

THE DEVELOPMENT OF A GUIDE TO THE PURCHASE OF  
INSTRUCTIONAL MATERIALS AND EQUIPMENT IN NEWFOUNDLAND

**CENTRE FOR NEWFOUNDLAND STUDIES**

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THE DEVELOPMENT OF A GUIDE  
TO THE  
PURCHASE OF INSTRUCTIONAL MATERIALS AND EQUIPMENT IN NEWFOUNDLAND

by

© Gregory B. Stack, B.A., B.Ed.

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A Report submitted in partial fulfillment  
of the requirements for the degree of  
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Newfoundland

## ABSTRACT

This report includes both a guide to aid educators with the purchase of instructional materials and equipment in the province of Newfoundland and a section discussing how this guide was constructed. Included in this latter section are references to relative literature, explanations of the terminology, the scope of the guide, and the procedures followed in its construction.

The guide itself is presented in an appendix. The first section is a general introduction to the guide explaining general limitations and usages and listing general guidelines to the purchase of all audio-visual equipment as well as specific guidelines to the purchase of five common pieces of audio-visual equipment. The second section alphabetically lists Newfoundland suppliers of educational materials and equipment as given in an alphabetical arrangement of 150 subject headings. This section is sub-divided into two parts: educational media and audio-visual hardware. The third section is a directory of the suppliers listed in the second section. It gives their complete name, address and telephone number, as well as the names of sales people to contact.

The format of the guide was suggested by the July/August 1974 issue of Educational Digest. That journal

annually devotes its entire summer issue to a national directory of suppliers and buyers' guide to educational materials and equipment. The format of the guide follows directly from that established in Educational Digest so as to enable its use side-by-side with that journal. The purpose of the guide is to enable educators in Newfoundland to buy locally wherever possible, thus supporting the local trade and encouraging better and more prompt service.

It should be noted that, in general, this is an audio-visual guide. There is incursion into other areas but this is simply for the sake of completeness and for conformity with the national guide.

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## INTRODUCTION

The purpose of this project is to construct a guide to aid educators in the purchase of instructional materials and equipment in Newfoundland.

Such a guide would have to be current to be of any value, and it is proposed that the guide be revised annually. A guide such as that offered herein has not been completed to date, although some of the individual components have been completed previously. The guide should be of value to educators in their dealings with the business community. There is much funding provided to this area as figures supplied by the Supervisor of Instructional Media for this province indicate.<sup>1</sup> Thus this buyers guide should meet a clear need on the part of Newfoundland educators.

The guide is composed of two main parts. The first part consists of equipment specifications that should be followed in selecting audio-visual equipment; the second part is a directory of Newfoundland suppliers. The first part lists general specifications, followed by five sections each of which gives specifications for a type of audio-visual equipment. The directory has two sections: an alphabetical

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<sup>1</sup>From April 1 to December 31, 1974, \$79,153.47 was approved for government subsidy, indicating purchases at least to that total of non-consumable audio-visual school equipment.

listing of all the Newfoundland suppliers, together with their addresses, phone numbers, and names of sales people to contact.

## II

### LITERATURE

The Centre for Audio Visual Education, Memorial University of Newfoundland, published a buyers' guide in 1969.<sup>1</sup> It did not include any equipment specifications but did list Newfoundland suppliers of audio-visual materials and equipment. There were only 44 subject headings in that guide, compared to the 150 headings in the guide herein reported.

The Department of Education and Youth in Newfoundland published a directory to producers and distributors of audio-visual instructional materials in 1971.<sup>2</sup> This directory listed the main producers and distributors of materials but did not give guidelines to the purchase of equipment. It was primarily a national guide giving the major North American suppliers with Canadian agents for most of the United States suppliers.

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<sup>1</sup>"Buyers' Guide: Audio Visual Equipment and Materials" (Centre for Audio Visual Education, Faculty of Education, Memorial University of Newfoundland, 2d ed., [1971]). (Mimeographed.)

<sup>2</sup>Newfoundland and Labrador, Department of Education and Youth, Division of Instruction, Producers and Distributors of Audio-Visual Instructional Materials, 1971.

The Avalon Consolidated School Board issued a guide to the selection of audio-visual equipment in 1973.<sup>1</sup> It listed specifications for all common audio-visual equipment but did not provide information concerning materials or sources.

These three publications appear to be the only references with respect to Newfoundland suppliers of audio-visual materials and equipment. Many other sources were consulted with regard to equipment specifications (see Bibliography), but, in particular, Media Canada: Guidelines for Educators was found to contain a beneficial section on media equipment specifications.<sup>2</sup> Additionally, Test Reports proved to be a valuable aid although it does not yet cover very many kinds of equipment.<sup>3</sup>

The most valuable reference was Educational Digest, July/August, 1974,<sup>4</sup> which was the model used for this guide. The attached guide is intended to be a provincial counterpart to that national guide. Educational Digest revises and updates its Buyers' Guide issue annually. Not all sections

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<sup>1</sup>"Audio-Visual Hardware Specifications" (Instructional Media Centre, Avalon Consolidated School Board, St. John's, [1973]). (Mimeographed.)

<sup>2</sup>James D. Miller (ed.) Media Canada: Guidelines for Educators (2d ed. rev.; Toronto: Pergamon of Canada, 1970), pp. 44-52.

<sup>3</sup>Canada, Department of Communications, Educational Technology Program, Test Reports, 1974.

<sup>4</sup>Educational Digest, VI (July/August, 1974).

relate to audio-visual materials and equipment, but for the sections that are relevant, the same subject headings and general format were used. The attached provincial guide, therefore, may be used side-by-side with the national guide and with maximum ease of transition between the two.

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### III

#### TERMINOLOGY

The terminology used in the area of educational materials and equipment varies greatly. In many instances there is not common agreement concerning the naming of classes of objects. The terminology used herein is commonly understood by those who would use the guide, and is referred to in Standards for School Media Programs.<sup>1</sup>

The editor of Educational Digest, in correspondence, indicated that the classification scheme was left undefined. He stated, "The headings, as you suggest, are often ambiguous, and we review them from time to time with an eye to improving things."<sup>2</sup> Varying terms are used by various suppliers to describe the same item. Also, many completely different items could be checked under the same heading. Until the trade adopts common and mutually exclusive names for its products there will be no ready solution to this problem. Users of this guide should be aware that it is a general guide only, and that individual follow-up will be required to ascertain more exact information relative to any specific product.

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<sup>1</sup> American Library Association, and National Education Association, Standards for School Media Programs (Chicago: American Library Association, and Washington, D.C.: National Educational Association, 1969), pp. xi-xvi.

<sup>2</sup> Letter from Robert Smith, Editor, Educational Digest, (December, 1974).

There tends to be a lack of agreement on naming the classes of objects used in the guide but anyone making use of this guide would know what the terms generally mean. The suppliers who responded to the questionnaire indicated no problems with understanding the terminology and the people who validated it also showed no lack of understanding.

#### IV

#### SCOPE

The guidelines and information offered in this buyers' guide are intended for purchasers and selectors of educational materials and equipment within the Newfoundland educational community.. "Newfoundland" refers only to the island of Newfoundland and not to the province of Newfoundland. The reasons for the exclusion of Labrador are twofold: the Labrador educational business community is practically non-existent; and, Labrador educational needs are normally served more readily and easily from the Canadian business community centred in nearby Quebec and Ontario.

The guide is limited in its purpose to two functions: to keep business within Newfoundland wherever possible and generally support the Newfoundland business community; and to gain more immediate delivery of goods by determining which suppliers in Newfoundland keep the desired item in stock.

The main areas of concern for this guide are the educational audio-visual areas. For the sake of completeness and to follow the model set out by Educational Digest, it was necessary to transgress somewhat beyond these boundaries. It should be understood that incursion into areas other than audio-visual is nominal only and is not covered in any depth or detail.



Finally, it should be noted that it is not the intention of this report to recommend particular "models" or "brand-names" for acquisition. The guidelines are intended to be an aid in determining the "type" of equipment which should be acquired and the "features" to look for in that type of equipment. The guidelines were constructed to indicate the best features of the equipment presently on the market. These are not idealistic features, but are ones which are readily found in the equipment presently being manufactured. In no case are the listed criteria so exclusive as to limit the field to a single make or model. The criteria are intended simply to reduce the wide array of available equipment to several optimal choices.

## PROCEDURES

The foregoing gives a general introduction to the project and outlines its terminology, scope and limitations as well as giving some background literature. In this chapter the procedures by which the project was carried out are explained.

In the preparation of the part of the project dealing with equipment specifications information from three sources was used: professional literature, investigations and experience of the writer, and advice of professional colleagues. The available literature that dealt with equipment specifications was read and three sources proved to be most valuable.<sup>1</sup> Many manufacturers' and suppliers' brochures, catalogues, specification sheets and so on were studied and compared. The most promising equipment was studied, inspected and operated. A series of criteria was then drawn up. The criteria were then validated by four experts (three with school boards and one with the provincial Department of Education). As a result of their comments and criticisms, a modified set of criteria resulted.

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<sup>1</sup>Centre for Audio Visual Education, Buyers' Guide; Division of Instruction, Producers and Distributors of Audio-Visual Instructional Materials; Instructional Media Centre, Audio-Visual Hardware Specifications.

The second part of the project (directory of Newfoundland suppliers) followed the pattern established by Educational Digest. The subject headings employed by that journal in its sections on "Audio-visual hardware" and "Educational media" were used. However, one additional source of information was gathered. Whereas Educational Digest simply lists suppliers for the given items it was also determined in this survey if the item was normally carried in stock. Thus suppliers were divided into two sub-groups: those who could supply the item immediately upon demand; and those who could supply the item by having it shipped in from a source external to this province. This would seem to be useful information considering the shipping problems often encountered in this province.

The editor of Educational Digest was contacted regarding the criteria for inclusion and in response he stated, "Our entries include all known suppliers. Our mailing list is updated as we receive notice of new suppliers, or changes."<sup>1</sup> Thus Educational Digest would appear to have no better solution to establishing a mailing list than that carried out by this writer. The creation of the mailing list would appear to be best done through a method of personally keeping in touch with the suppliers' field and personally following up all leads.

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<sup>1</sup>Letter from Robert Smith.

After the questionnaire was constructed it was mailed to all known suppliers of educational materials in this province. These suppliers were identified through the various public telephone books covering Newfoundland (business listings in the "yellow pages"), through the business files of the Roman Catholic School Board for St. John's, and through the various buyers' guides previously mentioned. The list of suppliers contacted was purposely made large. A supplier's name was added to the list if it was felt he might supply any of the checklist items. A mailing list with a total of 189 names resulted and these were sent the questionnaire. A total of 61 replies was received. Of these, 42 contained information that could be used in composing the buyers' guide.

## VI

### CONCLUSIONS AND RECOMMENDATIONS

The writer was surprised by the large number of Newfoundland business firms who indicated they were suppliers of educational materials and equipment. Perhaps Newfoundland educators have more access to the educational trade than they sometimes think. Knowledge of this large group has aided the writer in his professional endeavours both during the compilation of the guide and since its completion.

A business directory has to be current to be of any value and a guide such as this one should be revised annually. One such guide should aid all educators in Newfoundland. Therefore, instead of individual school boards and other educational institutions each compiling their own guide, it is recommended that one supervising body undertake this annual task. The logical body would be the provincial Department of Education.

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### Articles and Periodicals

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Oh, C.Y. "Overhead Projection: Theory, Materials Preparation, Utilization." Edmonton, Alberta: Audio-Visual Council, Alberta Teachers' Association, 1974.

~~Stoeber, John M., and Colbens, Tom.~~ "Production Materials: A List of Materials and Suppliers for the Preparation of Inexpensive Instructional Materials." Edmonton, Alberta: Audio-Visual Council, Alberta Teachers' Association, 1972.

#### Other Sources

Department of Education. Personal interviews with Bruce Windsor, Supervisor of Instructional Media. November, 1974; January, 1975.

\_\_\_\_\_. Personal interviews with Norman Harris, Assistant Director of Instruction (Instructional Materials). November, 1974; January, 1975.

Educational Digest. Letter from Robert Smith, Editor, Educational Digest. December, 1974.

**APPENDIX A**

**A Guide to the Purchase of Instructional Materials  
and Equipment in Newfoundland**



**A Guide to the Purchase of Instructional Materials  
and Equipment in Newfoundland**

**© Gregory B. Stack**

**Instructional Materials Centre  
R.C. School Board for St. John's  
Belvedere, Bonaventure Avenue  
St. John's, Newfoundland  
AIC 324  
February, 1975**

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## GUIDELINES AND SPECIFICATIONS

### Introduction

Audio-visual equipment should only be purchased after a minimal two week test period. Most suppliers will agree to this trial period upon request. Failure to do so may indicate serious drawbacks with either the equipment itself or with the service of the supplier.

All electrical equipment should have the CSA seal attached, indicating that the equipment has passed the electrical safety checks of the Canadian Standards Association.

An important consideration when purchasing equipment is the warranty. The warranty should cover parts, labour and shipping charges, and should not have hidden charges of any type. If there are delays in equipment repairs, replacements should be provided free of charge during the warranty period.

The source of the suppliers' repairs should also be determined. If the supplier has his own technicians, service is usually optimal. If the supplier has an arrangement with an independent local repair shop, service may not be ideal. If the supplier has to send items to the mainland for repairs, quite lengthy delays should be expected.

Suppliers are usually quite co-operative in these areas as future business normally is dependent upon the quality of their service. However, some companies have been known to

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mislead the buyer, often about warranty coverage. Insist on all details of the warranty in writing, even if that means adding a hand-written or typed supplement to the printed warranty.

The buyer should always shop around and inquire of other users before he decides what to purchase. Manufacturers today are steering away from the policy of letting one distributor handle their products exclusively at the local level. Thus the identical product may be available from several sources at different prices. An excellent, but often neglected, guideline to follow is to inquire of other users how they find the product, in terms of both operation and service. Also, refer to published recommendations and specifications such as the National Film Board's equipment ratings in Test Reports.<sup>1</sup>

Specifications for 16mm motion picture projectors, overhead projectors, filmstrip projectors, slide projectors, and video tape cameras and recorders follow. The specifications call for features of special value to educators, and designed for classroom use.

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<sup>1</sup>Canada, Department of Communications, Educational Technology Program, Test Reports, 1974.

### 16mm Motion Picture Projector

The first and most important consideration in this area is the threading mechanism. There are three basic types: automatic, slot, and manual.

The automatic loading projector is designed for operator ease. The film leader is fed into one end, and it comes out the other end. However, this system usually has two drawbacks; it is damaging to the film itself, often tearing the sprocket holes, and it is more expensive to repair than the other types. The Canadian Film Institute in their catalogues state, "Film users are asked to note that AUTOMATIC projectors have been known to cause serious damage to films and their use is NOT recommended." On the other hand, teachers often demand nothing less than a fully automatic projector.

The slot loading projector is a semi-automatic projector, similar in principle to the threading of a reel-to-reel tape recorder. The film leader is manually placed in a winding, but clearly marked, slot or channel. Then a lever is switched which closes the gate and engages the film. Thus, ease of operation and negligible film damage are both characteristic of this projection system. In addition, it is possible to cue the film by using fast forward or reverse, without taking the film out of the slot. This feature, similar to a tape-recorder operation, is invaluable for a quick preview or spot-check of a film, before showing it to a class or other audience.

The manual projector must be loaded completely by hand. The film must be wound through the film path and engaged in the sprockets manually. As with the slot loading projector, it is easy on the film itself. Overall, however, it is more troublesome to use and caution would be recommended for a school where some of the teachers may not be particularly adept at equipment operation.

Whatever type projector is chosen, the following features should be included:

- (1) Forward or reverse projection.
- (2) Fast forward or fast reverse in threaded mode.
- (3) Still frame control.
- (4) Built-in speaker, plus speaker jack.
- (5) Three bladed shutter.
- (6) Three position lamp switch to permit proper lamp cooling.
- (7) 2000 foot reel capacity.

(Note: Number 2 above is limited to the slot loading type of projector at present.)

Additional features which may be considered include:

- (1) Microphone or phono jack which cancels sound track and is operational without the motor running, thus permitting projector to be used as public address system.
- (2) Sound tone control.
- (3) Footage or revolution counter similar to that used on tape recorders.
- (4) Zoom lens.
- (5) Extension speaker.
- (6) Dust Cover.

### Overhead Projector

Most of the overhead projectors on the market today are similar in their basic design. However, there is a number of individual differences and these should not be overlooked. In particular, the following three features should be considered: automatic lamp changer, safety interlock, and thermal cooling.

The automatic lamp changer is not yet standard on most overhead projectors, but it should be. It offers the advantages of instant bulb replacement, uninterrupted lessons, and the lack of embarrassment of not knowing how to gain access to, and replace, a burnt-out bulb. A spare bulb should be kept at hand in any event, so there would appear to be no disadvantages to this relatively inexpensive added convenience.

A safety interlock switch is now found on the majority of projectors. It automatically shuts off all power in the projector when the service opening is opened even slightly. This feature should be included in all projectors.

Not all projectors have a thermal cooling system, although they should. With this system a thermostatically controlled switch turns the fan on to cool the lamp as needed. Thus, after projection is completed and the lamp is turned off, the fan continues to operate until the bulb is cooled, at which point the projector is automatically turned off.

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Additional features which should be found in the overhead projector include the following:

- (1) Projection stage of 10" x 10" dimensions.
- (2) Very rigid corner post.
- (3) Lens head should have coated lenses and front-surfaced mirror.
- (4) Platen frame should be removable (for cleaning) and should house a fresnel lens.
- (5) Rack and pinion focusing.
- (6) Low noise level and cushioned base.
- (7) Easily accessible lamp and built in lamp ejector.
- (8) 3 wire cord at least 15' in length.
- (9) On-off switch easily accessible from either left or right.

Additional features which may be considered, but are not essential include:

- (1) Roll feed attachment which will permit use of continuous, roll-fed writing surface.
- (2) Transparency positioner, which will guide transparency mounts into perfect alignment on platen.
- (3) Carrying handle.
- (4) Protective storage cover.
- (5) Long life bulb (300-600 hours).
- (6) Storage compartment for cord.
- (7) Power focusing (expensive and probably unnecessary).



# Filmstrip Projector

The filmstrip projector is basically a very simple projector, but there are certain features which should be present to ensure optimum service. Among these are the following:

- (1) Three position on-off switch, so that bulb may be properly cooled before shutting off projector.
- (2) Frame and focus controls easy to reach and operate.
- (3) Permanently attached 3 wire cord at least 10' in length.
- (4) Motorized film advance, both forward and reverse.
- (5) Remote control with forward and reverse functions attached to a cord at least 25' in length.
- (6) Motorized rewind.
- (7) Individual slide projection capability, without attachments.
- (8) Slide tray attachment and changer.
- (9) Glass free aperture plate.
- (10) Lamp ejector lever and easily accessible lamp assembly.
- (11) Built-in carrying handle.
- (12) Adjustable elevation control.
- (13) Relatively quiet fan operation.

### Slide Projector

Similar in principle to the filmstrip projector, there are unique features which make the slide projector worthy of special attention. Unlike filmstrips, which are pre-structured and relatively unchangeable, slides may be easily rearranged, programed, and structured. Their versatility has led to the evolution of very sophisticated projection systems.

A basic projector for classrooms should include the following features:

- (1) Accepts universal slide trays (for example, Kodak) which are spill-proof.
- (2) Forward, reverse, and focus switches that are very accessible.
- (3) Remote control, with all above switches, attached to a cord at least 25' in length.
- (4) Gravity fed slide changer.
- (5) 3 position on-off switch, so that bulb may be properly cooled before switching off projector.
- (6) Relatively quiet fan operation.
- (7) Permanently attached 3 wire cord at least 10' in length.
- (8) Accessible lamp with ejector lever.

The following features are some of the more desirable but non-essential options which may be chosen, depending on local conditions and needs:

- (1) Zoom lens.
- (2) Automatic focusing.
- (3) Stack loader, for quickly viewing slides without tray loading.
- (4) Timer, for automatic slide changing at pre-set time intervals.

- (5) Sound synchronizer.
- (6) Programer for multiple audio and visual presentations.
- (7) Sound slide projector, which has separate recording discs built into individual slide mounts, permitting recording of individual sound tracks for the different slides; thus the most versatile projection system.

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### Video Tape Recorder and Camera

District centres may want to get into more sophisticated equipment, but for individual schools, video equipment should be characterized by the following:

- (1) Portable, with rechargeable batteries and charger.
- (2) Conforms to EIAJ standards ( $\frac{1}{2}$ " tape).
- (3) Camera weight less than 5 lbs; recorder weight less than 20 lbs.
- (4) All switches (including pause button) accessible from front, without having to raise the cover.
- (5) Automatic video and audio recording levels.
- (6) Audio dubbing capability.
- (7) Automatic end-of-tape shutoff.
- (8) Digital tape counter.
- (9) RF adapter to permit playback on ordinary TV sets.
- (10) Camera should have zoom lens, with interchangeable lens capability.
- (11) Tripod should be purchased with unit for steady picture control, although it will not be used in all shootings.
- (12) Built-in microphone in camera.
- (13) Built-in monitor/viewfinder in camera.

Additional accessories which may be considered to expand upon this basic system include the following:

- (1) Carrying cases for both recorder and camera.
- (2) Large suitcase-type carrying case wherein camera, recorder, tripod, tape, and batteries may all be conveyed together.
- (3) Color adaptor to permit color recording from, and playback on, a color TV monitor or color camera.
- (4) External microphone.
- (5) Long life battery pack (rechargeable).
- (6) Specialty lenses.
- (7) Switches, special effects generators, etc. when multiple cameras are used.

# EDUCATIONAL MEDIA SOURCES

Note: \* refers to items in stock

## BOOKS

1. Text
2. Trade supportive
3. Magazines
4. Paperbacks
5. References

Atlantic Films & Electronics. 1 2 3 4 5  
 \*Book Corner 2 3 4 5  
 \*Dicks 2 4 5  
 \*H.H. Marshall 3 4  
 H.H. Marshall 5  
 \*Religious Book & Bible House 3 4  
 \*Salvation Army Book Nook 2 4 5  
 \*Tooton's 1 5

## CHARTS & POSTERS

Atlantic Films & Electronics  
 \*Book Corner  
 Chamac Sales  
 \*National Office Equipment  
 \*Religious Book & Bible House  
 \*Salvation Army Book Nook  
 Wall's Book & Office Supplies

## FILMSTRIPS

1. Silent-captions
2. Sound-disc-cassette

Atlantic Films & Electronics 1 2

## GAMES - SIMULATIONS - TOYS

Atlantic Films & Electronics  
 \*Eastern Newfoundland Distributors  
 \*H.H. Marshall  
 \*National Office Equipment  
 \*Salvation Army Book Nook.

## GLOBES &amp; MAPS

Atlantic Films and Electronics  
E.C. Boone Advertising  
Chamac Sales  
\*Dicks  
\*Eastern Newfoundland Distributors  
\*Gray & Goodland  
\*Modern Business Equipment  
\*National Office Equipment  
\*Salvation Army Book Nook  
\*Wall's Book & Office Supplies

## METRIC AIDS

Atlantic Films & Electronics  
E.C. Boone Advertising  
\*Gray & Goodland  
\*National Office Equipment  
Wall's Book & Office Supplies

## MICROFILMED MATERIALS

Atlantic Films & Electronics  
Hughes Owens  
Office & Industrial Supplies

## MULTIMEDIA KITS

Atlantic Films & Electronics  
Chamac Sales  
Salvation Army Book Nook

## MICROSCOPE SLIDES, PREPARED

Atlantic Films & Electronics  
\*T.B. Clift

## MODELS

Atlantic Films & Electronics  
T.B. Clift  
Wall's Book & Office Supplies

## MOTION PICTURES

- 1 8mm reel
- 2 8mm loop
- 3 Single concept
- 4 16mm

Atlantic Films & Electronics 1 2 3 4

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\*Electronic Centre 1 2 3 4  
 Photosynthesis 1 4

#### PHONODISCS

Atlantic Films & Electronics  
 \*Ayre's

#### PHONOTAPES

Atlantic Films & Electronics  
 \*Ayres

#### PICTURES

1. Flats
  2. Study prints
  3. Art prints
  4. Any of above with sound-disc-tape
- Atlantic Films & Electronics 1 2 3 4  
 Salvation Army Book Nook 1 2

#### PROGRAMMED MATERIALS

1. General
  2. Remedial
  3. Learning laboratory
  4. Computer assisted instruction
- Atlantic Films & Electronics 1 2 3 4  
 Beothuk Data Systems 4  
 Electronic Centre 2  
 Salvation Army Book Nook 1  
 Xerox 1

#### PROGRAMMED TAPES & CASSETTES

1. Audio
  2. Video
- Atlantic Films & Electronics 1 2  
 Atlantic Musical Supplies 1 2  
 \*Electronic Centre 1  
 Electronic Repairs 1

#### PROJECTUALS - TRANSPARENCIES

Addressograph Multigraph  
 Atlantic Films & Electronics  
 Chamac Sales  
 \*Gestetner  
 \*Gray & Goodland  
 \*Hughes Owens  
 \*Modern Business Equipment

\*National Office Equipment  
M.A. Parsons  
Office & Industrial Supplies  
\*Photosynthesis  
Wall's Book & Office Supplies  
Xerox

REALIA

Atlantic Films & Electronics

SLIDES

Atlantic Films & Electronics  
\*Photosynthesis



## AUDIO-VISUAL HARDWARE SOURCES

Note: \* refers to items in stock

## ANIMATION EQUIPMENT &amp; SUPPLIES

Atlantic Films & Electronics

## BROADCAST EQUIPMENT

- 1. Audio
- 2. Video
- Atlantic Films & Electronics 1 2
- Atlantic Musical Supplies 1 2
- \*Ayre's 1
- Ayre's 2
- De-Em Associates 1
- Electronic Centre 1
- \*Electronic Centre 2
- Electronic Repairs 1
- Tooton's 1
- \*Tooton's 2

## BULLETIN &amp; LETTER BOARDS

- Atlantic Films & Electronics
- E.C. Boone Advertising
- \*Dicks
- \*Gray & Goodland
- Modern Business Equipment
- \*National Office Equipment
- \*M.A. Parsons
- \*Salvation Army Book Nook
- \*Wall's Book & Office Supplies

## CCTV SYSTEMS

- \*Atlantic Films & Electronics
- \*Electronic Centre
- \*Tooton's

## CABINETS STORAGE AV MATERIALS

- \*Aska Sales
- \*Atlantic Films & Electronics
- E.C. Boone Advertising
- Chamac Sales
- \*Dicks
- \*Gestetner
- Hughes Owens
- Modern Business Equipment
- \*National Office Equipment

Photosynthesis  
 Tooton's  
 \*Wall's Book & Office Supplies  
 \*Wesman

#### CABLES DISTRIBUTION

\*Atlantic Films & Electronics  
 De-Em Associates  
 Electronic Repairs  
 Heap & Partners  
 Tooton's

#### CAMERAS

1. Cine  
 2. Still  
 3. Image orthicon  
 4. Video vidicon  
 5. Plumbicon  
 6. Lenses

\*Atlantic Films & Electronics 1 2 4 5 6  
 Atlantic Films & Electronics 3  
 Canadian Marconi 3 5  
 \*Electronic Centre 1 2 4 6  
 Electronic Centre 3 5  
 \*Gander Photo Shop 1 2 6  
 \*Tooton's 1 2 4 6

#### CARTS & TABLES AV

\*Atlantic Films & Electronics  
 E.C. Boone Advertising  
 \*Dicks  
 \*National Office Equipment  
 Photosynthesis  
 \*Tooton's  
 Wall's Book & Office Supplies  
 \*Wesman

#### CHALK

Atlantic Films & Electronics  
 E.C. Boone Advertising  
 \*Dicks  
 \*James J. Dodd  
 \*Eastern Newfoundland Distributors  
 \*Gray & Goodland  
 \*Modern Business Equipment  
 \*National Office Equipment  
 \*M.A. Parsons  
 \*Wall's Book & Office Supplies

## CHALKBOARDS

Atlantic Films & Electronics  
 E.C. Boone Advertising  
 Chamac Sales  
 \*Dicks  
 \*Gray & Goodland  
 \*Modern Business Equipment  
 \*National Office Equipment  
 \*Newfoundland Hardwoods  
 \*M.A. Parsons  
 Wall's Book & Office Supplies

## CONSOLES

1. Control audio  
 2. Control language lab  
 3. Control video  
 Aska Sales 2  
 Atlantic Films & Electronics 1 2 3  
 Atlantic Musical Supplies 1 2 3  
 Ayre's 1 2 3  
 Canadian Marconi 3  
 De-Em Associates 1 2  
 Electronic Centre 1 2 3  
 Electronic Repairs 1 2 3  
 Modern Business Equipment 1 2 3  
 Photosynthesis 1

## CRAYONS TRANSPARENCY MARKING

\*Aska Sales  
 Atlantic Films & Electronics  
 Chamac Sales  
 \*Dicks  
 \*Eastern Newfoundland Distributors  
 \*Gray & Goodland  
 \*Hughes Owens  
 \*Modern Business Equipment  
 \*National Office Equipment  
 \*Tooton's  
 \*Wall's Book & Office Supplies

## DARKROOM EQUIPMENT

\*Atlantic Films & Electronics  
 E.C. Boone Advertising  
 Electronic Centre  
 \*Gander Photo Shop  
 Photosynthesis  
 \*Tooton's

**DIMMERS LIGHT**

Atlantic Films & Electronics  
Atlantic Musical Supplies  
E.C. Boone Advertising  
De-Em Associates  
Heap & Partners  
\*Wesco

**DISTRIBUTION EQUIPMENT**

Atlantic Films & Electronics  
Atlantic Musical Supplies  
De-Em Associates  
Electronic Centre  
Heap & Partners  
\*Tas Communication Systems  
\*Wesco

**DRAWING INSTRUMENTS BLACKBOARD**

Atlantic Films & Electronics  
E.C. Boone Advertising  
\*Dicks  
\*Eastern Newfoundland Distributors  
\*Gray & Goodland  
\*Hughes Owens  
\*Modern Business Equipment  
\*National Office Equipment  
Office & Industrial Supplies  
\*Wall's Book & Office Supplies

**DOLLIES**

\*Atlantic Films & Electronics  
Bicks  
\*Electronic Centre  
Modern Business Equipment  
\*Tootson's  
\*Wesman

**EARPHONES**

\*Aska Sales  
\*Atlantic Films & Electronics  
Atlantic Musical Supplies  
\*Ayre's  
De-Em Associates  
\*Electronic Centre  
Electronic Repairs  
\*Gander Photo Shop  
Tootson's  
Wall's Book & Office Supplies

## EDITORS

- \*Atlantic Films & Electronics
- Electronic Centre
- Gander Photo Shop
- \*Tooton's
- Wall's Book & Office Supplies

## ELECTRONIC TRAINING EQUIPMENT

- \*Aska Sales
- \*Atlantic Films & Electronics
- Atlantic Musical Supplies
- De-Em Associates
- Electronic Repairs
- Modern Business Equipment
- Photosynthesis

## ENLARGERS &amp; ACCESSORIES

- \*Atlantic Films & Electronics
- Electronic Centre
- \*Gander Photo Shop
- Hughes Owens
- Photosynthesis
- \*Tooton's

## FILM

1. Cine b-w
  2. Cine color
  3. Still b-w
  4. Still color
  5. Cans reels shipping cases
  6. Splicing equipment
- \*Atlantic Films & Electronics 1 2 3 4 5 6
  - \*Atlantic Musical Supplies 3 4
  - Electronic Centre 1 3 4 5
  - \*Electronic Centre 2 6
  - Gander Photo Shop 1
  - \*Gander Photo Shop 2 3 4 5 6
  - \*Tooton's 1 2 3 4 5 6

## FILM INSPECTION AND REPAIR EQUIPMENT

- \*Atlantic Films & Electronics
- Electronic Centre

## FILMSTRIP

1. Production equipment
2. Viewers - silent
3. Viewers - sound

\*Aska Sales 2 3  
 Atlantic Films & Electronics 1  
 \*Atlantic Films & Electronics 2 3  
 Electronic Centre 2 3  
 \*Religious Book & Bible House 3  
 \*Salvation Army Book Nook 3  
 \*Tooton's 2 3

# KINESCOPIES

Atlantic Films & Electronics

# LANGUAGE & LEARNING LABS

\*Aska Sales  
 Atlantic Films & Electronics  
 De-Em Associates  
 Electronic Centre  
 Electronic Repairs  
 Modern Business Equipment

# LETTERING AIDS FILM

Atlantic Films & Electronics  
 Chamac Sales  
 \*Tooton's

# LIGHTING TV FILM PHOTO

1. Battens  
 2. Borderlights  
 3. Computer controlled  
 4. Floodlights  
 5. Special effects equipment  
 6. Spotlights  
 \*Atlantic Films & Electronics 1 2 3 4 5  
 Atlantic Films & Electronics 6  
 \*Atlantic Musical Supplies 4 6  
 Canam 1 2 3 4 5 6  
 De-Em Associates 1 2 3 4 5 6  
 \*Heap & Partners 4 6  
 \*Tooton's 4 6  
 Wesco 4 6

# LOUDSPEAKERS

\*Aska Sales  
 \*Atlantic Films & Electronics  
 \*Atlantic Musical Supplies  
 \*Ayre's

De-Em Associates  
\*Electronic Centre  
Electronic Repairs  
Gander Photo Shop  
Salvation Army Book Nook  
\*Tas Communication Systems  
Wall's Book & Office Supplies  
\*West End Television

#### MAGNETIC BOARDS

Atlantic Films & Electronics  
E.C. Boone Advertising  
Dicks  
Gray & Goodland  
Hughes Owens  
Modern Business Equipment  
Wall's Book & Office Supplies

#### MAGNETIC TAPE

\*J.W. Allan  
\*Aska Sales  
\*Atlantic Films & Electronics  
E.C. Boone Advertising  
De-Em Associates  
\*Electronic Centre  
Electronic Repairs  
\*Gander Photo Shop  
Hughes Owens  
\*Tooton's  
Wall's Book & Office Supplies  
West End Television

#### MICROFORM READERS

Addressograph Multigraph  
\*Aska Sales  
\*Atlantic Films & Electronics  
Hughes Owens

#### MICROPHONES

\*Aska Sales  
\*Atlantic Films & Electronics  
\*Atlantic Musical Supplies  
Ayre's  
E.C. Boone Advertising  
De-Em Associates  
\*Electronic Centre  
Electronic Repairs

Gander Photo Shop  
\*Tas Communication Systems  
\*Tooton's

#### MICROPROJECTORS

\*Atlantic Films & Electronics  
T.B. Clift

#### MONITORS VIDEO

1. b-w  
2. color  
\*Atlantic Films & Electronics 1 2  
Ayre's 1 2  
De-Em Associates 1  
\*Electronic Centre 1 2  
Electronic Repairs 1 2  
Tas Communication Systems 1 2  
\*Tooton's 1 2

#### MOUNTING MATERIALS

\*Aska Sales  
\*Atlantic Films & Electronics  
E.C. Boone Advertising  
Hughes Owens  
\*Tooton's  
Xerox

#### PHOTOCOPIERS & SUPPLIES

\*Addressograph Multigraph  
\*Aska Sales  
Atlantic Films & Electronics  
E.C. Boone Advertising  
\*Gestetner  
\*Modern Business Equipment  
\*National Office Equipment  
\*Olivetti  
\*Pitney-Bowes  
\*Wall's Book & Office Supplies  
\*Xerox

#### PROGRAMMED LEARNING EQUIPMENT

Addressograph Multigraph  
\*Aska Sales  
Atlantic Films & Electronics



## PROJECTION CONTROL SYSTEMS

Aska Sales  
 \*Atlantic Films & Electronics  
 Atlantic Musical Supplies  
 Photosynthesis  
 Tooton's

## PROJECTION LAMPS

\*Aska Sales  
 \*Atlantic Films & Electronics  
 Atlantic Musical Supplies  
 Canam  
 \*Electronic Centre  
 \*Gander Photo Shop  
 \*Heap & Partners  
 Modern Business Equipment  
 \*Tooton's  
 Wall's Book & Office Supplies  
 Wesco

## PROJECTORS

1. Attachments accessories
2. Cartridge
3. Cassette
4. Cine
5. Filmstrip & loop
6. Opaque
7. Overhead
8. Slide - silent
9. Slide - sound
10. Television

\*Aska Sales 5 7 8 9  
 \*Atlantic Films & Electronics 1 2 3 4 5 6 7 8 9 10  
 \*Atlantic Musical Supplies 2 3  
 Atlantic Musical Supplies 8 9 10  
 \*Electronic Centre 1 4 5 7 10  
 Electronic Centre 2 3 6  
 \*Gander Photo Shop 4 8  
 Gander Photo Shop 1 5 6 7 9  
 \*Hughes Owens 1  
 Hughes Owens 6 7  
 Modern Business Equipment 1 6 7  
 Photosynthesis 1 8 9  
 \*Tooton's 1 2 3 4 5 7 8 9  
 Tooton's 6  
 Wall's Book and Office Supplies 7 8 9

## PUBLIC ADDRESS &amp; MUSIC SYSTEMS

- \*Aska Sales
- \*Atlantic Films & Electronics
- \*Atlantic Musical Supplies
- \*Ayre's
  - E.C. Boone Advertising
  - De-Em Associates
- \*Electronic Centre
  - Electronic Repairs
- \*Gander Photo Shop
  - Salvation Army Book Nook
- \*Tas Communication Systems
  - West End Television

## RACKS

- 1. Equipment
- 2. Videotape storage
- \*Atlantic Films & Electronics 1 2
- E.C. Boone Advertising 1 2
- Chamac Sales 2
- De-Em Associates 1
- Modern Business Equipment 1 2
- \*Photosynthesis 1
- Tooton's 1, 2

## READING LABORATORIES

- Atlantic Films & Electronics
- De-Em Associates
- Modern Business Equipment

## READING &amp; TACHISTOSCOPIC DEVICES

- \*Atlantic Films & Electronics
- \*Electronic Centre
- \*Tooton's

## RECORD PLAYERS

- Aska Sales
- \*Atlantic Films & Electronics
- \*Atlantic Musical Supplies
- \*Ayre's
  - De-Em Associates
- \*Electronic Centre
  - Electronic Repairs
- \*Tas Communication Systems
  - Tooton's
  - Wall's Book & Office Supplies

## SCREENS PROJECTION

1. Cabinet & table top
2. Front
3. Rear
- \*Atlantic Films & Electronics 1 2 3
- \*Electronic Centre 2
- \*Gander Photo Shop 2
- Gander Photo Shop 3
- Modern Business Equipment 1 2 3
- \*Tooton's 1 2
- Tooton's 3

## SIMULTANEOUS TRANSLATION SERVICES

Atlantic Films & Electronics  
De-Em Associates

## SLIDE

1. Copiers
2. Viewers
3. Trays
- \*Atlantic Films & Electronics 1 2 3
- \*Gander Photo Shop 1 2 3
- Tooton's 1
- \*Tooton's 2 3
- Xerox 1

## SPEECH COMPRESSORS

Atlantic Films & Electronics  
\*Ayre's  
De-Em Associates  
\*Tas Communication Systems

## STUDY CARRELS ELECTRONIC

Atlantic Films & Electronics  
De-em Associates  
Toobton's

## STUDENT RESPONSE SYSTEMS

\*Aska Sales  
Atlantic Films & Electronics  
De-Em Associates

## STUDIO DESIGN &amp; INSTALLATION

\*Atlantic Films & Electronics  
 \*Ayre's  
 De-Em Associates  
 \*Photosynthesis

## SWITCHING SYSTEMS

Atlantic Films & Electronics  
 Ayre's  
 De-em Associates  
 Photosynthesis  
 West End Television

## TAPE

1. Audio cartridge  
 2. Audio cassette  
 3. Audio reel to reel  
 4. Video cassette  
 5. Video reel to reel  
 6. Reel and boxes  
 7. Splicing equipment  
 \*J.W. Allan 2 3 7  
 \*Aska Sales 1 2 3 6  
 Aska Sales 4 5 7  
 \*Atlantic Films & Electronics 1 2 3 4 5 6 7  
 \*Atlantic Musical Supplies 2 3 4  
 \*Ayre's 1 2 3 6 7  
 Ayre's 4 5  
 De-em Associates 1 2 3 6 7  
 \*Dick's 2 3  
 \*Electronic Centre 1 2 3 5 6 7  
 Electronic Centre 4  
 Electronic Repairs 1 2 3 6 7  
 \*Gander Photo Shop 1 2 3 6 7  
 \*Religious Book and Bible House 2  
 Salvation Army Book Nook 1 2  
 Tooton's 1 6 7  
 \*Tooton's 2 3 4 5  
 West End Television 1 3  
 \*West End Television 2

## TAPE PLAYBACK EQUIPMENT

1. Audio cartridge  
 2. Audio cassette  
 3. Audio reel to reel  
 4. Video cassette  
 5. Video reel to reel

\*Aska Sales 2 3  
 \*Atlantic Films & Electronics 1 2 3 4 5  
 \*Ayre's 1 2 3  
 Ayre's 4  
 De-Em Associates 1 2 3  
 \*Electronic Centre 1 2 3 5  
 Electronic Repairs 1 2 3  
 \*Gander Photo Shop 1 2 3  
 Tooton's 1 2 3  
 \*Tooton's 4 5  
 \*Wall's Book & Office Supplies 2  
 Wall's Book & Office Supplies 3  
 West End Television 1 3  
 \*West End Television 2

#### TAPE PROCESSING EQUIPMENT

Atlantic Film & Electronics  
 Ayre's

#### TAPE RECORDERS

1. Audio cartridge
2. Audio cassette
3. Audio duplicators
4. Audio reel to reel
5. Video standard
6. Video cassette
7. Video time lapse
8. Video duplicators

\*J.W. Allan 2  
 Aska Sales 1  
 \*Aska Sales 2 3 4  
 \*Atlantic Films & Electronics 1 2 3 4 5 6 7  
 Atlantic Films & Electronics 8  
 \*Atlantic Musical Supplies 2 4  
 \*Ayre's 1 2 4  
 Ayre's 3 6  
 \*Canam 2  
 De-Em Associates 1 2 4  
 \*Electronic Centre 1 2 4 5  
 Electronic Centre 3 6 7  
 Electronic Repairs 1 2 3 4  
 \*Gander Photo Shop 1 2 4  
 Tooton's 1 2 3 4  
 \*Tooton's 5 6 7 8  
 Wall's Book & Office Supplies 2 4  
 West End Television 1 4  
 \*West End Television 2

## TELECINE CHAIN EQUIPMENT

\*Atlantic Films & Electronics  
Canadian Marconi  
Electronic Centre  
Tooton's

## TRANSPARENCY PRODUCTION EQUIPMENT

Addressograph Multigraph  
\*Aska Sales  
Atlantic Films & Electronics  
Chamac Sales  
\*Gestetner  
\*Hughes Owens  
Modern Business Equipment  
\*National Office Equipment  
M.A. Parsons

## TRIMMING BOARDS

\*Atlantic Films & Electronics  
Chamac Sales  
De-Em Associates  
\*Dicks  
Gander Photo Shop  
\*Gestetner  
\*Gray & Goodland  
\*Hughes Owens  
Modern Business Equipment  
\*M.A. Parsons  
Tooton's  
\*Wall's Book & Office Supplies

## VENETIAN BLINDS &amp; DARKENING SHADES

Atlantic Films & Electronics

## WALL &amp; CEILING MOUNTS PROJECTION

\*Atlantic Films & Electronics  
Gander Photo Shop  
Modern Business Equipment

# DIRECTORY OF SUPPLIERS

ADDRESSOGRAPH MULTIGRAPH OF  
CANADA LTD.  
Newfoundland Telephone Building  
O'Leary Avenue  
P.O. Box 8068  
St. John's, Nfld.  
726-5663  
Gary W. Shiers

J.W. ALLAN CO. LTD.  
Bishop's Cove  
Water Street  
P.O. Box 1076  
St. John's, Nfld., A1C 5M5  
726-3686  
J.W. Allan

ASKA SALES  
P.O. Box 99, Mount Pearl  
St. John's, Nfld.  
368-8324  
Dave Rudofsky

ATLANTIC FILMS AND ELECTRONICS  
22 Prescott Street  
St. John's, Nfld.  
754-0730  
W. Frank Furlong - Marketing  
F. Jim Greenland - Sales

ATLANTIC MUSICAL SUPPLIES  
Norris Point, Nfld.  
458-2256  
Reg Williams

AYRE'S LTD.  
Avalon Mall  
St. John's, Nfld., A1B 1W3  
722-5610 (ext. 54)  
C. Brisee

BEOTHUK DATA SYSTEMS LTD.  
77 Bond Street  
P.O. Box 9310  
St. John's, Nfld.  
A1A 2Y3  
753-3333  
Larry Crumley

BOOK CORNER  
136 Gower Street  
P.O. Box 5711  
St. John's, Nfld.  
754-2123  
Sharon Gray  
Allyn Chudy

E.C. BOONE ADVERTISING  
10 Pippy Place  
P.O. Box 8305  
St. John's, Nfld.  
A1B 3N7  
726-4610  
Renea Locke

CANADIAN MARCONI COMPANY  
20 Barnes Road  
St. John's, Nfld.  
726-2422  
G. Hayward  
A.P. Wilson  
R.C. Moyse

CANAM LIMITED  
P.O. Box 8115  
St. John's, Nfld.  
753-9311  
Pat Fitzgerald  
Wayne Dunn

CHAMAC SALES CO.  
Harding Road  
P.O. Box 5895  
St. John's, Nfld.  
753-1346  
Derek Marshall

T.B. CLIFT LTD.  
P.O. Box 1510  
St. John's, Nfld.  
753-6850  
Frank Clift

ELECTRONIC REPAIRS LTD.  
Peet Street  
P.O. Box 1841  
St. John's, Nfld.  
A1B 3N9  
726-0709  
Austin Mercer

DE-EM ASSOCIATES LTD.  
P.O. Box 5895  
St. John's, Nfld.  
726-5720, 754-1346  
Derek Marshall

GANDER PHOTO SHOP LTD.  
P.O. Box 420  
Gander, Nfld.  
256-8334  
Roy Young

DICKS AND CO. LTD.  
247 Water Street  
St. John's, Nfld., A1C 5K6  
726-5800  
G.R. Baggs, Ass't. Manager  
A. Cook, Furniture and Equipment

GESTETNER (CANADA) LTD.  
Topsail Road  
P.O. Box 7277  
St. John's, Nfld.  
368-3183  
C.D. Matthews

JAMES J. DODD LIMITED  
37 Campbell Avenue  
P.O. Box 533  
St. John's, Nfld.  
579-2106  
Paul V. Mullett

GRAY AND GOODLAND LTD.  
125 Water Street  
St. John's, Nfld.  
726-5772  
Cecil Fifield

EASTERN NEWFOUNDLAND DISTRIBUTORS  
21 Brine Street  
P.O. Box 1453  
St. John's, Nfld.  
753-1418  
Gerry Skinner

HEAP AND PARTNERS (NFLD.)  
87 O'Leary Avenue  
P.O. Box 730  
St. John's, Nfld.  
A1C 5L6  
722-1420  
Keith Wight  
David Rouse

ELECTRONIC CENTRE LIMITED  
50 Mundy Pond Road  
St. John's, Nfld.  
579-5021  
Doug Stephens  
Bob Percival  
Walter Hodder

OFFICE AND INDUSTRIAL  
SUPPLIES LTD.  
308 LeMarchant Road  
St. John's, Nfld.  
579-2662  
William Doyle  
Jerome Carey



HUGHES OWENS CO. LTD.  
123 New Gower Street  
St. John's, Nfld.  
722-4158  
W. Menchenton, Manager  
Kevin Myler, Sales

H.H. MARSHALL LIMITED  
Ropewalk Lane  
P.O. Box 846  
St. John's, Nfld., A1C 5L7  
579-7710  
Pat Hayward

MODERN BUSINESS EQUIPMENT LTD.  
327 Duckworth Street  
St. John's, Nfld.  
722-3521  
Cyril Mallard

NATIONAL OFFICE EQUIPMENT LTD.  
125 Water Street  
St. John's, Nfld.  
726-4512  
Gary Anderson  
Bob King

NEWFOUNDLAND HARDWOODS LTD.  
P.O. Box 1166  
St. John's, Nfld.  
368-3176  
Walter Wegemer

OLIVETTI CANADA LTD.  
P.O. Box 142  
Corner Brook, Nfld.  
634-5281  
S. Gallagher

M.A. PARSONS LTD.  
82 O'Leary Avenue  
P.O. Box 8541  
St. John's, Nfld.  
754-2380, 753-8844  
Charles Parsons

PHOTOSYNTHESIS  
P.O. Box 8154  
St. John's, Nfld.  
753-2223  
Scott Strong

PITNEY-BOWES OF CANADA  
O'Leary Avenue  
St. John's, Nfld.  
753-7720  
E. Paster

RELIGIOUS BOOK AND  
BIBLE HOUSE  
32 Bond Street  
Windsor, Nfld.  
489-4272  
Wallace Harris

THE SALVATION ARMY  
BOOK NOOK  
153 Pennywell Road  
St. John's, Nfld.  
579-3291, 579-2213.  
Major Aubrey Barfoot

TAS COMMUNICATIONS SYSTEMS  
36 Allandale Road  
St. John's, Nfld.  
722-3742  
R. Lunn  
T. Ryan

TOOTON'S LTD.  
307-309 Water Street  
St. John's, Nfld.  
726-6050/1/2/3  
Dave Snook  
Ches Murrin

WESMAN LIMITED  
9 Catherine Street  
P.O. Box 4162  
St. John's, Nfld.  
753-3620, 753-5200  
Edward M. Manning

WALL'S BOOK AND OFFICE SUPPLIES  
85 Main Street  
P.O. Box 261  
Stephenville, Nfld., A2N 2Z4  
643-2131  
R.E. Wall

WEST-END TELEVISION  
3 Blackmarsh Road  
P.O. Box 7100  
St. John's, Nfld.  
579-2193  
W. Scharwey

WESCO  
98 O'Leary Avenue  
P.O. Box 8310  
St. John's, Nfld.  
726-9073  
D.M. McNight  
F.M. Hanlon

XEROX OF CANADA LTD.  
P.O. Box 1874  
St. John's, Nfld.  
722-4728  
Martin Laide

APPENDIX B

Questionnaire Forms

# Roman Catholic School Board for St. John's

BELVEDERE  
BONAVENTURE AVENUE  
ST. JOHN'S, NEWFOUNDLAND

Instructional Materials Centre  
P.O. Box 7310  
St. John's, Nfld, A1E 3Y5  
November 8, 1974

Dear Sir:

The Instructional Materials Centre, recently created by the Roman Catholic School Board for St. John's, is presently conducting a survey of local suppliers of audio-visual equipment and supplies. We hope that this will serve as a companion to the national Buyer's Guide and Directory of Suppliers which was just published in the July/August 1974 edition of Educational Digest.

We plan to distribute the Newfoundland Buyer's Guide to all the schools associated with our school board, where it will undoubtedly play a key role in future purchasing of instructional materials. Further, we will endeavour to have the guide published in one of the Newfoundland educational journals, so that its benefits may be appreciated throughout the province.

Your name has been proposed as a supplier of instructional materials. If you desire to be included in the Newfoundland Buyer's Guide, would you please complete the attached questionnaire at your earliest convenience. It is essential that we receive this information as soon as possible since we plan to complete and publish the Guide before the end of the current year.

Thank you, in advance, for your time and patience. I know the completed Buyer's Guide will be of much assistance to our local schools, and will probably lead to more business for your firm and others in Newfoundland.

Sincerely,

Gregory Stack  
Media Consultant

GS:emp

Please complete and return this form to:

INSTRUCTIONAL MATERIALS CENTRE  
P.O.Box 7310  
St. John's, Nfld. A1E 3Y5

NAME OF FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

NAME OF SALES MANAGER  
or OTHER CONTACT: \_\_\_\_\_  
\_\_\_\_\_

Following is an itemized list of audio-visual equipment and supplies. Put an X in the first column if you can supply that item. Additionally, put an X in the second column if you normally keep that item in stock.

The following illustrations will explain this:

☐ ☐ - Item not handled.

☒ ☐ - Item can be supplied

☒ ☒ - Item can be supplied and is usually in stock.

suppliable  
in stock

## BOOKS

- |                          |                          |                    |
|--------------------------|--------------------------|--------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | 1 Text             |
| <input type="checkbox"/> | <input type="checkbox"/> | 2 Trade supportive |
| <input type="checkbox"/> | <input type="checkbox"/> | 3 Magazines        |
| <input type="checkbox"/> | <input type="checkbox"/> | 4 Paperbacks       |
| <input type="checkbox"/> | <input type="checkbox"/> | 5 Reference        |

☐ ☐ CHARTS & POSTERS

## FILMSTRIPS

- |                          |                          |                      |
|--------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | 1 Silent-captions    |
| <input type="checkbox"/> | <input type="checkbox"/> | 2 Sound-disc-casette |

☐ ☐ GAMES-SIMULATIONS-TOYS☐ ☐ GLOBES & MAPS☐ ☐ METRIC AIDS☐ ☐ MICROFILMED MATERIALS☐ ☐ MULTIMEDIA KITS☐ ☐ MICROSCOPE SLIDES, PREPARED☐ ☐ MODELS

## MOTION PICTURES

- |                          |                          |                  |
|--------------------------|--------------------------|------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | 1 8mm reel       |
| <input type="checkbox"/> | <input type="checkbox"/> | 2 8mm loop       |
| <input type="checkbox"/> | <input type="checkbox"/> | 3 Single concept |
| <input type="checkbox"/> | <input type="checkbox"/> | 4 16mm           |

☐ ☐ PHONODISCS☐ ☐ PHONOTAPES

## PICTURES

- |                          |                          |                                     |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | 1 Flats                             |
| <input type="checkbox"/> | <input type="checkbox"/> | 2 Study prints                      |
| <input type="checkbox"/> | <input type="checkbox"/> | 3 Art prints                        |
| <input type="checkbox"/> | <input type="checkbox"/> | 4 Any of above with sound-disc-tape |

suppliable  
in stock

## PROGRAMMED MATERIALS

- |                          |                          |                                 |
|--------------------------|--------------------------|---------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | 1 General                       |
| <input type="checkbox"/> | <input type="checkbox"/> | 2 Remedial                      |
| <input type="checkbox"/> | <input type="checkbox"/> | 3 Learning laboratory           |
| <input type="checkbox"/> | <input type="checkbox"/> | 4 Computer assisted instruction |

## PROGRAMMED TAPES &amp; CASSETTES

- |                          |                          |         |
|--------------------------|--------------------------|---------|
| <input type="checkbox"/> | <input type="checkbox"/> | 1 Audio |
| <input type="checkbox"/> | <input type="checkbox"/> | 2 Video |

☐ ☐ PROJECTUALS-TRANSPARENCIES

☐ ☐ REALIA

☐ ☐ SLIDES

suppliable  
in stock☐ ☐ ANIMATION EQPT. & SUPPLIES

## BROADCAST EQUIPMENT

- ☐
- ☐
1. Audio
- 
- ☐
- ☐
- 2 Video

☐ ☐ BULLETIN & LETTER BOARDS☐ ☐ CCTV SYSTEMS☐ ☐ CABINETS, STORAGE AV MATERIALS☐ ☐ CABLES, DISTRIBUTION

## CAMERAS

- ☐
- ☐
- 1 Cine
- 
- ☐
- ☐
- 2 Still
- 
- ☐
- ☐
- 3 Image orthicon
- 
- ☐
- ☐
- 4 Video vidicon
- 
- ☐
- ☐
- 5 Plumbicon
- 
- ☐
- ☐
- 6 Lenses

☐ ☐ CARTS & TABLES, AV☐ ☐ CHALK☐ ☐ CHALKBOARDS

## CONSOLES

- ☐
- ☐
- 1 Control audio
- 
- ☐
- ☐
- 2 Control language lab
- 
- ☐
- ☐
- 3 Control video

☐ ☐ CRAYONS, TRANSPARENCY MARKING☐ ☐ DARKROOM EQUIPMENT☐ ☐ DIMMERS, LIGHT☐ ☐ DISTRIBUTION, EQUIPMENT☐ ☐ DRAWING INSTRUMENTS, BLACKBOARD☐ ☐ DOLLIES☐ ☐ EARPHONES☐ ☐ EDITORS☐ ☐ ELECTRONIC TRAINING EQUIPMENT☐ ☐ ENLARGERS & ACCESSORIES



suppliable  
in stock

## FILM

- ☐ ☐ 1 Cine b-w
- ☐ ☐ 2 Cine color
- ☐ ☐ 3 Still bw
- ☐ ☐ 4 Still color
- ☐ ☐ 5 Cans reels shipping cases
- ☐ ☐ 6 Splicing equipment

☐ ☐ FILM INSPECTION & REPAIR EQUIP

## FILMSTRIP

- ☐ ☐ 1 Production equipment
- ☐ ☐ 2 Viewers-silent
- ☐ ☐ 3 Viewers-sound

☐ ☐ KINESCOPES☐ ☐ LANGUAGE & LEARNING LABS☐ ☐ LETTERING AIDS, FILM

## LIGHTING: TV, FILM, PHOTO

- ☐ ☐ 1 Battens
- ☐ ☐ 2 Borderlights
- ☐ ☐ 3 Computer controlled
- ☐ ☐ 4 Floodlights
- ☐ ☐ 5 Special effects equip
- ☐ ☐ 6 Spotlights
- ☐ ☐ 7 All of the above

☐ ☐ LOUSPEAKERS☐ ☐ MAGNETIC BOARDS☐ ☐ MAGNETIC TAPE☐ ☐ MICROFORM READERS☐ ☐ MICROPHONES☐ ☐ MICOPROJECTORS

## MONITORS, VIDEO

- ☐ ☐ 1 b-w
- ☐ ☐ 2 color

☐ ☐ MOUNTING MATERIALS☐ ☐ PHOTOCOPIERS & SUPPLIES☐ ☐ PROGRAMMED LEARNING EQUIP☐ ☐ PROJECTION CONTROL SYSTEMS☐ ☐ PROJECTION LAMPS

suppliable  
in stock

## PROJECTORS

- ☐ ☐ 1 Attachments accessoires
- ☐ ☐ 2 Cartridge
- ☐ ☐ 3 Cassette
- ☐ ☐ 4 Cine
- ☐ ☐ 5 Filmstrip & loop
- ☐ ☐ 6 Opaque
- ☐ ☐ 7 Overhead
- ☐ ☐ 8 Slide-silent
- ☐ ☐ 9 Slide-sound
- ☐ ☐ 10 Television

☐ ☐ PUBLIC ADDRESS & MUSIC SYSTEMS

## RACKS

- ☐ ☐ 1 Equipment
- ☐ ☐ 2 Videotape storage

☐ ☐ READING LABORATORIES☐ ☐ READING & TACHISTOSCOPIC DEVICES☐ ☐ RECORD PLAYERS

## SCREEN PROJECTION

- ☐ ☐ 1 Cabinet & tabletop
- ☐ ☐ 2 Front
- ☐ ☐ 3 Rear

☐ ☐ SIMULTANEOUS TRANSLATION SERVICES

## SLIDE

- ☐ ☐ 1 Copiers
- ☐ ☐ 2 Viewers
- ☐ ☐ 3 Trays

☐ ☐ SPEECH COMPRESSORS☐ ☐ STUDY CARRELS, ELECTRONIC☐ ☐ STUDENT RESPONSE SYSTEMS☐ ☐ STUDIO DESIGN & INSTALLATION☐ ☐ SWITCHING SYSTEMS

## TAPE

- ☐ ☐ 1 Audio cartridge
- ☐ ☐ 2 Audio cassette
- ☐ ☐ 3 Audio reel to reel
- ☐ ☐ 4 Video cassette
- ☐ ☐ 5 Video reel to reel
- ☐ ☐ 6 Reels & boxes
- ☐ ☐ 7 Splicing equipment

suppliable  
in stock

## TAPE PLAYBACK EQUIPMENT

- |                          |                          |                      |
|--------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | 1 Audio cartridge    |
| <input type="checkbox"/> | <input type="checkbox"/> | 2 Audio cassette     |
| <input type="checkbox"/> | <input type="checkbox"/> | 3 Audio reel to reel |
| <input type="checkbox"/> | <input type="checkbox"/> | 4 Video cassette     |
| <input type="checkbox"/> | <input type="checkbox"/> | 5 Video reel to reel |

☐ ☐ TAPE PROCESSING EQUIPMENT

## TAPE RECORDERS

- |                          |                          |                      |
|--------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | 1 Audio cartridge    |
| <input type="checkbox"/> | <input type="checkbox"/> | 2 Audio cassette     |
| <input type="checkbox"/> | <input type="checkbox"/> | 3 Audio duplicators  |
| <input type="checkbox"/> | <input type="checkbox"/> | 4 Audio reel to reel |
| <input type="checkbox"/> | <input type="checkbox"/> | 5 Video standard     |
| <input type="checkbox"/> | <input type="checkbox"/> | 6 Video cassette     |
| <input type="checkbox"/> | <input type="checkbox"/> | 7 Video time lapse   |
| <input type="checkbox"/> | <input type="checkbox"/> | 8 Video duplicators  |

☐ ☐ TELECINE CHAIN EQUIPMENT☐ ☐ TRANSPARENCY PRODUCTION EQUIPMENT☐ ☐ TRIMMING BOARDS☐ ☐ VENETIAN BLINDS & DARKENING SHADES☐ ☐ WALL & CEILING MOUNTS, PROJECTION







