

WHAT TO LOOK FOR IN BUYING A TV SET

TV or not TV? That is the question. Many families are asking it in deciding whether to get an additional TV set. After coming up with an affirmative answer, then going down to the store to shop, many buyers suddenly realize that they really don't have a clear picture of what to look for. What makes one TV set better than another? What are the signs of quality to check for?

Even among the finest sets there are important differences, but consumer authorities offer ten helpful hints.

1. Compare the square inches of actual picture provided by the television screen. All manufacturers must specify television sizes according to the actual viewing area, rather than the size of the picture tube. This is a Federal Trade Commission requirement.

2. Ask about the voltages used on the picture tube. It determines the brightness and clarity of your picture. The higher the voltage, usually the better the picture. The set you buy should have at least 1,000 volts for each diagonal inch of viewing area. The present 25-inch set with newer technical refinements, for example, should have approximately 24,500 to 25,000 volts for a well-defined picture.

3. Automatic color control and automatic noise inverter are important for good color reception. Preset fine tuning allows setting of the channel once and does away with constant fiddling with the set. In some top quality color sets such as those made by Tele-dyne Packard Bell, there are electronic provisions called automatic frequency control (AFC) or automatic fine tuning (AFT) that does the fine tuning for you. These devices are to color TV what AFC is to FM radios, locking in the best picture electronically and automatically.

4. Manufacturers are currently in a race to achieve higher color picture brightness levels. Ask to view black matrix type color tubes, those that combine improved phosphor with a new process that surrounds the screen's nearly one million tiny dots with a black coating. Black matrix or surround offers brilliance, color purity and color fidelity not found in conventional tubes.

5. For added convenience, the set should have a remote control ready feature with wireless controls available at time of purchase or later.

6. Check noise level. First, make sure that you already have a good antenna and are receiving a clear signal. Turn to an unused channel in your area. If there are little dots of snow, the ratio between noise and picture is good. If you see big snowballs, the ratio is out of whack.

7. Basic controls should be easy to reach. This includes on-off, volume and channel selectors for both UHF and VHF. All sets should have a control for color intensity and one for hue even though the set maker states that you will like his "pre-set" picture without further adjustment.

8. Consider the furniture styling of a table model or a console. A television set now is a functional part of a room's decor and should be bought with its appearance in mind.

9. Check the cabinetry for craftsmanship. Is the styling attractive? Is the finish clean and rich? Do the appointments, such as grill cloth, blend with the rest of the set? Is the design something you can live with as a fine piece of furniture for a number of years?

10. Don't let the electronics terminology confuse you. Transistors are smaller than tubes and permit use of printed circuits. This is a space-saver. Transistors cut down on heat and thus lengthen the life of parts.

So don't make an impulsive purchase. Attune yourself to these TV tips and your choice is bound to get a good reception.

FUN WITH FIGURES

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LIMIT ONE WITH A \$5 OR MORE ORDER



LIMIT ONE WITH A \$5 OR MORE ORDER



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FROZEN **FROG LEGS \$1.19/lb.**

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