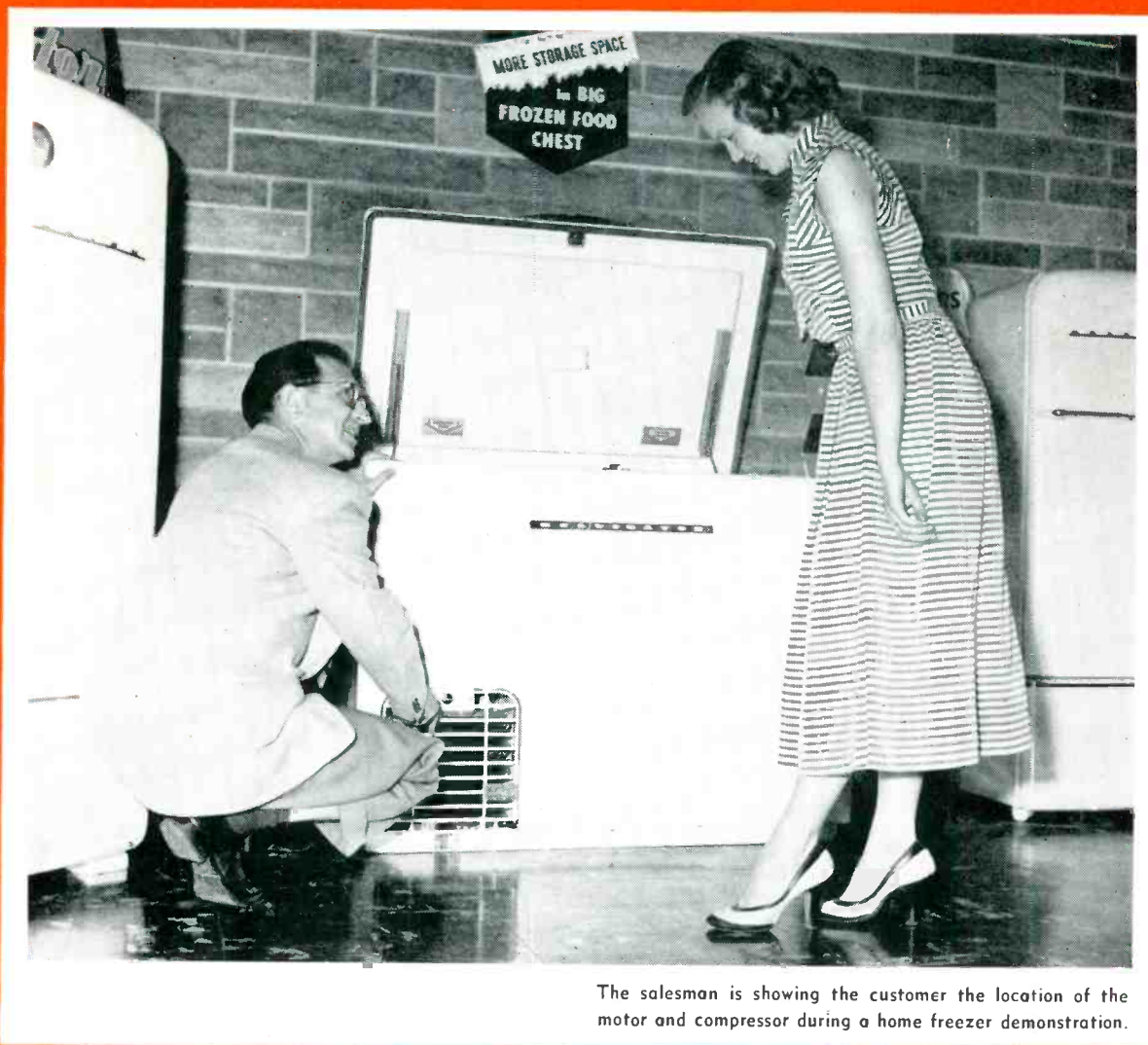


# Radio-Television & Appliance Sales

FULLERTON PUBLISHING CO. LIMITED

TORONTO, CANADA



The salesman is showing the customer the location of the motor and compressor during a home freezer demonstration.

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JULY, 1952



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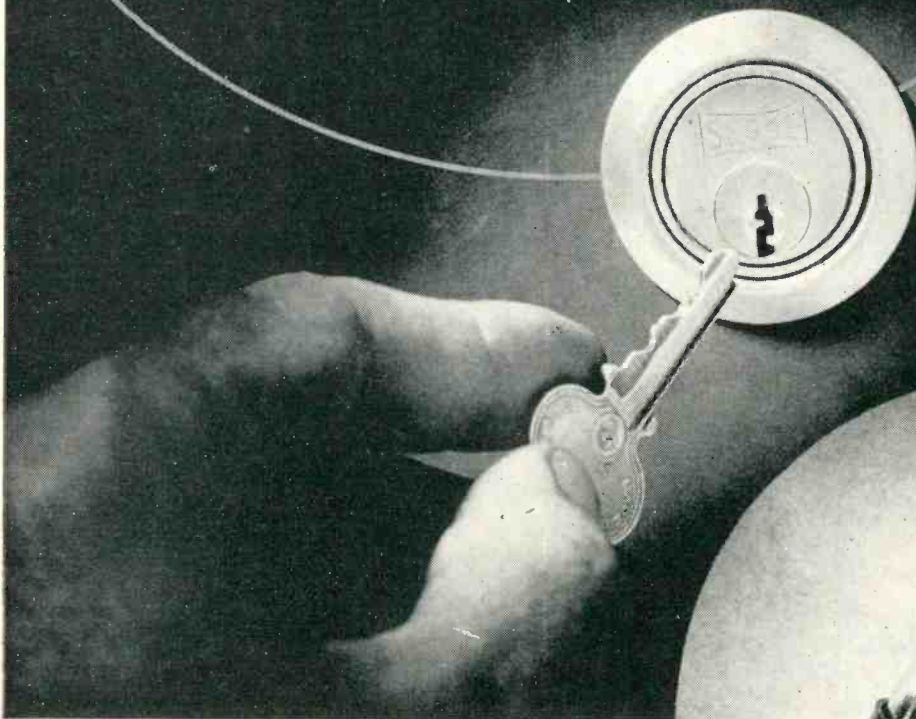
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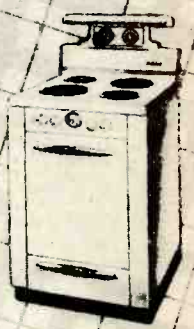
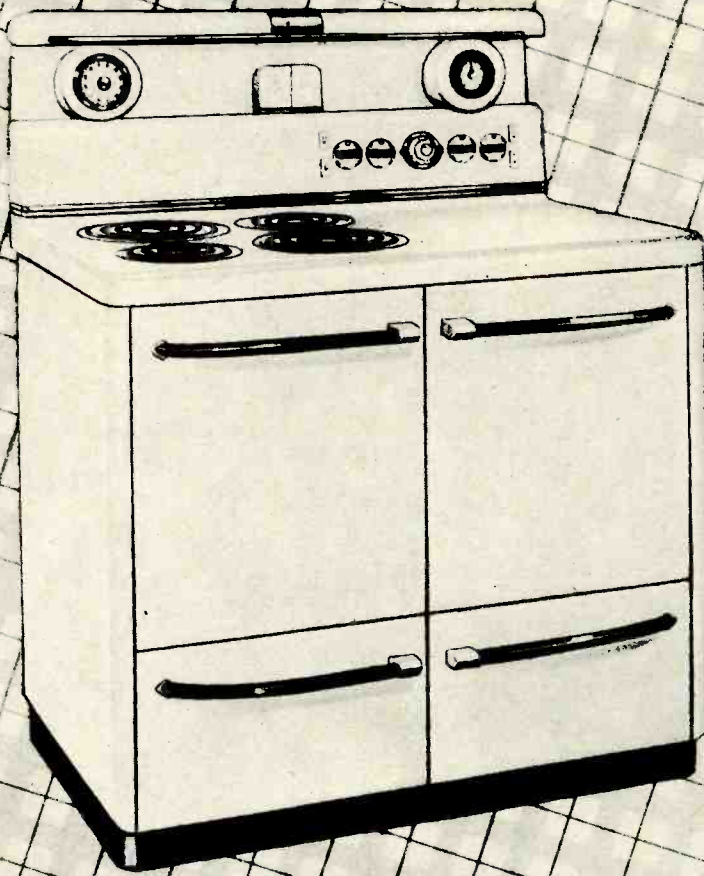
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*Canada's finest radio tubes*

# MARCONI RADIOTRONS



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**TABLE TOP**  
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 Include all the  
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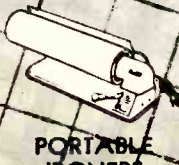
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SPACE  
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**HOWARD W. SAMS & CO., INC.**

# The Editor Comments

## **A Miracle of Awe-Inspiring Proportions**

THERE is no doubt whatever that much of the tremendous public interest in the political conventions held in the United States was due to the very complete coverage afforded by television.

Never before in the history of man have such opportunities for publicizing political events been possible. Never before has it been possible for so many millions of people to see as well as hear the speakers and to catch the excitement and the tremendous significance of the convention.

Even in Canada, the scenes in the U.S. political arenas were exciting enough to hold a large group of the TV population to its screens.

As Bruce West of the Toronto Globe and Mail puts it "Even if General Eisenhower doesn't get to be president of the United States, the wind-up of the Republican Convention in Chicago proved pretty conclusively to even the most skeptical that television is here to stay.

"Granted that TV owners must watch and listen to a lot of drivel in between times, its coverage of such events as this provides a miracle of almost awe-inspiring proportions.

"There seems to be an intimacy and freshness about television broadcasts of events of this kind which far surpasses a newsreel version, even if it is cracked into the theatre a few hours afterward".

While we are inclined to disagree with Mr. West about the "drivel" since TV must cater to all types and all tastes, we think the reference to television as a miracle were words well and truly said.



## **Colour TV Still A Long Way Off**

THE recent announcement to the effect that the U.S. government have relaxed its ban on colour television has not created so much as a ripple in the industry. Quite evidently, it will be several years before colour TV becomes of any consequence in the States and considerably longer than that in Canada. The manufacture of colour receivers was banned last November by a ruling of the F.C.C. Even though the majority of the industry was opposed, the Commission had previously favoured the Columbia system which employed a rotating colour disc: the system is not fully compatible. Therefore many of the industry leaders feel that nothing

much will come of the latest ruling. For example, Ross Siragusa, president of the Admiral Corporation, Chicago, says that he sees very little, if any, effect from the decision to allow the manufacture of colour equipment. W. J. Halligan, president of Hallcrafters, expresses the opinion that the whole subject is pretty academic and will remain so until some suitable all-electronic system is approved.

Another point to consider is the large scale military production in which most U.S. manufacturers are heavily engaged and which must quite obviously block any serious attempts to go into colour set production.

We mention the above merely to give the dealer a bit of ammunition to deal with the inevitable prospect who says he has inside information that "colour TV is just around the corner".



## **Home Freezers Up-And-Coming Appliances**

ELSEWHERE in this issue, our readers will find a first-class article dealing with the virtues of home freezers and offering some hints on how to sell them.

There is no doubt but that the home freezer is an up-and-coming appliance. It is, in fact, even surprising to find out how many women are becoming conscious of the benefits of this useful appliance and how many want them for their homes.

Home freezers have, of course, been available for many years but the war and steel shortages have held back the development of the market to a considerable degree. However this has not applied to the technical development of the device. Manufacturers who see a real future in this field, have gone on to make improvement after improvement, both from practical and appearance points of view.

The saturation point in the home freezer field may be considered as zero and since some highly efficient and attractive models are now readily available the market is wide open for the aggressive dealer.

The dealer who makes a study of home freezers, who learns all their many advantages in saving money and in making possible more interesting meals and in cutting down the housewife's work, can go out and build substantial profitable business with these appliances.

But like everything else in retailing, there is a right and wrong way to sell home freezers. We hope that our article will point the way and help to get the dealer off on the right foot.

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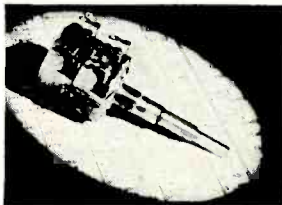
**CLOSEST INVENTORY CONTROL** Clarostat inventory forms listing EVERY catalog number, serve to check your stock and reorders. You never get caught short. You never get overloaded.

**FASTEST FACTORY DELIVERY** Best of all, Clarostat jobber orders are, for the most part, *shipped within 24 hours*, thanks to that big factory stockroom. That means no lost sales at your end, yet no heavy buying 'way ahead.

*Write us. We'll gladly tell you more about minimum inventory for maximum sales.*



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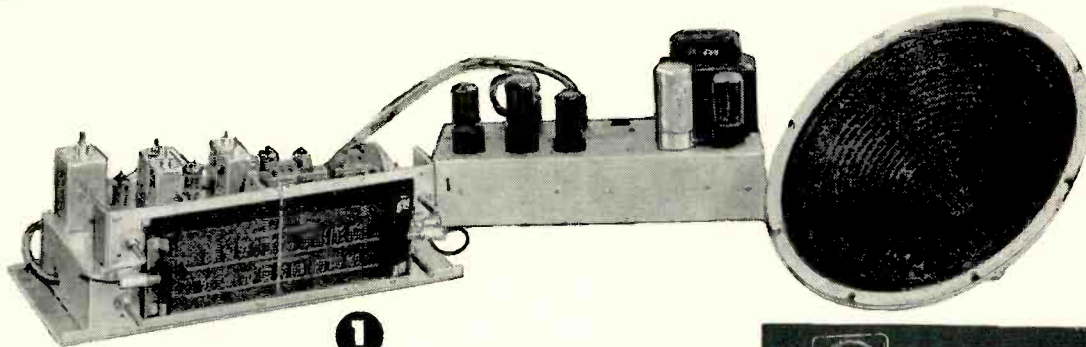
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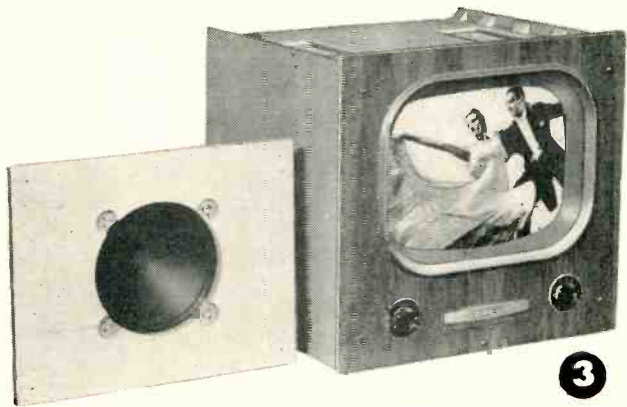
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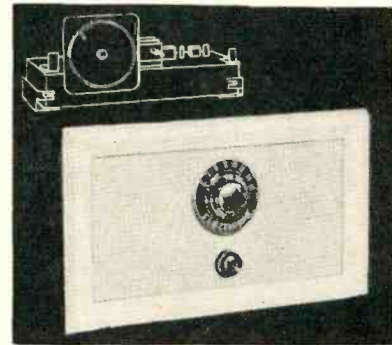
# Electrohome



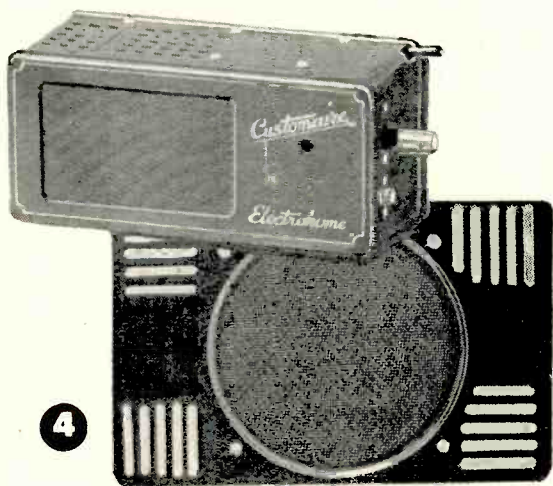
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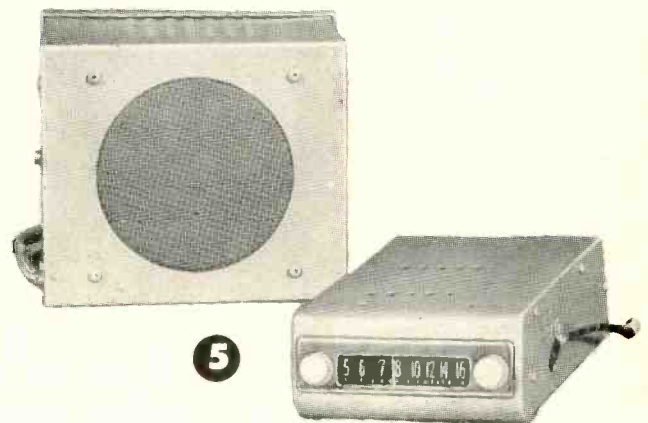


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2. Kitchen Custom: 5-tube AC/DC for mounting between standard studding in ANY room in the house. Chassis size: fits snugly between studs having 16" centres and 3 3/4" depths.
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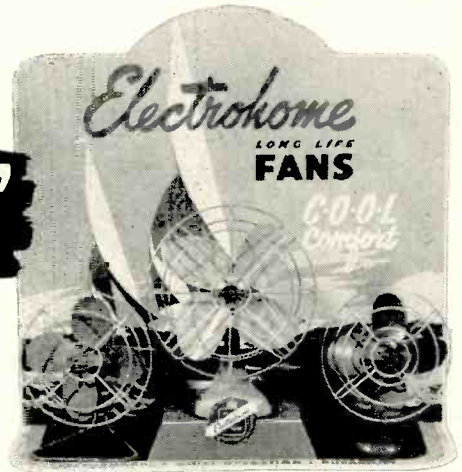
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for you

Today more than ever, home designers and builders stress the need for planning that makes the most of living space and adds to family comfort. So take advantage of these Electrohome space saving ideas for the modern home—ideas that will step-up your profits too.

Tell your customers about the special Electrohome custom-built models that provide better value than ever. Show them how easily they can have modern built-in radio and TV—real up-to-the-minute space savers designed for longer life. Sell them Electrohome Humidifiers, Fans, Polish, each one a sure winner, building goodwill for all Electrohome products—and for your store as well.

*"You'll be proud to sell Electrohome"*

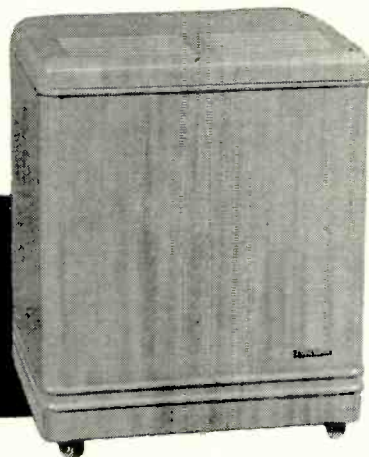


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CANADA'S LARGEST

# Cooking Schools Can Raise The Dough

## Stimulate Consumer Interest and Build Sales

**C**OOKING Schools can be a most effective means of stimulating consumer interest and building up sales; they can also be costly and inefficient on both counts. Certainly, dealers who think of putting on a cooking school should give the matter very careful consideration before committing themselves, and they must be prepared to carry the deal through to its conclusion in all its details.

Details are, perhaps, the biggest headache in a cooking school. There seems to be no end to them. However, there are four basic elements from which practically all details spring, and which, when arranged, mean that the fundamentals of organization have been completed. These four elements are:

- (A) The Sponsor
- (B) The Supplier
- (C) The Demonstrator
- (D) The Location

All these elements must be in harmony if the school is to be a real success.

As a rule, people prefer to go to a cooking school under responsible sponsorship, where the profits, if any, will go to a recognized charity or public welfare project. For this reason, it is desirable for the dealer to get such a group to sponsor his school. After all, he does not want to profit out of those attending: He gets his profit from the sales that result. There are many excellent organizations who are, or can be, interested in cooking schools, such as church groups, the Red Cross, Service Clubs, the I.O.D.E., Home and School, and so on: All are interested in keeping their name before all, or some part, of the public as well as in making the profit that is shown by a well-run cooking school.

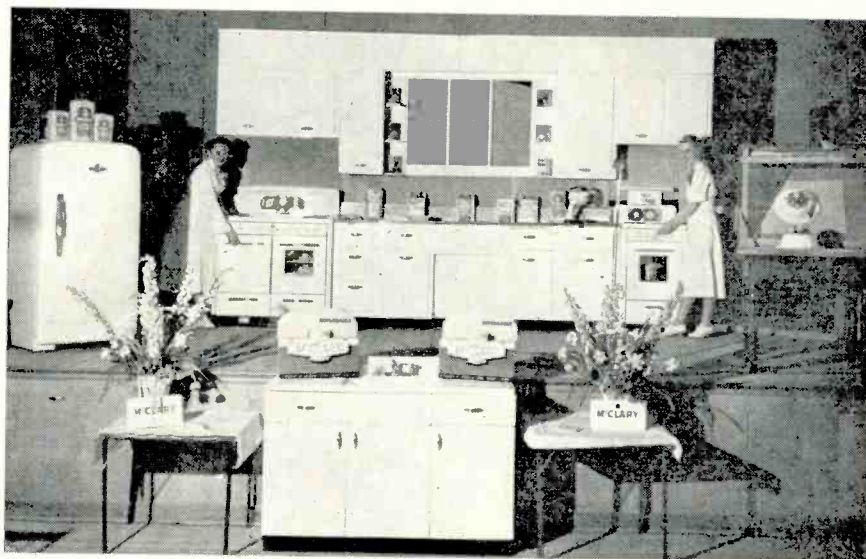
The supplier is the firm that provides the equipment. This generally centres around a range of some kind, and is supplemented by a refrigerator, and other appliances. It is important that the dealer should decide which line he wants to push because he must be prepared to put real effort behind the merchandising of any brand that is featured at the school, for it would be grossly unfair to ask an appliance manu-

facturer to foot the bills for a cooking school, and then to push a competitor's products. But it may prove desirable to give thought to bringing in a co-supplier, that is, some firm that manufactures or processes food products, such as some of the prepared cake mixes and so forth. These firms are often very willing to go in on a cooking school because of the publicity they get without having the problems of arranging for sponsorship, ranges, stages, and so on. However, if the dealer wants to introduce some such co-worker into the school, he should certainly, make sure that the appliance manufacturer is agreeable to the arrangement. This co-supplying of materials may also go one step further if it is found desirable for the kitchen, or stage, to be given a greater touch of realism by the introduction of kitchen furniture, kitchen cabinets, or the like. It would be quite conceivable that there could be three suppliers involved in a cooking school; the appliance manufacturer, the food manufacturer, and the accessories manufacturer or dealer. It should be borne in mind that the manufacturer is the most important and that his wishes should be consulted before any other arrangements are concluded.

The dealer should make very sure that the arrangements made with suppliers are clearly understood by all concerned, and that each person knows to what costs they are committing themselves, and how much these are likely to be. There is nothing that makes ill-will quicker than some vague arrangement about cooking school costs where one person thinks one thing and the bills show another.

Usually, one of the suppliers, or the sponsor, accepts responsibility for the demonstrator. It is hard to get a really good demonstrator that can hold an audience and retain its interest throughout the whole cooking school. It is to overcome the difficulty of getting a good demonstrator that there is a tendency for cooking schools to be a joint operational affair with one of the food processing companies providing the demonstrator. The food processing companies' demonstrators are accustomed to public speaking and are able to do a much better job than the average demonstrator who only deals with small groups or with people in a store or other such surroundings. In any case, it is important that the responsibility for the demonstrator and her expenses should be

*(Continued on page 25)*



The effective stage setting of the cooking school held in Alliston, Ontario, by Latimer Refrigeration and Electrical Service, featuring McClary appliances and conducted by the millers of Monarch flour. At the left is Miss Norma Trickey, home economist for Maple Leaf Milling and on the right is her assistant, Mrs. Jean S. Duff, home economics teacher at Banting Memorial High School, Alliston. The school had an attendance of close to 1,000 and was a great success.

# Great New Market In Home Freezers

## Tie-In With Local Frozen Food Locker Plant For Prospects

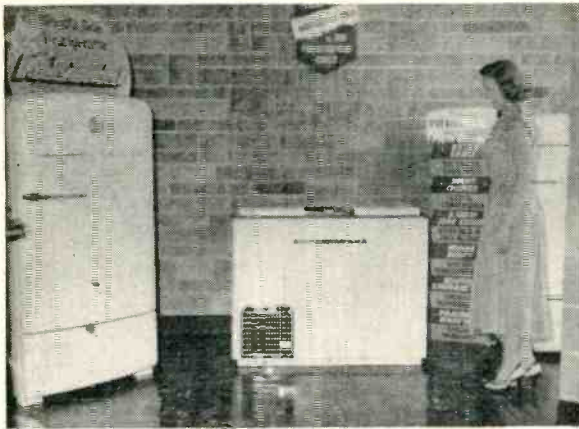
A MAJOR appliance that is fast becoming a household necessity along with the washing machine and the electric refrigerator, is the home freezer. The electric refrigerator replaced the old ice box, the washing machine replaced the scrubbing board and the electric range took the place of the old cook stove, but the home freezer is an entirely new product in a brand new field. Moreover, it has been proved that the home freezer is not only a time and labour saving appliance for the home owner, but also a money saver and consequently should have a great sales appeal.

In the United States, no other major electrical appliance for the home has ever enjoyed the acceptance, in terms of unit sales, in so short a time as has the home freezer. In the past five years, the freezer industry has reached a percent of saturation that electric refrigerators and electric ranges reached only after being on the market many years longer. At a recent meeting in the United States it was predicted that by 1955 home freezers sales will be greater than those of refrigerators!

In the accompanying series of photographs, the salesman is shown going over some of the features of a modern home freezer with a prospect.

(1) The customer can be seen entering the display room where her attention is drawn to the home freezer. As with any other appliance, advertising plays a very important role in bringing the story of the freezer to the customer's attention and getting them to the store. You may be sure that she has read or heard about the advantages of the home freezer and when she enters the dealer's store she is in a receptive mood to hear more about this great new appliance.

(2) Here, the salesman is starting his sales presentation. As he opens the top of the freezer, he explains to her about the lid lift and lock. He points out the handsome chrome-plated grip with easy-action push-



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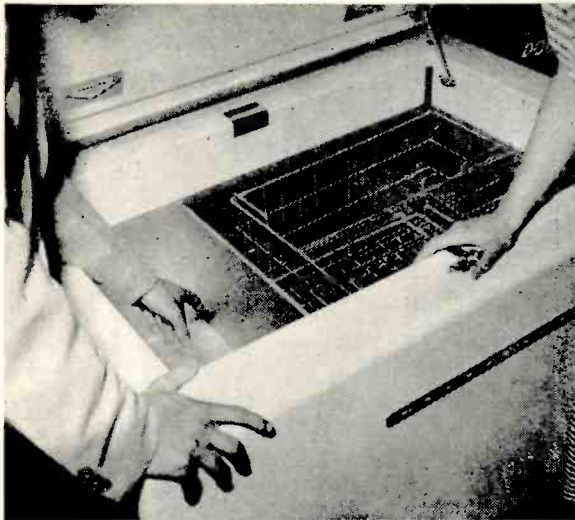
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button release catch and built-in lock that can be locked with a key.

(3) In this photo, the customer is taking part in the demonstration—an important part of every presentation—by seeing how easy the lid lifts. The lid is so counter-balanced that it will stay open in almost any position. Two spring-action supports on the lid make lifting and closing exceptionally easy, safe and gentle. He also points out that the supports do not take up storage space or form unsightly bulges on rear of the cabinet.

(4) The salesman is showing the customer the interior floodlight that gives illumination to the freezer contents. It lights automatically when the lid is raised and the bulb is readily accessible for easy replacement.

(5) In this photo he is showing the pastry-rack that will hold a variety of pastries and protect them against damage while being stored and also the basket that keeps smaller size packages neatly separated from bulky items and within easy reach. Both are easily removed to provide access to larger items in the lower storage area and have sturdy handles for ease of handling.

(6) This is an interior view of the freezer. The salesman is explaining about the two sections in the freezer. The section on the left is the fast freezing section that operates at below-zero temperatures for high-speed freezing. The section on the right provides spacious, flexible and convenient storage space for various sizes and types of packaged food. This is the section that the two baskets fit into. He tells her how all four walls are refrigerated to maintain steady low frozen storage temperatures throughout the freezer.

(7) In this photograph he is showing the customer the lid gasket that assures a tight seal to keep heat out and cold in. It is made of live rubber for utmost elasticity and efficient insulation. The balloon-type gasket gives a soft cushioning effect and its gray colour will not stain or discolour the cabinet opening.

(8) This is where the freezing unit and condenser is located. The control for regulating the temperature of the freezer is also here.

(9) The salesman is showing the customer a demonstration unit of the sealed polarsphere compressor and motor — the heart of the home freezer. He explains to her that the unit is "sealed-in-steel" and is permanently lubricated and is backed by a five-year protection plan.

(10) Every manufacturer spends a great deal of

*(Continued on page 45)*



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# Montreal Dealers Plan For Television

Announce Trial Telecasting To Begin In Montreal July 25

**M**ONTREAL radio and appliance dealers, in anticipation of TV broadcasting in Montreal turned out in force at a "Town Meeting of Television Dealers" to hear some of the top men in the TV business express their views and give some advice on television retailing. The meeting was held on June 18 in the City Hall in Mount Royal.

The "big" news of the meeting was, of course, the announcement that the CBC was going to start trial telecasting on July 25 in the Montreal area. These programmes are to be telecasts of all the home games of the Montreal Royals' international league baseball games. Plans to telecast other types of experimental programmes have also been made. The trial telecasts will give Montreal TV sales a tremendous boost and will continue until the official inauguration of regular service sometime in September.

J. B. Elliott, vice president in charge of consumer products for RCA Victor in the United States, cited the cultural advantages that will come to the people of Canada and the United States when TV networks link the two countries.

In discussing the business outlook for television dealers, the RCA Victor official pointed out that the advent of this new service has been found to stimulate business conditions, not only for those directly in this field but also in allied fields. He urged dealers to prepare for this event if they expected to benefit from it.

J. F. McAllister, designing engineer for the General Electric Company in the United States, followed with a fine address on the technical background of television and radio. He told the dealers that colour television receivers might be on the dealers' floors, perhaps by 1956, but more likely in 1957. He also elaborated on the potentialities of UHF in expanding the number of channels available to the viewers.

Richard A. Graver, vice-president in charge of Admiral Corporation's electronic division, Chicago, said that television is a multi-million dollar business in Canada, even without a single TV station on the air. "Canadians are going to benefit im-

measurably", he said, "not only by the mistakes that we might have made, but from the lessons we have learned".

Aurele Seguin, director of tele-



AURELE SEGUIN.

vision at CBC Montreal, made the announcement of the CBC's plans for the beginning of telecasting in the Montreal area on July 25. The statement was met with considerable enthusiasm by the dealers, whom it effects profoundly. They have been awaiting television for such a lengthy time that a definite time an-

nouncement was very well received.

Mr. Seguin pointed out that it was due to the co-operation of the R.M.A. that the CBC was in a position to telecast the Royal's games from the stadium. He also told the dealers that the CBC intends to broadcast during the month of August, experimental programmes in various other fields: Drama, comedy, variety, music, documentary, etc.

Mr. Seguin outlined the various reasons behind the CBC's decision to present test programmes before the official opening of CBC's regular TV transmissions. First, these telecasts will enable the CBC to test further, the costly technical equipment and also the various methods of presentation. Second, they should help with the demonstrations of television receivers in stores and with the installation and adjustment of receivers in the homes. Finally, they should stimulate public interest in the latest means of mass communication.

The meeting was a great success and was attended, not only by dealers of Montreal but by members of other interested groups of the television industry, such as the Radio-Television Manufacturers Association. The meeting was made possible through the Quebec Radio-Television Distributors Association.

## Range Sales Are There If You Work For Them, Farr Tells Stove Institute

**A**N analysis of dealer thinking concerning range sales during 1952 shows the majority expecting the year to be better than 1951 as a result of greater sales effort to be expended this year. Mort Farr, president of the National Appliance and Radio-TV Dealers Association, told the Institute of Cooking and Heating Appliances at the Netherland Plaza for the Institute's 30th annual convention.

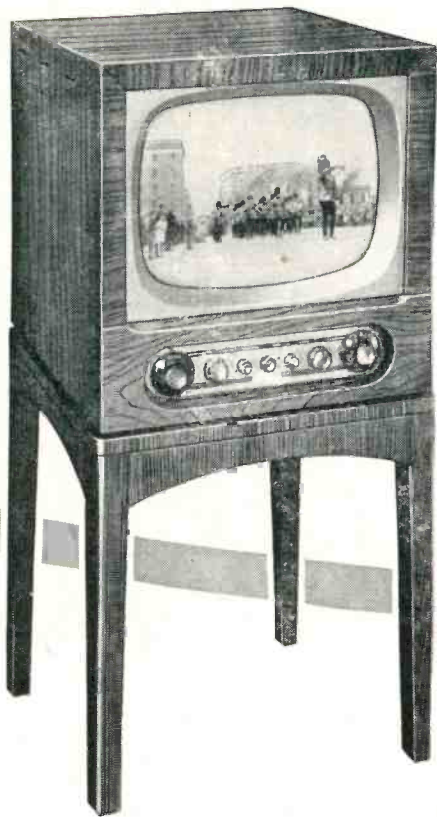
Ways he listed in which manufacturers could help dealers build more volume are: (1) More planned, local advertising; (2) pricing at least one model in each line so as to help the dealer attract trade-ins;

(3) either stronger sell-up features that look the difference in price or else lower prices; (4) special promotional models in gas ranges for Spring and Fall; (5) installation assistance on electric ranges, from manufacturers shipping them with pigtails to co-operative arrangements; (6) greater care and better supervision in franchising; (7) new store demonstration helps, particularly cooking schools; (8) better stoves with more radical style changes to stimulate replacements.

The dealers voted the Old Stove Round-Up as the most successful range promotion of recent years and

*(Continued on page 20)*

When Your Customers INVESTIGATE  
THEY'LL INVEST IN . . .



*Sparton*  
All Area

TELEVISION

**PRE-TESTED**  
with Canada's First  
Licensed Closed Circuit  
Television Transmitter  
VE9CA

Here's why Exclusive Sparton  
"Pre-testing" gives you Canada's  
Only Custom Built Television Set

1. Special "Lock In" circuit assures perfect tuning and focus even in area where no other television set can hold a picture.
2. Rigidly "Pre-Tested" at station VE9CA . . . Canada's first licensed closed-circuit television transmitter . . . to assure All-Area performance with "Tear-Proof" pictures.
3. Radio-Type Tone Control—familiar single-knob adjustment for quality and volume of tone.
4. Phonograph Jack and AC Outlet for Record Player—few, if any, sets have both. Sparton also provides player control from the FRONT PANEL.
5. Adaptor Socket for VHF Band or Colour Converter—assures that today's Sparton will meet all of tomorrow's predictable conditions.
6. Secondary Operating Controls conveniently placed on Front Panel—assures perfect "fringe-area" reception without awkward tuning adjustments requiring servicing skill.

Today's television buyer is cautious . . . he wants performance, not promises! And that's why he'll buy Sparton on comparison every-time. Once you tell him about Sparton pre-testing, using field, laboratory and station tests with VE9CA . . . Canada's first licensed television transmitter owned and operated by Sparton . . . he'll realize that Sparton All-Area performance is the greatest dollar-for-dollar value on the market today.

*Sparton*

GIVES YOU THIS  
WIDE RANGE OF  
MODELS

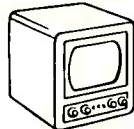


Table Model  
TV2150K  
12½" Screen

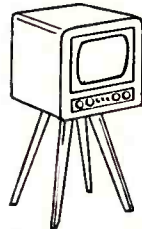
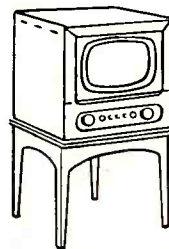
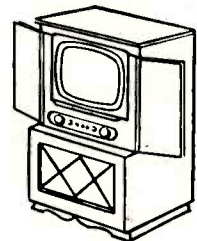


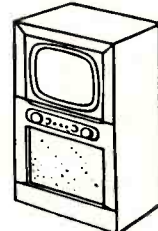
Table Model  
TV2151K  
17" Screen



Model TV2151T  
17" Screen



Model  
TV2150K  
12½" Screen



Model  
TV2151S  
17" Screen

*Sparton*

Always Radio's Richest Voice  
Now Television's Clearest Picture

SELL  
*Sparton*  
FIRST

## The Record Bar

# Know Your Record Customer

Remember Your Customer's Name and Record Preferences

THE biggest portion of any record department's business comes from the steady customers. They collect records as ardently as any stamp collector and when any new releases of their favourite artists or composers are pressed they are more than eager to buy them. The smart sales clerk in any record department not only knows these customers, but also remembers the type of records that they collect.

At the record department of Young's Home Appliances, 658 Dundas Street, East in London, Ontario, the strictest attention is paid to this phase of selling records. Wherever and whenever possible the names of the customers are learned and remembered as well as their preference in recordings. Each time a new stock of records comes to the store they are watched for anything that might appeal to some of the steady customers. Then, either by a phone call or when the customer comes into the store, the sales clerks remind them that a favourite record of theirs has just arrived.

Both Capitol and Columbia are pressed in London for the whole of Canada and the sales personnel at Young's Home Appliances feels that this should make London particularly record conscious. This is certainly true of the two girls in Young's record department — Mrs. Monica McGarrell and Donna Jones. They both like the record business and their enthusiasm for it is reflected in the store record sales.

The record department and the record listening booths occupy almost all one side of the store while the display racks for the albums takes up a considerable section of the other side. There are five listening booths — two of them equipped with 3-speed record players. There are also two record players at the counter and one can be switched to a speaker outside the store. This attracts attention to the store and to the window displays, one of which is always devoted entirely to records.

The record department ties-in as

much as possible with musical events of interest in London — the visit of some well-known musical personality or a musical show. The store personnel have several photos of themselves posed with some of the big names in the musical world who have visited London.

Mrs. McGarrell is very partial to children's records. She feels that there is a good market for them and that there is a very good choice now available. They are not only very entertaining, she says, but are educational as well and are marvelous for children who are sick or confined to the house.

Direct mail plays an important role in the record business at Young's Appliances. Once every month the record supplements put out by the manufacturers are sent

out to a mailing list. In the fall a personal letter signed "Monica and Donna" is sent out to all these customers, thanking them for their past business. Mrs. McGarrell says this letter causes a lot of interest and for some time after the letters are sent out, they receive comments on them.

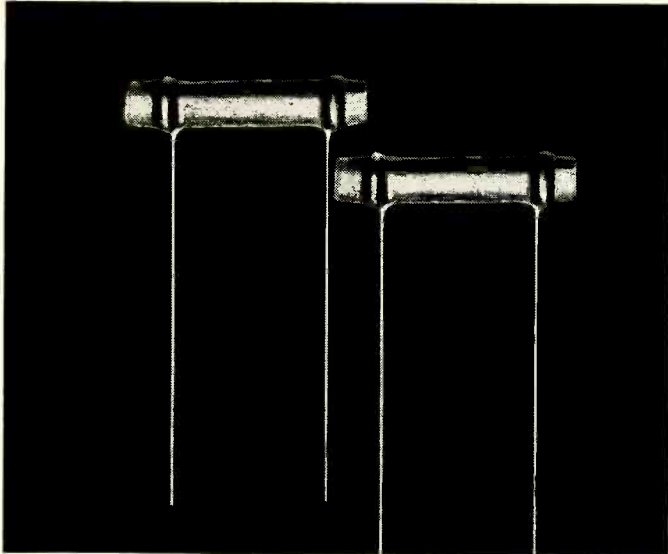
Both Monica and Donna as well as Herb Thurman, manager of the store, feel that there should be some kind of an association formed for the record business. Mrs. McGarrell would like to see an annual meeting held, with talks by some of the experts in the field. She has some excellent ideas in regard to record merchandising that she would like to talk about and also would like to hear ideas from other record sales personnel.



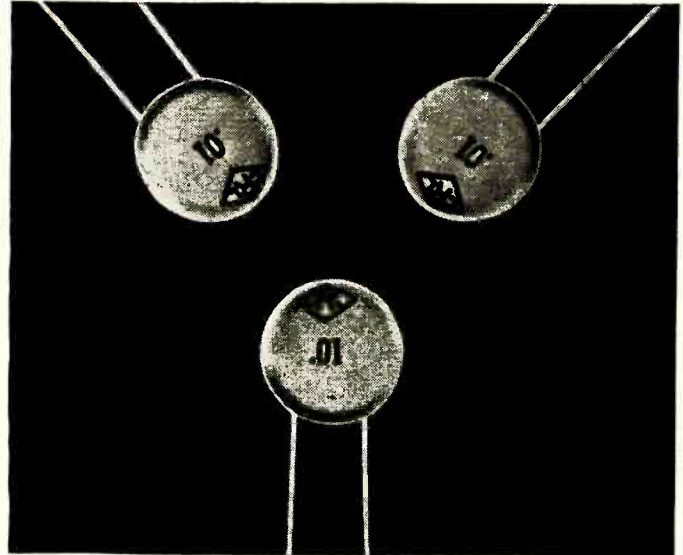
The record department at Young's Home Appliances. Top left—Herb Thurman, manager of the store, arranging the children's album display. Top right—Mrs. Monica McGarrell. Lower left—Donna Jones with two record customers. Lower right is a general view of the record department.



# NEW CRL HI-KAPS..



**BC HI-KAP TUBULAR CERAMIC CAPACITORS** — new D16 offers 1600 vdcw, 3000 vdct; D30 — 3000 vdcw, 6000 vdct. Ideal for use in r.f. by-pass and audio-coupling applications.



**CERAMIC DISC HI-KAP "BUFFER" CAPACITORS** — new DD16 offers 1600 vdcw, 3000 vdct. Minimum thickness, very high capacity in extremely small size. Also used in HF by-pass and coupling.

## ...give you benefits of low-cost ceramic capacitor construction in 1600V and 3000V range

**F**IRST to introduce ceramic Hi-Kap Capacitors to the electronic industry, now Centralab is first to extend the advantages of ceramic construction to still higher voltages. Tubular type by-pass couplings are now available in 1600 and 3000 vdcw. In addition, a new disc type Hi-Kap is available for the 1600 vdcw range. And what's more, *they cost less than ordinary paper or mica capacitors of similar rating.*

They're more dependable, too. Far superior to old-style capacitors. That's because ceramic construction

resists moisture and humidity. (*Absorption is only 0.007% or less.*) Ceramics withstand heat, too . . . as much as 85° C. — higher than any temperature normally encountered in electric apparatus. Vibration is no problem.

Service engineers — get more customer satisfaction. You're sure to find a place for these new, higher voltage Hi-Kaps. Use them to replace old-fashioned or dangerously old capacitors. Ask your distributor for further information . . . or use the coupon below.



# Centralab

A Division of Globe-Union Inc. • Milwaukee 1, Wis.

CENTRALAB, A Division of Globe-Union Inc.  
 924 East Keefe Avenue, Milwaukee 1, Wisconsin  
 Please send me the technical bulletins on ceramic capacitors D16, D30 and DD16.  
 Bulletins  
 Name.....  
 Address.....  
 Company.....Title.....

# Television

## News and Views From the TV World

### "How-To-Fix-It" Books Appear in Canada

Since television has gained such a strong foothold in Canada, a number of booklets on home repair of TV receivers have made their appearance. These booklets could cause considerable trouble to the industry and steps should be taken to properly educate the public along these lines and to nip the situation in the bud.

Some trouble has already been experienced in the United States from this source and a recent editorial in the *Radio and Television Weekly* states that:

"The 'how-to-fix-it' booklets being offered in most sections of the country are causing mounting indignation within the television industry. These booklets pretend to offer advice on how to repair TV sets with ordinary household tools.

"Not only is the information contained in most of these pamphlets practically worthless in so far as the ordinary set owner is concerned, but it is ridiculous to imagine that a layman can repair or adjust a delicate television mechanism without a thorough knowledge of electronics and some experience in the use of proper equipment. In the trade it is generally recognized that a set owner is flirting with serious trouble and danger, not only to the receiver but to his own person as well, if he insists upon tinkering with a TV chassis.

"High voltages and capacitors charged to three or four times the 110-volt line are scattered through the chassis, and any untrained person who insists upon playing with a receiver—with or without the aid of a so-called 'how-to-fix-it' booklet, is certainly inviting trouble. Playing around with a TV picture tube can also prove to be extremely dangerous, because a tube is a high vacuum enclosure. To find the pressure on the face of it, you multiply the square inches of the area by 15. For example, a 19-inch tube has two tons of air pressure on it, and if broken, the pieces are set in motion by this force.

"Newspaper advertisements sponsored by publishers of these 'fix-it' books lead the set owner to believe that the manufacturer has defrauded the owner and that any charges made by a serviceman for repair or installation work are out of line.

"This type of advertising should not go unanswered by the industry. Some concerted action is essential if the public at large is expected to retain its

faith in TV manufacturers, dealers and servicemen in general. TV set owners must be told the truth about 'fix-it' books."

### New System Extends High Frequency Range

A new method of sending radio signals that may well revolutionize communications has been discovered by a group of American scientists working in conjunction with the State Department, according to reports.

In test transmissions from Cedar Rapids, Iowa, signals have been transmitted on a frequency of 49.8 megacycles for the past year. These signals have been received at Sterling, Virginia — 800 miles away — regardless of atmospheric conditions, time of day or the season.

Based on these tests, the new method seems to refute the presently accepted theory that high frequency signals, such as those used in television and FM broadcasting, are limited to line of sight.

The implications of the new system are tremendous and will have a profound effect on television and FM as well as short wave transmissions as they are today. Such a reliable signal would have important military applications and in carrying press despatches from abroad as well as bringing television to remote communities.

### C.N.E. Television Premiere Seen Possibility

In a recent statement at Toronto, J. A. Ouimet, assistant general manager of the Canadian Broadcasting Corporation, said that while it is not possible to guarantee a start date for Canadian television that would mean inauguration of the service in time for the 1952 Canadian National Exhibition, it was hoped that television in Toronto would be in operation for the Exhibition. TV during the CNE would mean an opportunity for thousands of Canadians who

normally live outside the anticipated coverage area of the nation's first television stations, to assess the new medium first-hand. The dates of this year's Canadian National Exhibition are August 22nd to September 6th.

### CBC Holds TV Script Writing Seminar

The CBC held a very successful television script writing seminar at the CBC studios in Toronto on June 11, 12 and 13. The purpose of the seminar, which is receiving the support and co-operation of the Association of Canadian Radio and Television Artists and the Canadian Authors Association, was to acquaint potential TV script writers with the programme and technical requirements of the medium.

In announcing the seminar, Stuart Griffiths, the CBC's television programme director in Toronto, said that the CBC realized that Canadian TV script writers must be developed if Canadian TV was to be truly Canadian.

Speakers included responsible CBC television officials in Toronto. The guest lecturer was Gilbert Seldes, a recognized authority in American television.

The organizers of the CBC seminar and those connected with the university extension course hope to attract people now making their living in writing for radio, the screen, magazines and newspapers.

### Radio and TV Show

Britain's 19th Radio and Television Exhibition will be held at Earls Court in London from August 26 to September 6. It will include every aspect of the radio and electronic industries, as well as all kinds of associated apparatus such as gramophones, records and accessories, electro-medical equipment, electronic scientific instruments and test gear. Details of special facilities for overseas visitors may be had from the Secretary, Radio Industry Council, 59 Russel Square, London W.C. 1.

# Are You a Member of the Quarter-Century Club?

ARE you eligible for membership in the Quarter-Century Radio Club of the radio industry in Canada? If you have been engaged commercially in any branch of the radio industry for the last 25 years you may become a member of this club by simply filling out the form on this page and mailing to R. C. Poulter, Quarter-Century Radio Club, 86 Bathurst Street, Toronto 2-B, Ontario.

The Quarter-Century Radio Club was founded by R. C. Poulter, managing editor of **Radio-Television and Appliance Sales** in 1945 and since its inception has been growing steadily. At the present time

there are nearly 200 members from every branch of the industry from coast to coast—broadcasting, manufacturing, engineering, sales, wholesaling, retailing, service and associated work.

Twenty-five years is a long time to be engaged in any one line of endeavour and the main purpose of this club is to mark this very important milestone in the lives of those who have served in the industry for that period.

There is no admission charge whatever and no membership fees. The club is an industry club and has no commercial or other affiliations of any kind. Members re-

ceive an attractive certificate of membership signed by the founder. The cost of the certificate, mailing, etc., is borne by **Radio-Television and Appliance Sales** as a tribute to those who have pioneered this great industry.

Due to the widespread location of its members, there has not been much activity within the club as yet but with its membership starting to attain substantial proportions, plans are underway to form a national committee and for meetings this winter, wherever and whenever the members may be brought together. Such meetings will consist, probably, of an informal dinner followed by an evening of reminiscing. From among the old timers present are bound to come some stories, tall or otherwise, of early happenings in the industry which are bound to create keen interest among all members.

If you have been in radio for twenty-five years or more you may become a member by filling out the form on this page and sending it to the address given. But please give sufficient information to support your claim to twenty-five years in the industry. It matters not what branch of the industry you are engaged in. You may be in administrative work, you may be an engineer or technician, an announcer, an MC or a program director, or you may be a salesman, dealer or service technician. If you can qualify, send in your application today.

There are many old timers who can qualify and as time goes on the number increases rapidly. Let's have all of them in the club! Send your application form to R. C. Poulter, Quarter-Century Radio Club 86 Bathurst Street, Toronto 2-B, Ontario.

*NOTE—If you prefer not to cut your copy of Radio-Television and Appliance Sales write for an application form which will be sent without charge.*

## Quarter-Century Radio Club

I, ....., declare that I have devoted 25 or more years of my life to the radio industry (any branch). I certify that the following synopsis of my commercial radio activities is true and I hereby make application for membership in the Quarter-Century Radio Club.

My address is .....

Nature and date of first commercial radio activities .....

Present position in radio in Canada .....

Brief synopsis of work during intervening years:

.....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....

It is understood that the above information will be treated in confidence.

Date ..... Signed .....

Fill in, sign and tear out and mail promptly to R. C. Poulter, Quarter-Century Radio Club, 86 Bathurst Street, Toronto 2-B, Ont.

# Shop Overhead Analyses

THE first step in analyzing shop overhead is to determine just where the money is going before it is spent, rather than where it has gone after it is spent. It sounds easy, but without a proper book-keeping system it is difficult to sit down and attempt to remember each item dealing with business expenses and profits at the end of the month. If the service operation is sufficiently large to afford it, the services of a bookkeeper and a certified public accountant to check the books periodically, will prove invaluable.

In the case of the smaller operator, however, a system of accounting may merely consist of a simple notebook or ledger in which items of expense and income can be entered daily. It isn't necessary to place all items in a certain place in the book other than as debits and credits, or the "I paid column" or "I received column." Then at the end of the month all credit and debit items can be placed in their rightful places in another book or sheet of paper which includes the following items, and is known as a Statement of Income.

## Statement of Income

Under Income should be listed:

1. Installations — which include antenna erection charges.
2. Service Contracts — amount received for one year policies.
3. Second year contracts — amount received for second year policies.
4. Other service — amount received for service not covered by contract.

5. Sales of Parts and Tubes —
6. Less cost of Parts and Tubes.

These items can be totalled and called Net Sales.

Next should be listed: Installation and Service Costs — Included are:

1. Wages — Service Men.
2. Depreciation — Truck and shop equipment.
3. Shop supplies.
4. Car allowance — Service Men.
5. Auto and Truck expenses.
6. Truck rental.
7. Garage rental.

These items can be added and indicated as total installation and service costs. Total installation and

## Part 1

### From the Philco Service and Accessory Merchandiser, published by the Philco Corporation of Canada, Limited

service costs can then be subtracted from Net Sales to arrive at Gross Profit on Service.

That, of course, is not all. There are many items of expense and these should be known as "Other Expenses" such as:

1. Wages—other than servicemen, and always include yourself under this heading. It is important to pay yourself a reasonable fixed monthly salary and to include it as an expense item. So many business owners forget this and draw on

business profits for their own personal needs. This practice may well lead to bankruptcy as too many persons draw heavily on their business in good months with little regard for the possible dark days ahead when monthly profit may be less than expenses.

2. The second item is Depreciation of Office Equipment. The amount chosen for depreciation should be kept in a separate account to be used when new equipment must be purchased. All things in time will wear out and it is well to have the cash on hand to apply toward replacement items.

3. Office Expenses—such as paper, printed matter, bill heads, business cards, shop repair tags, letterheads, envelopes and general supplies.

4. Rent.

5. Heat.

6. Light.

7. Postage.

8. Telephone.

9. Advertising—This item must not be overlooked. A business may stand on its reputation, but advertising will make it grow. Such things as chassis stickers, signs, newspaper ads, radio spot announcements, handbills and direct mail campaigns will do much to keep your trucks, equipment and men occupied during slack periods.

10. Insurance — Always a good item to have in any business. Good protection for unforeseen catastrophes.

11. Dues and Subscriptions — It is well for anyone engaged in business to belong to trade associations to keep abreast of these changing times, as well as subscribing to trade magazines, which can be very helpful.

12. Taxes — Payroll — Be certain not to overlook city and federal taxes.

13. Permits and fees.

14. Leasehold Improvements — This item would include repairs to the building and any improvements to the premises. These items should be totalled as "Other Expense" and subtracted from the "Gross Profit on Service". The remainder will then be known as Net Profit on operation. This is done once a month to show what your business has accomplished during that month. These figures should be totalled with previous figures of the past months

**The subject of shop overhead analysis is one which, if given proper attention by all service dealers and contractors, can do much to prevent premature greying of the hair for these individuals. In this article, to be published in two parts, a critical analysis is made of the business operations of a successful service contractor. Facts and figures are given.**

collectively to give you a clear picture of your progress over the year to date. All of this is known as a Statement of Income.

### Statement of Condition

There is another statement which should be kept up to date which is known as the "Statement of Condition of your Company". This statement will list your assets and liabilities.

Under assets there are current assets and fixed assets. Current assets consist of:

1. Cash on hand.
  2. Accounts receivable.
  3. Inventory — Parts and Tubes.
- Added, they form total current assets.

Fixed assets consist of:

1. Truck value.
  2. Office and shop equipment.
- Less reserve for depreciation this total becomes total fixed assets.

Another asset might be Prepaid Insurance. So the total assets will be found by adding total current assets, total fixed assets and other assets.

Now, under liabilities you may list:

1. Loans payable.
2. Accounts payable.
3. Accrued wages.
4. Advanced payments on second year contracts.
5. Advanced payments on first year contracts. Added, they become your total liabilities. Liabilities are then subtracted from assets. The difference becoming the capital or net business worth. This capital can be used for business expansion.

### Practical Illustration

In an attempt to understand the problems dealing with Shop Overhead and good business practices, I enlisted the aid of an established television contractor in one of the larger eastern cities. In this story of his new business venture he will remain anonymous and I shall call him "Mr. X".

Here is the story of a typical Television Service Agency that is just celebrating the completion of the first year-and-a-half in business. "Mr. X", the owner, threw up his hands at the mere thought of giving us completely all the details of his first year-and-a-half. After he was assured that his "secrets" would be revealed only in the interest of guiding others who need this information he opened his records and his books and said simply, "I am in the television service business."

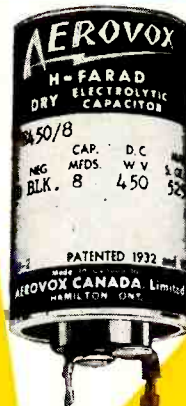
After the first year-and-a-half's

*(Continued on page 27)*

**proved  
in  
performance**



**AEROVOX DRY ELECTROLYTIC CAPACITORS**



Combining the finest raw materials and extensive processing experience from skilled craftsmen, Aerovox Dry Electrolytic Capacitors give exceptional performance—and their individual testing before shipment guarantees absolute dependability on all applications.

See Aerovox Catalogue No. 4 for technical information—and consult Aerovox engineers about any capacitor problem that puzzles you.



**AEROVOX**  
*Capacitors*

*Standardize with AEROVOX*

**AEROVOX CANADA LIMITED, HAMILTON, CANADA**

Manufacturers of fixed capacitors for all radio and electrical uses

5103

# R.E.T.A. News and Notes

## Urge Technicians To Prepare For Television



BERT H. HOFSTETTER  
President, R.E.T.A. of Ontario Inc.

SUMMER vacations will soon be over for most members and with that in mind it is about time to pull up one notch and get ready for the rush of the fall business.

By the time this goes to press, I believe our first Canadian television broadcast will be made. This will greatly change the future of many technicians in the respective districts.

True, it is a very great field, one that can be profitable and interesting to the technician, but also can be very dangerous, if the by-laws of our R.E.T.A. constitution are not properly carried out.

You have probably read of the many "gyp artists" and "pretend-to-know" television experts in the States who have had to be prosecuted because of the malicious practices being carried on. Let us take a lesson from their mistakes and have no recurrences in Ontario.

Your board of directors has been very active in the past few months with regard to the procuring of legislation and I believe will have some very important information to be given out at the next general council meeting.

At this time, I cannot over-emphasize the importance of each district having a large membership and I would urge all members to carry on

with the "solicitation-of-support" letters. This is the support your directors need in obtaining legislation.

We have not heard from all districts in the last issue of RADIO-TELEVISION AND APPLIANCE SALES. Would you please check with your secretaries to be sure the minutes are mailed out right after your meetings.

Fraternally yours,  
B. Hofstetter, president

### Hamilton, Ontario

THE June meeting of the Hamilton district, R.E.T.A. took place in the Westdale Hotel with 27 members and 11 visitors present.

During the business session of the evening a motion was adopted to raise the meeting collection from 25 cents to 50 cents. One new member, Wilf Rice, was sworn in and welcomed to the association. Diplomas were presented to several members.

The balance of the evening meeting was taken up by Earl Kimble of Sparton of Canada Ltd., Earl presented a very interesting informal discussion on the new Sparton television receiver. This was followed by distribution of service literature and a Columbia record of current release was given to each one present.

L. J. Sargent,  
secretary-treasurer.

### Victoria, B.C.

THE regular monthly meeting of the Victoria and Island Chapter R.E.T.A. of B.C., was held in the dining room of the Hotel Malaspina in Nanaimo, B.C., on June 11th, 1952, with the president, D. Banfield, in the chair. Twenty-six members were present, twenty from Victoria, and six from Up Island.

Minutes of the previous meeting were read and adopted. Examination Committee reported that W. Caskey and K. Morton had successfully passed the examination and were recommended for membership.

It was suggested that the touchy

subject of "Unions" be discussed at the next meeting.

The holding of meetings in July and August was agreed upon.

It was agreed that Wednesday was the most suitable day for Up Island members to get down to Victoria to attend meetings.

A report was received from E. Young on the Provincial Council Meeting held in Kelowna, May 24th, 1952.

### RANGE SALES

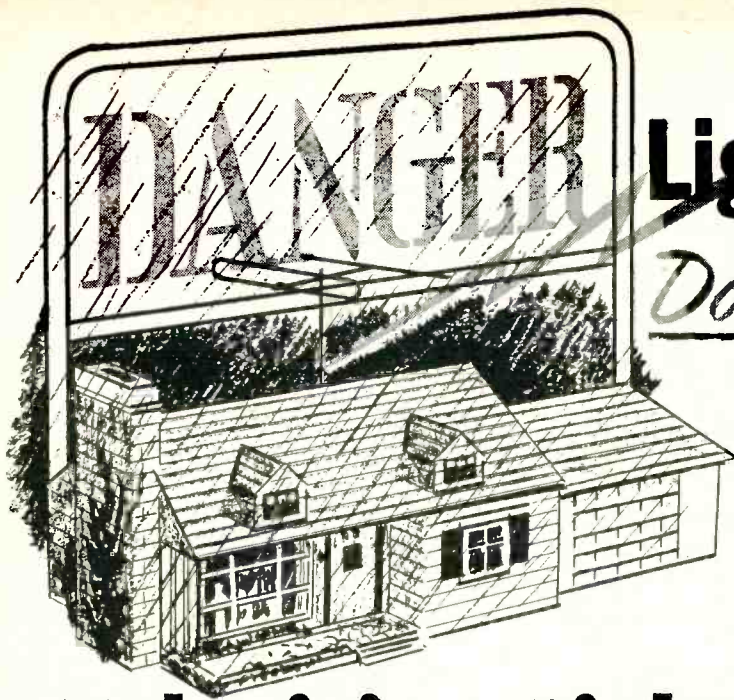
(Continued from page 12)

cooking schools second. Others for which success was reported included Range of the Stars, a free installation to the present meter box on electric ranges, a free turkey with each range for Thanksgiving and Christmas with promise of delivery and installation in time to cook the holiday meal, and sealed heat oven demonstrations including a ham bake on a sidewalk demonstrating stored heat.

Range features which helped sales most, Mr. Farr reported, were ease of cleaning, beauty, ease of operation, chrome ovens, oven ignition, automatic pilots, faster heating elements, colour, raisable units, deepwell units, safety, clean cooking, divided top, and pushbuttons.

Asked what changes they wished in future lines by Mr. Farr, the respondents listed: built-in radio, 30-inch to 36-inch complete four-burner stoves, better porcelain, electric lighting, deepwell on more gas ranges, extension of the individual pilot lamp for each unit to the lower priced lines, and more dramatic styling to emphasize the sales features. He quoted one dealer who stated, "Our big gripe today is the deplorable lack of real selling in the market places and the resultant ineffective, demoralizing schemes that are designed in the guise of selling to move merchandise that is clogging the market.

Mr. Farr stressed the importance of selling manufacturer and distributor sales organizations as well as the dealers on the idea of being in love with their industry again. "Let's be alive and alert to its vitality and the promise it offers. There's a good future in the appliance industry — our member dealers are convinced of that — so long as we are honest and sincere and aggressive in our approach to it."



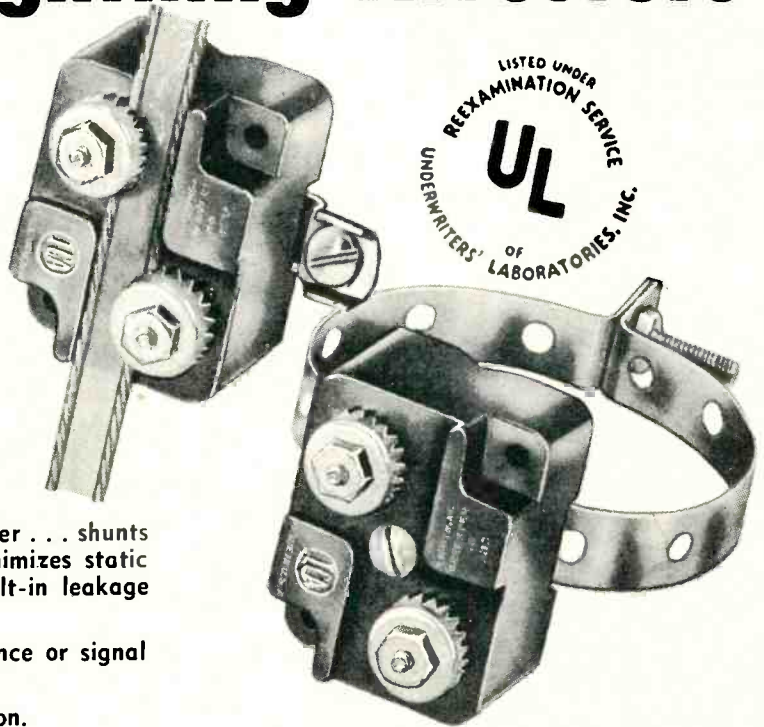
**Lightning at work**

*Don't take chances!*

**SAFEGUARD  
YOUR HOME AND  
TELEVISION SET WITH  
insuline**

# Television Lightning Arresters

Don't delay another minute!  
Install an ICA Television lightning  
Arrester at once and breathe easy  
knowing you are SAFEGUARDED  
against costly lightning damage to  
your television set and your home.  
They're so easy and quick to install.



## HERE'S WHY

New gap and resistance design arrester . . . shunts lightning charges to ground and minimizes static build-up in antenna system with built-in leakage resistor.

They do not affect 300 ohm impedance or signal strength.

They do not affect television reception.

Precision made body of molded phenolic for dielectric strength; non-ferrous plated hardware for durable all-weather service.

They have sure-grip binding washers that eliminate the necessity of stripping insulation. Constant contact assured.

UL approved.

Model 6113

Attach to any convenient base. Can be used indoors, if desired.

Model 6114

Includes metal strap for securing to metal pipes of 1/2" to 2 1/2" diameter.

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# CANADIAN MARCONI COMPANY

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# Montreal Town Meeting Successful



Some of the speakers and members of the executive of the Montreal Town Meeting. They are: (left to right)—H. J. Chadwick, Canadian General Electric Co. Ltd.; R. J. A. Turner, Stewart-Warner; A. B. Hunt, RTMA president; A. C. W. Saunders, Boston, Mass.; W. A. White, RCA Victor; M. H. Reed, Canadian Westinghouse; D. F. Kehn, Dominion Electrohome; L. J. Walker, Northern Electric; G. B. Elliott, chairman, National Advisory Council of Town Meetings, Canadian General Electric. Seated is L. Laurin, principal of the Montreal Technical School.

THE Town Meeting of Radio and Television Technicians, held in Montreal from June 16 to 19 inclusive, was considered by many to be the most successful of such meetings held so far. In addition to the untiring efforts of the executive committee, headed by W. A. White, this success was due in a large measure to the tremendous enthusiasm of the technicians who attended. Considering that the sessions began at 9.00 a.m. and finished at 10.00 p.m. and that the weather was extremely warm, it speaks well for the earnestness of the eastern technicians that such a large group could be held together in classrooms for four days. While attendance records for each individual session were not kept of course, it was our observation that there was very little absenteeism and then only when urgent business demanded a few hours leave.

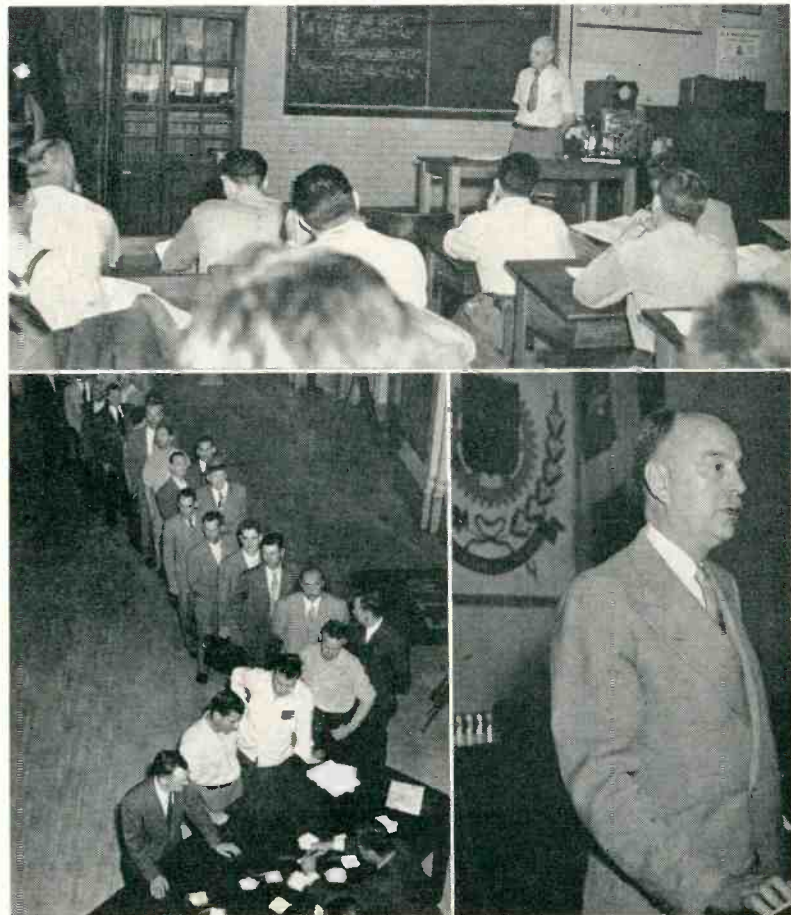
While no registration fee was charged, it was estimated that on the average the technicians sacrificed \$50.00 in income to attend; and this they did cheerfully, feeling confident that they would be amply repaid through their increased knowledge when television business on a large scale began in Quebec in the next couple months. The total registration was 447 and the actual attendance for the four days was about 350.

The meeting was opened on Mon-

day morning by A. B. Hunt, newly-elected president of the R.T.M.A.,

who spoke upon present conditions and future possibilities in television and, in general, gave great encouragement to the visiting technicians.

All technical sessions were handled by A. C. W. Saunders of Boston, with the assistance of A. Dornbusch and L. Trefry. The class of 350 was divided into three groups and the sessions were held in the auditorium and two of the classrooms at the Montreal Technical School. Each lecturer had a subject for the day and repeated this lecture as each group moved from one session to the next. In this manner each group was kept small enough to make it possible to give practical demonstrations and yet have everyone close to the equipment. Each "student" was given copies of half a dozen circuit diagrams of typical TV receivers and, as each stage was discussed, its location in the receiver was also studied. In addition to this, each



Three photographs taken at the Town Meeting. Top—one of the speakers. Lower left shows a view of the registration line-up and right is A. B. Hunt, president of the RTMA addressing the technicians.



lecturer took one evening from 8 to 10 when all groups were gathered in the auditorium.

The subjects covered were as follows: Monday—Horizontal and Vertical Sweep Oscillators, General Analysis of TV Requirements, Video Amplifiers and DC Restorers. Tuesday—Sweep Amplifiers and High-Voltage Flyback Supply, Video I.F. Amplifiers and Detectors, Automatic Gain Control. Wednesday—Sync Separators, Sound I.F. Amplifiers, Input Circuits to Picture Tube. Thursday—Automatic Frequency Control, Alignment Procedure and Shop practice, Voltage Measurements and Trouble Shooting. In addition to this, one evening was assigned to TV antennas and another to TV Test Equipment.

The final evening was devoted to questions and answers and was perhaps the most interesting of all the sessions since it brought to light not only the problems that the Quebec technicians already faced or foresaw in the future but the answers to such problems as reported by a group from an area where television has been big business for years. This included not only technical problems but problems in customer-relations. What can one do, for example, about a customer who deliberately burns out a picture tube heater one day before the guarantee expires and therefore obtains a new one with longer life-expectancy?

In regard to service charges, Mr. Saunders recited two extreme cases—one in which the highly efficient technician located and corrected a fault in a very few minutes and was called a robber when he asked a fee of \$3.50; and another in which the inefficient technician was so long in locating the fault that the sympathetic customer gave him a \$2.00 tip over and above the much larger fee. This developed into a discussion of how the technician can work quickly and efficiently and still let the customer know that he is getting his money's worth.

Before the meeting closed the audience was asked how they felt in regard to a similar meeting being held as early as six months from now and with a possible registration fee of \$5.00. While no actual count was made of the upraised hands, it was evident that a very large majority were in favour. Not only in favour but enthusiastically so.

The meeting was closed by J. R. Longstaffe who addressed the gathering in his own inimitable way.

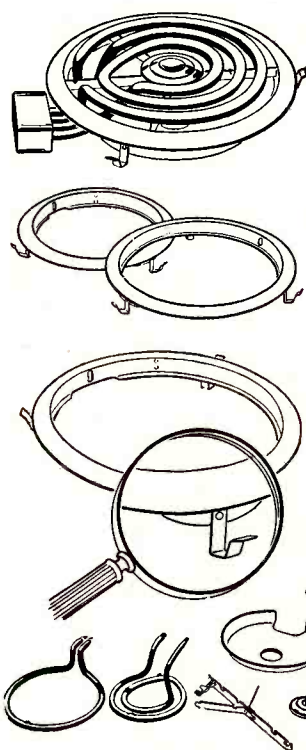
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# Some Improvements In New TV Circuits

THE principles of the intercarrier system are well known but for the sake of comparison we will review it briefly. In the receiver the local oscillator beats with both the video and audio carriers to produce two intermediate frequencies, the sound being 4.5 mc lower than the picture i.f. Both of these are passed through the i.f. amplifiers and past the second detector. At this point the two carriers beat together to produce a third frequency which, of course, is 4.5 mc. The latter will carry some of the amplitude-modulated video signal as well as the frequency-modulated sound signal but the former should be eliminated in either the ratio detector or limiter-discriminator, whichever follows.

## Advantages and Disadvantages

One big advantage of this system is that the 4.5 mc cannot change even if the local oscillator drifts and it is even possible to omit the fine-tuning control. Another is that, where signals are very weak, it is possible to detune the receiver for a better picture without distorting the sound.

On the other hand, one of the defects of this system is an audible buzz due to the 60 cycle vertical synchronizing pulses being amplified along with the sound. This is sometimes very difficult to correct. In

spite of this, and a few other shortcomings, the intercarrier system has remained popular because several tubes could be eliminated.

Recently, however, experiments have shown that an intercarrier-type receiver can be made having the same advantages but without the

by

**H. F. SHOEMAKER**

Member of the Faculty  
Radio College of Canada

disadvantages of that system. No economy is effected in the new circuit but its superior qualities outweigh this fact.

## Circuit Changes

The essential change consists of the addition of another 4.5 mc directly at the second detector. Naturally this extra i.f. stage provides greater selectivity and better rejection of low-frequency video signals.

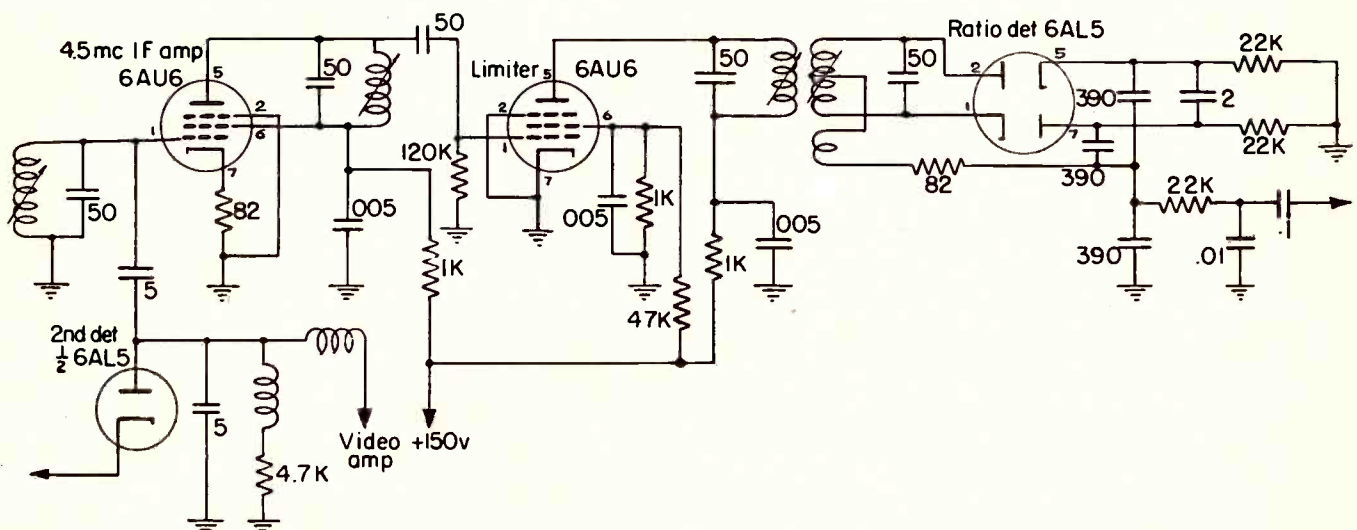
In the accompanying diagram of the revised intercarrier system it will be observed that the tube directly ahead of the ratio detector operates as a true limiter since the signal now fed to it is strong enough to develop a high bias. This, together with low screen voltage, does a more effective job of keeping amplitude modulation out of the audio section.

To obtain from the limiter a signal of practically constant amplitude, a gain of 20 to 30 in the first i.f. is sufficient and the 6AU6 shown here should provide a gain of 30 at least. Taking off the 4.5 mc signal at the detector means that less of it is amplified in the video section and, in addition to this, a wavetrapp may be included in the video amplifier as a further safeguard against 4.5 mc interference.

## The Ratio Detector

The ratio detector shown here is of the balanced type and attention is drawn to the use of a 2 mfd. capacitor between pins 5 and 7 of the 6AL5. This smaller-than-usual value is said to reduce the tendency for ignition interference to produce holes in the picture.

Most of the prominent U.S. manufacturers are now using this circuit and it may be looked for in 1952 versions of Canadian models.



## COOKING SCHOOLS

(Continued from page 9)

clearly understood before the cooking school is finalized. This is something to which the dealer should give very careful attention and should clarify at the outset.

The location of the cooking school is also important. It needs to be in a hall large enough to comfortably accommodate the expected audience. It must have a stage high enough to allow people to see what is being done, and big enough to allow ease of movement by the demonstrator. There is nothing worse than a small stage where the demonstrator is cramped, and the appliances cannot be properly seen.

Once these four basic elements of the cooking school have been established and amicably arranged among all concerned, there arises a host of details. These include securing and selling tickets; procuring prizes; arranging for an M.C., also programmes, providing publicity and the like. These are things usually looked after by the sponsor.

The dealer will have to be sure that he has suitable power for his range and that that power is carried to the stage in ample time to hook up the appliances and test them before the cooking school begins. Some demonstrators would like to have the stage set up the day before the cooking school so that preliminary cooking may be done and samples of items to be demonstrated may be cooked all ready to show almost as soon as the actual mixing has been done on the stage. The main function of the dealer is the coordination of effort and his real work does not begin until after the cooking school is over. The alert dealer will be sure that he gets the stubs of all the tickets that have been sold, so that he will know who is interested in a cooking school and will then follow up each one of these people with literature or a call. A cooking school is useless unless a dealer takes aggressive action to capitalize on the opportunities and develop the leads which come from it.

The supplier must be sure that suitable display material is available, that the correct appliances are in the hands of the dealer in plenty of time, and that their name receives adequate presentation all along the line. This is true of any one supplier or of any number of suppliers.

There are many other questions that must be thought about. At what time should the school be held? It is not very practical to hold more than one school a day, because it puts too much strain on the demonstrator. Probably the evening is the best time to hold the school and it seems that between 8 and 8.30 is a good time for it to start. It should not last more than two hours.

The introduction to the school should be brief and some prizes should be given at about the halfway point so that people will have

something to look forward to before the end of the evening. All prizes should not be given at one time. Some prizes, together with the major prizes and the grand prize, should be retained to the end of the cooking school so that people will stay on and get the full benefit of the demonstrations and of the impact of the merchandise. The dealer should arrange with the sponsoring group to allow him to say a few words at some suitable point so that the people will be able to identify

(Continued on page 27)

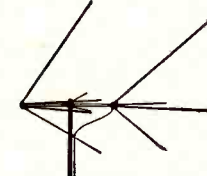
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**CUSTOM-DESIGNED ANTENNAS**  
 at mass production prices!

Another Telrex first in superior antenna service. Famous Conical-V-Beams custom designed for best results in your particular area. Regular list prices prevail, meaning you get better performance, more satisfied customers and your selling territory for TV receivers is increased tremendously. Installing customized Telrex antennas is insurance against callbacks due to antenna adjustments and you enjoy the added protection of Telrex super-durable, all weather construction. Just specify the installation area when ordering. Telrex will supply your antennas cut-to-area for the finest pictures ever!


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 For outstanding all station performance. Has new HI-V-REFLECTOR.




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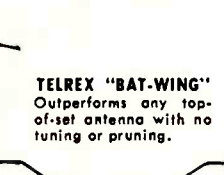


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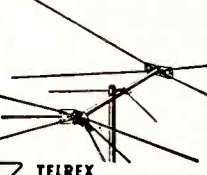
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 Outperforms any top-of-set antenna with no tuning or pruning.




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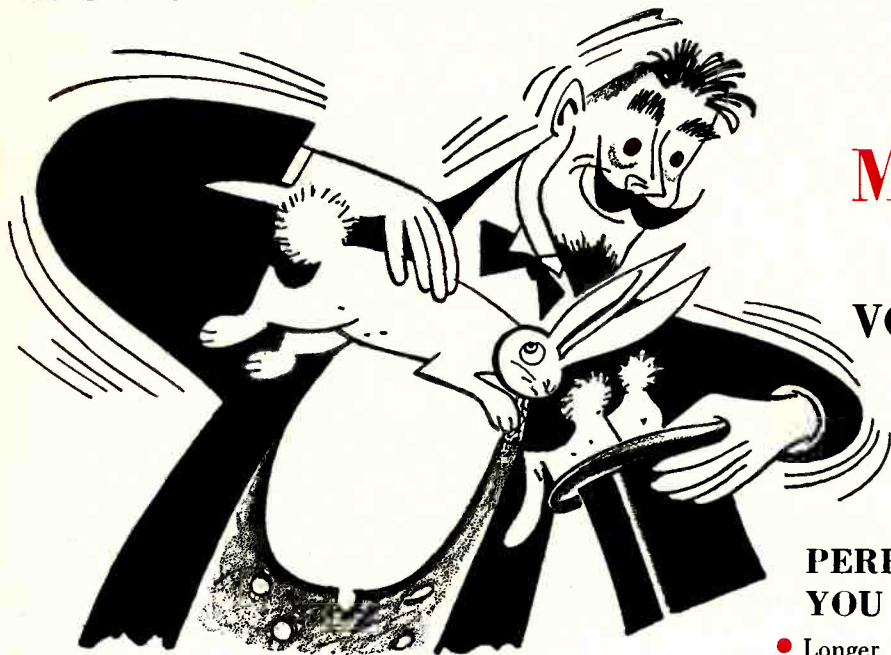
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Originators and Manufacturers of  
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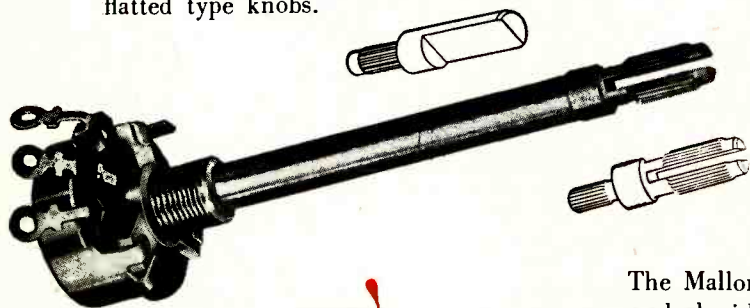


# MALLORY MIDGETROL®

## ROUND-SHAFT VOLUME CONTROLS

### FAST, EASY INSTALLATION

- Because of the wide and easy adaptability of Mallory Midgetrols, it's easy to stock—or get fast from your distributor—just what you need to do your job.
- Round tubular shaft designed and built for fast, easy and accurate cutting.
- Factory-tested AC switch may be attached instantly without disassembling control.
- Speedy adaptability to both split-knurl and flatted type knobs.



**Make Sure!  
Make it Mallory!**

### PERFORMANCE YOU CAN COUNT ON

- Longer lasting resistance elements even in extremes of temperature and humidity.
- Better and more accurate taper curves resulting from precision processing methods.
- No pigtail connections to break, thanks to Mallory's exclusive sliding contact which gives EXTRA quiet operation.
- Minimum wobble with Mallory's exclusive 2-point shaft suspension.

So versatile are Mallory Midgetrols—both standard and dual—that they reduce by 40% the cost of inventory needed to service the 10 most popular makes of radio and TV sets.

The Mallory Midgetrol is shown with the two shaft ends packed with every control to permit easy use of split-knurl or flatted type knobs. The Mallory Midgetrol line, in addition to round shaft standard controls, includes dual concentric controls that offer fast, easy assembly in five steps *without* special tools. Front and rear sections are factory assembled and inspected. AC switch attachment is easy.

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**P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA**

## COOKING SCHOOLS

(Continued from page 25)

him and he will have an opportunity to put in a plug for his store and service.

Advertising of the school should be done by the sponsoring group and the dealer. They are the two people who are going to get the most out of the school and it is only reasonable that they should put the greatest local effort into promoting it.

These are all items that contribute to the success or failure of a school. Properly handled, the cooking school will be a success and the audience will go away thinking kindly of everyone concerned. It is imperative, and it cannot be too strongly emphasized, that every detail must be watched and that the whole thing be put across smoothly and efficiently.

A very good example of a well run cooking school is that put on by Latimer's Refrigeration and Electric Service in Alliston, Ontario, which has proved its quality by stimulating sales. This school was held in the auditorium of the Alliston Memorial Arena with about 500 attending each of the two evening classes. It was sponsored by the Alliston Home and School Association who sold tickets at 50 cents each. Advertising was looked after by the sponsors who also paid the rent of the auditorium. McClary appliances were used and shown and the demonstration was conducted by the millers of Monarch Flour. Prizes consisted of 24 shopping bags of groceries, G. S. W. electric range, Marconi mantel radio, 3 pieces of Coronet stainless steel ware and an electric coffee percolator.

## SHOP OVERHEAD

(Continued from page 19)

operation the personnel breakdown is as follows, but "Mr. X" reminds us quickly that at the start he had only those indicated:

TODAY	START
Manager-owner, "Mr. X"	Manager-owner, "Mr. X"
2 office girls	1 office girl
5 shop technicians	2 shop technicians
4 outside servicemen	2 outside servicemen
6 installation men	2 installation men
18 TOTAL	8 TOTAL

Help was added only as the business warranted. Space was more than adequate at the start, but today "Mr. X" feels that he could use more than the 40 ft. x 30 ft. shop and storage space. He feels he needs

## Study Discusses Parking Problems

HOW cities are solving the problems of finance in meeting today's urgent demand for more adequate off-street parking facilities is told in a study of financing methods and experience, which has just been published by the National Retail Dry Goods Association, New York City.

The study, entitled "Parking — How It Is Financed," covers the case histories of projects or programs in 27 communities of various sizes throughout the U.S. It was prepared by staff members of the Automotive Safety Foundation, Washington, D.C., and should interest merchandisers who are troubled with mounting ills induced by parking difficulties.

Its subject matter includes off-street parking projects initiated by private enterprise, by joint action of private interests and city government, and by municipal action alone. The study reviews actions necessary in determining off-street parking needs, planning, financing and administering the parking program.

Information from scores of cities was examined in selecting good typical examples of virtually all successful financing methods, and variations of methods, which have been used. The case studies give descriptions of projects, and show land and construction costs, as well as the details of financing.

Commenting on the study, George Hansen, President, National Retail Dry Goods Association, said:

larger quarters for safely protecting customers' receivers and stocking the larger inventory of parts he now carries. Office space, on the other hand, 15 ft. x 15 ft., is still plenty large. As a matter of fact a small portion of this now is partitioned off to hold small tubes and costly components.

When asked if "Mr. X" had considered moving to larger quarters his answer made sense. "If I were to move it would have to be the same neighbourhood because I get most of my business on this side of town within a radius of 15 miles in every direction. Moving headquarters in the service business, unlike sales, need not be fatal and I wouldn't hesitate if, first, I wouldn't expand here and if, second, I were to get the bulk of my business from another area."

"While everyone recognizes that the problem of parking is of first concern to those who want to park, the inability to park conveniently has far-reaching economic repercussions of concern to many people—the retailer, businessman, property-owner, industrialist and public official."

Recognizing the necessity for making the most efficient use of costly downtown land, even in small cities, the study deals largely with multi-story parking. It covers conventional types of structures and several of the pioneering mechanical and push-button facilities recently erected.

Private enterprise is finding a friendlier reception among investors, the study points out, adding, "Since more facts are available, and since efficient management practices have been developed, private operators have been able to obtain loans on approximately the same basis as for other commercial enterprises."

Municipalities are finding the demand excellent for revenue bonds, particularly in cases where the combined revenues of parking structures and of curb and parking lots are pledged, the study finds.

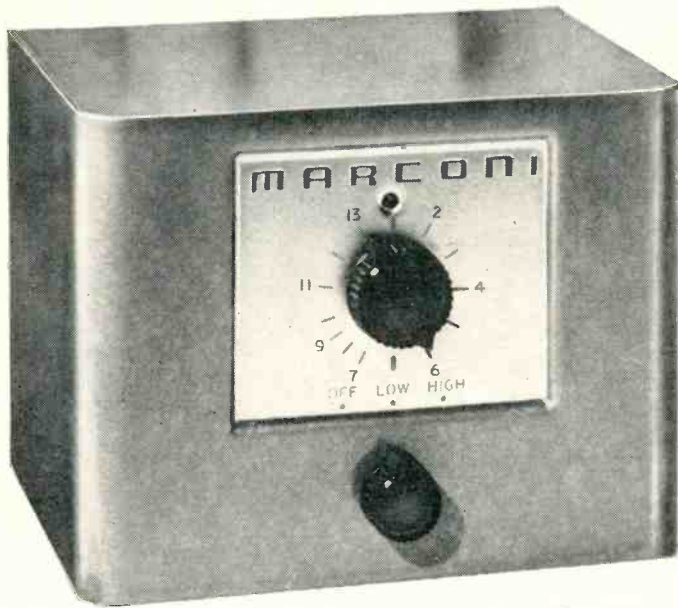
While it is objective and does not attempt to decide whether the parking problem can be totally solved, the study's reports of gains made in some cities in recent years are definite indication that the problem is capable of solution, at least to the point where old central business districts should be reasonably well served.

"Mr. X" has good drive-in and loading facilities and is building quite a good reputation with dealers and what he calls C.O.D. accounts. He does not boast a thrilling success story, but keeps telling us he likes the work; is there every day; manages the entire operation and is "making a living." "Mr. X" had many years of experience in operating his own radio business but admits making many mistakes in his first television days.

One of the girls acts in the capacity of office manager. She supervises the office work, handles the billing and the banking, and is constantly alert in controlling both the quality and the quantity of work done by her assistant. Both girls have been trained in good telephone habits. Both are very efficient in

(Turn page)

# MARCONI . .



**TV117 BOOSTER**

- A.C. receptacle at back of Booster for Television Receiver, facilitates turning the set and booster off or on in one operation. This overcomes the possibility of leaving the booster on when the receiver is turned off.
- Pilot Light indicates when Booster and Television Receiver are on.
- The use of Permeability tuning ensures a high standard of performance and reliability, typical of all Marconi Products.
- One knob controls frequency range of channels 2 to 13 inclusive.
- The Booster is designed to match 300 ohm balanced line and 73 ohm coaxial line at both input and output terminals.
- The push-pull operation is maintained regardless of input and output impedances.
- The gain is better than 15 db on the low band and better than 10 db on the high band.
- It employs two 6J6 tubes as R.F. amplifiers and a selenium rectifier. The booster is designed to work equally well on either 25 or 60 cycle current.
- The ruggedly constructed metal cabinet is smartly styled and finished in brown Hammerline.

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securing the necessary information from the customers who call in. Both are thoroughly trained to know just what to say. Of the five shop technicians, one is the chief troubleshooter and acts also in the capacity of shop foreman. He makes out all estimates on shop service repairs, secures the necessary parts for the stock room and assigns and controls the work of the other four technicians. He checks out all parts used by outside servicemen. He controls the inventory and makes out the merchandise requests which are then turned over to "Mr. X", who follows through on the ordering.

### Proper Routing of Men Important

The routing of service calls to the outside servicemen is done only by "Mr. X" because he feels this is a most important function. All outside men call in twice a day at certain specified times so that "emergency" calls can be handled with dispatch. "Mr. X" finds that the few minutes it takes to call in will save hours and money because he knows always just where his men are.

### Trip Sheet

Late in the afternoon the dispatcher routes the next day's service calls on the Trip Sheet, numbering them in rotation and fills in date, work order, number, customer's name and address. Trip Sheet is then placed in servicemen's bin with the work orders.

In the morning the serviceman picks up his work orders and the parts he needs for the day and signs the Trip Sheet at the top right which is then left with the dispatcher.

At 11 o'clock the servicemen call the dispatcher who indicates on the Trip Sheet the progress of the calls. Where parts are needed to complete certain calls the item is listed in the remarks column. Later all parts are prepared and placed in the proper bin. The call is listed on the next day's Trip Sheet. The same procedure is followed when the man calls at 3 p.m.

A customer may call in saying she wouldn't be home after 3. Another may have what she calls an emergency. In all cases it is quite easy to get this information to the proper servicemen because he calls in at 11, 3 and 5. It is easy to tell within a half-hour just where each man will be by simply checking the calls on the Trip Sheet.

After the 5 p.m. call the dispatcher signs the completed Trip Sheet and transfers what information is necessary onto the next day's schedule.

No commitments for extra work are ever permitted on part of an outside serviceman without an OK from the office of the dispatcher. On P.M. calls for customers who are not at home during the day-time, men rotate weekly and work from 12 noon to 9 P.M. These P.M. servicemen also handle emergency calls and receive phone calls which come in up to 9 P.M.

The order in which calls are dispatched are:

1. Dead sets.
2. C.O.D. calls.
3. Contract calls (minor adjustments such as poor sound on one channel, bad record changer or radio in combination sets).

*Part two — the conclusion of this article — will be published in the August issue of Radio-Television and Appliance Sales.*

#### New Ward Pamphlet

"Your Road to Better FM" titles a new pamphlet describing Ward FM antennas.

The pamphlet is designed both as a catalog and as an envelope stuffer, and is being used by many distributors and dealers in their sound rooms.

Entitled Form 54-187, "Your Road to Better FM" is now available from Ward distributors or direct from Ward Products Corp., Division of The Gabriel Co., 1523 East 45th St., Cleveland 3, Ohio. Ward's Canadian representative is the Atlas Radio Corporation Ltd., 560 King St. W., Toronto.

#### Ward Promotional Piece

"All Dressed Up" is the title of a new Ward promotional piece now being used by dealers and distributors to promote auto aerial sales.

It is in the form of a trick folder dramatizing how a new Ward aerial "dresses up your car". The folder includes specifications on all popular Ward auto aerials, and a handy installation chart.

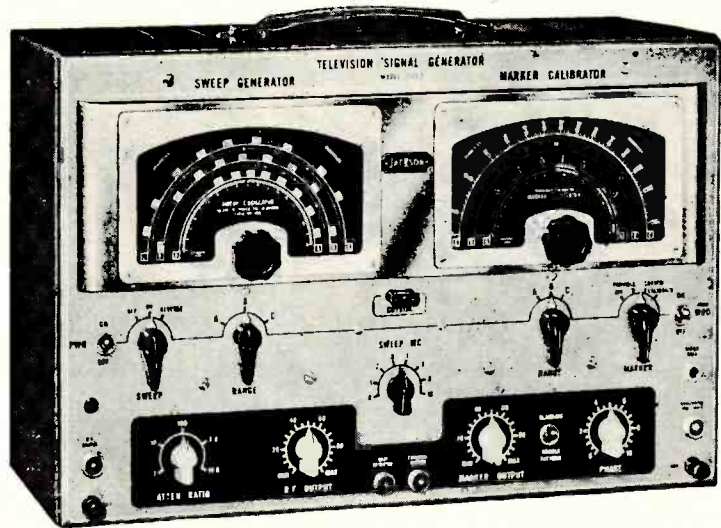
The folder supplements other Ward auto aerial promotional pieces, including counter displays, newspaper advertising mats, and mailing pieces. All promotion pieces are now available through Ward distributors.

Ward's Canadian representative is the Atlas Radio Corp., Ltd., 560 King St. W., Toronto.

When ordering mention—



## This instrument provides complete sweep and marker frequencies

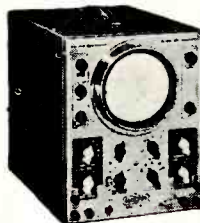


### Jackson Model TVG-2 Television Generator

Both industrial and service technicians the world over use the Model TVG-2. Years of experience have proved that Jackson Signal Generators STAY accurate. Just ask the "ole timer" who owns one.

Continuously variable sweep frequencies over all TV and FM bands  
 Reversible single response pattern with base line or double pattern  
 Adjustable sweep width from 100 KC thru 18 MC  
 Marker Calibrator continuously variable from 100 KC thru 216 MC  
 Separate Crystal Oscillator for use either as a marker or calibrator  
 Video Modulation Jack provides for picture or pattern

modulation . . . Marker Calibrator IF frequencies all on highly stable fundamentals . . . RF Output completely controllable with variable and step attenuator . . . Multiple shielding of attenuators and circuits insures low leakage . . . Complete Sweep and Marker Generators in one beautiful instrument . . . Styled to match the famous Jackson Model CRO-2 Oscilloscope.



MODEL CRO-2  
OSCILLOSCOPE

Two Other Fine  
Jackson Instruments



MODEL 655  
AUDIO OSCILLATOR

5-inch oscilloscope having a vertical sensitivity of .018 RMS v.p.i. and band width flat within 1.5 db from 20 cycles thru 4.5 Mc. Linear sawtooth sweep oscillator 20 cycles thru 50 KC per second in 5 steps. A standard voltage provided for determining unknown Peak to Peak potentials of all waveforms. Has reversible vertical polarity and return trace blanking.

Sine-wave 20 cycles to 200,000 cycles. Less than 5% harmonic distortion between 30 cycles and 15,000 cycles. Frequency calibration accurate within 3% or 1 cycle. Hum level down more than 60 db of maximum power output. Output impedances of 10, 250, 500, 5000 ohms or Hi Z resistive output.

See your electronics distributors for more information. or write

Represented in Canada by

## CANADIAN MARCONI COMPANY

861 BAY STREET, TORONTO, ONTARIO

VANCOUVER • WINNIPEG • MONTREAL • HALIFAX • ST. JOHN'S, Nfld.



# New Products

## Centralab Revised Switch Kit

Centralab, a division of Globe-Union Inc., Milwaukee 1, Wisconsin, announces the availability of its newly revised 414 and 419 complete switch kits. These kits contain the latest Centralab switch parts in an attractive metal cabinet, furnished at no charge with the purchase of the parts. The cabinet size is 17" wide, 11-15/16" deep and is designed to fit standard steel shelving. The kits are extremely well suited to industrial laboratories, small manufacturing concerns, radio and television studios, engineering departments, ham and "build-up" enthusiasts, and the service engineer. Any Centralab stock switch and dozens of special switching combinations can be built up using the kit parts.



Centralab Switch Kit.

Both the 414 kit of phenolic switch parts, and the 419 kit of steatite switch parts contain Centralab's "Deluxe" or "DD" section and index construction. This construction has long been recognized as the most reliable in its class due to the one piece construction of knob shaft, index, and rotor shaft, and the extremely close tolerances possible in shaft manufacture. The 414 kit contains 111 phenolic switch sections, 31 index assemblies, and complete hardware, brackets, knobs, and dial plates. The 419 kit contains 81 steatite-ceramic switch sections, 27 index assemblies, and complete hardware and etc. These kits are available through any authorized Centralab distributor. For further information write for bulletin number 42-138.

Represented in Eastern Canada by the Kelly-Heenan Co., 2293A Yonge St., Toronto and in Western Canada by C. M. Robinson, 207 Scott Block, Winnipeg.

## Ward "Zip-Hi" Telescopic Mast

"Zip-Hi" is the name of a new telescopic mast introduced by Ward Products. Designed to provide dealers an easy method of installing high masts in fringe areas, the "Zip-Hi" incorporates many unique features.

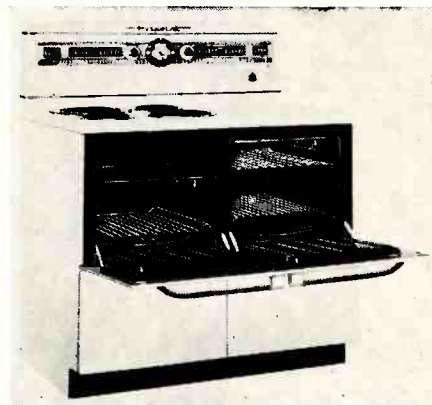
"Zip-Hi" is constructed from 16 gauge "Permatube" — electric-welded steel with a guaranteed corrosion-proof vinsynite plastic coating. Reverse swedging assures positive locking and completely prevents the mast from coming apart during erection. Unique slotting of the various sections simplifies final positioning and locking of the sections. Collapse during erection is prevented by a double guying arrangement, and guy rings rest on sharp edges to prevent binding and insure easy mast rotation.

The "Zip-Hi" is provided in 2, 3, 4 and 5 section models (each section is 10 feet), complete with guy rings and hardware. The top section is 1 1/4" and bases range from 1 3/4" on the two section model to 2 1/4" on the five section unit.

According to K. S. Brock, Ward advertising manager, "Zip-Hi" was enthusiastically received when first introduced at the recent Electronics Parts Show. First shipments are now going to distributors, from whom can be secured a free catalog sheet. Full information may also be obtained from Ward's Canadian Factory Distributors, Atlas Radio Corporation Ltd., Toronto.

## New Hotpoint Range

A new, double-oven Hotpoint push-button range has just been announced by RCA Victor Company, Ltd., Montreal, distributors of Hotpoint appliances.

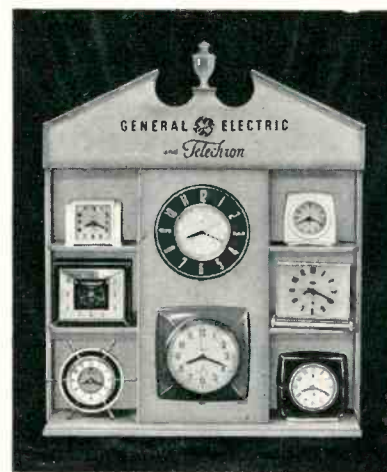


Hotpoint Range.

Equipped with Hi-Speed Calrod units throughout, the HRD-43 has one mammoth-sized oven, automatically controlled, and a medium-sized Thrift Oven. Capable of handling the cooking needs of the largest of families, the HRD-43 is also ideal for catering to dinners and parties. The convenience of two ovens allows broiling or roasting or baking in both ovens at the same time, even at different temperatures; or baking or roasting in one oven and broiling in the other. Both ovens use 3800 watts for baking or roasting and a super-fast 4000 watt upper element for broiling. The Master Oven is 16" x 15" x 20", while the Thrift Oven is 16" x 10 1/2" x 20". The HRD-43 has four hinge-type Hi-Speed Calrod surface units . . . two eight inch giant sized at 2050 watts and two six inch elements at 1250 watts. All surface elements and both ovens are controlled by jewel-colored illuminated pushbuttons. The HRD-43 has two utensil storage drawers, an all-stain tatanium enamel finish, all-steel wrap around construction, an automatic oven timer, a Minute Minder, two appliance outlets (one timed), never-tip shelves, automatic interior oven lights, well-marked shelf guides and temperature charts. The HRD-43 is backed by Hotpoint's one year complete range warranty and a three year warranty on the Calrod units.

## G.E. Junior Clock Shop

A new Junior Clock Shop (JCS2) just announced by Canadian General Electric Company is guaranteed to increase dealers' clock sales. A per-



G-E Junior Clock Shop.

manent display designed for standing on a counter, in a window, or attaching to a wall, the Clock Shop attractively displays eight G-E or Telechron clocks.

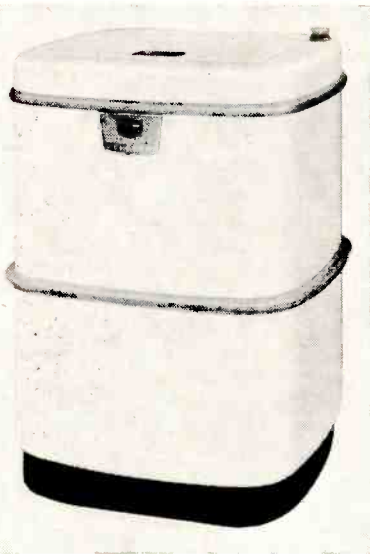
Further details are available from local C.G.E. offices.



**New Thor Automatic Washer**

Many new features highlight the new Thor Automatic Washer currently being introduced in Canada by Thor-Canadian Company Ltd., Toronto.

Some of the exclusive Thor features include: a permanently sealed, permanently lubricated "Lifetime" mechanism; backed by Thor's famous 5-year protection plan; a single dial control that automatically controls every cycle from filling to the final spin-dry; the popular Thor Overflow rinses, and



New Thor Automatic.

Thor's time-tested Super-Agitator washing action. A brand new balancing principle, Thor's famous Gyro-Disc Balancer, eliminates all annoying vibration, even with an unbalanced load . . . and there's no bolting down. The entire automatic washing cycle takes only 30 minutes and each operation can be altered to suit the requirements of the homemaker by a simple adjustment of the single dial control. Thor's "Five-Year Protection Plan", which is available with the new Automatic Washer, offers a full 5-years of protection against mechanical failure of the mechanism, the "heart" of the washer.

**All-New Philishave "12"**

Philips Industries Limited has recently introduced the all-new Philishave "12" in Canada.

The secret of the sales record which the company has established for this product is said to be the "velvet touch" of the 12 self-sharpening, silver steel rotary action blades that quickly erase beard, leaving the face soft, smooth and relaxed. The quiet motor, which is self-lubricating, is exceptionally smooth running. Available in a smooth ivory plastic finish, the Philishave "12" and its extra long 6½ foot cord will not become soiled.

**Publication Reveals How  
Fast-Acting Dealers Get  
Special Low Prices**

**NEW Penn Telescoping Tower  
Can Be Erected By 1 Man.. Costs Less**

Get special low prices on your telescoping towers without making any "deals." How? Write today for a free copy of Teletowers latest publication—a brand new bulletin on Penn's brand new, high-test telescoping tower. Compare the accompanying price list *competitively*. Then you'll know how!

If you also want to know *why*—why Penn can cut price on a tower that tops all other telescope types (*by actual tests*)—consider this: Penn is the largest buyer of steel tubing in the antenna support industry. Savings in material costs are applied to gain a price advantage.

**Services Without Climbing . . .  
Reduces Inventory**

Only one man . . . and only simple equipment . . . are required to erect this telescoping tower in heights to 60 feet. To service, simply lower . . . you needn't climb a single rung! Nesting of sections reduces both inventory and freight . . . gives more pounds of tower per foot of space. Tower is constructed of electrically welded 1" tubular steel . . . erected with permanent pressure clamps . . . reinforced at stress points.

Fast-acting dealers will get delivery priority. Mail the coupon now.

CANADIAN REPRESENTATIVE: Atlas Radio Corp., Ltd., 560 King Street, W., Toronto, Canada.

Atlas Radio Corp. Limited,  
560 King St. W., Toronto.

Please send me free bulletin and price list on Penn's New Telescoping Tower.

Name .....

Address .....

**PENN**

*Teletowers  
Wristowers  
enna-Mast  
Hardware*

**PENN BOILER & BURNER MFG. CORP., LANCASTER, PA.**

# NEW PRODUCTS

## New Beatty Range

The Spencer Division of Beatty Bros. Limited, with factory and foundry at Penetanguishene, Ontario, have announced refinements on the Beatty Electric Range which practically make it a new product.

The finish is now titanium, acid-resisting, vitreous enamel which will not stain and will stay white for a lifetime.

Switches and service outlet have been moved to the backguard out of reach of children, with two signal lights, one for switches and one for warming oven. A timer clock, minute minder and salt and pepper set are mounted on the backguard. The switch for the oven light is at the top of the oven door and lights when the door is opened even slightly. The whole range top is flood-lighted with two 40-watt lamps in a shade the full width of the range.

It has special Beatty single flat-tube, swivel action, surface elements, two 8-inch and two 6-inch, with lift-out pans for easy cleaning and scouring. Oven elements are 3-bayonet removable type, each with a heat distributor.

The calibrated oven is one-piece welded steel, porcelain enamelled, with adequate fiberglass insulation on all six sides. It will bake with current off 75% of the baking time. It gives 5,372 cubic inches of space, enough for two 15-pound turkeys or eight loaves of 16-ounce bread. A No. 20-size roasting pan fits in with room to spare on every side. A special, heavily enamelled broiler pan and tray and two sliding adjustable shelves are regular equipment.

An oven vent under the right rear surface element takes off dirt and grease which is burned by the element. Heavier moisture drops through to a drip pan.

It has spacious drawer-type warming oven and two large utility drawers.

## New C.G.E. Radio-Phonograph

A new radio-phonograph combination has been announced by Canadian General Electric Company. The hand-rubbed cabinet houses a powerful 6-tube radio and a versatile record player which plays 7", 10" or 12" records



C.G.E. Model C710.

at the three speeds—33, 45 or 78 r.p.m. The record player uses replaceable dual sapphire styli and incorporates a device which turns the player off when the last record has been played. This new radio-phonograph (Model C710) is available from C.G.E. offices coast to coast.

\* \* \*

## Six New Ward Antennas

Six new TV antenna models have been announced by Ward Products Corp., Division of The Gabriel Co.

Called "Ward Signaline TV Antennas", they consist of an antenna for every application. "U-Vee" is the first combination UHF-VHF antenna and has high gain over all channels. It is designed for primary and near fringe operation.

A high gain, all-channel antenna especially for fringe areas is the new "Trombone". This antenna has gains up to 10 db in a single bay, and can be stacked in broadside arrays.

Hailed as the "first major advance in conical antennas", is the Ward "Lucky-4". Using an entirely new principle, it has high gain and an excellent impedance match. The "5-Star" is a five element Yagi with an exclusive "radar-proven" T-match. Unique offset elements also help to increase efficiency and performance. For adjacent channel areas, Ward is now offering the "Musketeer". This is a triple driven, broad-band Yagi, that has high gain on Channels 3, 4, 5 and 6.

All Ward Signaline TV antennas are pre-assembled and of all-aluminum construction.

The sixth new product in the line is the "Zip-Hi" telescopic mast. The "Zip-Hi" is constructed entirely from Permatube, which is a plastic coated electricwelded steel that permanently

resists corrosion. The mast, which can be erected by one man, is provided in 2, 3, 4, and 5 section models, and includes a self-locking feature that prevents collapse of the mast during assembly.

"In our new Signaline," stated J. L. Fine, Ward commercial products sales manager, "we offer a complete group of absolutely different designs. Each model is unique and offers additional performance features over anything now on the market.

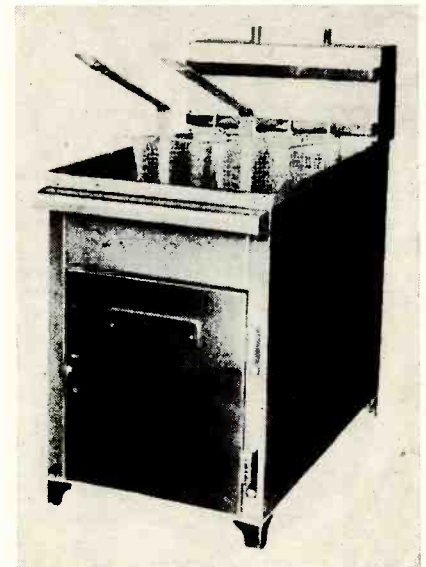
Free catalogue material on all Ward Signaline TV antennas may be obtained from Ward authorized distributors, or from Ward's Canadian Factory Distributors, Atlas Radio Corp. Limited, Toronto.

## Pitco Frialator Comes To Canada

Moffats Limited, largest manufacturers of commercial cooking equipment in the Dominion, recently acquired Canadian manufacturing and distribution rights for the Pitco Gas Frialator. Over one hundred thousand of these units are now in use in the U.S.

The type of heat, control of heat—and the fast recovery of heat are elements in the basic frying process which are vitally important.

Pitco Gas Frialators are said to



Pitco Frialator.

give maximum performance of these basic requirements with the following advantages to the user:

—Single adjustable orifice permits easier conversion to all types of gas except LP.

—New oval immersion-type stainless steel heat treating tubes insure long life for tubes, prevent pitting, eliminate fat leakage.

—Saves fat due to extra large "cold zone" . . . and saves fuel with new patented area and burner design (25% faster heat recovery.)

You can hire a R.C.C.  
graduate with confidence.

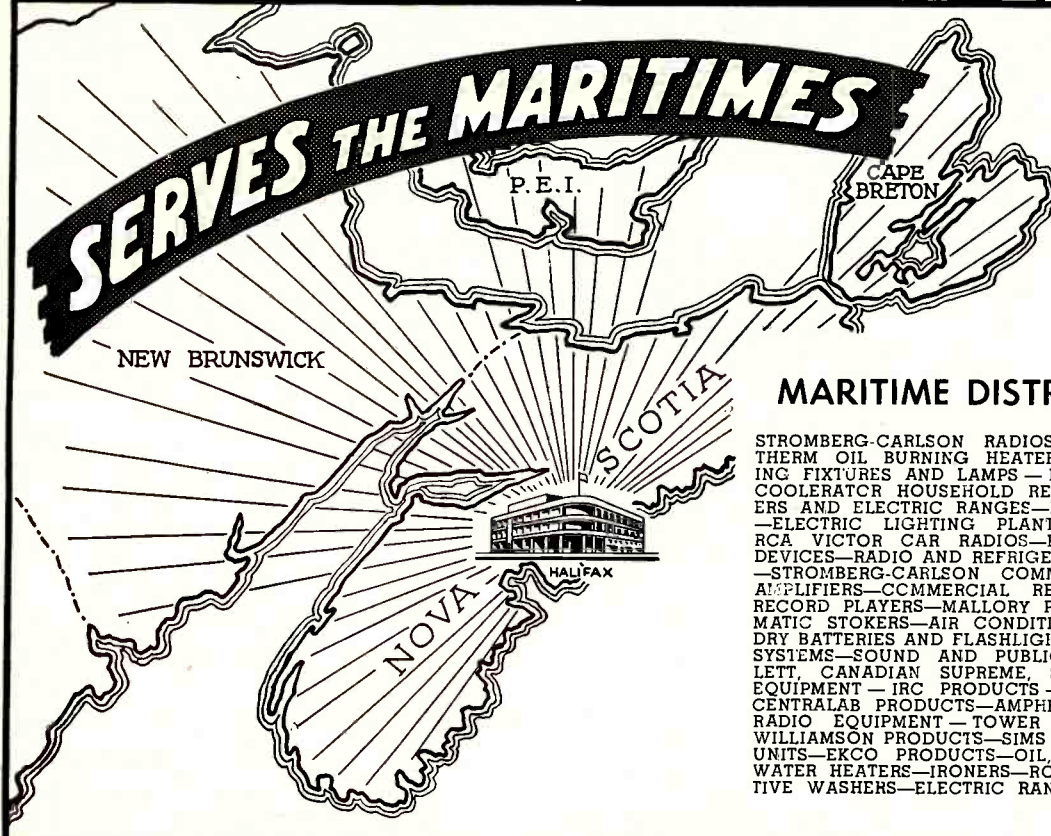
When you need  
**Radio and TV Technicians**

Phone or Write  
EMpire 4-5176

**PLACEMENT BUREAU  
RADIO COLLEGE of CANADA**

86 BATHURST ST., TORONTO 2B.

# MANNING EQUIPMENT LIMITED



**MARITIME DISTRIBUTORS FOR:**

STROMBERG-CARLSON RADIOS AND CAR RADIOS—DUO THERM OIL BURNING HEATERS AND FURNACES—LIGHTING FIXTURES AND LAMPS—HAMMOND TRANSFORMERS—COOLERATOR HOUSEHOLD REFRIGERATORS, HOME FREEZERS AND ELECTRIC RANGES—HOUSEHOLD REFRIGERATORS—ELECTRIC LIGHTING PLANTS—RCC RADIO MANUALS—RCA VICTOR CAR RADIOS—ELECTRIC SUPPLIES—WIRING DEVICES—RADIO AND REFRIGERATION REPLACEMENT PARTS—STROMBERG-CARLSON COMMUNICATION SYSTEMS AND AMPLIFIERS—COMMERCIAL REFRIGERATION EQUIPMENT—RECORD PLAYERS—MALLORY PRODUCTS—SPEAKERS—AUTOMATIC STOKERS—AIR CONDITIONING SYSTEMS—EVEREADY DRY BATTERIES AND FLASHLIGHTS—MYERS ELECTRIC WATER SYSTEMS—SOUND AND PUBLIC ADDRESS SYSTEMS—TRIPLETT, CANADIAN SUPREME, STARK AND SIMPSON TEST EQUIPMENT—IRC PRODUCTS—RECORDING EQUIPMENT—CENTRALAB PRODUCTS—AMPHENOL PRODUCTS—AMATEUR RADIO EQUIPMENT—TOWER OIL BURNERS—BARKER & WILLIAMSON PRODUCTS—SIMS HUMIDIFIERS—KITCHEN SINK UNITS—EKCO PRODUCTS—OIL, GAS AND ELECTRIC HOT WATER HEATERS—IRONERS—ROOF VENTILATORS—LOCOMOTIVE WASHERS—ELECTRIC RANGES.

**UNITED SERVICE BUILDING 100 SACKVILLE ST. • HALIFAX, CANADA**

—Faster service with better fried foods means higher profits.

According to P. L. Aldridge, sales manager of Moffats Commercial Cooking Division, immediate delivery can be made on Pitco Frialators to any part of the Dominion.

\* \* \*

### New Westinghouse Fluorescent Mercury Lamp

To meet the trend toward larger manufacturing spaces, higher mountings and higher lighting levels both indoors and outdoors, the Canadian Westinghouse has made available a new 1000-watt, C-H12 fluorescent mercury lamp.

Similar to the 400-watt J-H1 fluorescent mercury lamp, this new light source provides a golden white light suitable for all types of lighting service except those where close color discrimination is involved. Inside frosting of the bulb provides better diffusion of light and greater uniformity of color.

When used outdoors, fixtures should be designed to protect the bulb from a driving rain or moisture-laden insects.

Essential technical data will be mailed on request by Lamp Sales Information Department, Canadian Westinghouse Company Ltd., Hamilton.

### Belden Weldohm 300 Ohm Transmission Line Cable

"Weldohm," a new 300-ohm Transmission Cable, television lead-in wire, that is claimed to be 254% more flexible and 162% stronger than present 300-ohm transmission lead-in wire, has just been announced by Belden Manufacturing Company, Chicago, Illinois.

Belden "Weldohm" Transmission Cable is made of finely drawn copper-coated steel, closely stranded to give maximum flexibility. On a 180° flexing test, it has 254% more flex-life than a pure copper cable of the same gauge. In a direct breakage test, Belden engineers stated that "Weldohm" has 162% more strength than its copper equivalent.

Made of 20-gauge, 7x28 bare copper-clad steel, Belden "Weldohm" 300-ohm Transmission Cable has flexible stranding and is covered with brown polyethylene plastic insulation. It has an outside diameter of .072x.440, put up in 100-, 500-, and 1,000-foot spools.

Belden's new "Weldohm" 300-ohm Transmission Cable is now available to television servicemen through leading radio jobbers and distributors.

Belden Mfg. Co. is represented in Canada by the White Radio Company, 41 W. Ave., North Hamilton, Ontario.

### Electronic Megaphone Uses Transistors

A "transistorized" megaphone which can amplify the normal speaking voice to a volume comparable to the cheerleader's most strident yell was demonstrated recently by engineers of the General Electric Company's Electronics Laboratory at Syracuse, N.Y.

The megaphone is complete in itself. It requires no external batteries or external connections of any kind. Keys to the compact unit are two tiny transistors which do the amplification work of vacuum tubes and operate on a minimum of power.

The demonstration was one of the first public displays of the possibilities of the transistor, a tiny bit of plastic, wire and a metallic element called germanium which has been heralded as one of the most significant electronic developments in recent years.

The transistors in the megaphone operate from tiny batteries the size of a miniature cigarette lighter, eliminating the use of bulky, high voltage batteries and the need for an external power supply. The little batteries are enclosed with the transistors in the amplification unit.

The new unit has a volume control which permits adjustment of the normal speaking voice from a raucous shout to an inaudible whisper.

# RADIO-TELEVISION and APPLIANCE SALES

# NEWS

Vol. 8

JULY, 1952

No. 7

## Receives Appointment

S. G. Paterson, director, Canadian Radio Manufacturing Corporation, Leaside, Ontario, announces the appointment of Frank H. R. Pounsett, B.A. Sc., as manager of manufacturing, Professional Equipment Division of the company.

Mr. Pounsett has a broad background of experience in the Electronics field as chief engineer for Canadian radio manufacturing companies. From 1940 to 1945 he was chief engineer of the Radio Division of Research Enterprises Limited, the Crown Company which manufactured radar apparatus for the armed forces. More recently he was chief engineer and factory manager at Stromberg-Carlson Co., Ltd., Toronto.

He is widely known in engineering circles, is a graduate in electrical engineering, University of Toronto, 1928, a registered professional engineer,



F. H. R. POUNSETT.

past-chairman of the Engineering Division of the Radio and Television Manufacturers Association and a fellow and

past-director of the Institute of Radio Engineers.

## Motorola Announces General Manager

M. M. Elliott has been appointed general manager of Motorola Canada Ltd., Toronto, Canadian subsidiary of Motorola Inc., Chicago, it was announced recently by Paul V. Galvin, president of the Chicago television-radio-electronics company.



M. M. ELLIOTT.

Mr. Elliott was formerly assistant general manager of the Canadian Marconi Company, Toronto, where he has held a number of positions since 1931. He is a director of the Radio and Television Manufacturers Association and a member of the following clubs: Electrical Club, Advertising and Sales Executives Club of Montreal, and the National Sales Executive.

Motorola Canada Ltd. was formed recently to manufacture and sell a complete line of Motorola television receivers as well as home and portable radios.

## RCA VICTOR PORTABLE WINDOW



Shown above is a portable radio window prepared by the RCA Victor staff artist as a guide to dealers in preparing a summer window on RCA products.

# NOTICE

## To Importers, Vendors or Users of Radio and Television Receivers

**W**E wish to bring to your attention that Canadian Radio Patents Limited is a central patent licensing agency administering various important Canadian patents of invention relating to radio and television receivers.

While under the provisions of Section 45 of the Canadian Patent Act, the owner of a patent and his legal representatives have the "exclusive right, privilege and liberty of making, constructing, using and vending to others to be used" the patented invention, Canadian Radio Patents Limited, however, in accordance with the requirements of Sections 65 and 66 of the Patent Act, has licensed the following Canadian companies for the manufacture and sale in Canada of radio and television receivers embodying said inventions:—

Addison Industries Limited  
Cam Radio Products Limited  
Canadian Admiral Corporation Limited  
Canadian General Electric Company Limited  
Canadian Marconi Company  
Canadian Radio Manufacturing Corporation Ltd.  
Canadian Westinghouse Company Limited  
Chisholm Industries Limited  
Coronet Television Corporation  
Cossor (Canada) Limited  
Crosley Radio & Television Limited  
Deseronto Electronics Limited  
Dominion Electrohome Industries Limited  
Electrical Products Manufacturing Company Ltd.  
Jewel Radio Company of Canada, The  
Manning Radio Limited

Measurement Engineering Limited  
Monarch Radio Manufacturing Company  
Motorola Canada Limited  
Northern Electric Company Limited  
Philco Corporation of Canada Limited  
Pye Canada Limited  
RCA Victor Company Limited  
Research Industries Limited  
Sparton of Canada Limited  
Stark Electronic Instruments Limited  
Stewart-Warner-Alemite Corp. of Canada Limited  
Stromberg-Carlson Company Limited  
Thorkelson Radio Products  
Transvision-Television (Canada) Limited  
Venus TV Limited

The above companies are working the patented inventions in Canada on a commercial scale and are prepared and willing to meet the public demand for the patented articles in Canada on reasonable terms.

Canadian Radio Patents desires to inform importers, vendors, purchasers or users of radio or television receivers which infringe patent rights owned or administered by Canadian Radio Patents Limited and are not manufactured by any of the Canadian companies listed above, that they will be held liable to Canadian Radio Patents Limited on account of said infringement.

Canadian Radio Patents Limited will be glad to furnish upon application full particulars and information in respect to the patents that it owns or administers relating to radio and television receivers.

**CANADIAN RADIO PATENTS LIMITED**  
159 BAY ST. TORONTO, CANADA

# News of the Industry . . .

## C.A.E. Announces Service Facilities For Dealers

Canadian Aviation Electronics has announced the expansion of its service facilities into the TV field.

With the establishment of its TV Service Division in Toronto and Montreal, C.A.E. brings its immense background of electronics service engineering to the domestic TV market.

The C.A.E. TV service division is equipped with the finest television service equipment available and is staffed by service engineers and technicians thoroughly experienced in the service

and repair of precision electronics equipment. Genuine manufacturers' replacement parts are being stocked in Toronto and Montreal for all major makes of television receivers to facilitate prompt and efficient repair at all times.

C.A.E.-TV Service is being offered on an exclusive dealer basis. In planning its TV policies very careful consideration has been given to the dealer's service problems, and a "four-point" program has been prepared which will fill a long standing need for improved dealer-customer relations created through service.

C.A.E.-T.V. service shops are lo-

cated at 261 Spadina Ave., Toronto and 17 De Castelnau St. E., Montreal.

## Re-Elected Chairman, Montreal I.R.E.

Mr. N. R. Olding, Operations Engineer of the Canadian Broadcasting Corporation, was re-elected chairman of the Montreal Section of the Institute of Radio Engineers.

At the fifteenth annual meeting of the Montreal Section of the Institute



N. R. OLDING.

of Radio Engineers, held in the New Physical Science Centre Auditorium of McGill University, all of the past year's officers were re-elected.

They include: J. M. Conroy, vice-chairman, chief engineer, Canadian Aviation Electronics Ltd., Montreal; and R. W. Cooke, secretary-treasurer, deputy chief engineer, Canadian Aviation Electronics Ltd., Montreal.

\* \* \*

## Manager of New I. A. C. Branch

Industrial Acceptance Corporation Limited, Montreal, announces the opening on June 2nd of its Branch No. 65 in Pembroke, Ontario. The new branch is under the management of J. J. Dennison, formerly assistant manager of I.A.C.'s branch in Ottawa.

Located at 284 Pembroke Street West in Pembroke, the new office will finance the instalment sales of automobile, appliance and equipment dealers in the Pembroke-Renfrew area.

\* \* \*

A novel means of reversing small electric motors in three or four milliseconds has been developed by the U.S. National Bureau of Standards. Instead of dissipating the kinetic energy of the rotor as heat during deceleration, it is converted into potential energy in a torsion bar spring, and then is used to accelerate the motor quickly in the opposite direction. With proper adaptation, the technique might be used for reversing of other machines such as rolling mills.

—Ohmite Ohns.

## Marconi TV Servicing School In Full Swing

The Canadian Marconi Company, realizing the importance of service for television receivers, has specially constructed a television classroom in its factory and has, since the middle of April, 1952, been conducting classes for dealer's servicemen in the servicing of television receivers.

Upon enrolment, the serviceman is provided with a portfolio containing technical data on the operation of Marconi television receivers, diagrams, trouble shooting charts, etc., etc., which enables him to localize receiver failures, correct them quickly and generally save time and expense. These portfolios are kept by the servicemen when they have completed the course.

Only twelve servicemen are allowed to attend each course therefore insuring complete and thorough training for each man. Courses are of two weeks duration and are held every afternoon. To date, close to 100 servicemen from Montreal and surrounding

districts have taken advantage of this course offered by Canadian Marconi Company and all have shown extreme enthusiasm. A good amount of theory and lab work make up the two weeks course. At present this is the only factory TV service course offering actual "bench-work".

The classroom is equipped with up-to-date Jackson test equipment, Marconi television receiver chassis, and a monoscope test signal which is generated elsewhere in the factory then piped in. For "bench-work", the servicemen are split up into groups of three, each group having its own set of test equipment and chassis to work on.

The instructor for these courses held at the Canadian Marconi Company's factory is R. "Dick" Thivierge who has had several years of thorough training and experience in radio and television, which fully qualifies him for this very important post.



Besides a great deal of "bench work" there is also theory. Here, Mr. Thivierge, instructor for these Marconi courses, runs through a circuit diagram with the class. The photo also shows some of the Jackson test equipment used during the lectures.



## This "One-Stop" Source Will Save You Time And Money

- Electric Motor Parts
- Fan Blades
- Fans (air spread)
- Fans (exhaust and ventilation)
- Belts (v-type and appliances)
- Pumps (deep and shallow well)
- Pump Jacks
- Pulleys (for flat and v-belts)
- Portable Electric Tools
- Power Tools
- Switches (appliance, reversing, etc.)
- Vacuum Cleaner Parts
- Washing Machine Parts

— Special "Tools-Of-The-Trade" —

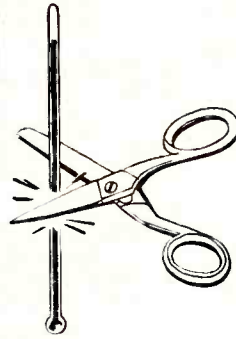
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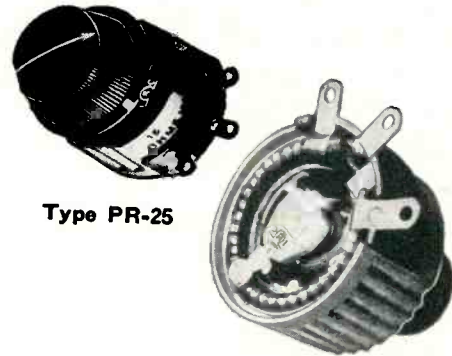
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# News of the Industry . . .

## Northern Ontario Representative For Electrohome

W. Jack Elliott, well-known personality in radio circles, has just been appointed representative for Dominion Electrohome Industries Limited, producers of television, radios, fans, fan heaters, air conditioners and Deilcraft occasional furniture. His territory will extend through Northern Ontario — west to the Soo and east to the Quebec border.



W. JACK ELLIOTT.

Mr. Elliott has been identified with the radio business since 1934 and his experience covers every phase of service and sales in the radio and television fields. He has an outstanding war record, having served with the R.C.A.F. overseas, Research Enterprise in Canada and with the British Air Command in the U.S.A. on radar research and aircraft.

## New Philips Appointment

O. W. Rodomar, vice-president of Philips Industries Limited, takes great pleasure in announcing the appointment of S. W. Wellum as general ser-



S. W. WELLUM.

vice manager of Philips Industries Limited and Rogers Majestic Radio Corporation Limited. Mr. Wellum comes to us extremely well equipped with both theoretical as well as practical knowledge in all phases of the radio, television and appliance industry.

Born in Exeter, England, Mr. Wellum started his career working for the father of television, John Logie Baird in 1928. In Canada, Mr. Wellum has been actively associated with all phases of television since its inception in 1948. Before joining Philips organization, Mr. Wellum held the position of manager, TV sales, Ontario, for the Canadian General Electric Company Limited.

\* \* \*

## General Steel Wares Appointment

The appointment of J. H. Kent Lyons as general manager of manufacturing for the operations of General Steel Wares Limited has just been announced by W. F. Holding, president and managing director of the company. The appointment is effective as of June 30th.

When making this announcement, Mr. Holding said, "Mr. Lyons has wide knowledge of, and experience in, metal working industries in Canada, and he brings with him a wealth of manufacturing experience which should be of great service in forwarding our plans for increased manufacturing efficiency and further development of the fine quality of our merchandise, two objectives towards which we constantly strive."



J. H. KENT LYONS.

Mr. Lyons is a Westerner by birth and gained his electrical engineering degree at the University of Manitoba, later pursuing his studies at McGill University where he obtained his degree in mechanical engineering. He is a member of the Ontario Association of Professional Engineers.

## New Gilson Promotion

Gilson Manufacturing Co., of Guelph announce the appointment of W. M. Plank as sales manager, Washing Machine Division. "Washing Machine"



W. M. PLANK.

Plank has over 17 years experience in this branch of the appliance business, including both selling and executive positions.

You can hire a R.C.C. graduate with confidence.

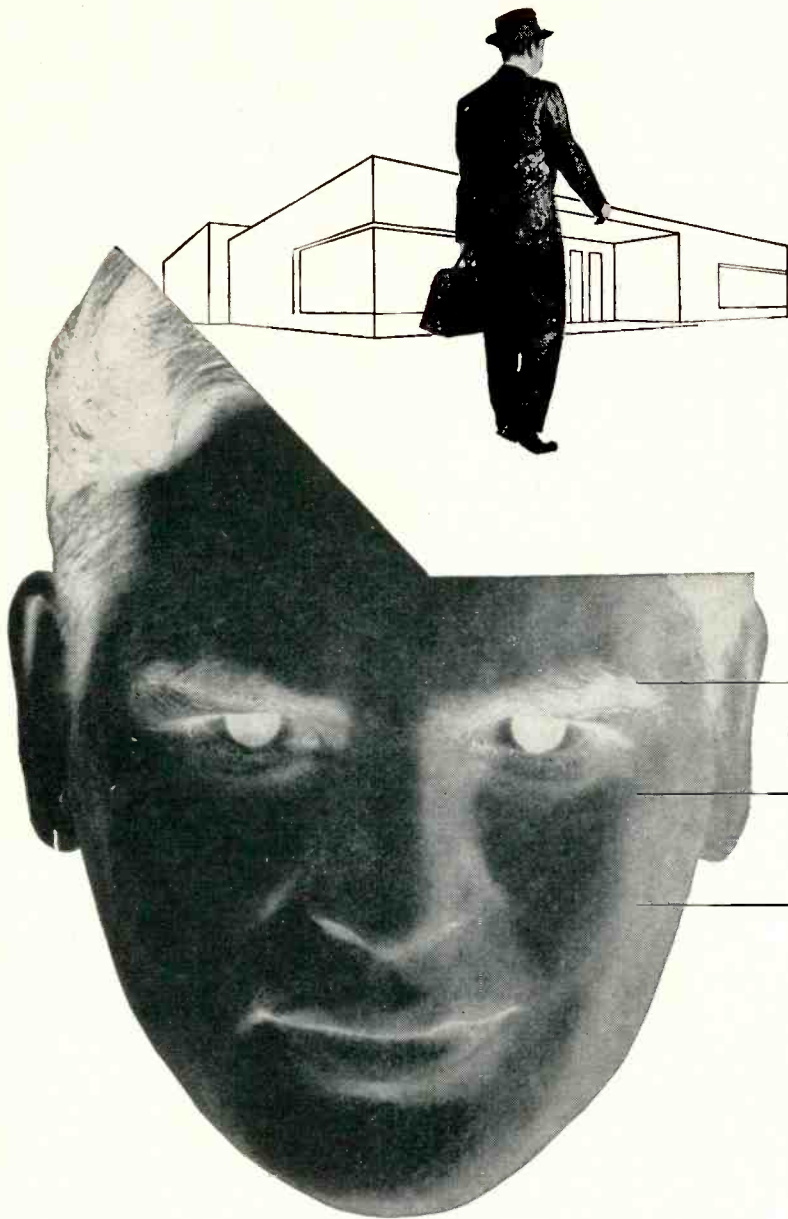
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one of the business newspaper representative's functions. When he calls, he can be of great service to you because he's got that intimate knowledge of your customers' problems which only a business newspaper can provide.

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### CKMR Joins CBC Network

CKMR, Newcastle, N.B., became a Supplementary Group "A" station on the CBC Trans-Canada network at 8.00 a.m. ADT, Monday, June 30. This was approved by the CBC Board of Governors at its 81st meeting held in Quebec City.

Unrestricted Trans-Canada network sustaining service will now be available to CKMR. Group "A" Supplementary stations may also be added to the network for commercial programs at the request of the sponsor.

J. H. Coalston manages CKMR, which broadcasts on a frequency of 1340 kilocycles. Its power is 250 watts.

### Remains Consultant For G.S.W.

It is a far cry from the days when electric trams were still new in Toronto, and East of the Don River was real country. That was the way things

were 50 odd years ago when George Hunt joined the company which, with others, is now known as General Steel Wares Limited.

During his 52 years of uninterrupted service Mr. Hunt has seen great changes in his own company and in industry as a whole. Now after 25 years as general plant manager he will delegate his onerous duties and responsibilities to a younger man, while he himself remains with the company as a consultant on those many matters with which he is so intimately informed.

In announcing that Mr. Hunt is relinquishing his position as general plant manager as from June 30th, W. F. Holding, president and managing director of General Steel Wares, paid high tribute to the grand example of loyalty and steadfastness that Mr. Hunt has made throughout the years towards the company's expansion and



GEORGE HUNT.

## Television Tips From Canadian Westinghouse



WHAT'S NEW IN TV? Work simplification is an important factor in any industry. At Canadian Westinghouse three young women demonstrate the old and new methods of assembly. The centre girl finds her work simplified by a chart which requires only an occasional glance while the others flanking her demonstrate the old energy-consuming method calling for frequent reference to a completely assembled model.

success. "I hope we will have the benefit of his advice for a long time yet," he said.

### New Notebook On Application of TV Test Equipment

A new notebook describing application of television test equipments for TV-radio technicians, has been announced by The Paul H. Wendel Publishing Co., Inc., P.O. Box 1321, Indianapolis.

The new notebook, Number 6 in the Television Technicians Lecture Bureau series, was written by Edward M. Noll.

It presents in three logical steps: Features and characteristics of test equipment; how to know your test equipment; and how to use your test equipment. Use of test equipment is clearly explained through specific examples and by service-tested procedure.

The 48-page notebook is generously illustrated with photographs, block and schematic diagrams. It contains a comprehensive tabulation of the features of specific manufacturer's equipment for quick, ready reference.

Ask your distributor for  
**ROGERS MAJESTIC**  
*Guaranteed Tubes*

FROM A MODERN CANADIAN TUBE PLANT

ROGERS MAJESTIC ELECTRONICS LTD.



MONTREAL  
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 WINNIPEG

31-51

**New Toronto Representative For Electrohome**

Announcement is made of the appointment of Ken D. Kerr as Toronto Representative for Dominion Electrohome Industries Limited, Kitchener, producers of television, radio, fans, fan heaters, air conditioners and Deilcraft occasional furniture.



KEN D. KERR.

Mr. Kerr brings to his new position an intensive and varied sales and managerial experience in the radio and record fields. A native of London, Ontario, and graduate of University of Western Ontario, he is well known in business, sport and amateur radio circles.

**General Steel Wares Appointment**

The appointment of Norman L. Earle as assistant sales manager for Ontario has just been announced by J. H. McIlroy, vice-president in charge of sales for General Steel Wares Limited.

In speaking of this announcement, Mr. McIlroy pointed out that "Mr.

Earle started with the company 23 years ago, working in the warehouse and office before joining our sales force. He spent some time in territories in Northern Ontario and the Niagara Peninsula before serving as special appliance salesman in the City of Toronto. I know that these years of experience and personal contact will be valuable to him, and help us to render improved service to our Ontario dealers." The appointment is effective as of May 1st.

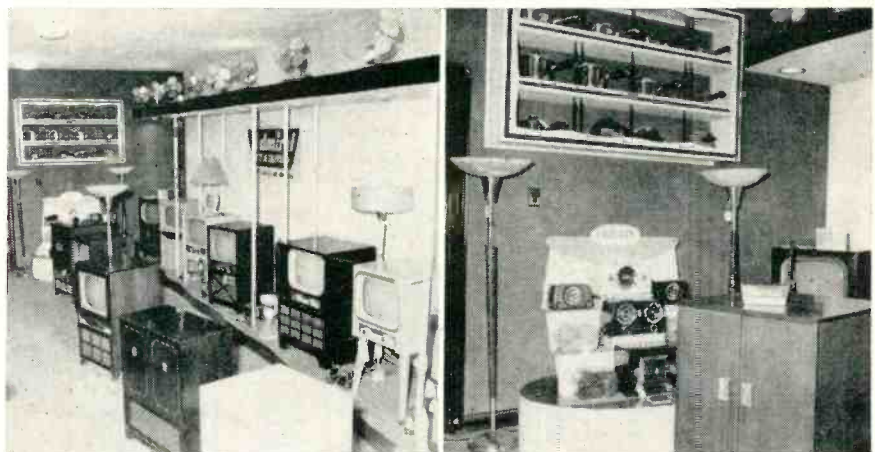
**Westinghouse Appointment**

H. H. Rogge, president, Canadian Westinghouse Company, Limited, announces the appointment of D. I. W. Bruce as assistant secretary. A graduate of Upper Canada College, the University of Toronto and Osgoode Hall, he joined Westinghouse in 1951 as company solicitor, which position he retains. Mr. Bruce served in the RCNVR from 1939 to 1945.



D. I. W. BRUCE.

**New North Toronto Store**



A new store, Dell Park Appliances, was opened in May in North York. Vic Stone, manager, has been in the appliance business for the last 15 years and formerly owned an appliance store in west Toronto. The photos above show two views of this smart new store. Left is a general view of the television section and on the right is a neat display for smaller appliances.

# Motorola Forms Canadian Company

Motorola Incorporated announces the formation of a Canadian subsidiary, Motorola Canada Ltd., for the manufacture and distribution of the famous Motorola radio and television receivers in this country.

Manufacturing facilities have been leased in Toronto and manufacture will commence immediately, Paul V. Galvin, Motorola president, said.

Mr. Galvin announced that M. M. Elliott has been appointed general manager of the new Canadian company. Mr. Elliott, who was born in Toronto, was formerly assistant general manager of Canadian Marconi Company and has had extensive experience in the merchandising and manufacturing of radios. He is well known to radio distributors and dealers in Canada.

The move to Canada, the result of more than a year of planning, is the latest step in the steady growth and progress of Motorola which began in 1928 when Mr. Galvin and his brother, Joseph, with an initial investment of only \$565, formed a company to manufacture battery eliminators for home radios. In 1930, the company began

to produce car radios and in succeeding years entered the fields of home radios, television, two-way communications and radar.

In 1951, 23 years after the founding of the company, sales totalled \$135,285,086 and the corporation's balance sheet listed the value of plant and equipment at more than \$9,000,000.

It is expected that the new company will employ some 300 persons by the end of the year and production facilities will be expanded as the demand for Motorola products increases.

Canadian employees of Motorola will become eligible for the company's unique benefit program, including the Employee Savings and Profit-Sharing Plan and the 8-Way Motorola Group Insurance.

Under the profit-sharing program, employees may contribute from two to five per cent of their weekly pay into the Profit-Sharing Plan. At the end of each year, the company pays 20% of its profits into the Plan and these profits are divided in proportion to contributions. The trust fund set up under the plan also serves to build

up means for retirement through savings placed in the fund by employees, the sharing in company profits and the income of the fund itself. At the end of 1951, 5,287 employees participated in the plan and since its inception in 1947, the fund has grown to a market value of \$10,552,794.

The 8-Way Motorola Group Insurance gives each employee, free of charge, a broad program of life accident, sickness and hospitalization insurance providing the following benefits: life insurance, accidental death and dismemberment benefits, doctor's and surgeon's fee payments, maternity payments, weekly accident and sickness wage protection, daily hospital room and board payments and payment of special hospital charges.

Other executives appointed to the new company are:

Arnold W. Neimuth, comptroller, who was formerly assistant to the comptroller of Motorola Incorporated and who has worked for the company for 10 years.

Mike Steinhoff, manager of quality control, who is a former electronics instructor at Illinois Institute of Technology, who has worked for Motorola for four years.

Douglas C. (Duke) Iden, factory superintendent, who was assistant factory superintendent at Motorola's Chicago plant, and who joined Motorola nineteen years ago as an inspector.

James K. Williams, purchasing department, who has joined the staff of Motorola Canada Limited after twenty two years in the radio industry in Canada. Born in Hamilton, Mr. Williams has worked for both radio dealers and manufacturers.

Charles H. Ryan, purchasing department, who has served Motorola for the past ten years and has a wide background in the radio industry.

Russell E. Lauten, Purchasing Department, formerly administrative assistant to Frank J. O'Brien, Motorola's vice-president in charge of purchasing. Mr. Lauten has been with the company for nine years.

## Powder-Iron Cores

Tuning cores, plain cores, bob cores, pot core assemblies, and cup core assemblies are listed in new Lenkurt Bulletin IC-P8. Illustrations, drawings, and dimensions of standard cores are included along with ordering information for both standard and special cores and core assemblies.

Characteristics of commonly used powders are given, and typical performance data is presented for pot core assemblies made from three common powders to show how cores can be made to meet specific individual requirements.

Copies of this bulletin are available on request from Lenkurt Electric Co., 1186 County Road, San Carlos, California.

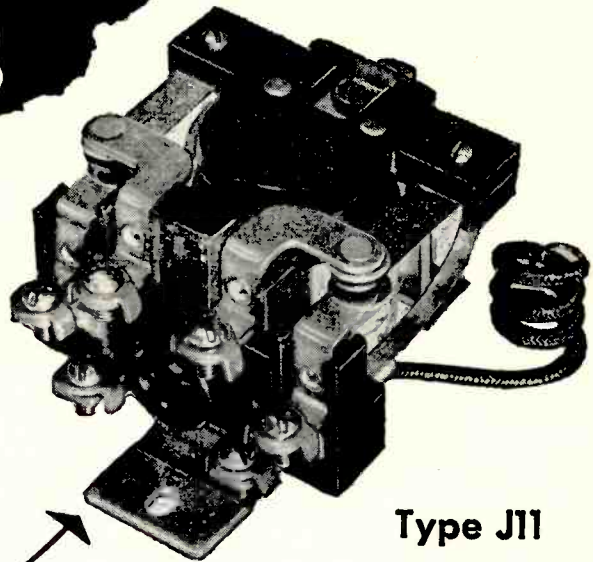


Top (left to right)—Arnold W. Neimuth, Mike Steinhoff, and D. C. Iden. Bottom (left to right)—James K. Williams, Charles H. Ryan and Russell E. Lauten.

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**unequaled for efficient trouble-free service!**

Cansfield Type J11 Contact Duty Relays are small and compact, skillfully built for dependable operation in or out of doors. Standard ratings of 15 amp. 115v.A.C. or 7.5 amp. 230v.A.C.; 1.0 amp. 48v.D.C. or .5 amp. 115v.D.C., per pole, are available, and special types can be made to meet your specifications. Write for technical data.



**Type J11**

It's *Cansfield* for Transformers, Relays and Thermostats.

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**Manufactured by CANSFIELD ELECTRICAL WORKS Limited**  
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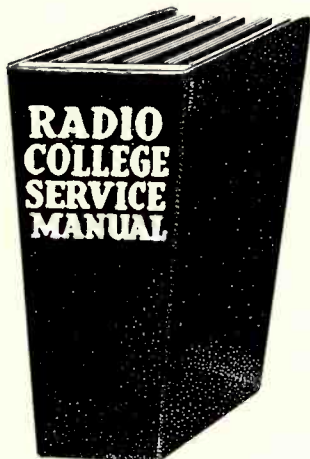
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with the

**LATEST R.C.C. DATA SHEETS**

Now Available —

**Supplements No. 24 and No. 25**



**GET THEM FROM YOUR JOBBER NOW!**

# **R.C.C. Service Manual**

PUBLISHED BY RADIO COLLEGE OF CANADA, TORONTO.



## OUTPERFORMS

on any channel  
of any single station area

JFD  
"VB"  
TUCK-AWAY BOOSTER



WRITE FOR BULLETIN 122B

JFD MFG. CO., BROOKLYN 4, N. Y.

WORLD'S LARGEST MANUFACTURER  
OF TV ANTENNAS & ACCESSORIES

### Was CBC Director of Planning

Dr. August Frigon, director of planning for the Canadian Broadcasting Corporation died suddenly in the Laurentian resort town of Sixteen Islands Lake in Quebec on July 9. Dr. Frigon had been ill for some time.

An electrical engineer, he was appointed assistant general manager of the CBC at its inception in 1936 and became general manager in 1944. To relieve him of heavy strain he had been appointed director of planning last December.

Born in Montreal, Dr. Frigon studied at the Laval University, Quebec; at the Massachusetts Institute of Technology and in Paris. He was dean of the Ecole Polytechnique, the engineering faculty from 1923 to 1935, and since then has been president of the corporation under which the faculty operates.

Dr. Frigon was a member of the National Research Council from 1923-39, a member of the Catholic Committee of the Council of Education of the Province of Quebec, and a director of the Institute Scientifique Franco-Canadien. He was director of the Canadian Information Service from 1945 to 1947.

In 1941, he was awarded the Julian C. Smith Medal of the Engineering Institute of Canada and in 1946 was appointed a Companion of Ste. Michael and St. George.

Dr. Frigon was also a member of the

American Institute of Electrical Engineers, La Societe Francaise des Electriciens, the Inter-American Association, the Montreal Chamber of Commerce, the Montreal Board of Trade and the Canadian Club.

### No. 3 P. and S. Wiring Device Catalogue

The catalogue comprises 60 pages and two colour cover. The comprehensive P. & S. line of wiring devices is fully illustrated with accompanying data. In addition, space is devoted to

the Canadian Beauty line of Electric Ranges, Hotplates and Appliances.

Electric Range and Appliance Switches — Range Cutout Bases and Terminal Blocks manufactured by Renfrew, are also included.

The catalogue is now available to the electrical trade.

Make sure your salesmen and service technicians see this issue of **Radio-Television and Appliance Sales**.

### Admiral Hold TV Service Schools

Admiral television service schools held in Montreal and Toronto recently were very well attended in both cities.

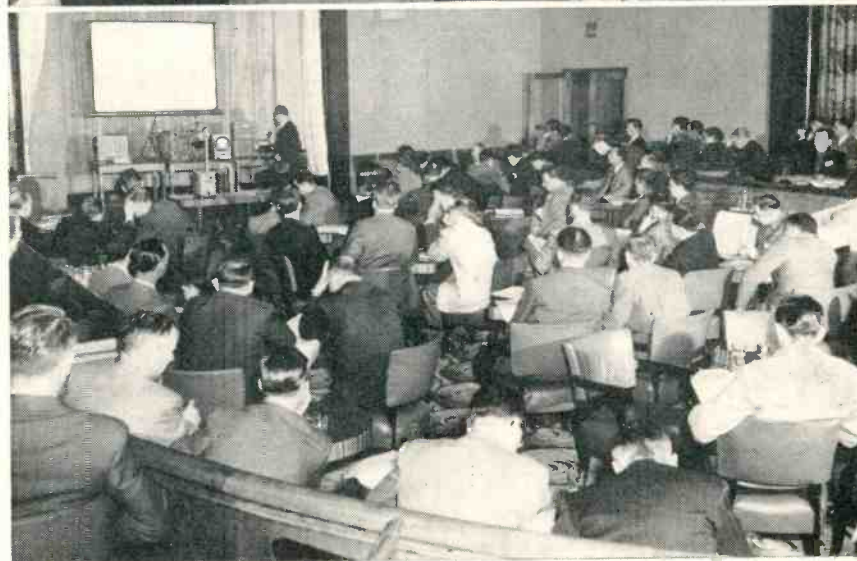
In Montreal the 3-day school was held in the Palais du Commerce exhibition building. The Toronto school was at the Park Plaza Hotel.

Tom Clements, chief instructor and field engineer for Admiral Corporation conducted the schools, which were organized by Bill Tozer, service man-

ager of Canadian Admiral Corporation, with the co-operation of Canadian Admiral Sales branch service managers.

The Admiral service school in Montreal was particularly well received by service personnel from Admiral dealership in this new TV area.

Subjects covered included circuit descriptions, TV fundamentals, test equipment and alignment, antennae and installation.



Photographs of the Admiral schools. Top one is the Montreal school at the Palais Du Commerce Exhibition Building, and the lower is the Toronto school at the Park Plaza Hotel. Tom Clements is the instructor in both photos.

**GREAT NEW MARKET  
IN HOME FREEZERS**

*(Continued from page 11)*

time and effort in preparing literature for each of his products. Each booklet and pamphlet is designed to give a complete story of the merchandise that it covers and the dealer should use it at every opportunity — as direct mailing pieces or passing out to interested customers. In this photograph, the salesman is using one of these booklets to go over each of the points brought out in the demonstration and if the sale is not completed at the time of the demonstration, he will give one to the customer to take home with her to keep the selling story fresh in her mind.

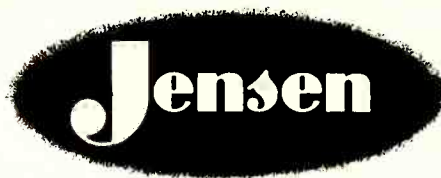
Every user of a frozen food locker is a likely prospect for a home freezer. They know the advantages of frozen food storage and the dealer can make the most of this fact by tying in with his local locker plant. The locker plant can supply prospects for a home freezer and in turn the dealer can supply the locker plant with customers for their home freezer service which includes the storage of food that is too big for the home freezer, such as whole sides of beef, as well as the wrapping and preparation of certain foods for the home freezer. Many dealers have used this type of promotional tie-in very successfully and by means of special literature and by setting up a complete home freezer in a prominent position in the locker plant, they are getting a good share of the profits to be found in this new major appliance.

**Radio-Television  
& Appliance Sales**

This July 1952 issue printed in and mailed from our own plant, a plant that in personnel and equipment is geared to periodical work. We have capacity for another sizeable periodical or one or two company publications. If interested in service, call EM4-8347.

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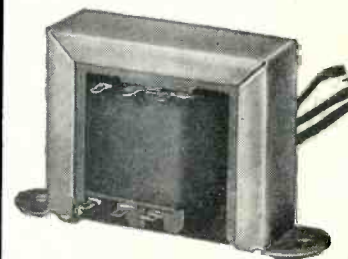
**FAMOUS**



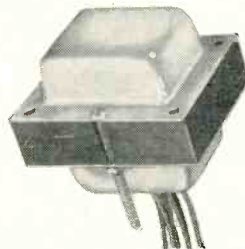
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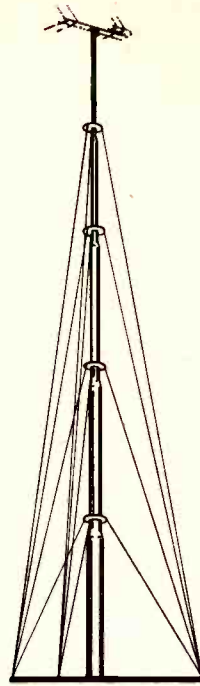
# NEW PRODUCTS

## JFD Adds Four New Antenna Mast Combinations

The "Sky-Scraper Specials," four brand new "Zoom-Up" mast combinations have been received by the trade with considerable success, it was reported this week by Edward Finkel, sales manager of the JFD Manufacturing Company, Inc., of Brooklyn, New York.

Packaged in 14, 24, 34 and 44 foot lengths — with the uppermost section in each being 14 feet, the "Sky-Scraper Specials" were designed to provide ample single unit mast length where ordinary 10 ft. mast sections fall short for four bay arrays. In addition to that, they have proved remarkably effective for two bay installation arrays as well.

Manufactured of heavy-gauge steel, each of these special "Zoom-Up" masts is deeply plated with bright zinc, insuring many years of service. The fourteen footer, the ZU-O-14, has an outer diameter of 1½"; the twenty four footer, ZU-03-24, has, in addition to the fourteen foot section, a ten



JFD "Zoom-Up"

foot length with a 1¼" OD, the ZU-034-34, thirty four feet in length and the ZU-0345-44 a forty four footer

## Thor Introduces Dealer Demonstration Programme

As part of a long-range dealer-support program, Thor-Canadian Company Limited has embarked upon a series of dealer-sponsored demonstration parties in which the facilities and co-operation of the Thor organization are offered to each sponsoring dealer.

The first of these took place recently at the Thor branch plant in Montreal under the duo-supervision of branch manager J. J. Carbray and a Thor Montreal dealer. The group entertained was the St. Malachy's Mothers Club and the agenda included actual demonstrations of Thor Appliances with question periods after each dem-

onstration. Refreshments were served following the demonstration period and the evening was topped off with a film dealing with Thor appliances in the home.

Attendance at these meetings has been surprisingly high and participation in question periods is quite spirited. A door prize of considerable value is offered by the sponsoring dealer as an inducement for attendance and demonstration talks are shared by Thor personnel and dealer salesmen.

Dealers are finding these meetings to be most valuable in helping to "close" with interested prospects and in discovering new prospects for subsequent follow-up calls and home demonstrations.

comprise the rest of the line.

With every purchase of the ZU-0345-44 "Sky-Scraper", the rugged Universal combination base and roof mount, ZUB2¼", is included at no extra charge.

The "Sky-Scraper Special" masts are packed six to a standard carton. Further information may be obtained by writing the JFD Mfg. Co., Inc. at 6101 16th Avenue, Brooklyn 4, New York.

Represented in Eastern Canada by J. R. Tilton, 15 Hartfield Road, Toronto, Ontario and in Western Canada by the Millen Durnin Agencies, 370 Donald Street, Winnipeg, Manitoba.

\* \* \*

## Appointed Malloy's Director of Engineering

Dr. C. J. Breitwieser has recently been promoted to director of engineering by P. R. Mallory & Co., Inc., Indianapolis. He previously served the company as executive assistant to Dr. F. R. Hensel, vice-president in charge of engineering.

In his new position, Dr. Breitwieser assumes direct responsibility for the company's central research laboratories and general engineering staff and functional direction of divisional engineering departments.

The promotion is part of a move by the Mallory company to reorganize its engineering department, emphasizing long-range developments and basic research in the central organization and strengthening product development and engineering in its ten manufacturing divisions.

Dr. Breitwieser joined Mallory in June, 1951, following service with Consolidated Vultee Aircraft Corp., San Diego, as chief of electronics and head of the engineering laboratories.

He is the author of many published technical articles and an authority on guided missile and aircraft component and control systems. Among his inventions are an aircraft flap synchronizer and guided missile control systems. As a member of the American Institute of Electrical Engineers, he served on the committee on air transportation and now serves on the committee on electronics.

Mallory's Canadian representatives are A. C. Simmonds & Sons Ltd., 100 Merton St., Toronto.

## Quebec Sales Manager

H. Earl Clements has been appointed Quebec sales manager for Crosley Radio and Television, Ltd., Ivor M. Leslie, vice-president and general manager, announces. Mr. Clements brings to his new post extensive experience in electrical appliance sales and a wide acquaintanceship among Quebec dealers. Before joining Crosley, Mr. Clements was regional sales manager (Quebec) for Easy Washing Machine Company. He will be responsible for all distribution in Quebec Province of Crosley radio and TV sets, making his headquarters in Montreal.



Photo of the Thor dealer-sponsored demonstration party, held at the Thor branch plant in Montreal. Group shown is the St. Malachy's Mothers Club.



18" 50 watt AUDIOM 90

2 1/2"

3 1/2"

4"

5"

15" 25 watt AUDIOM 80

10"

8"

6"

12" 15 watt AUDIOM 60

4" x 7" Elliptical

12" 10 watt AUDIOM 50

12" 15 watt AXIOM 150 Mk II

**GOODMANS**  
P.M. LOUDSPEAKERS

... now being stocked by all leading  
Radio and Television Distributors in Canada ...

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**A. C. SIMMONDS & SONS Ltd.**, 100 Merton Street, Toronto 12

Sole Manufacturers: **GOODMANS INDUSTRIES LIMITED**, Axiom Works, Wembley, Middlesex, England.

Cables: Goodaxiom, Wembley, England.

### Westinghouse "Bug-A-Way" Insect Lamp

Canadian Westinghouse has announced the availability of an insect-repelling lamp—the "Bug-A-Way"—which has proved to be less attractive to night-flying insects. Although no practical illuminant has been developed to repel these insects, it has been established that yellow light is less attractive to them than white light. This has led to the choice of yellow lamps for outdoor lighting where colour distinction is not important, but where it is desirable to minimize the flying insect nuisance. Also, the novel lighting effect created by yellow lamps is useful as a decorative means of attracting patrons to business locations.

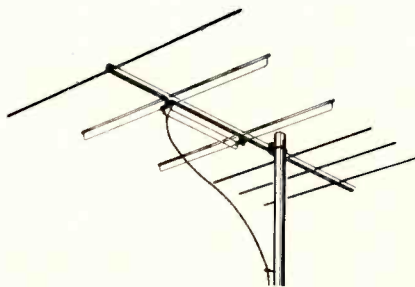
### Telrex "Fishbone Jr."

Because of the high rate of re-orders on its new 6-element Twin-Driven "Fishbone Jr.," production schedules are being stepped up six weeks ahead of time, it was announced by Ralph Ercolino, Sales Manager of Telrex, Inc.

The "6-element TV" Series features 3 directors spaced at one-tenth wavelength, two high impedance dipoles driven 90 degrees out of phase and full electrical quarter-wave spaced, with 15 wavelength spaced parasitic reflector.

Both forward gain and front to back ratio are extremely high, exceeding that of most 8-element beams, and comparable to many 10-element beams on the market today.

Notwithstanding customized manufacturing methods which assures optimum performance of all Telrex Antennas, these rugged precision built units are competitively priced. Write for



literature to: Telrex, Inc., Ashbury Park, N.J. Represented in Canada by the Kelly-Heenan Co., 2293 Yonge St., Toronto.

### Three New Belltower Products

Belltower Distributors Limited, Toronto, have announced three new items: the Belltower vacuum cleaner; the Roll-A-Vac; and the Astron fan.

The vacuum cleaner is the tank-type and is attractively designed with a complete line of "swivel-action" attachments to make home cleaning easier. It is available in two models—the Super Deluxe in black and chrome and the Deluxe in either green and chrome or beige and chrome.

The Roll-A-Vac is a carrier for tank-type vacuum cleaners and is designed to fit a wide variety of well-known vacuum cleaners. It is compact and will hold all the cleaner attachments as well as the cleaner.

The Astron is a handy little fan that can be used for either cooling or heating. Small in size, the Astron may be used for hair drying, clothes drying, as well as ventilating and cooling. Has a universal AC-DC motor and is available in shiny black or ivory.

Your salesmen and service technicians are vitally interested in the articles and news items contained in this issue of RADIO-TELEVISION AND APPLIANCE SALES. Make sure they see it.

# Standard TIPS for SERVICE TECHNICIANS

No. 24 of a series.

## INTERFERENCE BARS

Interference bars that appear on a picture tube only when a station is tuned in are often due to hum introduced by a cathode-heater short in the oscillator tube. If a new oscillator tube does not correct the trouble, check the lead dress.

*Manufacturers of*

- Power Transformers
- Audio Transformers
- Filter Chokes
- Speaker Field Coils
- I.F. Transformers
- Solenoid Coils
- Special Purpose Coils
- Electric Fence Transformers
- Signal Transformers  
(14 v. for doorbell chimes)
- UTIL-A-PAC-Filtered "A"  
Supply
- BOGEN Model BB-1  
T.V. Booster

## 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

**45% MORE BUSINESS IMMEDIATELY**  
with this amazing new book on Direct Mail Promotions. Stop your sales slump and cash in on our years of study and experience. Only \$2.00 brings you this great little book . . . Rochester Market Research, 805 Granite Building, Rochester, New York.

## Montreal Television Show

Seventeen different makes of television sets will be exhibited at the first television show in Canada, a national event, called the "Montreal Television Show", to be held at the Mount Royal Hotel, Montreal, on the ground floor, in the Sheraton Hall and Cartier Room, September 15th to 20th next.

The show takes place a week after official inauguration of television broadcasting in Canada by the C.B.C. It is designed to enable the buying public to examine all the different sets on the market in one place, and to demonstrate what television broadcasting in Canada means.

Many readers remember the annual radio shows that were held in the Windsor Hotel, Montreal, for some ten years in succession, in the early days of radio. These shows were most effective in promoting sales of radio and were attended by dealers from all parts of Canada.

The coming "Montreal Television Show" is really a revival of the previous radio shows, to serve the same purpose. Any dealer handling television sets will have the same reason to attend.

The "Montreal Television Show" is under the management of E. M. Wilcox, who organized the former Montreal Radio Shows. Mr. Wilcox is acting on behalf of the Quebec Radio-Television Distributors Association.

## Powertronic Appointed Representatives

The Horstmann Gear Co. Ltd., Newbridge Works, of Bath, England, manufacturers of electric time switches, are pleased to announce the appointment of Powertronic Equipment Limited as their exclusive Canadian Representative.

The Horstmann products include both synchronous motor driven and electrically wound switch mechanisms. These assemblies can be furnished in a variety of types to meet practically all applications and incorporate advanced design features which ensure reliability, long life and minimum service requirements.

Write for further particulars and descriptive literature to Powertronic Equipment Limited, 50 Bermondsey Road, Toronto 13, Canada.

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86 BATHURST ST., TORONTO 28.

# NEVER BEFORE SUCH ANTENNA NEWS!

## WARD Signaline

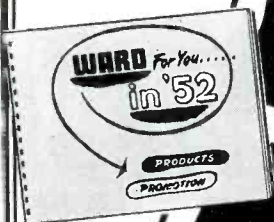
### VHF-UHF AND FRINGE ANTENNAS for EVERY PURPOSE

WARD, the oldest, largest and leading manufacturer of antennas, has done it again. The new 1952-53 exciting WARD SIGNALINE will put you years ahead. Not 1 . . . not 2 . . . but 5 ingeniously designed, radically different and sensationally better TV antennas. Now, your WARD LINE is the only line that completely covers every application.

### WARD THE ONLY COMPLETE LINE

Plus a brilliant promotion program to help you sell the complete WARD LINE of TV-Auto-Communication and FM Antennas.

HAVE YOUR WARD  
DISTRIBUTOR  
SHOW YOU  
THIS BOOK—



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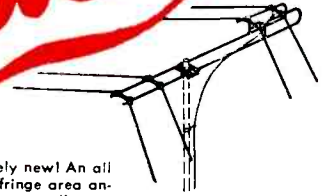
Lucky 4

5 Star

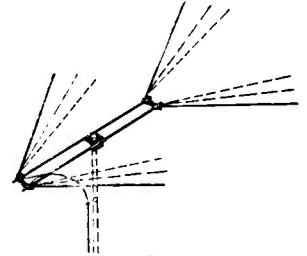
MUSKETEER

ZIP-HI

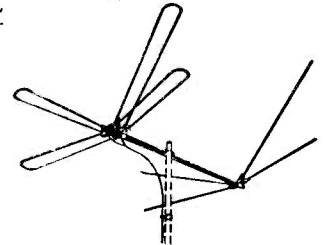
Completely new! An all channel fringe area antenna that actually outperforms Yagis on many channels! The 3-in-1 antenna for use on VHF, — VHF and UHF, — UHF. Opens up new markets with new ideas of good pictures! Light and rugged! Completely preassembled!



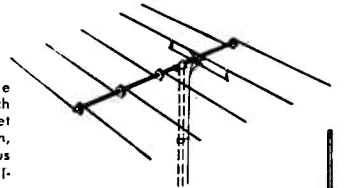
3-in-1 antenna — for UHF, VHF — UHF and VHF. Protects your customers on new UHF stations, while giving them the best in VHF today! High gain, all-channel, completely preassembled.



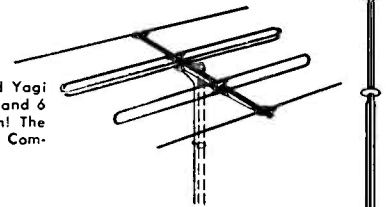
The first major advance in conicals! Higher gain! Better impedance match! Completely preassembled! With six extra features!



The Yagi with the radar-proved T match and exclusive offset elements! Extra gain, extra efficiency, plus rugged preassembled construction.



The first true broad-band Yagi — covers channels 3, 4, 5 and 6 with uniformly high gain! The first triple-driven Yagi. Completely preassembled!



The new WARD telescopic mast made from corrosion proof PERMATUBE! Four different heights, all with exclusive anti-collapse feature. Can be erected by one man. Comes in 2, 3, 4, and 5 section models.

**THE WARD PRODUCTS CORPORATION**  
Division of the Gabriel Company  
1523 E. 45th STREET CLEVELAND 3, OHIO

Canadian Factory Distributors

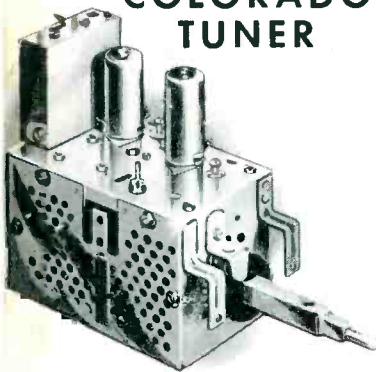
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*Biggest News in Television*

# PHILCO True Focus

**THE INSIDE STORY—** why PHILCO is the Greatest of all TV sets Regardless of Price

*The Celebrated*  
**PHILCO  
COLORADO  
TUNER**



The greatest engineering achievement in 25 years of Philco Television research, the Philco "Colorado" and "Super Colorado" Tuner make possible the clearest big screen picture ever seen, with less interference and greater sensitivity. It makes Philco the greatest of all television sets, regardless of price.

*Balanced Beam*  
**NO BLUR! NO SMEAR!**



**TRUE FOCUS** over the entire screen.



**NO BLUR** at the edges.  
**NO SMEAR** in the centre.

The Philco development that swept the country in public demand... A SENSATIONAL ENGINEERING ADVANCE IN TELEVISION. Exclusive Philco development balances the electron beam to produce a true uniform focus over the entire screen. Every Philco television, even at the lowest price, gives you Balanced Beam.

EXCLUSIVE PHILCO

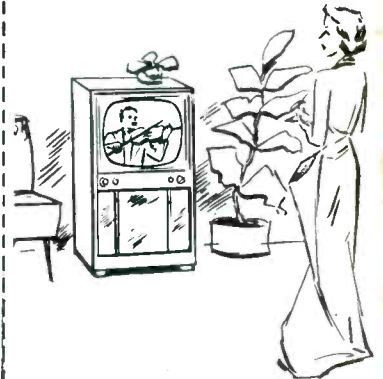
*Electronic  
Built-In Aerial*

**Outperforms All Others**



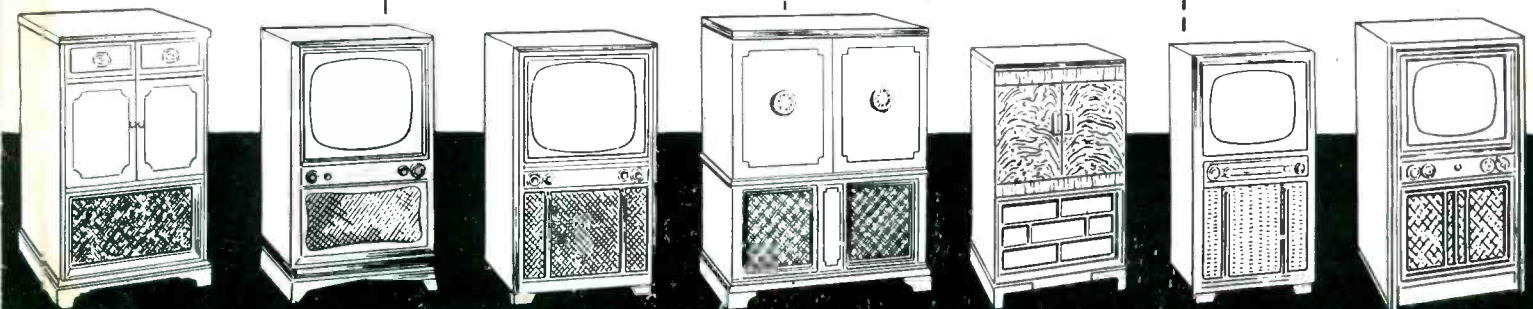
Philco's Built-In Aerial produces a better picture in any 'strong signal' location, and in many areas it is the only built-in aerial that works at all. Philco's patented Electronically Tuned Built-In Aerial is capable of tuning to resonance on each of the available television channels, and it is an important feature of every Philco Television receiver.

Unequalled "Fringe Area" Reception



PHILCO the Greatest Power Plant in television delivering up to 4000 extra volts to the picture tube with "Balanced Beam" true focus and the famous Colorado noise-free Tuner guarantees unequalled fringe area reception wherever a television signal is available. Prove it to yourself by actual comparison in any area with any other set, regardless of price. SELL PHILCO WITH CONFIDENCE AND REAP YOUR REWARD OF EASY PROFITS AND SATISFIED CUSTOMERS.

See your PHILCO Distributer NOW



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