

Jack Dempsey Says:

No Experience Is Needed To Train For Jobs In TV

Young Men With Ordinary Education May Prepare Now For TV Careers

CHICAGO—(SPECIAL) "If you were to tell most men seeking better technical jobs or a business of their own that they need only an ordinary education and no previous experience whatever to prepare for a thrilling, profitable future in Television, they would think you were handing them a line. Amazing as they may sound, these are the facts," declared Jack Dempsey, former heavy-weight boxing champion, now associated with one of America's foremost television training centers.



Jack Dempsey

Seeks Men—17 to 45

"There are thousands of men," said Dempsey, "between the ages of 17 and 45 who are looking for such an opportunity, who could be trained at home in their spare time, but who are not aware of these facts. These are the men I am appealing to—these are the fellows I would like to hear from.

Big Opportunity Field

"I would like to tell them," Dempsey further stated, "of the big chance that awaits them in the technical field of Television, especially since the F.C.C. has ended its 4-year freeze—permitting the increase in the number of TV stations from 108 to 2,053.

Aid In Armed Forces

"This training," Dempsey also pointed out, "will be of great value to those men who face service in the armed forces. It may help them win promotions and receive other special considerations."

"Without cost or obligation mail coupon now for full facts including a copy of 'Jack Dempsey's Formula For Success' and '89 Ways To Earn Money in TELEVISION, RADIO, ELECTRONICS'. Write today!"

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City.....Zone.....State.....

editorial

THE TAIL end of the biggest parade of the automotive year is now passing down the street. The fanfare we hear in the distance is the final major announcement of the last '54 models to appear. And although the shouting is by no means over, we now can take a better look at the new offerings.

For years, in fact ever since it became the motor capital, Detroit has been the target of criticism. Most of this stems from the fact that not everyone examines an automobile from the same viewpoint. A hot rodder may be most concerned over the performance potential of the engine; a sports car fan often checks the chassis, steering and suspension before anything else; a customizer probably sees the styling features first; and the ordinary motorist thinks in terms of economy, price and reliability.

In other words, like the horses they replaced, automobiles may be regarded as a sport, hobby or necessity. But unlike horses, cars are a product of inspiration, design, mechanical skill and compromise. It is obvious that not all of the different demands can be met in the same car.

In some of the departments, Detroit does remarkably well. This year, for example, we have two new engines. Each promises exceptional performance in stock form and seems adaptable to a wide variety of modifications. Adding them to the list of other power plants which have been introduced in recent years, plus those which are promised for 1955, makes an imposing lineup. It is safe to assume that all of the prewar designs are on their way out.

The styling and interior arrangements of the 1954 models make it apparent that Detroit is responding as quickly as it can to public taste. Whether it has received a minor facelift or a major alteration, the American automobile is becoming more and more attractive. And serious efforts to improve handling qualities are notable, while economy and reliability have followed an upward curve for years.

IF THERE ARE limitations in improvements, the reason can be traced back to the buyer. Unquestionably, the car of today is too big for the traffic and roads it meets. But as long as the buyer insists upon a large engine, numerous accessories, roomy passenger compartment and a spacious luggage area, he is going to be driving a big car.

For much the same reasons, steering ratios cannot be reduced while so much weight has to be controlled. And speaking of weight, its distribution from front to rear needs attention badly, but will the buyer give up the spacious trunk? Probably not.

As in previous years, safety features have been insufficiently stressed by Detroit for 1954. While instrument grouping on the dash is better in almost every case, with greater use of padded and non-reflecting surfaces in some instances, many important items have been overlooked. But again, how often does a buyer voice a demand for specific safety features when he visits a dealer's showroom?

In succeeding issues of MOTOR LIFE magazine, we will examine each one of the 1954 models in detail—looking for both faults and good points. The road test program is a major part of our schedule for the months ahead.

But let us say here and now that the 1954 products of Detroit are first-rate. We recognize that millions of dollars in tooling cannot be tossed out of the window overnight to accommodate a hasty revision. And we also recognize that whatever your interests in automobiles may be, these are the cars that will shape your motoring future.