Mrs. Eva Maxian Dies In New York

Survived by 85 direct descend-ants, Mes. Eva Maxian, 89, widow of Michael Maxian, died at her home in himghanton, New York, on September 13 after a long ill-

ness.

Mrs. Maxian lived on the fruit farm rounded by her husband and sons 52 years ago. She was born in Czechoslovakia in 1863.

Farmington PTA Elects Officers For New Year

Form New Group For Elementary School

Falcons Participate In Football Clinic





cretion of the Court.

This ordinance was introduced at a regular meeting of the Council of the City of Farmington, on September 21st, 1953, and will be taken up for final consideration at the regular meeting of the Council of the

NOVI NEWS

Private Crane Newly Assigned





LEGAL NOTICES

nis hiving requirements.

Section 3. Any person found
guilty of a violation of this ordinnace shall be punished by a fine of
not to exceed \$500,00 or by imprisonment for a period of not to
exceed 90 days, or by hoth such
fine and imprisonment in the disuretion of the Court.

More and more Ameri-cans are troubled with Heart Ailments each year. In a normal day, your heart pumps about 11 tons of blood . . . so 11 tons of blood . . . so you can see how hard it has to work . . . why it needs rest. At the first warning, see your doc-tor and should he pre-scribe, bring it here for accurate compounding.

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Thurs., Fri., Sat., Sept. 24, 25, 26 "CITY THAT NEVER SLEEPS" "AMBUSH AT TOMAHAWK GAP"

SATURDAY MATINEE ONLY — "The Secret Code" SPECIAL KIDDIE MATINEE SHOW

Sun., Mon., Tues., Sept. 27, 28, 29 "SCARED STIFF" "NORTHERN PATROL"

Wed., Thurs., Sept. 30, Oct. 1 "THE STAR" "THE BIG LEAGUER"

ALWAYS PLENTY OF CONVENIENT PARKING SPACE

WITH CONFIDENCE

Here Is the "Inside Dops" About Color TV Which Tells the Inquiring Customer Why He May Buy a TV Set Now With Full Confidence That Forthcoming Developments Will Never Make His TV Set Obsolete

Should I buy a TV set now or is it likely to become obsolete in a year or two?

You may buy right now, with the assurance that your investment insures you years of enjoyment, to the full extent of the natural life of the set.

n But I read in the papers that color TV is coming soon. Will my set then be obsolete?

No! In the first place, it will be some time before we have color TV. In the second place, when color comes, it will be a "compatible" color system. This means that the set you buy now will receive all programs broadcast, in black and white, without any modifi-

You say it will be "some time" before color comes.

How long does that mean?

The "timetable" for color TV is estimated as follows: The industry has field-tested and approved standards. Now the FCC (Federal Communications Commission) is being asked to consider these standards for approval. It is not known how long their consideration will take, but the earliest possible date is considered to be January, 1954. After FCC approval, the industry will tool up for color sets and broadcast equipment. It is expected that the earliest date for commercial quantity production will be January, 1955, although a few sets will be available in 1954.

You mean that in two years all programs will be in color and all sets will receive it?

No. The "infiltration" of color broadcasts will be a slow and gradual process. It is not likely that all programs will ever be in color. Remember also, that color movies, after 15 years, total less than 40% of the movies made. Color TV sets, in the eginning, will be more expensive than black and white... probably from 3 to 4 times as much. Color TV will at first be a luxury item.

You say that if color is broadcast, this present set will receive it in black and white. Would this be equivalent to present reception quality?

It will, in fact, be better. Demonstrations of experimental broadcasts of the present industry-wide color system have proven that black-and-white reception of these programs is superior to present black-and-white broadcasts.

You have referred a couple of times to "industry standards." M What does that mean?

The various manufacturing concerns in the industry have formed a joint committee to study and develop color TV. This is known as the National Television System Committee (NSTC). Its aim is to pool the brain-power and know-how of firms representing about 90°, of the manufacturing volume of the industry in order to produce the best solution to the problems of color. This committee has now produced standards which are compatible, successful, and in compliance with the requirements of the FCC.

Is this the system with the revolving color wheel I used to read about?

No. This new NTSC system is fully electronic, with "built-in" color. There will be no moving parts and nothing showing outside the television cabinet.

Is this system perfected?

Yes — already the FCC has announced rule-making looking to official FCC approval of the new NTSC standards. However, additional complication of the color sets will, as we said before, make them more expensive than presents sets, and will also require that piet be much smaller than present popular sizes. But it is expected that these problems can be worked out in the next two or three years, within the framework of the NTSC

So, if I buy now, my set will not become obsolete, ever? RIGHT

And commercial color TV is at least a year or more away?

And when color TV comes, sets will be more expensive than they are right now, with smaller pictures?

And when color TV comes, commercially, it will still not encompass all programs?

Right! Buy now and you can be confident that you will not miss anything in the future; that you will get your full money's worth out of your set; and above all, you will not be missing many months of wonderful programs which are now on the air, but which would by-pass your home should you wait for the coming of color.

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