

TV GUIDELINES

The color television set is high on the list of "most wanted" items for the home.

It is also a product with a cost that has dropped drastically over the past 20 years or so while its value has soared. New developments such as brighter screens . . . remote control . . . solid state components . . . integrated circuits . . . transistorization . . . simplified tuning and others have contributed in making the modern color set even more attractive.

TO HELP MAKE your gift selection of a color TV easier, here are some guidelines:

First --do your shopping in a store that displays brand name merchandise with a reputation for quality and value.

Next --determine where the set will be located. In a spacious home, average size house or small apartment? Is space for the TV plentiful or limited? Is the set primarily for large...average...or small group viewing? Will it be a stay-put? Or will the set see service in more than one room in the house?

With answers to these questions firmly in mind, then match your requirements to what is available in the dealer store.

Sets range from portables and table models to a wide array of furniture-styled lo-boys, credenzas, full-door consoles, plus 3-way combinations.

AMONG IMPORTANT IMPROVEMENTS to look for as set features are:

- The super-bright picture tube. Chromacolor, which led the industry's long-term efforts to improve the color TV tube, provides a brilliant, high contrast, sharply detailed picture in 25-, 23-, 19- and 16-inch diagonal screen sizes.

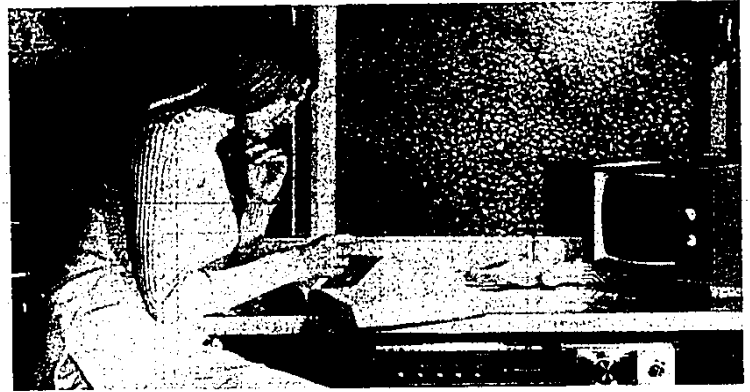
- AFC (automatic fine-tuning) is a desirable control for viewer use. It locks in the TV channel and keeps it from drifting.

- ATG (automatic tint guard) regulates flesh tones to overcome variations in TV station transmission.

- Remote control. This lets you switch from one favorite program to others around the dial without moving from your chair.

WITH TV often the most looked-at item in the home, cabinet design is also important. Portables and table models are generally smartly modern. In consoles and combinations, all the most popular furniture styles are represented.

With the basic requirements of the new home in mind; compare screen sizes, quality of picture and sound, features, and cabinet styles. Then, with value and quality as guides, make your final single selection from the color TV receivers you have seen demonstrated.



BOTH COOKBOOKS AND TV belong in the kitchen, many modern homemakers believe. If you can't find a tantalizing recipe in the file, perhaps the "Gallopig Gourmet" can help . . . or Julia Child.



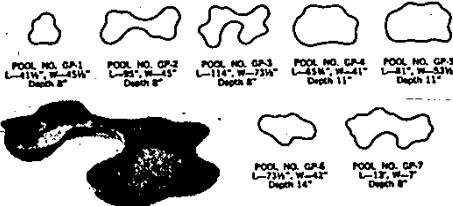
IN THE KITCHEN television is fast becoming another "standard appliance." Timing that cake to coincide with the end of your favorite "soap" may take a bit of doing.

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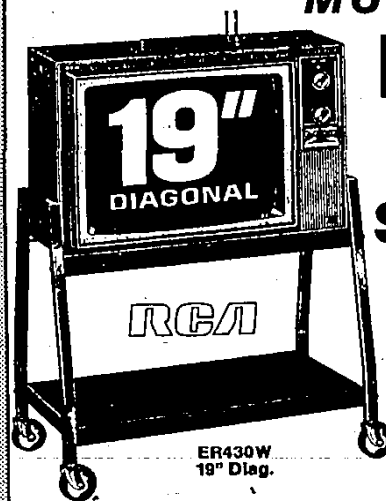
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