



Canine Star of Television

A television performer who has won the affection of viewers from coast to coast is the amazing collie star Lassie.

Lassie's career started several years ago when she was chosen for the lead in the film version of Eric Knight's poignant story "Lassie Come Home." She immediately became a world celebrity, on a par with Clark Gable and Marlene Dietrich, and her Technicolor films helped to put MGM Studios in the black.

The original "Lassie" is now retired at the ripe old age of 14, and the part has been taken over by Lassie's son, a four-year old Scotch Sable Collie, who inherited his father's name, good looks, and fund of 102 tricks.

Tommy Rettig was one of the six out of 600 boys auditioned for the Lassie TV role, who survived the test. After that, the remaining six boys each spent a week living with Lassie, to see which of them he most preferred. Lassie did the casting — he chose Tommy.

George Cleveland, who plays "Gramps" on the show, was born 70 years ago in Sydney, Nova Scotia. His portrayal of Gramps as a crusty old codger with a heart of gold, has endeared him to the millions of TV fans who view "Lassie" each week.

Lassie may be seen on CFCY-TV each Sunday.

Some Advice On The Care Of Your Television Set

Like any fine piece of furniture, a television receiver should be protected against exposure to excessive heat or bright sun. It should not be placed near a heat source nor the thermostat. Heat generated by the set itself may affect operation of the latter and interfere with general heat control in the home.

Care should be taken to select a location not exposed to excessive dampness, high humidity or strong sunlight, as might exist near an open or drafty window. On the other hand, if placed too near a wall, air circulation around the set may be cut off and prevent proper ventilation of the set for trouble-free operation.

Once a proper location has been found it is wise to be around when the set arrives so that it will be set up in the pre-selected position. It is the television dealer's responsibility to see that the set is installed and operating properly at the time it is delivered.

It is his further responsibility to see that the customer is getting the best possible reception for your particular locality and to teach you how to adjust the operating controls for best reception. He can advise if an additional antenna is needed for improved reception, but it is well for the customer to satisfy himself with the picture before the dealer leaves.

Once installed, close attention should be given to proper operation of the receiver. The instruction manual furnished with the set should be read and understood by everyone who would normally operate it. A hands-off policy towards casual adjusters is often a good rule to establish in the home. The initial energy required just to heat the set results in far greater wear than continued operation. Thus unnecessary frequent turning on and off should be avoided.

When reception fails, check first to see that the receiver is plugged into the electric outlet. It is surprising how many service calls end with the discovery that the wall plug has been disconnected during housecleaning activities.

Secondly, check to see that the antenna lead is connected to the receiver. If you are using an outside antenna make sure that it is in the proper position, and not draped by curtains, toys or other articles. Remember that all reception difficulties are not due to receiver failure. Television station failure may occur.

If these simple checks fail to correct reception, follow the instructions outlined in your service contract, if you have one. If you have no service contract, call your dealer or a qualified serviceman, making sure he is approved by the manufacturer. When you call a serviceman be prepared to describe reception difficulties in detail. This will help him to be prepared to correct your trouble without undue delay.

Above all, unless you are a qualified television serviceman, do not remove the back of your television receiver. Attempting amateur repairs may prove costly and dangerous. What may seem an adjustment might result in unnecessary service expense.

While receivers are equipped with an automatic interlock, which cuts off power when the back is removed, by-passing the interlock may result in a severe electric shock. It should be kept in mind that the receiver power supply provides extremely high voltages to light up the picture tube.

Here are some simple tips:

Protect your set from dampness. If you use it on an open porch or a patio in summer, take it indoors at night.

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.

The first motion picture to be televised and transmitted over a coaxial cable was in 1937, sending from New York to Philadelphia.

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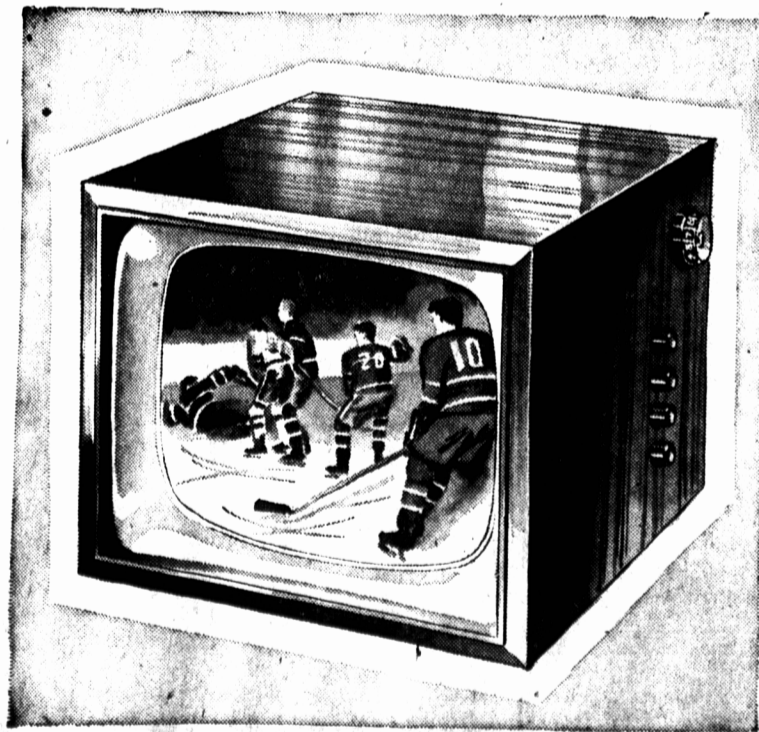
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Part of the thousands of dollars worth of equipment in the Bowlan Radio and TV service room is shown above. Employees in the picture are Joan Gallant, Walter Mahar, Walter Bowlan, owner of the business, Gerry Gauthier, formerly with the CBC in Toronto, and Jackie Doyle.

It makes no difference what your service requirements may be—Bowlan Radio and TV are fully equipped and staffed to perform each task with meticulous care. Our shop is one of the best equipped East of Montreal and we take pride in offering the finest TV and radio service possible to render . . . and at a reasonable cost. We have four TV service technicians and two TV installation crews ready to serve you. We are now located at 114 Pownal St., where, in addition to our service plant and office, we have a garage for the installation of car radios during unfavorable weather.

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