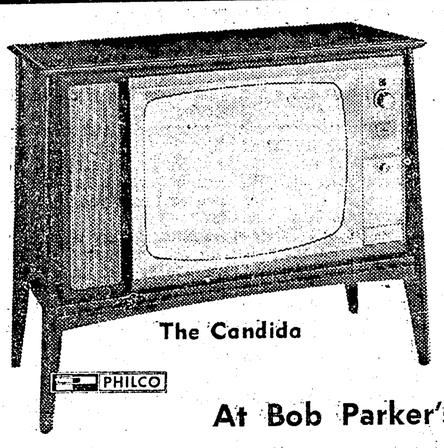
PHILCO FACTORY CLEARANCE!

Offered Exclusively by Bob Parker Ltd. and Manson's Jewellers



The Candida

NEW! AT A NEW LOW PRICE!

WAS 449.95

only $359.95

TERMS to SUIT YOUR BUDGET

At Bob Parker's Ford Centre and Manson's Jewellers

- In beautiful Swedish Modern Solid Walnut Cabinet with hand rubbed finish.
- 23" Bonded Picture Tube for "No Glare" viewing.
- 4-Speaker High Fidelity Sound System.

Philco-Ford's Exclusive
Patented Construction

"COOL CHASSIS" that beats the heat that causes 90% of all TV breakdowns.

Philco - Ford's "Cool Chassis" gives 75% longer picture. 108% longer receiving tube life. 92% longer component life and up to 76% longer TV life.

Here are some of the reasons why you should buy Philco - Ford from PARKERS and MANSON'S.

1.—Parker's have been serving you for 39 years — We're here to stay.

2.—"Satisfaction guaranteed" has been our motto since 1923 — and still is!

3.—Backed up by qualified television technician employed by Parker's.

4.—You name your terms — We'll arrange them to suit **you!**

See Philco-Ford First At

Bob Parker Ltd. and Manson's Jewellers

TV staff works hard

Co-operation, speed, efficiency and good humor seem to be the by-words of the hard-working staff at the television station at Terrace.

Led by J. Fred Weber, managing director of Skeena Broadcasters Ltd., the staff is managing to cope with the multitudinous task of presenting TV and the scads and scads of paper work which goes with it.

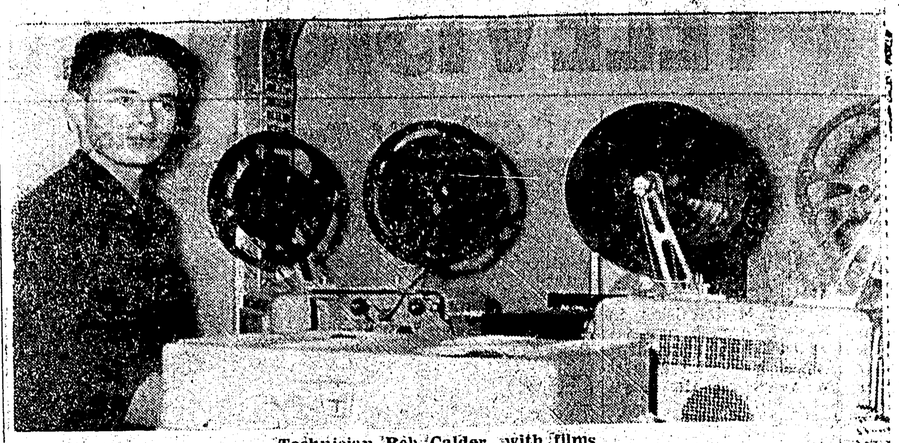
In the modern, well-lit offices, Mrs. G. Laing, Mrs. K. McKay and Mrs. S. Marr keep the typewriters busy, and Mrs. Norman MacDonald is in charge of the accounting department.

Chief engineer is John Nance, and Norman MacDonald is program director. Art Bates, aided by his wife, is in charge of the art department when he is not busy with his duties as weather man.

Ed Hoffman is the film editor, Gerry Der is a switcher, and Robert Calder and Jack Llewellyn are technicians.

In the sales department, Wayne Seabrook is manager for Terrace and Walter Wainman is manager of the Prince Rupert office.

The staff of both the radio and TV stations number 23 altogether with some announcers doubling in both departments. Everyone maintains their good humor in spite of the rigid timing and deadlines and they are most interested to show visitors the modern new equipment and how it operates.



Technician Bob Calder with films

Switcher Gerry Der at switchboard

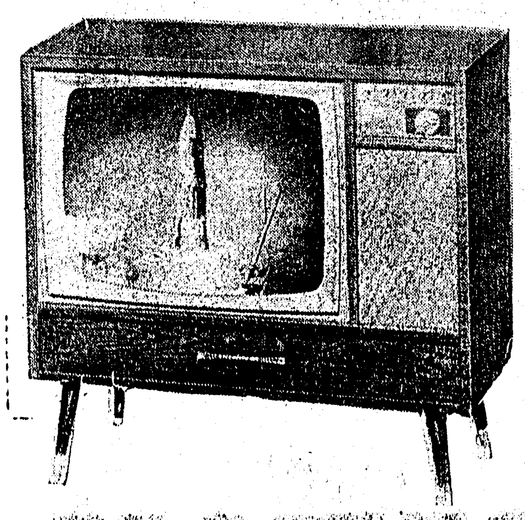
NORMAN MacDONALD
program director

BLAKE ENNIS
. . . news announcer

ART (Papa) BATES
. . . the weather man

JOHN FORD
. . . sports announcer

ROGERS MAJESTIC
Experience Builds it Better



GORDON'S HARDWARE
are the authorized dealer for Rogers-Majestic Television in Prince Rupert.

The Summit 23" Console

Sound and picture quality unmatched for fidelity and clarity. Wood trimmed cabinet in Walnut. 6" high efficiency speaker delivers exceptional sound. Handsome dial and control panel in burnished brass.

Model No. C642 - 23"

The Ashburn 23" Console

Furniture crafted cabinet in the traditional fashion of good taste. Walnut finish wood trimmed mouldings. Employs two 6" high efficiency speakers. Delivers clear crisp pictures for years of dependable home entertainment.

Model No. C - 652

Portables — Consoles
Table Models
Other Rogers Majestic Television sets — Priced as low as $289.

Gordon's Hardware Ltd.

McBride St. **Phone 3317**

TELEVISION
with the
Difference

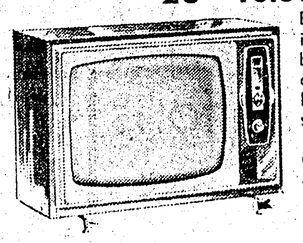
ELECTROHOME for 1963

Discerning television viewers want much more than adequate sound and picture. They demand sharper pictures and a high fidelity sound system. And they want value.

ELECTROHOME for 1963

In every price range, here truly is television with the difference.

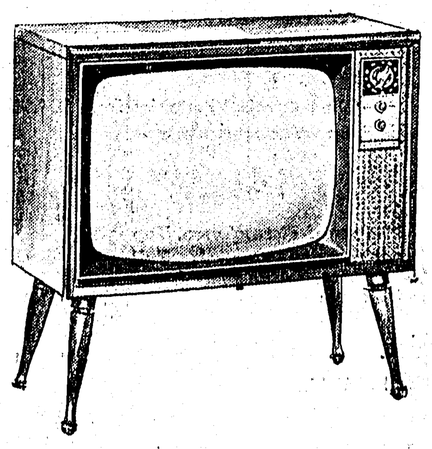
The Electrohome Cameo 23" Television



Electrohome dependability and value that can't be beaten anywhere. Precision engineered and built by craftsmen. The smart shopper need look no further than the Cameo . . . now available at Dolores' Record Store.

$279.95

ELECTROHOME ✹ VALUE

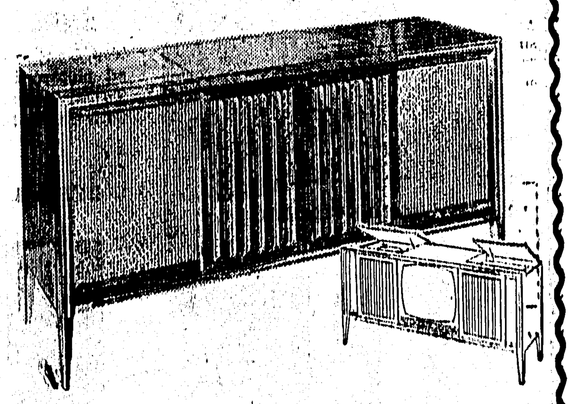


Here is styling and performance far beyond their reasonable price. The new 17 tube chassis with power transformer incorporates new concepts in performance and dependability.

$289.95

ELECTROHOME ✹ VALUE

The superbly styled Courtleigh MK 2 is a complete entertainment centre. Stereo, television and AM/FM radio. Separate hand crafted chassis. Famous Garrard AT6 changer. Facilities for stereo tape.



$749.95

ELECTROHOME VALUE for 1963 can be yours now at—

Dolores Record Store