AND INCIENT SALITIES



Point-of-Sale Display Advertising

World Radio History

OCTOBER, 1946



Almost every wired home has an electric iron . . . yet only about one in seven has an *automatic* iron. The remaining six are all prospects for you if you sell automatics. Every woman buying a new iron will want an automatic and there are thousands who want them. It outdates non-automatics just as electric irons outdated sadirons. Here is a market as big as ever, so . . . sell Automatics.

GENERAL ELECTRIC AUTOMATIC IRONS

THE AUTOMATIC SELLING FEATURES

- The automatic iron maintains the temperature selected, eliminates danger of becoming too hot and scorching.
- Finger-tip control selects right heat for fabric to be ironed.
- Heat evenly maintained, eliminating plugging in and pulling out of cord.
- Thermostat control keeps temperature right for material being ironed.



This iron also features the built-in Calrod element which ensures even heat, longer life.

WE-104

CANADIAN GENERAL ELECTRIC SELECTRIC SELECTRIC

WE ARE PROUD TO ANNOUNCE THAT WE HAVE BEEN ENTRUSTED WITH THE SALES FOR CENTRAL AND SOUTH WESTERN ONTARIO FOR



RADIOS, ELECTRONIC RECORD PLAYERS AND PORTABLE FLUORESCENT LIGHTING

Wherever we have shown the new Astra DR 102 mantel receiver to the trade, the response has been unanimous, "This is the finest 5-tube receiver we have ever heard," and its unique simplicity in construction wins friends for it in the dealers' service establishments.

Brand and Millen's big time production methods will assure the dealer a continuous supply of models—a perfect product—and at prices that will be more than competitive—and this, backed by advertising and merchandising plans and selling aids, will mean that the Astra dealer franchise will be looked on as amongst the most valuable in the industry.

CRAIGMORE SALES

LIMITED

1175 BAY STREET

TORONTO



Announcing OUR APPOINTMENT

AS EXCLUSIVE BRAND & MILLEN DISTRIBUTORS IN QUEBEC



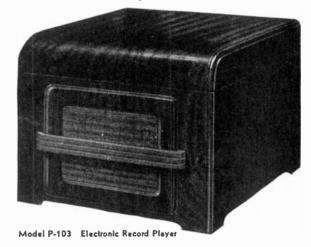
RADIOS AND RECORD PLAYERS

It is with pleasure that we associate ourselves with Brand & Millen Limited and take on the exclusive distribution of the ASTRA line of radios and record players in the Province of Quebec and the Maritime Provinces. Dealers in this territory will find the ASTRA a line equal in quality to any offered to an exacting public with models to suit all tastes at prices to fit your customers' pocket books— and give you a fair profit.

Below are shown two popular models which are ready for immediate delivery.



Model DR-102 Mantel Radio



Write for details of attractive dealer franchise.

RADIO ACCESSORIES LTD.

Proprietors-Ben Manis and Leonard Vallins

2749 Notre Dame Street West, Montreal, P.Q. Telephone Wilbank 5959

AETNA DISTRIBUTORS LTD.

Telephone 42847

166 Osborne Street

WINNIPEG

Exclusive Distributors for reputable manufacturers in electrical lines and farm equipment in Western Canada are proud to announce that they are the Exclusive Distributors in Manitoba for



RADIO & ELECTRONIC PRODUCTS Calls. Tilted slide-rule dial inent magnet dynamic speak Butt walnut top with blend



Model DR-102
5-tube AC-DC. Standard broadcast and one band of police calls. Tilted slide-rule dial is illuminated. Alnico 5" permanent magnet dynamic speaker. Automatic volume control. Butt walnut top with blending honey colored grille and front panel. Width 1234", Height 91/4", Depth 71/4".

WRITE FOR PARTICULARS OF ATTRACTIVE DEALER FRANCHISE ON CANADA'S NEWEST RADIO LINE.



We are delighted to bring Canada's newest line of radio receivers to the dealers in Northern Alberta, in which territory we have been appointed ASTRA distributors.

All the things your customers have been waiting for are to be found in this fine new line of radio receivers, radio phono-combinations, electronic record players and automatic changers.

You can demonstrate the ASTRA line with **Pride and Profit.**

Write To-day For Franchise Details.



Model DR-103
6-tube small combination console set

Manufacturers and Distributors of

SPECIAL ELECTRONIC EQUIPMENT

8534 109th Street,

EDMONTON, ALTA.

Believe it or Else . . .



THE PICTURE CHANGES

REMEMBER: THE PICTURE OF DORIAN GRAY?
HOW INDIFFERENCE TO PUBLIC OPINION
BROUGHT ABOUT ITS GRADUAL DETERIORATION?

DURING THE WAR YOUR CUSTOMERS ACQUIRED DIFFERENT BUYING HABITS. THEY DIDN'T PARTICULARLY WANT SUPER-SWEET MARMALADE... JUST ANY BRAND WOULD DO (IF THEY COULL JUST ANY BRAND WOULD DO)

ONLY GET IT)
TODAY THIS PICTURE IS CHANGING RAPIDLY.
DOZENS OF OTHER KINDS OF MARMALADE ARE
DISPLAYED ALONG SIDE OF "SUPER-SWEET". DON'T
DISPLAYED ALONG SIDE OF "SUPER-SWEET". DON'T
EXPECT SHOPPERS TO CHOOSE YOUR BRAND.

JUST BECAUSE YOU THINK IT'S GOOD!
SPOTLIGHT YOUR PRODUCT WITH THE AID OF
SPOTLIGHT YOUR PRODUCT WITH THE AID OF
SAILA'S POSTWAR PLANNED (SILK SCREEN) DISPLAYS



BRINGS THEM BACK AND KEEPS THEM ALIVE

THAT'S WHAT YOUR DISPLAY CARD MUST ACCOMPLISH. REMEMBER YOUR PREWAR PRODUCT NEEDS REVITALIZING! IT MUST PRODUCT NEEDS PHONE (WA 1638)
HAVE EXPERT CARE! PHONE (WA 1638)
OR WRITE SAILA AND GET ALL THE PLUSSES OF WRITE SAILA PRODUCT-SAVING OFFERED BY OUR PRODUCT-SAVING CREW OF SILK SCREEN SPECIALISTS!

WHERE'S THE MISSING LINK?

POINT-O-SALE" ADVERTISING IS THE ALL-IMPORTANT INK BETWEEN YOUR PRODUCT AND THE SHOPPER. DUR TOP-NOTCH CREATIVE ARTISTS AND MERCHANDISING EXPERTS ARE NOW AVAILABLE TO HELP YOU WORK OUT DISPLAY MATERIAL OF SUPER CALIBER. OUR SILK SCREEN...YOU'VE NEVER SEEN ANYTHING LIKE IT!

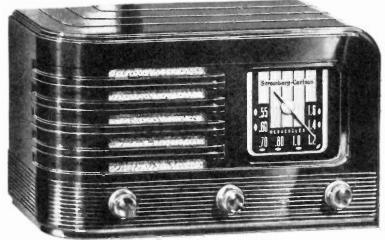
HE SCO-O-ORES!

CROWDS CHEERED! HIS PERFORMANCE WAS MAGNIFICENT! LAST NIGHT'S FIVE-STAR PLAYER WOWED THEM. HE WON THE GAME! YOUR DISPLAYS TOO, PLAY A VERY IMPORTANT PART IN THE MOVING OF YOUR MERCHANDISE. YOU HAVE A GOOD PRODUCT...LET IT SCORE HIGH FOR YOU. YOU CAN'T LOSE WHEN YOU USE SAILA'S COMPLETE DISPLAY SERVICE

THE SAME SUPREME QUALITY ATT That's the "ONLINE"

Stromberg-Carlson quality at lower prices is the EXTRA in radio value being offered your customers. Intensive engineering research makes it possible for Stromberg-Carlson to enter the lower price field with the result that now, in the lower price field, in the higher price field, in any price field, there is nothing finer than a Stromberg-Carlson. Customers will be quick to realize just what this extra means and to obtain what they've always wanted . . . Stromberg-Carlson quality at prices well within their budget.

Stromberg-Carlson quality at lower prices is the EXTRA in radio value being offered your customers. Intensive engineering research makes it possible for Stromberg Carlson to enter the



MODEL 561H

STROMBERG-CARLSON Radios

STROMBERG-CARLSON COMPANY LIMITED, TORONTO 4, CANADA

STROMBERG - CARLSON

NO. 200P

Portable Amplifier System



Here's the answer to your Portable Public Address System requirements. The Stromberg-Carlson No. 200P system comprises the No. 200-25-60 cycle 25-watt Amplifier in a 3-piece carrying case containing two 12" P.M. speakers and all necessary cables, plugs and sockets. The No. 200 Amplifier has two high impedance microphone and one high impedance phonograph input, with case ruggedly built to withstand hard usage under severest conditions.

The 200P Portable Amplifier System is so convenient, flexible and easily handled that setting up is only the matter of a few minutes' time, and its easy, simple operation requires no technical experience.

Write for descriptive circular and the name of your nearest Stromberg-Carlson Sound Systems jobber.

Communications Division



RADIO and Appliance SALES

Vol. 2

OCTOBER

No. 10 1 9 4 6

A Monthly Magazine Serving Canada's Radio and Appliance Industries
Successor to Radio Sales—Established 1923

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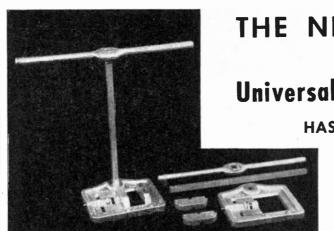
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ROBERT C. POULTER, Managing Editor JOHN T. ROCHFORD, Director of Advertising

MEMBER



CIRCULATION STATEMENT, AUDITED BY CANADIAN CIRCULATIONS AUDIT BOARD, ON REQUEST.



THE NEW DACON

Universal Washing Machine Wrench

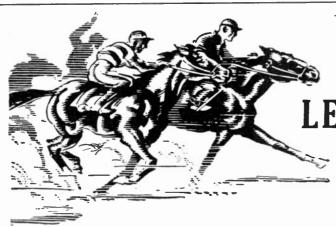
HAS THE FOLLOWING FEATURES

- Adjustable to any size centre housing nut on any make or model of washer.
- Adaptable for the removal of agitator driver.
- I-N-C-O metal constructions, strong and durable.
- Comes in plywood carrying case and may be quickly demounted for packing in tool box.
- It is practical, durable, economical and convenient. Will pay for itself in time and temper saved in the first week.

The new DACON washing machine wrench is so versatile it will save time and boost your profits. You can't be stuck on any washer repair job if you have and use this wonderful new tool. Write for literature and prices to-day.

Manufactured By DAVID & O'CONNOR Belleville, Canada

Distributed By DAVID'S ELECTRIC, 340 Front St., Belleville, Canada



Investigate this new plan to-day. Write at once for our new, 150 page catalogue, "Washer Parts Guide." It will be mailed to you free of charge.

You'll be LEADING the FIELD

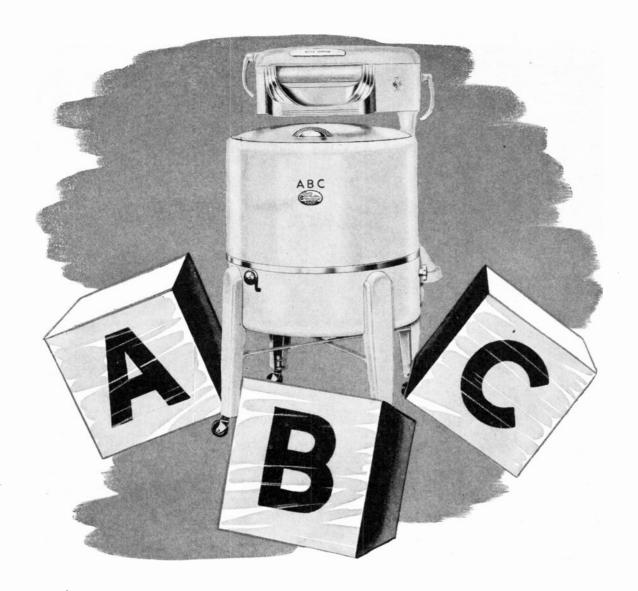
When you take advantage of our complete, one source supply for washer replacement parts. Only fine co-operation on the part of washing machine manufacturers makes this new service possible. One-stop service will put new life into your repair department. Now you, too, will be able to give quick, efficient service.

Waugh & Mackewn

LONDON, Ontario

MONTREAL, Quebec

TORONTO, Ontario



FIRST ... IN THE ALPHABET FIRST ... IN POPULARITY

Right now, Right Across Canada! A.B.C. is the best known washing machine in the field. We'll keep it there. Right now the A.B.C. name is being flashed on the air — on outdoor boards — in week-end roto sections of papers — in full colour advertisements in widely read Canadian magazines. When the word "shortage" disappears from the language of business and sell! sell! is the battle cry, then dealers will find that there is a priority in public preference and A.B.C. is foremost.

In ingenuity of design and revolutionary improvements A.B.C. has never lagged nor faltered. Coming announcement will conclusively prove this to be so.

ABC WASHERS AND IRONERS—Distributed, in Canada, Exclusively By . . .



IPLOYERS ACROSS CANADA Report their experiences with disabled veterans-

With thousands of physically handicapped veterans already absorbed into industry, Canadian employers are finding they are making outstandingly satisfactory employees. Here are extracts from typical letters received by the Casualty Section of the Department of Veterans Affairs:—

"The work of these disabled men has been well performed, and is of a standard comparable to that done by our present employees. We have found also that the veterans have in general an extremely sane and sensible view.

Dominion Coal Company Limited Sydney, N.S."

"Disabled veterans, as employees, are prompt and regular attendants. Turnover, when they are placed in the proper occupation, is a negligible factor.

The Great Western Garment Company."

"Absenteeism is not comparatively high with our disabled employees, and productive capacity is not hindered if proper placement is observed.

Imperial Oil Limited."

"Foremen report exceptionally good experience with the disabled and have placed labour requisitions for additional disabled men. One Personnel Manager stated he had better experience with them than with able bodied.

Pacific Mills Limited, Vancouver, B.C."

"We find that these men (the disabled) perform their duties as well as anybody else and will, in the natural course, be in line for any promotion which comes available.

D. Ackland & Son Limited Winnipeg, Canada."

"They (the disabled) take a more than average interest in their work, and from the standpoint of punctuality and regular attendance they are equal to, or possibly better than, average.

Taylor Electric Manufacturing Co., London, Ont."

These are only a few of hundreds of letters on file with Casualty Rehabilitation Officers across Canada. They prove it is good business for the veteran, for industry and for the country to give the disabled veteran opportunity to show what he can do.

Casualty Rehabilitation Officers of the Department of Veterans Affairs or the Special Placement Section of the National Employment Service will assist you in the proper placement of these potentially valuable employees.

Three books dealing with the modern technique of employers, with the modern technique of employers, that counts

Issued under the authority of
HON, IAN A. MACKENZIE · MINISTER OF VETERANS AFFAIRS

DEPARTMENT OF
VETERANS AFFAIRS

DL-53



/... says Santa

HERE IS THE GIFT OF THE YEAR

HERE IS THE GIFT OF THE YEAR
You can vigorously merchandise and
deliver... the famous Moffat "handichef"—the plug-in meal maker that
has made appliance history from coast
to coast. With its 101 uses "handichef" is now indispensable for quick
breakfasts, lunches and snacks. Ideal
for light housekeeping, bacnelor apartments, summer cottages, recreation
rooms. Handy for the hostess. Heart
of "handi-chef's" amazing performance is the ance is the

Exclusive MOFFAT Super-heat Tubular Element

TWO-WAY HEAT

TWO-WAY HEAT

The Moffat Super-heat Tubular Element rapidly supplies heat in two directions—AT THE SAME TIME. UP—to try or boil . . . DOWN . . . to broil or toast—performing two cooking operations at once, using only the same amount of electricity.

plus

TWO KINDS OF HEAT

THE MORTAL SUPER-Heat Tubular Element is square . . . 104 square inches of cooking surface. Its wide flat cooking surface—conducts heat directly to cooking stensils, and in addition, supplies abundant radiant heat—a doubleheat combination for split-second action. action.

INDESTRUCTIBLE

Made of finest Inconel, an indestruc-tible non-corrosive metal, the outer sheath forms a lifetime protection against grease and meisture.

will be 'gift of the year'

SANTA'S HEADED YOUR WAY-with a sackful of Christmas "handi-chef" sales-Moffat's sensational appliance of the year! All over the country housewives are talking about this new portable appliance which cooks a complete meal all at the same time with one element!

This feminine interest is going to mean thousands of "handichef" gifts at Christmas . . . and this seasonal theme will be backed with powerful coast to coast newspaper advertising ... specially prepared dealer cuts and advertisements ... along with full color store display material — all featuring the "handi-chef" for Christmas.

Here is a real opportunity for peak sales . . . recommend and display "handi-chef" for Christmas . . . climb aboard Santa's profit train!

Order now from your nearest Moffat Branch or distributor and ask for display material.

MOFFATS LIMITED

VANCOUVER



WESTON, Ontario MONTREAL



Dealers' Associations

THIS is the time of the year when renewed interest is shown in the

work of the various associations and societies affiliated with the radio and appliance industries in Canada. The dealers' associations, for example, are now commencing their Fall sessions with renewed vigour and a great deal of work will undoubtedly be accomplished in the months ahead, with consequent benefit to the members generally. It is doubtful if there ever has been so much interest in retail associations as there is to-day. For one thing, of course, there have never before been so many associations in which to become interested. Where, a few years ago, there were very few associations, scattered over the length and breadth of the country, there are now a great many active groups and the number is growing almost week by week.

The Canadian Association of Radio and Appliance Dealers and all affiliated provincial organizations and local groups have made remarkable progress since the inception of the Dominion body some two years ago. New local associations have been formed in many cities and towns throughout the country and more are contemplated.

Dealers generally are coming to realize that the chaotic conditions which characterized radio and appliance retailing in pre-war years will occur again, perhaps in even more malevolent form, unless drastic and courageous steps are taken now to prevent them. Many of the trade evils of the past are, of course, industry-wide problems and all branches of the industry must co-operate to the utmost to prevent their re-occurrence. In this the dealers' associations can offer real leadership and thereby earn the heartfelt thanks of all concerned.

In some instances, however, the problems are peculiar to the dealers and must be worked out by the unselfish co-operation of the dealers themselves.

Take the trade-in situation, for example. Already there are signs in the United States that dealers may soon be confronted with a flood of worn-out, worthless junk which the owners will offer as trade-ins; the situation in Canada is probably no different. The dealers must stand together if they are to avoid being exploited by customers who are sure, once again, to spring the old story, "Dealer Brown in the next block offers me twenty-five dollars for my old set. What will you give me?" Competition will be keen in the days ahead. But will it be clean? Only the dealers themselves can answer that question.

The dealers' associations, by bringing the members of the trade together for frank and open discussions of problems which affect one and all, and by seeking the co-operation of other branches of the radio and appliance industry, can be a powerful influence in building a healthy, profitable retail distribution system

throughout Canada and in offering the public a full measure of protection.

Canada Savings Bonds

DURING the war years, many people took part in a mild con-

troversy concerning the method of selling Victory Bonds. Ranged on one side were those who believed that maximum sales called for vigorous action—the enthusiastic use of press, radio, parades, contests, public addresses and intensive personal contact by hard-driving salesmen. In opposing ranks were those who believed that Canadians did not need this so-called "ballyhoo" to rouse them into action—that citizens of this country were intelligent and would buy bonds just as freely without benefit of these stimulants.

That controversy was never settled in wartime. But the sale of Canada Savings Bonds, which commences this month, may reveal in a small way the merits of the belief that Canadians know how to help themselves.

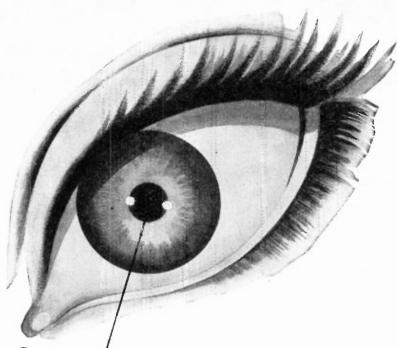
The forthcoming bond offering will not enjoy the urgent sales atmosphere of Victory Loan issues, nor the use of the vast sales force which used to knock at practically every door in Canada. Except for the organization of payroll sales by employers and a partial coverage of the general public by the staffs of investment dealers, citizens will act strictly on their own initiative. They will make up their own minds about buying and how much they shall buy.

Of course it will not be just to compare the results of past Victory Loans with the results of Canada Savings Bond sales. Behind the purchase of Victory Bonds was the desire to perform a patriotic duty, to take an active part in winning the war, as well as the desire to build up a reserve of savings. In wartime, the government of the people urged Canadians to buy all the bonds they could afford. Now, citizens have but one reason to buy Canada Savings Bonds—to help themselves; to carry on the habit, formed during war years, of saving money, of building up a greater personal security, in the same way they found so beneficial in war days. And this time there will be no great sales pressure, and no urgent appeal by the Government to buy for the sake of the country.

The sale of Canada Savings Bonds will truly be a challenge to test the degree of initiative possessed by individuals of this country in their own interests.

The leaders of the radio and appliance industries and, in fact, all persons engaged therein in any capacity should do their utmost to support this new savings plan.

8 out of 10 will buy Canada Savings Bonds



12,500,000 WOMEN ARE LOOKING FOR,



Your customers will look for the "CP" seal on the famous brand automatic gas ranges on your sales floor because "CP" is the only unbiased buying guide of its kind to superior cooking performance. The high "CP" performance requirements are set by leading manufacturers aided by home economists, homemakers, and 1,200 gas utilities in the United States and Canada. That is why gas ranges built to "CP" standards have every single performance and convenience feature women are looking for. That is why the "CP" program will move highgrade, profit-building, automatic gas ranges off your sales floor in volume to the 2 out of 3 of your customers who make up the 12,500,000 homes in the United States and Canada that have gas ranges more than 10 years old.

Ask the manufacturers of the profit lines listed below how to build your sales with the "CP" program, or write Gas Appliance Manufacturers Association, 60 East 42nd Street, New York 17, New York.

CASH IN ON THE "CP" PROGRAM WITH THESE FAMOUS BRAND NAMES

CLARE BROS. - GURNEY - MOFFAT

In the United States

A-B - CALORIC - DETROIT JEWEL ESTATE HEATROLA - GARLAND - GRAND GLENWOOD - HARDWICK - MAGIC CHEFO'KEEFE & MERRITT - QUALITY - ROPER SGE-ORIOLE - TAPPAN - UNIVERSAL WEDGEWOOD - WESTERN-HOLLY

THE WONDER FLAME FOR AUTOMATIC COOKING

PYRAMID PROFITS with the BATTERY BOOSTER



- EXTREME ECONOMY . . . Boosts battery to normal charge for a fraction of a cent.
- RUGGED CONSTRUCTION . . . without tubes to damage or liquids to replace.
- NOISELESS . . . no moving parts . . . no radio interference.
- SAFE . . . Ceases operation when battery is charged.
- SIMPLE TO OPERATE . . . plug in and it does its job quickly . . . easily . . . noiselessly . . . economically.

CANADIAN TRANSFORMER LIMITED

WATERLOO

.

ONTARIO

Service Technicians

Here Is The Answer to all Service Charge Problems—

RECOMMENDED RADIO SERVICE CHARGES compiled by RADIO and APPLIANCE SALES

ORDER THEM TODAY

25c each ${\text{printed on heavy CARD} \atop {\text{stock-size 8}}\ {\text{five for }}}$ FIVE for \$1.00

Special price in quantity lots of 25 or 50 to Jobbers

RECOMMENDED RADIO SERVICE CHARGES

Used by responsible radio technicians across Canada

You will want several of these cards to hang up in your store or service shop

CLIP and MAIL this Coupon with your remittance

RADIO AND APPLIANCE SALES 54 Bloor Street West Toronto 5, Ont. 1946
Gentlemen: Please send mecopies of the RECOMMENDED RADIO SERVICE CHARGES for which I enclose money order forin full payment.
Name
AddressCity



HERE ARE TWO PLANS

TO INCREASE YOUR SALES

You can increase your sales and profits. How? By offering home appliance buyers who wish time-to-pay an attractive, value-packed sales plan. For when you make it easier to buy . . . you make it easier to sell! Here are two plans with the accent on increased sales.

NO. 1 THE LIMITED LIABILITY PLAN

Every time-payment sale becomes a cash sale to you, for you receive the full cash selling price when you turn the contract over to us. We make the collections direct from the customer. Your liability is limited, depending on the number of payments made. And should your customer die, all future payments due are made under our Creditor Group Life Insurance, leaving the merchandise free and clear.

NO. 2 THE RESERVE PLAN

As in Plan No. 1, your time-payment sales become cash sales. A special reserve protects your profits in each sale. Collections are made by us, direct. And Creditor Group Life Insurance for your customer is provided as in Plan No. 1.

These and many other features found only in CCC Plans will help you make extra sales and profits. Through these sales plans you can meet any form of competition. Get full details today. Call or write your nearest Commercial Credit Corporation office NOW.

FREE BOOKLET ON REQUEST





OF CANADA LIMITED

HEAD OFFICE. TORONTO

Branches in all principal cities



NEW! Victrola VR-54



With Finest Tone System in RCA Victor History!

In a radio-phonograph it's tone that counts most with your customers. The exclusive 3-way matched acoustical system (for perfectly balanced tone) is found only in Victrolas and RCA Victor radios. It is the natural result of 26 years of RCA radio engineering research

blended with the 48-year musical heritage of Victor recording . . . Outstanding in quality and value, unrivalled in performance and beauty, the VR-54 represents a genuine miracle of electronic engineering. It's experience that counts—and only RCA Victor offers 48 years of experience in building Victrolas.

OTHER FEATURES!

- New type elliptical speaker
- Modern-design cabinet in claro-burl walnut veneer and polished ebony finish
- Feather-touch crystal pick-up
- Hidden lid construction
- Built-in magic-loop antenna

Limited shipments will commence soon

** This thrilling development is technically explained in a booklet attached to every instrument. Be sure to read it — have your staff read it too.

Only RCA VICTOR Makes the Victrola

RCA VICTOR COMPANY LIMITED

Halifax

Montreal

Ottawa

Toronto

Winnipeg

Calgary

Vancouver



REFRIGERATION SHOW: Cleveland—An exposition of refrigeration equipment, the first in six years, will be staged in the Cleveland Public Auditorium from October 29 to November 1. The show is being sponsored by the Refrigeration Equipment Manufacturers Association. Some three hundred exhibitors are expected.

DISC SCHOOL: Chicago — The National Association of Music Merchants recently held a five-day Record Merchandising Institute at the Continental Hotel.

Classroom sessions were held by experts in record merchandising, inventory control, and interpretation of buying habits. Field trips to record departments of leading Chicago stores was included in the "course," the students thus having an opportunity to see store lay-outs and merchandise displays.

DISTRIBUTION COSTS: Washington—R. C. Cosgrove, president of the U. S. RMA, told radio and appliance dealers here that costs of distributing radios and household appliances will have to be reduced as manufacturers get into full capacity production.

Addressing a dinner-meeting of the Electric Institute of Washington, Mr. Cosgrove said that manufacturers already are cutting production and selling costs and will reduce them even further as their rate of production rises. Only dealers who are able to economize and cut their handling costs will be able to survive as competition returns and the present sellers' market disappears, he warned.

LAUNDRIES: New York—According to a recent survey, about half of the new home builders in the United States still want basement laundries. The majority of the remaining half intend to have laundries located next to the kitchen.

DUPLICATE ORDERS: Elmira, N.Y.—A considerable number of hopeful purchasers of mechanical refrigerators in this city have placed their orders at two or more stores, it was revealed by a recent survey of retail outlets.

Out of a total of 1,879 orders held by eighteen dealers, it was found that 237 persons had placed orders at two or more stores. Thus the net number of genuine orders was 1,379, instead of the 1,879 appearing on the dealers' books.

GOVERNMENT AID: Washington—The U. S. Government is planning a special program to aid the small business man upon

* * *

whom so much responsibility for the welfare of the country depends.

The program will provide counselling aid for small business men; will assist small businesses to secure government contracts and sub-contracts; sponsor fair trade practices; and provide aid in reducing the tax burden on small businesses.

The program will be administered by the Director of the Office of Small Businesses.

TRADE-IN DANGERS—The trade-in danger is already beginning to rear its ugly head in the United States. Dealers all over the country are predicting that prospective customers will soon confront them with a mass of old sets and appliances with the demand that they be accepted as trade-ins. Dealers point out that only a small percentage of these appliances are fit for further duty. During the war the patching-up process was carried to the limit, but now that new merchandise is becoming available most of the old junk should be scrapped.

The answer to the problem lies with the dealers themselves. If they are gullible enough to accept such stuff as trade-ins, the entire industry will suffer. The big danger will arise when competition becomes keen. Then, the inexperienced, perhaps frightened, dealers may plunge the trade back into the chaos of exorbitant allowances.

BIG STORES EXPAND: Cleveland—The big department stores of this city will expand their appliance departments as soon as conditions permit. In all cases model kitchens and laundries will be installed and in some stores provision will be made for large-scale demonstrations and cooking schools.

ALL OR NOTHING: Cambridge, Mass.—A complete reconditioning plan for radio receivers has been launched by a new local organization. The firm will not handle "stopgap" repairs, which, in its opinion, are never fully satisfactory. Receivers are accepted for repair only if the owners agree to complete reconditioning jobs which will put the sets back in new condition.

So far only three customers out of five hundred have objected to the plan.

RADIO OUTPUT: Washington—Production of radio receiving sets in the United States in August established a new record for the industry both for this year and as against prewar averages, the U. S. Radio Manufacturers Association announced recently.

RMA member-companies reported

an aggregate output of 1,442,757 sets during August, and it is estimated that the industry's total production for the month is well over 1,500,000. August's record for RMA companies was almost 350,000 above the industry's pre-war monthly rate and about 400,000 above comparable July figures.

Console and radio-phonograph production rose substantially and almost equalled the pre-war unit average during August as RMA companies reported they manufactured 101,744 as compared with 71,500 in July. Table models of the electric type continued to dominate with 1,030,183, of which about 132,000 were radio-phonograph models.

FM set production dropped under July's output, reaching only 13,892 as compared with 19,642. A number of set manufacturers, however, have announced plans for bringing out their new FM models this month or later in the Fall. Only three television receivers were reported, but some new lines are expected to be introduced this month.

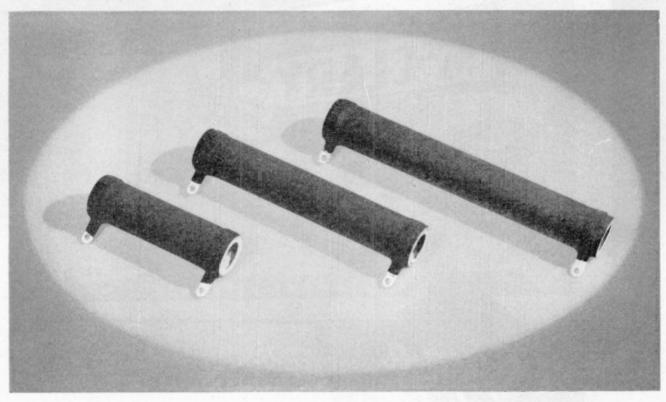
Battery set receivers, all portable or table models, numbered 184,306, and auto sets totalled 124,645.

Production of radio receiving tubes dropped to 14,439,130 in July, RMA also reported, as against a peacetime record of 17,979,636 in June. Of the July output, 8,482,826 were for new sets and 5,212,922 for replacements. Exports totalled 759,491.

10-POINT PROGRAM: Washington-A 10-point program to assist appliance dealers has been planned by the National Electrical Retailers Association. Tentatively, the program consists of (a) the issuing of an appliance trade-in book; (b) requesting the manufacturers to allot money for dealer co-operative advertising; (c) urging that proper discounts be passed on to the dealer; (d) classifying the "factory guarantee program" so far as major appliances are concerned; (e) urging the establishment of suggested list prices on all appliances; (f) the sponsoring of laboratory tests of home appliances; (g) seeking greater co-operation between retailers and utilities with reference to sales training, appliance sales promotion, customer instruction and other activities; (h) working to prevent wholesalers selling direct to consumers: (i) getting dealers to co-operate in refraining from giving employee discounts to non-employees.

TRAINING PIANO: Los Angeles, Calif.—A new "training piano" has just been patented. It has three octaves and standard keys and action, but alloy rods replace the conventional strings. Pitch is 440: instrument cannot get out of tune. Size approximates that of a typewriter.

RADIO AND APPLIANCE SALES



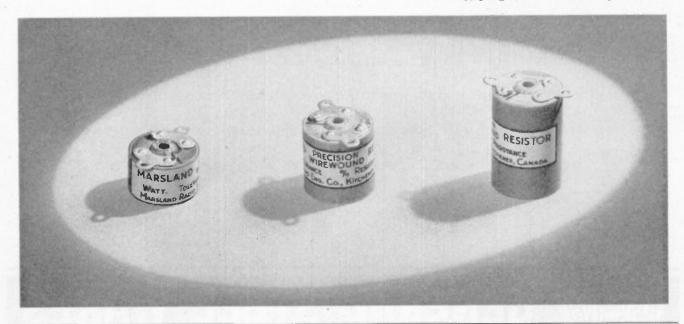
WIRE-WOUND

RESISTORS by MARSLAND

POWER RESISTORS

Application engineering of wire-wound resistors for industry is a feature of MARSLAND PRODUCT DESIGN. A choice of three coatings is available • VITREOUS ENAMEL • CEMENT • MOISTURE PROOF • to take care of every industrial requirement.

PRECISION RESISTORS



MARSLAND ENGINEERING COMPANY : KITCHENER : CANADA



Doing a job bor you!

MONTREAL . TORONTO

Again we present a new
GSW Poster --- one of a
series that is appearing on
billboards across Canada in 56
cities and towns where GSW

dealers are located. Featuring McClary Gas and Electric Ranges --- and the striking McClary Electric Refrigerator --- these day and night reminders in the dealer's trading area will help to merchandise all GSW products by their constant repetition of the McClary and GSW Trademarks.



GENERAL STEEL WARES

LIMITED

LONDON . WINNIPEG . CALG

· VANCOUVER

Windsor Store Combines BEAUTY and EFFICIENCY



The fine new store of Frawley Electrical Appliances, Windsor, Ontario, is smart and efficient. The front part of the attractive ell-shaped showroom is illustrated above.

Dealers in all sections of the country are intensely interested in store modernization at the present time. To meet the stiff competition that is bound to result in the years ahead, radio and appliance stores are being smartly modernized and new stores are designed to include, within the economic limits imposed by the financial condition of the proprietor, the newest ideas in radio and appliance display.

The photograph above indicates the excellent results that can be achieved when care is taken in designing a new store. The smart premises illustrated were completed about two months ago by Frawley Electrical Appliances, and are located at 1357 Ottawa Street, Windsor, Ontario. The entire building, which adjoins the Park Theatre, is new and is of fireproof construction. It is a one-storey building with a flat roof of the flooded type. The front is finished in dressed greystone with stainless steel and glass display section. Building dimensions are 120 feet deep, 30 feet wide and 16 feet high.

The display space is ell-shaped, the front part, as shown in the photograph, is 16 feet wide and runs to a depth of 60 feet where it widens out to 25 feet for another 60 feet in depth. The office and shipping

room are at the rear, occupying a space 25 feet by 20 feet. The basement is fully finished and is reached from a wide stairway from the main door. It will be used for merchandising trade-ins. The entire building is completely air-conditioned.

The showroom is equipped with an exceptionally smart record bar with plenty of space for displaying albums as well as accessories. Four listening booths adjoin the record counter. These booths are all insulated and have double glass partitions so that the record clerks can see the occupants of the booths at all times. An interesting decorative (Continued on page 76)

How to make the best use of POINT-OF-SALE Display Advertising



ANUFACTURERS who supply and retail merchants who use window display cards naturally expect good results from them, and so they should. There is, however, a great difference between cards of this type. Some are skilfully designed and executed, but others are so weak and unattractive that some manufacturers *President, Clement Saila & Co. Ltd.

and dealers are still unconvinced as to the value of point-of-sale advertising of this kind. Just as there are two classes of salesmen: the dynamic, sales-hustling individuals who really produce business, and the weak, ineffectual persons who ruin more sales than they make, so in point-of-sales advertising we have the good and the bad.

The No. 1 salesman knows his products, understands human nature, presents his merchandise under the best possible conditions and definitely impresses his prospects. In other words, he is an expert and he brings home the bacon! That is the kind of salesmen every progressive firm is looking for, and, in fact, must have.



The weak, ineffectual individuals ruin more sales than they make.

Exactly the same reasoning applies to point-of-sale advertising. The window card has a job to do. It must be attention-arresting and convincing. It has to sell and it will sell if it is properly planned by experts who are fully experienced in this important branch of advertising.

If you wanted to give away radio receivers or home appliances, all you would have to do would be to put a card in the window with this message, "FREE—Come In and Get a Console Radio Absolutely Free!"

The people who saw your card would flood into the store, eager to receive what was offered. In other words, the card would be noticed and acted upon. Now, it is doubtful if anyone wants to try out such an offer, yet there is a principle involved here that cannot be ignored. It is this: The very first point in your display card is to make sure that it will be noticed. You must first stop the passersby before you can sell to them. The message on the card, the colours, the position, all are extremely important.

Holding Their Interest

Having caught the attention of your prospective customers, the next step is to hold their interest by coming quickly to the heart of the story, the features of the product, the exclusive features. Every good product has a number of exclusive features; the points which differentiate it from other products of a similar kind. These are what make the product good. The window cards must stress these features to the limit; in so doing they will hold the prospects' interest and arouse a keen desire of ownership.

In point-of-sale advertising, or any other kind, for that matter, never take it for granted that the public knows all about the products you make or sell. You must tell them the story—and do a thorough job of it, too—if you are to succeed. At the same time, remember that the window card must not be overcrowded. One of its main advantages lies in its simplicity and brevity, in the direct, forceful manner in which it arrests attention and tells its story.

It is not necessary to spend a fortune on fancy processes and extravagant colourings. The average consumer wants to know what he is buying and also what comforts or conveniences his purchase will give him. Avoid hard-to-grasp expressions and hard-to-read characters. The experts know by experience and careful testing what can be read quickly and what will arouse the urge to buy.

Who is the Expert?

This man should not be a barber or that man an electrician, and so on. There are misfits in all lines. But there are also experts. The



Avoid hard-to-read lettering and hard-to-grasp expressions in display pieces.

point-of-sale advertising expert knows his business and he must know something about yours as well. This man devotes his lifetime to the fine art of point-of-sale advertising. He knows what will sell for you and what will not. He makes sure that he understands your product thoroughly before he attempts to offer advice. And, of course, he understands human nature and the buying habits of people. If you are planning point-of-sale advertising it will pay to get the advice of an expert; in fact, it is an investment that pays big dividends.

An Important Merchandising Aid

Window cards can do a big and important merchandising job if they are well-planned. In fact, they are able to do several jobs simultaneously. They arrest attention, they create interest, develop the urge to buy and lead the prospect right into the store. And, of course, they identify the store as

THE place to buy a certain produc or brand. Furthermore, they tie in effectively with the manufacturer's general advertising campaign and give the final punch, right at the point of sale where the prospect is practically exposed to the merchandise.

If you are a manufacturer, give careful consideration to your window cards and other point-of-sale pieces. Make sure that they tell the story *effectively*; otherwise the money spent on them will be a dead loss instead of an investment.

And when you are through using them for the time being see that they are carefully cleaned and wrapped and put away in a safe place until they are needed again. Incidentally, do not forget to keep a record of the display material you have on hand, so that you will know exactly what you have available that will be suitable for a given window or store display. Then you will be more likely to use it frequently and effectively.

If you are a dealer make good use of the window cards supplied to you. Properly used, they can mean dollars and cents in your pocket. Consider their position in the window, make certain that the lighting is good, spot-light them if necessary. By all means, keep them working for you day and night. Do not let them gather dust under



Smart, easily-read, well-planned display advertising creates a strong desire of ownership.

a counter or in a cupboard. Use them intelligently and your profits will respond accordingly.

Good display material is an important, in fact, a highly essential, part of every manufacturer's campaign. Wisely planned and intelligently used, it is bound to create business for the manufacturer and his dealers. A little extra time and money spent in careful design will, therefore, be repaid many times over in climbing sales that might otherwise be lost.



Electric Motor Repair, by Robert Rosenberg. (Murray Hill Books Incorporated, 232 Madison Avenue, New York 16, 570 pages, over 900 illustrations. Price \$5.00).

This book has several extremely interesting features. In the first place it gathers together in convenient form all the information that the average person needs in order to understand motor repair

pretty thoroughly.

It offers a direct, practical approach to the subject and explains all details of modern motor repair work. The book is designed for the beginner as well as for the technician who already has some knowledge of the subject. It will, therefore, serve admirably for the beginner, the vocational instructor, the vocational student, the apprentice or the experienced motor repair shop worker and for the radio and appliance service technician who wants to expand his activities to include the repair of motors and motor-equipped appliances.

The book covers every problem pertaining to trouble diagnosis and repair in all types of d-c and a-c motors, from the large sizes used in industry to the fractional models which drive our home appliances, business machines, wood- and metalworking tools, etc. Control systems, including electronic methods are covered fully.

Every specific discussion is followed by a quick reference guide to the handling of specific details on specific jobs. Theory is held to the bare minimum necessary to an understanding of the intensely practical side of the work.

The book has a unique twosection spiral binding which allows it to be flat on the bench. The text is in the right-hand section, the diagrams in the left. Thus text and corresponding illustration can be seen at the same time. Covers are of double-weight, hard, wearresisting material, easily cleaned.

A unique and thoroughly practical book.

"8 out of 10 will buy again"

Canada Savings Bonds

Feature Programmes

Heard Regularly on the Big Networks

Sunday

Monday

N = 8:00 a.m. News. CBC, CBS, NBC.	N 8
V — 9:90 a.m. Breakfast Club. ÅBC-GBC. N — 12:00 noon BBC News. GBC. V — 4:00 p.m. House Party. GBS. N — 6:15 p.m. News. GBC. N — 6:45 p.m. BBC News. GBC. N — 6:45 p.m. BBC News. GBC. N — 6:45 p.m. Lowell Thomas. NBC. M — 7:00 p.m. Organ Music. GBC. V — 8:00 p.m. Electric Hour. GBC. D — 8:00 p.m. Buildog Drummond. MBS. D — 8:00 p.m. Gavalcade of America. NBC. D — 8:00 p.m. Inner Sanctum. GBS. M — 8:30 p.m. Voice of Firestone. NBC. N — 8:30 p.m. Summer Fallow. GBC. D — 9:00 p.m. I Deal in Crime. ABC-GBC. M — 9:00 p.m. Telephone Hour. NBC. D — 9:00 p.m. Lux Radio Theatre. GBS. V — 9:30 p.m. Victor Borge Show. NBC. N — 10:00 p.m. National News. GBC.	V — 9 N — 12 V — 4 N — 6 N — 6 N — 6 N — 7 D — 8 D — 8 V — 8 D — 8 D — 8 V — 9 V — 9 V — 9
V — 9:30 p.m. Victor Borge Show. NBC. N —10:00 p.m. National News. CBC. M—10:00 p.m. Carnation Program. NBC-CBC. D—10:00 p.m. Screen Guild. CBS.	D — 9: N —10: V —10: V —10: V —10:

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	Tuesday
	N — 8:00 a.m. News. CBC, CBS, NBC.
	V — 9:00 a.m. Breakfast Club. ABC-CBC.
	N —12:00 noon BBC News. CBC.
	V - 4:00 p.m. House Party. CBS.
	N — 6:15 p.m. News. CBC.
	N — 6:45 p.m. BBC News. CBC.
	N - 6:45 p.m. Lowell Thomas. NBC.
	M— 7:30 p.m. American Melody Hour. CBS
	D — 8:00 p.m. Nick Carter. MBS.
	D — 8:00 p.m. Big Town. CBS.
	V - 8:00 p.m. Rudy Vallee Show. NBC.
	D - 8:30 p.m. "The Falcon." MBS.
	N — 8:30 p.m. Citizens' Forum. CBC.
ĺ	D — 8:30 p.m. A Date With Judy. NBC.
	M— 9:00 p.m. Symphony Concert. CBC.
	V — 9:00 p.m. Amos 'n' Andy. NBC-CBC.
	V — 9:30 p.m. Fibber McGee & Molly. NBC CBC.
	D — 9:30 p.m. Hollywood Players. CBS.
	N -10:00 p.m. National News. CBC.
.	V-10:00 p.m. Arthur Godfrey. CBS.
	V -10:00 p.m. Bob Hope. NBC-CBC.
	V —10:30 p.m. Red Skelton. NBC.
	- reise p.m. Red sketton. Ant.

Wednesday

N — 8:00 a.m. News. CBC, CBS, NBC.
V — 9:00 a.m. Breakfast Club. ABC-CBC.
N = 13.00 a.m. breaklast Glub. ABC-CBC.
N -12:00 noon BBC News. CBC.
V — 4:00 p.m. House Party. CBS.
N — 6:15 p.m. News. CBC.
N — 6:45 p.m. BBC News. CBC.
N — 6:45 p.m. Lowell Thomas. NBC.
D - 7:30 p.m. Ellery Queen. CBS.
D - 8:00 p.m. Mr. and Mrs. North. NBC.
D — 8:00 p.m. Jack Carson Show. CBS.
N - 8:30 p.m. The Nation's Business. CBC.
D — 8:30 p.m. Dr. Christian. CBS.
V — 8:30 p.m. The Great Gildersleeve. NBC.
M- 9:00 p.m. Geoffrey Waddington. CBC.
D — 9:00 p.m. Duffy's Tavern. NBC-CBC.
D — 9:30 p.m. Curtain Time. CBC.
D — 9:30 p.m. Mr. District Attorney. NBC.
V-10:00 p.m. Bing Crosby. ABC.
N-10:00 p.m. National News. CBC.
D-10:00 p.m. Academy Award. CBS.
V -10:30 p.m. Information Please. CBS.
V-10:30 p.m. Kay Kyser. NBC.

	Thursday
	N 8:00 a.m. News. CBC, CBS, NBC.
ı	V — 9:00 a.m. Breakfast Club. ABC-CBC.
	N -12:00 noon BBC News. CBC.
	V — 4:00 p.m. House Party. CBS.
	N — 6:15 p.m. News. CBC.
i	N — 6:45 p.m. BBC News. CBC.
ı	N — 6:45 p.m. Lowell Thomas. NBC.
ı	V — 7:30 p.m. Dennis Day. NBC.
ı	D - 8:00 p.m. The Aldrich Family. NBC.
Į	D — 8:00 p.m. Suspense. CBS.
ı	D — 8:00 p.m. Radio Repertory. CBC.
ı	V — 8:30 p.m. Maxwell House Coffee. NBC.
ı	D — 8:30 p.m. John and Judy. CBC.
ı	V — 9:00 p.m. Kraft Music Hall. NBC-CBC.
Ì	M— 9:00 p.m. Dick Haymes Show. CBS.
ı	V — 9:30 p.m. Jack Haley. NBC.
I	V — 9:30 p.m. RCA Victor Show. CBC.
ı	N-10:00 p.m. National News. CBC.
ı	V-10:00 p.m. Abbott and Costello. NBC.
1	M-10:30 p.m. Fantasy in Melody. ABC-
ı	CBC.
ı	V -10:30 p.m. Eddie Cantor. NBC.
ĺ	M-11:30 p.m. Concert of Nations.
ĺ	NBC-CBC.

Friday

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N — 8:00 a.m. News. CBC, CBS, NBC.
V — 9:00 a.m. Breakfast Club. ABC-CBC.
N —12:00 noon BBC News. CBC.
V — 4:00 p.m. House Party. CBS.
N — 6:15 p.m. News. CBC.
N — 6:45 p.m. BBC News. CBC.
N — 6:45 p.m. Lowell Thomas. NBC.
M-7:30 p.m. Meredith Wilson. CBS.
M-7:30 p.m. Carolyn Gilbert. NBC.
M— 8:00 p.m. Highways in Melody. NBC.
V — 8:00 p.m. Baby Snooks. CBS.
M— 8:00 p.m. Pop Concert. CBC.
D — 8:30 p.m. The Thin Man. CBS.
V — 8:30 p.m. Alan Young Show, NBC-CBC
V — 9:00 p.m. People Are Funny. NBC.
V — 9:00 p.m. Ginny Sims. CBS.
D — 9:30 p.m. Durante-Moore Show. CBS.
M— 9:30 p.m. Waltz Time. NBC-CBC.
N-10:00 p.m. National News. CBC.
D-10:00 p.m. It Pays to be Ignorant. CBS.
M-10:30 p.m. Eventide. CBC.
D-10:30 p.m. Ann Sothern. CBS.

Saturdav

N — 8:00 a.m. News. CBC, CBS, NBC. V — 9:00 a.m. Wake Up and Smile. ABC-CBC.
N-12:00 noon BBC News. CBC.
M— 2:00 p.m. "On the Teen Beat." CBC.
M— 3:00 p.m. Opera. CBC.
N — 6:15 p.m. News. CBC.
N — 6:45 p.m. BBC News. CBC.
M— 7:00 p.m. Hawaii Calls. MBS-CBC.
N — 7:00 p.m. Our Foreign Policy. NBC.
V — 8:00 p.m. Hollywood Star Time. CBS.
V — 8:30 p.m. Share the Wealth. CBC.
V — 9:00 p.m. Saturday Night Roundup. NBC-CBC.
N — 9:00 p.m. N. H. L. Hockey. CBC.
M- 9:00 p.m. Your Hit Parade. CBS.
M- 9:45 p.m. Saturday Night Serenade, CBS,
N-10:00 p.m. National News. CBC.
V -10:00 p.m. Chicago Theatre of the Air. MBS.
V —10:00 p.m. Judy Canova. NBC.
M-11:30 p.m. Art Hallman. CBC.
M-11:30 p.m. Mart Kenney's Orchestra. CBC.

KEY: N, News; M, Music, V, Variety; D, Drama.

D-11:30 p.m. Winnipeg Drama. CBC.

The Many Outstanding Quality Features of

Coleman OIL HEATERS

Make Them Popular Leaders!

Yes, these new modern Coleman Oil Heaters are being purchased faster than we can produce them under existing conditions. People all over Canada want these tested and proved "Warm Floor" heaters that provide so much home comfort with so little attention.

Scarcity of some materials due to circumstances beyond our control has prevented the manufacture of enough Coleman Oil Heaters to meet the great and growing demand.

But we have produced a lot of these popular oil heaters—and are continuing to produce more and more of them.

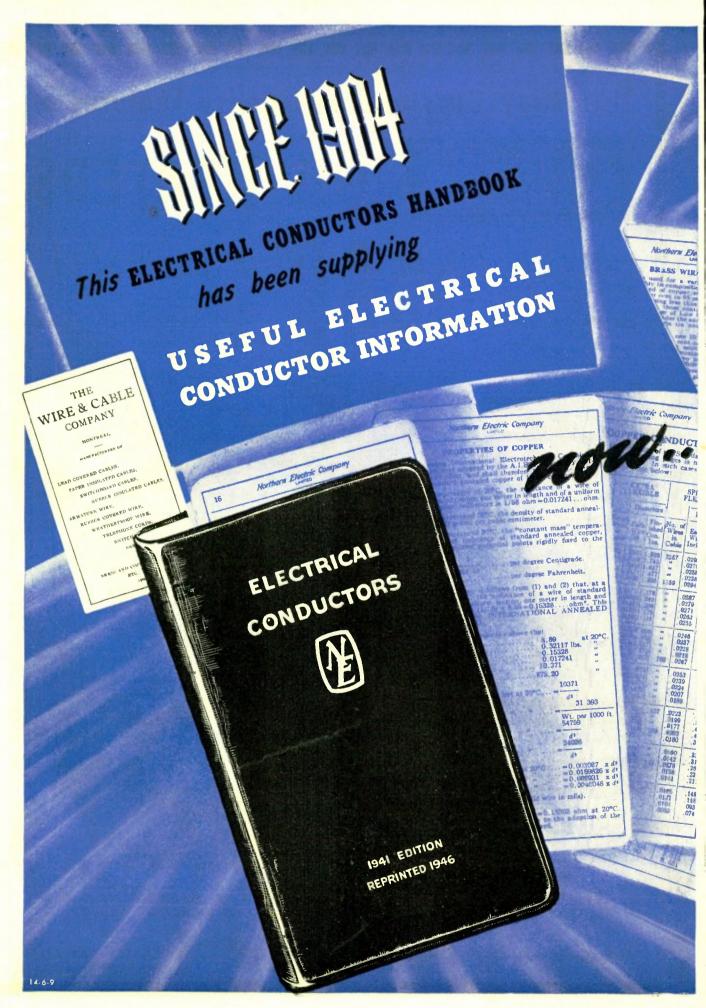
We are doing everything possible to see that Coleman Oil Heaters are allocated to suppliers and distributed to dealers on a fair and square basis.

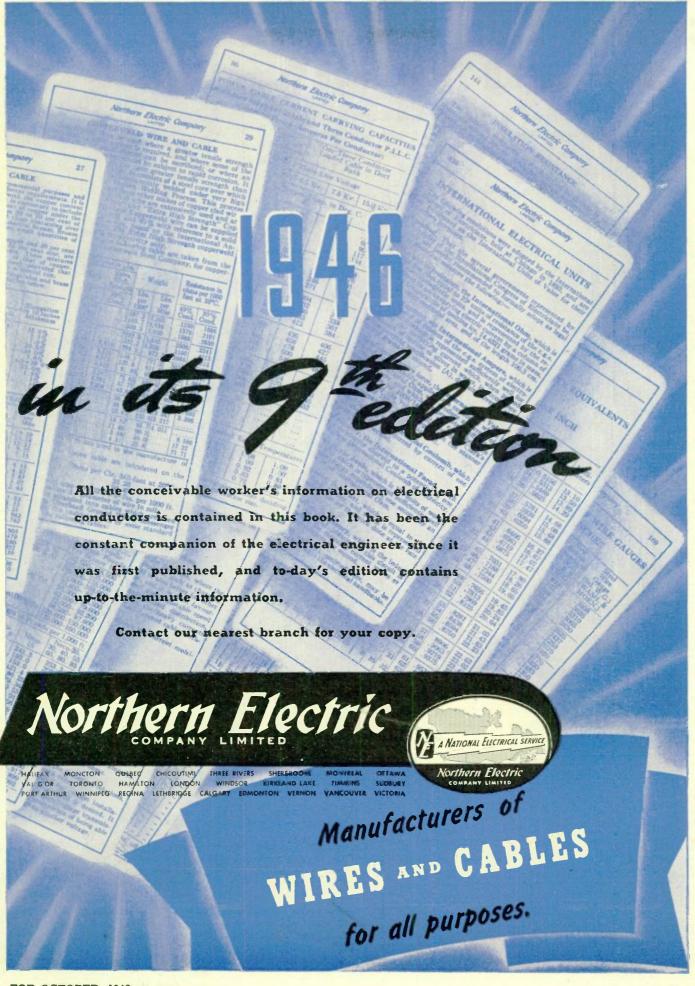


Keep In Close Touch With! Your [Coleman Supplier so that you may correctly inform your customers of the availability of Coleman Oil Heaters. MORE ARE ON THE WAY!

THE COLEMAN LAMP AND STOVE COMPANY LTD. TORONTO, CANADA

FOR OCTOBER, 1946 29





Canadian Radio Production Reaches All-Time High

But Due To Shortages of Cabinets and Certain Other Components, Production Has Been Almost Entirely On Table Models, Says S. L. Capell, President of RMA of Canada At Joint Conference of U. S. and Canadian RMA's At Quebec City

QUEBEC CITY, October 10th—Addressing Directors of the Canadian and United States Radio Manufacturers Associations in joint session here to-day, S. L. Capell, president of the Radio Manufacturers Association of Canada, announced that monthly unit production of radio receivers in this country has now reached a record level, exceeding the monthly averages for the best pre-war years.

"In spite of shortages, strikes and the shackling effect of pricing regulations, the Canadian radio industry has now achieved a monthly unit production rate of over 40,000 sets," stated Mr. Capell. "This achievement has been made only at tremendous cost in effort and financial setbacks to the radio set manufacturers who absorbed increases in component and labour costs, and have kept their production lines moving in spite of almost insurmountable difficulties - with the result that over 400,000 sets have reached the Canadian public since production was resumed after V-J Day.'

Mr. Capell pointed out that due to shortages of cabinets and certain other components the production to date has been almost entirely in the table model sets but this situation is gradually being overcome and the long awaited console and large combination sets will soon be appearing in substantial quantities.

"Co-operation between Canadian and U. S. manufacturers is to a large degree responsible for this remarkable production record," said Mr. Capell in welcoming the American delegates to the two-day joint conference at which production problems of both countries were reviewed and information exchanged.

The full text of Mr. Capell's address follows:

"A great many of the men gathered in this room have literally grown up with the radio industry since its conception and, in the past twenty-five years or so, have helped to guide it through some remarkable phases, varying through periods of boom, depression, recession, war, and, last but not least, a period which I think we might call stifled reconversion.

"Looking back, we can remember periods of over-production and periods of shortages, but in the years to come I think that the period that will stand out most vividly in our memories is the time in which we laid aside our wartime electronic production schedules after V-I Day and blithely set about to reconvert our production lines for the production of civilian radio, optimistically predicting that within a few months pre-war records would fall by the wayside as we utilized for the first time in domestic production history the tremendous facilities built up for turning out electronic equipment for the armed

"When we met together at our last joint meeting exactly one year ago this evening, a few domestic sets had already been produced and. although certain matters of price control and shortages were confronting the industry, even the most pessimistic of us would not have ventured the thought that a full year later we would still be struggling along under the shackles of unrealistic pricing regulations and that strikes, shortages and a multitude of other troubles would be plaguing us to a far greater extent than ever previously experienced by any industry.

50,000 Sets per Month

"Looking back over the past year, I marvel that any sets have been produced under the circumstances in which the manufacturers have been forced to operate both here and in the United States, but the amazing fact is that in spite of seemingly impossible conditions our production statistics now show that

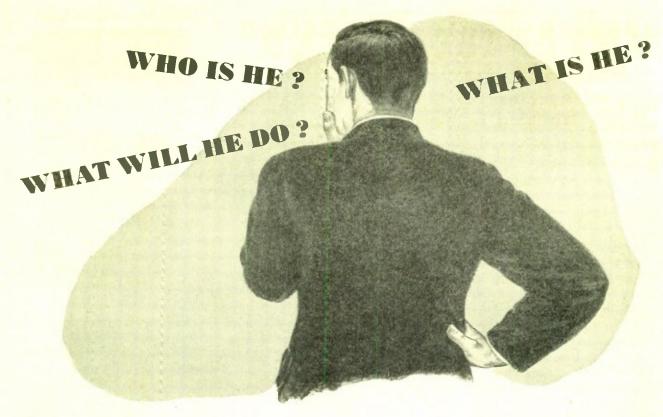


S. L. CAPELL

in both countries the industry has succeeded in turning out an amazing number of radios and unit production is exceeding the best prewar monthly averages. Canadian production figures always seem trifling when compared with the production of our large neighbour to the south but the Canadian radio industry is justly proud of the fact that it has supplied the Canadian public with over 400,000 receivers since production was resumed last Fall and is turning sets out at the rate of close to 50,000 per month, whereas our best pre-war year averaged only 40,000 units per month. This fact is all the more amazing when it is considered what a terrific effort it has been to produce these sets and the financial setback that their production has meant to the manufacturers in producing at 1946 costs to sell at 1941 prices, as most of the 400,000 sets were.

"Under the pricing control regulations, many people thought that the radio manufacturers would produce only the highest priced merchandise and that the cheaper small sets which were never considered profit makers would be withheld from the public. Actually, the reverse has been the case and, of the sets produced in Canada to date, the amazing total of over 97 per cent. are table models. True enough the situation on cabinets and other components has had much to do with the unbalanced production between consoles and table models but, nevertheless, it is rather noteworthy that this industry has provided the lower-priced merchandise first in filling the mass de-

(Continued on page 71)



HE is your Mallory parts distributor. You can depend on the products he has for sale—and on the personal service with which he backs them up. He's had a long experience in the radio business—knows that his success depends on yours—is willing and able to share his experience in solving any problem that may confront you. It pays to know and do business with your Mallory distributor because—

------Here is What He Offers



A complete line of Mallory replacement parts . . . many of them first developed by Mallory research . . . ALL of them guaranteed against premature failure by years of service in the field.



Technical service helps...bulletins, booklets, catalogs, letters with complete data on what to use and where to use it...special publications on radio fundamentals and new developments.



A program of standardization that meets the maximum number of application needs with the minimum number of parts...reduces investment, simplifies replacement, speeds up delivery.



A background of personal experience ... acquired through years of service in radio ... helpful in solving difficult or unusual problems ... effective in training dealer personnel.



Efficient service . . . backed by detailed information on prices, parts, catalog numbers . . . promptly applied whether orders are large or small . . . especially effective in meeting emergencies.



Commercial "know how"...implemented by sound methods of keeping your business "on the beam"... with special attention to promotion devices that help sell your story to the public.

CANADIAN BEPRESENTATIVES: Eastern Canada, Manitoba and Saskatchewan—A. C. Simmonds & Sons, 301 King Street East, Toronto, Ont. Alberta and British Columbia—Don Burcham, Vancouver Hotel, Vancouver, B. C.

MALLORY

VERATORS... VIBRAPACKS*... CAPACITORS... VOLUME CONTROLS
... SWITCHES... RESISTORS ... FILTERS... RECTIFIERS...
FOWER SUPPLIES. ALSO MALLORY TROPICAL* DRY BATTERIES,
ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY.

*Reg. U. S. Pat. Off,

APPROVED PRECISION PRODUCTS

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

NEWS OF THE C.A.R.A.D.

Board of Directors of Ontario Association Holds Meeting in Toronto, Sept. 24

ANY important matters were dealt with by the Board of Directors of the Ontario Association of Radio and Appliance Dealers at a meeting held on Tuesday, September 24th, in the Royal York Hotel, Toronto. The meeting was presided over by Wilf Hodgins, president of the Association.

A number of communications from local branches of the association were dealt with. Most of the problems involved were adjusted, but in some cases further investigation was ordered by the Board.

Letter From Australia

An interesting letter was received from the Mingay Publishing Company, Sydney, New South Wales, Australia, acknowledging receipt of a Blue Book and commenting favourably upon its publication. This letter follows:

"Many thanks indeed for your letter of March 29, together with copy of the Radio Trade-in Manual which we will examine closely in relation to the various trade-in publications that we issued prior to the war.

"I had the pleasure of visiting Canada during the war period, on behalf of the Government on radio matters, but did not have the time to make any trade calls which I should have liked to have done. I enjoyed the visit very much.

"Signed—O. F. MINGAY, Managing Director."

Some discussion took place with reference to electric irons which do not bear the C.S.A. label, being made available to electrical appliance dealers. The directors were advised that it was not permissible to sell irons which did not show the approved label and it was thought advisable to inform all members of this.

Many Meetings Scheduled

Mr. Hodgins reported that a number of meetings of local groups were scheduled for the month of October.

The directors present then gave a short resume of the meetings held,

or of the membership situation generally, in their respective districts. The question of the membership fee was discussed and it was decided that the matter be turned over to the Membership Committee for study.

A report on consumer credit was then presented by Leigh Hartman.

Mr. Hartman had attended the meeting sponsored by the Credit Management Committee of the Canadian Retail Federation held in Montreal on September 4, and in his report he dealt with the general discussion that had taken place on the subject of consumer credit with special reference to possible legislation. During that meeting a motion was passed favouring some control of down payments and terms, and later a motion in favour of the elimination of abuses was passed unanimously as was a motion in favour of a mandatory carrying charge. A minimum carrying charge of one-half of one per cent. per month or not less than a minimum of 25 cents per month was agreed

A resume of activity on the subject of discounts was made by Messrs. Hodgins, Cavers and Frame. The secretary was instructed to keep the members acquainted by bulletin on the progress of this subject.

1947 Convention

T. Gibson presented a report in connection with the 1947 convention stating that the following recommendations were suggested: That the convention be held two days instead of three days; that there be no exhibits; that the dance and banquet tickets be sold separately; that advertising be started sooner; that the assistance of the Toronto Association be requested in connection with program advertising of the dance.

Mel Richmond, president of the Toronto Association, who was a guest speaker at the meeting, said that he felt sure that the Toronto men would be glad to co-operate and that he would obtain an expression of opinion at the next meeting of his group.

Manitoba Power Commission's Action

The situation which has arisen with regard to the retail distribution of radio receivers and electrical appliances in Manitoba by the Manitoba Power Commission, was then discussed fully.

The commission has notified the retailers that it intends, under the Provincial Farm Electrification Scheme, to purchase radios and appliances direct from manufacturers and to resell them to consumers at wholesale cost plus a carrying charge of ten per cent. The Prime Minister of the Province and the Minister of Agriculture have advised the Provincial Executive of the Manitoba Branch of the Canadian Association of Radio and Appliance Dealers that the Government has no power to alter or change the decision of the commission as recommended by association representa-

The Board then passed a resolution pledging its whole-hearted support to the Manitoba Branch in any policy that it may deem necessary to inaugurate as a means of protection to retail distributors against this unfair form of competition.

Furniture Dealers Affiliate

The secretary reported that the Ontario Retail Furniture Dealers Association had decided to become affiliated as a trade section of the Retail Merchants Association of Canada and asked for instructions regarding the membership fees of furniture dealers who wish also to become members of the Canadian Association of Radio and Appliance Dealers. It was agreed that membership privileges would be extended to such firms upon payment of an additional sectional fee of \$10.00 and \$35.00.

Follies in Fact Finding

"When you have the facts you have the answer."

No greater error than starting with this assumption.

When you have the facts, you have only the ingredients of the

You must first be sure you have the essential facts. Next you must learn why the facts are what they are. Next what they mean. Finally what needs to be done about them.

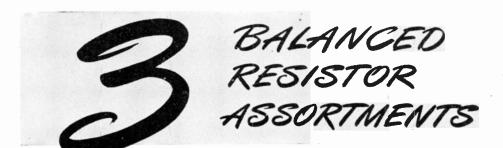
Facts are but the skeleton of the body of Truth. Lacking the flesh of reason to give them life, they are only dry bones.

-R.O.E. in Printer's Ink

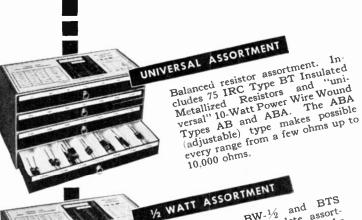


Sturdy, Handsome RESIST-O-CABINET

with each of these



GIVE BETTER FASTER SERVICE



117 Type BW-½ and BTS
Resistors. A complete assort.
ment of most used ranges in the popular ½-Watt Insulated Wire Metallized and Insulated Wound Types.

1 WATT ASSORTMENT

97 Type BW-1 and FTA Insu97 Type BW-1 and Every service
lated Resistors. Every service
lated Resistors. Have all of these
lated Resistors and have all of these
engineer should have resistance
engineer should have all of these
ranges at his fingertips.
ranges at his fingertips.

EASY TO STACK
Bases of Resist-O-Cabinets
are arranged for stacking so
that several cabinets may
be used to increase stock
capacity.

No one knows better than you that up-to-the minute appearance and modern, efficient service pays off in your shop.

That's why IRC offers three Resistor Assortments to equip you for quick, easy resistor replacements on almost any job. Any one or all three IRC assortments. arranged according to type and range, are in neat, sturdy metal Resist-O-Cabinets that stack firmly one on top of the other. The cabinets are supplied absolutely free with each assortment ordered at standard resistor prices. Get in touch with your IRC distributor today.

INTERNATIONAL RESISTANCE COMPANY LIMITED

11 KING STREET WEST, TORONTO, CANADA

IRC makes more types of resistance units, in more shapes, for more applications than any other manufacturer in the world

E VARIABLE REST

C.R.T.P.B. Planning Canada's Radio and Electronic Future

NE hundred and sixty top rank scientists, engineers and electronic specialists are devoting their time and energy to the planning of the future of radio and electronics in Canada, including



R. M. BROPHY
President of the Canadian Radio
Technical Plunning Board

television and frequency modulation. This was revealed during the joint session in the nation's capital of the Canadian Radio Technical Planning Board and representatives of the Dominion Government, held on September 18.

The technical experts, members of the Planning Board, have already worked for two years on the gigantic problem of dividing the air ways so that the traffic arteries of the ether will be regularized and allocated to serve effectively the public interests and to minimize the possibility of interference between the various radio services.

The work has been carried out by the joint co-operative efforts of 16 non-profit Canadian associations, bodies and societies in co-operation with the Dominion Government, particularly the Department of Transport, according to R. M. Brophy, President of the Board.

"New developments in the radio and electronic field are tending to overcrowd the already busy air ways," stated Mr. Brophy, "and it is a big problem to find space for the large number of radio stations and specialized electronic services Work of 160 Top-ranking Technical Experts Will Have Profound Effect On Utilization of Traffic Arteries of the Ether By Radio, Television and All Other Electronic Services

which will become increasingly important in the years ahead. In laymen's language the Board may be likened to a group of city fathers laying out a pattern for to-morrow's super highway. We know we have, say, ten lanes at our disposal whereas the traffic can readily use, particularly during peak periods, twenty or more. Consequently, we have the job of making an intensive study of the possible future use of this highway and recommending the allocation and regulation of its use so that there will be a minimum of congestion and interference and so that once the pattern is set it will operate efficiently to take care of the requirements of the future. For example, we have such new services as frequency modulation and television looming on the horizon and specific frequencies must be allocated to these services so that manufacturers and users can plan now to make and obtain the proper type of equipment to operate at these frequencies. It is our duty to try and avoid the situations which have already arisen in some countries where the space allocated some time ago to certain services must now be re-allocated--with the resulting necessity of costly conversion or replacement of existing equipment.

"Further," stated Mr. Brophy, "in the Canada of to-morrow, such services as police, forestry, railway and medical will all be utilizing electronics to a far greater extent than in the past and will require a larger number of arteries on this super highway. These, together with an unlimited number of services and uses, must all be reconciled and fitted into a pattern for to-morrow.

"Already the Canadian Radio Technical Planning Board, formed in 1944, with the realization that there existed in Canada an immediate need for co-operative action

by Government and industry, has sorted over and carefully considered hundreds of different requests for space on the air ways and has made rapid strides in reducing conflicting requirements to a minimum with the expectation that in the very near future a recommendation of a definite plan of allocation may be turned over to the Government for consideration.

"Most of the preliminary spade work has now been completed," said Mr. Brophy, "and reports from the Panels and Committees covering radio broadcasting and receiving, frequency modulation, television, facsimile, relay systems, police, fire, forestry, power utilities, railroad, highway and transit, telephone, telegraph, marine communication, aeronautical, industrial, scientific, medical and many other divisions have already been forwarded to a special screening panel which has been given the job of reconciling the conflicting frequency allocation recommendations on the basis of reports submitted and of a study of factors pertinent to the most efficient use of the common medium and to develop and recommend an over-all frequency allocation plan."

The following groups are now active in the work of the Canadian Radio Technical Planning Board: Air Industries and Transport Association of Canada, American Institute of Electrical Engineers, American Radio Relay League (Canadian Section), Canadian Association of Broadcasters, Canadian Broadcasting Corporation, Canadian Electrical Association, Canadian Electrical Manufacturers Association, Canadian Transit Association, Dominion Motor Coach Association, Hydro-Electric Power Commission of Ontario, Institute of Radio Engineers, Quebec Hydro-Electric Commission, Radio Manufacturers Association of Canada, The Engineering Institute of Canada, The Railway Association of Canada, The Telephone Association of Canada.

In addition, the following bodies are assisting: Canadian Standards Association, National Research Council, Canadian Army, Royal Canadian Navy, Royal Canadian Air Force.



This colorful posterboard will appear for one month on over 600 panels in 97 cities and towns. You can associate your store with G-E lamps by using a lamp window display while the poster is showing in your district.

the consistent volume of

Advertising and Promotion

maintains the demand for

GENERAL ELECTRIC

トヤンソうろ



Every week—G-E iamp ads appear in leading daily and weekly newspapers during fall and winter.

Promoting better light in stores and business offices, these ads help to build large

Window trim display card designed to tie in with our posterboard.

On this page are illustrated some of the ways we help you build greater lamp sales. Use your store windows and counters to tie in with this powerful promotion ... build greater sales... greater traffic with G-E Lamp displays.

WL-646

CANADIAN GENERAL ELECTRIC :::

HEAD OFFICE - TORONTO

The Four Principles of



Retail Advertising, to Be Effective,
Must Attract Attention, Arouse Interest in the Product Advertised,
Make You Want to Buy It, and Lay
Emphasis on Where You Can Get It—
This Article, Part 2 of a Special
Series For Radio and Appliance
Dealers, Discusses Ways and Means
of Achieving the Desired Results

By "L. D. Y."

This striking dealer ad combines effectively the four principles discussed in this article. The attractive illustration, bold type and judicious use of white space make the ad attention-getting.

BEFORE getting around to reading this article you have probably glanced at the advertisements in this issue; if not, would you mind doing it now? Just skim through them casually. Have a look through the advertisements in your favourite magazine or newspaper, too. Now, having done that, think back. What advertisements do you remember? Do you remember the advertisements or do you remember what and who was advertised? In short, how many of the ads in the paper of your choice did their job of

- (a) Attracting your attention;
- (b) Arousing your interest in the advertised product;
- (c) Making you want to buy it:
- (d) Impressing upon you who sells it and where you can get it?

The chances are that only a small percentage did all four things. A really good advertisement would have left you with a favourable

recollection of the product and the knowledge of where to get it. That is the test of good advertising.

An advertisement that attracts the eye—or the ear if you are advertising by radio—but stops there, has accomplished little. That is the fault with pretty-pretty girl advertising; the eye-catcher is the most interesting part of the advertisement instead of being the starting point to arouse your interest and desire to possess the product advertised.

In designing an advertisement the ultimate object of the advertisement must always be kept in mind. Every piece of the advertisement must be focused on selling the radio, or appliances, that you want to sell and upon the desirability of buying it from YOU. There should be a definite reason for each illustration and for every word of copy in the advertisement.

Attracting Attention

First there is the need to attract

attention. This may be done in many different ways; by the use of an illustration that is closely related to the merchandise to be sold; by vivid colour; by careful typography: by the general layout, and so on. But whatever method is used, or whatever combination of methods, the "stopper" quality of the advertisement must tie in to the goods to be sold. That is why dramatized use of radio or appliances is a good plan. A good, clear illustration of the merchandise itself, showing it to its best advantage, is also useful. Or, to use another approach, an attractive illustration of your store or some special service that you can render can be used to advantage to emphasize your store as a source of supply. Bold type face, with plenty of white around it, is a good eye-catcher in newspaper and other media advertising. Remember that an advertisement in a paper is likely to be surrounded, or bordered, by black type. A great deal could be written about how to attract attention but the basic principle to bear in mind is that what catches the eye must be only a step toward arousing interest in the merchandise advertised and in your store as a source of supply.

Arousing Interest

Having attracted attention, the next step is to arouse interest in what you are advertising. This can be done by illustrations and by the copy used. Make illustrations simple and attractive; keep copy short and easy to read. People are

RADIO AND APPLIANCE SALES

Successful Advertising

lazy; they do not want to read a lot of guff. The story you tell must be simple and interesting enough for a child to grasp. On the whole, potential buyers are far more interested in what a radio or a refrigerator or a range, or any other product, will do for them than they are in how it will do it. In advertising, just as in selling, the important thing is to emphasize the comforts, the savings, the conveniences that are to be derived from ownership. The appeal is to the emotions; to the eye; to pride; to economy; to comfort. Make your advertisement arouse emotions; make the thing you advertise seem desirable to make life better in some way.

Desire to Possess

This method of arousing interest blends almost imperceptibly into creating desire to possess. Arousing interest depends very largely upon the "how" of presentation. For example, in selling a refrigerator, create desire for its conveniences and food savings; emphasize the special features of the make you are advertising, presenting them in an interesting way. If you are not clear on what these features are, get right after the distributor, or manufacturer, and insist that these things be made clear to you. Insist upon having good sales literature that tells you the special points. Do not be satisfied with generalities that "This is the finest refrigerator ever offered." Find out why; demand an explanation of what makes it the finest. When you have this information clearly in mind you are equipped both to prepare advertising and to sell the refrigerator. A thorough knowledge of what you advertise is essential to building up an attention-holding and desire-creating advertisement.

Featuring Your Store

Having done all this, the last thing is to get people to buy at your store. Give good prominence to your store name and address; give your telephone number. Always remember that you are advertising two things:

- (1) Your products
- (2) Your store

It is better to have a person remember your store, and forget what

you sell, than it is to remember that they ought to buy a Keepayear refrigerator but not know where to buy it.

General Application

Now, a word about general application. First, decide what you want to advertise. Study that product until you really know it. When you come to prepare an advertisement and put down on paper what you know, you may be surprised at how hazy your ideas are about some points. Then, decide on the feature of the product that you want to emphasize. The feature must be related to your attention-getting eye-catcher; it must be the keystone of your interestarousing part of the advertisement and must be the thing that you will use to start to arouse desire. Then, drive home your store name and address.

Keep advertisements simple. This is especially true of advertising for radio and appliances. Leave lots of white space, or background, around your illustrations and copy. Do not use anything that has not a definite function in getting your store across. In a multitude of words there lacketh not boredom; and boredom is fatal to getting people interested. And do not crowd your advertisement; do not try to put an inventory of your stock in your advertisement.

Now, how about going through



those same advertisements again to see what you think of them? Study them in the light of this brief summary of the principles of advertising. Pick out the good ones that really "sell" you and clip them for further study. Do that with lots of papers. That is an easy and effective way of studying advertising. There is no mystery to advertising, but it takes a lot of thought and study.

This article has laid special emphasis upon the application of basic advertising principles as applied to newspapers. The same principles apply to all other forms of advertising, such as store appearance, window displays, direct-mail, and all the other ways of selling through advertising.

(The next article will deal with store appearance as an advertising force.)



R.C.A. Victor's 1946 calendar is a good example of a co-ordinated advertisement. Attention is attracted by the typical family group: interest in the advertised products follows on naturally, and the evident contentment and happiness derived from the radio-phonograph and Victor records is a powerful, if indirect, appeal to desire to possess which is strengthened by the beauty of the cabinet. Dealer identification is given prominence below. (The calendar itself is in natural colour.)

The combined use of form, colour and copy as eye-catchers is shown in the interesting Rogers Majestic window display, above. The shape of the card is vaguely similar to an ear, tying in with the big "Hear." The company's name is given prominence, and the short, simple copy tells a straightforward story. The display is a well-designed unit to attract attention, arouse interest and create desire.



News of the R.M.A.

Joint Conference of U.S. and Canadian RMA's Held in Quebec City, October 10-11

On October 10 and 11, the third joint conference of the Radio Manufacturers Associations of Canada and of the United States was held at the Chateau Frontenac in Quebec

Citv.

On Thursday, October 10, a luncheon was held in the Riverview Room, followed at 2 o'clock with a meeting of the directors of the U. S. RMA in the Blue Salon with the Canadians as guests at this meeting. At 7 p.m., the President's Reception and Dinner was held in the Riverview Room.

On Friday, the directors of the RMA of Canada held a meeting in the Blue Salon at 9.30 a.m., at which the U. S. directors were guests.

The presidents of the U. S. and Canadian RMA's presided over the meetings of their respective boards.

Golf Tournament

Last month was featured by the joint RMA-IRE golf tournament at Ancaster, which turned out to be a huge success. Full details of the event appear elsewhere in this issue of Radio and Appliance Sales.

Service Committee

A meeting of the Service Committee was held in Montreal on Wednesday, September 25th, and the Chairman, C. O. Baldwin of Philco Corporation, has announced that important decisions were made at this meeting with respect to the Fall and Winter program of the Committee. The next meeting will be held in Toronto on Monday, October 28th.

Industrial Relations Committee

The newly formed RMA Industrial Relations Committee, under the Chairmanship of S. M. Finlayson, general manager, Canadian Marconi Company, now includes G. A. Holmes, president of Sparton of Canada Limited; A. B. Hunt, manager, Electronics Division of Northern Electric Company Limited; L. A. Young, president and general manager, Stewart-Warner-Alemite Corp. of Canada Ltd., and W. H. Furneaux, general manager,

Aerovox Canada Limited (representing the Parts Division with J. R. Longstaffe, of J. R. Longstaffe Limited, as alternate representative from the Parts Division). The committee held its first meeting prior to the joint Directors' meetings in Quebec City on October 10th and 11th and made a preliminary report to present to the Directors at that time.

Engineering Committee

At a meeting of the Engineering Committee of the Association held in Montreal on Tuesday, September 17th, it was decided to prepare new loose-leaf folder booklets of Canadian RMA standards. G. J. Irwin, chairman of the Engineering Committee, announced that F. H. R. Pounsett had accepted Chairmanship of the sub-committee to handle the editing and printing preparations in connection with these standards.

The Engineering Committee announce acceptance of proposed standards for Paper Tubular and for Mica Capacitors, as submitted by H. Pickett's sub-committee under date of May 28, 1946. The United States RMA standards on Dimensional Characteristics of Phonograph Records was also adopted by the Engineering Committee for Canadian use.

Tariff Committee

The RMA Tariff Committee, under the Chairmanship of R. A. Hackbusch, vice-president and managing director, Stromberg-Carlson Company Limited, has now been authorized by the Directors to represent RMA in all tariff matters and the Commissioner of Tariff in Ottawa has been notified accordingly.

Dates of the Rochester Fall Meeting have been announced as November 11-13, inclusive, and indications are that the usual large delegation from the Canadian RMA will be on hand.

Parts Division

The Parts Division of the Association, under the Chairmanship of T. S. Farley, has already taken steps

with respect to uniform vacation period for the year 1947 and has decided upon the week immediately preceding the first. Monday in August in case of one week's vacation and, in the case of two weeks' vacation, the period will be the two weeks immediately preceding the first Monday in August.

Production Figures

Canadian RMA statistics on sales and inventories for the month of August indicate that production is still only slightly over 40,000 units per month and is running 20 per cent. under the 51,000-per-month total reached last May. Total production to date since commencement of reconversion last Fall has reached almost 400,000 units but the percentage of console and large combination models is still almost negligible.

Our Cover

This month our cover shows the smartly designed record department in the store of Niagara Home Furnishers, Niagara Falls, Ontario.

The record business has been almost spectacular in Canada and the United States and the heavy demand shows no sign of letting up. On the contrary, it is being freely predicted that the upward trend in sales will continue and that it will be a considerable time before there are signs of a levelling-off

To many merchants, records proved a life-saver during the war and it is obvious that a very considerable number of radio and appliance stores, deprived of other merchandise, would have gone to the wall had it not been for the substantial revenue which records brought them.

Aggressive record dealers are looking ahead to long years of profitable business. But, like the firm whose attractive store is illustrated on our cover, they know that success in selling records depends largely upon having smart, adequately stocked record departments, which will attract trade and stimulate sales.

THE WAY WE SEE IT



EAR APPEAL

To us, a radio is primarily a musical instrument.

If, in clarity and naturalness of tone, it fails to please the ear of its listeners, it is a failure regardless of other attributes.



EYE APPEAL

To us, a radio should not "shout" its presence in its design any more than in its tone. It should be symmetrical in line and harmonize with its surroundings. It should be part but not the focal point of the room.

Our New "Natural Tone" Radios (*7000 Series) Will Be Distributed Shortly On A Pro rata Basis Equitable To All



PRICE APPEAL

To us, price is important but inflicts a penalty if carried to extremes. To us, good value in a radio represents balance — not too much cabinet and too little chassis, but as much of both as the price permits.



Northern's "Natural Tone" and "Baby Champ" models assure you of fine performance, pleasing designs and full value.

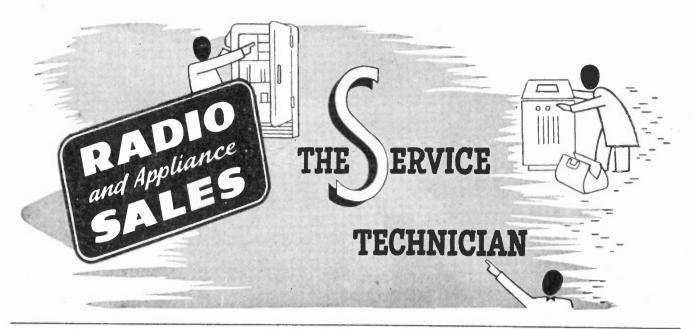
Listen weekly to the Northern Electric Hour, "FORWARD WITH CANADA". See your Newspapers for the Time and Station.



AX MONCTON QUIBEC ORCOUTAN THEE STREET FOR TORONTO HAMBITON LONDON WINDSON ATTHER WORKERS STUDIES LETHERSDON CALOARY EDISO MONTHAL OTTA TIMEONS SUDB VANCOUVER WHERE



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Vol. 2

OCTOBER, 1946

No. 10

Frequency Modulation

An Introduction to a New Series for the Technician Which Will Give Practical Data on This New and Important Development

By M. C. PATTERSON

AST year the Radio Industry celebrated twenty-five years of broadcasting. For a quarter century there has been great progress made in the art of transmission and reception, but until recently no change in fundamental method of modulating. Next year FM sets will be on the market in quantity and in some districts, at any rate, FM broadcasting will become a reality in Canada. Noise reduction is the outstanding advantage of FM upon which all other claims for its superiority hinge, and an achievement which experimenter. engineer and scientist have laboured for during the past twenty-five years. Many radio technicians will come to grips with FM sets within a vear from now so it is not too early to be thinking about FM and how it affects the technician.

FM is a *system* of broadcasting involving new techniques at the transmitter and at the receiver whereby the dice are loaded against noise.

By noise is meant static or atmospheric interference, as well as the man-made interference that emanates from defective electrical appliances and even the inherent noise

in the radio receiver caused by thermal agitation and the random motion of electrons in the first tube of the receiver. Apart from the crashes of static that occasionally mar and make unintelligible your favourite program, the buzz and crackle of your neighbour's electric razor, the crowding of stations and the blurring together of interfering signals, noise is also responsible indirectly for the de-



M. C. PATTERSON, B.A.Sc., Member of the Faculty, Radio College of Canada.

ficient tone quality of radio reception, the lack of bass and treble, and the fact that fine orchestral selections lack the colour of the original program.

Attempts that have been made in the past to eliminate or reduce noise have been successful only to a very small extent. Limiter circuits have been employed in commercial and amateur receivers to reduce static peaks and other radio circuits have been employed to reduce impulse noises such as the interference from ignition sources, but the results have been limited. The fundamental difficulty is that noise is of the same character as the amplitude modulated wave, the wave which you desire to receive, and attempts to eliminate it naturally result in the elimination of the amplitude modulated signal which is, of course, the program. In other words, noise is amplitude modulated and the program is amplitude modulated, therefore, it is difficult to separate the two. When it is possible to use some other type of modulation. such as FM, and provide in the receiver some means of eliminating all amplitude modulation, then the amplitude modulation may be elimi-

RADIO AND APPLIANCE SALES



MODEL KITCHENS

The Value of Demonstration Display Rooms, Such as Model Kitchens, in the Retail Radio and Appliance Store, Has Been Amply Proven by Practical Experience—It's Showmanship in Action!

ERCHANDISING experts and sales psychologists have learned long ago that if you can show a woman how an appliance will look in her own home and lead her to picture herself in actual possession of it, the sale is practically made.

That's the idea behind the demonstration display room, such as the model kitchen, model homelaundry, or radio demonstration room, and it's showmanship in action—dramatizing the product or products so that in the prospect's mind they have already become part and parcel of her home.

Come to think of it, doesn't this reasoning apply to practically everything we sell and to everything we buy for our own use? That new car, for example. Didn't we first picture ourselves behind the wheel rolling smoothly along, free, at

last, from the rough, noisy discomforts of our old jallopy?

Every retailer knows instinctively that good display is vital to his business—that his success or failure depends upon the skill with which he applies it. But he knows, too, that *effective* display—the kind that really creates desire of ownership and sells goods—is not so easy to come by.

It is doubtful if any method of display can be nearly as effective as that which shows the prospect exactly how the merchandise will look in her own home. And that is one reason why so many successful stores are using demonstration display rooms to such good advantage.

But there are other reasons as well. For example, no woman can resist the temptation to look at a beautiful, well-planned kitchen, even if she entered the store to buy some-

thing else. Thus the spark is set the germ of an idea that she, too, should have a modern kitchen has been consciously or unconsciously implanted in her mind.

Then there's the related selling idea to consider—using one appliance to sell another related appliance, and finally, selling the entire kitchen as a complete unit.

These days, appliances are in short supply, but it won't be long before the dealer can get what he needs and will be forced to merchandise aggressively if he is to stay in the running. If, therefore, space is available, the demonstration display room can be a big help. It need not actually be a separate room. Simply a corner in the showroom, so arranged that it appears to be a complete unit, separate from the other merchandise displays, will be sufficient.

(Continued on page 61)

FOR OCTOBER, 1946

nated along with the noise and the other type of modulation, differing from amplitude modulation might be so treated that it would appear at the speaker. It is not quite as simple as this but frequency modulation used in a certain way will provide great noise reduction. It is because much of the noise is not frequency modulated but amplitude modulated, and because we are able to design a receiver to eliminate all amplitude modulation and let the frequency modulation come through, that the new system of broadcasting, FM, shows such promise.

Historical Background

Frequency modulation is not new. Many years ago when it became apparent that there was going to be severe overcrowding in the number of radio channels available in the broadcast band, attempts were made to compress the channel width by using narrow band frequency modulation. The plan was that if a frequency modulated wave might be used in which the frequency was varied from 998 to 1002 kc., for example, a channel width of only 4 kc. would be necessary instead of 10 kc. channel now required in AM broadcasting. Consequently it would be possible to provide more channels for broadcast stations. The difficulty was that frequency modulation produced additional and undesired side bands so that the actual space required in the spectrum was actually more than 4 kc. In addition there were technical difficulties in the production and the detection of frequency modulated waves which at that time had not been solved and the limiter or its equivalent, a very important circuit in modern FM systems, was not used.

Major Armstrong, the same man who invented the Armstrong circuit, and later the superheterodyne method of reception, is principally responsible for the development of the system of broadcasting using frequency modulation. In contrast to the earlier efforts which used a very narrow side band, Major Armstrong's system "swings" the carrier as much as 75 kc. on either side of the average frequency and this system is consequently referred to as the "Wide Band Frequency Modulation System." By 1933, Major Armstrong had developed his new technique and had obtained a patent on it and gave successful demonstrations using a 2 kw. frequency modulation transmitter.

Signals were received within an 85 mile radius and in many instances provided much better reception than amplitude modulation transmitters that had power outputs as high as 50 kw. In 1935, Major Armstrong presented his historical paper to the Institute of Radio Engineers in New York City and so introduced to the radio industry the "Armstrong Wide Band Frequency Modulation System." Later in 1937 he installed a 40 kw. frequency modulation station at Alpine, New Jersey. Since then, progress has been very rapid and now there are 65 FM stations operating in the U.S.A. and about 870 in various stages of develop-In Canada two 3 kw. CBC stations are scheduled for Montreal, one for Toronto, and stations in Winnipeg and Vancouver are planned.

Besides broadcasting, frequency modulation has gained wide acceptance in the communications field. Police radio equipment is being designed and sold using frequency modulation and is reported to be much superior over amplitude modulation installations. It is also being used by fire departments, forestry service, railroads, public utilities, and no doubt will be further expanded. It has of course been used extensively by the armed forces.

(Continued on page 78)

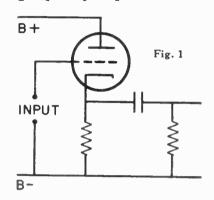
CATHODE FOLLOWER AMPLIFIERS

Unique Characteristics Permit High Quality Reproduction

HE acceptance of frequencymodulation and wire recording. together with improved frequency range of conventional disk recordings, has created interest in the design of audio amplifiers having characteristics not usually found in standard resistancecapacitance or transformer-coupled types, says "VOX," published by Aerovox Canada Limited. Two disadvantages of these types are limited high frequency response due to relatively high effective input capacitance of tubes following a high gain stage, and high nonlinear distortion due to high output impedance of output tubes in parallel with an inductive load.

The first fault may be prevented by making the effective input capacitance of the following stage low by making its amplification small by the use of low plate resistors. Unfortunately, however, the use of low plate resistors causes high non-linear distortion in the following stage. This difficulty may be avoided by the use of the cathode-follower amplifier shown in figure 1. In this amplifier the plate load resistor is adjacent to the cathode and also forms a portion of the grid circuit, so that the output voltage and input voltage are impressed on the grid circuit. Although the cathodefollower amplifier has a gain of less than one, it has low effective input capacitance, high input impedance, low output impedance, and low nonlinear distortion.

Non-linear distortion is high in conventional amplifiers because the impedance of the transformer and speaker vary with frequency. This



impedance may be said to be in parallel with the tube output impedance which may be many thousands of ohms. It is apparent that any change in the lesser impedance of the transformer-speaker combination will have considerable effect on the total impedance reflected into the tube. If, however, we are able to reduce the tube impedance to a value much lower than the transformer-speakerimpedance, the total load impedance will remain fairly constant even though the transformer-speakerimpedance is changing. This may be obtained by the use of the cathode-follower circuit which has an output impedance of as low as a few hundred ohms.

It is important to remember, however, that the stage gain is less than unity, usually about 0.9, and pre-amplification must be increased to take care of this loss.

It is interesting to note that cathode-follower amplifiers are being produced commercially and may soon be widely accepted as an economical means of securing high quality production.

Service Associations

R.E.T.A. ONTARIO BRANCHES ACTIVE

Several New Branches Formed In Province

Niagara Peninsula Branch of R.E.T.A. Organized

A branch of the Radio Electronic Technicians Association has been formed in the Niagara district and will be known as the Niagara Peninsula Branch of R. E. T. A.

The new branch was organized at a meeting held on Thursday, September 12, at the Queenston St. Hall, St. Catharines, and attended by approximately fifty technicians. Ed. Waddington, president of the Ontario Council, R.E.T.A., was present and outlined in considerable detail the aims and objects of the Radio Electronic Technicians Association. He told of the activities of the other branches throughout the province and of the plans which had been made for expansion. He also dealt with the recently formed Provincial Council of R. E. T. A., explaining how the Council would function in co-ordinating the activities of the local branches where possible, and of acting on behalf of the groups and under their direction, whenever the need for a united front arose.

R. C. Potter outlined the organization of the Hamilton branch of which he is past-president. He explained the many benefits that had accrued to the members and said that everyone was enthusiastic over the results achieved so far.

The meeting elected William Scheetz, St. Catharines, president; Meadows Sharp, St. Catharines, vice-president; and Dick Powell, Welland, secretary-treasurer.

It was emphasized that one of the main purposes of the R. E. T. A. was to guarantee to the radio public a high standard of service and full protection. Educational meetings will be held at which prominent engineers and technicians will present talks.

Radio and Appliance Sales offers its hearty congratulations to the service technicians of the Niagara district on forming this new group. If you are not a member, apply to any of the officers listed above without delay.



Officers of the newly formed Niagara Peninsula Branch of R.E.T.A. discuss the constitution with the Ontario president. Left to right: Bill Scheetz, St. Catharines, president; Ed. Waddington, Hamilton, Ontario president; Meadows Sharp, St. Catharines, vice-president; and Dick Powell, Welland, secretary-treasurer. "St. Catharines Standard" photo.

Branch of R. E. T. A. Formed In Orangeville District

A branch of the Radio Electronic Technicians Association was formed at a meeting held in Orangeville on September 17. Ed. Packwood outlined the necessity of forming an association in the Orangeville district, in order that the standard of radio service and the prestige of radio service technicians might be raised, and unsatisfactory trade practices eliminated.

All present signified their desire to proceed with the organization of a branch of R. E. T. A. and agreed to give it their full support.

The election of officers was then held and the following were declared duly elected to office: President, Ed. Packwood; vice-president, Orv. Hardy; and secretary-treasurer, Vic Sharp.

The newly elected officers made brief speeches, assuring the membership of their best efforts.

The territory which the association will embrace was then discussed and plans made for contacting technicians at all points within it.

Brantford

A well-attended meeting of the Brantford Branch, Radio Electronic Technicians Association was held in the Y. M. C. A., Brantford, on September 5, 1946. The meeting was opened by J. Forde, and after the minutes of the previous meeting were read and approved, a discussion took place regarding dealers who farmed out their service work, using the R.E.T.A. name in advertising service work. It was generally agreed that a blanket contract would not be advisable, and only special instances, where it was positively known that all work was done by an R.E.T.A. technician, and turned over to the public at prices in accord with the R.E.T.A. schedule, could be considered.

A report made by N. Clarke, advertising chairman, included an outline of the quarter-page advertisement which appeared in the Brantford Expositor on September 14, and also a proof of the single column advertisement which is to appear twice weekly following the large advertisement. The set-up for the new telephone directory was given, which will have an R.E.T.A. listing showing the crest.

The constitution of the Ontario Council, R.E.T.A., was read and a motion made that the Brantford Section tender its application to the Ontario Council.

The meeting night was changed to the second Thursday instead of the first Thursday of the month.

M. Walker was elected chairman of the Speakers' Committee. L. Cooper was elected chairman of the Entertainment Committee. Suggestions were made for a bowling team, a meeting out of town, and a dinner meeting.

Price schedules were discussed, with the result that mimeographed price schedules of the Hamilton R.E.T.A. were to be mailed to all members for further discussion at the next meeting.

Bay of Quinte

The first Fall meeting of the Radio Electronic Technicians Association of the Bay of Quinte District was held on September 10 at the Y.M. C. A. Auditorium, Belleville, Ontario. After the business of the association was dealt with the members were addressed by M. C. Patterson, B.A.Sc., Radio College of Canada, on the subject "FM—What Does It Mean to the Radio Technician."

The speaker reviewed the history of FM and compared FM and AM systems of modulation, described FM circuits and particularly emphasized those circuits and facts which the radio technician had to learn. The subject was timely, and presented in an interesting manner, free use being made of poster card illustrations. In conclusion, the speaker stated that FM would provide a new chance for the radio technician to improve his status. But, to take advantage of the opportunity, the technician would have to know more, have more equipment, and do a better job.

Toronto

R. C. Poulter, Managing Editor, Radio and Appliance Sales, and Director of Education, Radio College of Canada, was guest speaker at the first meeting of the season of the Toronto Branch, R.E.T.A., held in the auditorium of the Rehabilitation Centre, Toronto.

Mr. Poulter gave an account of the organization of the Ontario Council of the Radio Electronic Technicians Association. First, he described the origin of R.E.T.A. in Hamilton about two years ago, and

A.R.T. of British Columbia's Attractive Float



The thousands of resident and tourist spectators who witnessed the mammoth Diamond Jubilee Parade in Vancouver recently were greatly interested in the attractive float entered by the Associated Radio Technicians of British Columbia. Constructed at a total cash outlay to the association of only \$20.00, the float provided an excellent advertising medium for the work of the organization, which includes in its membership some two hundred of the leading radio technicians of this Western Province.

Standard mobile sound equipment, with loudspeakers at front and rear, was mounted in the Chevrolet panel which bore the gold and blue insignia of the association. The P.A. system provided A.R.T. information, interspersed with recordings, along the route of the parade. Sides and back of the vehicle were solidly covered with cedar and maple boughs, pro-

viding an evergreen background for the banners.

Vancouver and district members chartered a boat and travelled with their families, 125 strong, to Belcarra Park for their annual picnic, where a full sports program, with prizes and refreshments contributed to an enjoyable day.

Members are now planning for their first annual post-war convention, which will be held in Vancouver during the Fall. With morning, afternoon and evening sessions, the delegates will have an opportunity to see demonstrations and displays of the latest radio and television equipment, and hear talks by leaders in the field from Eastern Canada and the United States. The stag dinner and entertainment planned for the evening will provide a spicy climax to the proceedings.

the excellent results that have been achieved in that district. Interest in the new organization spread rapidly to other parts of the province and soon local R.E.T.A.'s began to appear in other areas. There are now nine local groups in existence and more are contemplated.

In view of this, it was obvious that some sort of co-ordination was necessary and a meeting was, therefore, held in Cooksville last Spring and plans laid for a provincial council. These plans were consummated at a second meeting held in Toronto in July and the Ontario Council, R.E.T.A., for-

mally came into existence. Full details have appeared in recent issues of *Radio and Appliance Sales*.

Ed. Waddington, Hamilton, president of the Ontario Council, addressed the meeting briefly, explaining what the Council hoped to accomplish and why every technician should support R.E.T.A. in his own interests.

Prior to the talks, an excellent sound film in technicolour, entitled, "It All Adds Up," illustrating the training of an appliance service technician, how to meet the public, deal with complaints, etc., was shown through courtesy of Canadian Westinghouse Co. Ltd.

(Continued on page 78)



Longstaffe Bulletin No. 3

J. R. Longstaffe Ltd., 11 King Street West, Toronto, has just released the third edition of the Longstaffe Bulletin.

The bulletin illustrates and describes a few of the almost countless uses for the famous Micro Switch. This small but extremely effective device is a CSA listed non-magnetic, snap-action switch with a rating of 10 amp. 125 v.; 5 amp. 250 v. It weighs less than one ounce and can be used as a go and no-go gauge; for solenoid control; thickness limiting; bellows thermostat; pedal foot control; hand control; travel limiting; counting; and a multitude of other applications.

The bulletin also describes the Hayden Timing Motor which can be used to time any device actuated by electricity which requires any period of time from one second to one thousand hours.

General Control foot switches, master cam switches and United Electric Control thermostats are also described.

Copies of the bulletin may be obtained by writing to J. R. Long-staffe Ltd. at the above address.

American Capacitor Catalogue

A new catalogue of the "Amcon" line of capacitors has been prepared by the American Condenser Corp., Chicago. Copies are obtainable from Chas. W. Pointon, Manning Chambers, 72 Queen Street West, Toronto, Canadian representative.

The catalogue, No. A546, illustrates the company's line of dry electrolytic and paper dielectric capacitors which are available in all standard types and capacitors.

Electro-Voice Bulletin No. 131

A colourful, complete bulletin on the new CARDYNE Cardioid Dynamic Microphone has been issued by Electro-Voice, Inc., Buchanan, Mich. Bulletin No. 131 illustrates the modern design of the Cardyne, points out its performance features, and gives complete specifications. It shows the cardioid

unidirectional polar pattern of the Cardyne which provides wide-angle pick-up at the front, and discriminates against unwanted sounds at the rear. The Bulletin also explains how the new Electro-Voice Mechanophase principle of unidirectivity works.

Wm. F. Kelly Company, 1207 Bay St., Toronto, are Canadian representatives.

Hammond Resumes Publication of Technical Information Sheets

The Hammond Manufacturing Co. Ltd., Guelph, Ontario, has resumed publication of their Technical Information Sheets which proved so popular prior to the war. Service and sound technicians will undoubtedly welcome the return of this useful service which covers circuits, parts lists and other technical data on amplifiers, transmitters, etc.

These information sheets are $8\frac{1}{2}$ by 11 inches and are punched to fit three-ring binders. They not only give full technical information but show photographic illustrations of the completed units as well.

These sheets are distributed free of charge to the trade through Hammond jobbers. Service and sound technicians who would like to have them should apply to their jobbers.

New Supreme Instruments Catalogue

Several new test instruments have been announced by Supreme Instruments Corp., Greenwood, Miss., in a new catalogue just issued. This company is represented in Canada by Chas. W. Pointon, Manning Chambers, 72 Queen Street West, Toronto, from whom copies are available upon request.

The line now includes a number of new tubes and set testers, tube and battery testers, oscillators, frequency modulators, oscilloscopes, audio generators, audolyzers, multimeters, etc.

Included is the new Model 565 vacuum tube voltmeter which has DC ranges from 0 to 500 volts and AC ranges from 0 to 250. These can be extended to 5,000 volts by external multipliers. Frequency covers, within negligible error, 50 cycles to 100 megacycles.

Model 571 Oscillator offers speedy, simple operation and has r.f. ranges covering 65-205 Kc.; 205-650 Kc.; 205-650 Kc.; 2050-6500

Kc.; 6.5-20.5 Mc.; Harmonics to 82 Mc. The instrument has a ladder attenuator and double shielding.

Electronic Control Devices

Ward Leonard Electric Co., Mount Vernon, N.Y., has recently issued an 8 page bulletin, No. 100,000, on the company's line of electric control devices. The bulletin contains descriptive information and illustrations of the following electric control devices: AC and DC motor starters, speed and voltage regulators, resistors, ring and plate rheostats, switches, magnetic contactors, relays and dimmers. Ward Leonard is represented in Canada by D. M. Fraser Limited, Toronto, Ontario, and Willis D. Bishop, Montreal, Quebec.

American Microphone Catalogue No. 41

A new catalogue, No. 41, has been released by the American Microphone Company, Los Angeles, Calif.

The catalogue illustrates and describes the American line of microphones which includes dynamic, crystal and carbon types of advanced design. Mike stands and accessories are also listed in detail.

Of special interest is the new American J1 Phonograph Pickup which has a curved arm with offset head designed to provide optimum tracking for both 10-inch and 12-inch records. The assembly includes a CR-1A crystal cartridge, twenty-four-inch single conductor shielded wire, arm rest, mounting hardware and complete mounting instructions.

The American Microphone Co. is represented in Canada by Chas. W. Pointon, Manning Chambers, 72 Queen Street West, Toronto.

Radio Receptor Catalogue

A new eight-page bulletin has just been released by the Radio Receptor Company, Inc., New York. The bulletin illustrates and describes in detail the various types of standard selenium rectifier equipments for direct current requirements, manufactured by the company. Complete specifications and ratings are included.

Copies of the bulletin may be obtained on application to the Radio Receptor Company, Inc., 251 West 19th Street, New York.

What about TO = May RROW



It won't always be like this. One of these days the customer will be king again, and dealers will need a line of products that can stand up against competition. After the first war many new companies entered the electrical field, collapsed, and left thousands of dealers holding the bag. It can happen again this time!

To the dealer with an eye to the future, W estinghouse points the way to a permanent and profitable place in the electric appliance business.

CANADIAN WESTINGHOUSE COMPANY, LIMITED

7 Keys to success
in the Electric
APPLIANCE BUSINESS

FULL LINE
Radios, refrigerators, ranges, laundry equipment, vacuum cleaners, and table appliances.

Unexcelled facilities for engineering, research, and testing.

QUALITY

Built to rigidly tested quality standards in Canada's largest appliance plant.

PROMOTION

Complete sales promotion, national and localized advertising build sales for Westinghouse dealers.

REPUTATION

A name renowned for integrity and fair dealing with both trade and consumers.

SERVICE
Service facilities and replacement for

Service facilities and replacement for every Westinghouse appliance ever built in Canada.

PERMANENCE

For over fifty years the leader in electrical development, Westinghouse is in the appliance business to stay.

Westinghouse



150R608





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Public Relations Department Set Up By Rogers Majestic

A separate department has been formed to handle both public relations and advertising for



I. D. WILLIS

Rogers Majestic Limited and Rogers Electronic Tubes Limited, according to an announcement just released by R. M. Brophy, president of both companies.

This new Public Relations Department will be headed by I. D. Willis who previously held the position of advertising manager for these companies. He brings wide knowledge and experience to his new post.

CBC's FM Station on Air in Toronto

TORONTO, Oct. 15 — The Canadian Broadcasting Corporation has begun full-time frequency modulation broadcasting in the Toronto area, from a transmitter installed in the tower of the Canadian Bank of Commerce

building—the highest building in the British Empire.

The new FM transmitter operates on 99.1 megacycles, and uses the call letters VE9EV. The FM system of broadcasting will provide reception of much higher idelity than the present AM system, and wipes out static and other interference.

Station VE9EV is operating in Toronto at present at a power of 250 watts, but will be increased to 3,000 watts later on. Programs broadcast over the FM station are selected from CBC local and network produtions.

L. P. Stiles Receives New Appointment

L. P. Stiles, a native of Cornwall, Ont., has been appointed assistant district manager, Toronto District, of the Northern Electric Co. Ltd. Mr. Stiles attended public and high schools in Cornwall and graduated in electrical engineering from Queen's University in 1907.

He joined the company in Vancouver thirty-four years ago.



L. P. STILES

Radio Industry Faces Problem in Erasing Production Disparity Between Console and Table Models

TORONTO, Sept. 6th—Canadian radio manufacturers face a severe problem in erasing the production disparity between the console and table model types, according to members of the Radio Manufacturers Association of Canada meeting in Toronto to-day.

Although unit production has now reached the pre-war level of over 40,000 sets per month and 350,000 radios have been shipped from Canadian plants since production was resumed last Fall, less than 2 per cent. of sets coming off the production lines are the console or large radio-phonograph combination models that so many Canadian consumers have been eagerly awaiting through the war years.

Chief factor in this production disparity, it was explained, is the shortage of wood cabinets.

Production executives plained that the base shortage in wood and the heavy competitive demand for lumber have made it virtually impossible to obtain console model radio cabinets. The pre-war cabinet makers, who are necessarily producers in the furniture field, have turned from the manufacture of cabinets, where specifications are more exacting and profit control much tighter, to engage more extensively in the furniture field, where the same conditions do not

The cabinet problem for the table model types has not been so difficult due chiefly to the use of plastic moulds and the availability of certain novelty woodworking manufacturers who could handle wooden table model housings but are not capable of manufacturing the larger console cabinets.

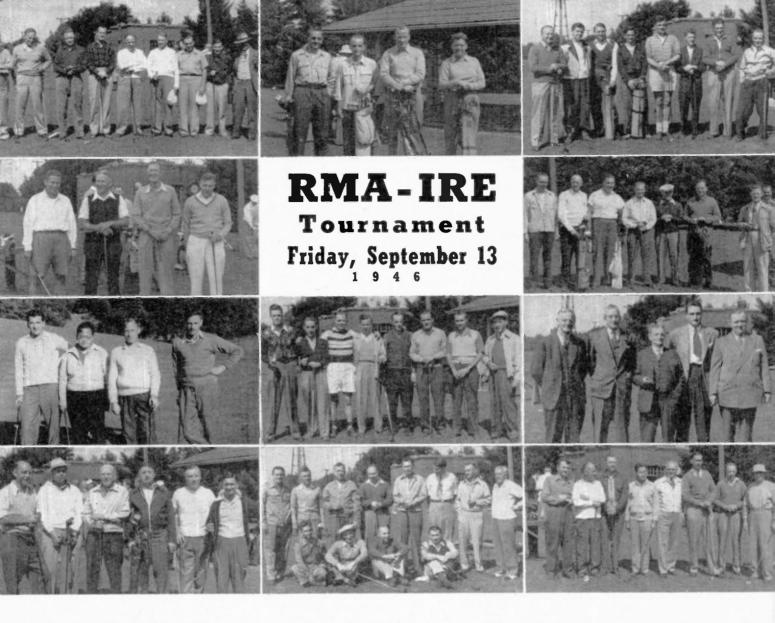
Under the present pricing regulations of the Wartime Prices and Trade Board, Canadian radio manufacturers must attempt to produce their products to sell within 10 per cent. of the 1941 basic period prices despite the fact that costs of component parts and labour have increased in far greater proportions. In the console, and large radio-phonograph combination models, the cabinet comprises a substantial portion of the total manufacturing cost and, with the cost of this one item increasing in many cases as much as 100 per cent. since 1941, the problem of attempting to manufacture such sets at 1946 costs for sale at 1941 prices is an extremely difficult one.

Elected Director

Following a meeting of the Board of Canadian Marconi Company recently, it was announced that S. M. Finlayson, general manager of the company, has been elected a director.



S. M. FINLAYSON



The annual golf tournament and dinner held jointly by the Radio Manufacturers Association of Canada and the Toronto Section, Institute of Radio Engineers, was held on Friday, September 13, at the beautiful Hamilton Golf and Country Club at Ancaster, Ontario. See complete news story elsewhere in this issue.

tario. See complete news story elsewhere in this issue.

PHOTOS ABOVE show: Top Row—A. G. Ballard, H. S. Beddoe, F. G. Sims, R. M. Healey, W. H. Kelterborn, Emil Loos, L. McCalpine, A. H. Sievert, Wm. Dixon; C. A. Winder, J. R. Bruce, J. M. Milne, W. W. McNicol; B. Def. Bayly, Pete Heenan, L. Horsfall, J. Cairns, A. Barclay, N. Chapman, S. B. Trainer, Wm. Choat. Second Row—Jack Cameron, T. S. Farley, W. H. Furneaux, J. R. Longstaffe; S. G. Brownlee, M. Hodsoll, J. Paton, E. C. Dahmer, A. L. Stopps, T. A. Lindsay, R. L. Richards, J. P. McAlhone. Third Row—W. G. MacNeil, H. Wong, A. C. Melkman, J. A. P. Crombie; R. McCalpine, S. Daly, L. Kiely, W. Smith, Irv. Goddard, Jack Cooper, Bill Vidler, Jack Quantz; B. H. Morash, R. C. Poulter, Ralph Randall, C. Harris, W. H. Dahmer. Bottom Row—H. J. Parker, N. H. Futher, W. Hemphill, J. Regan, C. Leary, H. A. Frankel; W. W. Richardson, E. Bright, G. L. Foster, G. Ruth, Harvey Pickett, F. J. Heath, V. Dowdell, W. T. Burnham, (seated) M. C. Patterson, M. Bellis, C. Bridgland, J. Lucyk; Ernie Swan, Dick Bolton, F. B. Hobbs, E. Dyke, Tom Fleming, H. L. Tipple, J. R. Hanning, R. P. Hall.

PHOTOS AT RIGHT: Top, officials of the RMA and IRE and the winners of the golf trophies. Left to right—B. DeF. Bayly, winner of the IRE trophy for low gross IRE; S. L. Capell, president of the RMA; J. R. Longstaffe, chairman of the dinner; J. A. Cameron, Utah Electronics (Canada) Ltd., winner of the RMA Wrigley "Radio Sales" (now "Radio and Appliance Sales") trophy for low gross RMA; C. A. Norris, vice-chairman, Toronto Section, IRE. Seated, left to right—C. A. Winder, Moffats Ltd., winner of the Diamond State trophy for low net; J. A. P. Crombie, Utah Electronics (Canada) Ltd., who with Mr. Cameron won the RMA Wrigley team trophy for the best 36 holes from one company. Below—A general view of the dinner which followed the tournament; the chairman, J. R. Longstaffe, at the microphone.





Province of Quebec Radio Trades Association Holds Annual Golf Tournament and Dinner

Excellent Scores Turned in By Participants in Popular Annual Industry Event-130 Attend Dinner

Notwithstanding clouded skies and an all-day rain, the spirits of the thirty-four golf enthusiasts who teed off in the Annual Golf Tournament of the Province of Quebec Radio Trades Association which was held at the Grovehill Golf and Country Club, Lachine, Quebec, on Tuesday, September 24, were not the least bit dampened. Their numwas augmented to one hundred and thirty for the dinner, held in the evening, and which was attended by local and out-of-town radio and electrical

M. M. Elliott, president, acted as chairman and was ably assisted by the following committee: J. Collins, Armand Bayard, L. Dunn and R. Scroggie.

Following the dinner, which was interspersed with the usual sing-song, Mr. Elliott welcomed the golfers and dinner guests and area to meet and fraternize in-called upon Armand Bayard to formally and much credit is due

present the trophies to the win- to the committee in charge for ners in the golf tournament. These were: 1st Low Gross for Manufacturers: Canadian Westinghouse Trophy—L. F. Hamilton; 1st Low Net for Manufacturers: Canadian National Carbon Trophy—J. Collins; 1st Low Gross for Dealers: Canadian Marconi Trophy—J. Flemming; 1st Low Net for Dealers: John Millen Trophy—W. Massie.

In addition to the trophies, each winner selected a prize from the many valuable merchandise prizes which had been provided for the occasion by various manufacturers, jobbers and dealers in the Montreal area. The balance of the prizes were distributed to the other golfers, and, by lucky ticket draw, to the dinner guests.

The evening provided another opportunity for the various branches of the trade in this

their efforts. Had the day been fine, the attendance for golf and the dinner would have been much larger, but, in spite of the adverse weather conditions, the event brought out the largest dinner crowd on record for this annual gathering. In addition to the tournament winners listed above, the following gentlemen's names appeared on the golf score sheets: B. L. Cassidy, G. Gaudette, W. L. Young, J. M. Flemming, J. Donnelly, L. Willis, H. Robitaille, J. Waller, E. M. Manders, J. Collins, M. A. Davis, L. Hamilton, V. Deschamps, J. Lalonde, O. Grimm, A. Asselin, H. B. Chadwick, L. D. McGarrity, A. Snyder, G. Champagne, É. A. Silyder, G. Champagne, E. Hammond, J. A. Bayard, G. L. Gardner, R. Scroggie, F. Pinkney, W. Massie, R. C. Thomas, M. Rosenthal, W. McIntyre, S. Croll, A. L. Hay, F. Milloy, F. Clark, and F. Large. and E. Large.

Prosperity Ahead

And yet, like all other manufacturers, I insist that the radio industry in Canada stands on the threshold of a period of pros-perity which can be highly profitable to all of us.

Consider what FM will mean. The gradual turnover until FM transmission dominates in Canada will be a lengthy period in which home after home, all over the country, will have to be equipped with a new set. Superiority of FM transmission, its quality and clarity and freedom from static will literally pull the dollars from the pockets of a host of Canadians for whom radio is absolutely essential. That pulling power of FM will open horizons for greater business and it will be up to both manufacturers and dealers to translate the opportunities into dollars and cents.

Looking Ahead

And so all is not dark for the Canadian radio industry. The true situation, I think, is that the delay in production here and the dwindling backlog of consumer demand which we cannot overlook will combine to make of the future the supreme challenge to our salesmanship. In other words, the testing time of our individual mettle is not yet here. Meanwhile, the alert dealer has a number of ways open for making profits now and for laying the ground work for future business. He can erect a competent repair shop for, as we all know, the radio repair business is booming to-day. I appreciate you may say that all of the parts are not available. My answer is that the alert dealer will tackle that problem iust as the alert manufacturer has tackled the problem of production -scour the country and peer into every nook and cranny to try to find parts to keep going. alert dealer can utilize the radio repair business as the basis for compiling lists of prospective customers. He will have on hand the names and addresses of prospects, the age and condition of their radio sets and, when the happy day arrives for sets to flow from the factories, he will be equipped to undertake both mail and direct selling on a scale be-yond past conceptions. The alert dealer will lose no time in equipping himself with a properly constituted accounting system, with the accent on costs; so that in his repair business and in his selling and solicitation, he will constantly know what it is costing him to make a dollar.

I conclude with the suggestion that all of us should not allow our post-war disappointments to get us down. Rather should we keep on our toes, keep an eye on the future and square away for a period of prosperity sooner or later. In doing so we should come back to the knowledge that for us in the radio industry there never seems to be any easy money. Once more, it is really salesmanship which will pay.

Radio Industry on Threshold of Period of Prosperity

President of Quebec Radio Trades Association, At Annual Dinner, Optimistic Over Future in Spite of Present Disappointments

This event, we all know, has become one of the high points in our business association and most of us look forward to the get-together for the sheer pleasure of meeting again our associates in the radio industry. This year, however, we meet in circumstances which I know have saddened all of you. Absent from the get-together for the first time in many years is Dick Lynch who passed away quite recently. Dick was what we might term one of our charter members. Many of us knew him as an ardent supporter of the association. Many of us knew Dick as a man of rare qualifications. He was one of those happy beings who scattered the sunshine of good fellowship wherever he went. We shall miss him sorely for he can-not be replaced. But we remain with the consolation that it was our good fortune to have met, to have known and to have esteemed Dick Lynch.

The radio industry has gone through—and is still going through—perhaps the most difficult period of its career. I believe it fair to say that of all industries which have suffered by reason of the economic confusion of the post-war, the radio industry has been hardest hit. Shortages of material have slowed production to an aggravating trickle. Now, the radio industry is not alone in having seen its production cut by material shortages. But the trouble has been more than acute with us for the simple

metal. So if steel has not been short then it is brass or copper or something else. In any event the experience of all manufac-turers in Canada is the same.

However, in the face of these difficulties, the manufacturers have done the best they could. They have refined their manufacturing processes with the object of building up a generous stockpile of sets complete except for one or two elements. The idea behind that system is that, once those one or two elements become available, the manufacturers count on being able to give to their dealers the service which the dealers should have. At the same time I must be very frank in stating that we never know what is ahead of us. For example, up to now the supply of tubes has been, if not what we would desire, at least ample enough to keep us going. Now the tube shortage has become critical.

So far, I know, I have sounded pretty pessimistic. But let me emphasize that the radio manufacturers of Canada are by no means selling the future short. Why should we? After all, what is the real basis of our present discouragement. It is disappointment. Disappointment, because, during the war we built for ourselves the prospects of post-war business of a volume such as the radio industry had never known before. In that we were justified. High earnings and high savings

reason that we use all types of | by all classes during the war; the fact that thousands upon thousands of sets broke down and could not be repaired while the war was on; these were the main elements which justified us in foreseeing a period of tremendous activity among consumers. Instead of that, we have the universal demand and we are disappointed beyond all measure that, through no fault of our own, we are unable to meet that



M. M. ELLIOTT



"Alwyn - First as Always"

Alwyn Lighting Products

251 Spadina Avenue

Toronto, Ontario





J. S. KEENAN

NIAGARA FALLS, ONT., Oct. 11-Canada's electrical manufacturing industry has been producing at double the pre-war rate during 1946 despite acute shortages of raw materials, J. S. Keenan, newly elected president of the Canadian Electrical Manufacturers Association said at the annual meeting held at the General Brock Hotel.

"The months ahead will be very important to the electrical manufacturing industry. Once wages, labour, material supplies and other factors are set and established on a sound and workable basis the industry will make very rapid strides."

Canadian Electrical Manufacturers **Association Holds Annual Meeting**

J. S. Keenan Elected President

figures in the post-war period as compared with pre-war years, the industry is still faced with the pent-up demand resulting from six years of concentration on war production, he added.

"This substantial unfilled backlog still exists, but in the months to come the public should find increasingly less difficulty in obtaining washing machines, refrigerators, and other household electrical equipment," Mr. Keenan said. The new president is manager of the supply department, Canadian General Electric Co. Ltd., Toronto.

"Looking forward to the time when production catches up with demand, electrical manufacturers are developing plans to extend the benefits of electric service to make them available to every-

Mr. Keenan revealed that the electrical manufacturing industry now is employing more than 50,000 persons—double the prewar number of workers at an annual payroll triple that of 1939. Further employment and expansion is possible when the industry is able to enter export markets more extensively.

"The tremendous development Despite the high production of electrical manufacturing re-

sulted from the urgent need for all types of electrical equipment for war purposes," he said. "The technical lessons learned during the war now are being turned to the benefit of the public in the form of more and better equipment and appliances.

"Already the flow of electrical goods is double that of 1939, but the public frequently is not aware of this fact because of the extremely high backlog of demand created while the electrical manufacturing industry was devoting its efforts to the production of war equipment.'

Other officers elected were: vice-presidents: A. S. McCordick, Maloney Electric Co. of Canada, Ltd., L. F. A. Mitchell, Canadian Westinghouse Co. Ltd., G. W. Lawrence, Sangamo Company Ltd.; treasurer, L. E. Messinger, Canadian Line Materials Ltd.; secretary, H. L. Wright, Curtis secretary, H. L. Wright, Curtis Lighting of Canada; new direc-tors: T. W. Brackinreid, Phillips Electrical Works Ltd., W. R. Greenshields, Canadian Triangle Wire and Cable Co., J. H. Hale, Hale Bros. Ltd., M. B. Hastings, Power Lite Devices Ltd.

The annual meeting commenced with registration at 10.00 a.m. on Thursday, October 10. the guest speaker.

At 12.30 luncheon was held in the Ball Room with R. L. White, president of the National Electrical Manufacturers Association of the United States, as guest speaker. Mr. White outlined the extensive promotion programs of his organization and said, "I firmly believe that there is a parallel, if not a greater opportunity in Canada. Sales promotion can be even more valuable to you than it has been and will be in the United States. Through the impact of the war your country has developed greatly. While continuing to maintain its important position as a producer of raw materials, Canada is now one of the most important industrial countries of the world.

At the annual dinner in the Ball Room at 7.00 p.m., J. C. Adams, K.C., general counsel, Central Ontario Industrial Relations Institute, delivered a stirring address in which he said that Canadian industry and commerce must take the lead in campaigning for proper labour legislation.

At the Friday luncheon, Captain R. G. Cavell, vice-president, Phillips Electrical Works Ltd., Brockville, and Automatic Electric (Canada) Ltd., Toronto, was

Radio Receiver Sales For First Seven Months of 1946

Type	Mari- times	Quebec	Ontario	Mani- toba	Saskat- chewan	Alberta	British Columbia	CANADA	
Electric—									
Standard broadcast—	1								
TableNo.	11.193	36,307	73,091	11,138	6,432	8,164	13,159	159,484	l
\$	349,514	1.150,496	2,359,562	369,340	209,993	263,535		5,113,922	ı
Short wave—ConNo.					191	213			ı
\$	31,969	74.080	135,162		22,440	25,856	49,487		
TableNo.			24,373						ı
\$	237,219		1,357,847						
Combinations—	231,213	100,111	2,551,011	233,300	0=,11=	100,003	210,322	2,115,110	ı
Standard broadcast—									1
TableNo.		3,227	4,877	656	344	436	893	11,322	ŀ
1 4010	72,914								
Short waveConNo.					188				ı
Short wave—ConNo.	36,794				33,121				1
TableNo.					101	106			
rable	17,687								1
Battery-	17,007	15,007	30,333	10,777	9,070	10,902	13,022	140,290	l
Standard broadcast—									1
	2 772	5.015	17 445	7 501	5 010	5 430	2 970	40 017	
TableNo.					5,919				
· Cl	126,865							1,821,352	
Short wave—ConNo.					3			1,448	
	12,112				143	55			
Comb., Table. No.					25				
_ \$	1,030	4,170	4,200	1,290	1,930	4,480	1,990	19,090	ľ
Portables—									
BatteryNo.			916		70		218		1
\$	4,793				2,093		6,576		
Battery, ElectricNo.		24		15	10	13	17	126	
\$	1,244	2,607	2,917		830	1,247	1,410	11,499	L
Automobile No.	317	668			171	279	471	7,045	
\$	16,949	34,084	329,505	17,660	9,438	14,615	24,524	441,961	
No.	21.233	57,298	128,526	26,135	14,858	16,792	22,176	287,018	
\$				1,136,884	608,191	693,534		12,294,126	

Sales of Radio Receivers Show Substantial Increase in July

Sales of radio receivers by Canadian producers totalled 60,022 units in the month of July, compared with 29,493 units in June and 44,954 units in May, according to the Dominion Bureau of Statistics. This brings total production for the first seven months of the year to 287,018 units, valued, at list price, at \$12,294,126.

Provincial distribution of the July sales was as follows: On-July sales was as follows: On-tario, 29,665; Quebec, 10,361; Manitoba, 4,952; Alberta, 3,339; Saskatchewan, 3,097, British Columbia, 4,143; and the Maritimes, 4,465.

Total imports of radio receivers were 3,100 in July, 3,466 in June, 1,880 in May and 1,860 in April.

Resigns Position

Electronic Devices Company Limited, 788 St. Clair Avenue West, Toronto, manufacturers of precision and industrial electronic equipment, announce the resignation of Henry McCardle from the managing directorship of the company. Mr. McCardle is no longer associated with the organization and the position which he formerly filled is being assumed jointly by R. H. Nichols and H. L. Roe.



★ WE MAKE ALL TYPES of COILS We are now in production on the new

PERMEABILITY TUNER

- Replaces Variable Plate Condensers
- No redesigning necessary
- Fully adjustable
- List price—\$4.95 Standard discounts apply

JOBBERS!

WRITE FOR FULL DETAILS

J. WAYNE BURNETT, INC.

Manufacturers

RADIO PARTS & EQUIPMENT

1168 St. Catherine St. West.

Montreal 2, Canada





Stromberg-Carlson Company Holds Sales Conference



Pictured above is a group of Stromberg-Carlson distributors and salesmen who gathered recently to discuss current sales problems and to view the new advertising program. Front row, left to right: Earle Henderson, pres., Western Agencies Ltd., Vancouver; L. W. Johnson, works mgr., Stromberg-Carlson Co. Ltd.; R. Miller, Lewis Bros. Ltd., Montreal; A. M. Clark, mgr., Western Agencies; D. S. Benson, Vickers & Benson Ltd.; F. H. R. Pounsett, chief engineer, S-C; R. W. Ball, Vickers & Benson. Second row: Harley McCallum, S-C sales dept.; C. L. Gordon, S-C Eastern merchandiser; John Dove, S-C sales rep.; T. P. Hord, S-C gen. sales mgr.; W. N. Carbrey, S-C cost accountant; R. A. Hackbusch, S-C vice-pres. and man. director; Murray Chapman, S-C Western merchandiser; J. McNair, S-C sec. and comptroller; L. O. McLaren, S-C sales rep. Back row: L. A. Beauregard, S-C sales rep.; Stan Weir, S-C sales rep.; W. H. McPhillips, M.B.E., General Distributors, London, Ont.; O. R. Lee, MacDonald Electric Ltd., Kitchener, Ont.; H. H. MacDonald, sales mgr., MacDonald Electric; W. Anderson, Wilkinson-Kompass Ltd., Hamilton, Ont.; Major Wilkinson, Wilkinson-Kompass; W. H. C. Brown, General Distributors.

Thor Exhibit Reveals Washer Development

The successive stages in womankind's emancipation from the drudgery of the family wash were graphically illustrated in a display depicting the history of the washing machine from the wash tub of 1895 and the first electric washer of 1906, through the steadily improved models of 1914, 1920, 1923, 1925, 1928, to the Tub-roll, wringer-washer type and the Automagic clothes and dish washer of 1946. This display was

put on by the Thor-Canadian Co. Ltd. in the Toronto store of The Robert Simpson Co. Ltd. during the latter part of September, in order to present their new Automagic machine to the public.

The amazing and revolutionary features of this combination clothes and dish washing machine were demonstrated before large gatherings of interested onlookers. Once the clothes have been placed in the porcelain inner tub and the water poured in through the rubber hose, it is necessary to start the agitator for the washing process, to empty the dirty water, to rinse the clothes with a continuous flow of clear water, and to dry spin them ready for hanging on the line.

By removing the plastic agitator and the inner wash tub (which weighs only twelve pounds) and placing in the machine the water distributor, the dish drum, and three racks for holding the dishes, the Automagic is converted into a handy dish washer, which

only to throw a switch in order | washes even pots and pans. A grease-cutting chemical, not soap, and two quarts of hot water are swished around the dishes at a speed of three miles per hour. When the switch is turned off the water drains away and when it is turned on again the rinsing water flows through. By turning the dial to dry, arms are set in motion which fan warm air up to dry the I dishes so that they are ready for the shelf.

First Loran-Guided Pacific Crossing

Successful completion of the first crossing of the Pacific by a merchant ship using Loran, electronic method of long-range navigation, was announced by Meade Brunet, managing director of the RCA International Division of the Radio Corporation of America.

Mr. Brunet reported that the trip was made by the Waterman liner, John B. Waterman, employing an RCA Loran receiver with which the navigator was able to ascertain the position of the vessel with high precision, regardless of weather conditions.

The Loran receiver was installed aboard the John B. Waterman just before the start of the liner's maiden voyage, which included passage through the Panama Canal, and across the Pacific over the Great Circle Route to Shanghai.

Arriving in New York after completing a 20,000 mile journey in 127 days, Second Mate William Fleck, who operated the Loran equipment aboard the ship, reported to RCA officials that the apparatus performed with un-canny accuracy.



The Thor-Canadian display held recently in Toronto, showing the new Thor Automagic clothes and dish washer (centre) and other Thor models from the first electric washer up to the 1946 model. Photograph courtesy of The Robert Simpson Co. Ltd.



The NEW Fleetwood

PORT-O-MATIC

60 and 25 cycle

PORTABLE AUTOMATIC RECORD CHANGER

Ready For Immediate Delivery

Retail Price \$79.95

- Features! Plays 12 ten-inch records or 3 tube amplifier. 10 twelve-inch records.
 - Single post, latest type record changer.
 - Unfailing action.
 - Freedom from record spoilage.
 - Low pressure pickup.
- 2.5 watts output. • 5-inch Alnico No. 5 PM matched speaker.
- Separate tone and volume controls.
- Plays with cover open or closed.
- Luggage type carrying case.
- Acoustically designed case.
- Rugged compact construction.
- Includes instructions and circuit diagram.
- 110-115 volt A.C. operation.

The Aleetwood

AUTOMATIC RECORD CHANGER

Ready to attach to any radio, this automatic record changer has many of the features of the Port-O-Matic at the price of manual equipment. Beautiful Walnut Cabinet.

Retail Price

ALL MODELS READY FOR IMMEDIATE DELIVERY!



Model 301 Radio attachment, open type. 25 or 60 cycle, retailing \$16.95.



MODEL NO. 201

The Fleetwood PORTABLE PHONOGRAPH

25 or 60 cycle

WITH COMPARTMENT FOR 12 RECORDS

May be carried anywhere and ready to use wherever power is available. Sells readily wherever displayed. Plays ten or twelve-inch records with lid closed. Covered with brown, tan, blue, red or green rawhide fabricord. Features famous Fleetwood 3-tube Amplifier.

Retail Price \$49.95

Liberal Dealer Discounts

ELECTRICAL PRODUCTS MANUFACTURING CO. LTD.

3570 Louis Veuillot St.

Montreal 5, P.Q.



NEWS and NOTES

Excellent Program for Rochester Fall Meeting

Many Canadians Expected to Attend

LARGE delegation of Canadian members is expected to attend the Rochester Fall Meeting of the Institute of Radio Engineers which will be held at the Sheraton Hotel, Rochester, N.Y., on November 11, 12 and 13

An excellent program has been arranged, with papers on all sorts of radio and electronic subjects, ranging from colour television and engineering measurements to "death rays."

Monday, November 11

9.30 a.m.—Technical Session: Electronic Transducers, H. F. Olson, RCA Laboratories; Some Canadian Television Aspects, Gordon W. Olive, Canadian Broadcasting Corp.; Television at Bikini, Donald G. Fink, McGraw-Hill Publishing Co., and Captain Christen L. Engleman, Electronics Coordinating Officer, Operation Crossroads.

2.00 p.m.—Technical Session: Television Broadcasting as a Public Service, Raymond F. Guy, National Broadcasting Company; Colour Television, Paul H. Reedy, Columbia Broadcasting System; Measurement Methods for Ferro-magnetic Materials, Horatio W. Lamson, General Radio Company.

8.00 p.m.—General Session: Death Rays—Are There Such Things? A. F. Murray, Consulting Engineer.

Tuesday, November 12

9,30 a.m.—Technical Session: Television Sound Channel, R. B. Dome, General Electric Company; Report of RMA Data Bureau, L. C. F. Horle, RMA Data Bureau; Some New Tube Developments, F. E. Gehrke, Sylvania Laboratories; Wide Band I-F Amplifiers Above 150 Mc, Matthew T. Lebenbaum, Airborne Instruments Laboratory, Inc.

2.00 p.m.—Technical Session: A New Frequency Modulated Signal Generator, D. M. Hill, Boonton Radio Corp.; A Comparison of AM with FM in Broadcasting, M. G. Nicholson, Colonial Radio Corp.

Wednesday, November 13

9.30 a.m.—Technical Session: Application of Selenium Rectifiers to Receiver Designs, Harold Heins and T. M. Liimatainen, Sylvania Electric Products Inc.; Report on Television Standards, D. B. Smith, Philco Corp.; Recent Improvements in Television Equipment (With Demonstration), G. L. Beers, RCA Victor Division.

2.00 p.m.—Technical Session: Production Design of Magnetic Wire Recorders (With Demonstration), Roy S. Anderson and George W. Carlson, Stromberg-Carlson

Company; High Frequency AM Broadcasting Designed for Small Community Use, Sarkes Tarizan, A. Valdettaro, and M. Weijdel, Consulting Engineers.

8.00 p.m.—Photographic Session: Recent Developments in Colour Photography, A. L. TerLouw, Eastman Kodak Company.

Montreal Section

Dr. G. A. Miller of the National Research Council, addressed the Montreal Section of the Institute of Radio Engineers at the opening meeting of the 1946-1947 season on Wednesday, October 9th, at 8.15 p.m., at the Engineering Institute Auditorium, 2050 Mansfield Street.

Dr. Miller is head of the Antenna Section of the Radio Division at N.R.C., and has pioneered in Canadian research on the propagation of centimeter waves.

The speaker gave special consideration to the Canadian part played in the development of all types of radar antennas during the war, and illustrated his subject with

Toronto

An excellent paper and demonstration of television was presented before the Toronto Section, I.R.E., by K. R. Patrick, manager of Engineering Products Sales, RCA Victor Co. Ltd., Montreal. The meeting was held on October 7 at the Training and Re-establishment Institute, Toronto, and attracted a large attendance of members and guests. Mr. Patrick discussed the present and future prospects of television in considerable detail. A native of St. John, N.B., he joined RCA Victor Co. after six years of service with the R.C.A.F. on radio, radar and other secret equipment. He commanded the International Radar School at Clinton, Ontario, with the rank of Wing Commander, was awarded the O.B.E. in 1943 and the U. S. Legion of Merit in 1946.

Toronto Section's 1946-47 Program

The Toronto Section, I.R.E., has

developed a particularly attractive program for its 1946-47 season. The first meeting, held on October 7, is reported above. The balance of the program is given below.

October 15, 1946—Joint meeting with London Section at R.C.A.F. Radar School, Clinton, Ontario.

November 4, 1946—"Electronics in the Navy" by Commander H. S. Burchall, R.C.N.

December 9, 1946—Measurements (F.M. and others), by J. G. Minter, Measurements Corp.

January 6, 1947—Guided Missiles in World War II.

January 20, 1947—Facsimile.

February 3, 1947—Cathode Ray Direction Finder.

February 24, 1947 — Student's Night.

March 17, 1947—U.H.F. Measurements.

April 7, 1947—Planning of a Radio Communication System.

April 28, 1947—Annual Meeting and Election of Officers.

Except where noted all meetings are held in Room 21, Electrical Building, University of Toronto, and commence at 8.00 p.m.

Ottawa

A secret wartime device consisting of a radio-operated automatic weather station mounted on an anchored buoy in Lake Ontario, about 11 miles off Kingston, was described on October 8th to members of the Ottawa Section, Institute of Radio Engineers, meeting in the National Research auditorium. This radio-operated automatic weather station was devised and constructed by Department of Transport technicians to provide essential weather information to meteorologists attached to R.A.F. No. 31 Service Flying Training Station at Collins Bay to enable them to forecast the beginning and ending of fogs accurately. The peacetime application of this device is being considered.

Lawrence E. Coffey, Department of Transport radio engineer, described the automatic radio facilities used to transmit the weather information and the receiving instruments at the shore station. W. E. Knowles Middleton, formerly Department of Transport meteorologist but now with the National Research Council, described the origin of the project and detailed the instruments used to determine the temperatures of air and water and the velocity of the wind.

RADIO AND APPLIANCE SALES

Someone asked us...



"What do you mean when you say Hammond is 'Canada's Only Complete Transformer Line'?"

So we explained:

HAMMOND has consistently kept pace with the growth of the electronic industry and has made available through leading Jobbers from Coast to Coast, stock types of Transformers and Reactors, for almost every requirement.

Normally it is only necessary to select the unit required from among the 669 standard stock types described in the 1946 Hammond catalogue and order from your Jobber. Just at the present time shortages of wire and steel make deliveries very difficult, but sizeable shipments are being made.

Only HAMMOND is able to offer this complete service.

Someone else asked:

"Why are Hammond Transformers 'Canada's Standard of Quality'?"

We explained that too:

Radio Servicemen and Amateurs know HAMMOND—best of all! While there may be imitations and other substitutes, more and more of these Servicemen and Amateurs are demanding only HAMMOND. They know from their own experience that the name Hammond on a Transformer assures them and also their customer of the utmost in transformer performance.



DISTRIBUTED BY CANADA'S LEADING PARTS JOBBERS

HAMMOND MANUFACTURING COMPANY

GUELPH · ONTARIO · CANADA

Toronto Sound Firm Approves the Suggested Schedule of Charges

Cites Typical Case To Prove That Such Charges Are Fair and Can Be Obtained

THE EDITOR:

Your correspondent from Barrie (see Mr. Gribble's letter in August issue-Ed.) reminds me of what we had to put up with here until we went to work and did a selling job.

Better sound means more people and better attention, and people will pay for it but it has to be good, really good. We never use a truck for any job, always a tower for the speakers with up to six microphones and the system laid out so that the performers do not have to crawl into the mike to be heard. Give them a professional job. Beat the feed-back and you can get the price.

Too many of the sound Joe's think because they get a preferred seat right up front, especially for some of these beauty contests, etc., it is worth money because very few people can get that close, so they work for a low price. This makes them big-shots in their own minds. But, Mr. Editor, business is business. Help lay out the job, take an interest in their problems, advise them how, when and where. Sound men, if they have been around at all, know all the pitfalls and can, if they are on their toes, run any kind of fair, carnival, dance, etc., better than anyone I know. Sell yourself, show them you have the answers, then bill them.

The enclosed copy of our invoice to a local group will show you what I mean. 1946 is the eleventh year we have worked for these people. In 1935 our billing was \$17.50; to-day \$292.50. This year for the first time we sold them Master of. Ceremony services, the first time used. Also see letter that came back with their cheque. Don't know why I am letting this letter leave here, unless it is because I would like to see these sound out-fits ("so called," some of them) either get reasonable prices for a good job and make a living or fold up and let us.

I agree with your suggested prices,

regardless.

Mr. J. Labett,

-R. A. BUTLER, R. A. Butler Radio-Sound-Service Co., Toronto.

Mr. Butler's Invoice

Treasurer, Ward 8, Central Executive Council, 265 Woodbine Ave., Toronto, Ontario. August 2nd, 1946 Sound—Main Platform.....\$25.00 August 3rd, 1946 booths, Hook-up 4 hot plates and 1 oven, —supply hydro and speaker for moving pictures and remove 35.00 same...

NOTE: This is the 11th year we have done this job,—the first year total charge was \$17.50, now nearly \$300.00.

TOTAL \$292.40

Letter of Appreciation To Mr. Butler

R. A. Butler, Radio-Sound-Service Co., 1467 Gerrard St. E., Toronto, Ontario. Dear Sirs:

Please accept the thanks of all my committee, together with my

SPECIALIZED WHOLESALE

DISTRIBUTORS

Nationally Known

PRODUCTS!

- Philco Radios and Phonographs.
- Philco Radio Tubes and Accessories.
- Philco Radio Batteries.
- Radio Parts Electronic Supplies.
- Philco Refrigerators and Freezers.
- Philco Air Conditioners.

- Triplett Test Equipment.
- Findlay Electric Ranges.
- Speed Queen Washing Machines.
- Speed Queen Ironers.
- Queen Range Oil Burners.
- Queen Space Heaters.

Modernized for Specialized Service

GREAT WEST **ELECTRIC & RADIO COMPANY LIMITED**

89 Princess St.

WINNIPEG

Telephone 27 371

CANADA

personal appreciation for the sound service, etc., which you put on at our 13th Annual Gala Day. It was a good job, well done to our satisfaction.

We feel too, that your charges were reasonable considering the quality we received and our varied requirements. We still think R. A. Butler service is the best.

Yours very truly,

Sgd. "Alex Rhind." Honorary President, Ward 8, Executive Council.

Model Kitchens

(Continued from page 41)

In the model kitchen, all appliances customarily placed in a kitchen should be grouped in realistic fashion. To complete the set-up, the cupboards and courters should be installed. As a matter of fact, standardized cupboards are now available in steel and there will be a good opportunity for the dealer to sell this line in the future; the best way to display it is in the model kitchen.

Good lighting is essential and, here again, it must be properly designed in accordance with modern practice for such installations. A good floor is also a requisite. If the showroom floor is poor, the part devoted to the model kitchen, at least, should be covered with suitable linoleum or mastic tile, and this should be kept clean and tidy at all times.

Besides the major appliances which can include range, refrigerator, home freezer, electric garbage disposal unit, and dishwasher, a few small appliances may be placed on the kitchen counters as they would be in a home. And, of course, there should be an electric clock.

Plans for model kitchens are available from many sources these days. Any appliance manufacturer or jobber will help the dealer to prepare a suitable plan for his particular store. Ideas have appeared in *Radio and Appliance Sales* from time to time. The model kitchen illustrated with this article is worthy of note. It is actually in use in a distributor's showroom.

In any event, get the plan down on paper before you make another move. Know exactly what you are going to do and how it will look when finished before the work is started. Use squared paper with cutouts of the appliances to scale when planning the layout.

Make It Work

It is strongly recommended that, whenever possible, the appliances on display in a model kitchen should be ready to work at a moment's notice. After all, demonstration is one of the main reasons for installing a demonstration display kitchen. Therefore, every appliance should be connected to a circuit, ready for use. There's nothing quite so convincing as a good demonstration.

The kitchen will also be useful for special demonstrations which can be specially advertised. These may be demonstrations of kitchen equipment generally or of new featured traffic appliances.

A demonstration display kitchen is a first-class investment. If you're planning a new store or going to modernize your old showroom, provide space for one, if at all possible.

DISC SALES—Sales of records in the U. S. will show a 300 per cent. increase in 1947, according to Wm. A. Mills, executive secretary, National Association of Music Merchants.



INCLUDING LIFE INSURANCE COVERAGE FOR THE CUSTOMER

Tune in on a modern financing program and join the Parade of progressive dealers who SELL SAFELY by using the CAC "Limited Recourse" Plan. No Holdbacks—Your endorsement effective for only a limited Period—Complete streamlined wholesale facilities—New low rates. Write today for our booklet.



NEW PRODUCTS

J-B-T Appliance Temperature Tester

J-B-T Instruments Inc., New Haven, Conn., are producing a new appliance temperature tester, known as Model 60-JRT.

The new tester is a portable instrument which indicates temperatures from -100° F. to 80° F., 0° F. to 600° F., and A. C. voltages from 0 to 300 volts. The heart of the



J-B-T Model 60-JRT Tester

tester is a six-inch top quality microammeter.

The device checks operating temperatures of all types of refrigeration. It tests oven temperatures of gas and electric ranges, and shows temperature changes as they occur, with laboratory accuracy.

The instrument is a great timesaver for service technicians, factory maintenance men, laboratory technicians, contractors and maintenance engineers. It gives accurate readings on the spot for checking new installation performance and for trouble shooting, and checks line voltage at the same time.

J-B-T Instruments Inc. are represented in Eastern Canada by Wm. F. Kelly Company, 1207 Bay Street, Toronto, and in Western Canada by the C. M. Robinson Company, 207 Scott Block, Winnipeg, Man.

Honey-Coloured Electronic Phonograph Now Offered by Rogers Majestic

A most attractive, honey-coloured mahogany cabinet is the latest addition to the Rogers Majestic and DeForest electronic phonograph line which already comprises a fine walnut unit and a portable one. All are complete with amplifier and sensitive P.M. speaker.

This new blonde mahogany model is especially designed to harmonize

with modern light-coloured furniture. It has the same chassis and mechanism as the walnut model and the manufacturers claim exceptionally fine tone.

These models are already in production and delivery to dealers is starting under both the "Rogers Majestic" and "DeForest" lines.

Motor-Capacitor Housing

A general-utility housing for motor-starting capacitors, accommodating the standard 13/8"x31/4" unit, is announced by Aerovox Canada Limited of Hamilton, Ontario, and is being made available through its jobbers. This housing, made of heavy-gauge metal, completely covers and protects the capacitor and terminal assembly, and fits the motor frame contour. It provides a strong, rugged, shock-



proof installation. Once assembled, the capacitor cannot become damaged or displaced for any reason. No auxiliary caps or brackets are required.

New Snyder Microphone Stand

A triple-plated copper, nickel and chrome microphone stand is now in production at the Snyder Manufacturing Co., Philadelphia. This is the first of a new line of Snyder radio equipment.

The non-rust stand, which lowers to 30 inches and extends to a height of 60 inches, features the following: (1) A heavy cast-iron base with non-skid rubber pads; (2) A newly designed quick-grip locking nut which is guaranteed not to slip; (3) A traditionally high quality Snyder product at low cost.

The Snyder Manufacturing Company is famous for its auto-radio antennas and other car accessories. The Canadian representative is A. Cross & Co. Ltd., 45 Elm Street, Toronto.

Dacon Washing Machine Wrench

Considerable interest has been aroused in washing machine service departments by the recently announced Dacon Universal Washing Machine Wrench.

This new tool is designed to fit the centre post housing nut of all makes and models of domestic washing machines. It was invented by an expert washing machine service technician of long experience.

Instead of having to keep on hand an extensive number of different wrenches, all that the service department now requires is this one wrench which fits *all* makes and models. Furthermore, the wrench is very easy to use and one man with its aid can easily loosen the most stubborn centre post nuts.

The wrench is strongly constructed and comes in an attractive and sturdy carrying case. It is made by David & O'Connor, Belleville, Ont., and distributed by David's Electric, Belleville.

New Test Instruments By Measurement Engineering

The new "Canadian" Audio Generator Model A.G.1, designed and manufactured by Measurement Engineering, 61 Duke St., Toronto, is particularly intended for sound technicians. The instrument is housed in a grey crackle-finish metal cabinet and is readily adaptable to work on public address systems, inter-coms and theatre sound apparatus. Frequency range 20 cycles to 20,000 cycles in three ranges. Output sine wave with less than 2 per cent. distortion. Output voltage is flat within 2 db. approximately 17 volts across 10,000 ohms. Low hum level, low distortion and simplified operation are other fea-

A tube tester that won't become obsolete! That's what Measurement Engineering claim for their new TT-1 Tube Tester. This instrument is neatly built into a sturdy carrying case complete with removable cover. It tests all receiving tubes, gaseous rectifiers, resistor and ballast-tube continuity and pilot lamps. Rectifiers and diode types are given separate plate tests. The TT-1 also has provision for testing emission, shorts, open elements and for transconductance comparative tests. All tests conform to R.M.A. standards.

Full information on both instruments available from Measurement Engineering, 61 Duke St., Toronto.

RADIO AND APPLIANCE SALES

Stanley Lundy With Reliance Appliances

TORONTO—Stanley Lundy, for the past eight years Canadian Sales Manager of the Electric Shaver Division of Remington Rand Limited, has resigned. Mr. Lundy has become Sales Manager of J. K. MacLeod & Company Limited, Toronto, manufacturers



STANLEY LUNDY

of the famous line of Reliance electrical appliances. This company is also national distributor for several outstanding American and foreign manufacturers.

National Battery Buys Monarch Battery

A. H. Daggett, president of the National Battery Co., St. Paul, Minn., has announced the purchase of the Monarch Battery Co. of Kingston through National's newly formed subsidiary, Gould Storage Battery, Ltd.

The plant of Monarch Battery Co. becomes the 16th factory in National's organization. Located midway between Toronto and Montreal, the Canadian factory is well located to serve the entire country.

War Assets Sales

MONTREAL, Sept. 19th—For the sixth successive month sales of surplus war materials exceeding twenty million dollars have been registered by War Assets Corporation, according to the monthly report of disposals released to-day.

August sales total was \$20,-031,734, bringing aggregate receipts from the commencement of operations to \$246,549,263.

The average monthly sales for the last six months have been \$25,832,492, as compared with \$10,406,530, monthly average for the fiscal year ended in March.

Radio and radar sales for August totalled \$61,662.

Triplett Executives Win Rare Awards

Awards for their contributions to the war effort as members of the war committees of the American Standards Association have been presented to President R. L. Triplett and Chief Instrument Engineer Fred Lingel of the Triplett Electrical Instrument Co., Bluffton, Ohio.

Handsomely engraved certificates bearing their names and wording in recognition of their services were awarded to the two members of the organization at a Victory Day dinner at the Brooklyn Navy Yard, New York City.

lyn Navy Yard, New York City. Speaking on the first anniversary of V-J Day, Brig. General Donald Armstrong told those at the dinner that joint mass production standards worked out by the committees on which Mr. Triplett and Mr. Lingel served, helped American war production set unsurpassed records.

Triplett is represented in Eastern Canada by Wm. F. Kelly Company, 1207 Bay St., Toronto, and in Western Canada by C.M. Robinson Co., 207 Scott Block, Winnipeg, Man.

I. A. C. Announces New "Merit Plan"

The I. A. C. "Merit Plan" has been announced by Industrial Acceptance Corporation Ltd. The company points out that the dealer's customer control is challenged by the loan companies, credit unions, banks and insurance companies, who are lending consumers money with which to buy electrical appliances and with which to make other major household and home improvement purchases for cash. However, the new I. A. C. plan, in addition to providing broader and more comprehensive dealer insurance features, also protects the dealer's income against loss of customer control. The plan per-mits the dealer to offer his customers security at no extra cost-life insurance protection

and new low rates.

The I. A. C. "Merit Plan" is offered by forty-eight I. A. C. branches throughout Canada.

Anthony Foster & Sons Announce New Service

Anthony Foster & Sons Limited, Toronto, have just installed the new "Marion Meter Tester." This is a scientifically designed instrument to test the accuracy of any type of meter and will show to one-half of one per cent. the amount of variation. Dealers and service technicians are invited to bring their meters in, have them checked and obtain, free of charge, an honest opinion on their condition. This is another Anthony Foster service, designed to assist the electronic technician to render better service to his customers, and is entirely complimentary.

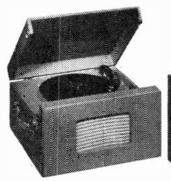
Coupled with this service, the firm is equipped to handle repairs and adjustments to instruments and at nominal cost. The men handling this work are instrument specialists.

JOY RECORD PLAYERS

CANADA'S LEADING LINE

JOY'S BIG FOUR

Available for immediate delivery. Order now for Christmas selling from distributors in your territory.



PORTABLE RECORD PLAYER (at left)

Model 46-3A-25 cycle Model 46-4A-60 cycle



List \$54.95

Features self-contained 3-tube amplifier with tone control. Housed in convenient leatherette carrying case. Includes Portable Record Cabinet also in leatherette to carry 50 ten-inch records.

ELECTRONIC RECORD PLAYER

(at right)

Model 46-1A-25 cycle Model 46-2A-60 cycle

LIST \$54.50

Features self-contained 3-tube amplifier with tone control. Housed in handsome walnut cabinet. Thrillingly clear and life-like tone.



RECORD CHANGER

(at left)

Model 46-1C--25 cycle LIST \$44.50 Model 46-2C--60 cycle

LIST \$39.95

OPEN FACE MODEL

(at right)

No. 46-5P LIST \$19.75

No. 46-6P LIST \$19.50



JOY ELECTRICAL INDUSTRIES

LIMITED

Manufacturers of Fine Record Players and Changers
293-5 KING ST. WEST
TORONTO





Western Jobber's Fine New Building Formally Opened

Enlarged Building Provides Modern Facilities For Dominion Electric Co. Ltd. and Great West Electric and Radio Co. Ltd., Winnipeg.

Radio and appliance jobbers in many parts of Canada are planning extensive expansion programs. Some already have their plans well under way and in a few cases fine new buildings are now completed or nearing completion.

Jobbers everywhere are optimistic over the future and are backing their optimism with cold cash to extend their facilities and thus make their services even more valuable to the customers they serve.

An excellent example of this is the new Dominion Electric building in Winnipeg, which was formally opened recently. This formally opened recently. fine building was planned by The Dominion Electric Co. Ltd. in 1945 when it became apparent that additional space was necessary if the firm was to continue to give its customers its usual prompt and efficient service. The premises occupied by the firm at that time consisted of a 44-foot frontage, three-storey building located at 87 Princess Street. A vacant lot beside the building was available and it was decided to erect a three-storey structure on that 38-foot lot, to adjoin the original building which the firm intended to modernize.

Construction of the new build-

ing was started in September, 1945, the plans calling for offices for I. H. Wolinsky and H. Wolinsky; an appliance sales room; radio parts department (sales room, stock room, repair and checking room); electrical supply counter and stock room for electrical supplies.

The Dominion Electric Co. Ltd. was established in 1914, and specialized in electrical supplies and fixtures for a number of years. In 1932 an extensive line of major appliances was added.

In 1945, when the new building was planned, the Great West Electric and Radio Co. Ltd. was incorporated and the new building thus has two occupants.

The Dominion Electric Company Ltd. is headed by J. Wolinsky, president; H. Wolinsky, manager of the electric supply department; and D. Secter, secretary-treasurer. This firm specializes in electrical supplies of all kinds, electrical fixtures and table appliances.

The Great West Electric and Radio Co. Ltd. is headed by J. Wolinksy, president; Irving H. Wolinsky, vice-president and managing director; H. F. Allen, manager of the stores and traffic department of both companies; and H. Spiller, credit manager of

both companies. The staff of the Great West Electric and Radio Company consists of four in the sales department, and the parts and service department is headed by S. Reidberg, assisted by a staff of three.

The plans for the new building called for the business offices and the office of the president to be on the second floor. The exterior of the building was simplified; the new windows were made to match the existing ones. A new entrance was made in the centre of the joint-building, and the whole building was stuccoed in white.

On entering the building, there is a 34-foot counter, and to the left is the radio parts counter, and to the right is the electrical supply counter. An important feature of the layout is that the customer is free to circulate, with each department being independent and controlled. The original wall of the building forms a natural division to these departments. The design of the floor pattern, ceiling, and the wall opposite the radio department accentuate the direction of the counter, relating the new and old parts of the building as one.

To the left of the entrance, past the radio parts department, is the entrance to the electrical fixture department; beside the radio parts counter are the appliance sales rooms, appliance manager's office, and a display case.

To the right of the entrance the opposite end of the public

space shows the end of the electrical supply counter; the screen to the stair hall leading to the business offices on the second floor; and to the right are desks for salesmen.

Fluorescent lighting is used throughout the building; a pale yellow ceiling was used for maximum light reflection. The wall behind the counter is grey-greea. A light orange colour adds warmth to the left entrance wall, and continues around the corner on the wall, fearuring the glazed wall case. The opposite end of the selling area is painted a brown-gray; doors, counter, and wall display are natural finish birch, contrasting sharply with the black marbleized asphalt tile floor, patterned with green and white stripes.

The stock room in the radio department is able to carry sufficient stock for two weeks' counter requirements. Replacement parts are carried in made-to-order box compartments, and the total number of boxes required for these parts is close to 300 for two weeks. Additional radio parts are carried in the stock rooms on the second floor.

The stock room in the Dominion Electric counter department on the main floor was increased by 50 per cent.; up-to-date shelving was installed sufficient to carry stock for two weeks' counter requirements.

The total storage capacity has been increased from approximately 18,000 square feet to about 35,000 square feet.







PHOTOS on this page show views of the attractive counters, the smart building exterior and the offices in the new premises of Dominion Electric Co. Ltd. and Great West Electric and Radio Co. Ltd. in Winnipeg.



What People Want Most in



MODEL R-5191 — Provides topnotch performance at a moderate price. A sturdy, pleasing design in walnut finish featuring five 1.4 volt tubes, Standard Broadcast, three gang condenser, phonograph terminals and low battery drain, with amazing selectivity and sensitivity.

Stewart-Warner Delivers in Every Price Class

THERE'S SOMETHING FOR EVERYONE in the complete line of Stewart-Warner Radios.

Look at the R526 shown above it has everything . . . a Table Model Combination Radio Phonograph with Automatic Record Changer that plays 12" or 10" records. Here is a radio eminently equipped to meet the demand for a Combination that fits into today's small living space.

Stewart-Warner Battery Models have always been famous for economy and performance — and are still the best. For outstanding radios in every field, see the complete list of Stewart-Warner Models including the sensational "Master Line" Series.

See your nearest Stewart-Warner distributor or write us for full information.



MODEL R-5211—A deluxe Battery operated mantel radio, the same outstanding performer as Model R-5191 except this set covers in addition to Standard Broadcast all popular Short-Wave bands.



MODEL R-520—An all-year-round perfect second radio for the hame. This six-rube three-way portable receiver operates on alternating current, direct current or self-contained batteries. Superior to any previous portable model combining electronic efficiency with smart decorative design.



STEWART-WARNER-ALEMITE CORPORATION
OF CANADA, LIMITED

BELLEVILLE

ONTARIO





Chimes connect to present door-bell wiring—WITH-OUT THE USE OF TRANS-FORMER!

Presto CHIME-MASTER Chimes are manufactured in Canada and distributed by jobbers in Canada thruout the Dominion. This insures immediate delivery.

Presto CHIME-MASTER
Chimes are distinguished
by their smart appearance,
excellent tonal qualities with
the usual PRESTO-PERFECT
mechanical features. These
are the features of CHIMEMASTER Chimes—developed by Presto engineers
in Presto's American plant
and which are now made
available to the Canadian
market.

Presto CHIME-MASTER
Chimes are priced right
and therefore ring a note
of welcome profit to dealers
—a note of welcome to
every home.

Write for catalog describing these chimes as well as the complete line of Presto Bells, Buzzers, Push Buttons and Accessories and Signaling Devices.

PRESTO ELECTRIC CO. OF CANADA

425 River St., Verdun, Que.

Joint RMA-IRE Golf Tournament Attracts Large Attendance

Popular Annual Event Held At Ancaster— Some Excellent Scores Turned In

The second annual joint golf tournament of the Radio Manufacturers Association of Canada and the Toronto Section, Institute of Radio Engineers, was held at the beautiful Hamilton Golf and Country Club at Ancaster, Ontario. The event, which took place on Friday, September 13, attracted a large number of golfers and some excellent scores were turned in.

Great credit for the success of the tournament is due to Pete Heenan, Sid Gartshore, Stuart Brownlee, Harold Beddoe and Jack Longstaffe. There is always a great amount of work involved in making the necessary arrangements which everyone agreed were carried out to perfection this

year.

The IRE trophy for low gross was won by B. DeF. Bayly. The two RMA Wrigley (now "Radio and Appliance Sales") trophies were won by J. A. Cameron for low gross and Messrs. Cameron and J. A. P. Crombie, of Utah Electronics (Canada) Ltd., Montreal, for the best 36 holes for one company. The Diamond State Fibre Trophy for low net was won by C. A. Winder, of Moffats Limited.

J. R. Longstaffe presided at the dinner and expressed the gratitude of the committee for the splendid attendance. He commented upon the fellowship which these joint events made possible between RMA and IRE members and guests and called upon S. L. Capell, president of the Radio Manufacturers Association of Canada, who paid tribute to the golf committee for the excellent judgment it had used in selecting such a fine course. Mr. Capell also spoke of the increasing complexity of modern electronic devices and of the importance of the engineer in making such equipment available for general use. He also spoke of the role played by the production and factory men in interpreting the ideas of the engineers and scientists.

C. A. Norris, vice-chairman of the Toronto Section, Institute of Radio Engineers, represented H. S. Dawson, chairman of the Toronto Section, who was unable to be present. On behalf of the IRE members, Mr. Norris expressed gratitude for the pleasant associations which these joint events had made possible.

T. S. Farley, chairman, Parts and Accessories Division of the RMA also spoke briefly. He said that he was very glad to see such a big attendance.

Mr. Longstaffe then awarded the prizes to the tournament winners and to the winners of the many lucky draws.

Now Manager of Victoria Branch, C. A. C.

Fred Gathercole is now manager of the Victoria Branch of Canadian Acceptance Corporation Limited, which was opened on October 1st in the Campbell Building, Douglas Street.

Mr. Gathercole was born in Edmonton and received his education there. He joined the Army in 1942 and, after service



FRED GATHERCOLE

overseas, was honourably discharged in January, 1946. With a background of 13 years' experience in financial and insurance business, he came to C.A.C. in January of this year as Victoria representative. The executive offices of Canadian Acceptance Corporation Limited are located in the Metropolitan Building, Toronto, Ontario.

Joseph Barsalou Becomes Branch Manager

MONTREAL, September 20—Joseph Barsalou has been appointed branch sales manager at Montreal for War Assets Corporation, it was announced today by E. R. Birchard, Vice-President in charge of Merchandising. Mr. Barsalou replaces G. M. Sauriol who has resigned to resume activities in the Montreal financial district.

Mr. Barsalou joined War Assets Corporation in October, 1944, and has been serving with the Montreal Branch since.

R. M. Lynch Passes



The Late R. M. Lynch

A host of friends throughout Canadian trade circles were shocked to learn of the recent death of R. M. Lynch of Montreal, Eastern Division Manager of the Canadian National Carbon Co. Ltd. Mr. Lynch had been actively engaged in sales executive capacities with the company for 27 years.

Distributors Appointed For Astra Products

Brand and Millen Limited have announced that the following wholesalers have been appointed to distribute Astra radio receivers, record players and other products

Maritime Provinces — Radio Accessories Limited, 2749 Notre Dame St. W., Montreal, Que.

Quebec — Radio Accessories Limited, 2749 Notre Dame St. W., Montreal, Quebec.

Ontario—(Central and South-Western): Craigmore Sales Limited, 1175 Bay Street, Toronto, Ont. (Northern): Frank Speers Supply Company, 175 Main Street West, North Bay, Ont. (North-Western): The Northern Engineering & Supply Company, Fort William, Ont.

Manitoba—Aetna Distributors Limited, 166 Osborne Street, Winnipeg, Manitoba. (Also distributors for portion of Ontario, East to Fort Frances and Stoux Lookout.)

Saskatchewan — (Southern): York Auto Supply Company, Regina, Saskatchewan.

Alberta—Electronic Industries Limited, Edmonton, Alta. Territory—(Northern Alberta including Red Deer).

Marconi Launch Spot Campaign

On October 1st an intensive radio spot advertising campaign was launched on most of the stations across Canada by the

Canadian Marconi Company. This campaign is on behalf of Marconi RVC Radiotrons. It is understood that these spots will be unusual in format and promise the listeners entertainment as well as helpful information about radio tubes. The campaign is handled by Cockfield, Brown & Company for the Canadian Marconi Company.

Marconi Mid-West Sales Engineer

Charles E. Tremblay has been appointed sales engineer for the mid-West, according to a recent announcement made by W. J. Gray, assistant general manager, of Canadian Marconi Company, Montreal.

Mr. Tremblay brings a wealth of experience to his new duties in the Marconi organization. He became interested in radio and communications at an early age and entered the practical end of the business on graduating from Columbia University. Prior to the outbreak of the recent war, he was engaged in communications work in Northern Quebec and the Arctic regions.

During the war, he enlisted in the Royal Canadian Air Force and was assigned to the technical section. He spent some time supervising the installation of heavy electronic equipment throughout Newfoundland and the Ferry Command route, later being transferred to Winnipeg.

Blind landing systems were being put into operation at various centres under the jurisdiction of Air Training Plan authorities and Mr. Tremblay was delegated to head this work in the metropolis of the mid-West. He continued in this work until receiving his discharge from the Service last year.

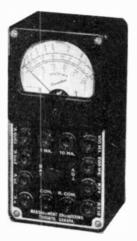
Using Winnipeg as his base, Mr. Tremblay will cover the mid-West territory contacting and servicing the requirements of the many Marconi customers in that area.



C. E. TREMBLAY

Here Are Four dian Canadian Test Instruments

That Can Help You!

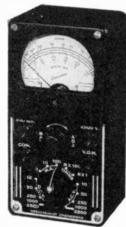


Model CT-1 Compac-Tester

Pocket size tester in sturdy bakelite case 3"x6"x2½". Exceptionally compact and rugged.

0/5/25/250/1000 Volts d.c. 1000 ohms per volt. 0/1/10/100/500 ma.

2 ohms ranges with selfcontained battery.



Model CT-2 Compac-Tester

Same size as CT-1 with more ranges. 200 Micro-Amp meter for higher sensitivity — 3000 ohms per volt.

0/10/50/250/1000/2500 volts d.c. and a.c. 0/1/10/100/500 ma.

2 ohms ranges—5000 and 500,000 ohms full scale.



Model A.G.-1 Audio Generator

20 cycles to 20,000 cycles in three ranges. Output sine wave with less than 2% distortion. Output voltage flat within 2 db. Approx. 17 volts across 10,000 ohms. 115 volts 25 or 60 cycles. . . . C.S.A. approved.



Model TT-1 Tube Tester

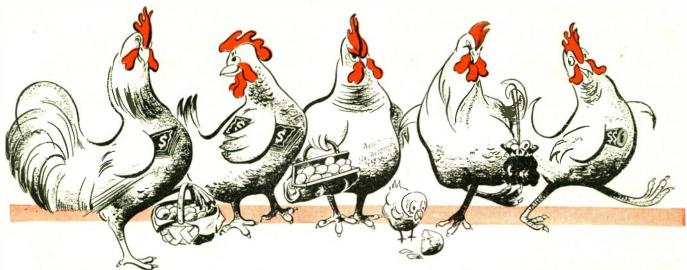
Won't become obsolete! Provision for testing emission, shorts, open elements and for transconductance comparison tests. 115 volts 25 or 60 cycles . . . C.S.A. approved.

For Full Information See Your Jobber or Write to:

MEASUREMENT ENGINEERING - Dept. S-10

Headquarters for Test Equipment in Canada

61 DUKE ST. - TORONTO - EL. 2881

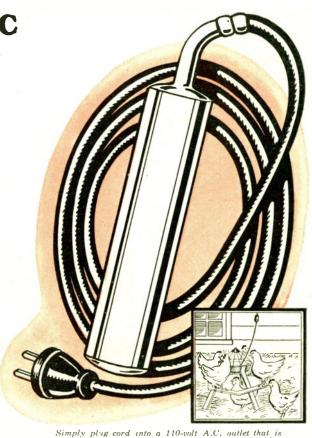


Profit by this Big-Time Market

Poultry Farmers Everywhere Need

GENERAL SELECTRIC Poultry Water Warmers

There's a big market for this easy to sell, profitable appliance. Canada has thousands of poultry farms, not to mention the many other thousands who raise poultry as a side-line . . . and everyone who has poultry needs a General Electric poultry water warmer. Part of this market may be in your territory. Retailing for only \$5.95, this appliance needs no elaborate installation, and it keeps drinking water at an even temperature of about 50° Fahrenheit all winter long, increasing egg production profits. It eliminates the work of clearing ice from drinking pans, and carrying warmed water. Every electric dealer serving rural areas should sell this appliance. Call your nearest C.G.E. office today for prompt delivery, and a supply of folders for consumers.



Simply plug cord into a 110-volt A.C. outlet that is alive at all times and immerse water warmer in drinking pan. A built-in thermostat turns the current on and off automatically to maintain water temperature at 50°F.

WE-1146

CANADIAN GENERAL ELECTRIC #

HEAD OFFICE - TORONTO

OUTSTANDING IN THEIR FIELDS

A.M.P.

Solderless Wiring Devices and A.M.P. Electrical Repair Kits.

RAD • EL • CO

Car Aerials

Straight Cowl, Side Cowl, Top Cowl - Fender, Torpedo Cowl.

J. K. CRYSTALS

and Frequency Standard. (James Knights Company)

ALL AVAILABLE FROM TORONTO STOCK

For Information, Write to Sole Canadian Agents and Distributors

F. MANLEY & SONS

LIMITED

Telephones

AD, 7924 WA. 0812

82 ADELAIDE ST. E.

TORONTO, ONT.

Canadian Radio Production Reaches All-Time High

(Continued from page 32)

mand for efficient, small size receiv-

"We are pleased to note that last month's report shows that the disparity between the production of small sets and the large consoles and combinations, for which so many consumers are patiently waiting, is slowly but surely being cut down as more cabinets and other essential components become available and soon we hope that more balanced production will be attained.

"We in the Canadian radio in" dustry fully realize that nothing like this production could have been attained in these difficult times without the co-operation and generous help of our friends in the United States and it remains to their everlasting credit that, in spite of shortages and more shortages, a fair percentage of the essential components made in the United States and vital to production in both countries has

always been available to the Canadian radio manufacturers.

Price Decontrol

"At the meeting of the American Board of Directors this afternoon, we noted that one of their major subjects was the question of OPA decontrol of the radio industry, and we Canadians were particularly interested in the discussions on this matter since we also feel that decontrol should be effected in Canada.

"Well over a year ago, the radio set manufacturers in Canada recognized that some measure of decontrol would have to be instituted in order to overcome price inertia and to get the ball rolling. At that time, the set manufacturers went right out on the end of a limb and recommended that the component parts suppliers be allowed to negotiate prices freely with the set manufacturers in the face of a firm requirement by the Prices Board that the set manufacturers would be required to maintain 1941 list prices. This is an excellent example of free enterprise in action. Set manufacturers felt there was an outside chance they could get production rolling fast enough to over-

take the rising costs and still come out with their shirts. The present shirtless condition of the set manufacturers indicates that they were over-optimistic but, nevertheless, production was started; at least part of our industry was in the clear on price; the public started getting radios, and our production machinery started to creep forward, at least in low gear. If the radio set manufacturers had been unwilling to take this very real gamble (and it was a gamble which has only partially paid off), heaven only knows how or when the first steps would have been taken.

'The stand of the Canadian Wartime Prices and Trade Board has always been that controls would be removed when production is normal and, as I have previously stated, monthly unit production now exceeds that of our best pre-war years. On this basis, there is little excuse for continuation of controls and possibly our own Association committee will be able to go forth to the Prices Board armed with some useful arguments that have been given us this afternoon by our friends from the United States.





- ANSUL CHEMICAL COMPANY
- PERFECTION REFRIGERATION PARTS CO.
- ROTARY SEAL COMPANY
- ELECTRIMATIC WATER VALVES
- IMPERIAL BRASS MFG. COMPANY MAUREY MFG. CORPORATION
- CUTLER-HAMMER INC.



Jobber Inquiries Solicited 382 Victoria Ave., Westmount

Montreal, Quebec

On Refrigeration Parts

For All Makes

RADIO SALES **SUPERVISOR**

Responsible position now open for supervisor of all sales activities for Radio division of large, nationallyknown electrical manufacturing organization. The man we seek should combine technical radio knowledge with ability to analyze markets and carry out effective sales presentation. Please give details of experience, background, education and salary requirements. All correspondence strictly confidential.

Box 505

RADIO AND APPLIANCE SALES

54 Bloor Street West, Toronto 5, Ontario.



"VOMAX", the famous McMurdo Silver Meter—combining in one the functions of a multimeter, a volt-ohm-db-milliammeter, and an r.f. vacuum-tube voltmeter of laboratory instrument calibre -is now manufactured and distributed in Canada by:-

M°Murdo Silver

General Radionics

465 Church Street Toronto ENQUIRIES FROM THE RADIO INDUSTRY INVITED

FOR SALE

Radio Cabinet Factory

In healthy running order. Producing Twenty Thousand Dollars of cabinets regularly each month. One hundred thousand feet lumber on hand. PRICE \$125,000.00. Located one hour's drive from Toronto. Write

Box 506 RADIO & APPLIANCE SALES

54 Bloor St. W.

Toronto 5, Ont.

Radio to The "Fore!"

The \$10,000 Canadian Open Golf Tournament, held this year at Niakwa Golf Club, Winnipeg, was the latest event to provide Canadian Marconi FM radio apparatus with a chance to 'show its stuff.'

To provide a putt-by-putt and drive-by-drive description of the tournament, an automobile equipped with Marconi FM apparatus was parked at the press tent at the Club. Sports Commentators Jack Wells, of CKRC, Winnipeg, and Doug Smith, of hockey broadcast fame, followed the contestants from hole to hole. A special low-range "pushie-talkie" battery-operated transtalkie" battery-operated trans-mitter enabled them to flash a play-by-play account to the car.

These reports were then rebroadcast from the Marconi car to a receiver in the downtown studio of Station CKRC and thence on the air to the general

public.

The radio equipment operated flawlessly throughout the entire this season's program by popular tournament and all concerned request.

were gratified with the excellent and speedy results obtained.

Northern Electric Hour Back on Air

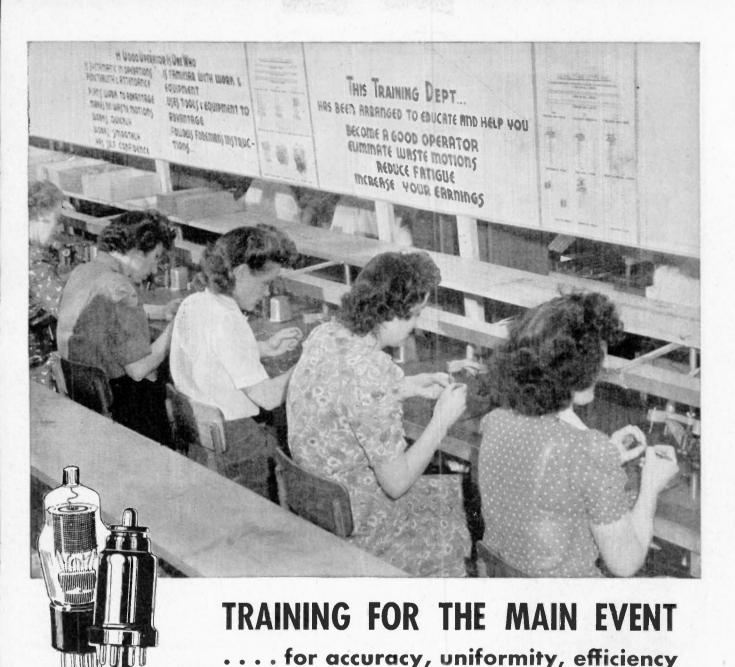
MONTREAL-One of Montreal's outstanding young bari-tones, Charles Jordan, was the guest artist on the Northern Electric Hour on Monday, October 7, when the program returned to the air following a break for the summer months. Jordan, who appeared last season on the Northern Electric Hour, is now a regular star with the America Broadcasting Corporation.

The broadcast, as in the past,

originates in Toronto and is heard over the Dominion and Quebec Regional networks on the CBC. Produced by Gordon Forsyth, the broadcast was high-lighted by John Drainie's narra-tion of "Forest Fire." These "Forward with Canada" features proved very acceptable last year and have remained as part of



The FM radio equipment used to provide CKRC's listeners with an on-the-spot account of the Canadian Open Golf Tournament.



Manufacture of General Electric Radiotrons is exacting work requiring observance of tolerances oftentimes less than one thousandth of an inch.

Maintenance of these tolerances can be attained only through adequate training. That's why, before going into the actual assembly of General Electric Radiotrons, operators must first undergo a period of critical training. During this "apprenticeship", under the skillful supervision of experts, new employees acquire experience

and confidence that spells the difference between ordinary quality and high quality.

Careful training is just one of the things that make General Electric Radiotrons so uniform so thoroughly dependable ... ensuring for you greater customer satisfaction. It pays to sell General Electric Radiotrons.

GENERAL E ELECTRIC RADIOTRONS

WR-1146

CANADIAN GENERAL ELECTRIC SE

HEAD OFFICE - TORONTO

YOU GET SUPERIOR SERVICE from

THE GROWING HOUSE

EXCEL

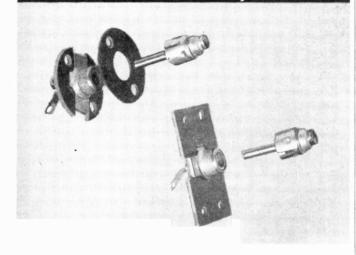
DISTRIBUTING INC.

486 St. Catherine St. W... Montreal Telephone-MArquette 9631

WHOLESALE RADIO PARTS

 Send for our latest bulletin of Radio and Electronic Parts and Supplies. We have adequate supplies in stock for your convenience.

CONNECTORS & U.C.F.



Two types of connectors for Radio application by U.C.F. are illustrated above . . . a part of many new sets now being produced.

Radio builders and manufacturers are using more and more U.C.F. standardized items for radio . . . Sockets, Lugs, Terminal Strips . . . Tube components, Plug buttons, Antenna and Ground Boards, Tee nuts. Specify U.C.F. for precision!

Made in Canada by

UNITED-CARR FASTENER COMPANY OF CANADA LIMITED HAMILTON . CANADA

RCA Victor Show Stars Kid The Sponsors



Johnny Wayne (second left) tells a good one to F. W. Radcliffe, Vice-President in charge of Sales and Public Relations, RCA Victor Company Limited, while A. Usher, RCA Victor's Advertising Manager (right) and Frank Shuster smile their appreciation. Scene occurred after premiere broadcast of the RCA Victor Show starring Wayne

T. Eaton Co. Ltd., Toronto, Holds Television Show

A week's demonstration of television was held at the main store of The T. Eaton Co. Ltd., Toronto, from Monday, Sept. 9 to Saturday, Sept. 14.

Modern television transmitting and receiving equipment was demonstrated in "Television Workshop," equipped and conducted by Television Projects, Inc.

Television programs were staged throughout the day. On a ling its way to the Border City. 14-foot stage, on the fifth floor, television cameras televised fashion shows, sport events. dramatic skits, marionettes, etc.
On the second floor, standard Good News For Radio television receivers were set up, on the screens of which the public was able to see the programs televised on the fifth floor stage.

A practical demonstration of the construction and testing of radio equipment was given by students from the School of Electronics, Training and Re-Establishment Institute.

Electrohome Ships Fans By Air

Aeroplanes are called into use

relief but a new one was recorded recently when the Detroit River failed to supply the necessary cool breezes to keep some Windsor residents comfortable.

Fred G. Sims, sales manager, radio and appliance division of Dominion Electrohome Industries Limited, received a very urgent request from Waddell Sound and Radio, Windsor, for a shipment of fans. Fred, knowing how tough the heat was in Kitchener, soon had a cargo of Electrohome Long Life loaded in an aeroplane and wing-

"Hams"

MONTREAL, Sept. 16-Of interest to amateur radio operators throughout Canada, is the announcement made to-day by War Assets Corporation that greatly increased quantities of surplus radio equipment, including transmitter and receiver parts, are now becoming available for distribution through jobbers and dealers. In the past, most of the usable equipment becoming surplus had been taken up by federal and provincial governto carry out many missions of ment priorities, so that very little

Dominion Electrohome ships fans by air. Left, Fred Sims, Dominion Electrohome sales manager; right, G. Waddell, Windsor dealer who received the shipment.



public.

An arrangement has been An arrangement has been entered into between the corporation and the Canadian Amateur Radio Operators' Association, under which enquiries for any materials wanted by VE's, or "Hams" as they are popularly known, may be directed to the association, who, after checking with War Assets Corporation, will inform the enquirers of the names of dealers in their locality who have surplus equipment for sale. The association maintains a liaison with War Assets for this purpose.

New Sales Engineer

Measurement Engineering through its general manager, D. A. Bamford, announces the appointment of Walter C. Ward as sales engineer.

A graduate electrical engineer from the University of Toronto, Mr. Ward spent several of the war years with Research Enterprises Ltd. in the capacity of test equipment engineer. Following this experience, he joined the



WALTER C. WARD

staff of Electronic Devices Ltd. as chief engineer, where he first became associated with Mr. Bam-

was available for the general | ford who was managing that firm at the time.

Mr. Ward's experience in the design, manufacture and maintenance of laboratory test equipment is wide and varied. He will be a great help from an advisory standpoint as well as a sales standpoint to both the jobbers and industrial accounts upon whom he will be calling.

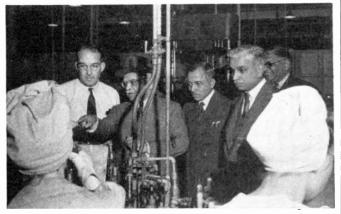
British Executive Touring Canada



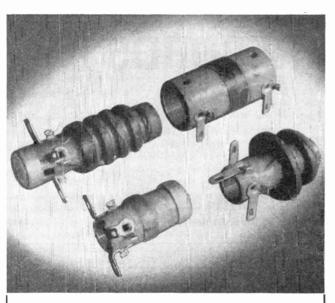
T. F. LISTER

MONTREAL — Currently in Canada on a combination holiday and business trip, T. F. Lister, managing-director of the Lister, managing-director of the Hewittic Electric Company Limited, Walton-on-Thames, Surrey, England, is making a coast-to-coast tour of Canada and also will visit a few points in the United States before returning home next month. The Hewittic Electric Company is represented in Canada by the Northern Electric Company Limited Limited.

Indian Industrial Delegation Tours Plants



Members of The Indian Industrial Delegation of the All-India Manufacturers' Organization who made a tour of the plants of Rogers Majestic Limited and its subsidiary Rogers Electronic Tubes Limited Leaside, on Sept. 24th. Shown examining one of the machines used in tube manufacture, are left to right: T. Van Dyk, manager of Rogers Electronic Tubes Ltd.; S. N. Haji; G. V. Puranik; H. G. Gupta and S. G. Shah.



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DOMINION MUSIC DISTRIBUTORS LIMITED

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Toronto, Ontario

Windsor Store Combines Beauty and Efficiency

(Continued from page 25)

effect, which has sound merchandising value as well, is provided by the coloured photographs of recording artists, arranged over the record bars and shelves.

Major appliances are displayed along the wall facing the record counter. Space is available for an attractive showing of the various models. The firm will handle a full line of major appliances, radio receivers, sewing machines, and commercial refrigeration and air conditioning installations which are already a major part of the business.

The simplicity of the interior decoration sets off the merchandise to excellent advantage. The store fixtures are finished in ivory with black trim. Furniture is stainless steel with maroon upholstery.

The floor is covered with linoleum tile in contrasting colours of maroon and ivory alternately, and a black border encloses the entire floor.

The firm started in business in Windsor in 1936. In August, 1942, it discontinued operations except for commercial refrigeration service. About three months ago full-scale operations were resumed.

"Our sales policies are about the same as the average store in this line of business," states Mr. Frawley. "We do not employ outside salesmen as we consider them to be the most costly and unsatisfactory method of selling. We employ store salesmen only at the present time and up to now have had no occasion to do any outside work. We shall, however, have outside calls to make when merchandise becomes more plentiful. This will be done by our regular store staff and no canvassing will be done.

New Type of Home Heating Equipment Provides Essential Comfort Feature

Warm floors have long been considered by heating engineers as one of the most important factors in keeping the home comfortably heated. Cold feet, they say, will quickly lead to general body discomfort and can be the cause of common colds. Warm floors are especially desirable in a home in which there are children because the floor is so often the place where they play.

To provide this essential home heating feature for homes located in the country as well as in town, a Canadian manufacturer has placed on the market this fall a new type of oil space heater that provides warm air circulation at floor level at all times that the heater is in operation. This Coleman Oil Heater is designed to move the heat —and to put the maximum amount of heat into the home by eliminating waste heat up the chimney. The "heat flow" design of the streamlined cabinet of this oil heater permits circulation of an extra large volume of warmed air. It is the circulation or movement of the warmed air plus fast-warm-up radiant heat that keeps floors warm and prevents cold corners in a room. This oil heater is said to provide a complete circulation of freshly warmed air three to five times an hour.

Proposed Dimensional Characteristics of Phonograph Records for Home Use

In order to reduce to a minimum the possibility of trouble with record changers due to records having varying physical characteristics, the Radio Manufacturers Association has approved a set of standards for records for home use. These standards are: 10// D

	10" Records	12" Records
Diameter	9%'' + or - 1/32''	11%'' + or - 1/32''
Thickness	78	-178 -175
Measured at four points, 1'	,	
		0.000// 1 0.010//
from outer edge, 90° apart		0.090'' + or - 0.010''
Diameter of outermost groove of		
recording pitch	$9\frac{1}{2}$ "+or-0.02"	$11\frac{1}{2}$ "+or-0.02"
		, , ,
Centre Hole Diameter	$0.286'' \pm 0.001''$	
	or—0.002′′	
Minimum Inside Diameter of	01 0.002	
	29 ///	
Recording	33/4"	
Eccentric Stopping Groove		
(a) Diameter	33/8"	
(b) Run-out relative Centre	, 0	
	0.250'' + or - 0.015''	
Shape of outer edge	0.250 101-0.015	
onape of outer edge		

(a) Semi-circular, or

Where "V" edge is used, it is recommended that it have:

 Included angle of 80°+or—10°
 Edge radius of 1/64" (approx.)
 Apex of the "V" depart from the mid-plane between record faces by not more than 0.010"

A Youthful Radio Enthusiast



It is not only older "hams" who enjoy the new Hallicrafters radio sets. Here is Bryan Lapier (2½ years old) the son of a member of the staff of Rogers Majestic Ltd., who distribute Hallicrafters in Canada, thoroughly enjoying a program coming in over the Hallicrafters SX-25 with a PM 23 loudspeaker.

Director Kahn of Aerovox Canada Awarded A. S. A. Certificate of Appreciation

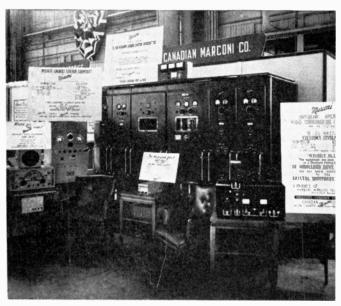
For volunteering generously of his time and experience to the war committee work of the American Standards Association, Louis Kahn, assistant chief engineer of Aerovox Corporation, and director of Aerovox Canada Limited, has been awarded a Certificate of Appreciation. The presentation, made by ranking officers of the Armed Forces, took place on Wednesday evening, August 14th, at the Officers Club of the Brooklyn Navy Yard.

In commenting on the award, the ASA stated: "You are one of those who volunteered your time and experience in the War Committee Work of our Association.

By developing standards for Army and Navy equipment and procedure, such committees rendered a most valuable service to our Armed Forces. Simplification of products, interchange-ability of repair parts, better procedures for sub-contracting, higher standards of manufacture, resulted in the saving of time, money and material, and contributed to Victory. . . . The contribution made to the country by ASA War Committees has been signally honoured by Army and Navy, and the ASA feels it only right to pass this honour along to you and to the others who actually did the work."

As one of the nation's leading capacitor engineers, Louis Kahn contributed generously to the joint engineering studies and recommendations dealing with wartime capacitor problems.

At The International Air Show



Shown above is the Canadian Marconi Company exhibit displayed during the recent International Air Show at de Havilland Airport, Toronto. Among the equipment displayed were the type TH-41 five KW. airways ground transmitters, types ATR-3 and CA-11, both of which are used in airplanes and the type TR200 ground station transmitter and CSR5A receiver.

First Triplett Meter Found in Hayloft

Out of the past last month came the first Triplett moving coil instrument, produced back in 1905, a meter in marked contrast to the sleek, modern design which characterizes to-day's products.

Sold originally to a Bluffton, Ohio, electrical experimenter, the instrument had lain discarded and forgotten for years in a local barn.

There it had rested, collecting dust, until a Triplett draftsman, Ned Schultz, stumbled across it while rummaging through a pile of discarded apparatus that had been stored away for years on the second floor of a barn owned by Mrs. Moses Steiner, a neighbour

of Schultz on Kibler Street, Bluffton.

Taking it to R. L. Triplett, president of the company, whom he thought might be interested in the find, Schultz was astonished to learn that the instrument was the first moving coil type ever produced by this company.

By its dial, Mr. Triplett readily identified the meter as a laboratory portable that had been given by him to Henry Althaus, a Bluffton electrical experimenter.

At the time the laboratory portable was built, the Triplett company was manufacturing instruments in two case styles. One was the cast aluminum portable case, of the type found by Schultz, and the other was a fanshaped cast-iron switchboard model.

Special Exhibit At The Air Show



The N. H. Speight Laboratories had a fine display of their "Sound Craft" products, including their new amplified electric megaphone at the International Air Show which was held recently at the de Havilland Airport in Toronto. The display attracted a great deal of attention.

Geo. W. Crossan Appointed Sales Engineer

Canadian Line Materials wishes to announce the appointment of George W. Crossan, Jr., as sales engineer of their Special Products Division. Mr. Crossan was previously chief engineer of Associated Broadcasting Company, who are the Canadian franchise holders of the Muzak Corporation of New York. He was responsible for studio design and supervision of Muzak installations in Toronto, Hamilton, Montreal, Rochester and Syracuse. In 1941 Mr. Crossan joined the engineering staff of Research Enterprises Limited (Radar Division) as a project supervisor, assisting in the design and production of radar equipment for the armed forces. Mr. Crossan is an Associate Member of the Institute of Radio Engineers.



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Service Association News

(Continued from page 47)

Edmonton

The first meeting of the Edmonton Branch, Associated Radio Technicians of Alberta, was held on September 16 at the Masonic Temple, Edmonton.

Reports were presented from a number of committees, the reports covering such subjects as the Apprenticeship Act and the Industrial Relations Act. There was also a report from the Credentials Committee.

A check of the Alberta Government records made recently indicates that there has been a substantial increase in the number of radio technicians in the province in recent months. There are now 450 licensed radio technicians in Alberta as compared with 377 in March. 116 of these are in Edmonton and 125 in Calgary.

The association points out that this "is some increase since the days when an association of radio technicians was first formed in Edmonton, known as the Edmonton Radio Servicemen's Association.

"To-day, as in earlier days, the object of these meetings is to create a feeling of good fellowship among opposition shops and technicians and to improve conditions generally for the radio technician."

Frequency Modulation

(Continued from page 45)

In so far as future events in the radio industry may be forecast, FM undoubtedly will become a reality in some parts of Canada during 1947. FM transmitters will be on the air in Montreal, Toronto, Winnipeg and Vancouver and probably in other urban centres as well. A very large percentage of the broadcasters in Canada have indicated their intention of installing FM transmitters and the government has indicated it is ready to remove briefs for FM licences. The development of programs which utilize the full possibilities of FM may be slow but it now appears to be certain.

Much of the success of FM will depend on how well the sets are installed and serviced by the radio technicians, and there will be some new things to learn. The radio technicians will welcome this, for the introduction of FM will undoubtedly require a better class of service all around and will probably help to raise the technical standards and increase the prestige of the radio technician.

Part 2 will appear in the next issue of Radio and Appliance Sales.

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