at its Prairie Region Headquarters are matched by few other points on the continent. Now we are adding television.

CBWT will form part of the national television service, com-

prising both publicly and privately-owned TV stations, which will eventually spread over the largest possible area of Canada. CBWT's transmitter operates on Channel 4 with an effective radiated power of about 50,000 watts. Early estimates show this gives first class primary coverage within a radius of approximately 50 miles, and secondary coverage up to 75 or 80 miles. There may be fringe reception in some areas beyond this.

Generally speaking reception over the city should be excellent and expensive aerials shouldn't be necessary. However, a simple antenna might be needed in the suburban areas, and beyond the primary coverage the use of a carefully installed outside antenna system might be important to dependable reception.

As for programs... well, it is no exaggeration to suggest that what we make of television in this country is going to have a very great effect on what we're like as a nation in the years ahead. Of course it won't make the whole difference, but I would say that the state of our society 30 or 40 years from now will be influenced to a very considerable extent by what is being projected into the homes of Canada.

For this reason it seems essential that we produce a fair proportion of what people are going to see... despite the heavy cost of local production as opposed to imported programs... and very shortly in Regina... will make up a compact and efficient team of technical and program specialists.

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Visit the TV MANUFACTURERS' AUDITORIUM JUNE 3-5-9 SHOW

Illustrated above is model NT-174L with 17" 'Black Light' Picture Tube, which increases the picture contrast giving blacker 'blacks' and whiter 'whites' and truer in-between grey tones. It is a distinctively styled table model with detachable legs in a choice of Lined Oak, and Walnut.

At the right is a big 21" Console — with the famous Aluminized Picture Tube that mirrors light forward, sharpens contrast and increases picture brightness — FM Sound system is synchronized with picture. Choice of Lined Oak, Mahogany and Walnut. See the many other fine NE-TV models at your Northern Electric Dealers.

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Here's A Week Of TV Viewing

Wednesday

5.00 p.m. — Coronation
6.00 p.m. — Test Pattern
7.00 p.m. — News
7.15 p.m. — Spotlight
7.30 p.m. — Vacation Land

Thursday

5.00 p.m. — Wild Bill Hickock
5.30 p.m. — Teletory Time
5.45 p.m. — Ad Lib
6.00 p.m. — Test Pattern
7.00 p.m. — News
7.15 p.m. — Spotlight

Friday

5.00 p.m. — Roy Rogers
5.15 p.m. — Junior Science
5.45 p.m. — Ad Lib
6.00 p.m. — Test Pattern
7.00 p.m. — News

Saturday

5.00 p.m. — Horse Opera
6.00 p.m. — Test Pattern
7.00 p.m. — News
7.15 p.m. — Spotlight
7.30 p.m. — Holiday Ranch

Sunday

5.00 p.m. — This is the Life
5.30 p.m. — Small Fry Frolics
6.00 p.m. — Kit Carson
6.30 p.m. — Dennis Day
7.00 p.m. — Canadianna

Monday

5.00 p.m. — Range Riders
5.30 p.m. — Willie Wonderful
5.45 p.m. — Ad Lib
6.00 p.m. — Test Pattern
7.00 p.m. — News
7.15 p.m. — Spotlight

Tuesday

5.00 p.m. — How About That?
5.30 p.m. — Hans Christian Andersen
5.45 p.m. — Ad Lib
6.00 p.m. — Test Pattern
7.00 p.m. — News

Wednesday

5.00 p.m. — Pet's Corner
5.15 p.m. — Space Command
5.45 p.m. — Ad Lib
6.00 p.m. — Test Pattern
7.00 p.m. — News
7.15 p.m. — Spotlight

8.00 p.m. — Window on Canada
8.30 p.m. — Duffy's Tavern
9.00 p.m. — Coronation
10.00 p.m. — Regal Theatre
11.00 p.m. — News and Sign Off

7.30 p.m. — Living
8 p.m. — Amos 'n Andy
8.30 p.m. — Stockcar Racing
9.30 p.m. — Kraft Theatre
10.30 p.m. — Racket Squad
11.00 p.m. — News and Sign Off

7.15 p.m. — Spotlight
7.30 p.m. — Ethel Barrymore
8.00 p.m. — Studio One
9.00 p.m. — Music Hall
9.30 p.m. — Family Theatre
11.00 p.m. — News and Sign Off

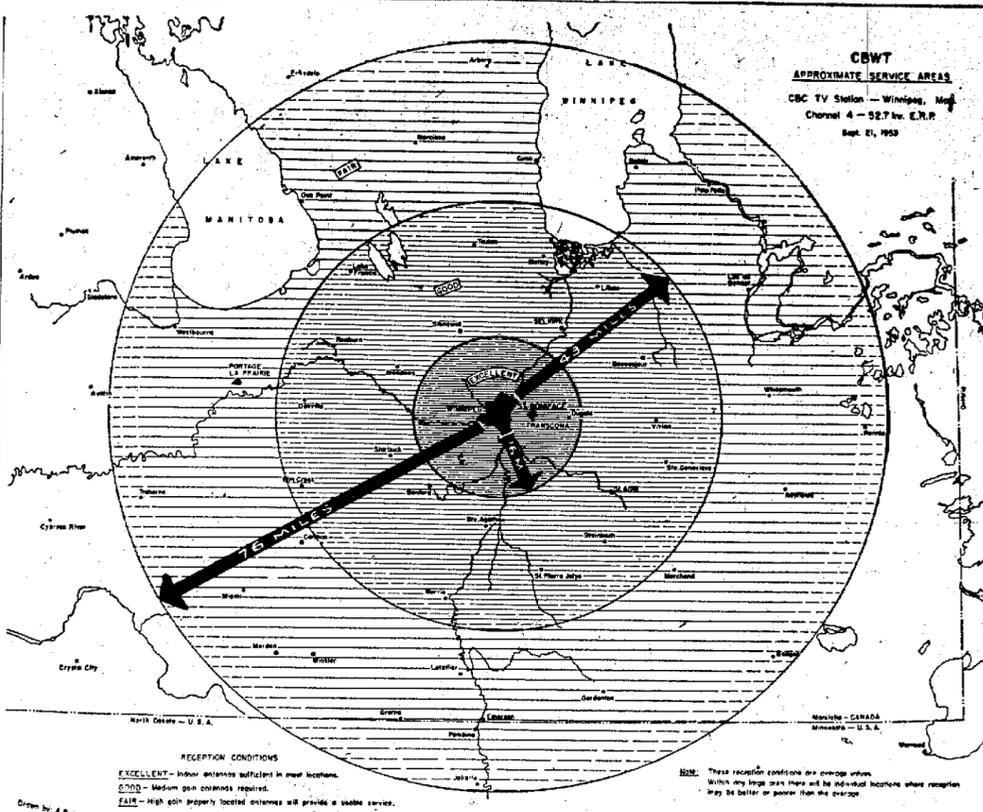
8.00 p.m. — Big Revue
9.00 p.m. — Hit Parade
9.30 p.m. — Wrestling
10.30 p.m. — Action Theatre
11.00 p.m. — News and Sign Off

7.30 p.m. — Dale With Frosia
8.00 p.m. — Toast of the Town
9.00 p.m. — Four Star
9.30 p.m. — News Magazine
10.00 p.m. — Sunday Playhouse
11.00 p.m. — News and Sign Off

7.30 p.m. — Living
8.00 p.m. — Vic Obeck
8.30 p.m. — Favorite Husband
9.00 p.m. — Victory at Sea
9.30 p.m. — Foreign Intrigue
10.00 p.m. — Playhouse
11.00 p.m. — News and Sign Off

7.15 p.m. — Spotlight
7.30 p.m. — I'm The Law
8.00 p.m. — CBC Concert
9.00 p.m. — CBC Theatre
10.30 p.m. — To Be Announced
11.00 p.m. — News and Sign Off

7.30 p.m. — Vacation Land
8.00 p.m. — Window on Canada
8.30 p.m. — Duffy's Tavern
9.00 p.m. — Playbill
9.30 p.m. — Nightcap
10.00 p.m. — Regal Theatre
11.00 p.m. — News and Sign Off



Got Urge To Tinker? — Don't

Television set owners who have the urge to tinker with their receivers—shouldn't.

While this suggestion may come a little late to benefit the amateur repair men who already have parts of their complicated electronics equipment scattered over the living room floor it may be in time to deter other TV set owners from getting involved in "Operation Screwdriver".

According to the service manager of one manufacturer a number of recent "fix-it-yourself"

books have made the job of repairing a television set look as easy as opening a can of soup.

"Many persons' whose knowledge of television was limited to tuning in their set, have been led to believe they were expert enough to dismantle a receiver and put it back together without having 138 parts left over," he said.

He explained that his firm's 21-inch receiver has over 1,600 individual parts, including tiny strips of wire, nuts, bolts,

washers, screws, tubes, condensers and resistors. During assembly more than 2,000 soldered connections are made.

While the average owner of a television set usually can make the simple adjustments necessary to assure a good picture, he strongly recommended that any difficulty involving more than a nut, washer and a bolt be referred to a competent serviceman.

"Our advice to would-be tinkers is—don't!"

New Technique For TV Movies

Motion pictures made for television require an entirely new technique.

A preview of a telecine production, Duffy's Tavern, when viewed on a wide screen, showed that the scenes were almost all a series of close-ups. This ensures clear vision when a picture is reduced to television screen size.

Duffy's Tavern, starring Ed Gardner as Archie, is already familiar to Winnipeg audiences by its long run on radio. The comedy show will now be seen at 8.30 p.m. Wednesdays on CBWT. The show is sponsored by Westminster Paper Company.

An all-electronic television receiver using the kinescope, electronic picture tube was demonstrated by its developer, Dr. V. K. Zworykin, on November 18, 1929.

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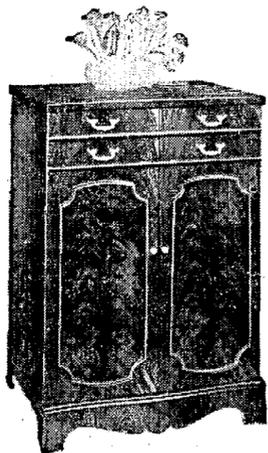
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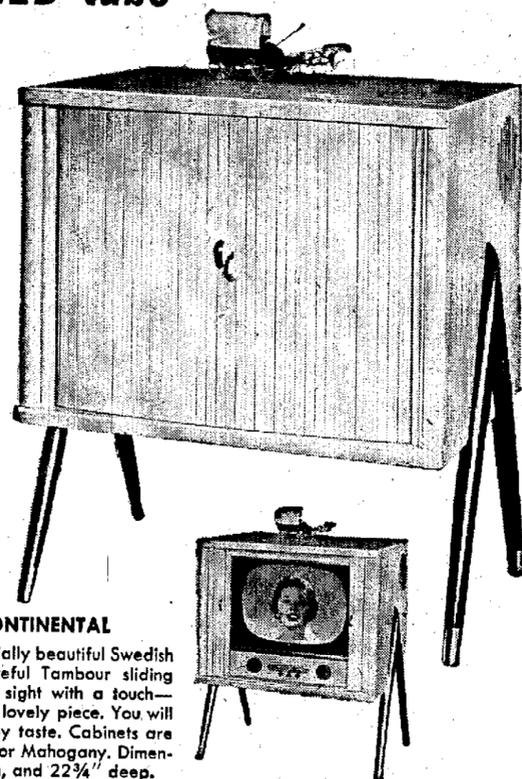
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Rules For Care Of Your Set

"Take care of your television set," advise the experts. You will get better reception and performance from your set if you do. What is equally important, you can prolong its life.

Here are five simple tips for TV care.

1. Protect your set from dampness. If you use it on an open porch or on a patio in summer, take it indoors at night.
2. Give the cabinet the same care and protection you give all the finely finished surfaces in your home. Don't stand drinks on it. They may tip over or leave ugly rings which cannot be removed without a refinishing job.
3. Keep your screen clean. A dirty screen will result in a blurred picture. Wipe the outside with a chamomile moisture with warm water. If fireplace smoke or heater fumes obscure inside screen, don't try to clean it yourself. Call your service man.
4. Aerial lead-in wires should be inspected at regular intervals for corrosion which weakens signal. In sea-shore areas wires need cleaning every six weeks.
5. Finally—don't be a "hairpin" mechanic. Television sets are complicated so don't tinker with yours. Be safe and call a serviceman.

No Early Prospect Of War — Stevenson

NEW YORK (AP)—Adlai E. Stevenson said Sunday he sees no early prospect of a world war but there may be Soviet pressure at "every soft spot in the free world... for as long as we live."

The 1952 Democratic candidate for president made the statement in a recorded radio broadcast.

LONDON (CP)—A 77-year-old widow charged with stealing a pair of stockings was asked by the judge whether she understood it mustn't be done again. "I do, darling," she assured him. She added: "Thank you, dear," as the charge was dismissed.



Lillian O'Rourke (left) and Mary Stasiuk don't appear on the nation's video screens, but they do play a big part behind television's screens. Assemblers in Canadian Westinghouse Hamilton plant, the girls stand in front of ceiling-high racks of TV chassis they help build. From a meagre start five years ago, the industry reached more than \$150,000,000 sales volume during 1953.

Hallcrafters Opens Plant At Toronto

One of the major United States TV manufacturers, Hallcrafters, recently has commenced operations in Canada.

The company says its new office and factory in Toronto is the latest word in production line efficiency and has the finest equipment available.

A spokesman says the parent company in Chicago has been a leader in short wave and high frequency transmission for more than 20 years. The firm claims to have done more research in TV electronics than any other TV set manufacturer.

They say Hallcrafters produces more high frequency military type communications equipment than all other manufacturers combined. They claim this has contributed to making their TV sets especially reliable and effective.

The company has a 15-point list of "reasons" for the superiority of their sets.

Among the advantageous features they claim are "more sensitive" and "three-stage range control" which the company says adjusts circuits to give best reception according to the area.

The company also claims to have 15 to 20 per cent fewer parts in its sets making it 15 pounds lighter and making it more reliable because there are fewer working parts to go out of order.

Hallcrafters says most TV receiver troubles show up in the first few hours of home operation, and that to avoid this all their sets are pre-tested at the factory.

'Don't Buy A Pig In A Poke ...'

It's high time that millions of persons learned the TV "facts of life."

That's the word from Stan Lundy, vice president—sales of Canadian Admiral Corporation, who points out that with the granting of additional television station licenses, a considerable number of the 3,400,000 families in Canada presently without TV will be "exposed" to the new medium.

Since a TV set is the most complex piece of equipment that goes into the Canadian home, he believes that prospective TV viewers should be fully informed on the salient points to check when shopping around.

Lundy said, "First, check the quality of the picture because that's the most important factor. Make certain the image is clear and steady, the blacks black and the whites white. Examine the picture closely to see that it is sharp all over, especially at the corners."

"Choose a set whose preference controls are readily accessible for adjusting focus, brightness, horizontal and vertical hold. Check also on whether the set can be easily adapted to receive UHF (ultra high frequency) telecasts by using UHF tuning strips."

He also recommended that prospective TV viewers choose a set with an AC power transformer containing built-in provisions for eliminating picture flutter from planes and interference from streetcars, trucks, buses, autos and electrical devices. Listen to the sound to check its freedom from noise and hum. Inspect the cabinet for good workmanship.

"Above all, don't buy a pig in a poke," he warned. "Stick to well-known brand names and do business with a reputable dealer in your community."

AGE LIMITS
STOCKHOLM (CP)—Swedish film censorship will be relaxed under a government bill submitted to Parliament. One innovation is the introduction of two age limits. Under the present system adult films are barred to those under 16. The new system sets age limits of 11 and 16, permitting the older children to see films not considered suitable for the younger.

HUGE HALL
The circular Cloth Hall at Huddersfield, Yorkshire, built in 1765, is 880 yards in circumference.

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Victory At Sea Drama A Feature Production

Victory At Sea is one of the highlights of the filmed portion of CBWT's program schedule and has been described as the greatest documentary ever produced anywhere for television.

Victory At Sea is a 26-part film-and-music dramatic history of naval operations during and after World War Two. The first episode "Design For War" tells the story of anti-submarine warfare from 1939 to 1941, records the tense days after September 1939 and leads up to the American entry into the war in 1941 when Nazi U-Boats dominated the Atlantic and preyed mercilessly on Allied shipping.

"Design For War" was part of CBWT's opening night program. The other 25 shows are slated for succeeding Monday's for the next 25 weeks at 10 p.m.

Victory At Sea is a production of the National Broadcasting Company and the RCA Victor Company Ltd. in co-operation with the navies of Canada, Britain and the United States. It was assembled from more than 60,000,000 feet of film from the files of ten different governments and 26 different agencies. Captured German and Japanese film was also used. From the Admiralty and the Royal Canadian Navy, NBC obtained millions of feet of invaluable combat film, much of which had never been previously released to the public.

Lt.-Cmdr. F. Prowd, of HMCS

Chippawa, says the navy has arranged for the Victory At Sea show to be viewed every week in the Sea Cadet Parade deck area.

Lt.-Cmdr. Prowd says the show at Chippawa will be open to the public, but added that seating capacity is limited to 300.

He said Winnipeg business concerns have indicated they will lend sets for viewing of the show.

The series was produced for NBC by Henry Salomon, a naval historian. Richard Rodgers—composer of the music for such Broadway hits as "South Pacific" and "Oklahoma"—has written an original musical score for Victory At Sea totalling 15 hours of music—the longest symphonic score ever written.



Victory at Sea will be one of the feature programs of CBWT. The 26-part filmed show is a dramatic history of naval operations during and after the second world war. The first installment of the show—Design for War—was shown Monday night as part of the station's opening show. In the photo above is a Royal Canadian Navy Tribal class destroyer, one of the ships that played a prominent war role and is seen often in the drama-packed TV show.

Bridge Results

Results of recent bridge games include:

Winnipeg Bridge club, master point: north-south: Frank Baldwin and Ed Marsch, 2; Mrs. C. A. Stedl and E. Marquart, 1; Jack Klein and Sam Waldman, 5; Mrs. C. E. MacPherson and Miss M. Henders, 3; east-west: Dave Richmond and H. R. Moxley, 2; Mel Stover and Joe Lifchus, 1; Jim Little and Bill Dare, 5; H. W. McLynn and E. J. Hargot, 3.

St. John's bridge club master point: Section A: Jack Klein and H. W. McGlynn, 1½ each; Bruce Pippy and Tom Arnett, 75 each; Mrs. Edgar Marquart and Mel Stover, 4 each; Jack Flom and Wally Cuperman, 2 each; Casper Sampson and Harry Dordick, 2 each. Section B: Mrs. S. E. Greenberg and Joe Lifchus, 1½ each; Frank Baldwin and Ed Marsch, 75 each; Mrs. Hank Promislow and Mrs. Saul Shapiro, 4 each; Mr. and Mrs. Irving Field, 2 each; Mr. and Mrs. Norman Etkin, 1 each.

Whats And Whys Of UHF Explained By Admiral Expert

"What is UHF?" That is the \$64 question in areas where a UHF station is preparing to go on the air.

For example, WBUF-TV, Buffalo will go on the air on Channel 17 on August 15th, WBES-TV will start operating in Buffalo on Channel 59 on September 7th, and WNY-TV, Watertown, N. Y. will operate on Channel 48 starting on November 15th. This question will be asked many times this fall in the Niagara Peninsula and Kingston areas where UHF will invade Canada from the United States.

Because of word-of-mouth rumours sometimes circulated in areas planning UHF stations, considerable confusion exists among the public regarding the system and its merits, according to Bill Miller, chief engineer for Canadian Admiral Corporation.

"Not since the fast growth of television right after the war have TV manufacturers run into so many conflicting reports—many of them completely unfounded," Miller said. "The result is the public doesn't know whether UHF is desirable or not."

In answer to the question "What is UHF?" Miller said it means ultra high frequency and is "merely an extension of the present VHF—or very high frequency—band of channels 2 through 13."

"The new UHF including channels 14 through 83," Miller said, "was developed to provide service for smaller cities in the United States and Canada."

OUTS STATIC

Although the UHF signal doesn't travel as far as the VHF

signal, Miller said one of the advantages of UHF is that no man-made static mars the picture.

"Generally the VHF fringe area begins about 60 miles from the station, while the UHF fringe starts at about 40 miles," Miller said. Telecasters are working to increase the effective radius of UHF and undoubtedly will succeed in the near future.

To eliminate another point of confusion, Miller said most sets now in use can receive UHF signals by one of three conversion systems: an outside converter, an inside converter, or the strip method.

"They all work," he stated flatly. "Some manufacturers claim only theirs will work for one reason or another, and this results in additional confusion for the public. At Admiral we've developed the strip method because of its low cost to the buyer and its ease of installation, but the main thing to remember is that all three systems work."

COST FACTOR

Miller said the main difference between the conversion systems were cost and the number of stations available.

"An outside or inside converter is referred to as an all-channel converter—in other words they will handle every channel from 14 to 83," the Admiral executive said. "However, we believe very few areas will have more than three or four UHF stations, and so we use the strip method which is considerably cheaper."

"All television receivers that have been made in Canada by Admiral are the type which can be converted quickly and at very low cost for UHF reception by the use of tuner strips."

As far as antennas are concerned, Miller said inside antennas will work satisfactorily in strong signal areas in most cases, although special antennas are needed in distant areas.

"Beyond these specific points, the best advice I can give is to buy a nationally-advertised set from a reputable dealer who has been in business for a period of time," he said. "He has a vital interest in his local customers, not only for the present, but the future as well."

CHECK WITH DEALER

The Better Business Bureau of New York City in a booklet prepared for the guidance of television receiver buyers and owners has this to say about UHF:

"The miracle of television is now on the verge of being brought to the homes of millions... who were not privileged to see television before... We can expect new stations to be opened in areas presently without stations, and additional stations may be opened in areas now having one or two stations."

"These new stations may be assigned to one or more of the unused channels in the VHF range between channels 2 and 13, or they may be located in the new UHF range between channels 14 and 83."

"If you are buying a new receiver, ask your dealer about UHF channels in your area both now and in the future. Find out what provisions have been made or need to be made to assure you of UHF reception when it is available."

"If the new channel in your area is VHF your present receiver will be able to receive it without any change. It may be necessary in some cases to have an adjustment made in the antenna system for best performance."

"Should the new station be UHF it will be either necessary for you to add a UHF converter, or insert a UHF strip in the tuner unit of your receiver if the design of your set permits..."

"Practically all sets made since 1946 are adaptable to UHF by either of the above methods. You would be wise to consult your dealer or serviceman when a UHF station comes to your town. He will be able to advise you whether you should purchase a converter or strip and what type UHF antenna would best suit your needs."

Pair To Wed — After 48 Years

PHILADELPHIA (AP) — Forty-eight years ago a heart-broken girl came to the United States from England. She was sent here by her British diplomat father in his successful effort to prevent her marriage to a stable boy.

On Thursday that same girl—Miss Anna Coker, now 72—leaves for Vancouver, B.C. to meet again the former stable boy, now John H. Edgecombe, 70, of Auckland, N.Z., a well-to-do farmer.

"In January of this year I received an airmail proposal and of course I accepted immediately," said Miss Coker who has lived here with a sister, Mrs. Etta Griffin.

Miss Coker said the groom-to-be was called for Vancouver last month, and added she wasn't sure if they'd be married in Vancouver, aboard ship or whether they will wait until arrival in Auckland.

Edgecombe, too, had never married. When their romance was broken up 48 years ago, Edgecombe went to New Zealand, and the two never corresponded.

Miss Coker visited her birthplace at Plymouth, England, in 1950 and stayed until late in 1952. While there she met Edgecombe's relatives and learned he was still single.

In April, 1953 Edgecombe took a trip to England and there learned from Miss Coker's brother, John Samuel, Jr., that "Anna was waiting."

The proposal followed.

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TV WILL GET YOU...

Noted Writer Gives Views On How To Live With Video

BY GILBERT SELDES

As the time approaches for launching its own television transmissions, the Canadian Broadcasting Corporation has shown an admirable concern about the possible consequences of this step—and the fact that this concern is shared by others as well is in itself a good omen.

In the past few weeks—conducting a seminar for CBC and a course in television writing at the University of Toronto—I have met not only a lively interest in the prospect of home-made television, but a thoughtful consideration of what kind of television would serve best the interests of the Canadian people. I do not know that the launching of this new art in any other country has been attended by so much intelligent speculation.

Perhaps the best symbol of this dual approach is outside the CBC building itself. At the time of the seminar, our discussions were often interrupted by hammering and the grinding of concrete mixers outside—while in the studio we were talking about the structure of TV drama or the nature of commercials. Building and thinking were going on side by side.

Tonight I propose to suggest some direction along which thinking can profitably go—thinking by yourselves, the future audience of television—not by its managers or writers or advertisers alone, but by the people whose lives will be affected by this new and spectacular engine of communication, entertainment, and commerce.

TV's Effect

The first—the fundamental—point I want to make is that television will have an effect on your lives even if you never own a TV set and never see or hear a broadcast. The fatal weakness of all efforts to control the excesses and correct the errors of television in the United States is the attitude of people who think themselves untouched because they themselves never look at inferior programs or never see television at all. But there is no immunity—there is no place to hide.

Perhaps I can expose the weakness of this position best by a current reference. I do not wish to pre-judge the results of our national conventions and I am



sure that eminent candidates will be nominated by each party. But surely it is conceivable that some time in the future a demagogue with a great TV-personality, as it is called, might be nominated and elected over a sounder statesman whose television appeal was limited. The superior people would not attend to the electioneering of the demagogue. But if he were elected he would be their president no less than president of the people who succumbed to his television appearance—and he would influence the lives of each group equally.

So with the parents whose

(Editor's note: Gilbert Seldes is a former director of the television program department for the Columbia Broadcasting System. A noted author and authority on script writing, he was guest lecturer at the Television Script Writing seminar conducted by CBC in Toronto last summer. During his visit he made the address which is re-printed here. All of Mr. Seldes' views are not necessarily shared by the Free Press, but his text is re-printed to provide potential TV viewers in the Winnipeg area with the opinions of a man long-engaged and thoroughly acquainted with this new medium of entertainment.)

children are never permitted to watch the sadism and horror of the 150 murders which infest our television screens each week. They imagine themselves safe. But you cannot buy immunity by turning away from what you do not like. The irritated answer of the broadcasters when they are criticized for putting on degraded



programs has always been, "They can turn it off, can't they?" To be sure—an all-important Providence has provided a knob to turn. But the fact is that one child who does not see the horror programs lives and will live in the world created by the fifty who do—and who profit by what they see. It is not what one person can turn off, but what fifty accept, that counts.

Now, The Children...

Having said this—with all its criticism of television in the United States quite intentional—it is only fair for me to say that the American system of broadcasting has eminent virtues. With or without its excesses it is the kind of broadcasting that meets our requirements. And, finally, my second major point is this: you in Canada must remember that the significant effects of television are quite independent of its commercial status. They are inherent in television itself. So—in spite of having a mixed system, part commercial and part purely in the public interest—you must be prepared for revolutionary changes.

You have already been warned that friends will constantly be dropping in on you after you get your TV-set and stay for hours—and that your children will have no time for homework—and that chairs and gowns and (for men) slacks will be designed for watching television. I will, therefore, limit myself to the broadest of all effects.

Television will absorb more and more of the leisure time of more and more people. There will be a constantly increasing concentration upon it. It will challenge all other interests—the hold of other mechanical media (like radio and the movies) no less than the traditional enter-

tainments of culture, the theatre, music, reading.

The one thing television will not do is destroy the art of conversation; it will merely shift the time and change the subject. It will in fact become the almost exclusive subject of conversation itself.

And note this—the better TV is, the more greedy our time it becomes. Not only the low



comedians, but the Shakespearean revivals also persuade us that all the arts of entertainment reach their climax in the 20-inch screen. And political discussion no less than hockey games demand that we forget all other forms of human communication to devote ourselves to this one. This being so—and it will be

so—we have to wonder what television will do to our intelligence. It may stimulate us to thought—but it may also put our minds to sleep.

U.S. Experience

In the United States, the proper use of television—to widen the interests of men, to make them more aware of their world, better citizens and more highly developed human beings—has partially defeated the specious plea "We must give the people what they want." It sounds democratic, but it turns out to be pernicious nonsense when you discover that the public actually gets little chance to want. The managers of television in any society—yours or ours—create the demand by what they supply. And often by supplying enough of it they can stupefy the audience so that it will want nothing but what it gets.

The challenge to television then is to make it serve the genuine ends of democracy. Not to serve a few interests of one large segment of the population, neglecting the other or forcing them into a single (and relatively low) zone of intelligence—but to serve all the diverse interests of as many people as possible. If it is to dominate our lives, we must be sure that it has itself at least as much range and variety as our lives have had in the past. If it is to serve us, we must make sure that it serves by disturbing our complacency as often as it lets us escape from our problems—that it makes us think as often as it makes us laugh.

This is not an impossible dream—and the special structure of Canadian broadcasting gives you, I believe, a better chance of making the dream come true than the traditional British or American systems. For myself—with my deep

conviction that television is the most powerful engine of persuasion ever conceived, I look forward to what you will do here—as a demonstration, a challenge and corrective to our own system—a proof that television can continue to be popular and begin to be used genuinely in the service of the people.

Kill the broad... Pan... Wool... These are a few TV terms that have been newly added to the language. "Kill the broad" isn't murder—it's an order to put out some of the lights illuminating the TV stage. "Pan" means to move the camera horizontally. "Wool" means "Okay and Goodbye."

Television is proving valuable in the treatment of crossed eyes, an associate professor of optometry told the 56th annual meeting of the Pennsylvania Optometric Association. Judicious viewing of TV can help straighten and strengthen eyes that have become crossed because of weakened muscles, he said.

The iconoscope, first electronic "eye" of the TV camera, was invented in 1923 by Dr. V. K. Zworykin, vice president and technical consultant of the RCA Laboratories, who is said by the company to be responsible for many of the ingenious devices that make modern television possible.

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This picture was taken to show the improvement in reception brought about by engineering improvements incorporated in the new General Electric Black-Daylite television receivers. The set at left does not have the "ultra-vision" features. The new model, at right (keep your eyes on the set, men), is free from any reflection from spotlights used to illuminate the display, because of differences in the tube and safety glass which deflects reflections below viewing level and gives clear reception.

... And A Channel Isn't Something To Swim In

With the advent of television has come a whole new language. Video technicians have come up with a glossary of terms that local folks will want to learn to keep up with the times. Some of this lingo is brand new, and some consists of older words with a new television meaning. Of the newer words, one of the more basic is "video", which is taken from the Latin "videre", meaning "to see". To the layman, this is just another name for television. To the engineer or technician, however, it describes the picture portion of a TV system, as distinguished from the sound or "audio" portion. Two combinations of letters — "UHF" and "VHF" — have an important place in video terminology. The first stands for Ultra-vision stations operated before the coming of UHF, and in which many will continue to operate. "Kinescoping" is the process by which television programs are put on film for broadcasting at a later time. It is the same High Frequency, the upper "Antarctic" area of the radio spectrum to which most new U.S. stations have been assigned. The other stands for Very High Frequency, the next lower part of the air waves, in which all television as recording a radio show, and is not to be confused with a "live" show which comes direct from the camera to your home. In television, the word "ghost" doesn't mean a spooky, sheet-clad figure in a graveyard, but rather when you see two images of Milton Berle. It occurs when the electronic signal from the broadcasting antenna is reflected from buildings or other obstacles nearby your home receiving antenna.

Some of the new rooftop antennas designed for UHF television reception bear such colorful names as "bow-tie", "dipole", "double vee", "helical", "corner reflector" and "yagi". When program signals are carried from coast to coast, it is done by means of a "co-ax", or "coaxial cable", and by a "micro-wave relay" system, which consists of a series of towers which beam the electronic signal from one to another across the continent. A "channel" isn't something you swim in — it's the group of frequencies assigned to a given TV station and to which you tune your set to get programs from that station. The "signal" is a succession of electrical impulses pumped into the air by the TV station, which comes out as a picture on your TV screen. Some of the terms are borrowed from the movies and radio. In this category are such terms as "booms", "milks", and "dolles". Others are television.

A "peg" is a baby spotlight and "pan head" is a device which allows the cameras to "pan" out for a panoramic view. A "barn door" isn't something hauled in from the director's farm, but is a device like a set of blinds to direct a light's illumination forward. A "D.A." isn't a law enforcement officer; it is a distribution amplifier. If you hear TV technicians talking about "aces, deuces and inks" they're not gossiping about a recent poker game. They're talking about spotlights of varying sizes. "Jeep receivers" are TV sets which are fed signals by cable rather than from the air. "Sin jennies" are synchronous generators, "stable amps" are stabilizing amplifiers and "video patch panels" are used to link feeds and circuits. If its confusing, don't worry. It's all shop talk, and all you have to do is view the results.

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TV Sets Outstrip Phones, Bathtubs

The Chicago area now has more television sets in use than home telephones or bathtubs. The latest TV census showed 1,360,000 receivers in use in the Chicago viewing area. There are 1,320,000 telephones in homes here, according to Illinois Bell Telephone Company. The Census Bureau lists 1,260,000 bathtubs — presumably in use — in the area. Many cities which have had television for at least five years show the number of sets is now greater than the total of telephones. Examples are Los Angeles, Philadelphia, St. Louis, Cleveland and Boston.

Latest Ideas Featured By Fairbanks-Morse

The full scale entry of one of Canada's older industrial institutions, the Canadian Fairbanks-Morse Company Limited, into the television field, supported by 16 branches and more than 2000 appliance dealers across the country was recently announced by H. C. Rindfleisch, vice-president in charge of consumer products. As a preliminary move, Fairbanks-Morse added 30 new salesmen to the appliance division since the start of the year, and doubled expenditures on advertising and sales promotion to intensify the sales effort. Established in Canada in 1898, and long identified with industrial and engineering products, including farm and heating equipment,

a spokesman said the company has enjoyed wide success with its appliances division. Since its inception in 1940, it has multiplied yearly sales volume ten times. A new line of television receivers has been developed, and now is being manufactured in Toronto. 9 MODELS Nine models in various cabinet finishes, including a phonoradio model, are being produced. There are two 17-inch screen models and seven 21-inch screen models. In moving into this unfolding field, Mr. Rindfleisch indicated that it is now Fairbanks-Morse policy to place their trade mark on all their products. Features incorporated in the

newly-developed sets according to Fairbanks-Morse include the Visimatic Filter, a scientifically curved safety glass which eliminates glare and gives pictures a warm color tone. A rubber seal between this filter glass and the picture tube protects the tube from dust, dirt and damage. The company claims its sets have an ultra-power chassis that gives excellent reception even in fringe areas. Multi-shade picture contrast reproduces the complete range of photographic tones. Every set has a power transformer that is engineered for the F-M circuit and that they claim assures longer life of parts by isolating the chassis from the power supply.

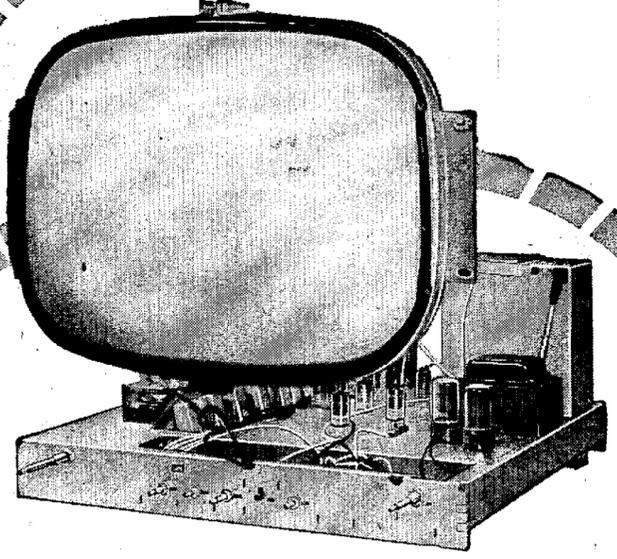
Another feature is the DX Range Finder, a simple adjustment that regulates power necessary to give satisfactory operation under all signal strengths. A permanent magnet focus control is claimed to give clear, sharp pictures right to the edge of the screen and an automatic gain control holds the picture constant under all signal strengths. Complete service facilities have been established at all major points to assure dealers of replacement parts and experienced service should the need arise. "We have investigated colour television thoroughly and will be in the forefront when colour becomes available," said Mr. Rindfleisch. "Black and white will be

the bulwark of TV for some time in Canada, possibly apart from a few favoured areas, but in charting our plans we have given every consideration to future developments."

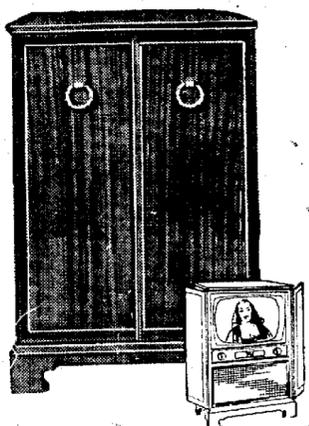
Packard Bodies DETROIT — Packard Motor Car company will begin building its own bodies the latter part of June in the Detroit manufacturing facility known as the Briggs-Conner plant, James J. Nance, Packard president, has announced. The move returns the company to making its bodies for the first time since 1941.

HISTORIC INN The George and Vulture inn at London was the first house in England to sell coffee to the public in 1652.

DU MONT Reserve Power* TELEVISION is yours with ...



... the CONQUEROR chassis the most powerful TV circuit on the market



now in the beautiful Wakefield.

The beautiful Du Mont Wakefield... a tribute to your fine taste and a compliment to the most gracious surroundings. Authentic contemporary style custom-crafted cabinet in lustrous traditional finish—Mahogany or Walnut.

* Engineered for fringe area reception, the powerful Conqueror chassis with Reserve Power pulls in weak signals and boosts them to Du Mont's full 10-shade contrast picture quality — making television possible in areas previously considered beyond the range of satisfactory reception. In strong signal areas, this tremendous Reserve Power is automatically "on call" to overcome the interference that is frequently encountered in heavily populated city zones.

ONLY Du Mont has these exclusive features:—

- 25-tube "Conqueror" Reserve Power chassis guarantees superior reception under all conditions.
- 21-inch Du Mont "Selfocus" Picture Tube, 4-way anti-glare protection, "Full 10-Shade Range" Picture.
- In console models acoustically-matched 8" and 10" speakers for thrilling realism in sound reproduction.
- Just plug in your own Phono attachment — Phono-Switch, conveniently located on the front panel, allows full use of Du Mont's superb sound system to bring amazing new life to your favourite recordings.

DU MONT Reserve Power* TELEVISION

Manufactured in Canada by Canadian Aviation Electronics, Ltd.



CONGRATULATIONS CBW-T!

Du Mont Television Division CANADIAN AVIATION ELECTRONICS LTD. 387 Sutherland Ave. — Winnipeg

UN Meeting Arranged On Thailand

UNITED NATIONS, N.Y. (AP) — The United Nations announced Tuesday the Security Council will meet at 9.30 a.m. CDT Thursday to take up Thailand's appeal to send UN observers to check on the war crisis in Southeast Asia. The meeting was arranged after consultations between Henry Cabot Lodge Jr., chief U.S. delegate and president of the Security Council for June, and other delegates on the 11-nation council. It was requested Saturday by Thanat Khoman, Thai delegate to the UN, who said large-scale fighting has taken place in the immediate vicinity of Thailand and his government feels there is a possibility of an invasion of foreign troops. Some of the fighting in Indo-China has been near the border of Thailand.

Expedition Fails

KATMANDU, Nepal (AP) — A Japanese attempt to scale 24,299-foot Mount Ganesh Himal in the Himalayas has failed, reports reaching here said. The 15-man team is reported on its way back to this capital city.

SLOW BUT STEADY
Though a water-living animal, the beaver is a slow swimmer.

FAIRBANKS-MORSE DEALERS

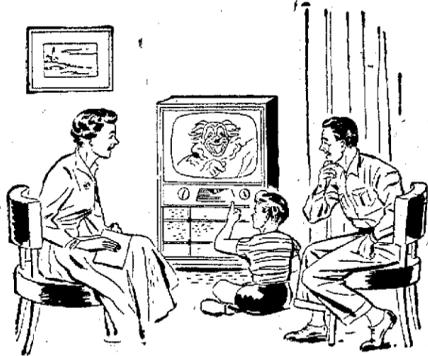
- National Radex**
419 Portage Ave.
- Select Home Furnishings**
562 Selkirk Ave.
- Windsor Gostling**
610 Portage Ave.
- Stewart Electric Co. Ltd.**
460 Portage Ave.
- Glenwood Electric**
201 Kelvin St., Elmwood
- St. Norbert Hardware & Appl.**
St. Norbert, Man.
- Deer Lodge Radio-TV**
Records — Appliances
2175 Portage at Sharps 6-1016
Gordon Lee — Gordon Chipman
- S. A. Johnson & Co.**
1765 Portage Ave.
- Waddell Appliance Co.**
700 Ellice Ave.
- Cam's Furniture & Radio**
839 Sargent Ave.
- Mestery's Radio & Electronic Service**
188 Sherbrook St.
- Notre Dame Television Centre**
923 Notre Dame Ave.
- Suburban Electric**
Oak Bank, Man.
- Pringle & Warren**
622 Pembina Hwy.

- Van's Electric Ltd.**
636 Sargent Ave.
- J. W. Bodner Co. Ltd.**
1808 Main St.



A Renowned Name in Engineering - FAIRBANKS-MORSE

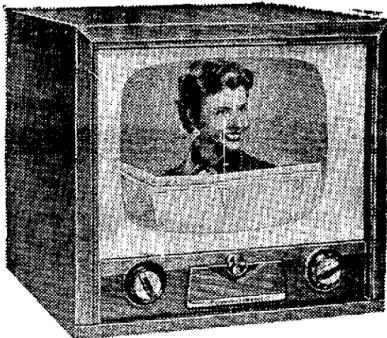
brings you the Newest in
TELEVISION!



These F-M Engineering features give you superior performance in all areas!

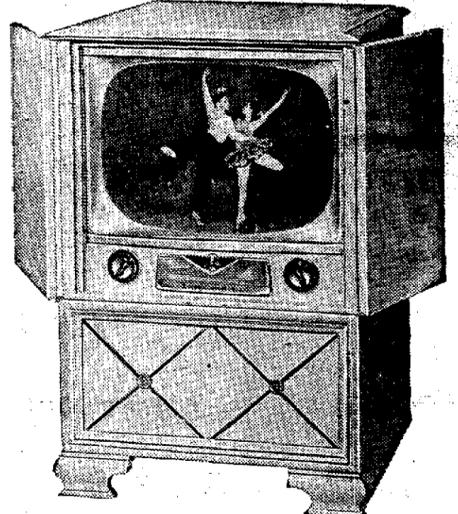


F-M 21" DELUXE MODEL 4CW217
Modern wood cabinet with new Softone picture frame. Available in Walnut, Mahogany or Blonde. **\$459.50**
Walnut Cabinet

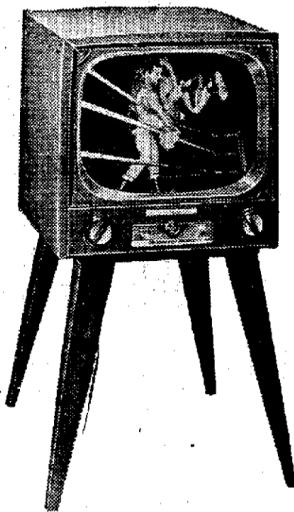


F-M 17" MODEL 4TW175
Compact wood cabinet in Walnut, Mahogany or Blonde. Matching base available. **\$289.50**
Walnut Cabinet

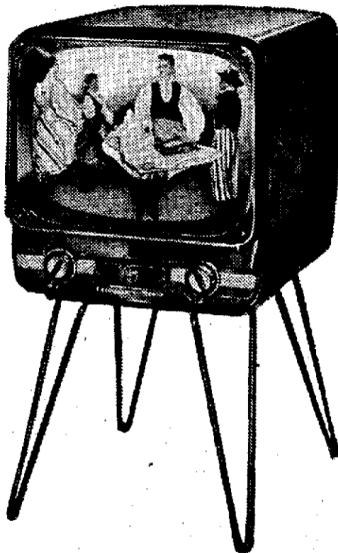
- **ULTRA-POWER CHASSIS**
Simplified yet powerful chassis "reaches out" for distant stations.
- **MULTI-SHADE PICTURE CONTRAST**
Reproduces the complete range of photographic tones from deepest black to purest white.
- **CASCADE TUNER**
Provides 12 VHF channels. Easily adapted to UHF without removing chassis from cabinet.
- **VISIMATIC FILTER**
Curved, scientifically tinted safety glass gives pictures a warm color tone, free from glare.
- **SEALED PICTURE TUBE**
A rubber seal between filter glass and picture tube protects tube from dust, dirt and damage.
- **POWER TRANSFORMER**
Engineered for F-M circuitry. Assures longer component life by isolating chassis from power supply.
- **DX RANGE FINDER**
Simple external adjustment regulates power necessary for satisfactory operation.
- **SOFTONE PICTURE FRAME**
Blends picture into surrounding areas, giving illusion of larger, deeper pictures.



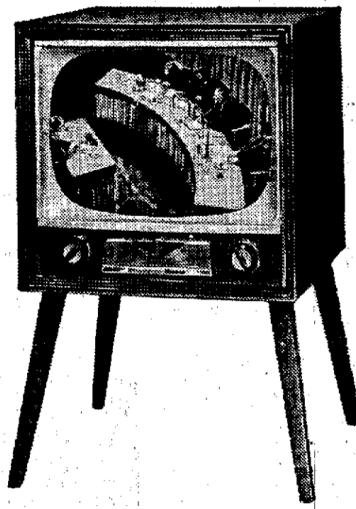
F-M 21" DELUXE MODEL 4HW217
Rich, period style console cabinet with matching half doors, in Walnut, Mahogany or Blonde. **\$519.50**
Walnut Cabinet



F-M 17" MODEL 4TP170
Attractively styled plastic cabinet in neutral Walnut. Matching metal stand optional. **\$209.50**



F-M 21" MODEL 4TP212
Gleaming Mahogany cabinet in rugged plastic. Metal stand optional. **\$309.50**



F-M 21" DELUXE MODEL 4TW215
Beautifully styled table model with attractive matching legs. Wood cabinet in Walnut, Mahogany or Blonde. **\$409.50**
Walnut Cabinet



F-M 21" DELUXE MODEL 4KW215
Phonoradio console with Television: TV — "integrated" radio and 3-speed record changer. In Walnut, Mahogany or Blonde. **\$589.50**
Walnut Cabinet



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R. B. Earl & Co. Portage la Prairie, Man.	Hart Electronics Ltd. We service everything we sell. 302 Fort St. Ph. 92-3088	Crown Radio & Furniture 487 Portage Ave.	Schumacher-Mackenzie Ltd. 334 Main St.	McCaine Electric 265 Edmonton St.	Winnipeg Piano Co. Ltd. Portage at Edmonton	Advance Sales & Service 1415 Main St.
J. W. Bodner Co. Ltd. 1808 Main St.	C. & J. Distributors 1335 Pembina Highway	Consolidated Electric 183 Marion St., Norwood	C. F. Brennan TV & Radio 315-317 Donald St.	Bubb's Electric 138 Osborn St.	College Electric 1857 1/2 Portage Ave.	Winnipeg Musical Supply Co. 640 Main St.

CBWT Listings Show Wide Program Variety

BY JOHN SIFTON

Winnipeg video viewers will be offered a varied program selection by CBWT.

On the basis of the initial program listings it would appear all categories have been considered and every interest field has been given at least some attention.

Children's programs are offered daily from 5 p.m. to 6 p.m. with the exception of Sunday when their fare is more limited. They are varied in type and should be good fare.

Travel, mystery, light music, drama, serious music, plays of varying natures, sports, a weekly travel show, a homemakers show twice a week, and local and world news coverage are all taken care of.

At face value the program line-up seems to offer little to criticize. The program listings are fairly liberally sprinkled with top-drawer American productions and are rounded out with a few Canadian shows.

The U.S. shows have been time-tested over several years in the very competitive American market and are assured successes.

Many of the Canadian shows have been well received by critics. And it is these Canadian-produced programs, which CBC officials have tried to tie their star to.

Gordon Atkinson, CBWT program director, says "if a truly Canadian culture is to be developed in Canada it firmly believes that it will have its bedrocks in the plains of the Prairies."

Atkinson says the prairies have traditionally been bound up in "independence" and that it is from this source that an independent Canadian culture should spring.

He says that through Canadian television "we will present Canada to Canadians and the world as we in the west see our own great land."

To start with most of the programming will be filmed, but news, weather and commentary programs will cover the local scene.

CBWT officials say that with the arrival of more equipment enlarged local and special events coverage will be injected into the weekly TV diet.

SPIDERS EAT BIRDS
LONDON (CP) — A group of schoolchildren in Paraguay has sent London zoo its first pair of bird-eating spiders. Insect curator L. C. Buxby said the spiders, each "big enough to cover the palm of a man's hand," will be fed on lizards and insects.



Most blonde, beautiful girls with good voices aspire to be something other than a stenographer. But Dorothy Collins — who has all the adjectives in the right amounts — was aiming at a stenographer's job. Born in Windsor, Ont., she was steered to music by her parents — winning her first honors in a local amateur show. The winning prize was a spot on a children's show over a Detroit station, and she was so successful she stayed with it until she was through school. She got her big break with the Raymond Scott radio show and became a TV hit when she was signed for the Crosby "Your Hit Parade" show. Her association with Raymond Scott at the start of her career was so successful that they are married today.

Television Can Be Good For The Eyes

An unexpected sentence appeared in a book published last February in Britain. It was: "Television can be good for the eyes."

After the warning heard from many quarters about the effect of watching television—and the jokes about the man who sold eye-reddening material to people who didn't want their neighbors to know they didn't have TV sets—this statement comes as a bit of a surprise.

It was made by Margaret Darst Corbett, a disciple of the late Dr. William H. Bates—the New York eye specialist who believed that by exercising and relaxing the eyes, vision could be improved. He believed that many people wore glasses who didn't need them.

Well, TV hasn't been recommended as an alternative to glasses, but Miss Corbett said in her book that watching the screen of a good television set was as advantageous in vision-building as watching motion pictures—but the best conditions should prevail. If you can answer YES to all these questions you are viewing correctly.

Do you see that there is plenty of fresh air in the room? (Eyes need oxygen.)

Do you sit at a distance from the TV screen at which it is no effort to see?

Do you sit as nearly as possible in front of the screen rather than to one side?

Do you sit up straight with your head well balanced over your spinal column?

Do you keep lights in the room so the picture isn't the only bright spot in total darkness?

Do you, during a lull in TV's action, cover the closed eyes with warm palms?

According to Miss Corbett, if these rules are followed you can watch your television set indefinitely without strain, discomfort or fatigue. What's more, she says, people with short vision will find as the weeks pass that they might be able to sit farther and farther from the screen—while far-sighted viewers might find themselves edging closer.

CBC officials have no opinions about the possibility of Miss Corbett's six TV-viewing rules improving your vision, but they do say that her suggestions are all sound if you want comfortable television viewing with a minimum of strain.

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NOW OPEN! CARPENTER TV ELECTRIC CO.

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- ★ AROUND THE CLOCK SERVICE
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Handsome styling and superb engineering at an unbeatable price! Richly-finished cabinet of hand-rubbed mahogany is highlighted by smart-looking gold trim and decorative grille cloth. With 17-inch screen and Motorola's newest, exclusive features.

\$329.95

ALL-NEW from Admiral

21" TV Console

Model C2215X

"Canada's Best TV Buy" 21" Screen

- 3 "Looks" Tell You Why
- "Look" at the Styling!
- "Look" at the performance
- "Look" at the Value!

Priced at **\$449.95**

ELECTROHOME
"Airline Model" TC-106
21" Screen

It's in the news... It's advertised in TIME. See Electrohome "Eye-Tested" Television.

"The Cadillac of Television"

Priced at **\$555.95**

CARPENTER TV ELECTRIC CO.
361 Portage Ave. — Phone 93-4726

Firm Upholds Tradition Of Discoverer Marconi

Since 1901, when Guglielmo Marconi sent the famous first radio signal across the Atlantic, "Marconi" has been an honored name in electronics, according to a company spokesman.

You have probably read about that day in your history books. It was December 12, 1901. A small party of men amazed a few cab-looters by flying a large kite near Cabot Tower, on the top of Signal Hill, Nfld. Four-hundred feet of copper wire stretched from the kite to the ground and was connected to a strange apparatus in the tower.

Seated before the apparatus was the party's chief, Guglielmo Marconi, listening intently for a signal he expected to hear in the carphones clamped to his head. Marconi heard the signal all right—three dots, the letter "S" in Morse Code—the first wireless message to be sent across an ocean.

ACROSS THE SEA

A year later, a permanent station for sending and receiving wireless message to and from England was established at Table Head, N.S. Erected by a company newly formed in 1902, under an Ontario charter, the station at Table Head finally vindicated the chief's greatest dream—a practical, instantaneous communications system between continents.

The company's first real manufacturing operations started in a small machine shop at Glace Bay, in 1907. Its labors were devoted solely to repairing the equipment of their trans-Atlantic station and to making some new pieces of apparatus for a few new coastal stations.

From that grew Canadian Marconi Company. Today, Marconi says it makes communications system for practically every type of operation imaginable, frequency in the neighborhood of nine million kilocycles (as compared with a range of about 540 to 1650 kc. for your local radio stations). Taxis, police cars, and ready-mix cement trucks are but three examples of vehicles that the company says use Marconi radio equipment. Hospital, school and office staffs, hotel guests, strolling operators, lumberjacks, prospectors and oil riggers, as well as radio stations, are all users of Marconi communications equipment.

PIONEER TELECASTS

Marconi, according to a company spokesman, has been just as prominent in the development of the newest and most exciting electronic marvel, television. Canadian Marconi Company has supplied much of the studio, mobile and transmitting equipment used by the Canadian TV stations now in operation. Using its own equipment, Marconi pioneered the first telecasts from the United Nations in New York. And Marconi is also producing home television receivers in great quantity for the Canadian market.

The great variety of products and services offered by Canadian Marconi Company provides a fascination to rival that of the romance surrounding the company's formation, a spokesman says.

From the clock radio that wakes you to music to the radar sets that may save your life... from the TV set in your living

How To Tune In Your Set

Although we're supposed to be a nation that lives by knobs and switches, an estimated 40 per cent of those who own television sets don't tune them properly. They watch inferior pictures because of improperly tuned receivers — and don't even know it.

This was brought out by engineers who offer a word of advice to present and future TV set owners in this area.

Actually, tuning a TV set is a pretty simple operation, they say. You don't have to be an engineering graduate or even understand a high school physics text. The chief reason so many people don't do so fine a tuning job as they might is that they neglect to read the instruction pamphlets manufacturers provide with their receivers.

The manufacturers take a dim view of this situation. They want their customers to get all the enjoyment possible from the instruments, so they spend a lot of time and money preparing simple and readable instructions.

RULES FOR TUNING

The basic rules of good television tuning are simple enough to be followed by children, and frequently are.

A TV set is tuned by eye, so to speak. Turn the volume knob half way, and then adjust the tuning knob for the clearest picture. This will also be the position for the best sound. Then increase sound volume to the desired level, bring brightness up to the point where the picture is fairly visible, and adjust contrast to bring out picture details for the most pleasing pictures.

Spend a few seconds with the brightness and contrast knobs to make the picture exactly suit your individual taste — and that's it. On a properly engineered receiver, it should not be necessary to touch the controls after they are once correctly adjusted for the channel you selected. When changing to a different station, the set may be switched from channel to channel with only minor adjustment of the volume, brightness, and contrast knobs to suit your own taste in reception.

NOT TOO BRIGHT!

The most common tuning mistake is overloading the picture tube with too much brightness and contrast. This won't hurt the tube, but it will certainly spoil your enjoyment of the reception.

A lot of TV fans, douse all lights when the set is in use — a practice doubtless stemming from the custom of viewing movies in a darkened theatre. However, a home television screen is four or five times brighter than a movie screen, and can be viewed with perfect comfort in a room with normal lighting.

In fact, the experts agree that viewing in an otherwise dark room is a bad practice, because the eyes of the viewer are forced to concentrate on the bright area of the picture screen, and this may cause needless tiring of the eyes.

Some lights are recommended — placed, of course, so they are not reflected in the screen or shining directly into the eyes of the viewers.

Television can bring you a lot of genuine pleasure and relaxation, and a fund of information on current topics. Following the few simple rules of tuning and room lighting will help you get the most out of your receiver.

FAIRBANKS-MORSE TELEVISION

Engineered for

- ★ Picture Realism
- ★ Sound Fidelity
- Gleaming mahogany cabinet in rugged plastic.
- Ultra-power chassis "reaches out" for distant stations.
- Multi-shade Picture Contrast and Viscumatic Filter give clear, glare-free pictures.
- Easily adapted to UHF Stations.
- DX Range Finder regulates power for individual reception conditions.
- Built-in uni-directional miteone.

\$309.50

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DU MONT
Reserve Power*
TELEVISION

engineered for BETTER T.V. reception

"The powerful Du Mont Conqueror Chassis with Reserve Power pulls in weak signals making television possible in areas previously considered beyond the range of satisfactory reception.

In strong signal areas, Du Mont Reserve Power is automatically "on call" to overcome interference.

Whether you live in city, suburbs or country you'll get better performance from a Du Mont.

The Normandie
A deluxe table model that typifies the best in modern decor. Available in hand-rubbed mahogany, Walnut or Lined Oak. Your choice of three smartly styled matching bases.

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21" TV Home Theatre

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