



Announcing the formation of

LARSEN E. ENTERPRISES, INC.

"Servicing the amateur from coast to coast"

To BORROW a slogan from our favorite radio magazine, we are "devoted entirely to amateur radio." We will not sell to anyone who is not a licensed radio amateur, except at list prices. As the authorized dealer for every manufacturer in the world, we stock only the finest equipment in every price range.

You are invited to park your car free in our spacious lot at the rear of the west wing, just off Route 128. If you fly in, avail yourself of the facilities on the landing strip, and our smiling pilot will be pleased to bring you without delay to our heliport on the roof. However you travel, a short escalator ride brings you to our SHACK OF TOMORROW, where the latest in new transmitters and receivers are on display and ready for your personal tests and comparisons. Any normal questions you may have will be cheerfully answered by our college-trained hostesses; sticky questions of a highly technical nature will be referred to the proper Resident Field Engineer. Ask to see the revolutionary QS-59 receiver, which *QST* calls "one of the best-kept secrets of the radio industry" (April, 1959, page 67).

The budget-conscious amateur is invited to use the Family Entrance to our GIVEAWAY SALON, where we feature the finest in slightly-used equipment. Every transmitter, receiver, beam and tower on display in this department has been brought to better-than-new perfection by our graduate engineers, and only factory-authorized parts and test procedures are used for the purpose.

The do-it-yourself amateur will find a wide variety of kits on display in the KIT CABIN in the east wing. We include free with each kit purchase the full use of our WONDER WORKSHOP, with tools, free solder, air conditioning and helpful advice by the KIT COUN-

SELOR. If you don't have the time to assemble the entire kit yourself, one of our engineers will be glad to do it for you, just for the pleasure it gives him. No tipping, please.

When you have made your selection, one of our constant attendants will be pleased to introduce you to our CREDIT CHAIRMAN, who is also president of the local chapter of the Optimist's Club. He will be happy to arrange time payments like you have never seen before.

In the basement the OLD TIMER is in charge of YE PROVERBIAL JUNKE BOX, where the discriminating buyer may purchase *individual parts* for experimentation and replacement. We suggest you telephone first (be our guest — reverse the charges) to insure that we have your component in stock, to avoid disappointment on your part and embarrassment on ours. Sorry, but all JUNKE BOX sales are strictly cash.

No visit would be complete without a stroll through the PRINT SHOPPE. Here you will find exciting authentic reproductions of the rarest QSL cards in the world, many at fairly reasonable prices. Included in the purchase price will be your call and signal report, filled in by our PATIENT PENMAN in an exact duplicate of the original handwriting and ink. These QSL cards are rapidly becoming very popular for decorative and other purposes; they make excellent gifts for "the ham who has everything, almost."

Next month we will tell you about our mail-order department, featuring free Air Express to any point on the globe. In the meantime, if you are in the vicinity, drop in and see us; we think our service will please you.

73,

Larsen E. Rapp
President

Larsen E. Enterprises, Inc., Kippering-on-the-Charles, Mass.