

WHO MAKES AND SELLS PRIVATE-BRAND SETS

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Have you ever made a service call where a familiar-looking radio or TV set had a strange name or the name of a well-known mail-order-house or chain store? Your familiarity - or lack of it - with these "private-brand" sets depends on how long you have been in the radio - TV game.

What is a private brand? We are all familiar with the big brand names - Zenith, RCA, Westinghouse, etc. These companies put their own brand names on the sets they make. Private-brand sets are made by a manufacturer who sells his sets to a retail store company. Private-brand retailers include chains "such as Sears, Roebuck; Montgomery ;Ward, Western Auto Supply and Gamble Stores. Outlets of one or all of these are found in cities of 5,000 or more throughout the United States and Canada. Although I could find no figures to prove it, I believe that these four companies account for the largest share of radios, TV's and stereo sets sold today.

Probably your next question is, "Who makes private-brand equipment?"

Private-brand radios, TV sets, uhf converters and other home entertainment equipment are made by several very large as well as many small companies. At present, the field is dominated by three large manufacturers. One, Warwick Manufacturing Co. in Chicago, is a captive plant of Sears, Roebuck & Co. The other two supply numerous retail organizations and are Wells-Gardner Electronics Corp., Chicago, Ill., and Trav-Ler Industries Inc., whose offices and laboratory are in Chicago and whose assembly plant is at Orleans, Ind.

Several companies make private-brand automobile radios for Ford, Chrysler and Rambler. The Delco Radio Div. of General Motors is a GM supplier and makes Studebaker radios too.

Another private-brand operation that was really big was the uhf converter business. One company (P. R. Mallory Co., Inc.) made several thousand converters a day for 20 or more of the best-known names in the industry. Some of the smaller private-brand manufacturers are listed in the chart with several of the name-brand companies that have built private-brand sets.

Many small auto parts chains, furniture stores, five-and-dime stores and drug stores have had their own brand names. You will also remember that only last year RCA was making color TV chassis for every company in the United States except two. The other set manufacturers bought the chassis from RCA, mounted them in their own cabinets and put their own brands on, This may have been the largest private-brand operation of all time.

The charts are intended to give you quick, concise information that will help you identify strange sets by their brand names. Most of the sets in use since World War II are listed here. Some sold only in limited markets haven't been included because of lack of space. The columns, reading from left to right, list:

1. The trade name on the radio or TV set, with a notation of the retail company selling it.
2. The name of the company actually making the set.
3. The code letters in the model number that designate who made the set. Not all manufacturers include this code.
4. The EIA identification number assigned by the Electronic Industries Association to member companies.
5. The address of the set *manufacturer*, not of the retail company.

Most electronic components are interchangeable from *one* model to another, but there comes a time in every serviceman's life when he needs a special part -a cabinet, a coil, a dial glass, a transformer, a speaker or

some other part obtainable only from the factory. This is when the chart will come in handy. A letter to the company will usually bring information on how to get the needed part. Most set manufacturers are very cooperative when it comes to supplying parts to insure customer satisfaction. The repairman is often the only link between the manufacturer and the customer. Many people who retail private-brand sets have no repair facilities, and farm out their repair work to private service contractors.

Using the information in the accompanying tables and on the nameplates of the sets will make your repair work easier and more profitable.

[Merit Coil & Transformer Corp., Merit Plaza, Hollywood, Fla., publishes a catalog (*Form 810*) which carries on page 57 a list of manufacturers and trade names. No addresses are given, but the list includes some names not in the table published here. The Guide Section of the *Triad Replacement Handbook for Professional Servicemen* (Triad Distributor Div., 305 No. Bryant St., Huntington, Ind, contains similar information, with part numbers - Editor]

TRADE NAME	RETAIL OUTLET OR AUTO STORE	MANUFACTURE NAME	CODE LETTER	EIA CODE
AMC	Many Dept. Stores	Arvin Ind, Inc. Trav-ler Ind., Inc. Wells-Gardner Elec.		248 320 334
Airline	Montgomery Ward	Audio Industries Pentron Trav-Ler Ind. Inc. Wells-Gardner Elec. Philco Corp. Westinghouse Equire Radio Corp. Waters Conley Co. Inc. Belmont Radio Corp. Kingston Radio Corp.	GAA GPL GTC WG GPS GTM GEN JWR BR KR	320 334 260 337 742 382
Airline, Riverside	Montgomery Ward	Automatic Radio Sales	FJB	120
Allstate, Silvertone	Sears, Roebuck	Various		
Ambassador	Various	Trav-ler Ind. Inc.		320
American Motors	American Motors	Bendix Radio Div. Motorola Inc.		125 185
Bratford	W. T. Grant & Co.	Wells-Gardner Elec.	WGEC	334
Buick Cadillac Chevrolet	GMC	Delco Radio Div.		466
Columbia	CBS Corp.	Trav-Ler Ind. Inc.		320
Coronado	Gamble Stores	Trav-Ler Ind. Inc. Eico Hinners-Galanck Wells-Gardner Elec.	TV2	320 334
Firestone	Firestone Tire & Rub.	Trav-Ler Ind. Inc.		320
Ford Mercury	Ford Motor Co.	Bendix Mororola, Inc. Bendix		125 185 125
Mopar	Chrysler Corp.	Bendix Motorola, Inc.		125 185
Oldsmobile	GMC	Delco Radio Div.		466
Penncrest	J. C. Penny Co.	Symphonic Elec. Corp. Arvn Ind, Inc.		248
Pontiac	GMC	Delco Radio Div.		466
Renault	Ford Motor Co.	Motorola, Inc.		185
Silvertone	Sears, Roebuck	Warwick Mfg. Co Waters Conley Co. Arvin Ind, Inc.		332 382 248
Studebacker	GMC	Delco Radio Div.		466
Triumph	Ford Motor Corp.	Bendix		125
Truetone	Western Auto Supply	Trav-Ler Ind., Inc. Hinners-Galanck Wells-Gardner Elec. Eico Esquire Radio Corp. Arvin Ind., Inc.	2DC 4DC DC	320 334 742 248
Volkswagen	Ford Motor Co.	Bendix		125