

Dim Light Is Advised as the Best for Reception of Television

The New York State Optometric Association recently considered the nation's television set owners important enough to rate a special report on how to enjoy the new medium without eye-strain.

Seattle-area residents can see and hear TV programs without eye worries if they heed the optometrists' simple advice. Use a dim light with your television entertainment. Unlike the movies, which call for a black-out, the room where TV is shown should be lighted. Illumination should be behind the audience or overhead, preferably indirect lighting. Complete blackness or the bright lighting cause eye muscles to overwork in adjusting to the change when they stray from the television screen to the surrounding room. The optometrists advise looking away from the screen now and then to break eyestrain.



— delicate
as an
orchid
installation
and service
on your

TELEVISION

Northwest Electronic Service, long Seattle's Largest Exclusive radio service dealer, proudly announces the completion of their Television Department. A completely new division, separate from the now famous Radio Service Department.

Staffed with trained, competent personnel equipped with the latest up-to-date Television test equipment this department is ready to give guaranteed service to Seattle. Service and installation for the home or business can now be placed in competent hands when you specify Northwest Electronics.

Remember these points when you buy Television or Television Service—

- Exclusively devoted to Radio and Television—nothing else.
- Information gladly given regarding relative operation or installation problems.
- Insured satisfaction. Radio is our business—we have to be good to stay in business.
- Competent Television Consultants.

Exclusive in Seattle—Northwest Electronic's have the all new GONSET All-Band Television Beam Antenna. Does everything others claim for less money. In Stock Now—Investigate and you'll be convinced!

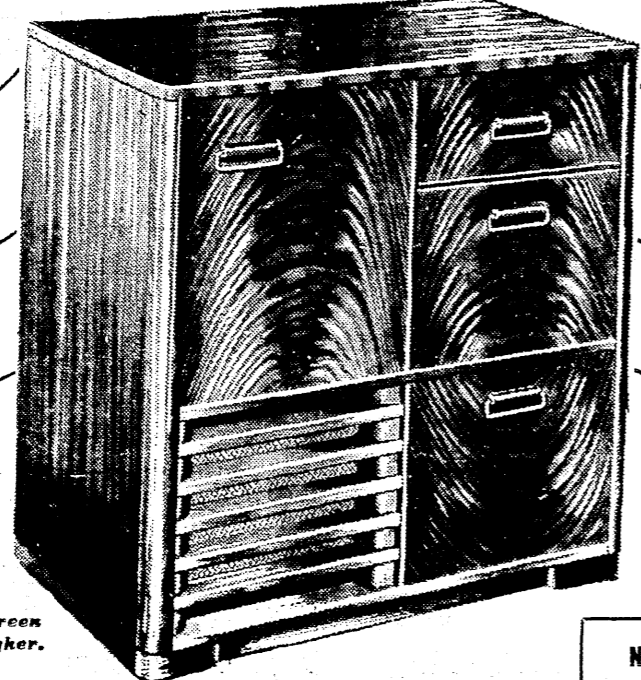
STROMBERG-CARLSON — MOTOROLA — PACKARD-BELL
And DE-WALD TELEVISION RECEIVERS

NORTHWEST ELECTRONIC SERVICE
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PHILCO TELEVISION

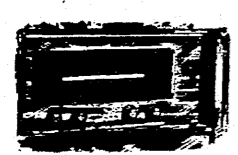


MODEL 1076
627⁵⁰

Large 12-inch screen slightly higher.

Philco—the television combination that gives you EVERYTHING. Television, FM-AM Radio, Record space and automatic phonograph. Poole Electric Company brings you this sensational new Model 1076 with the big 52-square-inch picture on a wide angle screen.

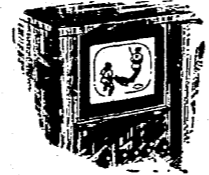
PHILCO GIVES YOU ALL THREE



FM-AM RADIO RECEPTION



AUTOMATIC PHONOGRAPHS
Plays Both Standard and Long-Playing Records



BIG 10" TELEVISION RECEIVER

Normal Installation Only
\$30⁰⁰

POOLE ELECTRIC CO.
Established 32 Years
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Convenient Credit Terms

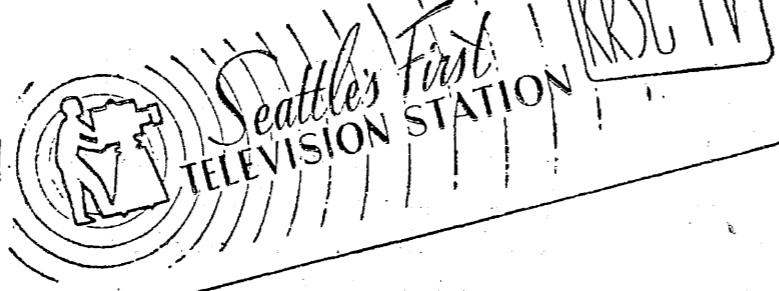
Open Friday Evening Until 9 P. M.



To MR. AND MRS. SEATTLE:

We of KRSC appreciate the enthusiastic support we have received from the Television Distributors and Dealers of the Northwest. We offer our sincere thanks to the many suppliers who have made it possible for us to construct KRSC-TV on schedule. Above all, we believe everyone should appreciate the untiring efforts of the Engineering Staff of KRSC. We pledge ourselves to provide a television service which will be a credit to the Northwest.

Sincerely,
P. K. Leberman
P. K. Leberman, President
Robert E. Priebe
Robert E. Priebe, Secretary



KRSC-TV

CHANNEL 5

ABC-TV CBS-TV DUMONT NBC-TV

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