

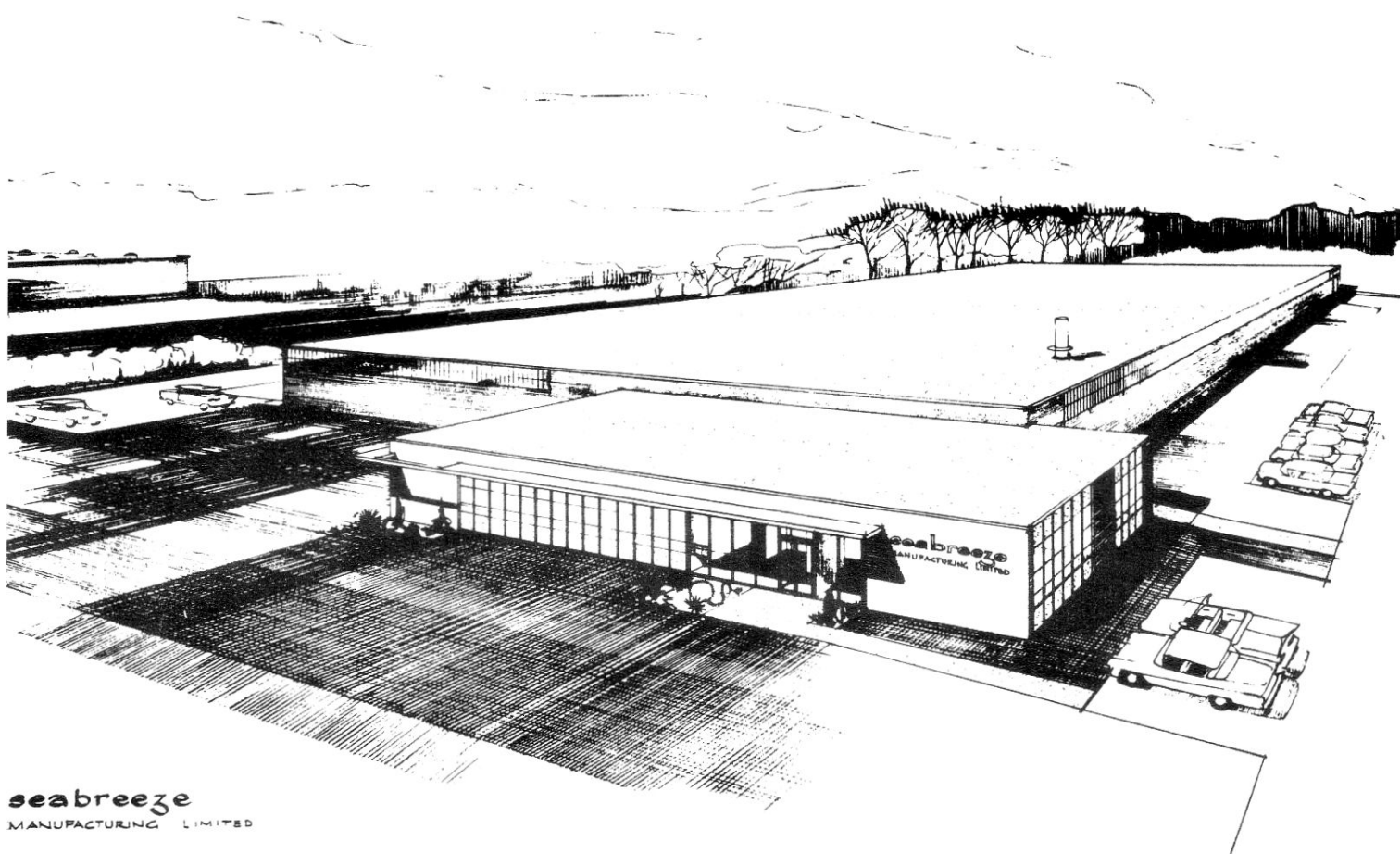
**SEE
FOR YOURSELF
WHY
SEABREEZE
GIVES YOU
THE BEST
VALUES
IN ANY
PRICE RANGE**



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MANUFACTURING LIMITED

This modern factory was designed for the manufacture of phonographs, tape recorders, stereophonic equipment and fans and fan heaters — the *only* factory of its kind in Canada.

Here, fine Seabreeze products are built from *raw* material to the finished unit, all under the same roof.

Because Seabreeze is a *basic* manufacturer, building from basic raw materials instead of assembling purchased components, Seabreeze can constantly promise the best values in any price range.

No matter what its price, each Seabreeze product is the best that can be built in that price range.

Seabreeze currently produces the following products:

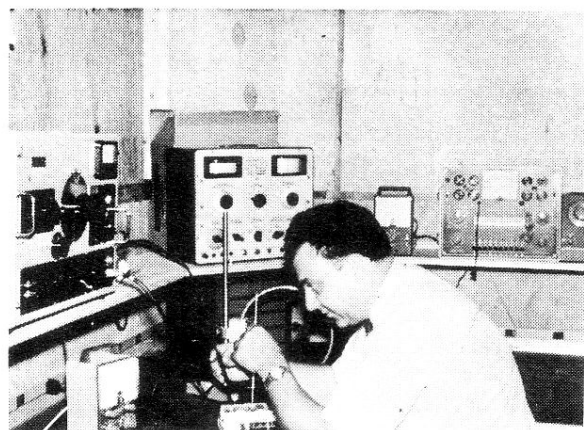
- *Fans and fan heaters* — including the world-famous Model 7162 childproof oscillating fan, first of its kind in the world.
- *Tape recorders* — Seabreeze is Canada's only manufacturer of tape recorders, both monaural and stereophonic.
- *Phonographs* — both portable and console models.
- *Radio tuners*, both AM and FM.
- *Automatic record changers* — Seabreeze is Canada's only manufacturer of automatic record changers.
- *Tune-A-Dyne* — an auxiliary transistorized radio tuner that converts Seabreeze record players to radio-phonograph combinations in an instant.



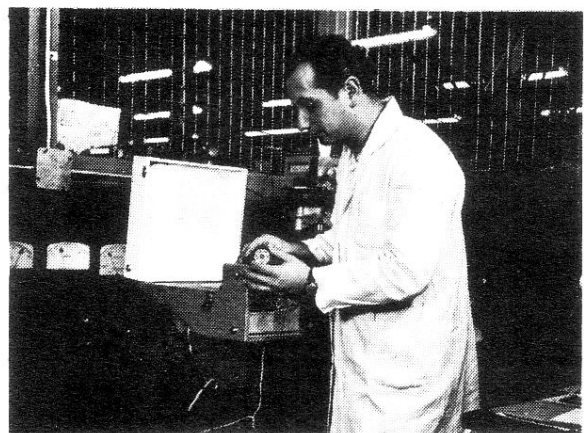
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Seabreeze makes every possible effort to anticipate the needs of Canadians. Here, at regular product planning meeting we discuss comments and suggestions received from customers and dealers. Reports such as these, plus the imaginative ideas of Seabreeze designers, all play their part in the final design.

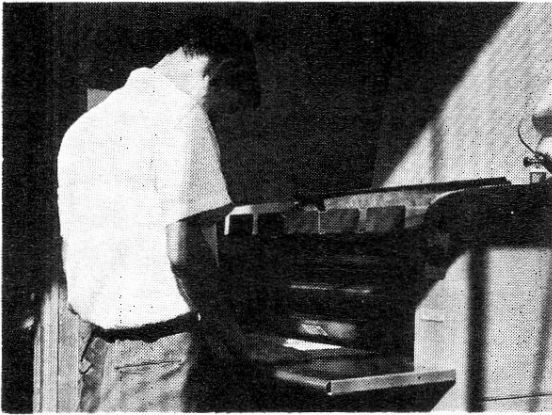


Exhaustive research programs result in better products and better values. Seabreeze engineers are constantly studying new materials, new manufacturing developments, new scientific discoveries in other fields, always on the alert for ways of improving the value and performance of any Seabreeze product.

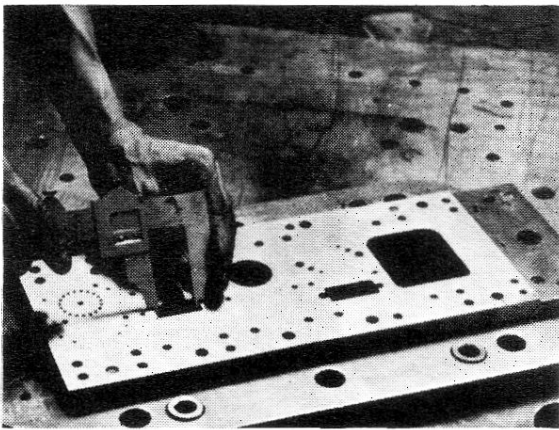


The prototype of a proposed new phonograph comes under the critical eye of Seabreeze designers. Often, such prototype models are built and rebuilt several times and pass exhaustive tests before being accepted for production.

QUALITY OF ENGINEERING



Now the design is taking final shape. Final blueprints, showing every part in detail, are being completed. At the same time, other engineers are checking the specifications for each part, making plans for the most economical production in order to achieve the lowest possible retail price.



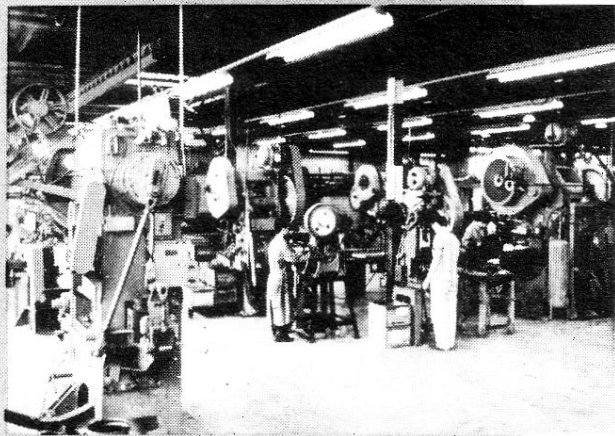
Seabreeze has its own tool and die-making facilities — another means of controlling costs and keeping high quality standards. This department has produced many ingenious cost-saving innovations — and money saved in the factory can come to customers in two ways: through higher quality and lower prices.



Now for the final testing of the first production of a new model. Many severe tests are in store for this unit: abnormally high and low temperatures; electrical voltages much higher than it would see in normal home use and many more. And it must pass them all with flying colors.

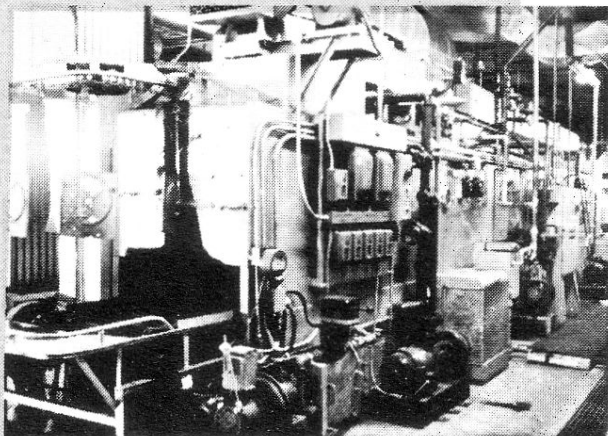
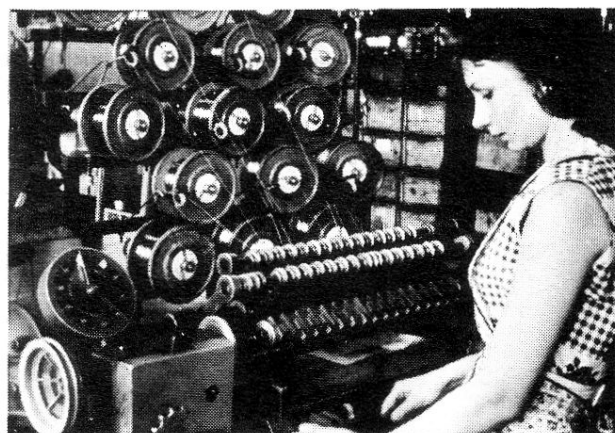


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Manufacture of Seabreeze products starts with basic raw materials such as sheet steel, copper wire, aluminum, brass or plastics. Specialized equipment, like this bank of punch presses, fabricate raw materials into components. By manufacturing its own components, Seabreeze can control quality from start to finish and provide better quality at competitive prices.

This automatic coil winder, illustrated here, reduces costs by winding 15 motor coils at one time. Another automatic machine winds 4 coils in sequence with one continuous wire (6 sets at a time) for our patented 4-coil, 4-pole motor.



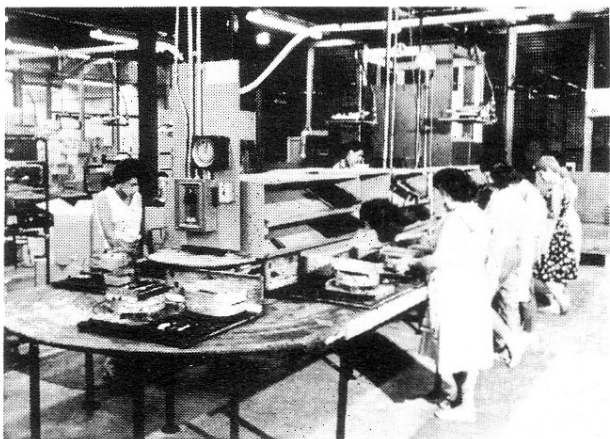
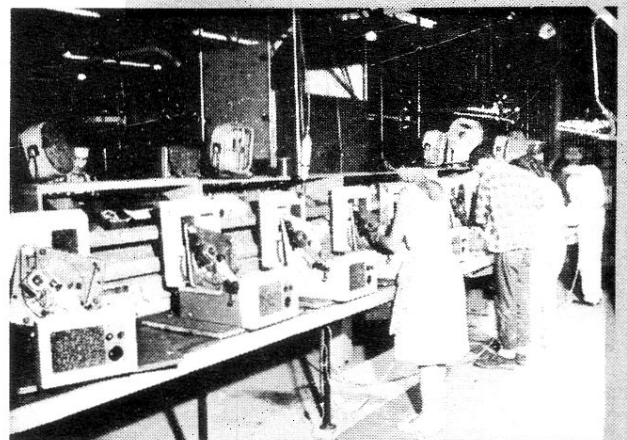
This modern degreasing equipment is linked by conveyors with an automatic paint booth and an infra-red bake oven. Metallic components are cleaned, spray-painted and baked in one continuous operation, guaranteeing a durable, handsome finish for all metallic parts.

QUALITY OF MANUFACTURING



This Seabreeze automatic record changer assembly line is the only one of its kind in Canada. So reliable is the mechanism of this assembly that Seabreeze can guarantee it against manufacturing defects for five years — the kind of guarantee that could be offered only by a basic manufacturer.

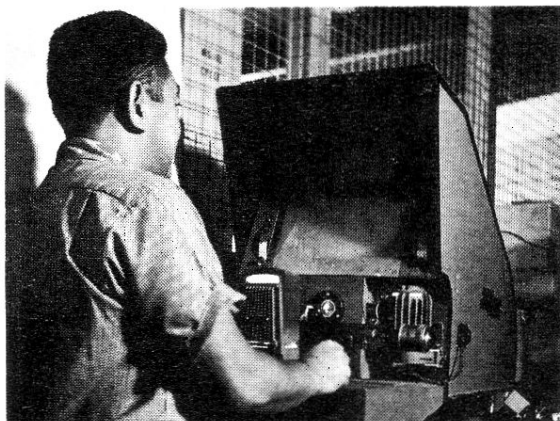
Seabreeze is one of Canada's leading manufacturers of phonographs. On this assembly line, workers are bringing together such famous Seabreeze components as the Seabreeze-VM record changer, the Seabreeze patented 4-pole, 4-coil motor for assembly. On this line also are installed electrical connections and mounting well for the patented Seabreeze Tune-A-Dyne.



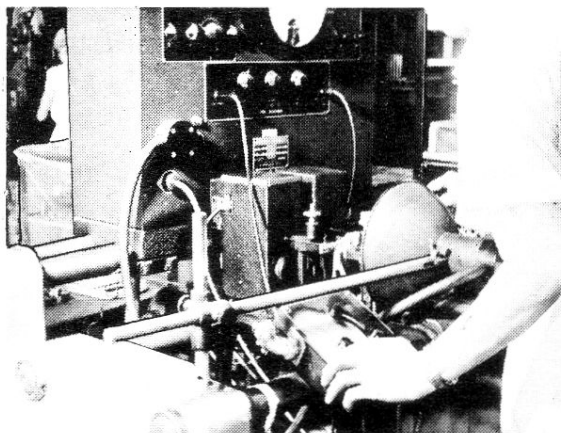
On this automatically-moving assembly line, operators assemble the award-winning Model 7162 Child-proof oscillating fan. More than 90% of the parts of this fan are built in the Seabreeze plant. Because of good basic design and careful production planning, the 375 component parts for this fan are assembled in just over a minute.



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Precision scientific equipment is used to inspect component parts at various stages of manufacture. This optical comparator magnifies images of tiny parts many hundreds of times to reveal the tiniest imperfections. Such careful control throughout manufacturing guarantees the performance of finished products.

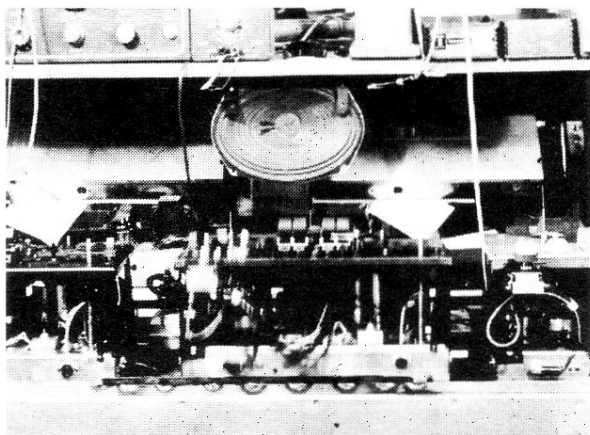


An imperfection as small as 1/1000 of an ounce can be detected by this rotor balancing machine. It is used to give precise and accurate balance to the rotors of phonograph motors, to ensure its operation at a constant speed with a minimum of vibration.

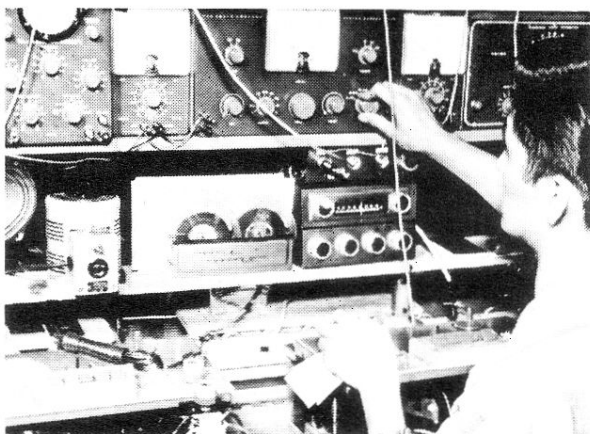


Here in this insulated, sound-proof booth, protected completely from factory noise, each Seabreeze unit is carefully inspected and tested immediately prior to packing. In addition, other units are periodically given grueling "torture tests" to make sure they will give dependable service to Seabreeze customers.

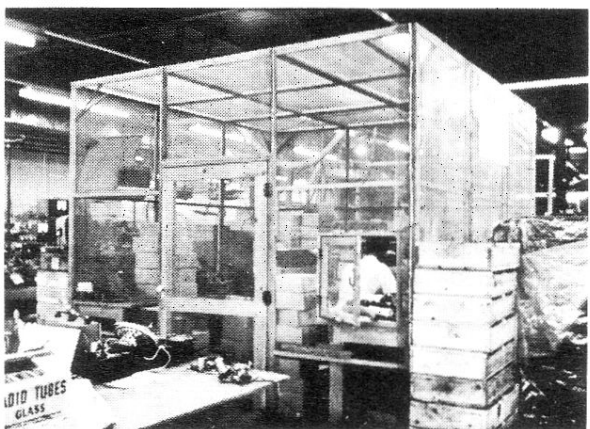
QUALITY OF MANUFACTURING



Typical of thorough Seabreeze testing is this shake test. Every Seabreeze tape recorder is clamped to this vibrating platform and subjected to the equivalent of years of service in the hands of the average owner. Twenty-three individual tests are made on tape recorders before they leave the factory.



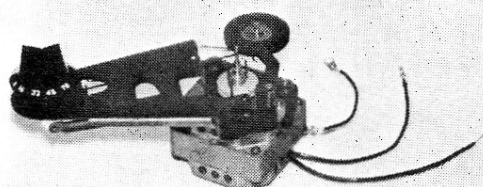
This is Canada's only tape recorder assembly line. Here skilled hands assemble a highly-complex machine, which when completed will contain well over 1000 individual precision parts. Seabreeze tape recorders are finding growing application in business, industry and education as well as in the home.



The wire screening around this test booth prevents any electrical interference during the final critical alignment of sensitive radio tuners. This assures customers that Seabreeze equipment will give the best possible performance.

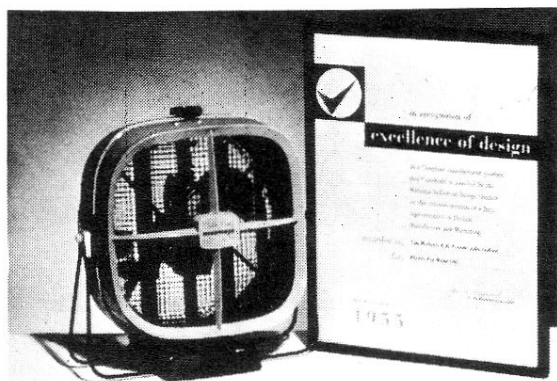
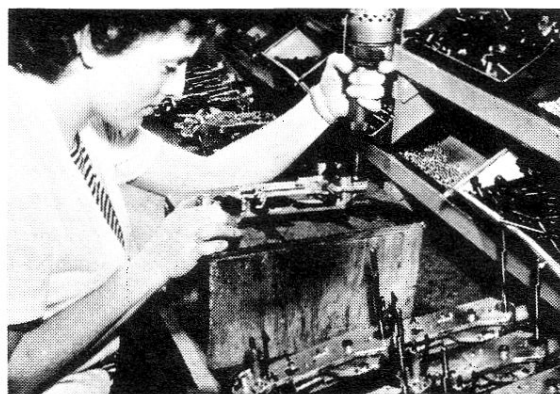


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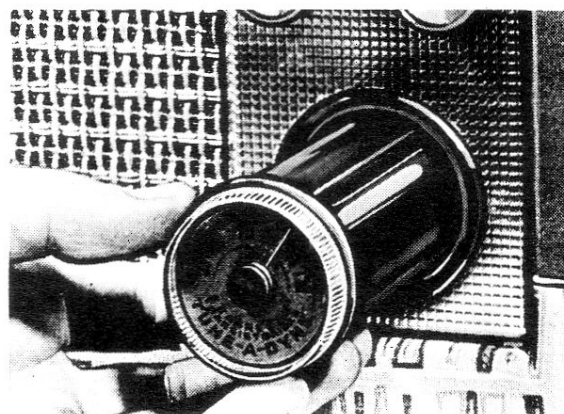
This is the famous Seabreeze four-pole, four-coil phonograph motor, a patented development. Because this motor has four poles and four coils, instead of the two that were standard in the industry for many years, it runs more smoothly, with less vibration and with a constant speed . . . in much the same way that an 8-cylinder automobile engine runs more smoothly than a 6-cylinder engine. The motor was designed and built by Seabreeze in Canada.

This is the changer mechanism of a Seabreeze VM four-speed automatic changer. It is the very heart of the changer. So certain is Seabreeze of the long life and trouble-free performance of this changer mechanism that it unhesitatingly guarantees it for five years. Seabreeze VM changers, incorporating this assembly are manufactured in Canada by Seabreeze, under licence from V-M Corporation, Benton Harbor, Michigan.

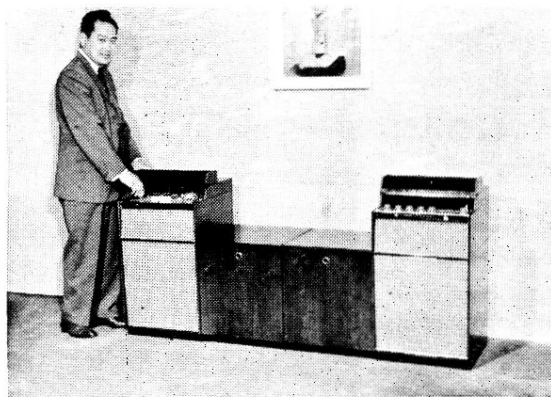


Although electric fans have been manufactured in Canada and other countries for decades, Seabreeze was granted 28 patents on the novel features of this fan when it was developed in 1954. Completely childproof and oscillating, this fan won a National Industrial Design Council award for excellence of design. Tens of thousands of these fans in service for years are proof of its durability and trouble-free performance.

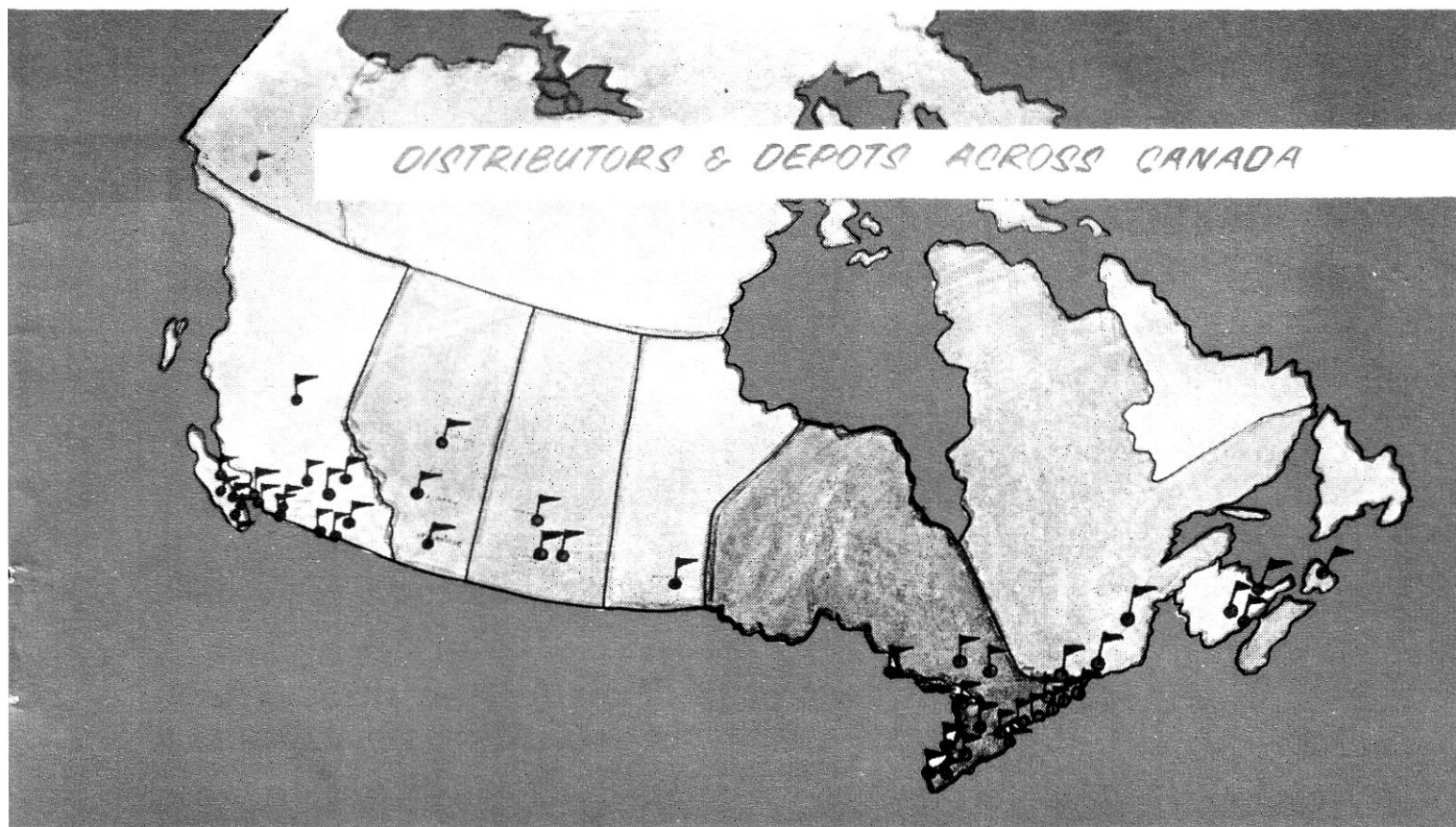
This is the patented Seabreeze Tune-A-Dyne. Plugged into a Seabreeze phonograph, it adds radio reception, turning a portable phonograph into a radio-phonograph combination. The Tune-A-Dyne was invented in Canada by Seabreeze . . . and is the first device of its kind in the world.



QUALITY OF IMAGINATION



This is the handsome Seabreeze Century, the most versatile home music system available anywhere. Made of modular components which can be arranged in almost unlimited combinations — monophonic or stereophonic phonograph with tape playback and AM or AM/FM radio reception. The National Industrial Design Council award winning Century system was designed and manufactured in Canada by Seabreeze.



To provide better service to Canadians, Seabreeze products are sold through independent wholesale distributors in all major cities of Canada. Every Seabreeze product is fully guaranteed against defective parts and faulty performance. To back up this guarantee, Seabreeze maintains authorized service depots, staffed by factory-trained technicians, with adequate stocks of replacement parts, in all major cities in Canada. It is never difficult to obtain service on a Seabreeze product.

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began operations in 1944 with only 6 employees.

Since then, Seabreeze has grown to become Canada's leading manufacturer of sound reproduction equipment and electrical appliances. During its 16-year history, Seabreeze has been responsible for many firsts in its industry.

- *First* manufacturer of *direct-drive 3-speed and 4-speed* phonograph motors.
- *First* and *only* manufacturer of automatic record changers in Canada.
- *First* and *only* manufacturer of tape recorders in Canada, both stereo and monaural.
- *First* manufacturer in the world to make a major change in the basic operating principles of the oscillating fan, including important safety innovations.
- *First* manufacturer in the world to develop a high-fidelity system adaptable to phonograph, radio or tape reproduction at the touch of a switch.
- *Inventors* of the Tune-A-Dyne auxiliary transistorized radio tuner to convert a phonograph to a radio-phonograph.



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MANUFACTURING LIMITED — TORONTO, CANADA

Canada's leading manufacturer of fans, fan-heaters, phonographs, tape recorders and stereophonic equipment.