Home and School Association

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### Decca, Smith & Stone Forge Canadian Radar Linke

New links were forged this week in Canada's electronic industry with signing of an agreement between Decca Radar (Canada) of Toronto and Smith and Stone, Georgetown, Ont. Smith & Stone under the agreement will manufacture the British Decra equipment for the Canadian market. For Decca it's a follow-up on their two-year forey into the Canadian mar-

For Smith and Stone it means possible new contracts that could considerably boost existing production. The company has produced electrical equipment since its formation in 1920.

The Georgetown firm now employs about 700 people. Pollowing World War II it formed a special products division to help trouble shoot for industry. Production of Decca equipment will come under the wing of this division, headed by John W. Bell, a 1933 graduate of the University of

Toronto. A spokesman for Smith and Stone said that the company is Wully equipped to begin production at once of the entire Decca line of equipment." No immediate plant extension is blanned.

Decre's position in Europe in the radar and navigation fields has been strong since the end of the war with equipment bearing the "Decca" stamp

in world use. But things moved less quickly on the Canadian scene. Decca found certain modifications necessary to their equipment for Canadian operation. A key team of engineers was built up in Toronto. Their product began to attract attention. Ottawa began to show interest both in the marine and airfield radar.

With the next logical step production. Decca was hesitant to set up its own factory until heavy orders could

Then W. C. Thornton Cran, dihector of Decra Radar (Canada) Ltd., flew to Ottawa for a talk with his old wartime colleague in the electronics field, Brigadier F. C. Wallace, president of Smith and Stone. Both saw the pos-

sibilities in a link up Initially it was in the form of a "gentleman's agreement" that Smith , & Stone would have first refusal on

any Decca contracts. Many details of Decca's equipment are guarded by security. Defense radar for example. But regardless of any defense orders, the new combination have high hopes for their -

Marine Radar (25 yards to 45 miles range). Over 100 Canadian ships are already equipped, some 4,000 throughout the world. Even yachtsmen can have the proection of a radar lookout for \$3,750

On the other end of the price scale is 100 mile plus range radar costing half a million dollars a set. This is used for both defense and to help air field controllers check incoming air-

Storm Warning Radar, already widely used in Europe, Africa, Venezuela and India.

Airfield Control Radar that shows the controller aircraft and objects on the ground.

River Radar that has short accurate range for inland shipping.

Decca's equipment has been considered by military and civil authorities for some time. Biggest stumbling block has been the need to rely on supply lines from Britain which could be sliced off in emergency. Now they think they have the answer.

-The Financial Post

#### SAUCER JOB FOR AVRO WON BY SALESMANSHIP

James Hernick in the Globe and Mail

The award to Avro Canada Ltd., of a U.S. government contract to develop its flying saucer fighter was a triumph of plain, old-fashioned salesmanship - with a few modern wrinkles sdded.

Faith in the product - Avro's stubborn refusal to abandon the research once it became clear that the Canadian government was losing interest. A thorough market survey - Fre-

quent conferences with military leaders in both the U.S. and Britain. High pressure advertising - The making of a classified motion picture

which packed a convincing punchline, The man Avro selected to carry its sales message to the highest councils was John M. Frost, 36, a shy, scholarly Englishman who pioneered the saucer research and became his company's chief special project engineer. Miscast though he may have been in the role of salesman, Frost dutifully made the rounds, opening his sample case in guarded rooms at the Air Ministry in London and the Pentagon

in Washington. Project Y - assisted by Frost's earnest sales message - virtually sold it-

Frost and others on the Avro sales force made valuable use of a film showing detail models of the saucershaped aircraft in action.

The film was shot by a carefullyscreened crew which was sworn to

It depicted a strange-looking airship squatting on spindly legs and, whirling like a gyroscope, rising vertically off the ground. It lander vertically too, the impact absorbed by a

reinforced underbelly. Frost's subdued, sincere sales approach, and Avro's fiction-like movies were dominant factors in the deal.

-With the advent and passing of the last of the summer holidays, and with the CNE rapidly reaching its fin-ish, once more people can think of the approach of old man winter,

the design of the second secon

### Social and Personal

Mrs. Jack Rush, Garry and Janice, Toronto, are visiting with her mother Mrs. Harry Stockford, for a few days.

Mr. and Mrs. Armand Swackhamer and Jimmy, Ottawa, are visiting with Mr. Swackhamer's parents, Mr. and Mrs. A. B. Swackhamer and Mrs. Swackhamer's sister, 'Miss Hilds Er-

Mr. and Mrs. Jack Addy, and their sons Bob and Roger, Glen Williams, have just returned from a motor trip which took them to Cape Cod, Washington, and through the eastern U.S.

Mr. and Mrs. E. R. Robinson, 22 James Street, had their son-in-law and daughter, Mr. and Mrs. Guenther Frey from Otthwa with them for the holiday week end.

Mr. and Mrs. A. H. Peller were in Elmirs for the week-end, where they vitited with Mr. and Mrs. Caspar Stumpf.

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