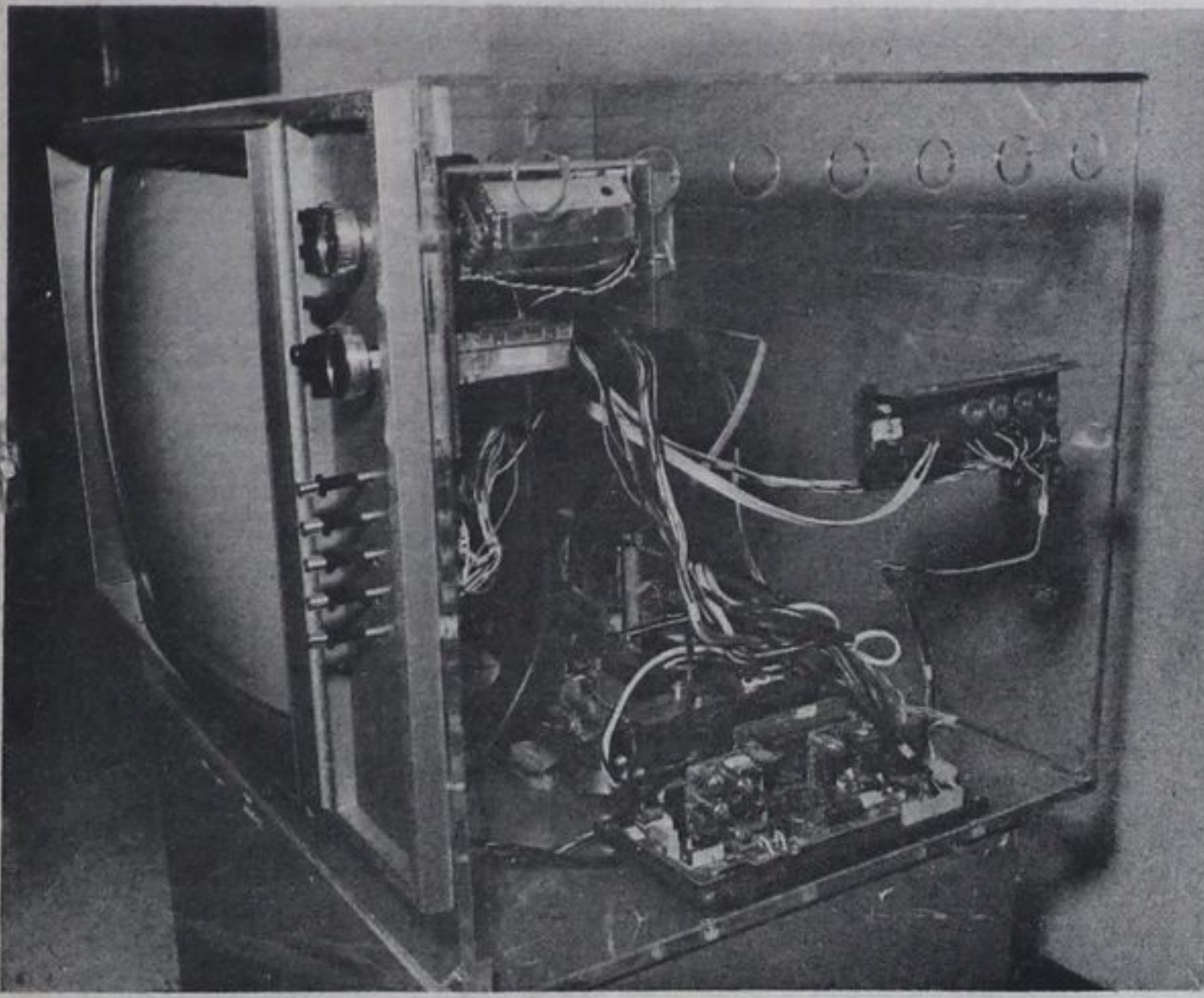


# Midland RCA plant largest Canadian manufacturer of colour picture tubes



RCA picture tube

Is there a colour television set in your home?

If there is, chances are the picture tube for that set was manufactured in the \$30 million RCA plant located beside the Wye River in Midland. Not only is the plant the largest of its kind in Canada, it is also the only plant in the country to manufacture colour picture tubes.

The factory was built on a 40 acre site on the banks of the Wye River in 1966 and since that time has been the major single employer in Midland and area. Some 900 men and women, most of them from Midland itself, now are employed in the manufacture of colour tubes at the Hwy. 12 plant.

The making of a colour television is an intricate process, details of which cannot be released because of the competitive factor. The kinescope, or picture tube

which is manufactured in Midland, is the heart of the television set. A customer's acceptance of a product which will be the centrepiece of his living room is usually based on the quality of the picture that he will see on the kinescope and the styling of the cabinet which is most pleasing to the customer.

The Midland kinescope (picture tube) has proven to be one of the most reliable and consumer acceptable colour picture tubes on the market today, according to RCA spokesmen. It is used in the manufacture of colour televisions at RCA's Prescott assembly plant. Other tubes manufactured in Midland are used by other leading manufacturers in their own products.

The gestation period of a television set is approximately forty-eight months. During this period of time a team of engineers, marketing

people, manufacturing and purchasing people are working together to design a television set that will be acceptable to the consumer, both in quality, quantity and price.

After a prototype sample has been built and has been successfully produced, the factory begins to buy all of the material that goes into a television set from various sources. These sources would be in Canada, the United States, Mexico, Taiwan, or other countries that can supply us with the necessary material that conforms to tight quality specifications and price. The material is scheduled to come into the plant at a specific time to be assembled into an instrument.

In the manufacturing plant, the chassis is usually the first part of the TV set that is assembled and attached to it is a tuner mounting

assembly. These two assemblies basically make a chassis package. On another line, which is called a final assembly line, the chassis package is transported to the final assembly line and is eventually married up to a cabinet. The first item that goes down the final assembly line is the cabinet. The speakers are installed in the cabinet and the kinescope (which comes from Midland) is then put into the cabinet. After the kinescope has been installed the chassis

is married to the cabinet and the kinescope. As it progresses down the final assembly line, it then goes into, what is called, a test position. In the test position, the final electrical touch-up is given to the chassis and the set is converged for proper colour temperature and colour picture and is tested for sound. The back cover is installed onto the cabinet and it goes up onto a conveyor system, which takes the television set

through a burn-in period of approximately four hours. After the set goes through the burn-in period it goes through its final customer acceptance check where the appearance of the set, the final touch-up for customer controls are made and the set is stamped and packed and sent to the warehouse, where it waits for quality approval and for orders from various distributors. Every television set is quality checked on the final assembly lines and

samples are taken on a daily basis from every line and submitted to a quality lab where the sets are checked once again by quality inspectors. They are run for a period of time for customer acceptance criteria, or government regulations pertaining to certain characteristics. When all of these quality checks have been made the sets that have been in the warehouse are released to distributors. And from here the choice is the customer's.

## 17th century Jesuits' story told at Ste. Marie

Huron is Ontario's vacationland. It offers something for everyone -

swimming, water-skiing, sun-bathing, clean beaches, picnicking,

natural beauty and for those who enjoy collecting memories, there is the historic site, Sainte-Marie among the Hurons, right near Midland.



Ste. Marie Among Hurons

Sainte-Marie is a reconstruction of the first European community in what is today Ontario. Located on the original site near Midland on the southern shores of Georgian Bay, it is an ideal destination for families.

Once at the edge of a wilderness frontier, Sainte-Marie was home to 64 Frenchmen, 20 of whom were Jesuit missionaries. It was started in 1639 as "a solitude of delight and an abode of peace". From here Jesuit missionaries travelled out to Huron

villages to preach Christianity. For months they lived with the natives, then would

return to the mission to make their reports and to rest.

For 10 years Sainte-Marie thrived. Soon there was a granary, barn, stables, dwellings, cookhouse, blacksmith, carpenter and shoemaker shops, churches, gardens, longhouses for visiting Huron and hospital. A three-lock canal system was constructed so that canoes and bateaux could be brought into the mission for unloading.

Though the missionaries continued their work with dedication, two factors were working against them - whitemen's diseases, such as measles and influenza, were fatal to the natives; and vicious trade wars between Hurons and Iroquois tribes were further reducing Huron populations.

By 1649, the Iroquois were deep into Huron

country and in March they attacked and massacred the native people in two villages near Sainte-Marie. Fathers Jean de Brebeuf and Gabriel Lalemant were captured and martyred.

Remaining Huron scattered to neighbouring tribes. Some, who had taken the "blackrobes" Christian faith fled to nearby St. Joseph's Island (now Christian Island) in Georgian Bay.

Electing to go with their converts and fearing desecration of what they considered to be holy ground, the Jesuit burned Sainte-Marie to the ground.

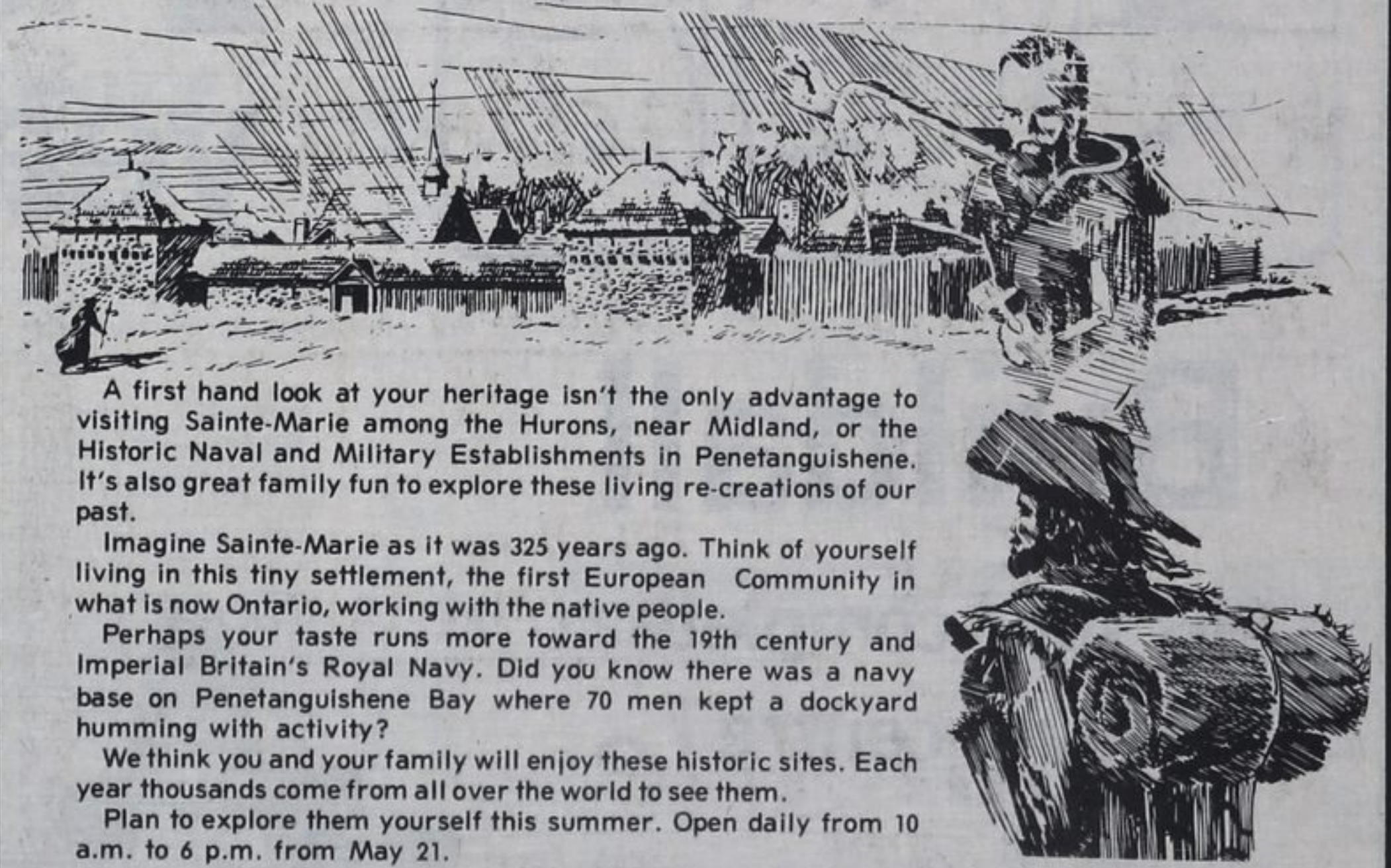
For more than 300 years, Sainte-Marie lay in ruins. But, by the late 1940's and early 1950's, archaeological excavations had begun and in 1964 reconstruction was undertaken, sponsored by the Ontario government.

Today the site stands again, much as it did in 1649. University students portray the priests and donnés who lived at Sainte-Marie, explaining to visitors the lifestyles of those first European settlers. The sawpit is operated, the cook makes cornbread, a blacksmith and a carpenter work at their trades, blackrobed "priests" explain the life of the missionaries. The canal is operated daily. Sainte-Marie is history come alive, and a fascinating place for adults and children alike.

There is also a film about Sainte-Marie and a museum which orients visitors to the same time period in Europe. Here is a place to touch, smell, see and imagine.

Sainte-Marie opens for its tenth season Saturday, May 21. Admission is adults, \$1.50; students, 75 cents; children, 25 cents; Family maximum \$3.50.

**Your Heritage?**  
You've got part of it  
at your back door.



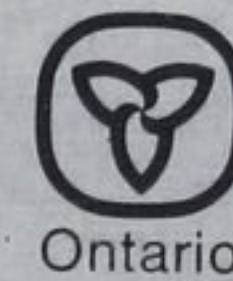
A first hand look at your heritage isn't the only advantage to visiting Sainte-Marie among the Hurons, near Midland, or the Historic Naval and Military Establishments in Penetanguishene. It's also great family fun to explore these living re-creations of our past.

Imagine Sainte-Marie as it was 325 years ago. Think of yourself living in this tiny settlement, the first European Community in what is now Ontario, working with the native people.

Perhaps your taste runs more toward the 19th century and Imperial Britain's Royal Navy. Did you know there was a navy base on Penetanguishene Bay where 70 men kept a dockyard humming with activity?

We think you and your family will enjoy these historic sites. Each year thousands come from all over the world to see them.

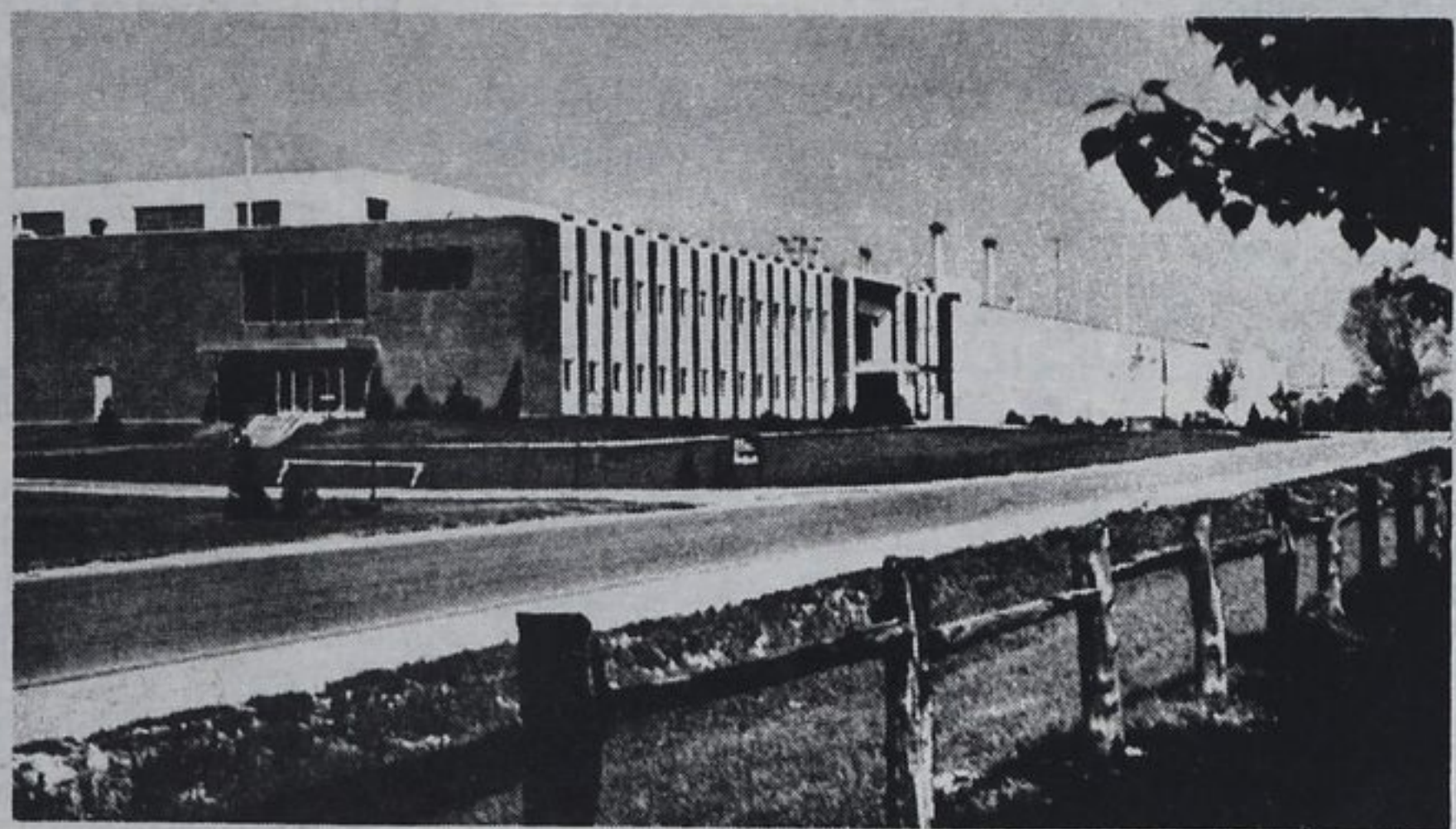
Plan to explore them yourself this summer. Open daily from 10 a.m. to 6 p.m. from May 21.



Ministry of  
Culture and  
Recreation

Huron  
Historical  
Parks

**RCA** Limited  
PICTURE TUBE  
DIVISION  
Midland, Ontario



The Midland Colour Picture Tube Plant, the only one in Canada, was opened in the fall of 1966. To date more than three million colour picture tubes have been produced since the plant commenced operation, and this has been accomplished without in anyway diminishing the quality of the natural environment. In fact, water used in the manufacturing process returns to Georgian Bay even cleaner than when it left, and the plant's water purification facility is so efficient that the Company was able to supply drinking water to the City of Midland from 1967 until early 1971.

The present work force numbers in the neighbourhood of 1,000 employees made up of 200 clerical and technical personnel and 800 production and maintenance employees who are represented by the International Union of Electrical,

Radio and Machine Workers (IUE) and the Canadian Union of Operating Engineers (CUOE).

Production is carried out on a 24 hour per day basis, five days per week, with most employees being on a two week rotation through the various shifts.

Production of colour picture tubes is for both domestic and export markets. Export product is destined for Europe, Australia, New Zealand and South America.

In addition to the Midland facility, RCA Limited has its home office located in Ste. Anne de Bellevue, Quebec, and manufacturing plants in Smith Falls (Records), and Prescott (Television assembly). Sales and Service branches are located across Canada.

**RCA**

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