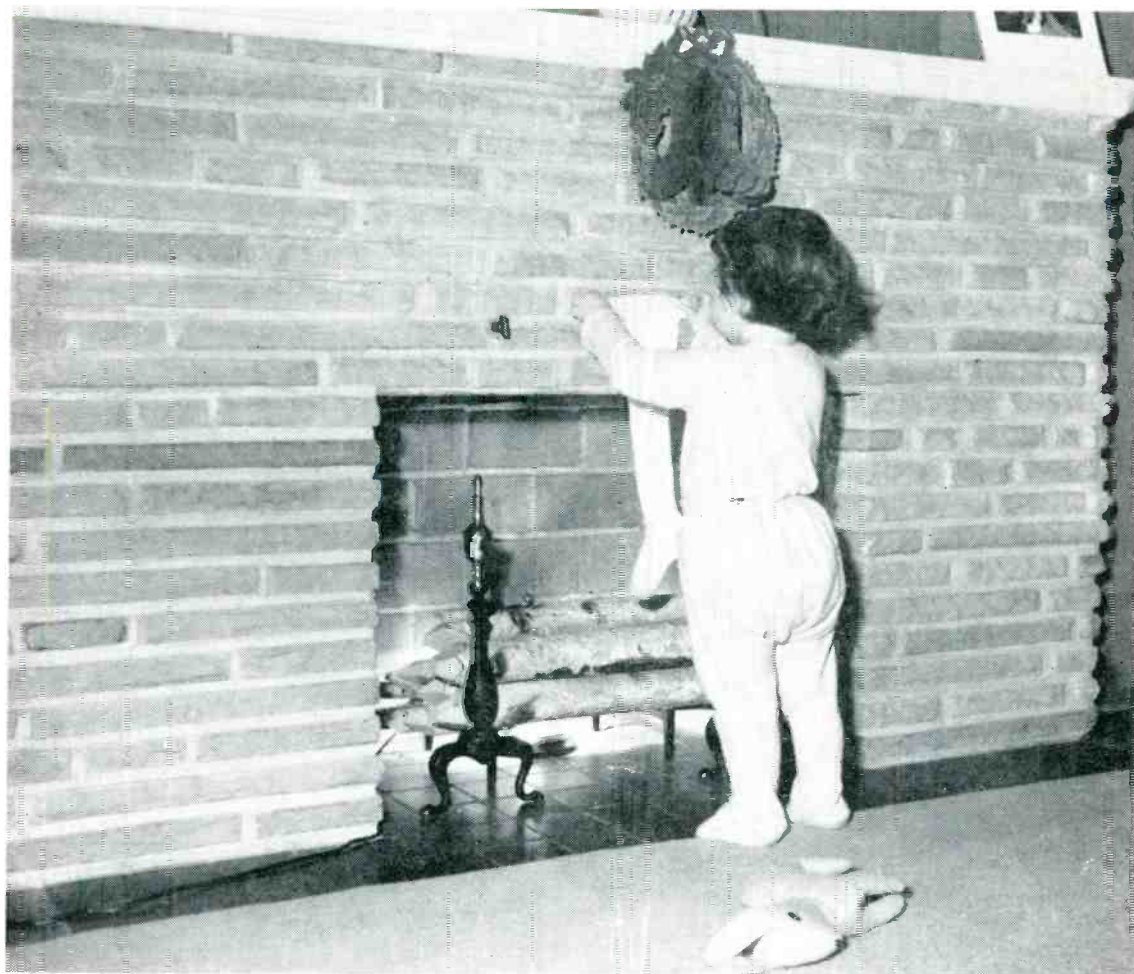


Radio-Television & Appliance Sales

FULLERTON PUBLISHING CO. LIMITED

TORONTO, CANADA



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WHAT'S AHEAD IN 1953?

DECEMBER, 1952

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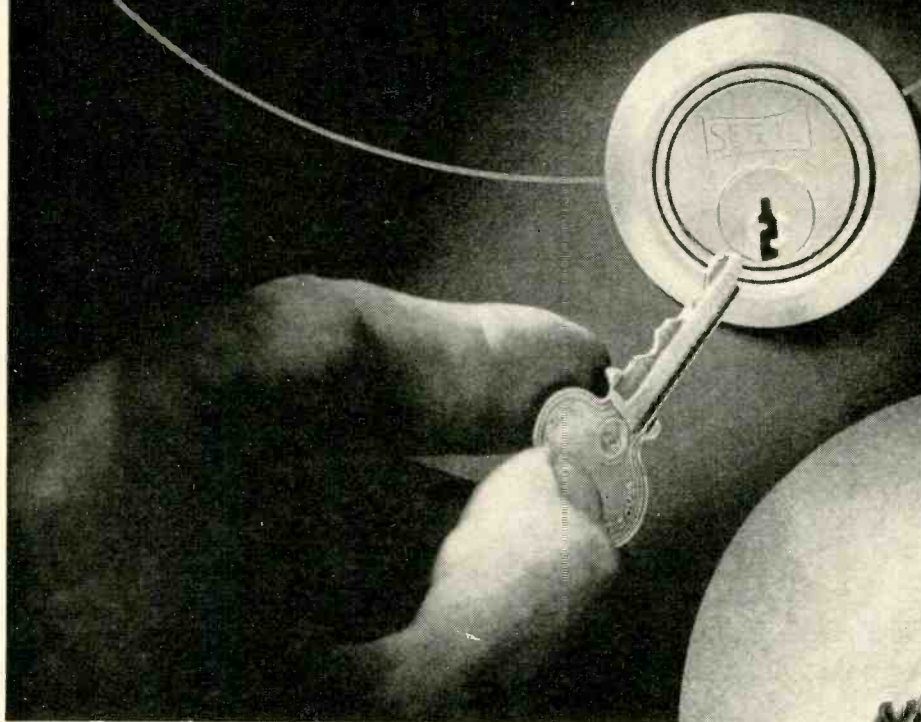
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longer life and better tone, these tubes
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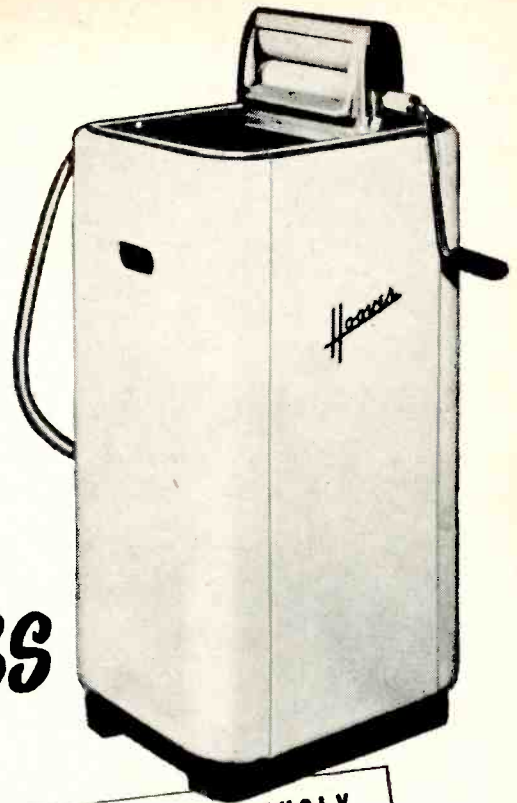
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Canada's finest radio tubes

MARCONI RADIOTRONS

So Simple to Sell-

Yes, this great space-saving, low-priced Hoover is so easy to sell! Think of the folks who need and are looking for just such a washer—apartment-dwelling families; those who want a small, convenient washer for daily duty; families who need an economical, portable washer for their summer cottages. The Hoover Washer has a thorough, gentle cleaning action, washing speed and quality features that put typical Hoover "sell" into demonstrations. It has the same famous Hoover reputation that women know—and know they can rely on in the years to come. Yes, the Hoover Electric Washer, with sale after sale, has become another in the Hoover dealer's long list of competitive advantages.



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Printed and mailed from Toronto, Canada

A Monthly Magazine Serving Canada's Radio, Television & Appliance Industries

Authorized as Second-Class Mail, Post Office Department, Ottawa

Successor to Radio Sales — Established 1924

Subscription Price: Canada and British Empire \$2.00 per year;
United States \$2.50; Other Countries \$3.00. Single Copies, 25c.

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FULLERTON PUBLISHING CO. LIMITED

Phone EMpire 4-8347

175 Jarvis St.

Toronto 2, Canada

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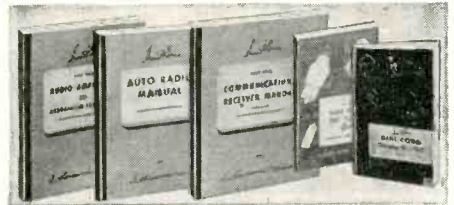
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HOWARD W. SAMS & CO., INC.

The Editor Comments

A Merry Christmas To You

We wish all our readers and advertisers a very Merry Christmas and a Happy New Year. We are grateful for the support we have received during the past year and we pledge ourselves to do the job which will merit continued support in the year ahead.

Government's TV Policy Short-Sighted

THE government's announcement with regard to the establishment of privately-owned television stations in Canada will be viewed with mixed feelings by the TV receiver industry. Naturally, any move that will allow new stations to be set up will open new markets for receivers. At the present time our industry activities are limited to areas in which programmes are available and until recently, these were areas served by the United States stations. With CBC stations now opening in Montreal and Toronto, the situation has changed considerably but full development of the industry will not come until most of Canada is served with good programmes.

The industry has supported the Canadian Association of Broadcasters in the latter's efforts to get the government to permit private broadcasting and it will, we think, be equally ready to protest the feeble attempt the government has made to appease not only the industry but the members of its own party. Not long ago, the 225-member advisory council of the National Liberal Association, meeting in Ottawa, approved a resolution to the effect that private television stations be allowed to operate in Canada, but we doubt that it had in mind any such scheme as that now announced by the government.

The government's action has simply strengthened the CBC's monopoly by making certain that the corporation would have a stranglehold on the larger centres—Halifax, Montreal, Toronto, Ottawa, Winnipeg and Vancouver. In these cities private television will not be allowed, thus preserving the lucrative advertising markets for the CBC.

It looks as if all the government wanted to do was to throw a sop to the private broadcasters. It has simply said, "Well, you wanted to start in television. Now go ahead, but keep out of our preserves."

Why should the government adopt one policy for radio and another for television? Is it afraid of competition? Is it worried about the fact that advertisers might support private stations in preference to government stations?

In the Toronto area, the government has not been able to stop competition from outside Canada. WBEN-

TV is now laying down a signal which in some districts is almost as strong as the CBC's. The American station is on the air all day and evening. It provides a wide variety of programmes. Thus it offers stiff competition to the CBC—competition not only for set owners' attention but also for advertising. A number of the U.S. outlet's programmes are sponsored by Canadian firms and perhaps there will be more in the future.

The Canadian TV stations have, under the circumstances, done a pretty fair job. In some types of programmes—sports and drama especially—they are very good. But they are not on the air long enough each day. The public wants daytime programmes too, particularly over week-ends. It also wants variety which it cannot get with one station. Not everyone likes sports or drama but we are all tax-payers entitled to some reasonable return for our money.

The situation is particularly serious in Montreal where separate French and English stations are needed. Full development of TV in that area will never be attained until such stations are operating. Even then there will be no choice of programmes whatever unless the set owner is bilingual. Since the government is not likely to want to operate more than two stations in Montreal under any circumstances, it should permit private stations in that area without delay.

The way the matter now stands the government is attempting to force its programmes and its policies down people's throats, whether they like it or not. Such a procedure is undemocratic and totally unjustified.

From the receiver industry's point of view it should be clear that the present manufacturing and distributing capacity is nowhere near being fully utilized. The industry is already a sizeable one but full expansion would mean greatly increased employment with consequent benefits to the Canadian economy as a whole. In the years ahead, this may be a matter of vital importance to Canada.

Private TV stations should be permitted anywhere in Canada regardless of the location of the CBC transmitter.

We hope that the fight will continue until this end is achieved.

A black and white illustration of a man in a dark suit and hat, walking on a clothesline. He is looking to the right with a slight smile. The clothesline is supported by several vertical posts. Below the clothesline, there are various items of clothing hanging, including a pair of trousers on the left and a shirt on the right. The background is a plain, light color.

**Step out along these lines
and you'll go far!**

THE CLOTHESLINE gives you your market:

With millions of Canadian women still using clotheslines and NOT liking it, there's a fabulous market for automatic dryers waiting to be tapped. Get your share by moving in with —Lovell, one of the best-known names in the home laundry field. Lovell Automatic Drying System is used in dryers made and marketed by: BEATTY, EASY, GAINADAY, SIMPLICITY, THOR, and Others.

THE SALES LINE for the Lovell Automatic Drying System is your key to the market:

Only Lovell gives you all this: Automatic shut-off—no time guessing. Complete temperature range for any dryness or type of fabric. New infrared heating element. Extra-large door. Easy-to-clean lint trap with safety by-pass. Vacuum drying system preheats air, costs less to operate. Outdoor humidity vent, if desired.



Canada's newest household blessing!

**LOVELL AUTOMATIC
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Made in Canada by Maxwell Limited, St. Mary's, Ont.



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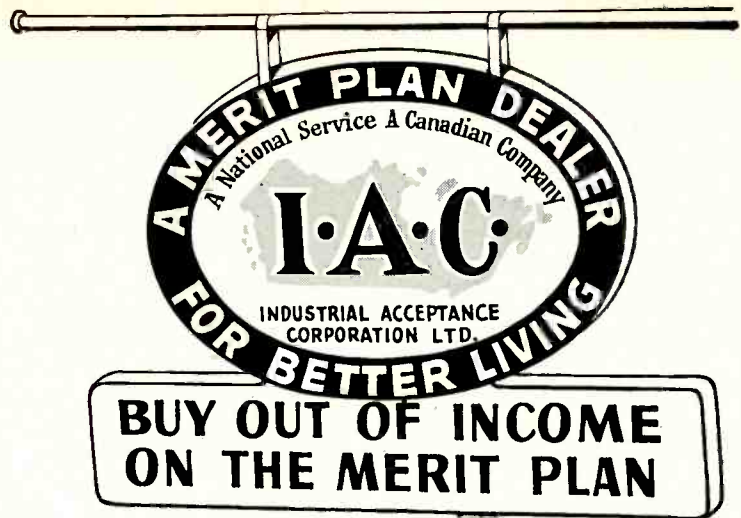


The sign of better living for Canadians means more sales for you

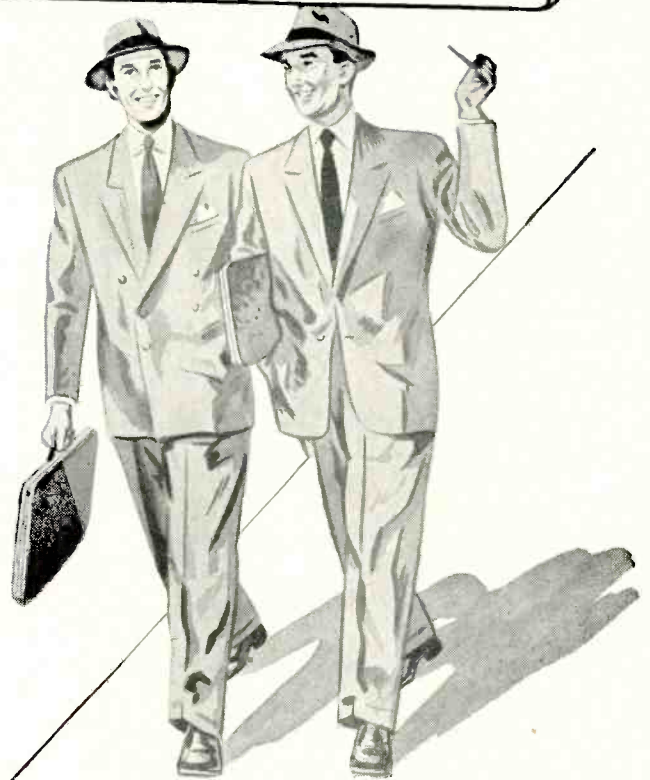
Throughout Canada's ten provinces, you'll find the sign of the I.A.C. Merit Plan displayed by dealers who sell automobiles, domestic appliances, industrial and commercial equipment. Last year, retail and wholesale financing through the Merit Plan averaged over \$1 million per day!

Through 70 I.A.C. branches that reach from Newfoundland to British Columbia, the I.A.C. Merit Plan serves the needs of Canadian retail dealers and their customers in every corner of the nation. By enabling more people to buy worthwhile goods, the Merit Plan contributes to better business and a better standard of living.

I.A.C. offers you over twenty-five years of experience as an all-Canadian organization in the specialized field of time sales financing.



**BUY OUT OF INCOME
ON THE MERIT PLAN**



SOME OF THE THINGS THAT CANADIANS BUY ON THE I.A.C. MERIT PLAN:

**New and used automobiles,
trucks and buses.**

**Refrigerators, ranges and
domestic appliances.**

**Commercial refrigeration
and equipment.**

**Industrial machinery and
construction equipment.**

Industrial Acceptance Corporation Limited

AS BROAD AS CANADA - AS LOCAL AS MAIN STREET



From all the men and women
of Canadian General Electric ...
from Newfoundland to Vancouver Island
... in plants, in offices, in the far places
where their special skills are needed ...
comes this old, old Yuletide Greeting:

May you, and all whom you love,
find much joy this Christmas ...
and may good fortune, good health
and the warmth of true friendship
be yours in the year that lies ahead.


CANADIAN GENERAL ELECTRIC
COMPANY LIMITED

TV Practically Wipes Out AM Night-Time Listening

Pertinent Quotes From the Minority Group of the Massey Report Filed by Dr. Arthur Surveyor

THE recent announcement in the speech from the Throne covering television shows that the CBC has no intention of releasing its television monopoly. Private capital and talent is not to be permitted to compete with it before mass audiences. Private enterprise will be permitted to serve only in remote areas . . . the remote areas, incidentally, which CBC radio was originally set up to serve. The mass markets where TV will be profitable will be the exclusive monopoly of the CBC . . . and the peoples of the hinterland will pay taxes to help subsidize the CBC in these areas.

In the quotes from the Massey Report in the October issue of *Radio - Television and Appliance Sales I* was most disappointed to find no quotations from the minority report filed by Doctor Arthur Surveyor. It seemed to me that in the minority report, Doctor Surveyor came to grips with the fundamental and basic problem of preserving freedom of information in both the new forms of electronic mass communications — radio and television. For example, the sound arguments and the impelling reasons for a separate regulatory body over both CBC and private radio and television given in the minority report are nowhere gainsayed in the majority report.

On page 395 Dr. Surveyor says: "Ever since the writing of the American Constitution it has been recognized that no single body could be entrusted with legislative, judicial and executive functions. Yet this is what the Governors of the Corporation have to do. They have drawn up a set of regulations (some of which they ignore such as that against broadcasting news already published by a newspaper); they act as judges and decide upon pecuniary disagreements between members of their own staff and the private broadcasters; they are charged with the administration of the budgets of the Canadian Broad-

casting Corporation, the international service (and of television in the near future) involving yearly expenditures which threaten to reach \$20,000,000 within the next two or three years. The Canadian Broadcasting Corporation, freed from its legislative and judicial functions, could concentrate on the operation of its broadcasting stations and on its three networks and of the production of better and more varied programmes for radio as well as for television in accordance with suggestions made by the new Control Board."

By

T. J. ALLARD

General Manager, the Canadian Association of Broadcasters

Dealing specifically with television, Dr. Surveyor stressed why operators of non-government AM stations are eager to enter the television field.

On page 405 of the Massey Report he made the following comments: "The Canadian Broadcasting Corporation has refused up to now to grant licenses for television to the private stations, save on condition that two normally rival stations would associate. This is a surprising condition and I do not see why the private stations should not be permitted to venture money in telecasting if they have the courage to do so. Very recently, the Province of Quebec has decided to grant to the Canadian Broadcasting Corporation permission to build a

transmitting television tower on the mountain of Montreal, providing it does not exercise a monopoly. The decision has been, at first, interpreted as permitting the private stations to utilize the mountain site for telecasting purposes just as the Canadian Broadcasting Corporation. But it has been pointed out that the private stations cannot take advantage of this privilege until the Canadian Broadcasting Corporation recommends the granting of video licenses to private stations in Montreal. A recent study completed in the United States by the Association of National Advertisers, estimates that in large centres, "each radio home that installs TV has lost 83 per cent of its evening potential for the radio advertiser." The report contends "that TV practically wipes out AM night-time listening in the radio homes." This reveals why the private stations are so anxious to obtain television licenses immediately. They fear that if the Canadian Broadcasting Corporation begins telecasting before they are allowed to televise, it will take away from their stations most of the night radio audience, thus causing them to lose some of their most valuable advertisers. The situation is the same in Toronto as in Montreal, and in any other city where the Canadian Broadcasting Corporation might get the jump on its competitors by beginning to telecast months before the granting of TV licenses to the private stations."

Other quotes from the minority
(Continued on page 37)

In a letter to Radio-Television and Appliance Sales T. J. Allard, General Manager of the CAB expresses disappointment in seeing no quotes from Dr. Surveyor's report from the minority group of the Massey Commission. We are hereby publishing Mr. Allard's letter, in which he refers to these quotations.

What's Ahead In 1953?

INDUSTRY leaders in almost every branch of the radio, television and appliance industry are extremely optimistic regarding the possible outlook for 1953. Almost without exception, predictions for a banner year have been made and from all indications these forecasts should hold true.

During the past year, a considerable expansion has taken place — not only within our own industry, but in every other type of business. From all side, signs of this expansion are taking concrete form. *Canada is growing and growing fast!* Huge industrial factories are being built, our natural resources are being more fully developed and outside interests are starting to look at Canada with new interest and in some cases, new hope.

In Canada, England can see an ever-expanding market for her products. United States looks at Canada as the natural site for expansion of their own industries. In a good many American cases, development has reached a peak—geographical and economical conditions imposing the restrictions—and in Canada, with its rapidly growing population, the United States can see the facilities for a big business boom.

More and more, English, American and other countries are moving in. 1952 saw such firms as Motorola, Hallicrafters, and Dumont from the United States and Antiference from England—to name just a few—moving in. This is all for our own good, creating jobs of many kinds.

Development of our oil and mineral resources, completions of important oil pipe lines, and in the future, the building of the St. Lawrence sea way, all point to a new Canada.

Immigration, too, is playing an important role in Canada's expansion. More and more, people from overcrowded European and other countries are coming to Canada with new hope. These people, like ourselves, need homes, clothes, appliances, new cars and many other things and although they are taking jobs, they are also creating new ones.

Television, as most of the forecasts point out, will be the white-haired boy in 1953. As more and more stations are opened, new and untouched markets will be created. It is extremely unfortunate that the CBC has taken its present stand in regard to private enterprise. This short-sighted policy is preventing the

full development of television in Canada.

The concession made recently that it would allow private stations to operate in smaller population centres has created resentment, rather than easing the situation. In effect, the CBC has merely stated that it wants to reserve the more lucrative centres for itself.

In the United States, more and more TV stations are coming into operation and unless we can give the public a comparable service, they are going to turn to the American programmes. Advertisers, too, are beginning to give their advertising programmes to the U.S. stations and this may prove to be a serious handicap to overcome.

A good many of the forecasts interject a note of warning in their statements. When business is good, a lot of dealers show a tendency to become complacent and these are the ones who will find themselves out on a limb when the levelling off period comes.

So, Mr. Dealer, in spite of all this optimism *you must continue to sell and merchandise to the best of your ability.* No matter how much business you may have, it is always nice to have a little more.

TV Sales Will Stagger Us With Its Volume

H. LIGHTBOWN

General Manager,
Addison Industries Ltd.

FOR many years now you have asked the question, "What's ahead for the coming year?" Due to dollar shortages, government actions, the taking on and off of taxes, restrictions of all kinds, it has been impossible to say anything without the use of a crystal ball and lots of wishful thinking.

This year the skies are clear and

one can—with the single exception of the Korean situation—forecast with reasonable sureness. We will have a good normal year on white goods. TV will stagger us with its volume. TV will make the early boom days of radio—which were wonderful—seem small. There is a greater thrill to TV than radio ever possessed. I lack words to justly describe it. I do know it will sweep this country—nay, the whole world—like a tidal wave.

One word to my dealer friends. To get your share of this wonderful TV business, see to it that your

service is the best possible. That's the road to TV sales. It's as simple as that.

Important That The Dealer Has Trained Personnel To Sell, Service and Install TV

JAMES KEY

General Manager, Aerovox
Canada, Limited

TO forecast "What's Ahead in 1953" one cannot help but be optimistic. With the establishment of TV stations in Montreal and Toronto, the customer demand for television sets has skyrocketed, stocks are depleted and a shortage of sets in the coming months is imminent.

The CBC stated that TV stations will be built in Halifax, Ottawa, Winnipeg and Vancouver and that licenses will be granted for stations not serviced by these areas. This will make television available to all populated areas in Canada. The potential market is tremendous and

The Future of the Industry Looks Very Good Indeed, According to the Experts. Television Seems To Be Stealing the Show For the Moment. Many Warn the Dealers Not To Let Up In Their Selling Efforts.

WHAT'S AHEAD IN 1953?

it will be years before it reaches its saturation point.

We in the radio and television field have a great responsibility in supplying and servicing the needs of this Canadian market.

The parts manufacturers produce the critical components. The set manufacturers produce the complex receivers. However, the chore of establishing user satisfaction falls in the lap of the dealers. It is important that he has trained personnel to sell, install and service the sets. The growth of the industry will depend to a large extent on his ability to cope with the demand and to provide such service.

Dealer Should Be On His Toes

S. V. WRIGHT

Vice-President and General Manager, Aluminum Goods Limited

ALUMINUM Goods Limited supply "parts" for this industry, particularly in the electrical appliance field, and we look forward to increased volume of sales in 1953, especially in supplying refrigerator parts to manufacturers of this commodity. Our optimism is based on bookings for next year and the fact that aluminum metal is in freer supply, also on continuation of the splendid economic conditions prevailing in Canada, and on the assumption that no change will be made by the Government in its present easy payment plans.

The dealer should be, and no doubt will be, on his toes to take advantage of the improved conditions in the appliance sales field by co-operative advertising with the manufacturer, by better store displays and by continued effort on the part of his sales people to be more aggressive in their sales approach to prospective customers. Appliance sales people have recently gone through a very difficult period and it takes a period of this nature to prove whether a salesman is only an order-taker or whether he is a real salesman. Selling is getting more competitive all the time, so it behooves all dealers to keep continually training and developing their sales people. I am also a great believer in incentive plans to develop competition among sales-

men in the same organization. These incentives do not have to be great because what counts most is the glory the men secure in winning.

Need Have Nothing But Brightest Optimism For 1953

FRED HARRIS

Manager, Atlas Radio Corporation, Limited

YOU have asked my opinion as to the outlook for 1953, and I firmly believe we need have nothing but the brightest optimism.

From my point of view, 1953 will be a very good year for Canadian business in general. What with the ever-increasing applications for electronics and the gradual spread of television, slow though it will be, it will surprise me greatly if the radio, electronic and television industry does not reach an all-time high in 1953.

There is no doubt that the relaxation of credit restrictions have given our industry a great lift. The demand for consumer goods will continue to be heavy through 1953, and we need only hope that materials will continue to flow, at least as steadily as they do now. Although there is the ever-present threat of shortage of material, we have reason to hope that the threat will not become an actuality.

To sum up, I can see nothing but bright prospects ahead, for our industry, in 1953.

TV Dealers Must Be Prepared To Render Top Flight Service

J. F. SKELTON

Supervisor, Dealer Services, British Columbia Electric Railway Company, Ltd.

I953 looks very bright. The market appears steady for the old standbys like electric ranges, storage water heaters and conventional laundry equipment. Refrigeration could be good for another year although it will continue to be very competitive and the saturation is reaching the point where sales may slow down. In addition, the replacement market is not yet very ripe on this item as most of the machines

out have been sold in the last few years.

There are two principal reasons for the optimistic outlook.

1. The new markets that are being opened up by the possibility of TV reception and the interest in the extension of natural gas distribution.
2. The new appliances that are now in production are, in turn, opening up new markets.

Interest in TV is running high in populated centres of Canada and without a doubt this will be the glamour boy of the industry. However, this same appliance can be the cause of the majority of the dealers' problems. Dealers, to be successful in this line, must be prepared to render top flight service but at the same time be able to handle the competition that will come from highly specialized TV sales organizations that may have no intention of serving the same area two years from now.

The promise of natural gas distribution in certain areas will bring increased interest in gas ranges, storage water heaters and automatic heating. Although the range business will mostly be obtained at the expense of the solid fuels, less gas range replacement business will be lost to electric than before.

The gas storage water heater business should show marked increases as the largest percentage of our market still lacks an economical automatic supply of hot water. By the same token, the prospect of economical automatic natural gas heating will find great appeal amongst the non-automatic, solid fuel heating customers.

Among the new appliances that have had phenomenal growth across the line and are starting to gain acceptance here are the home freezer and the automatic clothes dryer. Food plans have been responsible for the rapid growth and public acceptance of the former and it looks as if this method of merchandising freezers will be the best bet for at least the next year or so. Dealers should, therefore, make every effort to tie in with a reliable food source and provide their own food plan. Finance companies seem happy to get the business so the success of the operation seems to depend on the extent the dealer is prepared to specialize in offering this service. A very thor-

WHAT'S AHEAD IN 1953?

ough knowledge of the food plan story and the extensive use of the user in this regard are the successful specialist salesman's tools.

The automatic clothes dryer opens up new markets primarily consisting of automatic washer users and, in some cases, conventional washer customers. This appliance requires creative salesmanship to build up the "need" story and to overcome imaginary objections still existing in people's minds. However, if the salesman is sold himself he can build up a "savings" story about time, labour and money and offer a better product with no weather worries at the same time.

The automatic dishwasher and kitchen waste disposer are beginning to feel their way and with the advent of more suppliers in the field we are expecting this appliance to be merchandised more widely and aggressively in 1953.

Make Sure Inventory Carries A Good Mixture Of Saleable Goods

J. J. KINGAN

General Manager, Canadian Marconi Company

THERE seems to be little doubt but what the industry will enter 1953 with the pipelines empty. This means that there will be a big job to be done in filling these requirements to satisfactory operating levels on the dealers' floors and in the distributors' warehouses. The industry will, therefore, need for a time to produce at a faster rate than the consumer market absorbs the merchandise in order to reach a good balance.

In the process of building up and balancing inventory the dealer will need to be particularly careful that he does not get carried away by the current of thought created by the present high level of consumer goods volume. By this I mean he will need to be more careful than ever in making sure that his inventory contains a good mixture of saleable goods and so minimize any very bad effects which can come from a rapid decline in sales. Our industry seems to be very sensitive to market changes, as we know from the difficult going we all experienced a year ago. At that time

heavy inventories created pressure for price cuts and "gimmick" selling at the consumer level, resulting in instability and very complex problems with respect to future planning in the establishment of long term sound business policies.

The above, of course, also applies to the manufacturer and distributor. The manufacturer must, for his part, be just as eager to produce fresh highly acceptable competitive merchandise as he is in rougher times.

In conclusion, therefore, I feel that if we can all avoid letting the present situation go to our heads in any way we have indeed a bright future to look forward to with the full promise of steadily expanding volume.

All Should Strive To Make 1953 A Profitable Year

C. A. POLLOCK

President, Dominion Electrohome Industries, Ltd.

EVERY one seems to be in agreement that business during 1952 will continue at a high level. After our sad experiences during the "Abbott Appliance Depression", this view is welcome indeed.

However, good volume is not enough. I believe that all of us should strive to make 1953 a very profitable year as well. Sales practices on the part of some manufacturers and dealers during the past year, were far from profitable. We now have an opportunity to get back to common sense merchandising by which the public will again feel that the asking price for an appliance is the actual price he will have to pay.

A sellers' market tends to breed a careless approach, both in selling methods and in the quality of service provided. It undermines the vitality of an organization so that, when real selling again becomes necessary, the dealer is put in a weak position with the only apparent remedy being extravagant price cutting. We believe that the manufacturer and the dealer who does not overlook sound selling methods and good service backing, will now find the going better once a buyer's market returns.

We wish the radio, television and appliance dealers of Canada a very profitable 1953.

All Trends Point To A Satisfactory Year

S. D. ROBERTS

Vice-President and Sales Manager, The Compo Company, Limited

I THINK we can all say that 1952 has been a good year, although several problems have developed in connection with our industry.

The public is forever on the lookout for new forms of amusement. We in the record industry specialize and cater to home entertainment. Phonograph records are one of the very few types of entertainment which the consumer can control in its entirety.

Our dealers' problems are to watch inventories, develop a strong merchandising policy, remembering that their record departments are steady sources of income from year to year.

Some dealers have felt a recession in their record departments, due to inroads by other forms of entertainment. This has been proven to be only temporary and in every case where proper merchandising has been followed, business has increased to where it was before the recession.

All trends seem to point to a satisfactory year in 1953.

With Sound Merchandising Tactics, Sales Volume Should Be Maintained

R. L. CUMMINS

General Sales Manager, J. H. Connor & Son Ltd.

GENERALLY speaking, we feel that appliance dealers should give serious consideration to putting their house in order. They should seriously review their sales volume from a profit point of view covering the year 1952. The type of sales volume lacking satisfactory profits due to flagrant price cutting and large trade-in allowances, make for an unhealthy situation, industry wise.

The year 1953 presents a challenge and with sound merchandising tactics sales volume should be maintained and it is reasonable to assume that they can be increased.

Aggressive dealers will reduce their lines and concentrate their



A BEAUTIFUL TV SET

MODEL 1022CA . . . faultlessly built to Hallicrafters' high precision standards. 21-inch rectangular picture tube. Non-glare tilted glass front. Three stage "Local-Fringe" reception switch. New exclusive control panel. Provision for U.H.F. Deluxe hand-rubbed cabinets in Walnut, Mahogany and Lined Oak veneers.

. . . PLUS THE AMAZING NEW HALLICRAFTERS TELECARD!

Roll the set anywhere. — Telecard will be the hit of the year with your customers. Sold as a unit . . . extra sales for you!

Wins confidence . . .
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MODEL 5R40

Portable Radio with amazing performance. Standard broadcast plus short wave. Foreign stations marked for easy tuning. Simplified controls and sensitive built-in antenna. Striking maroon leatherette case with black and gold trim. 117 V. AC-DC or battery. Four tubes plus selenium rectifier. Size 10½" x 7" x 4¾" deep.

One viewing — and Hallicrafters TV quality convinces your customer that here is the TV set he wants! He sees LARGE pictures — bright and clear . . . and fringe reception areas brought in with unbelievable clarity. He sees for himself — and sells himself — on Hallicrafters quality! Seeing is believing . . . that is why you can demonstrate Hallicrafters models with complete confidence!

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SERVICE SUPPLIES LTD.
318 Sparks Street, Ottawa

Province of Quebec
RADIO ACCESSORIES LTD.
202 Craig Street West, Montreal

WHAT'S AHEAD IN 1953?

efforts on a few lines of each class of product. By so doing they will reduce operating costs and increase the product knowledge of their sales staff, which is bound to bring about an improvement in the end result of increasing the sales volume.

We are looking forward to 1953 optimistically anticipating an overall sales increase.

New Year Promises To Be As Good As 1952

S. J. RANDALL

*President, The Easy Washing
Machine Company, Ltd.*

FORECASTING for the year ahead is difficult at any time, but particularly during times such as we are experiencing just now. We are continuously advised by arm-chair economists and Government officials that defence expenditures account mainly for our present prosperity. In Canada, at least, nothing could be further from the truth. It is true that all branches of industry in the United States have enjoyed a very heavy share of the defence dollars. In Canada, however, this is not a fact as Government statistics on defence purchases released from time to time indicate most of the dollars taken from the Canadian taxpayer for defence is being spent abroad or in the United States for the needs of our armed forces.

It is, therefore, reasonable to assume that if the "cold war" continues we can look for little tax relief for 1953. And just so long as there are two ideologies in this world—communism and democracy to be specific—we should be realistic and adjust our planning and actions to what has been referred to as "a twilight economy". Mainly, a defence and civilian programme of production and finance. Should it be possible to bring about a peaceful solution to world problems, there is no basis whatsoever to believe that a depression, or what is now commonly called a recession, will be the inevitable result.

Should the money for defence needs be reduced, it is reasonable to assume that the tax bite on all Canadians would be considerably less in the New Year, thereby pro-

viding greater purchasing power for the average worker and permitting him to raise his standard of living through the purchase of new appliance equipment for the home. Equipment, that is today recognized as an absolute necessity for every home; and particularly now that credit restrictions are no longer a deterrent, ownership of these appliances is within the reach of all classes of buyers.

My forecast for 1953's business is indeed one of optimism after carefully considering all the variables that tend to discourage any long-range planning. The New Year promises to be equally as good as 1952. The retailer and the manufacturer in the appliance industry have weathered some very difficult times over the last several years quite successfully. There is every reason to feel encouraged as we look forward to the challenge of another year.

1953 Will Be A Good Year For The Appliance Industry

J. H. McILROY

*Vice-President in Charge of Sales,
General Steel Wares, Limited*

GENERALLY speaking, as we draw close to 1953, the picture for the appliance industry is somewhat brighter and more encouraging than a year ago. This has been brought about by the easing of restrictions on credit controls and the reduction in excise tax on most articles.

The manufacturing section of the Canadian appliance industry is better equipped than ever to produce the volume of appliances required and at reasonable prices. Production during the first few months of the new year will likely be held down by a shortage of steel and other raw materials. This is occasioned by the defence effort and the decided upturn in demand for appliances during the past few months which has reduced inventories to a low level.

If, as is usual, there is a seasonable falling-off in January and February for appliances, we feel that dealers should not get panicky and engage in cut-price tactics.

It is our opinion that 1953 will be a good year for the appliance

industry as our Canadian economy continues at a high level, bolstered by increased employment in defence industries, and by the needs of new Canadians who are rapidly establishing themselves in this country.

Every Retailer Should Keep Closer Control Of Credit

E. S. FORCE

Force Electric Products Limited

I BELIEVE that retail selling of many items has changed from an expanding operation to an expanded operation. As in the past, but particularly more now, it behooves every retailer to keep a closer control over the credit he grants and the collection of due bills from his customers. A customer who becomes delinquent in his payments will usually, through embarrassment, shop elsewhere thereby aggravating a bad situation, and if this is allowed to multiply, very soon the dealer's relationships with distributor and manufacturer deteriorate with resultant loss of profit and capacity to stay successful.

The above thoughts or expression of thoughts may be repetitious but we believe it needs repeating today. We hope that it will be useful to you in your forthcoming publication.

Dealers Should Stress The Requirement For Quality Equipment

F. W. BARDGETT

*Manager of Distribution,
The Hallicrafters Canada, Ltd.*

THE sustained interest in TV by the public, their purchases in the past few months, have resulted in a sharp upward trend in sales, a demand with which manufacturers have been unable to keep pace.

The year 1953 will undoubtedly show substantial increases in sales with the opening of additional stations, improved power for some existing stations plus expansion in network facilities. TV, an instrument of entertainment, demands special attention in installation and servicing. The antenna is more important than it is for short wave

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British Columbia—Instrument Services Laboratories Ltd., Vancouver.

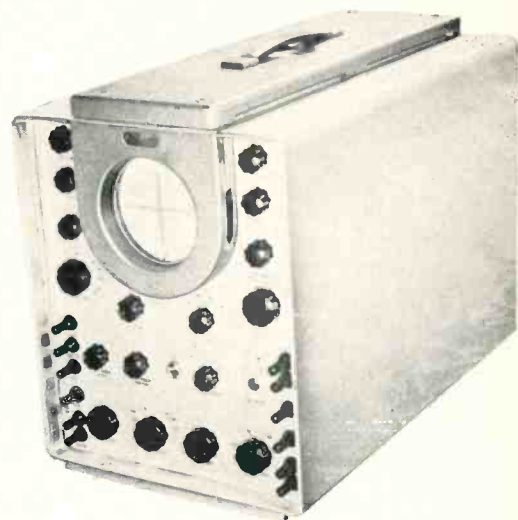
Newfoundland—Motion Picture Supplies Ltd., St. Johns.

or from:—

COSSOR (CANADA) LIMITED.

301 Windsor St.,
Halifax, N. S.

648A Yonge St.,
Toronto, Ont.



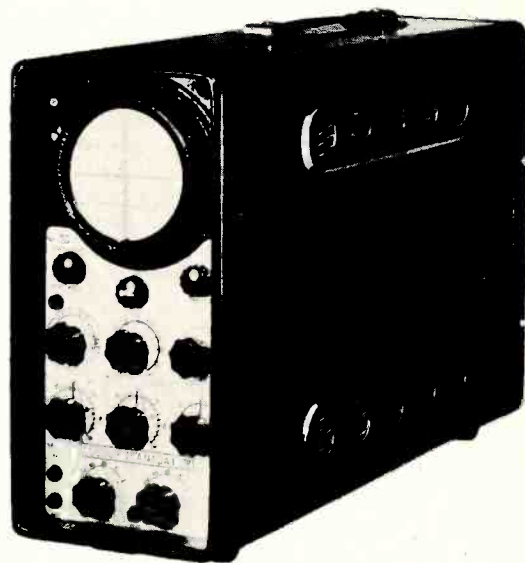
**Model 7514C
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The Cossor Model 7514C oscilloscope is a versatile high gain wide band instrument for general laboratory and industrial applications. The Model 7514C brings to this price range the accurate quantitative measurement found heretofore only in more elaborate and expensive equipment.

The Amplifier handles signals from 5 cycles to 10 Mc.

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**Model 7511C
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The Cossor Model 7511C is a portable oscilloscope for Television monitors, outside broadcast apparatus, aircraft maintenance, industrial electronics servicing, general laboratory applications and TV receiver service. Double beam system. Wideband Pulse performance. Voltage and Time Calibration. Recurrent and Triggered sweeps. Operation on supplies from 80 to 230 volts 25 to 2400 cycles.

Twin amplifier channels and double beam tube for simultaneous comparison of any voltages.

Each channel handles signals from 5 cycles to 3 Mc.

Time base speed to 5 microseconds per inch, recurrent or triggered.

Complete time and voltage calibration on each channel.

WHAT'S AHEAD IN 1953?

listening. Dealers should stress the requirement for quality equipment and installation.

Unnecessary demands and service calls by the purchaser of TV can be reduced by prompt follow-up of every installation. Instruction of operation is a "must" for the new owner the first evening. This checking on customer satisfaction establishes early goodwill for the dealer leading to further sales. Aggressive and alert dealers who recognize the high potential dollar volume will not slip in this lush market for lack of proper service and sound merchandising policies.

I am confident that in 1953 it is possible for the dealer to realize one of his most profitable years in TV and radio.

Sell The Merchandise Not The Credit Terms

J. H. L. ROSS

Vice-President

Industrial Acceptance Corporation

THOUGH the business prospects for the new year ahead seem bright and encouraging one factor does cause me, as a representative of a finance company, some element of concern.

Because of increasing competition a trend has started again towards lowering down payments and lengthening out the terms on instalment contracts. Sound merchandisers and finance companies still adhere to reasonable terms but there has been an increasing amount of instalment selling on what might be called a looser basis. As a result it might now be a good time to give some thought to this before the practice spreads any farther.

It would seem to me that there are two comments to be made about this. First of all experience has shown it to be unsound. Equity is the heart of successful instalment selling. Any change of terms, as a result of increasing competition is only a hypodermic. It will bring temporary relief, but no cure; and will undoubtedly lead in the case of credit to business complications.

Secondly, this trend eventually only hampers your sales department. What is needed is more aggressive selling of merchandise,

not an emphasis on the sale of terms. The sale of terms puts a leaning post of a sort at the disposal of your sales department, which sooner or later will have to be taken away. When it is they have become used to the artificial support, and it quite often takes a considerable length of time before they regain their ability to sell your merchandise.

Look Forward To A Continued High Level of Prosperity

M. M. ELLIOTT

General Manager,

Motorola Canada Limited

IT is difficult to forecast accurately the trend in any business, and even more so in the television and radio industry.

For instance, in predicting trends for the last half of 1952, figures were taken from the last quarter of 1951 and the first quarter of 1952. There was nothing at that time to indicate the tremendous demand for television which started last August. As a result, the television and radio industry in both Canada and the United States was unprepared, and was unable to supply dealers with all the sets they wanted.

Although it is unusual for an industry to be caught in this way, it is indicative of what can happen to prophets in the business world.

However, we look forward optimistically to a continued high level of prosperity for the radio and television business in the first half of 1953. To maintain this condition the manufacturers, distributors and dealers must work together to build consumer confidence. Such things as over-production, unnecessarily high discounts, too much advertising of special prices, extravagant trade-in offers and unusual warranties all work adversely on the consumer.

Although these practices do result in spot sales, they work to plant a suspicion in the consumer's mind that prices are due to tumble again. This creates an almost unbreakable consumer resistance to regular prices, which affects the whole industry.

As Canada is enjoying prosperity to an extent beyond our fondest expectations, sound merchandising and a determined effort to maintain a stable industry should make 1953 a bright year, indeed, for all of us in the television and radio industry. From what we can see now, 1953 will offer manufacturers, distributors and, particularly, dealers, an opportunity to establish themselves in their respective markets on a firm and profitable basis for many years to come.

To Get The Most Out Of Our Opportunities, We Must Increase Our Efforts

WM. F. KELLY

Wm. F. Kelly Company

"LOOKING ahead" is always just a bit dangerous. One's words are apt to come bouncing back. However, I feel quite certain that 1953 will be one of the radio-TV industry's greatest years. The opening of Canadian television, the announcement that stations will be erected in other cities and that at least some private TV broadcasting will be allowed, should be very encouraging to our industry and should further stimulate the upward trend in sales.

However, 1953 may not all be a bed of roses. If we are to get the most out of our opportunities, we must increase our efforts, both in sales and service. In television, good service is of paramount importance; the man who owns a TV set is not so tolerant as he was when he encountered trouble with his radio.

Therefore, in 1953, the dealer should make sure of his service department, which must be well-equipped and well-manned if it is to operate efficiently and profitably. Good equipment costs less in the long run. Fortunately it is easily obtainable these days. Good technicians are not so easy to come by; this is already a difficult problem and may easily become worse. The dealer must recognize this and make plans to develop his present staff through the various training plans now available.

I look forward for a banner year for both radio and TV but, as I said before, to make sure of it we must work for it!



GOODMANS

P.M. LOUDSPEAKERS

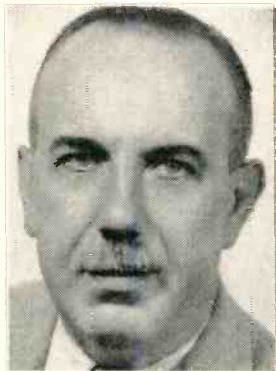
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Ontario Representative



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FRANK MORGAN



MICROPHONES • PHONO-PICK-UPS
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A

Merry Christmas

and a

Prosperous New Year

Canadian Astatic Ltd.

2273 Danforth Ave.

Toronto 13

Western Representative



C. L. THOMPSON



DAVE ELLIOTT

WHAT'S AHEAD IN 1953?

Harder Selling Punch Will Be Required

RAY F. TILLEY

*Vice-President in Charge of Sales,
National Carbon Limited*

IN formulating our own plans for 1953, careful study has of necessity been given to the probable trend of business in the forthcoming 12-month period. It is our considered opinion, based on this study, that prospects were never brighter than they are at the moment.

Nor is the optimism premised on wishful thinking—a mere hope that business will never decline from its present high level. On the contrary, we, as a company, are making large capital expenditures on new plant and equipment, a positive indication of our faith in the immediate future of Canadian business.

Regardless of how bright the picture may be for 1953, we also believe a harder selling punch will be required if present sales volumes are to be maintained and increased. Those willing to expend this extra effort will certainly harvest their rewards in greater sales and profits.

1953 Picture Looks Very Bright

G. R. SPARKS

*General Manager, The
Maytag Company, Ltd.*

WE would not presume to forecast for the industry because, as you know, our participation is confined to the Home Laundry Division. We in Canada are a subsidiary of The Maytag Company, Newton, Iowa, affording the maximum interchange of ideas, know-how, and engineering techniques with the largest and oldest manufacturer of washing machines in the business and while we cannot avoid consideration of the trend in the United States, which casts its shadow with more than passing significance on our pattern, any forecast we make would necessarily include only our own field.

Maytag in Canada have been actively operating under a Manitoba Charter since February, 1911, and we only celebrated, last September, our first anniversary, in our new Canadian plant. This

modern plant has made it possible for us to approach the future with the necessary confidence in maintaining a world-wide acceptance of Maytag products and has contributed substantially in our over-all expansion programme.

For us, the 1953 picture looks very bright and in this conviction we are supported by our healthy field organization.

For example, the Prairie Provinces are experiencing an accelerated programme in farm and rural electrification. By a freak act of nature, they have recently harvested two crops this year, the second being one of the largest in our history and, of course, it would be unfair to underrate the added purchasing power from oil and other developments of natural resources in that area west of the Great Lakes. The trend in Eastern Canada makes it possible for us to expect a substantial increase in the over-all Canadian sales volume. Like ourselves, we expect that others will be introducing new products which could provide a stimulus in the direction of our optimistic forecast.

Dealers Should Enter 1953 With Plenty of Enthusiasm

J. A. PARDIE

*President, Ontario Association
of Radio and Appliance Dealers*

EACH year at this time one begins to take stock of what has happened during the past eleven months and what we should look forward to in 1953.

In our industry it really has been a hectic year. At the beginning of the year, due to Consumers Credit Regulation, our sales were very small and many dealers resorted to business promotion that was unheard of in the past. Quite frankly, a good many dealers lost considerable money. As soon as the surplus merchandise which the dealers and manufacturers had in their warehouses was disposed of and when the Consumer Credit Restrictions were removed the market again opened up and the dealers have enjoyed better business ever since.

The manufacturers were caught short after these restrictions were removed and it has kept them going to supply the trade with merchand-

ise. In addition to this, TV has come quickly to the front, which has caused a shortage in this line, and the dealers are practically living from hand to mouth at times, with no sets on the floor to show the public. No one knows how long this condition will exist. Therefore, it is hard to predict the future, not knowing the exact position of the manufacturers. However, our dealers should enter the 1953 season with plenty of enthusiasm, as the usual demand for all radio and appliances should be prevalent, and I firmly believe that if the dealers will give more time to sales promotion and less thought to how much merchandise they can give away they will be much better off at the end of 1953.

My advice to all dealers is not to forget that they can fool the public some of the time but not all the time.

Greater Market Potential In 1953

T. A. WITZEL

*President, Onward
Manufacturing Company
Limited*

THERE will be, in my opinion, a greater market potential in 1953 for appliance sales than in any year to date.

Dealers who use aggressive and modern merchandising methods should find 1953 to be a record year.

I am full of enthusiasm and optimism for 1953.

Sales Should Reach Higher Than Current Levels

S. L. CAPELL

*Vice-President and General
Manager, Philco Corporation of
Canada, Limited*

I AGREE with you . . . 1953 does look bright for the radio-television and appliance industries. Sales should reach even higher than current levels, and shortages are always overcome one way or another, so that supplies should be sufficient, but not over-sufficient.

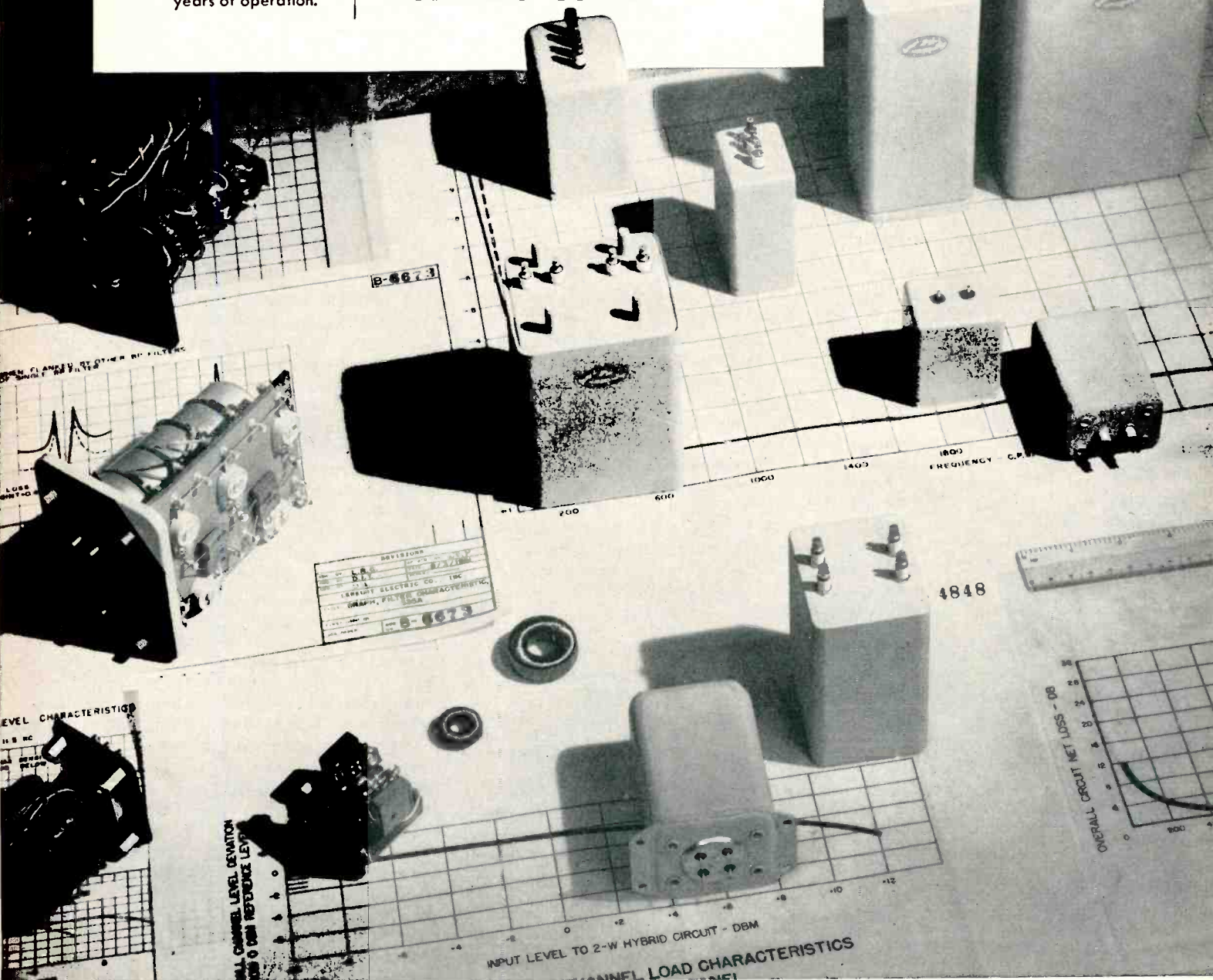
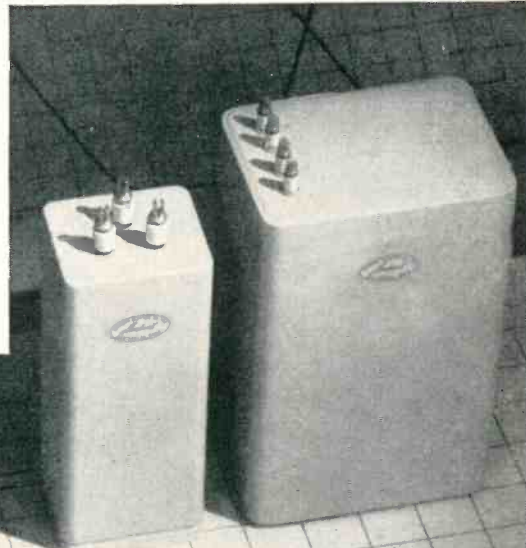
Taxes are, of course, much too high for comfort, and unless the government gives radio and television excise tax relief in April, everyone in the industry—manu-

available NOW . . .



—each component backed by the comprehensive knowledge of filter engineering and production techniques acquired through 17 years of operation.

**TOROIDAL COILS
ADJUSTABLE INDUCTORS
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WHAT'S AHEAD IN 1953?

facturers, distributors and retailers will have to work on shorter percentage margins than once thought practicable. However, we are all learning that sufficient volume and velocity of turnover make true net dollar profit possible even with today's shrunken percentages.

Competition at all levels will continue to keep pace with rising sales potential; so that we can all brace ourselves for even greater effort if we are to hold our own.

Dealers Who Are On Their Toes Will Get Greater Share

R. M. ROBINSON

*General Manager, Appliance Division,
Canadian General Electric
Co., Ltd.*

THE year just passed provided ample evidence that the Canadian public shies from buying radios and appliances, when buyers realize that the purchase price of the product includes excise tax. Certainly sales in the last quarter 1951 and the first quarter 1952 reflected this thinking. Radio and appliance sales were very poor, but as soon as the tax was taken off or decreased, purchases surged ahead and the industry re-employed workers which it had been compelled to release during the slow period starting June, 1951.

Further relief in excise taxes is anticipated in 1953; this alone will provide stimulus to sales and further ensure continuing employment for workers in the Radio, Television and Appliance Industry.

In the television field, the C.B.C. is contemplating new stations in the larger population centres and has given the long-awaited green light for private enterprise in other centres. This means that new markets for TV will be opening up—markets with virtually no saturation. I am surprised at the extent of the television market in British Columbia, even now, with no station of their own and only fair reception from the United States.

Canadian General Electric will continue to design and market new models in all fields—appliances as well as radio and television. Mechanical processes such as the dip solder process and the printed circuit are being incorporated into the

production lines to facilitate the fabrication and to improve the quality of new and present models.

Prices, I believe, will maintain a fairly level balance depending upon material and labour costs. Any increases in either of these two areas must, in the majority of cases, increase the selling price of products. We also anticipate improved price stabilization by dealers, particularly in metropolitan areas.

There are still a few tight spots as far as the supply situation is concerned but the industry is endeavouring to catch up on production and to get goods into freer supply. This applies particularly to television. In spite of stepped-up production schedules, the demand for television is still in excess of supply, and the fact that there are still a few hard-to-get components tends to put a drag on production.

Keeping pace with the rapid economic growth of the country, Canadian General Electric will continue to expand its manufacturing and engineering facilities. Work is under way for an immediate extension of the Barrie plant, and doubtless other projects will be considered in 1953.

To summarize, I believe that 1953 will be an excellent year for the industry. Dealers who are on their toes in salesmanship and service to the consumer will get a greater share of this ever expanding market.

Aggressive Selling Will Be Necessary In 1953

H. W. MAXWELL

President, Maxwell Limited

CANADA's long range future is a brilliant one. Appliance Dealers need have no fear in this direction. It will not be so that through the future years there will always be a sellers' market or one which even approaches a sellers' market. The buyer would periodically have his innings. In 1953, good business for the appliance dealer seems assured for the first six months. The last six months of the year is in doubt with a probability that at least average conditions will apply. From the manufacturer's point of view and so affecting the supply of appliances, the problem of procurement of materials and particularly steel is still

strongly in evidence. This condition may ease as the year progresses.

Aggressive selling will be more than ever necessary during 1953. The "laissez faire" attitude which became prevalent immediately after the last war has not been overcome. Sales must be made not just accepted. Appliance salesmen must work hard at their job. This action if satisfactorily applied will, I think, do more to produce the desired results than any other single factor.

Television A Godsend To Various Branches of Business

CHARLES W. POINTON

*Charles W. Pointon,
Manufacturers Representatives*

WE in the trade are all aware of what a godsend to our various branches of business television has been. Clear reception of picture has made this possible. Fortunate are the TV set owners and dealers who are located geographically in Canadian cities and areas where good clean reception of shows originating from Canadian Broadcasting Corporation studios, and on fringe shows originating in various United States stations. To the dealers located in these areas it means daily rising sales curves.

When reading the various dealers advertisements covering TV receivers in the daily press, that gives newspaper coverage to these areas and cities offering standard known name receivers at bargain prices, a fellow would be lead to believe that, First, we are in the midst of a recession or, Second, that TV receivers were on an oversupply. Neither is the fact; therefore, we ask why, with all of the various trade associations that we have here in Canada functioning for the good of the trade as a whole, has nothing been done to ease or cut out this deplorable situation?

In my opinion it is not necessary to "Scare Sheet" television in such type and class of advertisement. Television and television products from the broadcast stations, receiver manufacturers, jobbers, dealers, servicemen and what have you, is on short supply in face of a vastly rising market, a market such as suppliers of specialty pro-

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There's Nothing finer for

Television



This combination of features explains why

- Complete frequency coverage with one probe, 20 cps to over 110-mc. Insulated and shielded RF tube probe, found usually only with laboratory instruments, is included.
- Peak to Peak ACV and RF with one probe.
- One volt full scale reading on AC & DC.
- One main selector switch, all ranges.
- ACrms—Peak to Peak
- 32 Ranges
- Zero center mark for FM discriminator alignment plus any other galvanometer measurements.
- High input impedance 11 megohms on DC.

Suggested Canadian Dealer's Net Price **\$97.30**

FOR DESCRIPTIVE MATERIAL WRITE YOUR RADIO PARTS JOBBER OR EITHER SALES REPRESENTATIVES LISTED BELOW

WILLIAM F. KELLY COMPANY
 2781 Yonge Street,
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C. M. ROBINSON CO.
 207 Scott Block, Winnipeg, Man.
 550 Beatty St. Vancouver, B.C.

Triplet


WHAT'S AHEAD IN 1953?

ducts of a class or kind have never heretofore encountered in the merchandising history of Canada—our country.

I predict that the year 1953 will be far greater from a sales standpoint, greater by at least 35 per cent in volume or over, than that shown in 1952. In view of this, it would behoove the credit departments of the receiver manufacturers, jobbers, parts jobbers, etc., to watch their credits as never before, as good times breeds credit laxities.

To the salesmen, you are selling products on a rising market, products that are short in supply, therefore, get your individual sales story across to your prospects truthfully, and do not offer concessions for them to place their orders, as this type of selling at this time is not necessary. And a last word addressed to both sales and credit departments of the trade: "Remember a sale is not a sale until it is paid for."

Industry Can Look Forward To Good Progress And Increased Sales

F. R. DEAKINS

President, RCA Victor Company, Ltd.

THE radio industry witnessed a sharp upturn in demand for its products in the second quarter of this year when some relief was granted by a reduction in excise taxes and the removal of time payment restrictions. Heavy inventories which had previously been accumulated began to move, and with the coincident inauguration of television in Canada at Montreal and Toronto, and the opening of the Fall season in early September, the demand for our production began to take on the proportions originally predicted.

Looking to 1953 with this background in mind, it is generally predicted that the industry can look forward to a demand which will permit of good progress and increased sales. We believe these predictions are well founded when we consider that high income and high employment ratios generally will be maintained, and specifically on television alone where we will have longer and better programmes and television service broadened to reach a larger segment of the population.

We Have A Lot Of Catching Up To Do

S. D. BROWNLEE

Executive Secretary, Radio-Television Manufacturers Association of Canada

TWO years ago we endeavoured to look well into the future on sales of television receivers and estimated 50,000 for 1951, 100,000 for 1952 and 200,000 for 1953. The heavy excise tax and credit purchase regulations held the industry sales down to about 40,000 TV receivers in 1951 but present indications are 1952 sales will be 30 to 40% higher than the 100,000 estimated. Sales for the end of October are well over the 90,000 mark and running at over 20,000 per month. Our present view into 1953 is much clearer than when we hazarded the guess two years ago but we still think that 1953 sales will double those of 1952. With two months of 1952 still to near from at the time of writing that means from 260,000 to 300,000 television receivers to be sold in Canada next year and we personally go along with the higher figure. There is no doubt of the industry's ability to produce this number of receivers with 21 companies already in the field and three or four others setting up production lines. To date 40% of the sales have been in the Toronto-Hamilton area and 30% in the Windsor area, but these districts are far from saturated and should continue to take a good proportion of the total sales. Montreal will continue to increase as programmes improve and with the pressure that is now building up from all sides, who knows but that the powers-that-be may see fit to issue licenses to some of the private enterprise applicants. By March 1953, the micro-wave link between Toronto and Montreal will be completed by way of Ottawa and since Toronto and Buffalo is already linked, U.S. network shows should then be available to Montreal audiences. A station is expected in Ottawa by September 1953 and present indications are that Winnipeg, Vancouver and Quebec City may also see television before the end of next year. Even if Vancouver does not receive a local station in 1953 it will be within the reception range of a station that will open at Bellingham (channel

12) 90 miles closer than Seattle on which Vancouver and Victoria presently rely for television.

All these new markets add up to a terrific increase in demand for television receivers. For those that think 300,000 receivers is a high figure for Canada, it should be pointed out that over twenty million TV receivers have already been sold in the United States and U.S. sales for the past three years have reached over six million annually. A conservative estimate of Canada's potential for TV would be one-twentieth of that of the United States so that if a realistic policy had been followed in licensing TV broadcasters in this country one million receivers would now be in operation in Canada and sales would be averaging over 300,000 units per year. We have a lot of catching up to do!

In our enthusiasm for television we must not overlook radio, which will continue to be a strong and important factor. In the United States it has been found that even with television sales soaring to over six million units per year, radio has held at over the twelve million mark while showing tremendous gains in portable, auto radios and clock radios. It appears that this trend will also hold for Canada and that radio business will continue to be strong in 1953, with new higher levels reached in the portable, car radio and clock radio lines.

Dealers Must Be Alert To Sales Opportunities

W. L. PARR

*General Manager,
Ray-O-Vac (Canada) Ltd.*

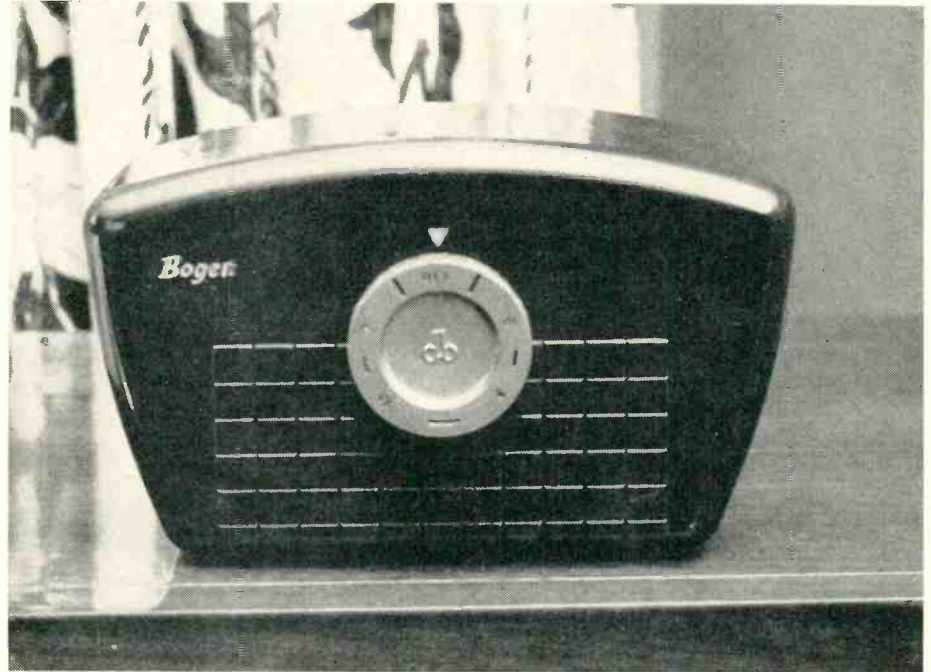
BUSINESS outlook for 1953 appears good. Excluding unforeseen circumstances, such as all-out war or prolonged strikes in basic industries, supplies should be adequate.

Competition will probably be keener in trade generally which should keep a brake on price increases. This condition will undoubtedly react on earnings as most business will find a cost squeeze. Labor costs still rise, and this reacts on the individual operation as well as in the cost of basic materials where increased costs are passed on to the customer; freight rates

Standard
RADIO
PRODUCTS
KITCHENER - ONTARIO

CANADA'S FIRST CANADIAN MADE BOOSTER

Automatic Power Switch — Only One Tuning Control —
Dignified, Attractive Appearance — Push Pull Triode
Amplifier — C.S.A. Approved.



Greetings

To our many friends in the trade, we extend best wishes for a Merry Christmas and a Happy New Year. We thank all those who have given us their kind cooperation this past year and hope to be of service to you for many years to come.

STANDARD RADIO PRODUCTS

WHAT'S AHEAD IN 1953?

will rise to some extent as it can be anticipated railway employees will be granted some increase; municipal costs and taxation also continue an upward trend.

This competition and forward look means those selling goods and services must be alert to sales and sales opportunities including service to customers to retain or build up goodwill. Price cutting should be avoided as it only means a very temporary advantage, and eventually all involved are losers. A more positive approach of increased sales objectives, particularly through consumer service, seems to be the answer.

Television Will Stimulate Sales Of Other Electrical Appliances

R. W. PRINGLE

The Record Pressing Company of Canada

IN my humble belief the year to come should be an expanding one in the electrical appliance field — with the Television industry leading the way. We must remember that we in Canada are just at the beginning of national television—a condition that has prevailed in the United States for more than a year. This will open up vast new markets for television sets in all populated areas.

It has been my contention in the past and I continue to subscribe to the belief—that with the advent of television; sales of other electrical appliances will be stimulated. This is especially true of the record business. Just as radio gave early impetus to the sale of records and record players—in the 1920's—Television will do the same in the 1950's.

I believe general business in 1953 may show signs of lagging—but I truly think that the electric appliance business as a whole will show advancement and record sales volume throughout all the ensuing twelve months.

Dealers May Have To Adopt Special Merchandising Methods

J. E. REYNOLDS

President, Remington Rand Limited

THE introduction of the new DeLuxe Model 60 Remington electric shaver proved a strong

stimulant to sales and at year's end our factory was unable to supply all unfilled orders. The reduction of the federal tax earlier in the year contributed to 1952's increased sales volume.

The coming year should see dealers enjoying still larger electric shaver sales. The market is still far from the saturation point and an improved product has converted many more men to this new and easier way of shaving.

With many products in good supply, competition for the consumer's dollar will increase and dealers may have to adopt special merchandising methods to increase sales. Remington Rand is preparing various tested ideas that have proven their effectiveness. These plans will be announced in the trade early in 1953.

Blue And Cloudless Sky For 1953

S. H. MUGFORD

Vice-President and General Manager, Schick (Canada) Limited

YOU can call me a starry-eyed optimist if you wish, but, trade-wise, I see a blue and cloudless sky for 1953 (provided unpredictable Uncle Joe stays quiet).

Here are the signs as I believe the business world will read them:

There is no log jam of merchandise in retail channels to dam up new production. The year is ending with favourable inventory balances — materially more favourable than they were at the close of 1951.

Last year every producer and buyer in the country was sure that something was going to happen to excise taxes (and hence to prices) but no one was sure just how much was going to happen. Resultantly buyers twiddled their thumbs till budget-time. This year the crystal ball doesn't reveal a thing about excise taxes, but all the tax experts seem to agree that no changes are in prospect. There's a healthful certainty about the stability of prices. There will be less hand to mouth buying; more buying on normal stock need grounds.

And talking about prices, what happened to the horrible spectre of price cutting which plagued the business world at the time of the abandonment of legally maintained resale prices? It vanished like the

wraith that it was. Those among us who feared the worst overlooked the twin facts that suggested resale prices are, by and large, fair prices, and that average profit margins to retailers are made necessary by the cost of doing business. So you can add voluntarily maintained resale prices to the list of favourable factors.

A year ago I wrote that one of the greatest needs of Canadian retailing was a more sensitive merchandising sense. It was not that there was a total absence of selling force in retailing; not that retailers were not driving for business; but that the understanding of merchandising was still elemental. My own first hand observations through this year suggest that there has been a noticeable "catching on fire" in a merchandising sense. The signs suggest that retailing in general is swinging healthily into its promotional stride.

These then, are the reasons I see for expecting a good year. Look for a substantially better first six months and an overall performance for the year that will be very good. And, as a final note of cheer, the Ottawa experts are sure that you'll pay less income tax both corporately and individually.

Canadian Business Prospects Generally, Are Splendid

A. C. SIMMONDS


President, A. C. Simmonds & Sons Limited

ONE does not have to try to be an optimist as far as prospects for 1953 are concerned!

With business conditions already good and with every prospect of lower taxation, which should make business conditions better, I think Canadian business prospects gener-

(Continued on page 39)

The January issue of Radio-Television & Appliance Sales will be a special service number. Reserve space Now!



*To Wish You Joy
At Christmas Time
And In the Coming Year*


**Radiotron and Radio Parts Division
CANADIAN MARCONI COMPANY**



R.E.T.A. News and Notes

Season's Greetings from the Ontario President

EVEN in the hustle and bustle of the busy Christmas season we find ourselves putting forth greater efforts to please one another.

With the increasing demand for television this year, it is exceedingly difficult for the service technician to meet the demands made on his time.

We are all putting forth every effort and sacrificing our leisure time to give service to the radio and television public during this important season. We therefore, ask a little tolerance in return.

Let us not forget the true meaning of Christmas, the age old "Peace on earth good will toward men". Each year we renew our pledge of a deeper understanding of our fellow man. Each year as time slides by we gradually forget this pledge. Must we wait a year to remember? Or better, to dedicate ourselves each day.

My pledge: "I offer my thanks to all the people that make my position possible and with the help of God, I hope to carry on my duty to the best of my ability through the coming year."

I wish to extend my most sincere wishes to all R.E.T.A. members across the country and to all electronic technicians not associated with the R.E.T.A., for a truly Merry Christmas and a very Happy and Prosperous New Year.

Faternally yours,

B. HOFSTETTER, Pres. R.E.T.A.



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

Kitchener, Ontario

THE regular meeting of the R.E.T.A. Kitchener district was held at the highway lunch, Centreville, on Nov. 10.

The minutes of the previous meeting were read and discussed. The secretary moved adoption as read and was seconded.

The secretary called the roll—14 full members and 3 associate members were present. Norm Friedman, representing the local hams, discussed the plan of co-operating in every way possible to eliminate ham hash and interference to TV operations. As spokesman for the hams,

Norm offered their full support to the R.E.T.A. in this matter.

N. Beach announced to the meeting that Bob Parsons of Marconi was holding a Marconi TV service clinic and lecture on Nov. 18/52, at the Highway Lunch, 8 p.m. and all R.E.T.A. members of this district were welcome.

This being nomination night for R.E.T.A. officers, the meeting was closed at 9.30 p.m.

At the close of the nomination meeting, interesting films were shown by Earl Koch, courtesy of the Bell Telephone Library and a hearty vote of thanks was expressed.

Hamilton, Ontario

THE regular meeting of the Hamilton District, R.E.T.A. of Ontario, Inc., was held on November 17 in the studio of CKOC. 23 members and 4 visitors were present.

The first part of the evening was turned over to "Sandy" Day of Dominion Electrohome Industries Ltd., who presented a very instructive lecture on the new models of Electrohome TV receivers. Mr. Day spent close to two hours dealing with synchro-lock and horizontal oscillator circuits.

The latter part of the evening was taken up with business matters, including further discussion on newspaper advertising and the formation of a nominating committee to gather a slate of candidates for the next year executive.

T. C. Darling Wins Case Against Master Electricians of Quebec

THE case of Laurant Granger, Executive secretary of the Corporation of Master Electricians of the Province of Quebec versus T. C. Darling of T. C. Darling and Company, Montreal radio dealers, has been decided in favour of Mr. Darling.

Mr. Darling was charged with carrying on business as a master electrician when he was not a member in good standing of the Corporation. The Corporation has an "Electronists Section" and has notified all these "electronists"—which includes radio service technicians—in the Province of Quebec, that they must join the Corporation if they wished to carry on a business or to practice their trade. The annual fee is \$30.

Mr. Darling, in his defence, stated that the work on which the charge was based, namely the repair of a radio which an investigator for the Corporation had brought to him, consisted of replacing worn out tubes and a resistor.

Mr. Darling claims that he is a merchant of radios and radio equipment and that as a necessary condition of his livelihood under the agreement he has with the manufacturers, he has to maintain a guarantee on the radios he sells by replacing used or defective parts. He claims that he does not manufacture, construct, design or alter radios.

The defendant also claims that

(Continued on page 33)

**When
instant contact
is vital...**

ROGERS ELECTRONIC **TUBES**

**keep
communications
alive!**

No modern firefighter would be without the help of 2-way radio communications equipment to assure immediate contact and prompt action in any emergency . . . and the *heart* that keeps communications alive is the always-dependable ROGERS electronic TUBES.

The absolute dependability of ROGERS electronic TUBES, proven in this tough testing-ground, is your guarantee of complete customer satisfaction when you specify and install ROGERS TUBES in radio and television sets.



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Eliminating BC Interference Caused By TV Receivers *

by
MERLE E. CHANEY

A TYPE of interference that may affect broadcast receivers results from the radiation of 15.75 kc harmonics from nearby television receivers. This interference is especially annoying as it causes garbled sound, squeals and howls. Fortunately the distance over which this signal is radiated is quite small, and unless the broadcast receiver and TV set are in the same house using a common power line or otherwise spaced but a few feet apart, there is usually no disturbance.

The source of the interference is the horizontal deflection circuits which operate at a frequency of 15,750 cycles. Pulse voltages of several thousand volts occur in these circuits. They are of complex wave shapes and rich in harmonics. The 35th harmonic of 15.75 kcs is 551.25 kcs which falls at the lower end of the broadcast band, while the 100th harmonic is within the upper limits of the band. Interference, therefore, is greater at the low end of the band than at the

the 35th to the 100th harmonic of a signal would be of such small magnitude as to be negligible. It is true that the harmonic signals are weak, but it is conceivable that the signal strength of the interference present at the broadcast receiver may be equal to, or greater than the strength of the signal from a broadcast transmitter located several miles distant. Because of the small magnitude of the harmonic signal, it is often possible to listen to a local broadcast station whose signal far overrides the interference. However, as soon as a distant station is tuned in, the sound in the broadcast receiver may be so garbled as to be unintelligible. This is noted particularly when the frequency of the broadcast signal occurs at an harmonic of 15.75 kcs.

Elimination of harmonic interference takes the form of application of techniques associated with the construction of a shielded alignment booth, since the interference from the television receiver may be transmitted through the air or conducted by the AC power lines. Application, therefore, of one or more of the following methods will usually reduce interference to an insignificant degree.

1. Shielding
2. Filtering
3. Lead dress.

The necessity for shielding is determined when it is found that specific circuits, components or leads are acting as radiators of the interfering signal. Usually the greatest offender in this respect is the horizontal output circuit, since it is the source of the interference. Shielding, therefore, is highly important in minimizing direct radiation from this source. Many television sets have the horizontal output transformer and high voltage contained in a shielded cage. This not only reduces the shock hazard but radiation from these

components is also decreased. In some instances the horizontal output transformer and associated components are mounted beneath the chassis whereby the chassis and aprons tend to form a loose shield about them.

Deflection yoke leads are a major contributor to radiation difficulties. In a large number of cases these leads were found to be the real cause of the interference. Observation of several TV sets shows that these leads are often contained in a shield formed by the supporting metal bracket for the yoke and focus unit. In the absence of such a shield one may be formed out of metal to loosely enclose the leads. Care should be exercised that the leads are not run directly in contact with the metal bracket since this could introduce too much capacity

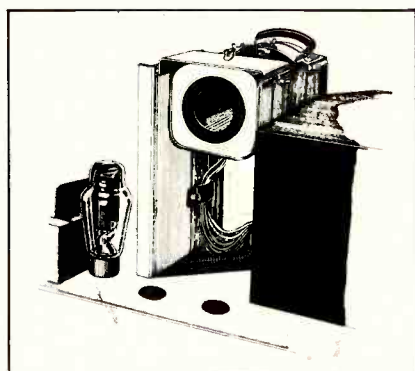


Fig. 1—Example of deflection yoke lead dress to reduce radiation.

upper end. This is easily observed by turning the broadcast tuning dial from the low to high limits of the band. The interfering signal gradually decreases as the higher frequencies are tuned in.

At first glance it would seem that

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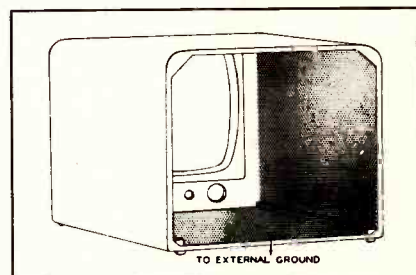


Fig. 2—Cabinet with screen mounted to reduce radiation.

in the circuit, thus altering linearity in the picture. Cabling the yoke leads might be a satisfactory solution were it not for the high voltages present and the possibility of changing circuit capacitance.

Fig. 1 illustrates the manner in which the yoke leads were treated in one chassis. The yoke and focus coil leads are loosely grouped and held in position within the supporting frame members by an insulated paper, forming a loop about them and secured to a metal frame.

Another type shield sometimes found effective is a screen wire or metal bottom plate placed on the bottom of the TV chassis. This decreases radiation from components and leads beneath the chassis.

An excellent shield for reducing direct radiation from the television receiver consists of metallic foil, screen wire or hardware cloth formed on the interior of the cabinet enclosing the TV chassis as shown in fig. 2. This shield must make good contact with the chassis and also be connected to an external ground.

A possible remedy for interference conducted by the AC power line or house wiring is through the use of a filter network in the AC leads where they enter the TV chassis. The filter usually consists of two .01 mfd. capacitors in series connected across the AC leads with the junction of the two capacitors connected to chassis and to an external ground.

Grounding the chassis before application of shielding may conduct most of the interfering signal to ground. (See fig. 3). It might be wise to try this before more complicated measures are employed. Do not attempt this, however, on a transformerless receiver, since some of these TV sets may have chassis connected to one side of the AC line.

The television antenna system may also be responsible for radia-

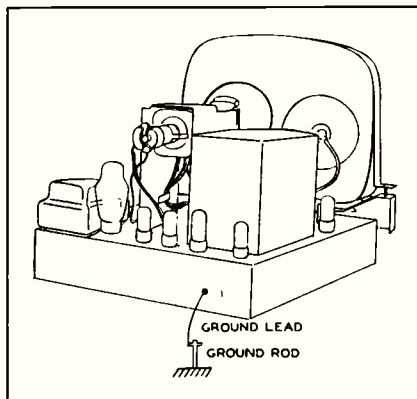


Fig. 3—Example of chassis grounding technique to lessen BC interference.

tion of harmonics of 15.75 kcs. For reduction of interference emanating from this source, a high pass filter is inserted in the lead-in, from the antenna to the TV set. One filter for this purpose is a two-section, M-derived circuit, designed to cut off at 50 mc and to attenuate all lower frequencies. Such a filter is shown in use in fig. 4.

High pass filters for this purpose are manufactured by the R. L. Drake Company of Dayton, Ohio. Units are available for use with either 300 ohm line (type TV-300-

50 H.P.) or for 72 ohm coaxial line (type TV-72-50 H.P.). Another filter (type TV-300-54 H.P.) is designed for use with receivers employing video IF frequencies in the 45 mc region. This unit has sharper cut-off characteristics which allow the passage of Channel 2 signals, but effectively reject any video IF signals which might be coupled back to the antenna terminals. These filters are connected externally to the TV receiver as shown in fig. 4 and are easily installed. They should prove helpful in preventing any interfering signals being coupled to the antenna.

In addition to alternating interference being generated in the receiver, the filter also suppresses interference signals which might otherwise pass on through the tuner and cause poor reception. This is especially true of a signal which falls within the IF range of the receiver.

Proper lead dress is considered good practice in reducing the tendency toward radiation of unwanted signals. Where leads are found that are radiating a signal, they should be dressed close to the chassis, in chassis corners, as much as possible, and within supporting frame members. In some cases channeling of these leads to confine their radiation often produces satisfactory results.

A misadjusted horizontal oscillator control may be instrumental in changing the nature of the interfering signal causing additional sound distortion. An instance of this might occur when a ringing coil in a horizontal oscillator circuit is out of adjustment. A strong signal may be capable of pulling the oscillator into sync, but the phase shift caused by the pulling action of the ringing coil has a serious effect on the emanated signal. Correct adjustment, in this case, of the ringing coil, could very well change the type of interfering signal in a manner to have decreased effect on the broadcast receiver.

There is very little that can be done at the broadcast receiver to remedy the harmonic interference since the signal frequency is within the broadcast spectrum. Employing traps in the broadcast receiver antenna lead-in would be of no value since the interfering signal and the signal from the broadcast station would both be attenuated. However, a filter network inserted in the AC leads to the receiver might prove effective. Also an

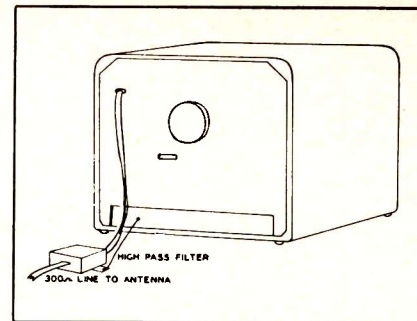


Fig. 4—Proper connection of high pass filter to reduce radiation from antenna.

external antenna placed above the roof of the building would help by increasing the distance the television interference signal has to travel, and improve the signal to interference ratio. A shielded lead-in from the antenna to the broadcast receiver would prevent signals being picked up in the lead-in.

A summation of methods discussed for reducing harmonic interference to broadcast receivers is given below:

1. Shield horizontal deflection circuits.
2. Dress yoke leads within supporting brackets.
3. Use shield or bottom plate on TV chassis.
4. Use shield inside TV cabinet.
5. Use filter on power leads to TV set.
6. Ground TV chassis to external ground (except some AC-DC type receivers).
7. Use high pass filter in TV antenna lead-in.
8. Correctly adjust horizontal oscillator control.
9. Use line filter on power leads to broadcast receiver.
10. Use external antenna and shielded lead-in to broadcast receiver.

Application of one or more of the above-suggested methods aid in reducing the interference to a minimum. If it can be determined initially what specific circuits result in transmission of interference, appropriate measures may be applied without the necessity of performing all the above steps.

Let's Have Your Gripes!

Radio-Television and Appliance Sales will welcome any helpful criticisms and suggestions readers may care to send in. Your letters and comments will be of inestimable value in helping us to give you the kind of magazine you want.

R. A. Hackbusch Elected President Canadian Radio Technical Planning Board

R. A. Hackbusch of Toronto, president and managing director of Stromberg-Carlson Co. Ltd., was re-elected president of the Canadian Radio Technical Planning Board at the Eighth Annual Meeting of the Board here recently.

C. W. Boadway, communications engineer, Ontario Hydro Electric Power Commission, was re-elected vice-president and Stuart D. Brownlee of Toronto was re-elected secretary-treasurer.

Mr. Hackbusch in his annual report pointed out that 160 of the top-ranking engineers, scientists, and specialists of all kinds in the electronic fields have been devoting a considerable portion of their time and effort to planning the future of electronics in this country.

This planning by the members of the C.R.T.P.B. is a co-operative effort of all branches and phases of industry, resulting from:—

- (1) The need to use and share a common medium—the airwaves;
- (2) The fact that space in this common medium is controlled and allocated by a Government Agency;
- (3) The fact that the equipment utilizing this common medium must be synchronized and designed for non-interfering operation.

The C.R.T.P.B. is the medium through which this work has been carried on for the past eight years. Its stated objectives are to formulate sound engineering principles and to organize technical facts which will assist in the development, in accordance with public interest, of the electronic industry and electronic services of the nation, to advise Government, Industry and the People of its findings and recommendations.

"In layman's language," said Mr. Hackbusch, "the contributing sponsor representatives of the C.R.T.P.B., may be likened to a group



R. A. HACKBUSCH

of city fathers laying out a pattern for tomorrow's super highway. We know we have, say, ten lanes at our disposal whereas the traffic can readily use, particularly during peak periods, 20 or more lanes. 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 requirements of the future. For example, specific frequencies must be allocated to new services such as frequency modulation and television so that manufacturers and users can plan in advance to make and obtain the proper type of equipment to operate 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, in the Canada of tomorrow, 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 part of this 'super highway'. These, to-

gether with an unlimited number of services and uses, must all be reconciled and fitted into a pattern for tomorrow."

"The formation of this planning board in 1944 was prompted by the realization that there existed in Canada an immediate need for co-operative action by the Government and industry with a view to making a comprehensive technical study of the allocation problem involved in dividing the airwaves—so that the traffic arteries of the ether would be regularized and allocated in accordance with public need and so as to permit the minimum of interference."

Membership in the Planning Board is open to all non-profit associations, bodies and societies that have an interest and which indicate a willingness to co-operate in achieving the objectives.

The Board has now sixteen sponsors:—

American Institute of Electrical Engineers, District No. 10; American Radio Relay League (Canadian Section); Canadian Association of Broadcasters; Canadian Broadcasting Corporation; Canadian Education Association; Canadian Electrical Association; Canadian Electrical Manufacturers Association; Canadian Motor Coach Association; Canadian Transit Association; The Engineering Institute of Canada; Hydro-Electric Power Commission of Ontario; Institute of Radio Engineers; Quebec Hydro-Electric Commission; Radio Manufacturers Association of Canada; The Railway Association of Canada; The Telephone Association of Canada.

In addition, the following bodies are assisting in the studies being made:

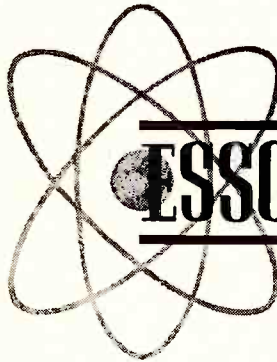
Canadian Standards Association! National Research Council; Royal Canadian Navy; Canadian Army; Royal Canadian Air Force.

The size and membership of these participating organizations is in itself indicative of the importance of the work.



THE Christmas Season once more gives us the opportunity of expressing our sincere appreciation to all our customers and friends in the trade. May we extend to one and all our wish for a really Merry Christmas and a Happy and Prosperous New Year.

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RADIO
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738 Colborne St. London, Ont.
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sends Greetings!

To All Our GOOD FRIENDS in the Trade

Although ESSCO is a new company in name only, our business and personal friends in the trade are many . . . to them, and all trade members, we send our Hearty Best Wishes. It is good to have served you and it is our ambition to continue to serve you so well as to merit your uninterrupted friendship and good will.

ELECTRO SONIC SUPPLY CO. LIMITED
543 Yonge St., Toronto 5, Ont. Midway 2481





O.A.R.A.D. News

Belleville District

ON Monday November 17 the Belleville District of the Association held a very successful meeting with about 42 members sitting down to the dinner. Enos David was chairman of the meeting.

The guest speaker of the evening was Ron Fraser from the CBC in Toronto. Mr. Fraser gave a very interesting talk on television and answered the dealer's questions.

Joe Pardie, president of the Ontario association gave a short resume of what had happened in the association since he became president. R. C. Poulter, managing editor, Radio-Television and Appliance Sales, gave a general talk on the advantages of the association. Harry Hunter superintendent of the group insurance plan spoke on group

insurance and finally Wilf Hodgins brought the new members, of which there seems to be quite a few, up-to-date on the activities of the association.

Several dealers came all the way from Peterborough for the meeting.

Oxford County Association

ON November 20, the very first meeting of the association, ever to be held in Oxford County, took place. Among the 44 members in attendance was a delegation from the London district.

It was decided to form an Oxford County association and the following officers were elected: President—W. Boys, Woodstock; vice-president—Don Davidson, Tillsonburg; secretary treasurer—Gordon Powell, Norwich. Directors elected

were: Harold Utting, Woodstock; William Carroll, Tillsonburg; W. Snyder, Norwich. It was decided that the meetings would alternate in each of the three places.

The guest speaker of the evening was R. C. Poulter, managing editor, Radio-Television and Appliance Sales. Besides reviewing the progress of the association, Mr. Poulter quoted figures to show the rapid growth of television and greatly impressed the dealers by showing them the extent of radio business. Wilf Hodgins, Joe Pardie and Harry Hunter also spoke at the meeting.

Following the speakers there was a sales and service panel on television. Wilf Hodgins was chairman of the panel and the other members were: Fred Cavers, St. Catharines; Ray Krieger, Brantford; R. C. Poulter. The dealers showed their intense interest by asking a large number of questions and the meeting did not break up until 11.30.

Your Secretary Speaks

I WOULD like to take this opportunity of expressing the good wishes for a Merry Christmas and above all, for a very successful New Year from both Joe Pardie, the president and myself on behalf of the association. It looks as though the coming year is to be a good one, and by continuing your support of the Association of Radio and Appliance Dealers, it should be a better one.

The association is becoming stronger, day by day and month by month. I notice a lot of new faces at all of the numerous meetings I have attended during the past few months and hardly a day passes without one or more applications for membership coming in.

There is quite a schedule of meetings already set-up for the coming year. If your district is not included in this schedule, why not get in touch with me at 30 Bloor Street, West room 406 in Toronto.

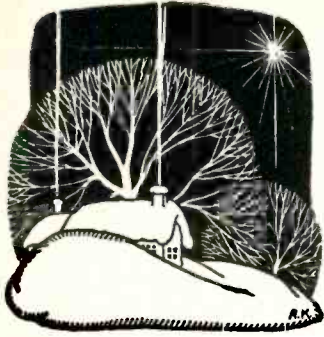
Our group insurance plan is growing by leaps and bounds. Dealers are realizing the value of this plan more and more and I could cite many actual cases to prove this statement. If you wish to know more about this plan, write to the Ontario Association of Radio and Appliance Dealers at 30 Bloor Street, West, room 406. There is no obligation of any kind.

Wilf Hodgins
Secretary-Manager.

Toronto Dealers Hold Annual Turkey Roll



The Toronto Association of Radio and Appliance Dealers held one of their most successful turkey rolls on December 3 at Columbus Hall in Toronto. Around 220 dealers and their friends attended and not a single turkey was left. Top photo shows a portion of the hungry dealers at the buffet lunch and the bottom photo shows the wheel of chance used to raffle off the turkeys.



Season's Greetings

We extend our heartiest Christmas Greetings to our Customers and friends in the trade. May the New Year bring health, happiness and prosperity to all.

**MARCONI MOFFAT
COLUMBIA**

Radio and Industrial Electronic Parts
— Amateur Accessories — Test
Equipment — Marconi Receivers —
Columbia Records — Moffat Ranges
— Crosley Refrigerators — Table
Appliances.

ELECTRICAL SUPPLIES LIMITED

Wholesale Distributors
Established 1926

306 ROSS AVE.

WINNIPEG

R.E.T.A. NEWS

(Continued from page 26)

electrical repairs and alterations as such are not an offence under the Act.

The case has created widespread interest and a great deal of importance is attached to it.

OTTAWA, ONTARIO

THE regular monthly meeting of the Ottawa Chapter, R.E.T.A. of Ontario, Inc., was held at Delroy's Hall on Friday, November 14. Ten members attended the meeting and Bill Welsh presided.

Plans were discussed for the annual election of officers at the December meeting. Applications for three new members were approved with one other application pending.

Much favourable comment was heard about the recent special meetings sponsored by the local chapter. The first of these was held in September with the cooperation of Canadian Westing-

house when a very enlightening talk on television alignment, along with slides, was capably given by Gordon Dixon of that company. Sixty guests attended the session. This was the first in a series of similar lectures.

The second meeting was sponsored by the Ottawa R.E.T.A. with the help of the Philco Corporation and the local distributor and was held on November 5. The meeting featured servicing techniques and was on film—handled by Paul Forget, Eastern Division service representative. Thirty guests were in attendance for this affair.

The members were in agreement that such special events should take place periodically throughout the winter months.

SASKATOON, SASK.

THE regular monthly meeting of R.E.T.A. was held in the King George Hotel on November 5th, 1952.

The application for membership from Victor Chabot, Arborfield was accepted as was application from M. G. Paulrun.

Discussion of amendments to be

made to the constitution to include the Regina and Moose Jaw chapters under our charter was then held. The changes in the constitution didn't amount to very much, just more or less a change in wording here and there. These changes will be mailed into the Registrar's Office at Regina.

The counting of the ballots for the new executive was then held. Al Shakotko and J. Galbraith were appointed to count them. The results of the election are as follows: President, Don Hyde; vice-president, W. Bergen; secretary-treasurer, M. L. Olson; 4th director, Fred Fischer.

We wish to congratulate the retiring executive on the good job they have done during the past year and to wish the new executive every success in the coming year. With television stations planned for this part of the country the new executive has something of a little different to work on.

SERVICE ISSUE

The January issue of Radio-Television and Appliance Sales will be a special number for service technicians.



New Products

Three 21-Inch TV Receivers Announced By RCA Victor

Officials of RCA Victor have announced three 21-inch receivers as an addition to their current television line. The new designs include a table model (the "Winston"), an open-faced console (the "Fairfield"), and a console model with "Stay-put" doors (the "Bentley").



The receivers all use the same chassis, which includes a newly developed Cascode tuner said to give better selectivity and provide a more highly defined picture, undistracted by noise interference. Other RCA Victor features in the chassis are the "Golden Throat" matched accoustical system and the "Magic Monitor", which "acts like an engineer inside your set". The company claims this is the most highly developed and engineered chassis they have yet produced. It uses 22 tubes (plus kinescope) and develops 18,000 volts on the face of the picture tube for "crisper, brighter pictures". UHF conversion has been simplified by elimination of the need for a separate converter unit. When a set owner desires to pick up a UHF station, a UHF channel tuning strip is substituted in the tuner for that of an unused VHF channel.

The "TV-Phono" switch is conveniently located in the front of the receiver as part of the tone control switch. As is the case with all RCA Victor TV sets, a built in phono jack is located at the rear of the chassis.

Cabinets for the new receivers are available in a choice of mahogany, walnut or blonde finishes. The table-

model "Winston" is available with a matching console base. All cabinets are designed to fit in with any style of decor.

New "Rek-O-Kut"

The universal demand for a 16 inch, 3-speed transcription turntable, specifically designed and engineered for the 3 popular disc recording speeds, has now been filled by the Rek-O-Kut Model B-16H.

Entirely new elements of design and engineering, based upon suggestions made by leading engineers in the field, were embodied to produce this "authentic" 3-speed turntable. As a result, all 3 recording speeds—33 $\frac{1}{3}$, 45 and 78—can be selected with equal facility, simply by turning an indicator. The 45 RPM adapter is a disappearing type which is built into the hub of the turntable. The turntable is sub-mounted on a heavy aluminum base, dimensioned for ready replacement of obsolete 2-speed tables in present consoles or cabinets with very slight modifications. From a standing start, the turntable attains full speed in a fraction of a revolution.

Further information from Rek-O-Kut in Canada, Atlas Radio Corporation, 560 King Street West, Toronto, Ontario.

RMS Portable Bar Generator

RMS, manufacturers of television antennas, accessories, and electronic products, has introduced a new low-cost portable bar generator which permits accurate, on-the-spot linearity adjustment of the television receiver.

The new instrument, designated Model BAR-1, transmits a modulated carrier on channels 4, 5, or 6, as predetermined by the service technician,



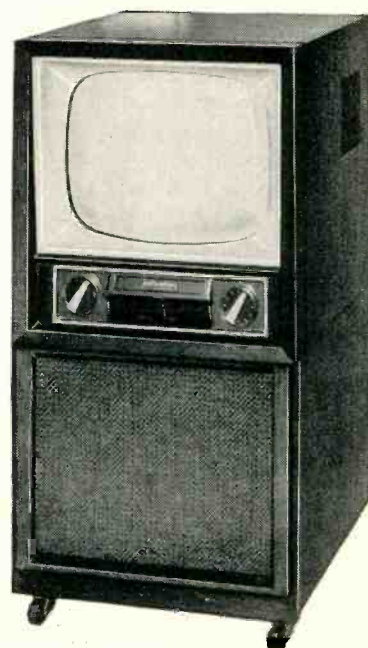
producing both vertical and horizontal bars on the screen. A control is provided for adjusting the number of bars to suit the technician's convenience. By adjusting the linearity controls (and size controls when necessary) of the set so that the bars are properly proportioned across the screen, an accurate linearity adjustment can be quickly made, even when the station is not on the air.

Bar-1 Bar Generator is housed in a rugged metal case finished in attractive green and gray color pattern. Because of its ideal compactness, the unit is readily accommodated in the serviceman's kit. To avoid loss or misplacing of the receiver cord, this component comes pre-attached to the generator. Complete instructions for its use and servicing are included with each package.

RMS are represented in Canada by MJS Television Accessories Co., Ajax, Ontario.

Hallicrafters 17-inch TV with Mobile Matching Base

The Hallicrafters Canada Limited announces the distribution of a 17-inch table model TV. This model No. 1011CA features the three-stage "local-fringe" reception switch, Cascode tuner, rectangular black tube and the Hallicrafters exclusive, new control panel that simplifies channel selection and minor picture adjustment. As with all Hallicrafters TV, this 17-inch model has the effective tilted glass front that practically eliminates glare plus provision for UHF.



Hallicrafters Model 1011CA with matching base.

There is a choice of Walnut, Mahogany or Blond finishes.

Also available is the new Hallicrafters caster-mounted matching base which transforms a table model TV into a mobile console model. This base is sold in finishes to match the cabinet.

**Greetings
and
Best
Wishes**

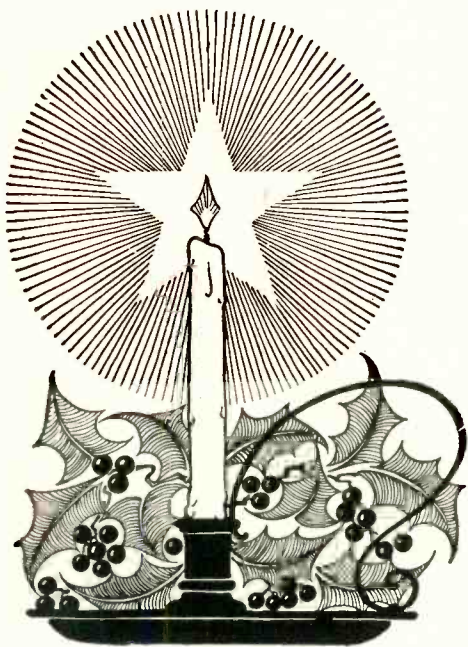


WE extend heartiest
Christmas Greetings to our
customers and friends in
the trade. May the New
Year bring health, happi-
ness and prosperity to all.

**MACDONALD ELECTRIC
LIMITED**

307 QUEEN ST. S.

KITCHENER ONT.



**A Merry Christmas
and
A Happy New Year**

*From the
Staff and Directors*



RADIO COLLEGE OF CANADA

Schools At Montreal and Toronto

midget
performers



AEROVOX TYPE PRS TUBULAR ALUMINUM CAN CAPACITORS

Specially suitable for use in midget, auto and AC-DC sets, Aerovox Type PRS Capacitors are hermetically sealed tubular units in aluminum can containers. 2 1/2" solid dead soft bare tinned copper leads on single units, and single insulated negative leads with double insulated positive leads on multiple units, provide safe, easy and dependable connections. There's a complete range from 4 to 1000 mfd—25V. D.C.W. to 500 V. D.C.W.—and every type is individually tested before shipment. See Aerovox Catalogue No. 4 for technical data.

AEROVOX Capacitors

Standardize with AEROVOX

AEROVOX CANADA LIMITED, HAMILTON, CANADA
Manufacturers of fixed capacitors for all radio and electrical uses

5108

Hotpoint Automatic Washer and Dryer Now On Canadian Market

RCA Victor Company, Ltd., distributors of Hotpoint products in Canada, has announced to dealers the introduction of the U.S. produced Hotpoint automatic washer and dryer.

The washer and dryer are matched in appearance, and designed for flush-to-wall installation with controls located on top of the cabinets, set at an easy-to-see angle at the rear.

The LC-3 Automatic Washer operates on the agitator principle and uses 10.9 imperial gallons of hot water (less than any other made, says RCA Victor) to wash an eight pound dry load of clothes. The complete washing, rinsing and damp-drying cycle time can be varied from 20 to 31 minutes. Actual washing time can be pre-determined at from 1/2 to 1 1/2 minutes. The spin-tub rotates at 650 rpm maximum. The washer features "Swirlaway triple-rinsing", which includes two spray rinses, and a third deep-overflow rinse to remove loosened suds, film and soil over the top of the tub while the agitator operates. This is especially effective as a final rinse, says the company. Control of complete washing requirements is pre-determined by the Hotpoint "Wond-r-dial", a single control that allows the home-maker to choose the amount and temperature of water desired and the proper length of washing time.

The front loading Hotpoint LD-3 Automatic Dryer will dry any quantity of clothes washed by the LC-3 washer (up to 8 lbs., dry weight). The cycle time can be varied from 15 to 90 minutes and the drum rotates at 50 rpm. The sealed dryer features "Rainbow" drying action, which requires no special vents yet causes no moisture or lint to escape into the room. An automatic drain pump removes all lint and moisture down the drain.

Both the Washer and Dryer operate on 60 cycle AC. A 15 ampere separate branch circuit is recommended for the Washer. The Dryer is rated at 4,700 watts, operates on 115/230 or 120/240 volts and requires a three wire, 30 ampere circuit.

RCA Victor says a long range program of sales promotion and advertising has been planned to back up Canadian introduction of these Hotpoint products. The company also forecasts that at least 20% (and perhaps as much as 25%) of Canadian washer business in 1953 will be in Automatic Washers.

Make sure your salesmen
and service technicians see
this copy of RADIO-TELE-
VISION AND APPLIANCE
SALES.

RADIO-TELEVISION & APPLIANCE SALES

TELEVISION

(Continued from page 9)

report which I think might have been included are: Page 387, paragraph 11: "In Great Britain . . . the objective is to give the people what they ought to have; in the United States . . . the policy is to give the audience what they want." And Page 387, paragraph 12: "There is a tendency to underestimate the importance of advertising in the economic life of the country . . . in order to sell goods people must know that they exist and must learn through the various advertising media the quality of these goods and their possible usefulness . . . It might be argued that the private stations advertise Canadian goods while the Canadian Broadcasting Corporation commercial network programmes advertise chiefly American goods made either in the United States or in the Canadian plants of American companies."

With regard to your quotes from the Massey Report itself, in the first paragraph is given the reason for government control of such a powerful influence over our national life. "Television, like radio, is akin to a monopoly" reads the justification.

In point of fact, the limitedness of the air channels for both radio and TV are very much exaggerated. In 1950 when the last North American Regional Broadcasting Agreement was signed, there were some 3,000 radio broadcasting stations in America in the official standard band list. In the United States alone there are additionally some 700 frequency modulated broadcasting stations and engineers indicate there is room for at least 3,000 more FM broadcasting stations.

The other reason whereby the Massey Report justified government monopoly of television was that "it promises to be a more popular as well as a more persuasive medium" (than radio). It seems to us that if there is any medium which should not become a monopoly of government it is the most popular and persuasive medium of the land. It was because the printing press was the most popular and influential media of her day that printing was put under the authority of the Star Chamber, and no book could be printed without a licence during the reign of Elizabeth Tudor.

FOR SERVICE IN ELECTRONICS

it's **CESCO**



40 YEARS EXPERIENCE . . .

Into this latest 1953 Radio - TV - Electrical Buying Guide has gone 40 years experience in the industry. Nearly 200 pages full of new merchandise and profit making ideas. Write for your FREE copy to-day.

TELETYPE SERVICE

In constant operation between our Montreal and Toronto branches this fast Teletype Service places largest stocks at your disposal and brings you the fastest possible service. Warehouses across Canada to give you efficient service.



FASTEST DELIVERY

24 hour mail order service on all orders. Same day service in Montreal, Toronto and Edmonton. Constant phone service at all times, insures you immediate attention to your long distance calls and fast service on all orders.

RIGHT ACROSS CANADA!

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phone **EM 6-8731**

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CANADIAN ELECTRICAL SUPPLY CO. LTD.

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TORONTO 143 Yonge St., Phone: EM. 6-8731
EDMONTON 9923 101A Ave., Phone: 41224-41321

stop



look



listen



AND THEY CHOOSE



EVERY TIME

From coast to coast, every day, more people want the best in home entertainment and are specifying JENSEN Speakers in their radios and for replacement purposes. Cash in on this increased business by carrying a complete line of JENSEN SPEAKERS.

Write for catalogue No. 102.

COPPER WIRE PRODUCTS LIMITED

FACTORY: GUELPH, ONTARIO

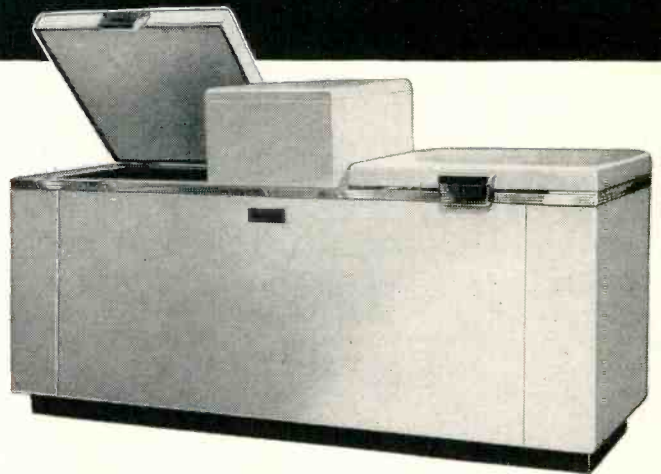
SALES OFFICES: Toronto — 351 Carlaw Ave., Rl. 3511; Montreal — Room 301, 1500 St. Catherine St. W., Fl. 3271; Calgary — Radiovision Sales Ltd., 510 9th Ave W., Phone 2-3294.

YOU WANT TO MAKE MONEY, DON'T YOU?

then sell the

GEM

Agrofreeze FARM and HOME FREEZER



THE FREEZER WITH THE STRONGEST SELLING STORY IN THE TRADE!

- FAR GREATER FREEZING ABILITY THAN OTHER LEADING MAKES. 50 lbs. of meat or produce can be safely frozen at one time. Owners report much greater quantities.
- GREATLY REDUCED RUNNING COSTS. Gem insulation is 5 to 6 inches thick instead of the usual 4 inches. Keeps more of the "cold" in . . . less current consumed.
- ENTIRE CAPACITY OF THE CABINET CAN BE USED. The freezing unit is neatly placed on top of the cabinet. No wasted space.
- DAY-TO-DAY REFRIGERATION AVAILABLE. A 3 cu. ft. Kitchen Refrigerator is available at very low cost in place of one of the cabinet lids, and this does NOT reduce freezing space.
- EVEN WITH ALL THE ABOVE ADVANTAGES, THE PURCHASE PRICE OF A "GEM" IS LESS PER CU. FT. OF FREEZER SPACE THAN MOST OTHER LEADING MAKES.

New dealers are wanted in each Province NOW to meet increased public demand!

WRITE FOR FULL INFORMATION TO

GROH'S COOLER LTD. PRESTON ONTARIO

WHAT'S AHEAD IN 1953

(continued from page 24)

ally are splendid. But with TV just getting off to a good start, surely the prospects for the electronic industry, in particular, should be good enough to make us enthusiastically optimistic!

At any rate, I am!

Business Will Be Very Competitive

J. V. STARK

Vice-President and
Director of Sales, Simplicity
Products Limited

THE past several years have been very difficult to forecast and I believe 1953 will be just as difficult.

My opinion is that supplies will be easier and business will be very competitive, due, we feel, to the present law in force eliminating fixed prices.

I think we should try to have the Government rescind the present law and permit the fixing of retail prices, particularly on the white goods line as this is a stabilizer for dealers.

I believe that business in 1953 will be about the same as in 1952. The first four months should show a decided increase over the first four of 1952 as we were burdened by the heavy excise tax imposed on white goods, that was taken off April 11th.

Accent Will Be On The Service Department

VINCENT BARRECA

President, Canadian Admiral
Corporation, Ltd.

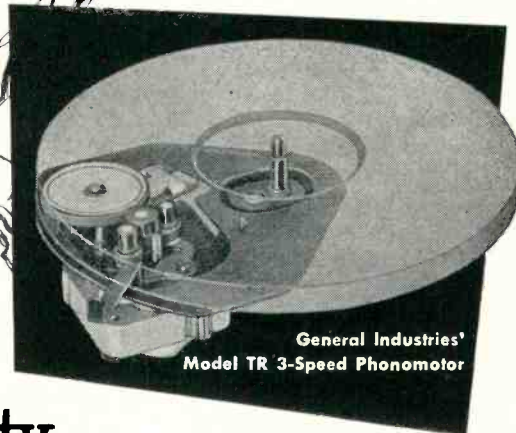
WE believe that 1953 will bring a substantial increase in the sale of television receivers in Canada over 1952. This should mean that by the end of 1953 it is extremely likely that there will be about a half million television sets in operation in Canada.

Next year 21 inch tubes will be the most popular screen size and will supersede and make obsolete the present 17 inch tube. I refer of course to the 21 inch spherical tube, not the cylindrical tube which Admiral is currently using in its television receivers both in Canada and the United States. The opening of the Toronto and Montreal television stations and the in-

creased signal from WBEN Buffalo, will once and for all eliminate the idea that 21 inch screens are too big for the average living room. Viewers in the Toronto, Montreal, Niagara Peninsula and Windsor areas are now receiving a strong signal with almost 100% perfect picture clarity from their local or nearest TV stations. With the 21 inch spherical tube, the manufacturer's price of 21 inch receivers has now been considerably reduced. So much so that Admiral has found it possible to manufacture and sell a 21 inch television set for the

price of other 17's. This tube will be available to the industry in general in 1953 on mass production basis.

With regard to the action the television dealer should take to maintain or increase his sales in 1953, the most important step every retailer of television must take at this time is in his service department. Those dealers who do not have a service department or serviceman will from here on find it more and more necessary to set up a service department in his own store, or else be forced out of the



Dependability...

an important reason why leading manufacturers prefer General Industries' 3-Speed Phonomotors

Year after year, General Industries' *Smooth Power* Phonomotors provide trouble-free performance—backing up fine radio, television and record-changer engineering with highest quality motor design and construction.

Write for complete information, including specifications, design features and dimensions. Quantity price quotations available on request.



THE GENERAL INDUSTRIES CO.

DEPARTMENT MJ • ELYRIA, OHIO

CANADIAN SALES REPRESENTATIVE

CHAS. W. POINTON • 1926 Gerrard St. E., TORONTO

television business by better equipped competitors. Those dealers who already have a service department may find it necessary to increase their service personnel to handle the increased business that is coming next year. Since service after sale is more important in the sales of television receivers than in the sale of any other consumer product, every dealer should realize now that the time has come when a service department is an absolute must for his business if he is going to continue to sell television and to increase his sales in 1953.

Dealers Should Order Goods Well In Advance

C. L. GULLEY

President, Superior Electrics Limited

THE cancellation of credit restrictions and the elimination of the Excise Tax on electrical cooking appliances early in 1952, together with a high degree of employment during all 1952, caused the normally high inventories of finished electrical heating and cooking appliances, as of April 1st, to disappear in a few months.

Inventories of finished goods are now the smallest for many years which means distributors and dealers should, in their own interests, anticipate their spring and summer needs, by placing stocking orders with their sources of supply without delay. This puts the manufacturer in a better position to step up his production schedule of the individual appliances sufficiently to be able to supply the demand properly and accurately.

Let us not forget that the appliance manufacturer must, in some instances, place his orders for certain critical raw materials as much as six months in advance of actual requirements.

With Real Effort, 1953 Should Be A Good Year

R. C. DOBSON

*President, Radio College of
Canada*

WE believe at Radio College that 1953 is going to be a good year. We feel quite certain that there is little doubt that the first six months will be fully up to our average of 1952 and that although the last half of the year may flat-

ten out slightly, the over-all result will be satisfactory.

As a school we know that the industry in general is suffering from an insufficient supply of trained personnel and consequently we feel confident that the placement of our graduates will present no more difficulty than it did during this current year.

The dealers' problems are likely to be the same as our own, with a good start in the first half of the year but with "plain order takers" having trouble competing with the "go-getters".

With proper planning and proper drive all branches of the radio and television industry should come through 1953 with satisfactory results but it is up to us all to make plans further ahead to take care of some levelling-off that must inevitably take place perhaps at the end of 1953, but certainly sometime in 1954.

Good Service Is One Of The Dealers Best Selling Tools

A. B. HUNT

*President, Radio-Television
Manufacturers Association*

TELEVISION, although still in its infancy in Canada, promises to dominate the consumer and dealer interests in the Canadian Electrical Appliance field during

1953. Industry forecasts that sales during 1953 will be in the order of 225,000 sets, which represents an increase of about 80% over 1952.

The projected extension of CBC telecasting facilities in cities other than Montreal and Toronto and the completion of microwave television circuits connecting Buffalo, Toronto and Montreal during the first half of 1953 will provide a further stimulus to television receiver sales next year. Even now demand for television receivers is ahead of production.

The television dealer must realize the importance of skilled service. Good service is probably one of the dealer's best selling tools. The Radio-Television Manufacturers Association, recognizing the importance of this phase of selling, has already sponsored service schools and a home study course to train technicians for this necessary work; more are being planned for the coming year but this programme must be further expanded to develop locally organized training schools.

The production of electronic equipment for defence purposes will be on the upswing during the coming year. Manufacturing facilities, however, are adequate to meet this projected increase as well as a step-up in the commercial production of television and radio receiving sets.

R.T.M.A. Protest CBC Television Policy

Members of the Radio-Television Manufacturers Association of Canada in session here today voiced strong protest over the recently announced Government proposal that private enterprise television stations be limited to areas not served by CBC.

"There is no logical reason why long standing applications for privately-owned television should not now be considered," stated M. M. Elliott, spokesman of the manufacturers. "The Massey Commission's Report recommended that these applications be deferred until CBC gets its TV production centres operating in Toronto and Montreal but there was no recommendation in the Report that CBC be given a complete monopoly of television in

all of the larger Canadian market areas."

"The members of the Radio-Television Manufacturers Association, which includes twenty-two Canadian companies manufacturing television receivers, eight companies manufacturing transmitters, and forty-eight companies manufacturing tubes and components are on record as strongly recommending competitive television broadcasting in Canada as the best method of making this new education and entertainment medium available to the greatest number of Canadians at the least cost," said Mr. Elliott. Mr. Elliott also pointed out that already over 20 million United States homes are enjoying television on a competitive basis without any annual license fee.

automatic cut-out

20,000 ohms/volt d.c.

a.c. & d.c. current ranges

accurate

Model 8

Universal AvoMeter

for

ELECTRONICS · RADIO · TELEVISION

The multi-range instrument with automatic cut-out protection on virtually any overload.

Minimizes costly instrument repairs and delays. If overload occurs, select correct range, reset cut-out button and take the reading.

OTHER FEATURES:

4 Current Ranges: 100 mA to 10 Amperes A.C.

7 Current Ranges: 50 μ A to 10 Amperes D.C.

14 Voltage Ranges: 2.5 Volts to 2,500 Volts A.C. & D.C.

3 Resistance Ranges: 0-2,000 Ohms, 200,000 Ohms & 20 Megohms. Ranges may be extended by means of external "AVO" accessories. A movement reversing button changes meter polarity without reversing leads — simplifies discriminator alignment.

Complete factory repair service with all spares in stock, available at our Toronto plant.



R. H. NICHOLS LTD.,
2781 Dufferin St., Toronto, Ont.
Dept. A.

Please send me complete information on your AvoMeter Multi-Range Instrument with Automatic Cut-Out Protection.

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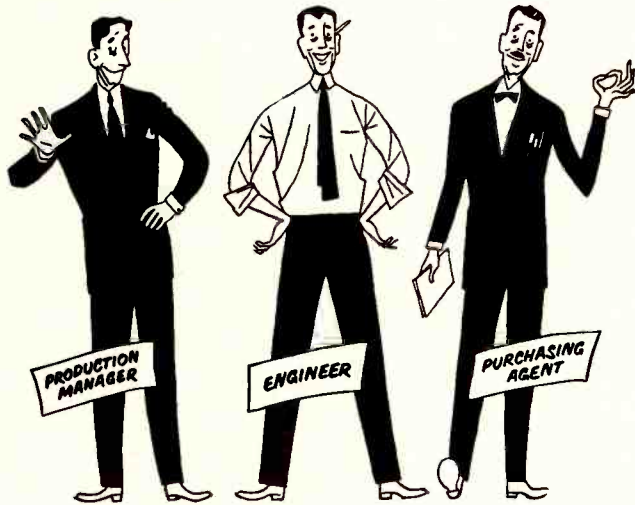
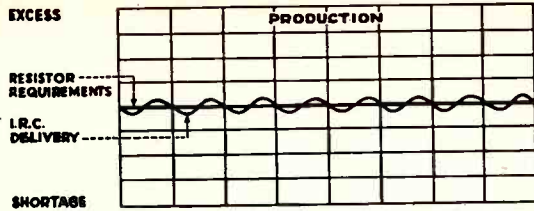
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Comprehensive Avo-Meter Bulletin available on request. Send for yours to-day.



NO RESISTOR PROBLEMS!

Our engineering and sales staff are always at your service when you have a resistor problem. Whether it be with stock resistors or special orders, large or small, our technical knowledge developed through years of experience is there to guide you. So don't let a little thing like a resistor get YOU down, write or phone IRC.

Our jobbers carry a complete line of IRC resistors for your convenience.

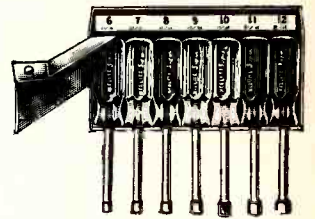
Power Resistors • Voltmeter Multipliers
Insulated Composition Resistors
Low Wattage Wire Wounds • Controls
Voltage Dividers • Precisions
High Stability Resistors
HF and High Voltage Resistors
Insulated Chokes



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Montreal—Room 301, 1500 St. Catherine St., W., Fl. 3271
Calgary—Radiovision Sales Ltd., 510, 9th Ave., W., Phone 2.3294

XCELITE Hand Tools
PREFERRED BY THE EXPERTS

**SPEED your work
with XCELITE**



Color-Coded Nut Drivers!

Don't waste time on the job fumbling for the right nut driver. The various colored handles on this set of seven XCELITE Nut drivers tell you at a glance the size you want. They're made of top grade tool steel with large XCELITE handles and come in the most needed sizes. Complete with strong, lockable holder. See your dealer!

Originators — Not Imitators.

XCELITE INCORPORATED

Formerly Park Metalware Co., Inc.

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Canadian Representative:

Charles W. Pointon
1926 Gerrard St. E.,
Toronto, Ont.

For Originality
LOOK TO **XCELITE**



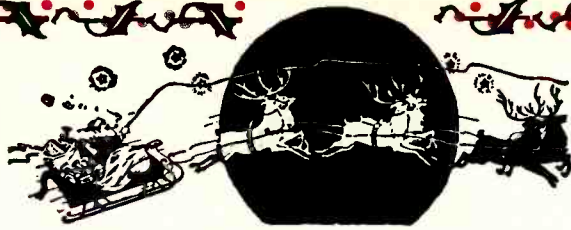
Season's Greetings

In appreciation of our pleasant business relations, we extend to you and your associates, the Season's Greetings and our Best Wishes for a Prosperous New Year.

THE
BIG "A" COMPANY
LIMITED

179 Pinnacle Street, Belleville, Ontario

"We Guarantee Same Day Service"



A Merry Christmas

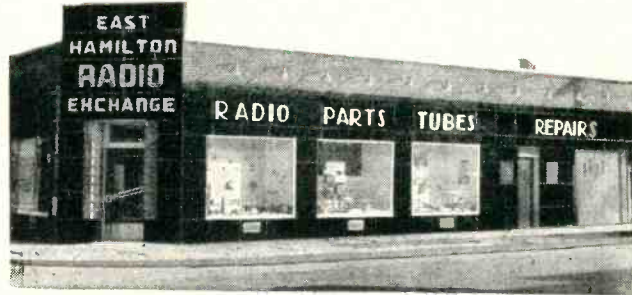
and a

Happy New Year

1952

1953

At this age-old Season of Goodwill and Remembrance, we extend our most sincere Greetings for A Merry Christmas and A Happy New Year to our many friends.



EAST HAMILTON RADIO EXCHANGE

Hamilton's Largest Radio-Television Supply House.

KENILWORTH & BARTON STREETS

HAMILTON, ONTARIO



Best Wishes

*Our business relationship has been built
on sincerity*

This same feeling is behind this greeting

BENSON-WILCOX ELECTRIC COMPANY

188-190 KING STREET

LONDON, ONTARIO

RADIO-TELEVISION *and* APPLIANCE SALES

NEWS

Vol. 8

DECEMBER, 1952

No. 12

Receives Rogers Majestic Appointment

Morley C. Patterson, manager of Tube and Component Division Rogers Majestic Electronics Limited, Leaside, Ontario, announces the appointment of Harry J. Robinson as sales representative for British Columbia and Alberta.

Mr. Robinson will operate from Rogers Majestic Electronic's new Tube and Component Division office, 375 Terminal Avenue, Vancouver, B.C.

Residing in Edmonton, Alta., for the past twenty-five years, Mr. Robinson served for fourteen years as manager of the Radio and Appliance Department, Taylor and Pearson Ltd. Prior to this he was associated for five years with the T. Eaton Co., Radio Department.

Mr. Robinson is a graduate of the Radio College of Canada, Toronto.

F. O. Hipwell is Sales Head of Easy's Alliance Motor Division

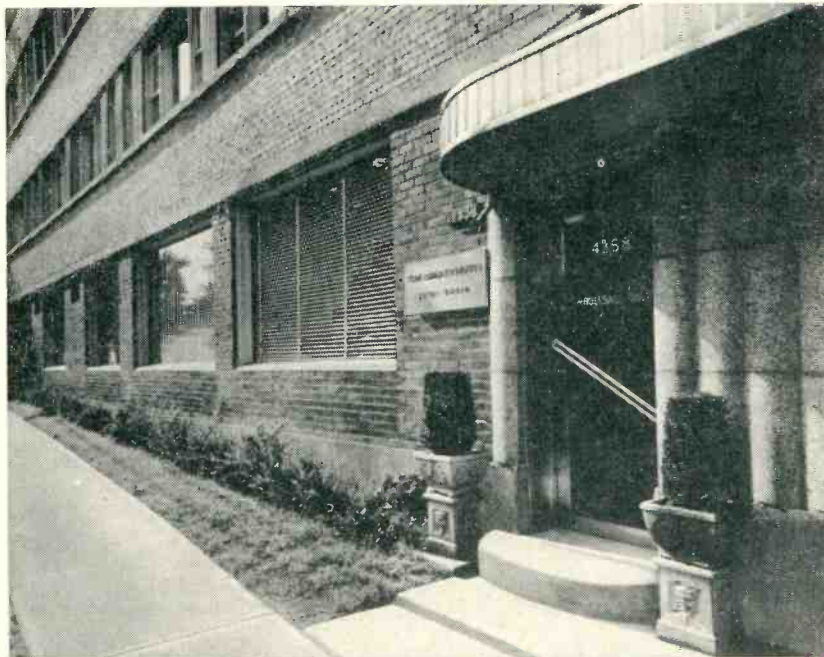
The appointment of F. O. Hipwell as sales manager of the recently acquired Alliance Motor Division is announced by S. J. Randall, president of the Easy Washing Machine Co. Limited.

Mr. Hipwell was educated at University of Toronto Schools and graduated in Electrical Engineering from University of Toronto in 1943. Spent two and one half years with Canadian Army and then joined Burke Electric and X-ray Company. In 1947, Mr. Hipwell joined the Alliance Tool and Motor Company Limited as Chief



F. O. HIPWELL

Montreal Branch For Trans-Canada Distributors



Shown above is the recently opened Montreal branch of the Trans-Canada Distributors. The branch has very modern showrooms and is under the management of H. Picard, former Quebec manager for Addisons Ltd. The branch is being operated as a division of D. D. Martin Ltd., Leaside, Toronto.

Engineer. In 1949, after a change of ownership, he was appointed general manager and retained this position until the summer of 1952 when the above company was acquired as a division of the Easy Washing Machine Company Limited.

Insuline Catalogue Supplement

A monthly supplement to its regular catalog, indicating the availability status of racks, panels, chassis, etc., has been inaugurated by the Insuline Corporation of America, Long Island City, N.Y. Known as the "Metal Goods Stock Calendar", the eight-page publication is being mailed regularly to electronic-parts distributors all over the country. It is already fulfilling its mission of facilitating the shipment of critically-needed merchandise and of eliminating time-consuming correspondence and back-ordering, according to Joseph Maresca, assistant distributor sales manager, who is responsible for the calendar.

Insuline is represented in Canada by the Canadian Marconi Company, Toronto.

**Advertising Manager
For Radio-Television
& Appliance Sales**



H. F. CROSBY

Mr. Crosby, who has been with the Fulleton Publishing Company for several years, was recently appointed advertising manager of Radio-Television and Appliance Sales.

**International Harvester Appoints
E. R. Hux**

E. R. Hux, product specialist, Refrigeration Sales, International Harvester Company of Canada, Ltd., has been appointed general supervisor, Refrigeration Sales, general office, Hamilton, Ontario, effective November 1st, 1952.



E. R. HUX

After spending some years in the retail refrigeration business, Mr. Hux joined Harvester of Canada, at the Hamilton district office in July 1941 as refrigeration sales and service representative. In November 1947, he was transferred to the general office, Hamilton and appointed product specialist, Refrigeration Sales.

the picture is clear



your PROFIT picture, that is . . .

**when you stock the Turner 80
hottest item in the microphone field**

This is the reason

Since the Turner Model 80 was first introduced to the trade last May, jobbers and retailers have been generous in their praise of this radically different crystal microphone. Demand has been exceptional . . . and the Turner 80 practically sells itself! Reports of its sensational performance continue to pour in. "Wonderful for PA" . . . "Fastest moving mike we stock" . . . "Congratulations on maintaining high quality at such a low price!"

Level is approximately 58 db below 1 volt/dyne/sq. cm. Response is 80 - 7000 c.p.s.

Improve your future profit picture by ordering the Turner Model 80 now. Contact your Turner Representative or write direct for more information.

P.S. TV pictures, too, are clearer with the Turner television booster, Model TV-2!

THE TURNER COMPANY

900 17th St., N.E. Cedar Rapids, Iowa

IN CANADA:

Canadian Marconi Co. Ltd., Toronto, Ont., & Branches

EXPORT:

Ad. Auriema, Inc., 89 Broad St., New York 4



Crystals licensed under patents of Brush Development Co.



Westinghouse

RADIO and TELEVISION TUBES

For better reception!

★ ASK YOUR JOBBER ABOUT DEALER HELPS

CANADIAN WESTINGHOUSE COMPANY LIMITED • HAMILTON • CANADA

Appointed Maytag Distributors

Appointment of Trans-Canada Distributors, Toronto, as exclusive distributors of Maytag products in Ontario and Quebec was announced November 20th by George Sparks, general manager of The Maytag Company Limited.

A meeting was held in Toronto following the appointment, at which members of Trans-Canada Distributors Limited were given a course of instruction in the assembly and service of Maytag products. A product knowledge and service school was held at the Royal York Hotel, and the three-day meeting was pronounced a distinct success by Mr. Sparks who personally introduced the line of Maytag washers. Norm Frick, Maytag service manager, supervised the course of instruction.

The appointment is the result of an aggressive sales policy adopted by the Winnipeg firm to expand the Eastern market for their Canadian-made washers. Earlier, short supplies had prevented The Maytag Company Limited from setting up a distributorship of such a complete nature in the East. Maytag washers are made entirely in the Winnipeg factory, and represent years of research in the washer field. Maytag pioneered and developed such outstanding contributions to the industry as the swinging wringer, cast and



Presentation of the Maytag distributor contract, by D. D. Martin, president, of Trans-Canada Distributors Limited, to G. R. Sparks, general manager, of The Maytag Company Limited.

formed aluminum plate tubs, and the principle or gyrafoam washing which "forces the water through the clothes rather than the clothes through the water."

President D. D. Martin of Trans-

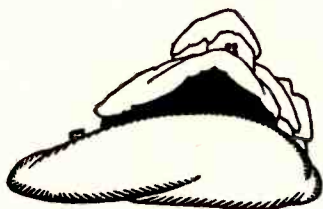
Canada Distributors Ltd. is well known to the trade in Eastern Canada. He was accompanied at the Toronto meeting by Comptroller Orville Bowles and service heads who learned the background of Maytag manufacture. George Sparks described the close liaison between his Canadian factory and the Research, Testing and Development Division of the Maytag Company in Newton, Iowa, world's largest producers of home laundry equipment.

New Ward Pamphlet

"Report on Portland" is the title of a new pamphlet released by Ward Products, Division of the Gabriel Company. Since Portland was the first commercial UHF station, the report describes receiving antenna performance as a guide to future areas.

On-the-spot reports by distributors, newspaper comments, and specifications on the Ward "Trombone" and "U-Vee" antennas are included. Free copies of the report may be obtained from distributors or direct from Atlas Radio Corporation Limited, Toronto.

Why Not Reserve Space Now
for Our Special January
"Service Issue"?



CHRISTMAS GREETINGS

To our many friends in the trade we offer Yuletide Greetings in all its simplicity. May the New Year bring you every happiness.

WESTERN AGENCIES LIMITED

Vancouver, B.C., and Victoria, B.C., distributors of Connor Home Appliances, Marconi Radio and Television, Radio and Television Parts, Refrigeration Parts, Mercury Records, etc.

A Merry Christmas and a Happy New Year

*At this festive season we take pleasure in
extending Greetings and Best Wishes to all
our friends in the radio industry.*

*We earnestly hope that the New Year
will bring to you a full measure of
good health, happiness and prosperity.*



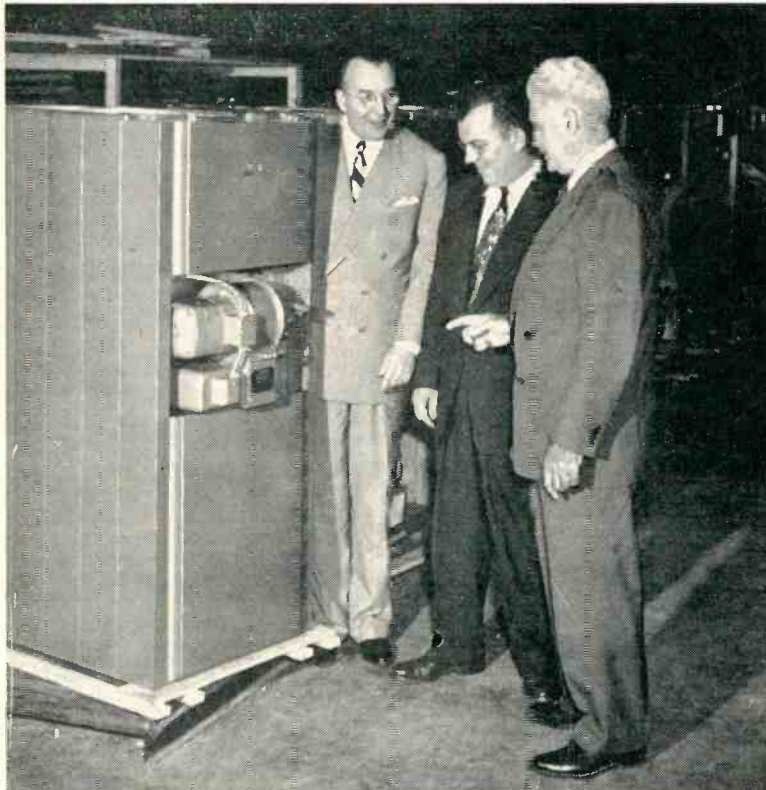
ERIE RESISTOR OF CANADA LIMITED

1151 ROSELAWN AVENUE • TORONTO 10, ONT.
FACTORIES: Toronto, Ontario; London, England; Erie, Pa.

Manufacturers of
RESISTORS • CERAMICON CONDENSERS • SUPPRESSORS

News of the Industry . . .

First New Coleman Heating and Ventilating Unit



Sheldon Coleman, president, Charles R. Conn, vice-president and general manager and W. L. Rowe, vice-president in charge of production proudly examine the first Blend-Air Furnace to come off the production line at the new \$2,000,000.00 Coleman Etobicoke

plant near Toronto. Blend-Air, a new type home heating and ventilating system, manufactured by the Coleman Lamp and Stove Company Limited combines, for the first time in Canada, a complete heating and ventilating system into one three part engineered

unit. Designed to save space and give high heating performance at low cost, the furnace operates on oil, gas or L.P. gas and delivers hot air through special 3½" heat tubes from the furnace to magic blenders in the walls of the home. The hot air is then blended with room air and gently re-circulated to give the room an even temperature from floor to ceiling. The unit is equally adaptable to old or new homes.

Hockey Star Gets Marconi TV Set



Montreal Canadian's hockey star, Maurice "Rocket" Richard points to a likeness of himself on a Marconi television set. Canadian Marconi Company donated the set to Maurice on the occasion of his breaking the all time goals scored record in the National Hockey League.

New Type Heating Unit On Display



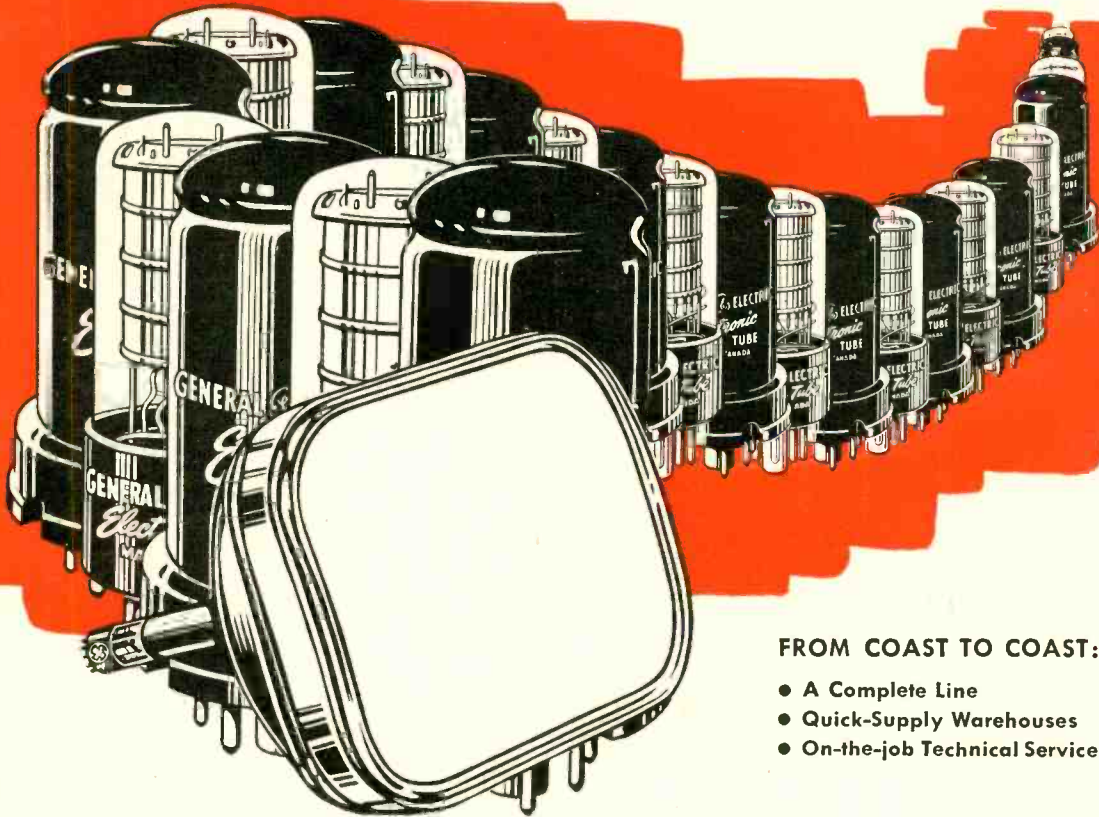
On display for the first time in Canada is the new Glassheat multi-purpose portable heating unit shown recently at Eddie Black's appliance store in Toronto. This new portable heater can be tilted to direct the rays as desired, used as a wall panel or as an attractive occasional table when not plugged in. Now in production they will be introduced in other centres across Canada in the near future.



New JFD Catalogue

Shown above is the new JFD antenna and accessory catalogue. Printed in three colours, the catalogue contains 36 pages, fully illustrated. JFD is represented in Eastern Canada by J. R. Tilton, 15 Hartfield Rd., Toronto and in Western Canada by the Millen Durmin Agencies, 370 Donald Street, Winnipeg.

A COMPLETE LINE OF G-E TUBES for your convenience and profit



FROM COAST TO COAST:

- A Complete Line
- Quick-Supply Warehouses
- On-the-job Technical Service

GENERAL ELECTRIC ELECTRONIC TUBES

Whatever your tube requirements—whether you sell them or use them—there are G-E Electronic Tubes designed to give you superior performance—to last longer in every application. And G-E tubes—in steady supply and in constant demand . . . are always a step ahead in electronic development.

Constant research and precision manufacturing, plus convenient warehouses in every major locality, and a large staff of

tube specialists from coast to coast in Canada, make it possible for you to get the type of G-E tube you want with the least possible delay . . . make it possible for you to get the best technical advice and assistance right on the job.

So remember, when you stock, specify or use G-E Electronic Tubes you get better, more advanced design; quicker, more complete service and supply; and the advice of men trained to serve the electronic industry.

**CANADIAN GENERAL ELECTRIC COMPANY
LIMITED**

Head Office: Toronto—Sales Offices from Coast to Coast

52-TU-1

Develop Long Range VHF Transmission

It's done with "mirrors". That's the explanation given by an outstanding scientist for a new method of radio transmission which opens new possibilities in long-range communication.

Speaking on a recent General Electric Science Forum radio program in Schenectady, Dr. Henry G. Booker, professor of electrical engineering at Cornell University, said use of the new technique contradicts the generally-accepted theory that direct transmission of very-high-frequency radio waves is limited to distances of about 50 miles.

The method, developed by Dr. Booker and five other scientists working in cooperation with the U.S. State Department's Voice of America project,

employs ever-present irregularities in the upper atmosphere as "mirrors" by which VHF waves are bent around the curvature of the earth.

Direct communication between points 616 miles apart has been maintained in experiments with the new technique, Dr. Booker revealed.

The Cornell professor said the recent discoveries have led scientists to reappraise the practical utility for long-range communication of VHF wave lengths such as those now used in telecasting.

He emphasized, however, that while direct transmission of VHF sound signals to comparatively far-distant points has been proved feasible, further research will be necessary to establish whether a clear picture can be televised beyond the horizon without relay equipment.

Gibson Ranges To Be Made By Beach

It was announced in Ottawa to-day, by D. J. (Don) Beach, president of Beach Foundry Limited, that the firm has embarked on an important expansion programme in production of domestic ranges under an agreement entered into with Gibson Refrigerator Company of Greenville, Michigan.

J. L. Johnson, vice-president of the Gibson Refrigerator Company, stated under this agreement Gibson Ranges will be manufactured in Canada by Beach Foundry Limited and distributed through the Branches of Canadian Fairbanks Morse Company, Limited. In addition, Beach will enlarge the line of products sold under the Beach

name and continue distribution throughout Canada.

Beach Foundry Limited was founded in 1894 by the late Benson C. Beach and has enjoyed 58 years of successful manufacturing in Canada of a full line of domestic ranges, warm air heating equipment, etc.

The Gibson Refrigerator Company of Greenville is now in its 76th year of successful operation.

Mr. Beach said "We have recently greatly expanded our manufacturing facilities, particularly with the addition of new modern heavy duty presses and an electrically operated continuous enamelling furnace. The new agreement will enable us to make fullest use of these added facilities and to provide advance design and other important advantages to the Canadian public".



New Tie between Beach Foundry Limited, Ottawa, and Gibson Refrigerator Company of Greenville, Michigan. J. L. Johnson, Vice-President of the American Company explains fine points of Gibson Range to Beach Officials. Standing (left to right) D. J. Beach, President, Irving C. Sheppard, Works Manager, W. J. Beacock, Sales Manager, and T. M. Fraser, Secretary-Treasurer

Linda Christian Presents Westinghouse Combination



The appliance business can have certain unexpected advantages as Geof Watson, left, of the Canadian Westinghouse Supply Company found out recently. Geof was on hand to show Hollywood star Linda Christian the Kensington combination she presented to a lucky winner at the Ottawa Men's Press Club 25th anniversary party while club President George Kitchen shows little interest in the record. And who can blame him?

ICA Executive Appointments

Industrial Acceptance Corporation, Limited, Montreal, has announced the promotion of B. J. Stafford and F. T. Jones as assistant vice-presidents.

Mr. Stafford will retain his posts as manager of IAC's Kingston branch and regional manager for Eastern Ontario; while Mr. Jones continues as Vancouver branch manager and regional manager for British Columbia.

Both men have been with IAC for many years and have had wide experience in sales finance.

Turner Company Appointment

R. P. Evans, president of the Turner Company, announces the appointment of Thomas H. Moss as assistant sales manager. Mr. Moss was formerly sales and advertising manager for the Harper Brush Works in Fairfield, Iowa. He holds a B.A. Degree from Parsons College and a Master's Degree from the University of Missouri.

As assistant to sales manager H. M. Murdock, Mr. Moss will be concerned with all phases of the recently-expanded sales program of Turner microphones and TV boosters, including sales promotion, advertising, distributor relations, and customer service.

The Turner Company is represented in Canada by the Canadian Marconi Company, 861 Bay Street, Toronto.

A THOUGHT FOR CHRISTMAS



*Culled from a typical scene of celebration as pictured
so long ago by CHARLES DICKENS in "David Copperfield"*

"Gentlemen," said Mr. Micawber, clearing his throat in his magnificent way. "my friend here is so obliging as to solicit, in my ear, that he should have the privilege of ordering the ingredients necessary to the composition of a moderate portion of that beverage which is peculiarly associated in our minds with the Roast Beef of Old England. I allude to—in short, punch. Under ordinary circumstances, I should scruple to entreat the indulgence of"

But circumstances place our friends and ourselves far apart this Christmas, and when we indulge in a convivial glass together before departing to the happy atmosphere of family and fireside, the Staff of Hunts will think of you, in Canada; drink a toast to friends far away; express the hope for your future good health and happiness—in short, wish you a *Merry Christmas and Happy New Year.*



Represented in Canada by CANADIAN MARCONI Co. Ltd., Toronto.

News of the Industry . . .

Electroluminescence Explored For Westinghouse

Electroluminescence, the illumination exhibited by a phosphor-coated flat glass panel when subjected to an electro-magnetic field, is being explored for the Westinghouse Lamp Division by the two top scientists in the field. Professor Georges Destriau and Dr. Joseph Mattler, both from the Sorbonne, University of Paris, France, have been working in the Lamp Division research laboratories for the past nine months on advanced electroluminescence experiments.

The two scientists began exploring the phenomenon in 1935, more than ten years before American lighting engineers suspected its possible commercial uses. They published joint papers on the basic ideas in 1936. In the United States, they have been testing a new superior phosphor and from them Westinghouse scientists have received first hand information on the progress of electroluminescence. Professor Destriau has returned to France to continue experiments as a Westinghouse consultant.

E. F. G. Arnott, director of the Lamp Division research laboratories in Bloomfield, has stated that the experi-

ments have been most valuable in learning more about the lighting qualities of phosphors. As a commercial lighting source, electroluminescence is still just a possibility. Under ordinary conditions, it produces only a small amount of light at very low efficiencies.

CSA Hold Fall Meeting

The fall meeting of the CSA Committee on the Canadian Electrical Code, Part I was held at the Royal York Hotel, Toronto, at which the Provincial Chairmen's Committee approved the Sixth Edition, with editorial changes, together with other revisions decided at this meeting. The revised Sixth Edition, after approval by the CSA Main Committee, will then be ready for publication and will be distributed throughout Canada in 1953.

The subject of motors and their protection has been co-ordinated into one section, which will make it easily understood for all users of the Code.

Never before written up and issued for the first time will be the requirements for induction and dielectric heating equipment and fixed electric space heating systems.

High potential installations have

been interpreted in greater detail and considerably revised.

The matter of intrinsic safety for locations, where there are hazardous industrial vapours, was dealt with and supplementary tentative requirements will subsequently be issued.

The Canadian Electric Code is the only Code that has been produced by voluntary effort, as recommended good practice, that has won a position of universal acceptance by force of law, in any nation of the world.

RMS Appointment

Martin Bettan, sales director of RMS (Radio Merchandise Sales, Inc.), announced the appointment of Mike Meyers as chief field engineer.

Mr. Meyers, a veteran of 16 years in the electronics industry, specialized primarily in the field of radar installation and television. As engineer for Conlan Electric Co. (Marine Div.), Mike Meyers supervised installation of radar and anti-magnetic mine equipment for the British Ministry and the War Shipping Administration.

RMS will use Mr. Meyers' knowledge to assist distributors and service organizations with their antenna problems. He will also assist in conducting the well known RMS technical forums given by the company throughout the entire nation.

General Electric Lighting Movie Released

"Bright Future," a new full-colour motion picture designed to play a significant role in improving the lighting of the average home, has just been released by the Lamp Division of Canadian General Electric Company.

Both informative and entertaining, the new 29-minute movie dramatizes what "Light Conditioning" can do to change the homes and lives of individuals in an average family. It demonstrates how truly modern lighting brings such benefits as: easier, safer and faster seeing; greater eye comfort and protection; improved home charm and beauty; and, above all, happier home life.

Beamed at the hundreds of thousands of families who have yet to try Home Light Conditioning, "Bright Future" is based on the experience of the many who have already applied the 22 simple lighting recipes delivered by G-E residential lighting specialists. This enthusiastic minority, portrayed as the folks who might well be one's own neighbours, appears in the film as three average families in three different home types.

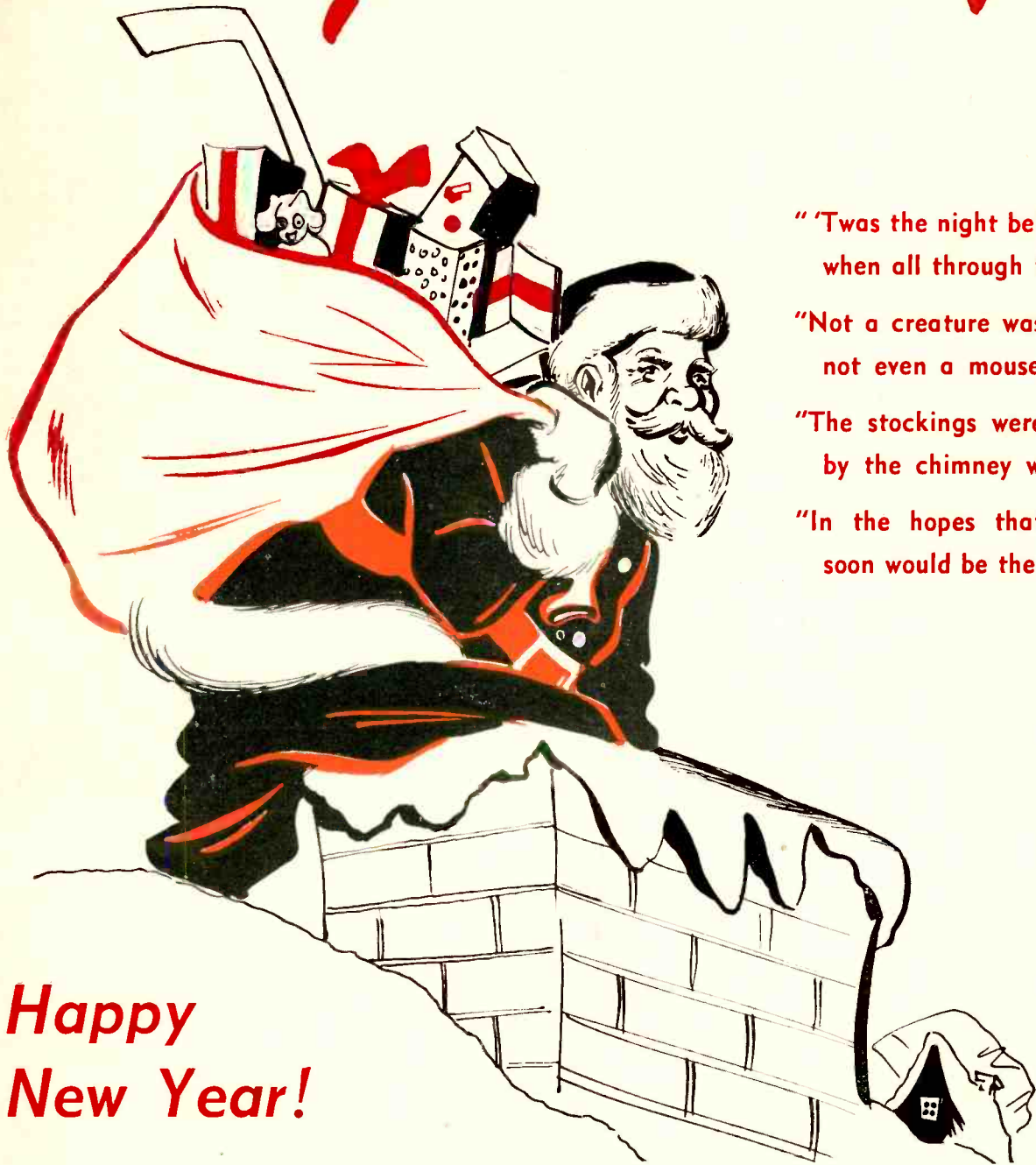
In addition to being designed for showings before home makers everywhere, the film is intended for use by such groups as home builders, contractors, retailers, wholesalers, electric utilities, manufacturers, schools, and service and women's clubs.

New Supply Company In Toronto



Shown above are some of the staff of the newly formed Electro Sonic Supply Company at 543 Yonge Street in Toronto. Top row (left to right)—Jeff Jeffrey, purchasing; Tom Kendrick, purchasing; Val Galka, sales. Bottom row (left to right)—Al Herron, sales; Fred Wilson, sales; Ted Bodman, purchasing.

Merry Christmas!



" 'Twas the night before Christmas,
when all through the house

"Not a creature was stirring,
not even a mouse;

"The stockings were hung
by the chimney with care,

"In the hopes that St. Nicholas
soon would be there . . ."

**Happy
New Year!**

ELECTRICAL PRODUCTS Manufacturing Company Ltd.

MANUFACTURERS OF *Fleetwood* RADIOS, PHONOGRAPHS AND TELEVISION

News of the Industry . . .

Westinghouse President Lauds Long Service Employees

Long service employees are not industry's forgotten people but instead a very important group in any organization, is the opinion of Herbert H. Rogge, the Canadian Westinghouse Company's president. Speaking to some 1200 members of the Company's Senior Veteran Employees' Association and their wives, Mr. Rogge reminded the long-service men and women of the vital role they play in the progress of Westinghouse and the electrical manufacturing industry as a whole.

"It takes a veteran to appreciate the value of service and a man with experience to know the answers to today's complex problems, regardless of where he works, what industry he may be in or what his job may be," he said.

Mr. Rogge attributed much of the success of Westinghouse and the development of a better community to the lifetime efforts of members of the Veterans' Association. At the present time some 1600 employees with over 20 years' service with the company are

members. Fifteen employees received engraved gold watches from the Westinghouse president to mark 35 years of service with the company.

C.A.E. Canadian Distributor for E. K. Cole

The appointment of Canadian Aviation Electronics, Ltd. as the Canadian distributor for the products of E. K. Cole Limited of Great Britain has just been announced jointly by N. C. Robertson, managing director of E. K. Cole and K. R. Patrick, president and managing director of Canadian Aviation Electronics, Ltd.

E. K. Cole are world famous manufacturers of radio, television, communications, radar and nucleonic equipment.

The arrangement concluded between the two companies was made on the part of E. K. Cole by A. J. Brunner, export manager for that company. It gives exclusive rights in these fields for the Canadian market to Canadian Aviation Electronics, Ltd. who will

make for the first time in Canada a number of other General Motors products formerly imported from the United States. These will include water heaters, automatic washing machines and clothes driers.

About 1,000 guests from all parts of Canada were on hand to hear Mr. Wilson's opening address. The ceremonies took place in the factory's built-in auditorium which is complete with a motion-picture projection room, balcony, foyer and stage. Public address systems carried the speeches to 1,800 office and factory employees.

Construction of the new Frigidaire plant formed part of a multi-million dollar expansion program launched by all General Motors Canadian divisions in 1950. It involved the second big capital expenditure by Frigidaire since World War II.

assemble and manufacture the products of E. K. Cole in Canada.

Mr. Robertson has just completed a visit to all the CAE plants across Canada in Montreal, Toronto, Winnipeg and Vancouver.

K. A. Hovington, formerly of Vancouver, has been appointed sales engineer with direct responsibility for the E. K. Cole products. Enquiries directed to Mr. Hovington at our Montreal head office will be attended to promptly and courteously.

Canadian Admiral Promotions

Vincent Barreca, president of Canadian Admiral Corporation, Ltd., today announced the election of two vice-presidents to the company. William M. Hummel, formerly treasurer of the company, now becomes vice-president and treasurer. Mr. Hummel served with Admiral Corporation in Chicago from



STANLEY LUNDY

1941 until 1946. He has been associated with Canadian Admiral since its inception in 1946.

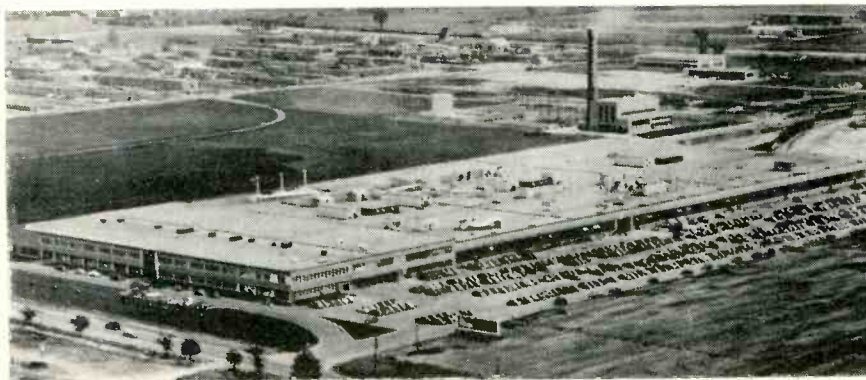
Stanley Lundy, general sales manager of Canadian Admiral Corporation, Ltd. since 1949, is now vice-president in charge of sales for Canada. Mr. Lundy has been in the appliance business in Canada for over 25 years.

Frigidaire Open New Plant

The Hon. C. D. Howe, Premier Frost and C. E. Wilson, President of the General Motors Corporation, attended ceremonies marking the official opening on Thursday, October 16, of Frigidaire Products of Canada Ltd's new \$11,000,000 plant and head offices in Scarborough.

Located on Eglinton Avenue East, the Frigidaire plant is the largest of the several new industrial developments in the Toronto suburb. On its ten acres of factory floor space it can produce in excess of 1,000 appliances and other products a day. Electric refrigerators and kitchen ranges, beverage coolers, ice cream cabinets, food freezers and air conditioning equipment are some of the several items it is now making.

At Scarborough Frigidaire will also



Frigidaire Products of Canada Limited's \$11,000,000 Scarborough plant. It covers 10 acres and provides 34 times the floor space used in the company's first Canadian plant back in 1932.

You can hire a R.C.C.
graduate with confidence.
When you need
Radio and TV Technicians

Phone or Write
EMpire 4-5176

PLACEMENT BUREAU
RADIO COLLEGE of CANADA

86 BATHURST ST., TORONTO 2B.

20000

reasons why...



You—as a dealer—can make more money now by selling the Electro-Wipe... Duotone's sensational, new record cleaning cloth. The reasons? They're the 20,000 Electro-Wipes sold to date... by word-of-mouth!

Duotone's Electro-Wipe is the magic record cleaning cloth that eliminates static charges, preserves and lengthens record life. It's completely self contained... your customers have nothing else to buy. Electro-Wipes, that list at \$1.80, are packed in sealed plastic pouches—12 to each self-selling counter display rack.

Duotone—famous for quality phono needles and accessories—developed the Electro-Wipe for fast, clean, profitable sales. Place your Electro-Wipe order now. And ask your Duotone distributor, he'll tell you why—more than ever—it pays to handle the line that has everything!



DUOTONE

KEYPORT, NEW JERSEY

REPRESENTED IN CANADA BY
CHARLES W. POINTON, TORONTO, ONTARIO

Marshall Refrigeration Co.

LIMITED

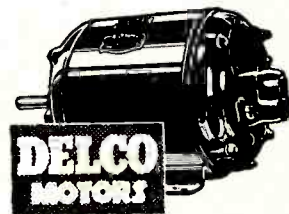
We Are Now
Authorized Electric Motor Distributors
for Delco Motors, Parts and Service

WHEN YOU MUST REPLACE

Replace
WITH
DELCO
General Purpose
MOTORS

DELCO MOTORS—built to do a better job, longer—are noted for quiet, dependable service as standard equipment on leading Household and Industrial Appliances. There is a size and type to meet every need for trouble-free performance under all operating conditions.

Make Us Your Headquarters for Delco Motor Parts and Service.



Marshall
REFRIGERATION CO.
LIMITED

2081 Yonge Street
Toronto 12, Ont.

Branch: 175 Barons Ave. N.
Hamilton, Ontario

Calendar of Meetings

Canadian Hardware and Housewares Show

The 1953 edition of the Canadian Hardware and Housewares Show will be held on February 2, 3, 4 and 5. In previous years, this annual exhibition has been held at the Royal York Hotel, but the event has grown to such a size that it has been necessary to rent the facilities of the Automotive Building, located on the Canadian National Exhibition grounds in Toronto, for the 1953 show.

1953 Canadian International Trade Fair

The 1953 Canadian International Trade Fair will be held at the Canadian National Exhibition in Toronto and will run from June 1 to June 12.

1953 Canadian National Exhibition

The dates for the 1953 Canadian National Exhibition in Toronto have been set to run from August 28 to September 12.

Atlas Precision Meetings for 1953

Once again, the Precision Apparatus Co., Inc., in conjunction with Atlas Radio Corporation Limited and your Precision Apparatus jobber, bring Precision's senior applications engineer, R. G. (Bob) Middleton, to lecture before television service technicians on service problems.

Most of the TV service technicians are familiar with the talks given by Bob Middleton in the past few years, and know that his talks are strictly educational in nature, dealing with the many problems involved in TV inter-carrier type receivers.

Mr. Middleton has written a few books, one of which is "Modern TV Servicing", published by the John F. Rider Company. The book is an authority on TV receiver circuitry, and methods of remedying faults that may occur.

The meetings, as usual, will be held in various centres in Canada, and the lectures are accompanied by practical demonstrations. The time spent at these lectures by the service men will be a worthwhile investment.

The meetings are scheduled as follows:

Thursday, January 8th, 1953—Quebec City, sponsored by Atlas Radio Corporation, in conjunction with Crobel Limited.

Monday, January 12th, 1953—Montreal, sponsored by the Montreal Precision jobbers.

Wednesday, January 14th, 1953—Toronto, sponsored by the Toronto Precision jobbers.

Thursday, February 5th, 1953—Vancouver, sponsored by the Vancouver Precision jobbers.

Monday, May 4th, 1953—Windsor or Chatham, Ontario, the location yet to be decided. Will be sponsored by the Precision jobbers located in London, Windsor, Sarnia and Chatham.

Check with your local jobber for time and place, and watch for further announcements in this magazine.

New Guelph Plant For C.G.E.

As a further development in its long-range decentralization program, Canadian General Electric Company has started construction of a large plant to produce power transformers, on the outskirts of Guelph.

Plans call for the erection of one of the world's most modern and best-equipped engineering and production centres for the design and production of large power transformers and high voltage bushings. Employment will be about 1,000, most of whom will be from the city and surrounding district. Cost of the development, including a large amount of elaborate and expensive equipment, will be several million dollars.

Announcement of the project was made recently by A. M. Doyle, general manager of C.G.E.'s Apparatus Division. He indicated that, with the size of the undertaking and with the critical situation in some types of building materials, it will probably be well into 1954 before the plant is ready to operate.

Mr. Doyle said the company's Davenport Works in Toronto will continue to manufacture its present volume of power transformers until 1954. "Until then, we will be preparing for expanded production in Davenport's other apparatus products, such as distribution transformers, Cochrane equipment and industrial heating equipment," he said.

The new plant will produce a full range of power transformers, some weighing as much as several hundred tons and in ratings higher than any yet produced in Canada. The plant will be equipped with special machines and elaborate and expensive testing equipment. A large portion of the equipment has already been specified and some has been ordered, much of it requiring a year or more to obtain.

Make sure your salesmen and service technicians see this copy of RADIO-TELEVISION AND APPLIANCE SALES.

ADVERTISERS IN THIS ISSUE

DECEMBER 1952 ISSUE

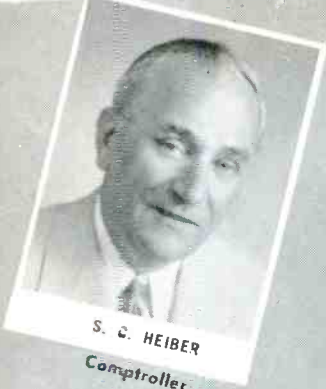
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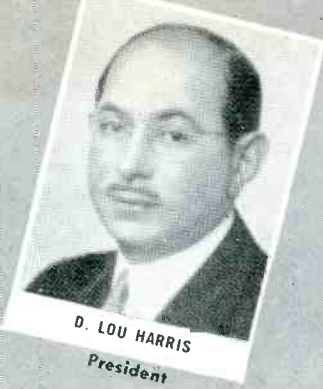
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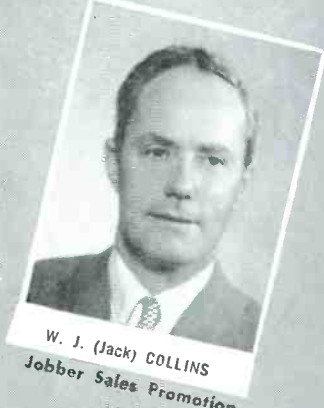
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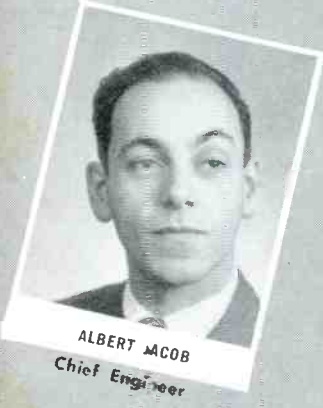
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