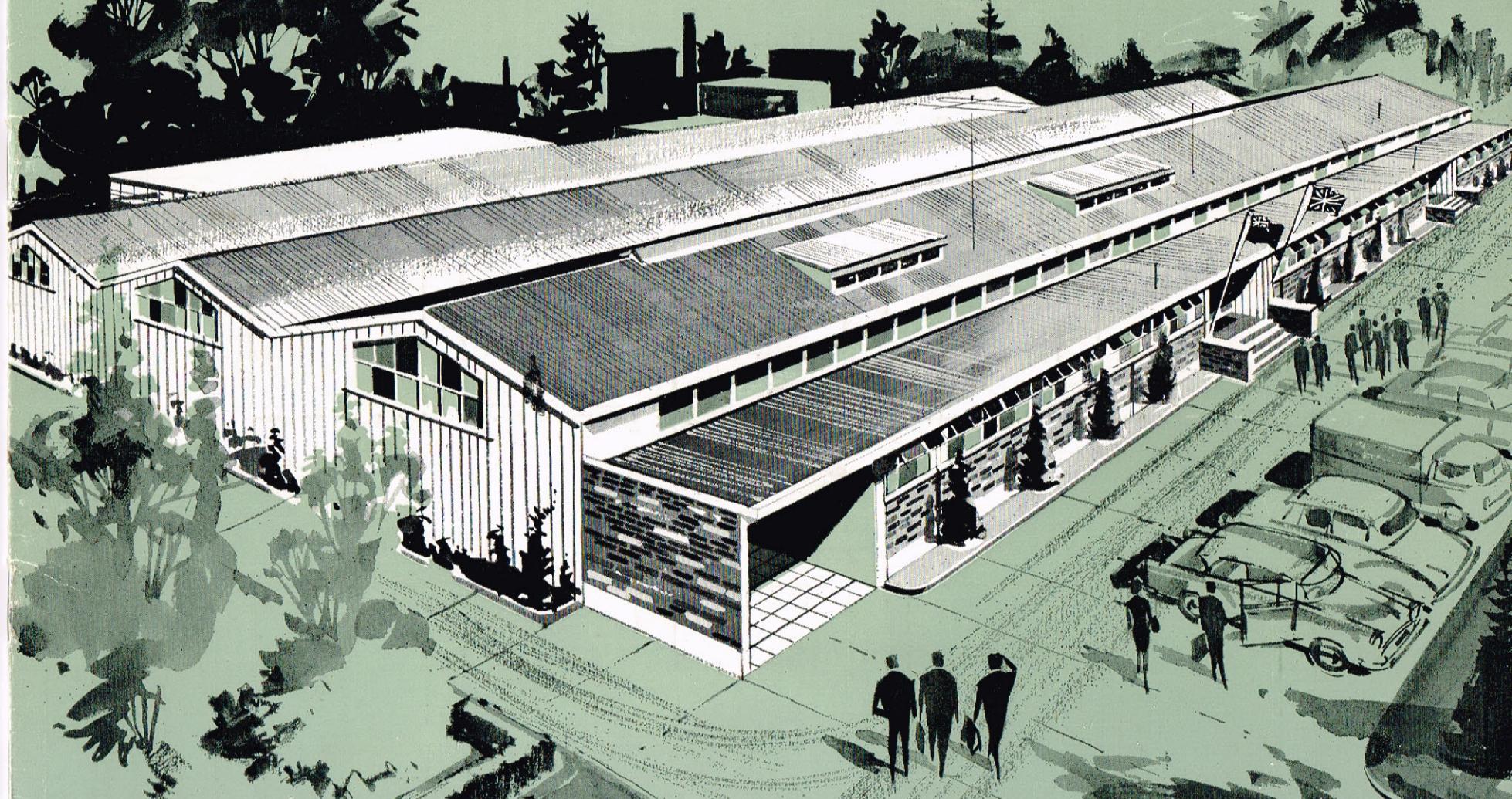


# DRECO



DOMINION RADIO & ELECTRICAL CORPORATION LIMITED

# DRECO STAFF DEDICATED TO SERVE YOU WITH

## DRECO FIELD REPRESENTATIVES

While Retailers will be acquainted with DRECO's Field Representatives in their own areas, this opportunity is taken to introduce to you the full DRECO Field Representative Team. All members of this team are widely experienced in the Home Appliance Field and are dedicated, as are all DRECO personnel, to serving you well with high demand goods and service after sales.



**D. C. (Dennis) Green**  
Mr. Green, La Gloria's factory Rep. for the Upper North Island is well known and respected in the Radio and Electrical Industry. His 26 years' experience, including 5 years as Sales Manager, stood him in good stead when forming his own Company.



**W. H. (William) Lee**  
Mr. Lee, B.Com., A.R.A.N.Z., had wide experience in the electrical industry as both accountant and branch manager before founding the wholesale electrical firm of William H. Lee Ltd. in 1956. He is La Gloria's factory Rep. for southern North Island.



**J. S. (Staff) Oxley**  
A registered electrician with extensive overseas experience, Mr. Oxley has, for the past 8 years, been in business on his own account in Christchurch as a radio and electrical wholesaler and as South Island factory Rep. for La Gloria.



**C. (Colin) Free**  
Mr. Free is a registered electrical serviceman who spent four years in the trade as a Field Representative. Subsequently he spent six years as Sales Manager of a large Wellington electrical firm and is now Wellington Factory Rep. for Majestic.



**C. F. (Charles) Dare**  
Mr. Dare commenced his selling career with a Dominion-wide company, later transferring to a large Auckland retail concern as a Senior Exec. He is now a Director and Sales Rep. for D. C. Green Ltd. Mr. Dare has had wide overseas experience in the electronics field.



**R. A. L. (Alf) Fillingham**  
Mr. Fillingham has been associated with the Home Appliance Industry since 1948. Appointed General Manager of William H. Lee Ltd., he fulfills an important role between field and factory in his Company's activities.



**W. S. (Walter) Crabbe**  
Mr. Crabbe has been associated with the Home Appliance Field for the past thirteen years, initially as a salesman in the Radio trade and since then, for the past six years, as a Field Representative for J. S. Oxley & Co. Ltd.



**A. (Abe) Abraham**  
Mr. Abraham, a relative newcomer to the Home Appliance field, recently joined D. C. Green Ltd., and has since proved to be a man with a sense of service who can be always relied upon.



**R. G. (Ron) Atkinson**  
After War service as an Electrical and Instrument Artificer, Mr. Atkinson joined the Radio Section of the Ministry of Works and later the Russell Import Co. He is now a member of the DRECO team.



**D. T. (Dudley) Huston**  
Mr. Huston's experience in the Retail and Wholesaling aspects of the trade extends over 30 years. He is now DRECO's Auckland Field Representative and has been with this Organisation



**L. W. (Jack) Knox**  
Mr. Knox has been 25 years in the Radio and Electrical Industry, first with an overseas radio manufacturing organisation and later in the retail trade. He is now Buying Director for DRECO's South Island



**C. H. (Hec) Ansley**  
Mr. Ansley has been associated with the electronics field since 1929. After war service in the R.N.Z.A.F., he became Field Rep. for a large Christchurch firm. He is now DRECO's South Island



**C. (Colin) Bell**  
Mr. Bell has had wide experience in the Home Appliance field, having been on the Retail and Wholesale sides of several Wellington, Hastings and Auckland Companies. He is now Country Sales Rep. for W. H. Lee Ltd.



**N. D. (Norman) Pearce**  
Mr. Pearce emigrated to N.Z. in 1953 and, after 2 years' farming, joined the Outdoor Sales staff of a Dominion-wide organisation. As Sales Rep. for W. H. Lee Ltd., he is widely known and

# FINEST QUALITY GOODS AND SERVICE

## HISTORY AND GROWTH OF DRECO



No. 1 Plant, Otahuhu, Auckland.

In 1936 Dominion Radio & Electrical Corporation Ltd., was a pioneer of the Radio and Manufacturing fields. During the mid-thirties, import restrictions converted, almost overnight, a finished product importation to a local assembly project and subsequently led to complete manufacturing operations. DRECO, with a staff of only eight, commenced local assembly in a rather small, dilapidated building situated in the centre of Auckland city. Previously imported receivers were modified to suit, more than adequately, local conditions. The demand for locally produced receivers rose rapidly and production was soon running at what was then an amazing level approaching £40,000 value p.a. It is interesting to note that these activities have now increased more than fifty-fold.

Fired with enthusiasm for what was to be a new industrial era, DRECO made ambitious plans for future growth and development. Initially this involved a move to larger premises, which were acquired in Newmarket and from this new position a compact and efficient manufacturing unit was developed. Unfortunately at this stage, war intervened and the armed services claimed the majority of DRECO's key staff, most of whom gave outstanding service throughout the war in the specialist branches of Signals and Radar. The post-war years were ones of re-habilitation for a youthful band of pioneers who had grown-up and matured in the hardest training ground of all. During the post-war years, controls and shortages limited growth and expansion, but could not stop the active planning of this young and enthusiastic DRECO team, who were aiming at the ideal of a locally owned and

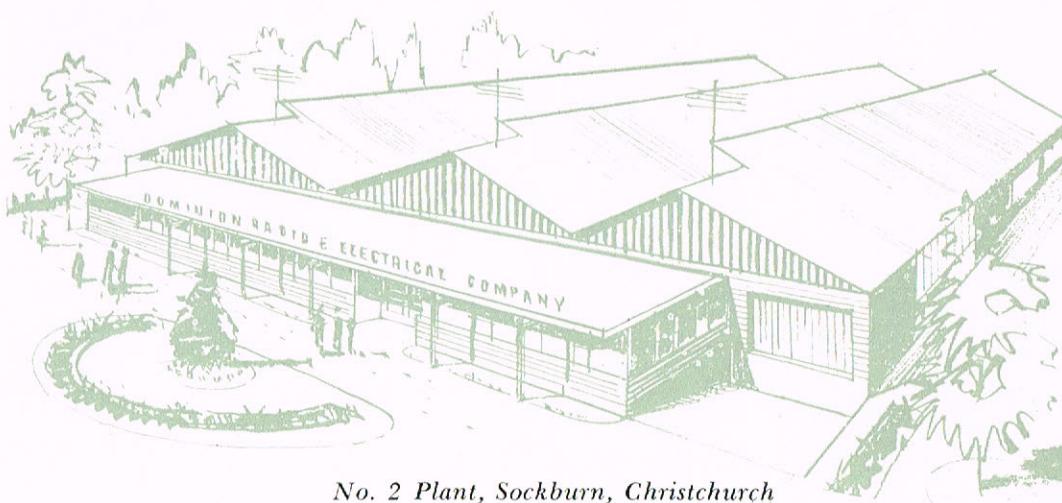
manned enterprise to serve the needs of a growing group of Retailers and Consumers. Profits were ploughed back into the Company and with the foresight typical of this progressive Company, a large area of land was secured at Otahuhu. On this site, DRECO erected its present modern production unit and immediately increased its range of products, quickly developing to its present position as a known and trusted leader in the Radio and Electrical field.

Today, the building of a second production unit at Christchurch is well advanced, showing DRECO's confidence in the future of New Zealand and New Zealanders.

However, planning does not stop at this point! Better products, better service and greater value are the objectives of everyone at DRECO and this planning is being backed by action. Recent expansion in Engineering and Quality Control have already been most favourably commented on in the industry. DRECO consider their plant to be the industry's most efficient production unit, efficient in management, development, production, marketing and distribution. This — combined with the fact that all DRECO personnel together form a strong working team with no handicaps of high overheads — ensures that the end-users of DRECO products do not pay inflated prices through inefficiency in any form. This efficiency and sound economy are vital ingredients for the future growth of any Company or Country, and DRECO are aware and thankful that their growth has been facilitated and indeed made possible only by these factors and the support of those they serve.



Earliest premises, Auckland City.



No. 2 Plant, Sockburn, Christchurch



#### TELEVISION ASSEMBLY

The advent of DRECO's new television chassis incorporating all the latest in overseas television design, together with increased production requirements, made it necessary to extend further the main assembly area. On the left is a view of the latest additions to the assembly and wiring lines, which are based on the continuous production flow method. From the outset, these additional lines have proved their worth by increased production volume, higher quality and even more dependable products.

#### TECHNICIANS AT WORK

At right, a group consisting of (from left to right) Chief Engineer Dennis Shefford, Radio Development Engineer Bert Willacy, and Buyer James Paul, discussing the production suitability and availability of component parts for tape recorder equipment which is at an advanced stage of development.

DRECO, buying on a world market, have a Central Control to ensure the purchase of only the world's best electrical products and components.



Above is Development Laboratory Draughtsman Corr Parker, at work preparing one of the many drawings involved throughout the development of DRECO products.

### TELEVISION ASSEMBLY

At right is a section of the main DRECO Television Assembly Floor showing operators in the process of assembling the Television Receivers.

Good lighting, predominant throughout this clean and efficient plant, ensures that flaws or discrepancies at any stage of manufacture can be rectified immediately. Assembling is done on the "line" system, each highly skilled operator proudly adding his or her contribution to DRECO products. Prior to taking their place on this assembly floor, personnel pass through a training school where they learn the latest in assembling techniques.



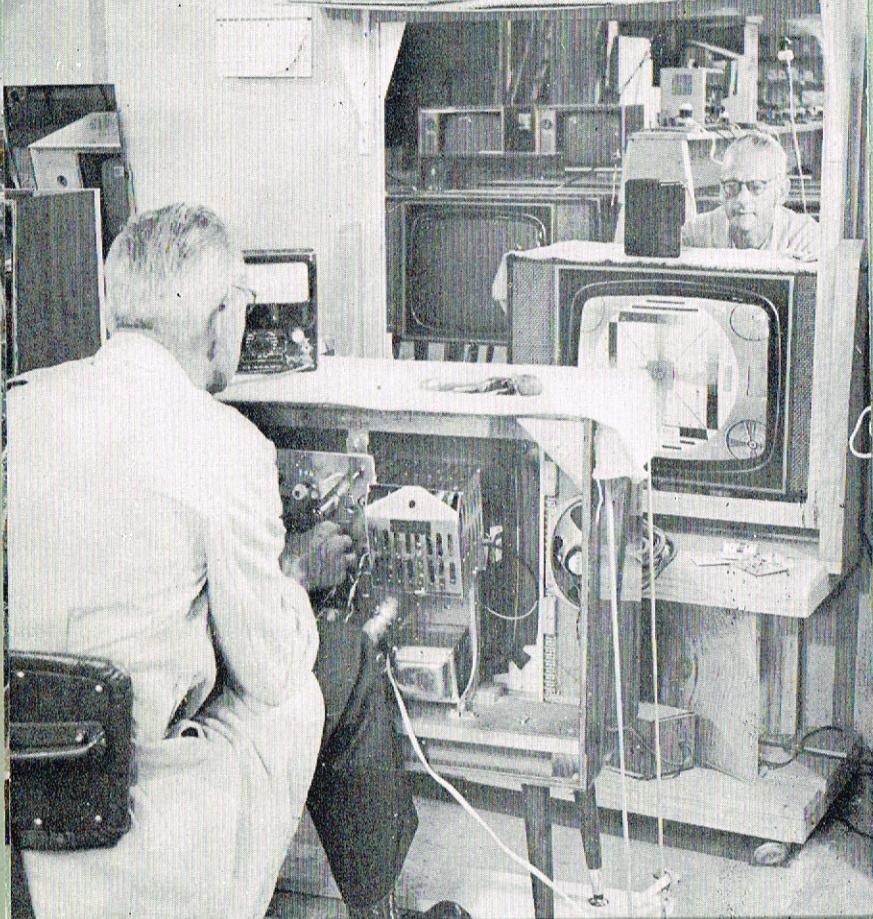
Above, Mr. John Van der Goot, DRECO Development Engineer, dictates an evaluation of information gained during an extensive field trial of one of DRECO's Television Receivers.



### GROUP DISCUSSION

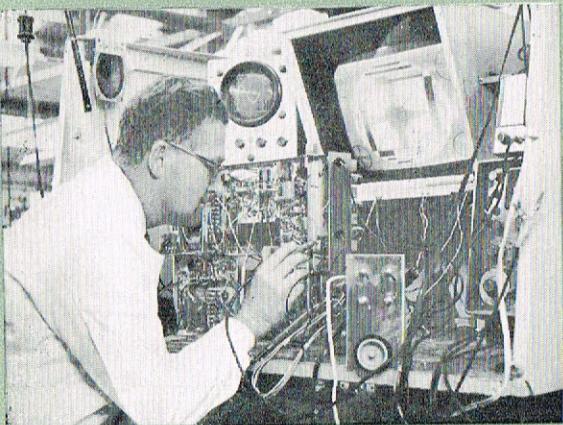
At left, a prototype DRECO product is discussed to determine spare parts scalings to provide for all factory and field service requirements. This service is one which DRECO rightly consider of paramount importance. This group, from left, consists of Service Manager Graham Henderson, Spares Division Supervisor Lloyd Bovaird and Peter Proctor, Merchandising Manager.

# CHECK . . . TEST . . .



## CONCENTRATION

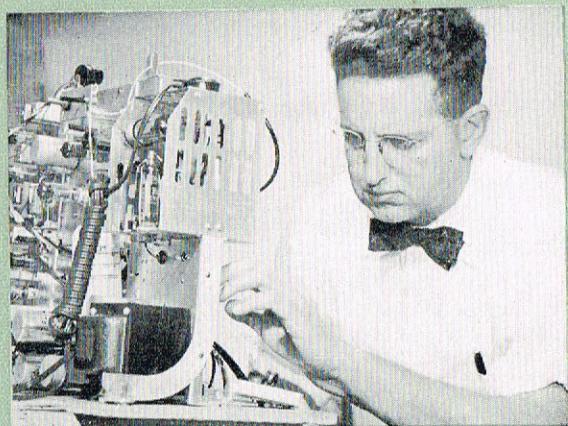
Final-test Supervisor, Horry Tabrum adds the finishing touch to setting up of the picture.



## HIGHLY TECHNICAL

Ted Leech, Alignment Supervisor, makes sure that the overall vision response curve is

As a result of recent major changes in DRECO's overseas connections, considerable funds which have previously been absorbed by royalty payments are now able to be ploughed back into the Quality Control and Engineering Departments. In these departments designs are field tested to ensure top performance, practicability and efficiency. In addition, every drawing, circuit, diagram, and component list is double checked for accuracy before being issued for use. All components purchased for DRECO products are tested for quality and each chassis is checked at various stages to ensure the complete accuracy necessary to the high minimum standard of performance for all DRECO products. Concurrently, cabinets are being made to exacting specifications by highly qualified master craftsmen in DRECO's Cabinet Shop. When chassis and cabinet meet on production lines and are fitted together, they undergo a "soak test" which entails their being left running for a considerable time to ensure that any possible defects in component manufacture become apparent. The finished



## CRITICAL INSPECTION

Scrutinizing a finished chassis, quality control engineer John Barrie, rechecks a set selected



## PLANNING

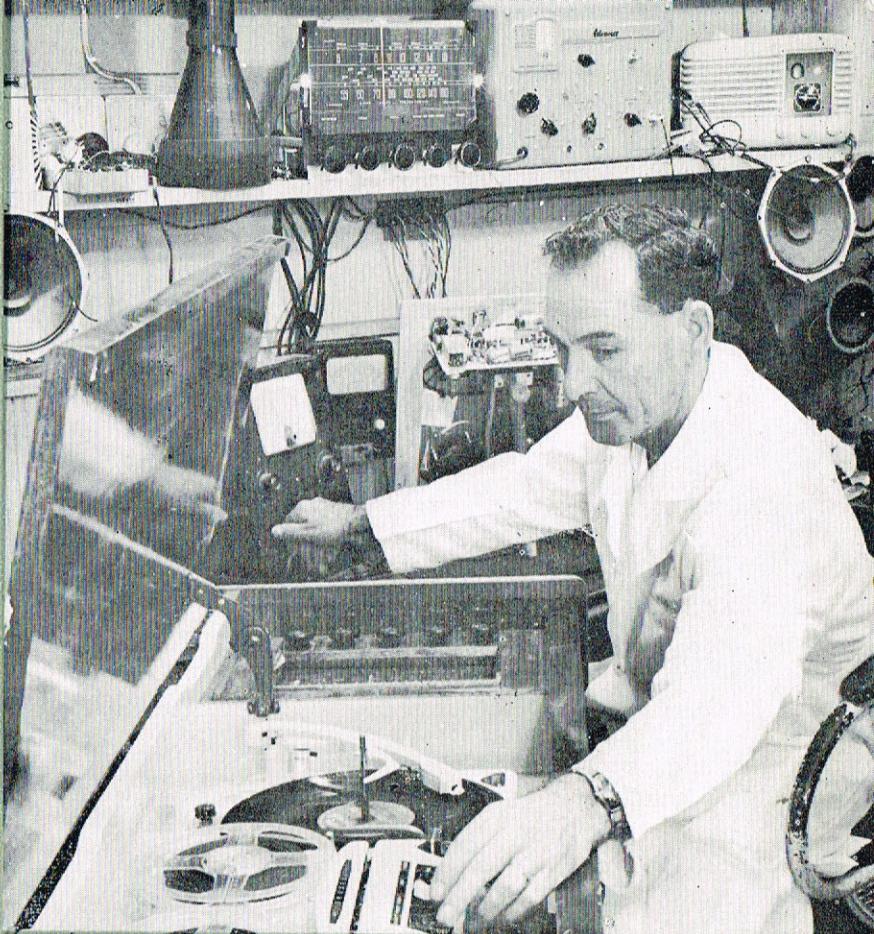
Ivan Emirali, Production Manager, and Bob Manson, Production Foreman in conference.

# ... DOUBLE CHECK!

products then arrive at the final test and check department and upon assurance of accuracy in all sections, are packed for shipment. But even at this stage the business of test, check and re-check is not finished. Sets are selected at random, unpacked and again checked by the Quality Control Engineer who inspects them with an even more critical eye than that of the most exacting customer. Thus Retailers and all users of DRECO products

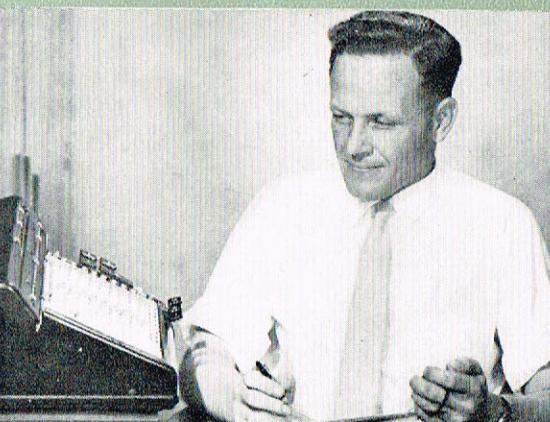
are assured of finest quality goods and services.

At left is a section of the DRECO Assembly Department showing Receivers being checked during the "soak" period. All DRECO Receivers are subject to thorough testing throughout all stages of manufacture and assembly and before the final inspection is made, undergo the thorough "soak" test. The final inspection which follows this test includes a check and polish by DRECO's Cabinet personnel before packing and distribution.



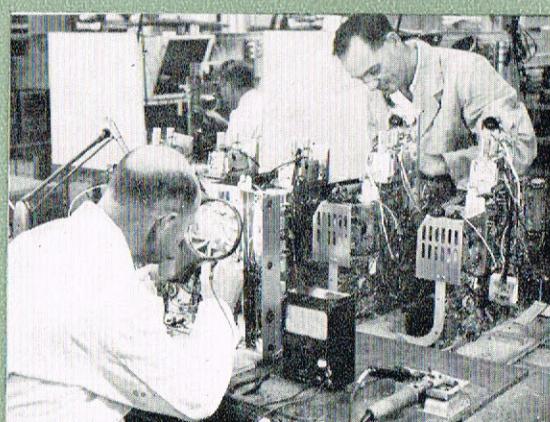
## PRECISION

Jim Bottrell, Radio Test Supervisor, checks the alignment of a transistor portable.



## CALCULATION

A new production release is on the way and Geoff Davis, Methods Engineer, makes advance measurements.



## DEDUCTION

A misbehaving chassis under treatment by factory servicemen, Ron Playle and Jack Smith.

## CARE

A Tape Recorder - Radiogram is finally tested by Jack Smith.

FINANCE & ACCOUNTING:



*Mr. E. W. (Eric) Robson*

Mr. Robson qualified as a Company Secretary and Accountant in London in 1950. Since then he has held financial posts in the synthetic resins, engineering, food, building and contracting industries. Upon arrival in New Zealand in February, 1958, Mr. Robson was appointed to his present position with DRECO. Mr. Robson is married, has one son and two teenage daughters who are also employed by DRECO. His main hobbies are boating and tennis.

MARKETING AND  
MERCHANDISING:



*Mr. P. (Peter) Proctor*

Mr. Proctor served during the years 1941-1946 as a pilot in the R.A.F. and entered the radio telecommunications industry in U.K. before coming to New Zealand in 1951. First with Russell Import Co. Ltd., of which he was Manager from 1955 to 1959, Mr. Proctor was appointed Merchandising Manager at DRECO on the merging in 1959 of DRECO and R.I.C. He is married with one child, and his relaxation centres around fishing and sailing.

ENGINEERING AND  
DEVELOPMENT



*Mr. D. (Dennis) Shefford*

Studying engineering at London University, Mr. Shefford graduated in 1948. He then joined the Valve Application Department of Standard Telephones and in 1950 went to Marconi Industries as Applications Engineer. Subsequently Technical Assistant to the Commercial Manager at Marconi, Mr. Shefford came to New Zealand in 1959, and has since been responsible for DRECO's Television engineering. Mr. Shefford is married, has four children and devotes his leisure hours to photography and aquatic sports.

PRODUCTION:



*Mr. I. (Ivan) Emirali*

Mr. Emirali joined DRECO in 1946 after serving three years in the Radar Branch of the R.N.Z.N. During his period with DRECO he has been in the Office and Stores and for a period of approximately five years held the position of Buyer. He was then appointed as Sales Executive and subsequently became Production Manager. Mr. Emirali is married, has two children and spends his leisure hours on the golf course.



*Charles A. Pearson*

Leadership of the DRECO team is in the capable hands of Mr. C. A. Pearson. Mr. Pearson is in his early 40's, married with three children and served overseas with the 2nd N.Z.E.F. An active Rotarian and Justice of the Peace, Mr. Pearson travels widely in the course of business and plays a leading part in many commercial and community activities. His father was the original voice of La Gloria, being the owner of the pioneer Radio Station IYB which subsequently became IZB, the first of the N.Z.B.S. commercial stations. With this family history, Mr. Pearson literally cut his teeth on crystal and cat's whiskers and has had experience in every section of the industry from work bench to board room. Possessing a vast product and market knowledge, Mr. Pearson, who is a Fellow of the Institute of Commercial and Industrial Management, is well established as a leading personality in the Industry and is recognised and respected for his clear thinking, sincerity and wise judgment. He is an outstanding example of today's young, qualified and successful industrial leaders.

*Gentlemen,*

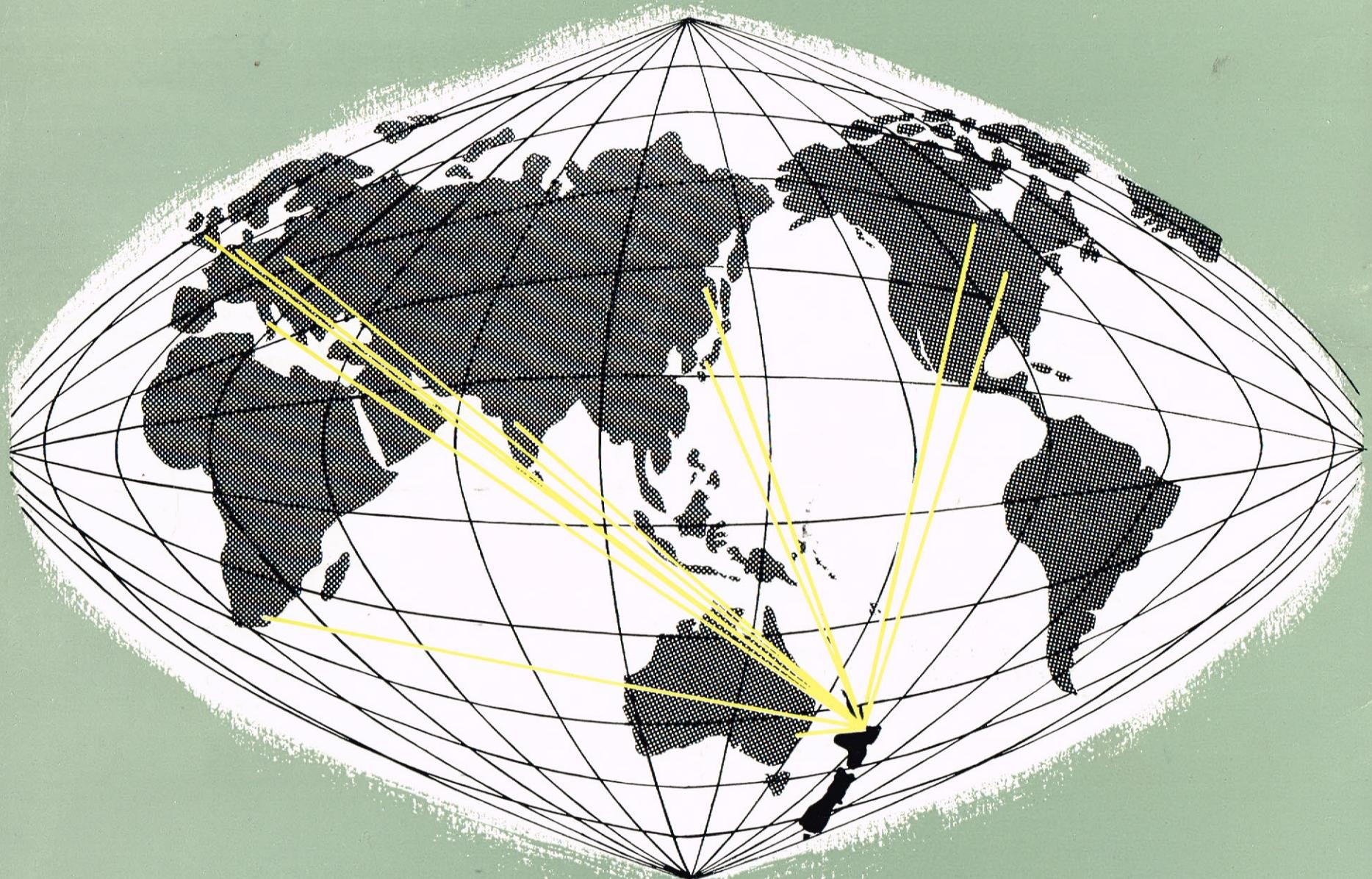
*Thank you, Retail Clients and Customers, for your assistance in making DRECO what it is today. DRECO now stands stronger than ever before, better able to face the future and to give an even higher level of product quality, service and value. Self-sufficient, flexible and free from overseas controls and direction, DRECO is backed by a well-balanced, young, qualified and hard-working team of specialists effectively co-ordinated to meet your needs. To them, too, thanks for their hard work and friendly co-operation.*

*DRECO's policy of making and selling the goods you require has been well proven. World sources of supply, technical know-how and patent availability, in association with the well-known and famous characteristics of the New Zealand craftsman combine to ensure the continuation of DRECO's ability to serve you well. You, the Retailer, are a vital link between producer and consumer. Our relationships with you have always been extremely cordial, mutually profitable and among our most valued possessions. In our pursuit of better products, better service and better value, we are showing, in practical form, our appreciation of your valued support.*

*Sincerely,*

*C. A. Pearson*

# WORLD SOURCES OF DESIGN, PATENTS & MATERIAL



Access to all the World's latest electronic and electrical patents, designs and materials enables DRECO to be highly selective, incorporating in their products only the world's finest features.

World sources of supply include the United Kingdom, United States of America, Australia, Western Germany, Japan, Italy, India, France, Switzerland, South Africa, Canada, Hong Kong, Belgium and Holland.