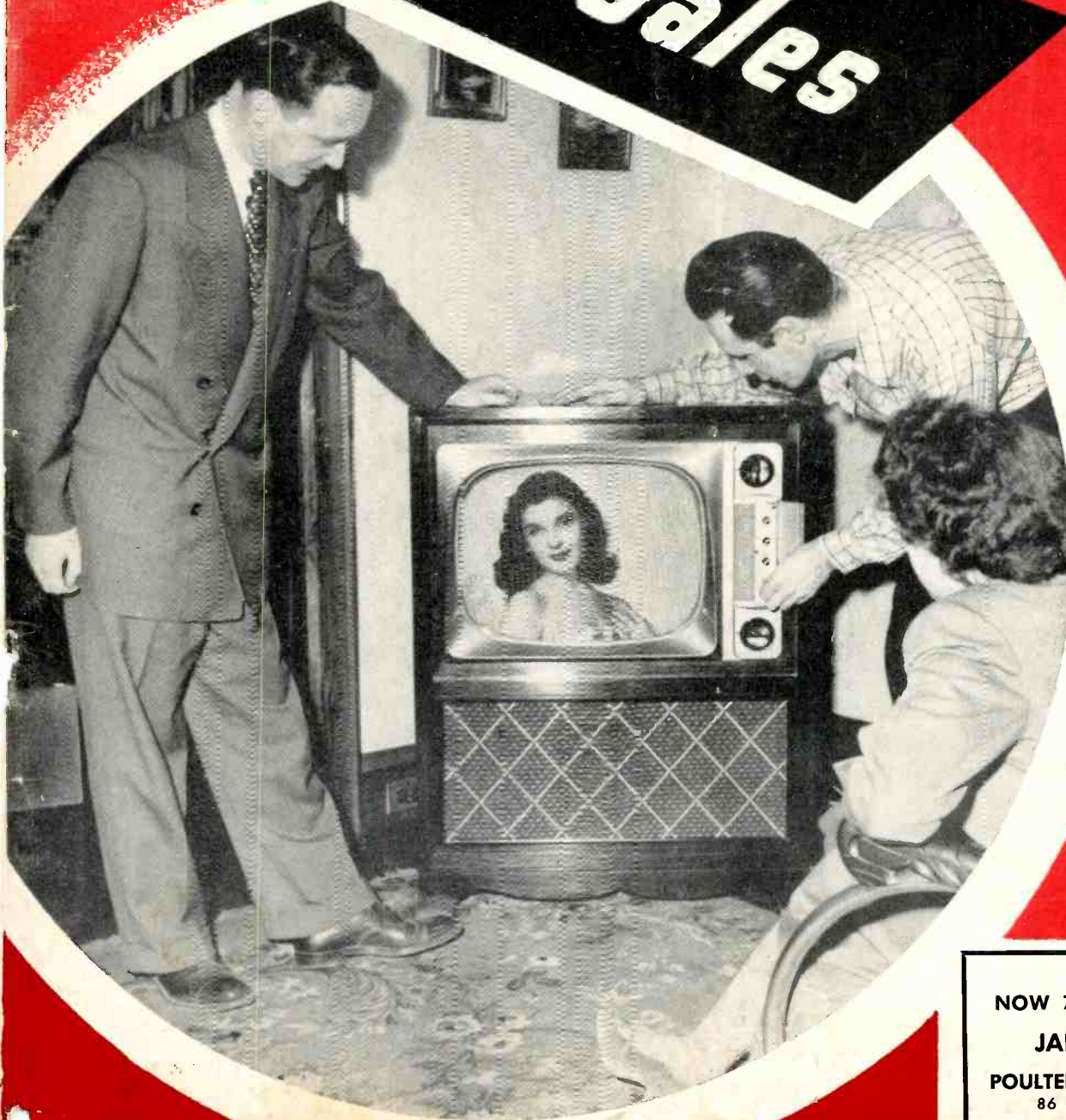


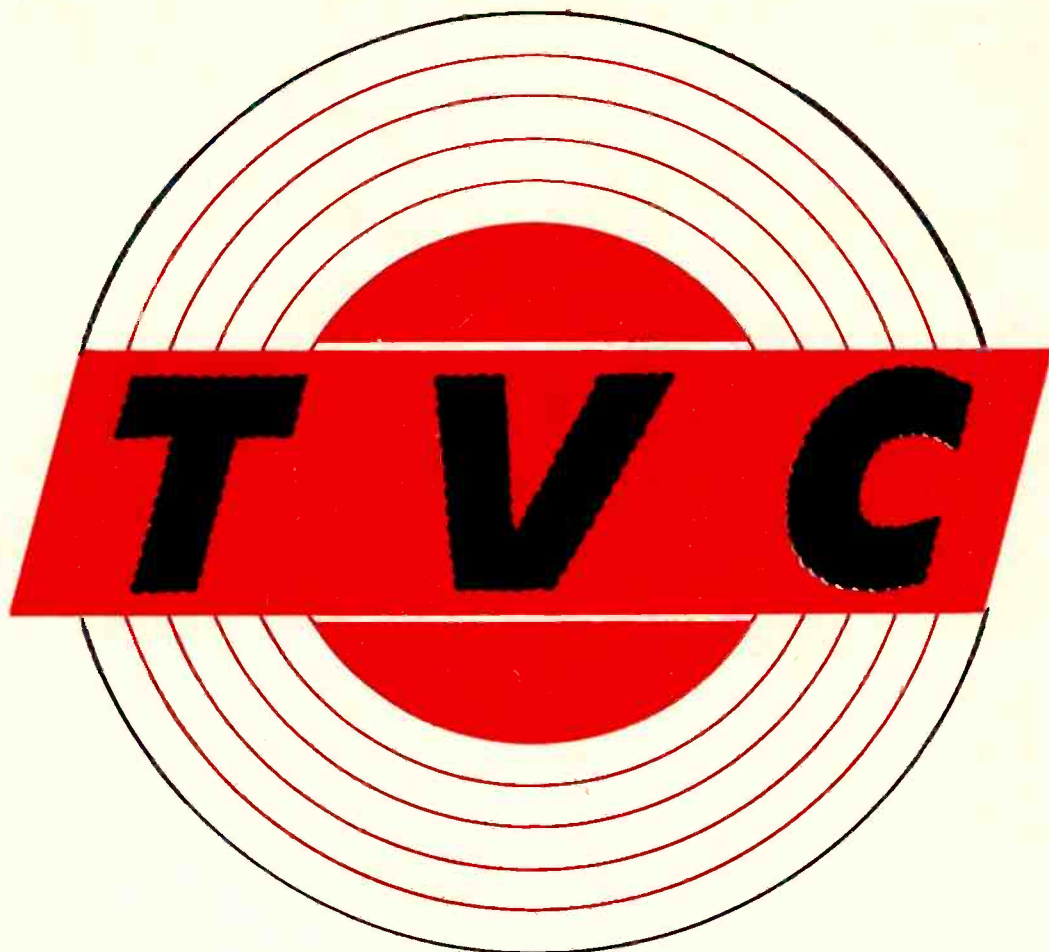
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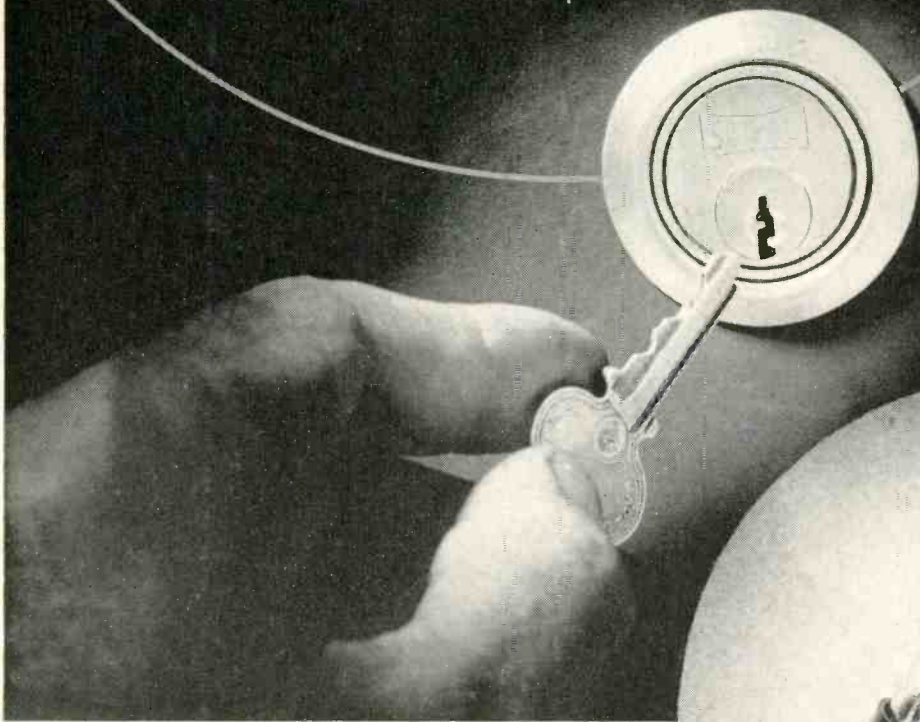
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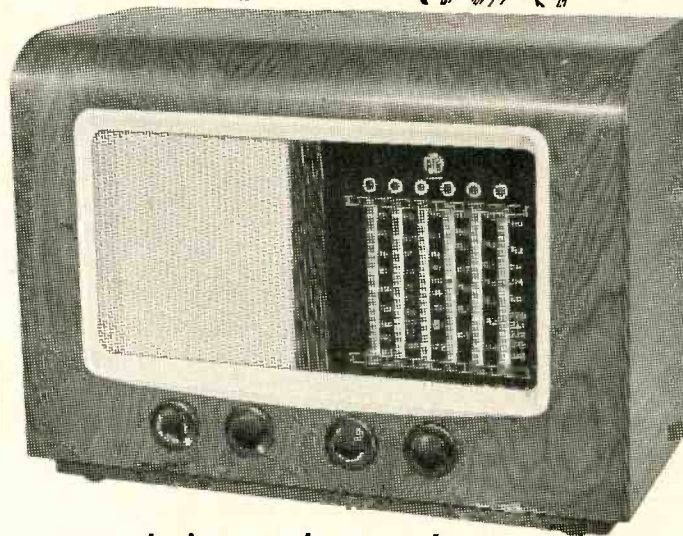
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OUR COVER

Our cover this month shows a successful home demonstration and sale of a television receiver. The television set is a 20-in. Admiral console and the "customers and salesman" are members of the Canadian Admiral Sales Ltd. staff.

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Credit Restrictions Relaxed

As we go to press, word has been received of the government's decision to relax credit restrictions on appliances and radio as well as on certain other merchandise, particularly durable goods.

The term of payments has been extended to 18 months which should be of considerable assistance to many customers who felt unable to meet the higher monthly payments made necessary by the restrictions which limited payments to a term of 12 months.

The down payments remain at one-third of the total purchase price; minimum payments must be \$10.00 per month or \$2.50 per week. Thus the new regulations will make little difference in the case of less expensive items but they should have a decidedly beneficial effect on sales of higher priced merchandise such as major appliances, television receivers and the larger radio sets and combinations.

However, the trade generally is disappointed that no reduction was made in the minimum down payments. It is possible that further adjustments in the regulations may be made later but in the meantime the large monthly down payments continue to prevent many people from making purchases even though they would be able to pay the monthly installments without difficulty.

The restrictions on credit have had a drastic effect

on sales of the products of our industry. Undoubtedly there were other factors which had an effect, too, but the curtailment of credit proved to be the straw that broke the camel's back. Instead of simply curtailing sales, these regulations practically ruined them, a fact which the government should have been able to foresee if the matter had been investigated sufficiently. Delegation after delegation of manufacturers and dealers associations tried to tell the government what would happen. Brief after brief was submitted and all the pertinent facts were given in clear, unrefutable form but nobody in Ottawa was willing to listen to the advice of the industry's merchandising experts. Now the damage has been done and the losses cannot be recovered. However, it is hoped that the outlook for the future will brighten perceptibly once the full impact of the new regulations sinks into the public mind.

There is no doubt that the publicity given to the restrictions had an unsettling effect upon the people. Now, the publicity can act in reverse and thus remove the uncertainty. Customers will know where they stand and will be more inclined to buy instead of continuing to postpone their purchases.

The dealer will at least have one major obstacle out of the way but there should be no let-up in the effort to have further relaxations made in the tax and credit situation. In the meantime, the dealer will have to rely on salesmanship and sound merchandising practices.

Hold That Price Line

The legislation prohibiting the maintenance of fixed list prices now on the statute books of Canada, has created widespread discussion and, with few exceptions has been bitterly opposed by the radio-TV and appliance industries. The Canadian Electrical Manufacturers Association, the Radio-Television Manufacturers Association of Canada, the Canadian Association of Radio and Appliance Dealers all submitted briefs in favour of the established practices of controlled prices and orderly marketing. Other trade groups did the same.

The government, however, turned a deaf ear to the pleas of the industry leaders, having apparently made up its mind that it would play up to the public by suggesting that "freedom" from price maintenance would lower the cost of living. So far very little has taken place that would suggest that this end will actually be attained. Moreover, even if it had it would be at the expense of the retailer who, by and large, cannot afford to make any more sacrifices for the benefit of someone else.

It is doubtful if any such important piece of legisla-

tion has been pushed through the House so hurriedly or in such complete disregard of the industry which is perhaps most seriously affected.

Under the new legislation, manufacturers cannot require their dealers to maintain fixed list prices. Already some manufacturers are drawing up new franchises without a price maintenance clause. The manufacturers can of course "suggest" a suitable list price. This is in fact necessary as a guide to the dealer although it would not necessarily be the price at which he would offer the merchandise to the public.

The new Bill authorizes stiff penalties for those found guilty of breaking the regulations and empowers the Combines Commission to make such investigations as he deems necessary to determine whether or not the regulations have been violated.

The industry policy must now be to wait and see. Even though the Bill is now law, there is no reason why, if it appears to be as unsatisfactory as is predicted, the fight cannot be carried on and suitable relief obtained.

In the meantime dealers, large or small, who use this Bill as a means of slashing prices and engaging in unfair competition will simply be cutting their own throats.

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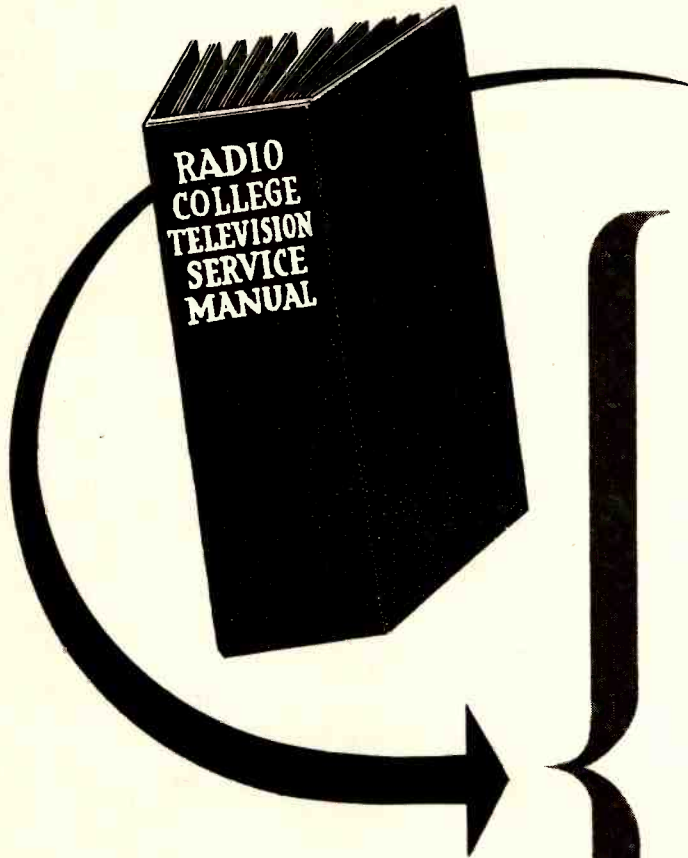
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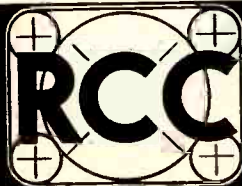


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8. All troubles reported in the field (up to Dec. 20) and their remedies are given.
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10. All material has been examined and approved by Service Department officials connected with the Canadian Television Industry.

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Electrical Industry Plays Vital Part In Industrial Mobilization

An End-of-the-Year Summary of Industry Trends

THESE are times of high adventure for Canada, as the nation enters the most expansive period in its history.

A growing sense of national destiny; the rapid development of natural resources; our sharply-increased engineering and productive capacity, backed by the best in world research and investment; an economy that shows sustained buoyancy while retaining its traditional soundness — these are important new sources of strength as the nation moves confidently into the challenging days ahead. In almost every phase of Canadian enterprise, electricity continues to play a vital part in the strength and well-being of the nation—an important factor, also, in enabling us to meet our mounting international obligations.

Rapid Expansion In Canada

During the past decade, Canada's rate of expansion has probably been greater than that of any other nation, helping to win for us a new high place in world affairs. It is significant to note, for example, that we have a national income about as great as the combined total for the thirteen countries of South America—though we have less than one-eighth of their population. This may be explained, in part, by the very extensive development of our power resources, for we use about three times as much electrical energy as the entire southern continent.

Under the steadily-increasing impact of the defence program, three fairly-well-defined phases of industrial mobilization may now be observed. The first is to increase our nation's basic productive capacity—and this is now approaching full flood. The second, flowing from it, is to produce sufficient military durables to meet defence requirements. The third is to free the production of consumer durables, in order to stabilize the economy and to meet the urgent needs of our expanding population.

Electrical Industry Important

The electrical industry has an important function in each of these three phases. The outlook for the

coming months therefore varies widely within the industry, according to the urgency with which each phase will be pressed—and this, in turn, will depend mainly upon the danger of all-out war abroad and of spiralling inflation at home. Recognizing fully the dangers in each case, the industry is prepared to play its full part in the national interest, confident that we, as a people, possess not only the productive capacity but the courage and discipline necessary to win through.

The principal emphasis within the electrical manufacturing industry at this time is in the 'appar-

by

H. M. TURNER

**President, Canadian
General Electric Co., Ltd.**

atus' field—in the production of capital goods urgently needed by utilities and industry as a part of industrial mobilization. In addition, about 4 per cent of its productive capacity—particularly in electronics—is currently devoted to the production of materiel for the armed services. The production of consumer goods such as appliances and radios, on the other hand, has been cut back during the past year to about one-third of its early-1951 level, under the severe credit and tax restrictions imposed upon it and the growing uncertainty about material supply.



H. M. TURNER

Need Adequate Power Supply

An essential in our defence structure is an adequate supply of power. Electric utilities are therefore expanding their generating capacities at a rate of over one million horsepower a year. About 900,000 hp of hydro-electric power and 350,000 hp of steam-electric power were added in 1951, bringing the total Canadian installed capacity to over 13½ million hp. Over 3 million horsepower currently on order and many other developments actively projected would indicate that the rate of increase will move upward during the coming months. Each new project, however, requires many months to bring into full operation, not only in harnessing the 'prime mover' such as water or steam, but also in the design, production, testing and installation of complex equipment such as generators, transformers and switchgear and a wide array of wire and cable and other supplies.

It is anticipated that an important new source of power — natural gas—will be employed in power generation, through the use of gas turbines. In the meantime, the need to continue the development of our rich water resources is more urgent than ever, as indicated by the sustained effort to clear the way for the St. Lawrence seaway and power project.

More intensive use of power is an important factor in our economy for, as a nation, our manpower resources are limited in relation to the wealth of natural resources awaiting development. Increased output and earning power in industry are therefore almost entirely dependent upon greater mechanization and the use of more kilowatt hours per manhour. It has been estimated, for example, that a 1000-horsepower motor, efficiently applied, provides the same physical effort as an army division. Such power, available around-the-clock on our production lines, effects a significant increase in the productivity of our nation's expanding labour force. Through the use of new control

(Continued on page 28)

Canada's 1951 Distribution Census

To Cover Over 250,000 Establishments

SECOND and main stage of Canada's 1951 Distribution Census—the fourth and largest in the country's history—will start early February, when the Bureau of Statistics will mail questionnaires to some 230,000 firms of all kinds and sizes in the retail, wholesale and services fields asking information about the operations of about 255,000 establishments.

Twenty-three different schedules, designed to apply to the different kinds and sizes of trades and services, will be used in this nationwide survey of these important segments of the nation's economy. Each has been framed carefully in the light of past experience and after consultation with associations and representative firms in the different fields and divisions of these fields.

Preparation of a complete list of establishments in the three main distribution fields formed the first stage in this Census. For this purpose, the field force of 18,500 Census enumerators, who gathered data about population, agriculture, housing and fisheries last summer, at the same time recorded the name, address, kind of business and relative sales-size of all retail, wholesale and service establishments. The information thus obtained has been edited and classified at the Bureau to provide a mailing list for sending the form appropriate to its kind and size of business to every firm falling within the scope of the Distribution Census.

Tabulation of the returns made by the Census enumerators, after editing in the Bureau to eliminate duplications, showed about 160,000 establishments falling within the retail trade classification, approximately 30,000 in the wholesale group, and 65,000 in the varied services group. Allowing for the fact that the coverage in the 1951 Census will be slightly more extensive than in 1941, these figures indicate substantial increases in each category over ten years ago, when the number of retail establishments was recorded at 127,331, wholesale at 24,758, and service at 55,917.

Coverage of Groups

Numerically largest, the retail group as covered in the Census consists broadly of all establishments engaged mainly in the distribution of goods to the consumer. It includes, for example, grocery, drug, general merchandise, apparel, footwear, furniture, hardware and variety stores, meat markets, lumber and building materials dealers, fuel firms, dealers in second-hand materials, and also automotive dealers, filling stations and restaurants.

For census purposes, the term "services" is confined to certain types of establishments—generally located in the retail trading area of urban centres—whose revenue is derived from the providing of services rather than from the sale of merchandise. Further, the census of service establishments is restricted to certain types of services.

Range of Common questions

The questions asked in the Census of Distribution schedules are much the same as in 1941 and have been used only after careful study of the usefulness of the information they will yield. Following is a list of the items common to most forms:—

1. Form of organization, i.e., single proprietorship, partnership, incorporated company, etc.
2. Specific kind of business.
3. Rough breakdown of annual sales by commodity classes (service establishments excluded).
4. Number of working proprietors (where applicable).
5. Number of paid employees, i.e., both maximum and minimum during the year.
6. Total payroll for paid employees for the year.
7. Total sales and receipts for the year, broken down (where applicable) to show retail, wholesale, and service sales and receipts.
8. Total sales and receipts, broken down between cash and credit and in the case of retail establishments further broken down between instalment and other credit sales.
9. Total accounts receivable at the end of the year; in the retail

field broken down between instalment and other credit receivables.

10. Total stocks on hand for sale at end of year (applicable to service establishments only in certain instances).

11. Yearly rental (where applicable).

Variety of Schedules

By way of illustration of the use of different forms, all retail stores (except automotive) whose annual sales (as recorded by the enumerators) are less than \$30,000, and four-fifths of the retail stores with sales between \$30,000 and \$150,000, will be sent a schedule known as Retail Form I (Short), which asks for information of the coverage already outlined. The remainder of the stores with sales between \$30,000 and \$150,000—constituting a 20 per cent sample of this group—will receive a schedule known as Retail Form 2 (Long), which asks for commodity data in addition to the other information. Stores with sales over \$150,000 will receive still another schedule—Retail Form 2A (Long)—asking commodity data also, plus certain information on repairs and capital expenditures. Retail chain units will receive a special form combining the information sought in the Census with that obtained in the Bureau's annual survey of these businesses, and for warehouses operated by these companies there will be still another schedule.

Return of Forms

Firms will be asked to supply the information covered by the items in the schedules for the calendar year 1951 or for their business year ending nearest to December 31, 1951. If a firm did not operate for the full year, it will be asked to complete the form for the part of the year it operated. As already indicated, the forms have been made as brief and simple as possible consistent with the purposes they are designed to serve, and in most cases the information asked will be readily available from a firm's books.

Firms will be requested to return the completed schedules before the end of February. Processing of the statistical data contained in them will start as soon as they are received, and the earlier the forms are returned the earlier will it be possible for the Bureau to tabulate and release the valuable data obtained from them. On the other hand, delays in the return of schedules will mean delay in making

(Continued on page 27)

NEW 1952

20" Admiral Television



WITH SENSATIONAL NEW
"TRIPLE-X"
LONG DISTANCE CHASSIS

Ready for
UHF Stations

Here's the most outstanding TV value in '52. Available as a table model or a complete consolette, with big 20-inch pictures. Compact in size but big in performance, this superb set brings in clearer, brighter, sharper pictures with Admiral's new Triple-X chassis—gives outstanding "fringe area" reception. Power has been stepped up as much as 400% and gated AGC eliminates up to 92% of man-made static. And here's another "plus" . . . because of the famous built-in Turret-Tuner, Admiral TV is ready for the coming new UHF stations. Compare performance . . . features . . . price, compare Admiral '52—best seller in sight! **Retail Price: \$499.95**

Walnut (Slightly higher in Mahogany and Lined Oak)

Bigger-than-ever value as a complete consolette, this new Admiral looks like . . . performs like . . . a high-priced floor model with the sturdy matching base and wide grille. Another Admiral leader in television for 1952.

Retail Price: \$529.95 Complete in Walnut (Slightly higher in Mahogany and Lined Oak)



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WORLD'S MOST POWERFUL TV!

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BIG PICTURE TABLE TV + MATCHING BASE

= Complete Consolette

CANADIAN ADMIRAL CORPORATION, LIMITED — PORT CREDIT, ONTARIO

NEW LOW PRICE . . . NEW 1952

Admiral

big-as-life!



17

inch
TV

that's *Clear*
close-up!

Admiral—world's most powerful television—presents a sensational new value leader for 1952. Big 17-inch table TV with handsome matching mahogany base—a compact model at an amazingly low price. And it contains all the wonderful features found in the larger Admiral sets. Powerful new "Triple-X" long distance chassis brings in clearer, brighter, sharper pictures—gives better-than-ever "fringe area" reception. And your Admiral is ready for the new UHF stations, too, because of the famous built-in Turret Tuner. Automatic gain control assures crisp, clean, sharp contrast pictures. Admiral's amazing quality belies the surprisingly low price tag. Yes, it's Admiral again in '52—First in Performance . . . Features . . . Price. Best seller in sight!

Retail Price: \$399.95 (Matching base \$10.00 extra)

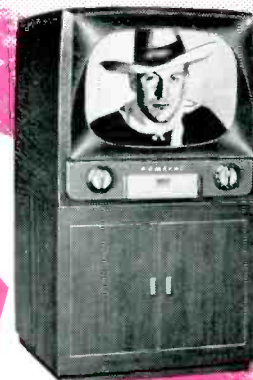
Prices and specifications subject to change without notice. Prices slightly higher in Western Canada.

Sensational new
"TRIPLE-X"
long distance chassis

Ready for

UHF Stations

TABLE MODEL
or
CONSOLETT
TV



Admiral

Radios . . . Radio-Phonographs
Television Receivers
Refrigerators

CANADIAN ADMIRAL CORPORATION, LIMITED—PORT CREDIT, ONTARIO

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C.A.R.A.D. NEWS

Toronto Dealers Hold Annual Meeting

Successful Annual Meeting in the Form of a Dinner Held in Conjunction With a Turkey Roll — New Officers Elected

ON WEDNESDAY, December 5, the Toronto Association of Radio and Appliance Dealers held their annual meeting and election of officers. Over two hundred and fifty dealers and their salesmen attended the meeting which was held in Columbus Hall on Sherbourne Street.

Something a little different was added to the meeting this year in the form of a turkey roll. A wheel of fortune was set up on the stage at one end of the hall and at each spin of the wheel some lucky member won their Christmas turkey. Fifty turkeys, twenty-five hams and a live turkey were disposed of in the "roll."

Jack Babcock welcomed the members and guests and introduced the head table. He stated that

the association intended to make the turkey roll an annual affair. Lloyd McKee also addressed the meeting and presented the slate of officers for election.

In his president's report, Jack Babcock thanked the members and the board of directors for their support and in reviewing the meetings of the past year, he said that 1951 had been one of the fullest years the Toronto Association had ever had. He said that the Ottawa meetings had helped to make it a very busy year. The membership had increased substantially, he said, and the attendance at all the meetings was excellent. In closing Mr. Babcock urged the members to do their part in supporting all association matters.

Joe Cheshire, president of the



A. A. WILKES

Mr. Wilkes has recently been appointed as secretary-manager of C.A.R.A.D. to replace Frank Quartermaine (see December issue—page 68)

Ontario Association, spoke for a few moments and introduced Stan Randall, president and general manager of the Easy Washing Machine Co. Ltd. Mr. Randall's address on the current tax and credit situation is reproduced elsewhere in this issue.

The new officers elected for the 1952 term are as follows: President — J. Hollows; past-president — Jack Babcock; treasurer — Harry Say; directors — Harold Graham, Danforth Radio; Cy Collins, Toronto Television; Ted Humphries, Static Shop; Harry Foster, East End Tire; Al Ogg, Federal Radio; and Ken Wood, Ken Wood Appliances.

Two presentations were made during the course of the evening. Joe Pardie thanked the retiring president, Jack Babcock, for his work and presented him with a desk set.

Harry Edwards thanked Frank Quartermaine on behalf of the association and presented him with a desk set. Mr. Quartermaine, who has left the association to go with Easy Washing Machine Co. stated that he had enjoyed his four years as secretary-manager of the association and called on members to support the new secretary-manager, Art A. Wilkes.

Following the dinner and business session, the tables were cleared away and Ron McCormick and Joe Pardie conducted the roll for the turkeys and hams.

Chatham and Kent Dealers Hold Fall Dinner Meeting

The fall meeting of Radio and Appliance Dealers was held at the Bluebird Restaurant on November

(Continued on page 23)



The newly elected executive of the Toronto Radio and Appliance Dealers Association. Front row shows J. Babcock (right), past president, congratulating the new president, J. Hollows. Centre row (left to right) — Harold Graham, Cy Collins, Ted Humphries. Back row (left to right) — Harry Foster, Harry Say and Al Ogg. Ken Wood was also elected to the board of directors but was not available at the time the photograph was taken.

More Television Sales Are

Wherever Possible TV Receivers Should Be Sent Out On a Trial Basis — Once the Set Has Been Installed in the Home, It is Usually There to Stay



1

ONE of the best and, at the present time, probably most neglected methods of selling TV receivers is the home demonstration method. Why sit back in your store and wait for customers who, even if they are thinking of buying a television set, may never enter your store? Every sale made in the prospect's home may mean one sale less for your competitor who waits for business to walk in.

The following series of photographs shows a home demonstration and sale of a TV receiver from the time the customer first conceives the idea of buying until the final closing of the sale.



2

1. In home selling or in any other type of selling, one of the major problems is getting the prospects. Advertising is one of the best known methods of arousing interest and in this photograph the husband and wife are looking at a newspaper advertisement on television which has aroused their interest. A continuous campaign of moderate newspaper ads keeps the dealer's name before the public and creates prestige and confidence in the dealer. Direct mail is another method of getting your story across to prospective customers and can be aimed at a selected district or group of homes.



3

2. In this photograph, the salesman is shown approaching the prospect's home. A home call should coincide or follow a newspaper or direct mail campaign. In this way, the salesman is not making a "cold" call. The advertising has already introduced him. Also, in any campaign of personal selling, a background of advertising will double the impact.

Here, you will notice, the salesman is calling on a home right next door to a television owner. He knows that, more than likely, this family has had their interest in TV aroused by their neighbour's set. The present TV owners should not be entirely discounted as probable buyers. A large portion of the sets now in use are the small and medium size screens and there is a large trade-in market to be tapped.

The character and appearance of the door-to-door salesman is extremely important. He should be clean, neat and well spoken and he should be thoroughly trained in this type of selling. There should be no indication of high pressure in his methods.



4

3. Here, the salesman is taking advantage of the manufacturer's literature to show the various models. The manufacturer has this literature printed for a definite purpose and it should be used wherever possible. By leaving these pamphlets with the prospects, it gives them a chance to study the appearance and features of the various models.

Selling television is a family affair and even the children should be included in the sales talk. Children are always enthusiastic and wield a surprising influence in most family affairs. By explaining the variety of programs available to children on TV, you

Made by Home Demonstration

will enlist their enthusiasm on your side. Older folks, shut-ins and invalids, too, should be included in the discussion wherever possible.

Here, the salesman has found an interest in television and offers to send a receiver to their home for a free trial demonstration and stresses the fact that it entails no obligation on their part. He invites them to come to the store and select the model they would like to see demonstrated.

4. The lady of the house has come to the store and is shown here selecting the set she would like to see demonstrated. It is very important that the dealer have a fairly complete line of receivers on hand. It is helpful to the customer and at the same time impresses them. The sets should be kept entirely separate from other merchandise and the atmosphere should be made as homey as possible with rugs on the floor and easy chairs. If possible, demonstration rooms are a great help in cases where home demonstrations are impracticable.

Manufacturer's display pieces and posters should be placed in prominent positions and what is very important—merchandise should be kept scrupulously clean, polished and dust-free.

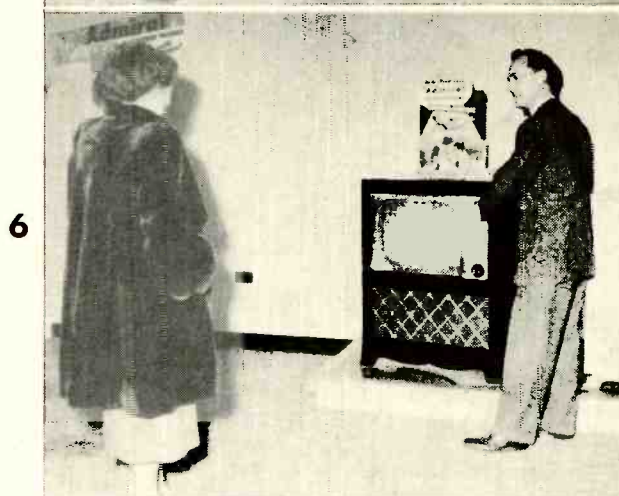
5. The salesman is showing the customer the very best set in the store—a radio-phono-TV combination. He is pointing out to her the advantages of having complete home entertainment in one compact unit. No matter what the customer desires, they should at least be shown the very best.

6. This is the set the customer has finally chosen (with the help of the salesman) for her home demonstration—a 20" console. The salesman has sold her on the idea of a higher priced, larger screen model than she originally chose. Perhaps she has had some preconceived impressions concerning the larger screen sizes. "Rooms not big enough" or "would have to sit too far back" are just two of the many objections commonly raised. By showing her the set in actual operation in the store and by urging her to check it against home operation, the salesman has convinced her to try the larger screen size. After all, this is just a demonstration and she can always revert to another choice.

7. This is an extremely important phase of television selling—the complete service department. Although service should not be stressed too much, the customer should know, and has a right to know, the extreme complexity of a TV receiver in comparison with a radio and it will give her a feeling of confidence to know that her purchase is backed by a complete service department. For the customer's protection the warranty should always be mentioned and by advertising and promoting a good service department, the dealer will promote his own reputation for standing behind his sales.

8. Here the receiver has been installed in the customer's home. They now have a chance to observe the set in operation without the interference of the salesman. It is important that the technician be taught to observe the same care in a home demonstration installation as in a permanent installation. After all, the

(Continued on page 30)



Television

NEWS AND VIEWS FROM THE TV WORLD

CBC Television Promised For August

R. A. Hackbusch, president of the Radio - Television Manufacturers Association of Canada meeting in Toronto today, announced that officials of the Canadian Broadcasting corporation had definitely assured the manufacturers that the CBC would commence regular scheduled TV programs in both Toronto and Montreal during August of this year.

"The August dates are definite regardless of possible delays in delivery of steel for the transmitter antenna towers," said Mr. Hackbusch. "If necessary, a temporary transmitting antenna can be used that will give satisfactory coverage for many miles from the station."

Mr. Hackbusch reported that sixteen Canadian companies are now manufacturing television receivers in Canada and sales are averaging from five to six thousand sets per month. "Dealers are well stocked with TV sets but the opening of the Montreal market and a local station in Toronto will sharply increase the demand and shortages may soon be evident," concluded Mr. Hackbusch.

Flight Televised Direct From Free Balloon

On July 1st last year Philips ended their experimental television broadcasting in Eindhoven, Holland, in order to leave it to the associated radio corporations to organize the programmes for the Netherlands Experimental Television, which were begun on 2nd October.

One of the last transmissions made by Philips calls for special mention. On that occasion the Philips cameraman took part in a balloon flight. The following is an extract from a report made by the programme leader P. Beishuizen for Philips Koerier:

"Saturday afternoon the Philips Sports Grounds and later on the town of Eindhoven performed a rare dance on the screens of the television receivers, rising and fall-

ing, swinging to the left and then to the right, just like the movements of a balloon itself. For Mr. Castelijns, who was in the basket of the balloon with his recording camera, it was by no means easy to work his camera and at the same time speak through the mike. There was a stiff wind blowing, every now and again pulling strongly on the basket and threatening to upset the whole apparatus. This did not, however, deter our friend Castelijns, who has some experience as a glider pilot. This is the first time in the world that a balloon flight has been televised direct from the balloon itself, and it was a success in every respect."

The flight ended after about 3 hours in a field close to the German frontier. It was a rare opportunity for all viewers to follow such a flight while comfortably seated at home.

Expect Good Year For Television

Chicago — The past year — 1951 — has seen the television industry attain maturity and prove its underlying strength as a solid American industry, according to a year-end statement by Richard A. Graver, vice-president electronics, Admiral Corp.

"TV manufacturers have recovered from the severe sales slump in the first half of 1951," he said, "and industry production has leveled off at 400,000 units per month, which is approximately as many sets as can be made under present allocations of critical materials such as cobalt, nickel, copper and steel."

Graver said that approximately 5,000,000 TV sets were manufactured in 1951, as compared with the production of 7,500,000 units in 1950, an abnormal year by all standards, but primarily because of a steady wave of scare buying. Production in 1952 should reach last year's figure, barring all-out war or further restrictions on our supplies of raw materials, he said.

Admiral is benefiting from a metal conservation program that was inaugurated 18 months ago,

immediately after the Reds swarmed into South Korea, Graver pointed out. This program, in conjunction with improved engineering techniques, has enabled the company to conserve nearly one-third of all the metals normally used.

"Prices have firmed in the past six months," the Admiral vice-president said, "and any change in prices is bound to be upward since costs of raw materials and practically every phase of operation are increasing constantly. We anticipate a sizeable sales volume of large screen television receivers replacing 10- and 12-inch models next year. The expected granting of new TV station licenses by the Federal Communications Commission early in 1952 will open a great new market, and the televising of both national political conventions from Chicago also will heighten interest in television."

Graver said that shortages already exist in some models, and added that the company's TV sales now exceed permissible production. Industry inventories have gone down considerably since the mid-year sales slump, he said.

"We are working on several government contracts which account for a substantial percentage of our total sales," Graver said. "If there should be further cutbacks in our civilian production, government work will take up the slack. Admiral engineers have developed special electronics equipment for our armed forces, but this is of a highly classified nature which cannot be disclosed."

The company has completed a new development and research engineering laboratory and has increased its research staff 400 per cent during the past year, he said. Total employment at all Admiral plants is approximately 8,000 men and women—more than were employed during peak World War II production months.

Graver said that the company's research staff is working on the development of new products which eventually will give Admiral a more complete line of home appliances.

He'll know better next time . . .

When it comes to making your customers happy, there's no "next time". You have to do the job right the first time. That's why it isn't good business to order capacitors by rating alone instead of specifying rating *and* brand. You can avoid customer trouble when you order capacitors if you . . .



Make Sure! Make it Mallory!

You can build a reputation for dependable service and really satisfy your customers by specifying Mallory capacitors.



Rating-for-rating and size-for-size Mallory FP's give longer life even at higher temperatures and greater ripple current. You get trouble-free operation at 185°F. (85°C.). And Mallory FP's won't "die" on your shelves.



Mallory Plascaps† are the first completely engineered plastic tubular capacitors. They eliminate premature shorting . . . leakage . . . unsoldered leads . . . off-center cartridges. And Plascaps are priced right! Count on them as you do on Mallory FP's.

Mallory pioneered capacitor development . . . produced the first dry electrolytic capacitors . . . showed the way in making capacitors smaller, longer-lasting, more heat resistant, more uniform.

So, when you order capacitors, specify Mallory—always. Mallory capacitors are best for you . . . best for your customers. And they cost no more.

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The Future Belongs To Those Who Prepare For It

Advises All Industry to Clear the Decks For Action Against Anti-Business Groups Who Substitute Theory For Practical Business Experience



Stan Randall, president of the Easy Washing Machine Co., addressing the Toronto Association of Radio and Appliance Dealers at their annual meeting.

Today the appliance industry, both retail and manufacturer, is very much like the well known bird who, when he does not like what is about to happen, buries his head in the sand—in this position he is either gullible or stupid enough to believe he can avoid the issue of the moment, and all will eventually turn out well — some one had told him that “time is the great healer” and mother nature will see to it that he has nothing to worry about—they forgot to tell him that if he remains in that position long enough he will start to decompose.

The appliance industry today, in my humble opinion, is acting just like the Ostrich, and is patiently waiting for the vultures to pick its bones clean and white—we in this industry are accepting a condition that can and will cause great hardship and in many cases bankruptcy if we refuse to take direct and positive action to clean up our own doorsteps and place the responsibility for current high prices and increased cost-of-living on those who are guilty, whether it be the retailer, manufacturer or government.

Now let us take a look at the sales tax that was, originally, 1%—today it is 10% and, on ap-

pliances, it is imposed on manufacturers in such a way that it is treated as an element of cost. This sales tax in its original form was considered both fair and equitable because it was paid by all classes of people, and most intelligent folks today will still agree that this is the proper way to levy a tax and permit everyone to contribute his share to maintain and provide the revenue required by our government.

Because there is in this country, by appliance people particularly, an unholy fear of letting the buyer know how much sales tax he has to pay, we very conveniently bury it in the retail price because, it is argued, it might bring out consumer resistance and retard sales—if sales can be retarded any more than they are today due to high prices, excessive taxes and credit curbs it would indeed be a miracle.

In view of this moth-eaten excuse we have over the years seen the sales tax climb to 10%, and if we as an industry continue to hide it in the retail prices it is not inconceivable that it might go to 50%. Perhaps there are many here who do not realize what happens to a tax that is hidden in the retail price, and are laboring under the impression that because retail prices are high in our industry the manufacturer certainly must be making a killing—if you don't think this way there are many who do, because present pressure for government legislation now being discussed at Ottawa with regard to retail prices should be the danger signal for all of us to heed, and clear the decks for action or accept meekly and submissively dictation from anti-business groups who, for the most

This is a talk delivered by S. J. Randall, president of the Easy Washing Machine Co., Ltd., at the annual meeting of the Toronto Association of Radio and Appliance Dealers on Dec. 5.

part, never operated a retail store nor managed a manufacturing plant, and are today substituting theory for practical business experience.

It is not difficult for me to understand how this thinking can prevail both in and out of our industry, because not many retailers and few consumers, if any, I am sure, understand or are familiar with this method by which our tax structure is computed.

I had one large retailer tell me a few weeks ago that manufacturers dared not divulge this information because it would indicate how much profit per unit we were making—so that you may be the judge I am going to give all of you the opportunity to figure out my profit percentage.

On a washing machine that retails for \$200.00 our industry, on a formula provided by the tax department, is permitted to take 45% off this retail price, leaving a net balance of \$110.00. As we are today using a tax included retail price we are then permitted to take out 25/125ths, or 20% of the net price of \$110.00, which leaves us with a base price for figuring sales and excise tax of \$88.00. Now 10% sales tax on \$88.00 is \$8.80, and 15% excise tax on \$88.00 is \$13.20, making a total tax of \$22.00 on a washing machine retailing for \$200.00. So you can see there is no mystery as to how we arrive at our tax figure, and I am sure that any other manufacturer in the appliance industry would be only too pleased to acquaint you with these facts for the asking.

Now here is one of the major factors for current high retail prices. The manufacturer who is the government tax collector without remuneration has, because of antiquated methods by which we slip these taxes to the consumer so that he won't resist, made it necessary for the buyer to pay not the two taxes I mentioned earlier of \$8.80 sales tax and \$13.20 excise tax, a total of \$22.00, but instead he pays \$14.68 sales tax or an increase of 67%, and

an excise tax of \$22.00, or an increase of 67%, bringing the cost of tax and profit on tax to a total of \$36.38 on the purchase of a \$200.00 washing machine, one of the less costly appliances sold today to the consumer.

It is my opinion that the \$200.00 washer could be marketed by the manufacturer for \$159.00, exclusive of all taxes, and from this retail price the dealer could still enjoy his present rate of discount. The basis then for establishing a consumer tax—included price, if this be desirable, would enable this \$200.00 washer to retail for \$180.00, all taxes included, or an actual price reduction of 10%—perhaps this retail price difference does not touch a responsive cord in you, but when we consider the retail selling price of other high-priced major appliances, such as automatic washers, clothes dryers, refrigerators, ranges and television sets, one can understand, without any stretch of the imagination, that in the appliance industry retail prices can be lowered from \$10.00 to \$100.00 per unit.

Now the explanation for almost doubling the tax is simple and I would like to outline it for you.

Assuming that the dealer receives a discount of 40%, and this seems to be a popular figure today, it is necessary to mark up these taxes by 67%, so that after the retail price has been set and the 40% discount provided for the dealer, there is still left in the manufacturer's hands the original base tax of \$22.00 to pay the government their pound of flesh.

Without being an Einstein you can readily picture in your own minds what happens to hidden taxes that continue to pyramid until we price ourselves out of business, such as we have done since April 10th, 1951—remember one very important factor, and that is from now on taxes are not going to be less, they are here to stay and perhaps even increase. It is a wise man who bows to the inevitable and sets his future course to overcome the obstacles that can ruin him or his business.

Let us for a moment review conditions as they were on April 10th, 1951. The government was issuing public statements and directives to the effect that material shortages were imminent—the prosecution of Canada's war effort would of necessity cut back

civilian goods production and take over a large portion of our equipment and plant facilities — increased taxes were levied to finance our war effort on a pay-as-you-go basis—consumer credit controls and restricted bank credit were required immediately to curb what was then called "the inflationary spiral."

On April 10th, 1951, all the government had promised us came in full measure—before we were hurt and while sales were rolling in unprecedented volume all in-

dustry screamed to high heaven we would have to have immediate relaxation of these controls or go bankrupt—brief after brief, delegation after delegation streamed to Ottawa from all divisions of industry—particularly that of appliances. Mr. Abbott, however, was adamant in his stand, still is, and I predict still will be for months to come.

Now, we in the appliance trade wonder why we have been singled out to bear the burden imposed
(Continued on page 26)



*For Customer
Satisfaction
Select . . .*

CELESTION

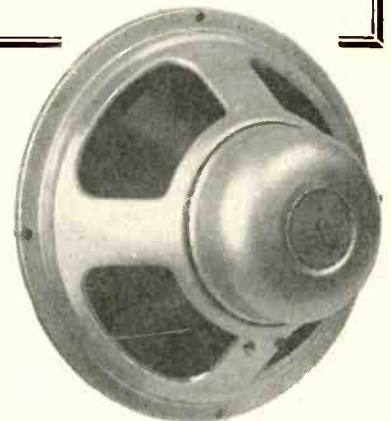
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- ★ Good Profit Margin
- ★ Conservative Performance Ratings
- ★ Tonal Perfection
- ★ World Famous for Excellence and Dependability

Ask for a demonstration of this famous British Speaker today . . .



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Model
118

low-priced, *TRIPLE-ACTION* **HOOVER** for Budget-minded selling



For the customer who prefers a tank-type cleaner, there's the Hoover Model 408 with powerful, controlled suction, "Litter-Gitter" rug nozzle, and toe operated Dirt Ejector. A great Hoover . . . to make your cleaner line complete!

- Hoover dealers know a good thing when they see it. And Model 118 is it! Low in price but high in value, it's a great Hoover for the folks who are budget-minded. And nowadays that includes quite a few.
-
- Just 13 pounds light and handy as a broom to carry about the house, Model 118 is a big-cleaning, thorough-cleaning Hoover. It removes embedded as well as surface litter by gentle vibration, smooth sweeping and powerful suction. Tools plug right in the front of Model 118.
- It rolls along obediently, with no danger of tipping, as upholstery, draperies, lampshades, etc., are dusted and colour-brightened. Yes, today especially, Model 118 is a value cleaner for many prospects. That's why it's such a very valuable cleaner to Hoover dealers.
-
- **The HOOVER COMPANY LIMITED — Hamilton, Ontario**



New Products

New C.G.E. AM-FM Combination

A 3-speed record player and AM/FM radio are combined in the new General Electric console combination C-709 now available from dealers.

The record player of this outstanding model is mounted in a smoothly sliding drawer. It has the G-E vari-



CGE Model C-709

able reluctance pickup with replaceable dual sapphire styli, for excellent record reproduction.

This console has eight tubes, a 12-in. Dynapower Curvilinear speaker, built-in Beam-A-Scope antenna and powercord antenna for FM reception.

The beautiful cabinet, in hand-rubbed mahogany or walnut is styled along period lines and includes generous record storage space.

New Rek-O-Kut Record Player

A new deluxe portable record player — the Recitalist — has been announced by the Rek-O-Kut Company, Inc. (Canadian factory representatives — Atlas Radio Corp. Ltd., 560 King St. W., Toronto).

The Recitalist is a "flexible" instrument. A microphone input enables "mixing" of live music or voice, simultaneously with a recording being played on the phono — or use as a high fidelity public address system. By connecting an FM or AM tuner in the radio input, the Recitalist becomes a superb broadcast receiver.

The Polyphonic Selector, an engineering feature exclusive with Rek-O-Kut, maintains tonal balance and equalization for the particular selection being played on any type of record, whether it be a standard pressing, high fidelity broadcast transcription, or long-playing microgroove and whether of American or foreign make.

The Rek-O-Kut Recitalist is a full-range, three-speed, portable phono-

graph that painstakingly balances the response characteristics of amplifier, speaker and speaker enclosure.

The 16 in. pickup arm is equipped with a dual stylus cartridge. The 8 inch speaker has a 6.8 ounce Alnico V magnet.

New Jensen Customode Cabinet

Copper Wire Products Ltd. have announced a new Jensen Type 'M' Imperial Customode reproducer cabinet. It is adaptable to every decorative and functional requirement plus uniquely convenient access for installation or modifications and has the fine acoustic qualities of Jensen Bass Reflex. It will accommodate any 15-inch loudspeaker but has been specially designed as a companion piece to the new Jensen G-610 Triaxial Speaker.



Customode Speaker Cabinet

The cabinet may be placed on side or end as desired, standing on the wedge foot rails which are supplied. Or, for the attractive "low-boy" effect, an accessory leg assembly may be purchased. Grille Cloth Screen Assembly is removable thus permitting decorative use of the front appearance details of the loudspeaker.

The cabinet is made of selected mahogany veneers and comes finished in either Blonde or Cordovan.

For further information write to Copper Wire Products Ltd., 351 Carlaw Ave., Toronto.

New Atlas Sound Radial Re-Entrant Projectors

Because of their greater air column length, lower frequency cut-off and 36 deg. sound distribution, one of the new improved Atlas Sound Radial Re-entrant Projectors often does a more efficient sound coverage job for large and high noise level areas (such as

auditoriums, factories, station waiting room, etc.) than several ordinary directional projectors — at less installation time and lower cost, the manufacturer claims.

Produced by Atlas Sound Corp., Brooklyn, N.Y., both models are especially suited for general speech and music applications in industrial, commercial, social and church installa-



tions. The smaller overall size of the RC-6 offers a distinct advantage where space limitations exist.

The improved construction of the RC-8 and RC-6 provide smooth, uniform response throughout the transmission range, keeps resonance to a minimum, and eliminates blasting. Completely stormproof, handsomely styled, durable gray enamel finish.

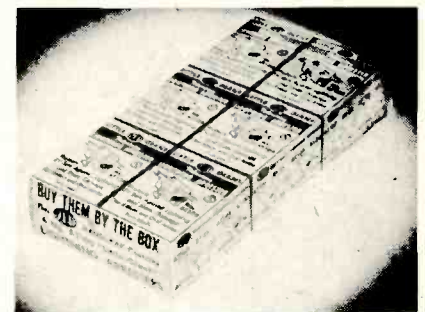
For a free copy of the new Atlas Sound Catalog describing these Radial Re-entrant Projectors and the complete Atlas line write to Atlas Sound's Canadian Factory Distributor, Atlas Radio Corporation Ltd., Toronto.

New Package For JFD "Little Giant"

The JFD Manufacturing Company, Inc. of Brooklyn, N.Y., has introduced a new package design for its AT105 "Little Giant" Lightning Arrester.

The new package insures safe stacking to any height and serves the double purpose of acting as an unusually effective point-of-sale display with the master carton and the "Little Giant" counter card.

Called the "Handi-Pak" and holding (Continued on page 33)



New package for the JFD "Little Giant".

What's Ahead in 1952 — For Television

Advises Dealers to Review Their Sales and Service Methods of the Past Year and to Make Sure They Are Ready for Canadian Television

WHAT'S ahead in 1952 for dealers in television? Perhaps the biggest and most important thing will be the completion of the TV broadcasting stations at Toronto and Montreal and the inauguration of television broadcasting in Canada. With it will come a new impetus for TV sales and the dealer should be doing everything in his power to prepare for it.

Review Past Year

But, before any attempt is made to give any accurate forecast it might be a good idea for the dealer to sit back for a moment and review some of his sales and service methods of the past year. He should ask himself these questions:

Have I made money or have I lost money?

Are my service methods correct?

Are my present sales methods correct?

How can I improve my sales position?

Few dealers realize the enormous impact of television on the Canadian way of living. The public has already spent some \$35,000,000 on TV receivers — even without the benefit of their own broadcasting station! What will happen with a Canadian station operating is almost beyond conception.

To take full advantage of this, more dealers should become television conscious. A dealer may have to change not only his whole way of thinking but, after analyzing his TV position, he may have to gear himself and his business to go into television more wholeheartedly. In particular, he should become more service-minded.

Public Needs Education

The public needs more education in this new means of entertainment, especially in regard to service. They do not fully realize the complexity of a television circuit in comparison with radio. Statistics have shown that the average 4 or 5 tube radio requires one new tube a year. The average television receiver has 20 or 22 tubes and simple mathematics will give a good indication of how much more

by

S. W. WELLUM

**Manager, Television Sales,
Ontario Division, Canadian
General Electric Co., Ltd.**

service is required for its complicated and more delicate circuits.

The public has long been educated in regard to automobiles, for moderately-priced cars are cheaper to service and maintain than the bigger, more expensive cars. The same thing should hold true of television as compared to radio.

One of the main reasons for this lack of public education is that some dealers are not clearly defining their warranty obligation. Instead, they are making the sale and then perhaps forgetting these obligations. All dealers and their salesmen must watch the 'overselling' of television. The customer should be made to understand clearly the complexity of a modern TV receiver in comparison with radio and they should know exactly what to expect in regard to warranty and service both from the manufacturer's and the dealer's standpoint.

One of the most important phases of TV selling is the call-back after a sale. Without exception, the salesman should follow-up a sale to make sure that the customer thoroughly understands:

(1) How to operate it.

(2) The dealer's service and manufacturer's warranty obligations.

(3) What to expect in regard to service charges when the warranty expires.

Sell Brand Names

Dealers would be well-advised to sell well-known manufacturer's merchandise and beware of those 'smart deals.' When presented with a so-called bargain, he should look farther than immediate sales and assess his own position. He may be jeopardizing his reputation and killing a lot of future business. Brand names cost both the dealer and his customers less in the long run because they are backed by nation-wide service and by the integrity of firms who have been serving the Canadian public for a good many years. The profit on what looks like a smart deal could be more than offset by additional service problems.

The dealer would be very wise to narrow down the number of brand names that he handles to two or three at the outside. Every well-known manufacturer has an adequate enough variety of models to satisfy a wide diversification of tastes.

To handle too many lines multiplies the problems. Ten different lines of merchandise means ten different service problems and ten different selling problems. The fewer lines a dealer handles, the smaller will be his inventory of spare parts. He will be able to give better service to his customers because his technicians will be in a better position to concentrate on the service problems of two or three different makes of sets. What is important, too, rather than a small volume to many manufacturers, they will be giving a greater volume to one or two manufacturers and thus gain more manufacturer interest and support.

Slow moving merchandise should be watched carefully. New developments are a big factor in the

(Continued on page 26)



S. W. WELLUM

Develop Good Public Relations In 1952



JACK M. FORDE

President, R.E.T.A. of Ontario Inc.

AS we move on into the new year of 1952, we are thinking of the wishes we have expressed for a prosperous year—and perhaps too, of well intentioned but vague New Year's resolutions that have gone on the shelf year after year.

In this New Year there is one resolution which I think we can all get our teeth into — a resolve to spare no effort in developing good public relations. Much has been said in the past concerning incompetence and malpractice and perhaps we have frequently been guilty of using too much effort fighting 'against' this sort of thing. To adopt a positive line of action, we can fight 'for' an improvement in our relations with the people whose radio and television sets we service. Our first job then is to re-orient our thinking in terms of really thinking about our customers' needs and how we can best serve them.

Now this may sound like just a bunch of high sounding phrases, but it can be put to practical use. As a starting point, we need to abandon completely the notion that electronic service is just a poor relation of the sales department. Service and sales are inseparable if efficiency is to be

effective. Since the advent of television this old truth has become more apparent. There are signs that the tail may be wagging the dog. We know of a service company that opened business with small change and a great faith in the future of good public relations. Today they have three shops and are among the largest retailers of TV sets without having spent a nickel on sales promotion. All sales have come from satisfied service. Their sales department is still just an adjunct to the service department. Some food for thought there. Those boys sent their customers home whistling.

The New Year has brought in a lot of new faces in district executives across Ontario. To these, our Ontario directors make a special welcome, and extend best wishes for a successful year in your District.

Yours sincerely,

J. M. Forde, Pres.,
RETA of Ontario, Inc.

Bay of Quinte District

• The monthly meeting of the Bay of Quinte R.E.T.A. was held on December 10 at the Belleville Collegiate Institute.

The speaker of the evening was R. J. A. Turner of Stewart-Warner Corporation who spoke on synchronizing television sweep circuits. Mr. Turner explained in great detail and with extreme clarity some common types of frequency control circuits used with horizontal sweep oscillators in present day television receivers. Emphasis was placed on the fact that customers are expecting more and more from a given signal in fringe areas, with the result that greatly improved but more complicated synchronizing circuits are now used in most receivers.

Mr. Turner was given a hearty vote of thanks for his excellent delivery of a most difficult subject and the meeting was adjourned at ten p.m.

Ottawa District

THE regular monthly meeting of the Ottawa District R.E.T.A. was held on Friday, Dec. 14, with 15 members and one associate member present.

Following the regular business, the selection of officers for 1952 was held resulting in the following holding office: President — William Welsh; secretary-treasurer — B. M. McTilton; directors — J. Bouzek, Trevor Wallace, William Hill. Mr. Hill will have the capacity of serving as vice-president.

The voting was unanimous for the above slate of officers.

Plans were made for a social evening to be held prior to the regular monthly meeting in January and the secretary was requested to inquire if the president of the Ontario Association, John Forde, will be available to attend this social and assist in the induction of the new slate of officers.

C.A.R.A.D. NEWS

(Continued from page 13)

27th. President Harold Davis opened the meeting with a short report on work of the Ontario Association, together with words of welcome to dealers present at the meeting.

The president then called on Bob Buckland who introduced the guest speaker, Ralph Hager, sales manager of Electrohome Industries, Ltd. Mr. Hager gave a very interesting and instructive speech dealing with the six fundamentals which every salesman must use to be successful.

A short discussion was held regarding a Ladies' Night to be held early in 1952. A vote taken showed that all dealers were in favour of same.

Mr. Shillington was named Chairman of Ladies' Night with executive as committee.

The velocity of flowing water is being measured, without the introduction of instruments into the stream, by means of ultrasonic sound waves. A transmitter is placed on one side of the water flow and pick-up instruments on the other side, but displaced a known distance along the stream. The phase angle between the transmitted and received sound wave is measured and converted to velocity.—Ohmite News

7th Annual Radio, Television



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Number of "Radio-Television &
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*John T. Rochford,
Director of Advertising*

MEMBER



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TO BE PUBLISHED

APRIL 1952

RADIO-TELEVISION & APPLIANCE SALES

on & Appliance Industries DIRECTORY NUMBER

Buying Guide

Appliance Industries of Canada

Our Seventh Annual TRADE DIRECTORY NUMBER, to be published in April, will be looked for by all branches of the trade—radio, television, record and appliance manufacturers; manufacturers' representatives; radio, television, record and appliance distributors and jobbers; radio, television and appliance dealers, service technicians and service-dealers, and the radio broadcasting stations throughout Canada.

CIRCULATION 7500 COPIES

The monthly circulation of *Radio-Television & Appliance Sales* is 7,500 copies. This gives advertisers greater coverage of the trade in Canada from coast-to-coast. Your message in the April Trade Directory Number is a year-round reminder of the products you make and sell, or the services you provide to manufacturers, representatives, jobbers and distributors, dealers and service technicians, as well as to the broadcasting stations.

The 5 directories to be incorporated into this one big issue of RADIO-TELEVISION & APPLIANCE SALES are:

- (1) Directory of Radio, Television and Electronic Equipment Manufacturers.
- (2) Directory of Electrical, Gas and Oil Appliance Manufacturers.
- (3) Directory of Manufacturers' Representatives.
- (4) Directory of Canadian Radio, Television, Electronic and Appliance Jobbers and Distributors.
- (5) Directory of Canadian Radio and F.M. Broadcasting Stations.

All directories will be sectionalized, arranged alphabetically and indexed for the convenience of the reader. It will be our aim to make them as complete and accurate as possible.

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WHAT'S AHEAD FOR TV

(Continued from page 22)

obsolescence of TV receivers. A typical example of this has been the change of screen sizes, which have quickly moved from the 7-inch size, up through the 10, 12, and 16-inch screens to the present day 17 and 20-inch screens. As fast as the new sizes were introduced, the small sizes became obsolescent.

Sales training programmes are something the dealer cannot lay too much emphasis on. In his self-analysis, he should ask himself if he has been giving his salesmen enough training and the right kind of training. Here, the manufacturer can be of considerable value. He knows his products and is prepared to give the dealer any help he may require both in selling and in servicing.

Give Effective Service

The dealer who can give effective service and is well-equipped for it, reflects the standards of the whole store and it will affect the customer's reactions as well as the salesman's. Of course, service should not be stressed to the point of frightening a customer but it will give him a sense of security to know that his purchase is backed by a well-equipped service department, manned by personnel who are trained to give that service.

Do not hesitate to invest in necessary servicing equipment. Dealers should take the long-term view of these purchases. Any major equipment purchases should be amortized over at least a three-year period. No dealer would hesitate to put another truck on the road if he thought it would improve business and the same thought should underlie the buying of service equipment.

The dealer should not forget, too, that service can be revenue producing. During the coming year, a lot of service will be required on existing sets out of warranty, some already two to three years old, and the proper servicing of these sets can, if properly handled, bring more dollars to the store as well as win confidence and make friends.

As can be seen from the foregoing, the dealer should:

(1) Review his past experiences and have a definite selling plan for 1952.

(2) Spend far more time effectively training his sales personnel to do a better selling job and become more profit conscious.

(3) Give a good priority rating to his service department and make sure his equipment and personnel are adequate to take care of all TV service problems.

(4) Decide on two or three lines that he is to sell in 1952.

(5) Resist the blandishments of cheap merchandise which often becomes a profit consumer.

Canadian Television

The new Toronto station is going to make a big difference in the sale of TV receivers in the area served by this station. People who have been postponing the purchase of a receiver and using the lack of a Toronto station as a reason for not buying will no longer have this argument. People who have never had any idea of purchasing a TV set will realize the tremendous entertainment value of this new medium and will become first-class prospects.

The inauguration of the Montreal station will have an even greater effect on Canadian television. Here is a vast, untouched market for television. There are practically no sets whatsoever in the Montreal area and when this station comes into being there will be a huge demand for them. The dealers in the Montreal area will start with all the experience gained in the existing TV areas. They will have no trade-in problems — all their sales will be clean sales and they will start out with the large screen sizes that dealers in other areas have had to work up to. The introduction of TV in Montreal will have a very serious effect, also, on existing stocks of receivers. This is going to augment the shortage already being felt in the production cut-backs of an industry gearing itself to war production.

Broadly speaking, the future of TV for next year from a dealer's standpoint, should be a tremendous sales opportunity. Not since the early days of radio or the motor car has Canadian industry faced such a promising era. This will be felt, not only in actual dealer sales, but in manufacturing, broadcasting, advertising and a host of other industries, directly or indirectly associated with television. The demand is proven. Valuable experience has been gained. It behooves each one of us to grasp the opportunity with both hands.

THE FUTURE BELONGS . . .

(Continued from page 19)

on us, and I think the answer is very simple—first, next to automobiles, major appliances were heavy, critical material users—second, and by far the most important, consumer spending on our goods extended consumer credit so rapidly that we were contributing very greatly to the inflationary spiral that was and still is the government's greatest worry.

Our company, with many others in the appliance industry, suggested and hoped that we could between manufacturer and retailer absorb at least the excise tax of 15% or 25%, whichever applied, and in so doing keep sales volume rolling, if not at the same rate at least with not more than an anticipated reduction of 25%—there was, however, a feeling that in spite of increased taxes and credit restrictions people would still continue to buy — those who guessed that way realize today that like the finance minister and his thirty million dollar surplus, they were so wrong. The only difference being that Mr. Abbott's forecast put him in the chips, ours has, can, and will put us out of business if we don't take a more realistic attitude with regard to our future.

Today there are many intelligent businessmen who think like the Ostrich I mentioned earlier, time will heal the problem and another war scare or material shortage will once more force the consumer to take the zipper off his pocket book—I, personally, do not share that confidence, and with the anti-business groups endeavoring to legislate a new set of theoretical rules for our free enterprise system, it is high time we defended ourselves and our industry, not with words but with concerted action by retailers and manufacturers alike.

To do this requires only two simple and basic things:

1. A willingness on the part of the retailer and the manufacturer to work out a discount schedule to cover the cost of collecting sales and excise tax without penalizing the purchaser—a cost that is being thrown away uselessly today ten times over to maintain a worn-out hidden tax system at the expense

(Continued on page 31)

DISTRIBUTION CENSUS

(Continued from page 10)

ing the results available, with consequent lowering of their usefulness to business, industry and government.

Publication of Census Data

Information obtained in the Distribution Census will be published separately for retail, wholesale and service establishments. Classifications will be made within each of these fields on a kind-of-business basis. e.g., grocery and hardware stores in the retail field; grocery and drug wholesalers in the wholesale field; and dry cleaner and motion-picture theatre in the service field. Within these kind-of-business groupings, a further division will be made on a geographical basis, usually by province.

The total sales and receipts, number of proprietors (including male and female), maximum and minimum numbers of employees, employee payrolls, accounts outstanding, and stocks on hand for sale will be published for the classifications mentioned. Somewhat restricted data will also be given for all cities with 1951 population of 30,000 and over. Abridged data will be tabulated by countries (for Eastern Canada) and by census divisions (Newfoundland and Western Canada), and by incorporated cities, towns, villages and townships. In addition, detailed reports of the 1951 Census, similar to those for cities of 30,000 and over, will be issued for the first time covering at least thirteen metropolitan areas.

Because of their importance in the retail field, separate tabulations will be made of credit sales. These will be classified on kind-of-business and provincial bases and will be broken down to shop instalment and other credit sales in relation to cash sales and total sales. Accounts receivable will also be given for both kinds of credit sales.

Information Strictly Secret

All information supplied by individuals and firms in the Distribution Census is, of course, held in strict confidence. The Statistics Act of 1948 makes very careful provision for the secrecy of information, supplied in a census or at other times to the Bureau. It requires every person employed by

the Bureau for census or other purposes to take an oath not to disclose or make known anything that comes to his attention regarding any person or any firm by reason of his employment. It states further that no person, except those employed by the Bureau, may see any completed return, or any part of such completed return, and provides for punishment by fine, imprisonment or both for anyone who violates the pledge of secrecy by revealing the content of any document.

The contents of all schedules returned in the Distribution Census will be used only for statistical purposes. Individual information may not be revealed for income tax or for any purpose whatsoever except to arrive at statistical totals. In keeping with this strict rule, all breakdowns of data by localities and trades will be carefully edited before publication in order that no information covering the operation of individual businesses may be revealed either directly or indirectly.

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A grounded copper plate on the service bench is recommended for TV alignment. If a switch is arranged to cut a neon bulb into the ground lead, it is also useful for ac-dc servicing. Place the chassis on the plate and plug in receiver. If the neon bulb lights, the chassis is "hot". Reverse the plug and you are safe.

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- Electric Fence Transformers
- Signal Transformers
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- UTIL - A - PAC - Filtered "A" Supply
- BOGEN Model BB-1
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Another Good Tip!

Specify "Standard" when buying transformers for new and replacement work. Designed and engineered to rigid quality specifications, they assure complete customer satisfaction.

STANDARD radio products are sold by leading jobbers throughout Canada.

Standard
RADIO
PRODUCTS
KITCHENER ONTARIO

ELECTRICAL INDUSTRY

(Continued from page 9)

devices, much of this power can be automatically controlled to relieve operators of repetitive tasks of manufacture, assembly and inspection.

The more efficient use of power is particularly urgent in our defence and defence-supporting industries. In the nation's rapidly-expanding iron ore fields, progress is being made toward the use of electric and diesel-electric power for "continuous conveying" of the ore, speeding up its movement during mining, transporting and loading. The important increase in primary steel production is being made possible in large part by electric drives of a new type, providing high speed and flexible control for ore-bridge and blast-furnace expansion. In blooming mills, electricity has largely replaced the cumbersome steam drive—and two 7000-horsepower electric drives, currently being installed, one in the Maritimes and one in Ontario, are indicative of the rapid modernization in this field. In base-metal mining, there is a spectacular increase in hoisting efficiencies, with a strong trend toward automatic operation. A 6000-hp unit recently installed in a Northern Ontario deep mine is the largest hoist in North America and lifts 15 tons at 35 mph.

The aluminum industry is already one of the largest users of electric energy in the nation. In addition, the initial units are being built for a 2,000,000-hp development at Kemano in northern British Columbia that, on completion, will enable Canada to double its output of this strategic metal. Electricity is playing an important part, too, in the expansion of other industries supporting our defence effort such as petroleum refineries, chemical and synthetic plants, rubber, machine tool factories and pulp and paper mills.

Railways, as a central part of our defence structure, are achieving higher efficiency and economy through the continuing program to dieselize their operations. During 1951, 142 diesel-electric locomotives were purchased by our major railroad systems, and the first of many such units were delivered for the railway being built to serve the Labrador iron ore fields.

In the construction industry, the

present emphasis is on larger contracts for defence industries and for the housing necessary to their operation. As a result, there is a steadily-increasing backlog of deferred demand in the building of housing and in non-essential industries, that represents a major challenge to the nation's construction industries group. In an effort to help ensure that today's vast building projects will serve also tomorrow's still greater requirements, the electrical industry is continuing a long-range educational program on adequate wiring. This is based upon the principle that, at slight extra cost, wiring can be built into a structure now that will result in considerable savings under the almost-certainly greater 'load' demands of the future. During 1951, a national agency was established to integrate a number of these broadly-based programs across the country, directed toward architects, builders and electrical contractors.

Specialized Equipment

As a part of the electrical industry's direct contribution to defence needs, there has been a sharp increase in the demand for a great variety of specialized electrical equipment for airborne and ground installations for our expanding aircraft industry. These include electrical systems and components, many types of instruments and control devices, lighting units, communication and navigation sets. The complex requirements for the modern high-speed jet aircraft have added many more problems which are being overcome by research and development.

The defence effort also occupies an increasing part of the nation's electronic manufacturing facilities. New skills and techniques resulting from the development and production of radar, communication and allied equipments for the services will be of considerable value in civilian applications of electronics. The growing use of high-frequency radio communication systems by police, fire fighters, hospitals and similar public groups as well as by private industry is providing the basis for civil defence communications in our metropolitan centres. In 1951, about two thousand of these mobile communication units were installed.

In telephone companies and other common carriers, multi-channel micro-wave equipment is

being employed. A major television relay and communications circuit is to be constructed between Toronto and Montreal. Although new station construction in the radio and TV fields has been limited by the defence effort during the past year, advances in engineering and operating techniques are continuing for the future benefit of the radio and television public.

Good Prospects for Appliances

In the field of appliances, while sales have been temporarily restricted, the long-term prospects are very bright for "better living electrically". Electrical servants in ever-increasing variety have become an essential in the standard of living of even the most modest household. Safe and efficient lighting; appliances that make housework easier; entertainment by means of radio and TV; modern systems of heating and air conditioning—in all of these electricity is the genie that helps transform home living today. Automatically-operated dish-washers, freezers, garbage disposers and many other devices now being introduced will be the commonplace of modern living tomorrow—and research and development on many other products continues apace.

There are two interesting trends in developing "electrical consciousness" in the home. The program of school construction across the nation has given a prominent place to modern and well-appointed rooms for household science training. The electrical industry helps by equipping them, at very favorable terms, with the very latest models of appliances, so that the homemakers of the future will be experienced in the operation and use of electrical equipment. On the farms, too, under the continuing programs of rural electrification, the farmer's wife is recognizing fully the advantages of electricity not only to increase the comfort of rural life but also to increase the profitability of the 'farm factory'. While the farmer is saving time and money through the electrification of operations such as pumping, milking, separating, hoisting, hay curing and welding, the farmer's wife is contributing to the farm budget by incubators and food freezers and a full range of economical appliances.

Electric lighting practice in Canada compares favourably with that

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assemblies

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The improved design and construction of Type PRS Capacitors offer important space savings—and mean greater efficiency and better performance as well! New, wider range of sizes includes singles with bare wire leads, or duals with aluminum stud, safety sleeve and insulated stranded wire leads. It pays to use Type PRS Capacitors for original or replacement radio and electronic equipment—they are individually tested before shipment to ensure dependable service!

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of any other country, and is in advance of most. It is estimated that in 1951 more than 100 million lamp bulbs were sold to satisfy the increasing needs of industry, commerce and homes. Of particular significance is the introduction of the new inside silica coating of some incandescent lamps which means better diffusion, better quality and more comfortable lighting in many applications. In fluorescent lamps, progress continues toward even higher efficiency and longer life — and a

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9

fluorescent adaptation to street lighting is being tried.

Broad Developments in all Fields

The research trends within the industry indicate a broad development in all fields—with significant progress in gas turbines, for both mobile and stationary installations; in synthetic materials such as silicones; in new instruments and control devices, of revolutionary effect in the field of military equipment and for probable civilian application in the future. Despite intensive research in the atomic field, the application of nuclear energy in electrical power generation, on an economical and competitive basis, still appears to be some years away, with its impact on the economy still a matter of uncertainty.

From complex engineering such as atomic power, at one end of the scale, to the simplest wiring devices at the other, the electrical industry continues to play a full part in harnessing our wealth of natural resources for the security and prosperity of the nation. While bending every effort to meet the pressing demands of the defence program, there is a profound belief that the real basis for human progress lies in a just and enduring peace. Planning is therefore being projected well into the future so that, as a dynamic factor in our economy, electricity can help provide an ever-rising standard of living.

MORE TV SALES

(Continued from page 15)

success of the sale depends on how good the set is operating.

9. The salesman is showing



10

them the features of the set and is stressing the extreme sensitivity of the receiver and how it has been specially engineered for fringe reception conditions. This call should be made soon after the set has been installed.

10. The salesman is now making the call-back. This call should be made before they have had the set in their home long enough to become used to it and also before their enthusiasm has had a chance to cool. By this time the customers have made up their mind whether or not they like the set and if they have decided to keep it. This then, would be the business discussion—going over terms and down payment plans, etc. There are always a lot of questions and the salesman should be able to clear them all up at this point. He may be asking about a local broadcasting station, and the salesman should make it a point to be well informed about Canadian TV.

11. This is the actual closing of the deal. The salesman should



11

again assure the customer of full satisfaction at all times. The closing of a sale should, for any reputable dealer, represent only the beginning of his relationship with the customers. Follow-up calls by both the salesmen and service technician will assure customer satisfaction and good will, promoting further business and contacts with the same dealer for other appliances.

THE FUTURE BELONGS

(Continued from page 26)

of sound, intelligent, ethical business practices so necessary if we desire the confidence of the consumer in our respective businesses.

2. A willingness on the part of retailers and manufacturers to put these hidden taxes out where they can be seen and understood by the man in the street, as well as some of the anti-business groups who are howling for blood, just so long as it isn't theirs.

3. I share the opinion of many in our industry, as well as most men who deal in tax law, that the consumer should know what his government costs him—he would then perhaps on voting day cast his ballot, not for the Communist—a guy who has nothing and wants to share it with everybody. Not for a Socialist, whose government based on theory only recently almost bankrupted the British Empire. Not for a popular athlete, who has lots in the shoulders and very little if any practical experience between the ears—but vote the sensible way for a sound and intelligent businessman who will defend or criticize fairly and impartially government or industry, and let those guilty of abusing public interests take the consequences.

Time is running out gentlemen, and it's later than most of us think. If you feel as I do let's get together now to work for a great industry, that can be even greater if led into the future by we who know it so well, not by government legislation—legislation that like cancer, eats away the heart and soul of our free enterprise system and all that it should mean to us. It is very simple, through weakness, to ask for state control but it is most difficult to get rid of, as all people who live beyond the sphere of democracy have found out.

Let's take the ball away from those who are holding us responsible for the high cost of living, and in doing so government taxes, credit restrictions and reduced bank credit will automatically be forced to justify their existence unlimited cost to the consumer.

The appliance industry has been good to all of us—it has been my life's work and I am prepared to offer my services without any reservations whatsoever to the retail appliance dealers' association and all manufacturing associations, regardless of what per-

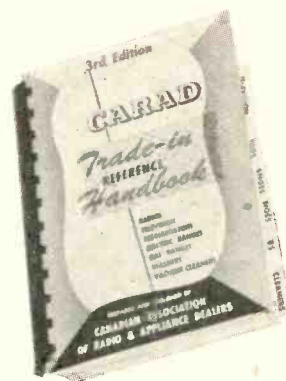
sonal or company sacrifices are required, right now to regain public goodwill and consumer confidence in our industry—a confidence that we see being destroyed through excessive trade-in allowances for junk, and the dumping of manufacturers' and retailers' stocks on the market at cost or less because we have up to now lacked the intestinal fortitude to apply a remedy that is within our power.

The future it is said belongs to those who prepare for it—what are you going to do?

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or
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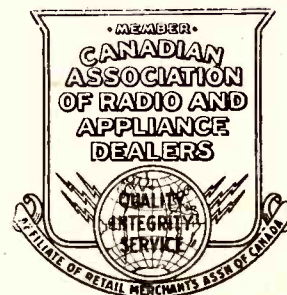
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To give advertisers greater coverage of the radio, television and appliance dealers and service technicians in the new shopping communities which have grown up around practically every town and city throughout Canada, we have increased the circulation of **RADIO-TELEVISION & APPLIANCE SALES** to 7,500 copies monthly commencing with this issue.

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six smaller boxes, each containing one AT105 with hardware and installation instructions, this new JFD package will simplify stocking for distributors, dealers and service technicians. It cannot slip or slide nor, as do many smaller packages will it stack unevenly.

Further information may be obtained by writing for a free JFD AT105 counter card to Department KM, JFD Manufacturing Company, Inc., 6101 Sixteenth Avenue, Brooklyn 4, New York. Canadian representative, J. R. Tilton, 15 Hartfield Road, Toronto 18, Ont.

Ward Auto Antenna Display Board

Atlas Radio Corporation Limited, Toronto, Canadian Factory Distributors of Ward aerials, are pleased to announce the new Auto Antenna Display Board, WCD-2.



Ward Antenna Display

This display board is constructed of Masonite, which will last indefinitely. It has a blue background, brilliant orange lettering, contrasting white and emphasizing black. A compelling message, added to these striking colors, makes for really effective sales appeal.

The display is supported by two slotted wooden feet in natural finish. It holds three aerials, for which holes are drilled and includes all mounting brackets and cable clamps. Size is ideal: only 12 in. high and 18 in. long. The display can mount on counters, in windows, on open shelves, or on island floor displays. It is the opinion of Ward Products Corporation and of Atlas Radio, that every dealer in Canada who sells auto aerials can increase their sales of auto aerials, merely by installing one of these auto aerial displays.

New IRC Sealed Miniature Volume Control

International Resistance Co. Ltd., Toronto, have announced a new scaled miniature volume control (Type Y). This miniature control is hermetically sealed by a neoprene gasket seal on



IRC Miniature Volume Control

the terminal face and also by two neoprene doughnut washers in the shaft bushing assembly. This design seals the unit against entrance of dust and moisture, thereby improving the noise characteristics, life expectancy and general stability. Extensive tests prove that it meets the requirements of JAN-R-94.

This control will find wide application in military electronic and communications equipment.

Also available is a commercial version of this control called the YN, which embodies many of the desirable features of the YT but is for use where economy is paramount to performance.

For further information write to International Resistance Co. Ltd., 349 Carlaw Ave., Toronto, Ontario.

New G.E. White Lamp

Softer, more diffused light for easier reading or working is now available from a new kind of lamp bulb—the General Electric White Lamp.

The unique process which produces "overall brightness" was developed in the G.E. Lamp Laboratories. A micro-film layer of silicate powder (called Q coating) is deposited on the inside of the bulb, giving excellent diffusion while transmitting 99% of the light generated by the lamp. Glare from shiny surfaces is reduced and shadows softened without loss of light, thus making reading and other tasks easier and bringing new comfort to eyes.

Because the light is spread evenly over the entire surface of the bulb, the White Lamp is especially applicable for fixtures where all or part of the bulb shows. The new lamp is now available to dealers in the 60-watt size.

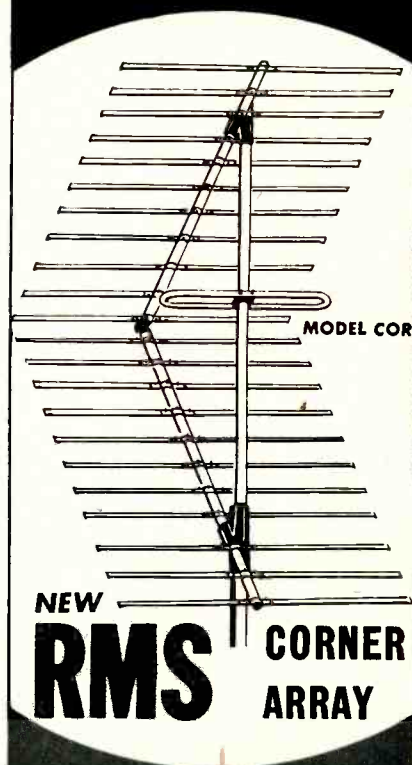
New Insuline Connector

Rapid connecting and disconnecting of flat twin-lead television wire is made possible by a new connector introduced by the Insuline Corporation of America, 3002 35th Avenue, Long Island City 1, N.Y. Made of low-loss transparent plastic, the connector consists of two separable sections each an inch square and 1/4 inch thick, with solderless screw type terminals on the plug and jacket members. Introduction of the connector into the line does not change the latter's characteristics.

This item carries the Insuline catalogue number 6172. Canadian representative is the Canadian Marconi Company.

THE MOST POWERFUL ANTENNA KNOWN...

For Snow-Free Fringe and Extreme Fringe TV Reception



Here is an ideal adaptation of the Parabolic Reflector, one of the highest gain antennas in use today—in the form of a rugged reception—engineered Corner Array made by RMS antenna-makers. In the States, Corner Array has doubled TV entertainment by producing sharp pictures from signals of a station fringe to a single-channel city. For example, the Corner Array has added Channel 13 (Johnston) to the TV fare of Pittsburgh set owners.

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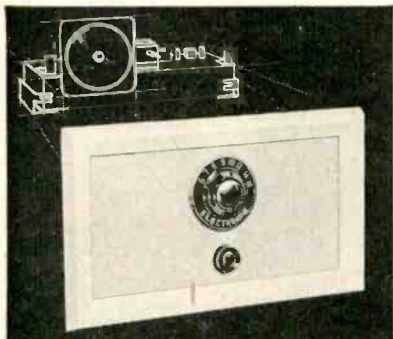
**PLACEMENT BUREAU
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86 BATHURST ST., TORONTO 2B.

Electrohome Custom Radio And TV Chassis

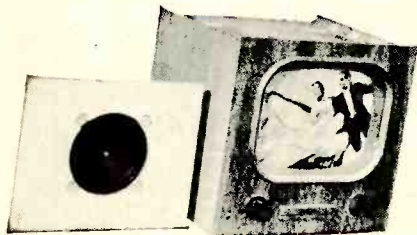
Many home owners, builders and renovators are looking for suitable "built-in" radio and television receivers. To meet this demand, Dominion Electrohome Industries Ltd., has made available two "custom-built" radio receivers, a special "Kitchen-Custom" receiver and a high quality television receiver.

The custom radio chassis are available in a 6-tube AM long and short wave model and a 10-tube AM/FM model—both equipped with a 10-inch speaker.



Custom Radio Chassis

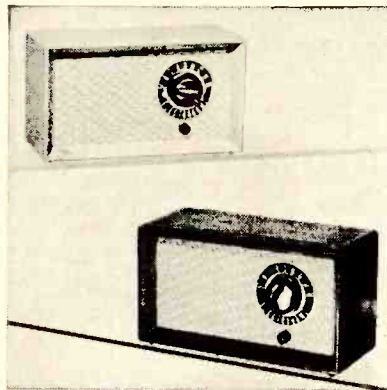
The "Kitchen-Custom" unit consists of a 5-tube chassis only 13 inches long by 3 3/8 inches wide which will easily fit into an inside wall by cutting out some lath and plaster. A smartly designed grille and dial is provided.



Custom Television Chassis

The custom TV model may be had with either a 17 inch or a 20 inch screen and is equipped with a 10 inch

speaker. The chassis is housed in a cabinet with an unfinished walnut face panel which can be finished to suit.



Electrohome "Atom" Radio

Dominion Electrohome has also announced a new 5-tube, AC/DC leatherette covered mantel radio to be known as the "Atom." This set is available in brown, Swedish tan, and mahogany, ivory and antique green.

Jerrold Electronics Introduces New RF Attenuator

A new RF attenuator, with wide usefulness for television and radio engineers, technicians and servicemen, has just been introduced by Jerrold Electronics Corp., Philadelphia, Pa.

This new attenuator, available in two models, is designed for 72-ohm input and output matching over the 0-250 mc range, and provides precise attenuation in any value from 0 to 82 db by a simple "In" and "Out" switching arrangement.



New Jerrold RF Attenuator

Uses of this new Jerrold attenuator in TV-radio-electronic design and maintenance include its application as a standard to calibrate laboratory, bench and field test instruments. It is also useful to check the values of attenuator pads; to measure the gain of amplifiers, in conjunction with a signal generator and output meter; and to simulate line losses.

Prices and additional data obtainable from Canadian factory distributors: Atlas Radio Corporation Ltd., 560 King Street West, Toronto.

New Jensen G-610 Triaxial Speaker

Copper Wire Products Ltd. have announced a new Jensen speaker, the G-610 Triaxial, first integral 3-way loudspeaker system.

Briefly the G-610 consists of (1) a

NEW PRODUCTS

loudspeaker unit embodying three independently-driven reproducing elements, each covering a portion of the total frequency range and (2) a crossover and control network which divides the electrical input properly between the reproducing elements, and affords control facilities.

It is claimed that the G-610 has the widest frequency range of any loudspeaker known. The range may be controlled at will by means of the H-F Control.

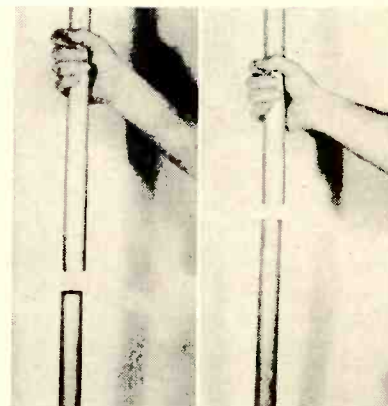
Radiation covers a relatively wide angle in both vertical and horizontal planes due to special features of the design, including the use of a very small horn for the h-f unit.

Efficiency is very high due to high gap densities, light, efficient moving systems and effective horn loading.

Further information and literature may be obtained from Copper Wire Products Ltd., 351 Carlaw Avenue, Toronto.

JFD Antenna Masts

The JFD M110 mast, produced by Republic Steel and called the JFD "Dura-Mast," is a seamless steel unit. It is electro-galvanized with the exact same process as EMT conduit and its 6 in. fitted joints provide an inter-lock grip which guarantees against any separation.



JFD Antenna masts. Left is Model M108 and right is Model M110.

The Jones & Laughlin mast, made of Permatube, is a seamless piece too. Like the M110, this mast — the M108 has 3 in. fitted joints. Its corrosion-resistant coating is Vinsynite. Both masts are available in 10 foot lengths.

These masts are packaged 14 to a carton, providing for easy stacking and excellent inventory control for both distributor and dealer. This method of packaging, too, insures receipt of the masts in top condition.

Literature on the JFD antenna mast line may be speedily obtained by writing the JFD Manufacturing Co., Inc., 6101 16th Avenue, Brooklyn 4, New York. Canadian representative is John R. Tilton, Toronto, Ont.



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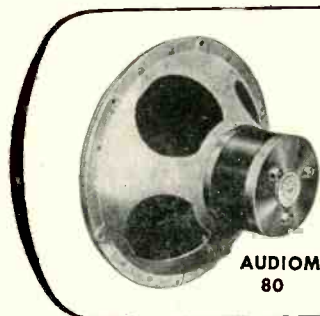


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AUDIOM
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80



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Mahogany or Bleached Mahogany Cabinet ★ "ISOTONE" Speaker ★ Shock Mounted Chassis ★ 3-speed Record Changer ★ FM and AM Bands ★ Built-in Antenna ★ Ample Record Storage ★ Beam-power Output.

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Northern Hardware Co. Ltd., Edmonton, Alta., Calgary, Alta.

A. A. Murphy & Sons Ltd., Saskatoon, Sask.

Gillis & Warren Ltd., Winnipeg, Man.

Mahon Electric Ltd., Fort William, Ont.

Wilkinson-Kompass Ltd., Hamilton, Ont.

Lewis Bros., Ltd., Montreal, Que.

Manning Equipment Ltd., Halifax, N.S.

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STROMBERG-CARLSON

CURRENT LITERATURE

New Insuline Catalogue

A new condensed 32-page catalogue listing the firm's extensive line of electronic components, ranging from tip jacks to television arrays, is announced by the Insuline Corporation of America, 3602-35th Avenue, Long Island City 1, N.Y. Copies are available free of charge. Requests should specify catalogue No. C-652 and be addressed to Bernard L. Cahn, sales manager.

Canadian representative is the Canadian Marconi Company.

New Haydon Catalogue

Haydon Manufacturing Co. Inc., Torrington, Connecticut, have released a new revised version of Catalogue No. 322 covering electric timing motors.

The only change incorporated in the new edition of the motor catalogue is a complete revision of the torque listings which was found necessary due to a general misunderstanding of the data as previously published.

The catalogue contains complete and comprehensive information on the complete line of Haydon electric timing motors.

This catalogue may be obtained from J. R. Longstaffe Ltd., 349 Carlaw Avenue, Toronto, Canadian sales representative for Haydon Mfg. Co. Inc.

Duotone Supplement To Needle Replacement Guide

A complete supplement, listing all the pertinent needle replacement data for the latest models of record players on the market, is being issued by Duotone Co. of Keyport, New Jersey. A special feature of the new supplement is a full listing of all the Duotone Diamond needle replacements now in demand.

This replacement supplement employs the same convenient cross-index system made popular by the original Duotone guide now being used by more than 100,000 dealers, distributors and servicemen. The Duotone Company is represented in Canada by Chas. W. Pointon, 1926 Gerrard St. East, Toronto, Ontario.

Westinghouse Booklet For School Children

Canadian Westinghouse Co. Ltd., has released a new booklet entitled "Electricity—The Friendly Giant." Intended primarily for school children the booklet describes in simple language the basic principles of electricity and magnetism, the generator, motor, transformer, electric street cars and trains, the thermostat, the fuse, the circuit breaker, etc. It draws attention to the present-day uses of electricity in the home, in industry and on the farm and to radio and the electronic tube.

New Centralab Colour Chart

The first color chart which, it is claimed, includes all the color-coding requirements of the entire electronic industry has been prepared by Centralab Division of Globe-Union Inc., Milwaukee, Wisconsin.

Printed in eleven colors with over 3,300 color dots or marks, the new color code chart will be found useful by electronic engineers, in research and educational laboratories, by purchasing and production men, by radio and TV service engineers, and by distributors of electronic equipment, according to W. S. Parsons, Centralab vice-president.

Color coding outlined on the new chart includes that of transformers, battery cables, antennae and ground leads, telephone switchboard cable, RTMA and JAN mica, paper and ceramic capacitor values, standard values of fixed composition resistors, miscellaneous capacitors and resistors, electro-dynamic speakers, and radio and television chassis.

He said the chart would be distributed initially through Centralab representatives and jobbers. Later it will be made available to anyone, at a nominal charge. The chart is 36 inches high by 30 inches wide. Represented in Canada by Kelly-Heenan Co., 2293A Yonge St., Toronto.

First Radio College TV Service Manual

The Radio College of Canada has announced that their "Television Service Manual" is now ready. This manual is the first of its kind and contains technical information and data on every Canadian TV set to Dec. 20, 1951.

The manual consists of three book-form supplements in an attractive gold-stamped, new type binder which stands upright. Contains 309 pages. The binder will hold a total of eight supplements.

The first supplement carries a fairly complete discussion of TV fundamentals, alignment procedure, trouble shooting, typical faults and test patterns. Data provided in the three supplements includes circuit diagrams, alignment, chassis layouts, trimmer locations, socket voltages, waveform diagrams, critical lead dress, standard broadcast receiver diagrams for combination models, part location diagrams and special service notes.

Radio College Manuals have been the "Standard of Reference" in the radio service industry for many years.

The new RCC Television Service Manual will now bring technicians up-to-date on all TV models on the Canadian Market. Additional supplements will be issued at regular intervals throughout the year.

Jerrold Electronics Introduces High "Q" Traps

A new line of high "Q" traps, designed for use between the TV antenna and receiver to eliminate adjacent-channel and FM interference, has been introduced by Jerrold Electronics Corporation, Philadelphia.

New Jerrold traps are available in four models. Model TLB covers the low-band VHF television channels 2 through 6, from 54 to 88 mc. Model THB is designed to trap out adjacent channel interference on high-band TV channels 7 through 13, from 174 to 216 mc.

Interference from FM stations is trapped by using Model TFM, covering the range from 88 to 108 mc. The fourth new Jerrold trap is designated as Model "T Special" and is custom built, on order, to eliminate interfering frequencies in any bands other than VHF television and FM.

These traps, which are particularly useful in master television antenna systems for both apartment house and community installations, consist of bridged "T" networks with variable series and shunt inductance circuits.

With both the series and shunt circuits tuned to the signal to be trapped, this undesired signal is attenuated by a minimum of 50 db by the new Jerrold high "Q" traps. The TV channel to be received is attenuated by a maximum of only 2 db.

The Jerrold Electronics Corporation is represented in Canada by the Atlas Radio Corporation Limited, 560 King Street West, Toronto, Ontario, from whom prices and literature may be obtained upon request.

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LIGHTNING ARRESTER
At Any Price!**



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Protects Home and TV
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OVER 1,000,000 IN USE TODAY!
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First in Television Antennas and Accessories

RADIO-TELEVISION and APPLIANCE SALES

NEWS

Vol 8

JANUARY, 1952

No. 1

Thor-Canadian Announces Five-Year Protection Plan



Gord Faulkner, Thor dealer in New Toronto, is shown discussing promotion plans with his son, Alex, of his sales staff.

The announcement of a 5-year Protection Plan covering all washing machines manufactured by Thor-Canadian Company Limited was hailed with enthusiasm by members of the Thor Dealer Organization. "This is the greatest thing that has hit the washing machine industry since the introduction of the agitator method of washing clothes," said Gord Faulkner, Thor Dealer in New Toronto, Ontario, shown discussing promotion plans with his son, Alex, of his sales staff.

The Thor 5-year Protection Plan gives four additional years protection over the usual one year warranty period given on most appliances, and covers the "Sealed Mechanism" of the Thor Automagic Spinner and the main operating mechanism of the Thor wringer washer. All

washing machines produced by the company on and after November 15th carry the new 5-year warranty.

Former Purchasers benefit

Plans have been made to allow any purchaser of a 1951 model Thor washer to take advantage of this additional 4 years protection offered on the Automagic washer.

First in Canada

In presenting the new plan, the Thor-Canadian Company Limited becomes the first manufacturer of home-laundry equipment in Canada to offer a 5-year Protection Plan on its full line of washing equipment.

National Advertising

National advertising announcing the new 5-year Protection Plan has been scheduled in leading Canadian publications. A special promo-

tion package containing colourful point of sale display material which will enable the dealer to tie-in with Thor national advertising has been distributed to members of the Thor dealer organization and to distributors of Thor products across Canada.

General Manager For New C.G.E. Lamp Division

The establishment of a Lamp Division in Canadian General Electric Company Limited has recently been announced by H. M. Turner, president, as a part of a broad-scale realignment of the company's operating functions. The new division will include responsibility for the entire field of G-E lamp bulbs, including engineering, manufacture, marketing and related activities.

E. H. Lindsay has been appointed general manager of



E. H. LINDSAY

the Lamp Division, the appointment to be effective January 1st. For some time he has been an assistant comptroller of the company and was for a number of years associated with the lamp business.

F. Manley & Sons Move To New Location



Shown above is a photograph of the fine new building of F. Manley & Sons Ltd., located at 198-200 Laughton Ave., in Toronto.



YOU CONCENTRATE ON SALES...

LET US DO YOUR SERVICE & INSTALLATION WORK

Many electrical dealers in the Toronto and Suburban area have found it pays to turn over their installation and service work to us. It allows them more time to concentrate on sales and make a bigger profit. All work is done by experts and every job is guaranteed. A trial will demonstrate our ability to serve you to mutual satisfaction.

We can handle every type of electrical installation and service work, including wiring and conversions. Our new location and larger premises will give you faster service.

ELECTRIC SERVICE COMPANY

1187 Bathurst Street, Toronto, Ont.
Phone: LAkeside 1044 — Eves. REdfern 1907

New C.G.E. Appointments

The appointment has recently been announced of K. A. Blatherwick as manager of Canadian General Electric Company's Trois Rivieres office.

Mr. Blatherwick joined the company in 1937 and for several years was responsible throughout the Sherbourne area for the sale of lamps, lighting and carboly prod-



K. A. BLATHERWICK



P. E. ST. GEORGES

ucts, and supplies for asbestos mines.

P. E. St. Georges has recently been appointed manager of Canadian General Electric Company's Chicoutimi office. He becomes responsible under C.G.E.'s Montreal district office for the sales and service of the broad range of the company's

products in the Lake St. John area.

Mr. St. Georges has had extensive sales experience throughout the Province of Quebec, and was in charge of supply sales in the Chicoutimi area previous to his present appointment.

He was graduated in 1938 from Montreal Technical School and is a member of the Corporation of Certified Technicians of the Province of Quebec.



K. J. CORKERY



J. C. MACFARLANE

H. M. Turner, president of Canadian General Electric Company, has announced a realignment of staff responsibilities in the company. Vice President K. J. Corkery (left) is responsible for Planning and Services; Vice President J. C. Macfarlane, K.C., D.C.L., is in charge of Law and Corporate Affairs. Both men are widely known executives in the electrical industry.

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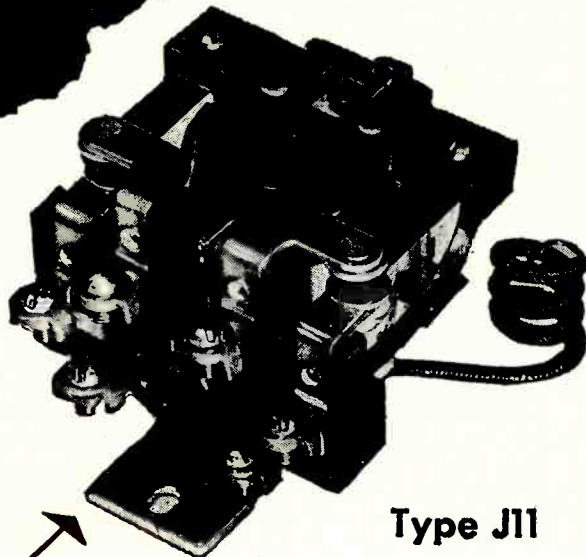
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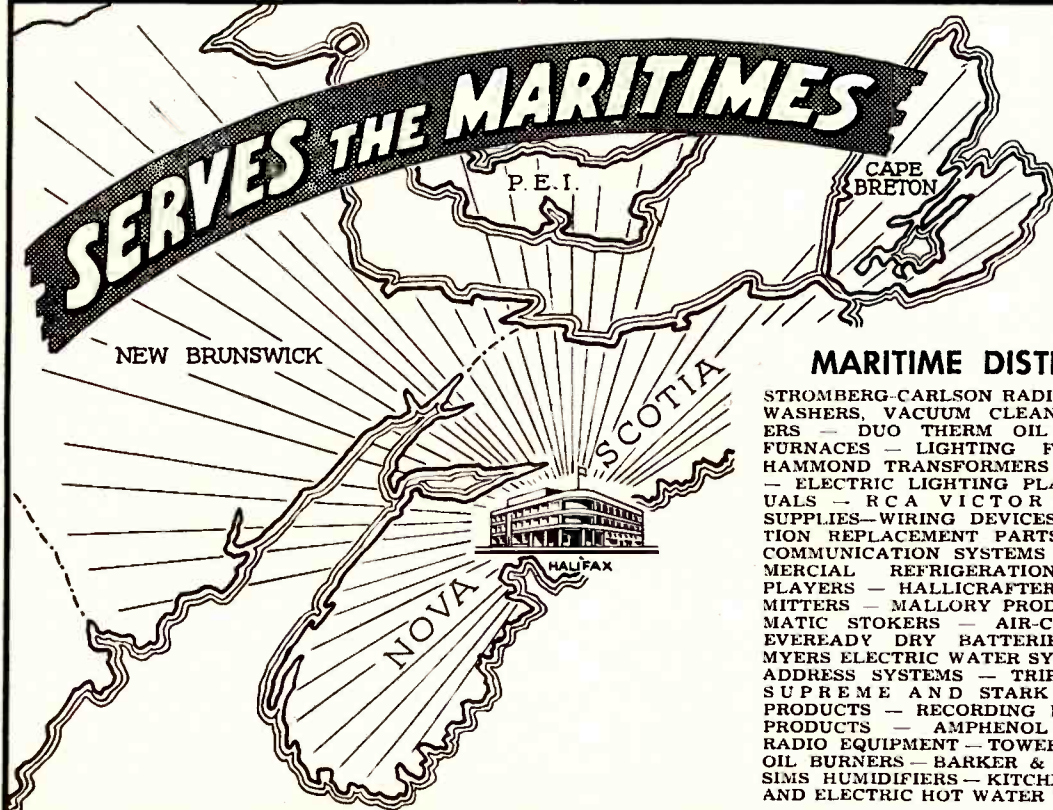
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MANNING EQUIPMENT LIMITED



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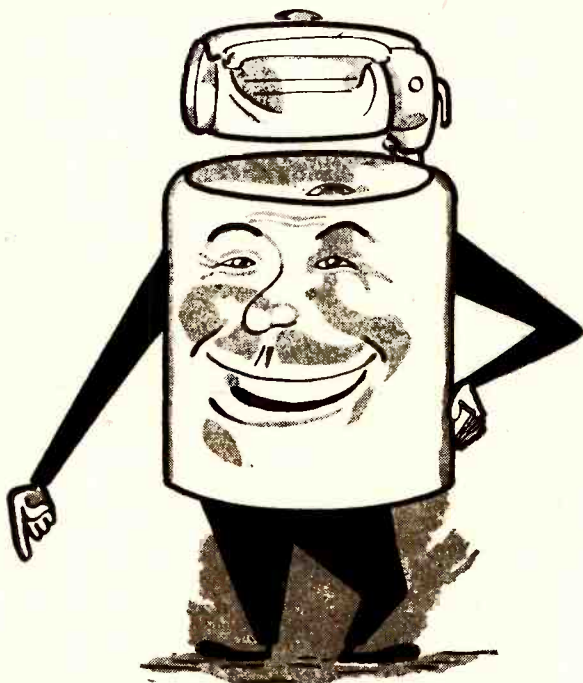
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If you are not already receiving our regular mailings of descriptive parts literature, have your name placed on our mailing list. This service is free for the asking.

**CANADA'S LARGEST APPLIANCE PARTS
SERVICE**

Keyes Supply Christmas Presentation



Corlis G. Keyes (left), president and general manager of Keyes Supply Company, Limited, making presentation to H. H. Popham (right) of Ottawa, December 19, 1951. Mr. Popham received the donation on behalf of the Ontario Society for Crippled Children.

Since 1915, when Keyes Supply Company commenced operation in Ottawa as an automotive wholesale house, it has been the custom of the company to send, at Christmas time, small mementos to those who deal with the company, as a gesture of appreciation for their business and in recognition of the Christmas Spirit.

This year it was decided by the company, which now has nine branches throughout Eastern and Northern Ontario, that the money spent in this manner might be put to better use. Therefore, this year it presented sufficient electrical equipment to the Ontario Society for Crippled Children in Toronto to outfit a hobby shop completely with power tools of all kinds. It will also be used in setting up a hobby shop at their summer camp on the Rideau Lake, "Merrywood-on-the-Rideau." This camp is open for four months during the summer and at that time, children will be taught by qualified instructors to use the electric saw, drills, lathes, etc., which are being presented.

It is the hope of the company that dealers will recognize that a gift of this sort made in the names of the dealers to whom some small token would have been given, is much more symbolic of the Christmas spirit. On Wednesday, December 19th, Corlis G. Keyes, president and general manager of the company, made a formal presentation of this equipment to H. H.

Popham of Ottawa, who received it on behalf of the Society.

Although this is a new approach, the company, under the direction of C. G. Keyes, has long been active in community service and in charitable projects. Mr. Keyes himself has done a great deal in the Carleton College drive for funds, and in Rotary Club service projects, as well as having set up an engineering scholarship at Queens University.

The company realizes that this presentation in itself has been a small contribution, but feels that if by this example, such contributions are made next year by other companies, a very worthwhile precedent will have been set. It is the intention to continue contributions of this sort every Christmas, and, of course, the organizations to whom the donation is made will be varied from year to year.

A. H. Hunt Ltd. Change Of Name

At an Extraordinary General Meeting held on 17th December a resolution was made and adopted that the registered name of the Company should include a reference to the products in which the Company are specialists and which enjoy a world-wide reputation as Hunts Capacitors." Therefore, the name has now been changed to A. H. Hunt (Capacitors) Ltd.

Canadian Westinghouse Supply Co. Officially Opens



A few moments after Hamilton's Mayor Lloyd D. Jackson performed the opening ceremony he was on the receiving end of a sales talk from Roy Somerville. Also seen, left to right—H. H. Rogge, Canadian Westinghouse president; R. L. Brown, Supply Company vice-president and general manager; Mayor Lloyd D. Jackson; and W. R. Tumbleston, manager of the Supply Company's local branch.

Civic officials, Westinghouse executives employees in large numbers were on hand when Hamilton's Mayor Lloyd D. Jackson recently performed the opening ceremony at the Hamilton branch of the Canadian Westinghouse Supply Company. The event marked the opening of the first of many such branches which will reach from coast to coast.

Westinghouse officials on hand to participate in the opening with Mayor Jackson were H. H. Rogge, president, Canadian Westinghouse Company; R. L. Brown, vice president and general manager, Canadian Westinghouse Supply Company; and W. R. Tumbleston, manager of the Hamilton branch of the supply company.

Stark Display At Malton Airport



"During a recent exhibit by the Royal Canadian Air Force at No. 3 Hangar, Malton Airport, Stark Electronic Instruments Ltd., Ajax, Ontario, manufacturers of fine test instruments were invited to set up a display booth to show typical test instruments used in aircraft work. Above is a picture of the exhibit with panels in the

background carrying pictures of manufacturing and test operations in the Stark plant at Ajax. The picture at the lower left shows the test instrument assembly section, at the upper left the meter assembly section, at the upper right the development laboratory and at the lower right the test instrument assembly section."

FOR JANUARY, 1952



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KLM Airlines Hostess Visits Rogers Majestic—Philips Dealers



Well, well, what's this! Who's the attractive young lady we see above with a number of Rogers Majestic and Philips dealers in Ontario? None other than Miss Marjeta Ringeling, hostess on board the K.L.M. Royal Dutch Airlines Constellation airliner which will carry the winners in the Rogers Majestic-Philips Ontario dealer contest to Europe. The dealers with Miss Ringeling are: Top row (left to right)—H. F. Frawley, Frawley Electric, Windsor; Glenn Carpenter, Frawley Electric; Douglas Fryer of Home Appliance Shop, Windsor talking to Miss Ringeling and a salesgirl; Al Shillington, W. C. Shilling Jr. & Co., Blenheim. Middle row of photos (left to right)—Bert Edwards, Leamington; Beauty contest at Frawleys, Windsor; Mrs. Simms and Ben Johnson of Geo. A. Young Co. Ltd., London; Hobbs Langford, Langford Radio Ltd., London. Bottom row (left to right)—Basil McPherson, Frawleys; Mr. O'Brien, Young's Home Appliances, London; Bert Rymal, Hamilton; Bert Hermon, Young's Home Appliances, London.

Walter Furneaux receives new appointment

Walter H. Furneaux, vice-president and managing director of Aerovox Canada Limited, has been appointed vice-

president in charge of manufacturing for the Aerovox Corporation, New Bedford, Mass.



W. H. FURNEAUX



JAMES KEY

Mr. Furneaux has been with Aerovox in Canada since it started operations in Hamilton, Ontario, 15 years ago. Under his guidance, the company has become Canada's largest manufacturer of fixed electrical capacitors.

He is well known in the radio and electronic industries through his work with the Radio-Television Manufacturers Association. He is a past president of the Parts Division, and at the time of his departure to the U. S. A. he was a member of the board of directors.

In 1951 Mr. Furneaux joined the Department of Defence Production in Ottawa where he set up the machinery for the procurement of component parts for electronic equipment. He will continue to serve the Canadian Depart-

ment of National Defence in an advisory capacity.

James Key, assistant general manager, will assume the managerial duties at the Canadian plant. Mr. Key has also been with the Canadian company since its inception.

Telrex Appointment

Michael D. Ercolino, president of Telrex, Inc., Asbury Park, N.J., manufacturers of "Conical-V-Beam" television antennas and allied products, recently announced the appointment of Manfred E. Philip as controller and director of purchases.

Mr. Philip was formerly associated with Samuel J. Needleman & Co., certified public accountants of Philadelphia, Pa., and is a member of the American Institute of Accountants.

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**Ernie Swan Opens
 New Store**

A new store, dealing exclusively in radio and television, was opened just before Christmas by Ernie Swan. The store is located on Bayview Avenue in Leaside, a suburb of Toronto, and is



ERNIE SWAN

known as the Ernie Swan Television Co. Mr. Swan is well known in

in electronic circles. Before opening his new store, he just recently completed 21 years as chief engineer of CKEY and before that he was connected with the Wentworth Radio Co. and the DeForest Crosley Co. At one time he owned and operated his own radio station at Midland.

He is also a member of the Institute of Radio Engineers, the Association of Professional Engineers, H. V. Kaltenborn's Quarter-Century Club and the Quarter-Century Radio Club. Last year he received recognition for 25 years Honourable and Distinguished Service by the Canadian Association of Broadcasters.

**New JFD Sales
 Montreal Section
 Representatives For
 Western Canada**

The JFD Manufacturing Company, Inc. of Brooklyn, New York, has announced the appointment of The Millen, Durnin Agencies of Winnipeg,



R. T. MILLEN

Canada as the sole and exclusive sales representative of its organization in Western Canada.

The Millen, Durnin Agencies will handle the complete JFD radio and television line, including antennas and accessories. In charge of merchandising will be both R. T. Millen and C. E. Durnin.

The Tilton Agency will continue to handle JFD products in Eastern Canada.

**International Rectifier
 Purchase New Building**

The purchase of a new factory building, located at 1521 East Grand Avenue, El Segundo, California, has just been announced by International Rectifier Corp. The plant now occupied at 6809 S. Victoria Ave., Los Angeles, will be maintained for research and development. General sales and administrative offices will be located at the new plant in El Segundo, California, to which all correspondence should be directed after December 1, 1951.

A year ago the increasing demand for International Selenium Rectifiers forced the addition of a second story to the Los Angeles plant, which doubled the floor space. It has now become necessary to redouble factory capacity to maintain constantly growing delivery schedules.

Represented in Canada by Kelly Heenan Co., 2293A Yonge St., Toronto 12.



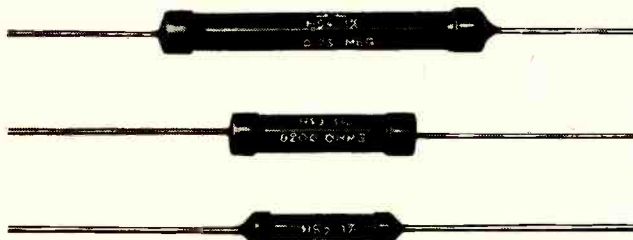
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DCH	—	1½ watt	—	2-1/16" x 9/32"

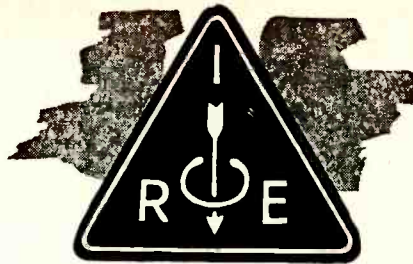
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NEWS and NOTES

Hamilton Sub-Section

The Hamilton Sub-Section of the Institute of Radio Engineers held its fourth regular monthly meeting of the 1951-52 season on December 10, 1951 at Aerovox Canada Ltd.

J. H. Pickett, chief engineer of Aerovox Canada Limited, presented an interesting, comprehensive and informative paper on metallized-paper capacitors. History, general construction and characteristics were described and illustrated with slides. Also a short movie film was run to show the method and winding machines used in winding the sections. Some of the main advantages of metallized-paper capacitors over the conventional paper types are the self-healing properties and their small size and light weight. There are many applications for metallized-paper capacitors, both in communication equipment and in instrument work, and the ideal ones at the present time are in a power circuit for use as by-pass capacitors and filters.

A question and answer period followed the termination of the paper and the evening was concluded by refreshments.

The following is a list of the future meetings of the Hamilton Sub-Section of the I.R.E.:

Mon., Jan. 21, 1952—Tour of Marsland Engineering Company, Kitchener, Ont.

Mon., Feb. 25, 1952 —
Speaker: Preben Gomard, project engineer Can. Westinghouse Co. Ltd.

Subject: A Saturable Reactor Tuning Unit in a Medium Powered Transmitter Using Ferrites.

Place: Aerovox Canada Ltd.

Montreal Section

Five short papers were delivered — one each by five different speakers at the January 9 meeting of the Montreal section. The speakers presented their papers from a round

table in the new Television Studio of the C.B.C. The I.R.E. audience viewed and heard the proceedings, via closed circuit television, on television monitors located in an adjacent room.

A question period was allowed after the papers had been delivered, and after the proceedings the audience was invited to inspect the television set-up in the studio.

The five speakers and their papers were:

1. *Television In Canada*, by J. A. Ouimet, Cand'n Broadcasting Corp'n.

2. *Television Systems Engineering*, by Mr. J. Carlisle, Cand'n Broadcasting Corp'n.

3. *Television Studio Equipment*, by Mr. C. E. Tremblay, Cand'n Marconi Co.

4. *Television Transmitter Equipment*, by Mr. R. J. Norton, R.C.A. Victor Co.

5. *Television Receivers*, by Mr. L. W. Elliott, Cand'n Marconi Co.

Hamilton Sub-Section March Meeting

R. S. Richards of Bach-Simpson Co., London, Ontario, will present a paper under the title "Design of Voltage Regulated D.C. Power Supplies" at Aerovox Canada Ltd. at 8 P.M. on Monday, March 24.

Park Metalware Changes Name

Park Metalware Co., Inc., makers of Xcelite mechanic's hand tools, has changed its corporate name to Xcelite, Incorporated. President F. Birney Farrington has announced.

Founded in 1921, the company first manufactured electric connectors, automobile accessories and tools, later specializing in high-grade hand tools for mechanics in the electrical, radio, electronic, aviation, automotive and industrial fields. Besides being first to use plastic for screwdriver handles in 1926, Xcelite originated many of the popular tool designs seen

today; the small pocket clip screwdriver, the square blade screwdriver, detachable head open-end wrenches, adjustable socket wrenches, spark plug testers, etc., etc. Originally incorporated for \$50,000,



F. BIRNEY FARRINGTON

the company has increased its capitalization to \$250,000. In 1940 the plant was enlarged, and during 1951 manufacturing floor space was doubled.

Besides Mr. Farrington, officers of Xcelite, Incorporated are: Vice-president, John O. Olsen of Cleveland; secretary, Howard S. Langworthy of Orchard Park; and treasurer,

John N. Petre of Orchard Park, all of whom held the same positions with Park Metalware Co., Inc. In Canada Xcelite Incorporated will continue to be represented by Chas. W. Pointon, 1926 Gerard St. East, Toronto, Ontario.

Tee-Vee Corporation In New Quarters

To meet the increased demand for T.V.C. television aerials and masts, the Tee-Vee Corporation has found it necessary to expand its manufacturing facilities and has recently taken possession of the two-storey brick building located at 1475 Queen Street West, Toronto, Ontario. This plant expansion will provide the company with its own plating facilities and will enable it to handle its own diecasting and operate its own rolling mills. Ample parking space is available for the convenience of customers.

For a short period the company will also continue to operate from its present plant on Fennings Street, but it is planned to have all operations under one roof at the new Queen Street West location by early Spring.

Thor Conducts Dealer Contest

To stimulate activity in the sale of Thor home laundry equipment at the retail level, the Thor-Canadian Co. Limited is conducting a Grand Sweepstakes contest among Thor dealers, and their retail salesmen, across Canada.

Fifteen major prizes will be awarded, with a "Bel-Air" model Chevrolet hard-top convertible as the grand prize. Value of the prizes is in excess of \$6,500.

The contest is being con-

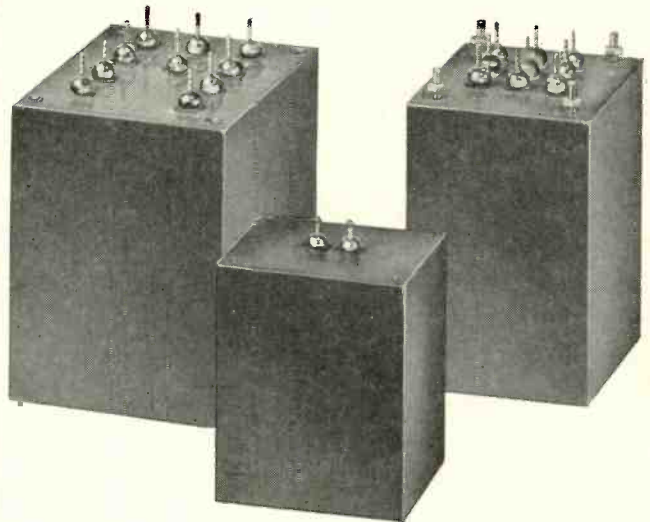
ducted by the wholesale salesmen in each district. This provides a close personal contact between Thor's salesmen and dealers' salesmen and affords the opportunity of working together to create, promote and maintain the retailer's interest in the sale of Thor household appliances. Advantage is being taken of this opportunity to conduct informal sales-training meetings to develop product knowledge of retail sales personnel.



Jack Loudon, assistant sales promotion manager for Thor-Canadian, is shown receiving delivery of the Chevrolet "Bel-Air" car from Bruce MacDougall of Bruce MacDougall Motors, Port Credit, Ont.

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Calendar of Meetings

Montreal Service Meeting

The Atlas Radio Corporation, Canadian representatives of Precision Apparatus Company Inc., of Elmhurst, Long Island, N.Y., have arranged a meeting of service technicians to be held on Monday, January 28th in Royalmount Hall Community Building, 90 Roosevelt Avenue, Town of Mount Royal, Que., starting at 8:00 p.m.

Precision service meetings have already been successfully held in Toronto and Vancouver, this being the first in the Montreal area. Bob Middleton, senior Precision engineer, will conduct the meeting which will consist of non-commercial lectures and demonstrations of interest to service technicians. The meeting will be under the co-sponsorship of the eight Montreal jobbers handling Precision test equipment.

CEDA Annual Conference

The Annual Conference and General Meeting of the Canadian Electrical Distributors Association (CEDA, Inc.) will be held in the General Brock Hotel, Niagara Falls, Ontario, on April 28th, 29th and 30th.

1952 Electronic Parts Show

The 1952 Electronic Components & Equipment Show is scheduled to be held in the Conrad Hilton (formerly the Stevens) Hotel, Chicago, Illinois, May 19th to 22nd.

The Radio Parts Sales Managers Association (Canada) is planning to establish Canadian Headquarters in the hotel during Show Week and to hold the customary Canadian Luncheon on Wednesday, May 21st. The Association is also planning to hold a breakfast-meeting for its members Tuesday, May 20th. More particulars will be published next month.

Now that the U. S. industry will have but one show, a record attendance is expected this year and Canadians should apply now for hotel accommodation to the Housing Committee, Radio Parts & Electronic Equipments Shows Inc., suite 1500, 11 South LaSalle Street, Chicago 3, Illinois.

Radio Fall Meetings Scheduled for 1952-53

Washington—The annual Radio Fall Meeting, sponsored by the RTMA Engineering Department, has been scheduled for the next two years, according to an announcement by Virgil M. Graham, associate director of the RTMA Engineering Department. The annual session brings together leading electronic engineers who are members of RTMA and the Institute of Radio Engineers.

The 1952 Fall Meeting will be held at Syracuse, N.Y., on Oct. 20-22 and the 1953 meeting will be held at Toronto on Oct. 26-28.

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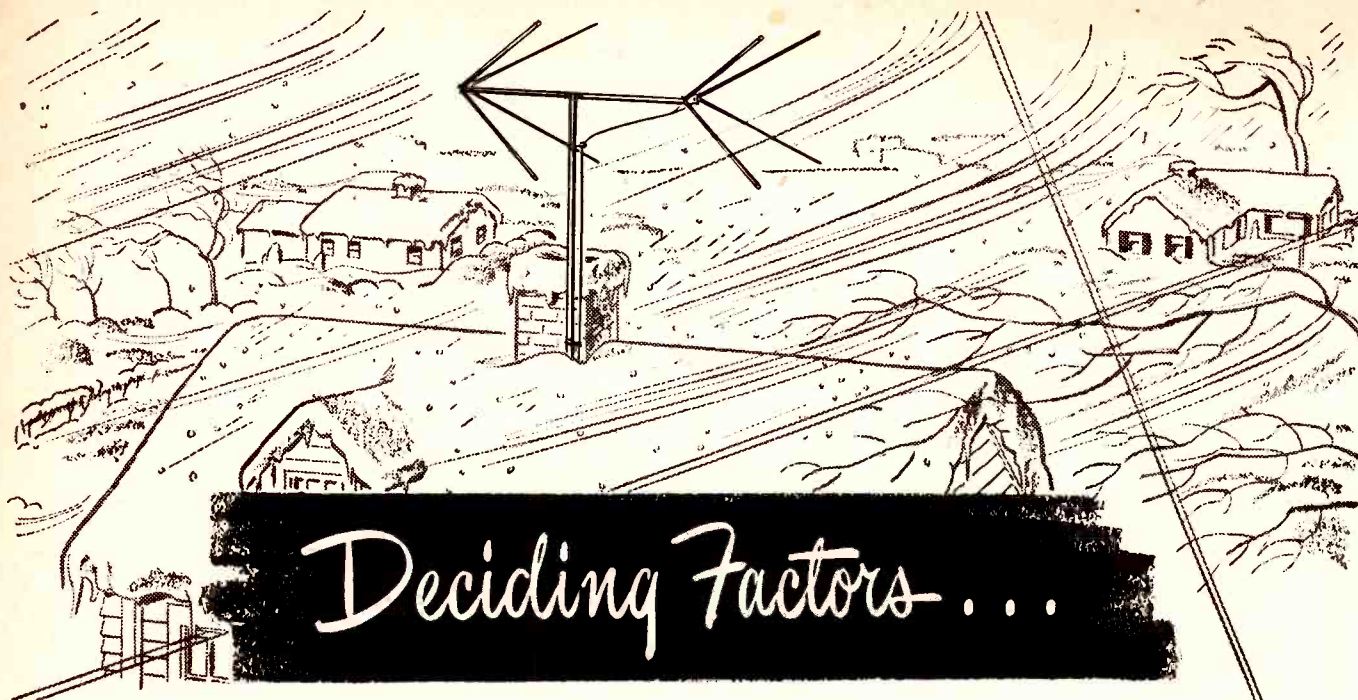
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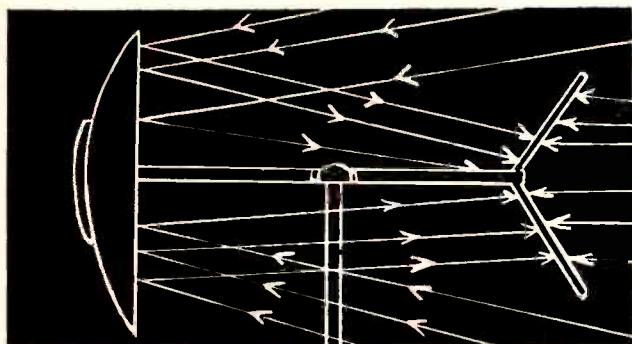
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