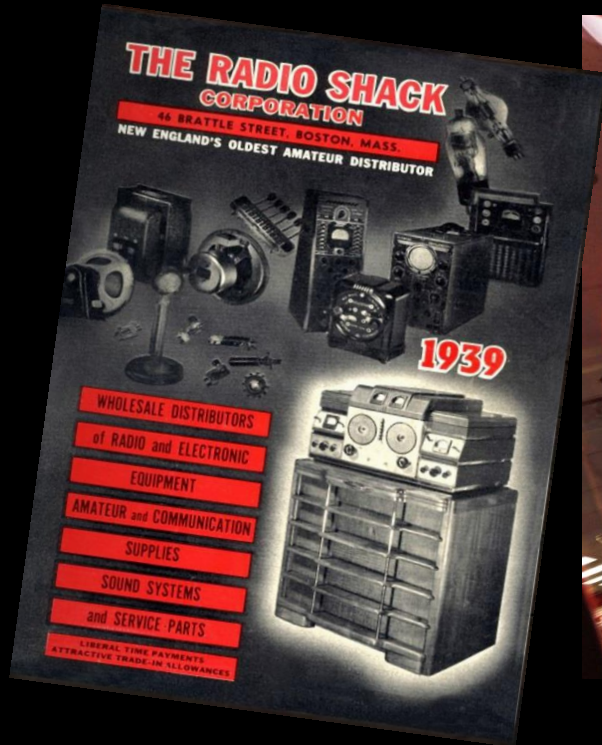


The Fall of RadioShack

(and the Renaissance of the Public Library)



Stephen Grubb

- @stephenkg
- Facebook.com/stephengrubb
- LinkedIn.com/in/stephengrubb
- Slideshare.net/stephenkg
- sgrubb@broward.org



Here's the Plan...

- RadioShack Rise & Fall
- What Libraries Can Learn
- Library Renaissance
- Recommended Resources
- Questions



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Sprint



1921: RadioShack Begins



1939: First Catalog

THE RADIO SHACK CORPORATION

46 BRATTLE STREET, BOSTON, MASS.

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1939

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of RADIO and ELECTRONIC

EQUIPMENT

AMATEUR and COMMUNICATION

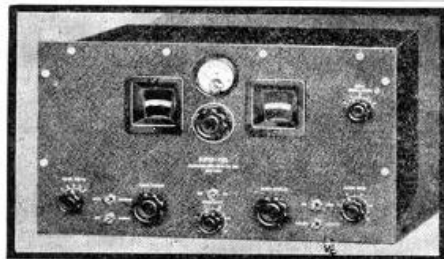
SUPPLIES

SOUND SYSTEMS

and SERVICE PARTS

LIBERAL TIME PAYMENTS
ATTRACTIVE TRADE-IN ALLOWANCES

COMMUNICATION RECEIVERS — TUBES AND ACCESSORIES



For either receiver as described, supplied with a Jensen 12" High Fidelity Speaker add \$15.00

HAMMARLUND "SUPER-PRO"

A 12-tube superheterodyne, designed to meet every rigid specification of the professional operator and the amateur listener. Two stages of tuned IF, of all bands, permitting maximum image suppression. Continuous variable sensitivity from 2 to 16 Mc. Sensitivity is so great and fidelity so faithful that major league broadcasting stations can be received exclusively for entertainment purposes. Another feature is the band spread system with a 12-cant condenser which spreads each amateur band over practically the entire dial. A four-stage main tuning condenser and a 12 to 1 ratio direct reading dial is calibrated in megacycles and kilocycles with accuracy of 1/2%. Other features include four air-cored I.F. transformers; three audio stages; variable tuning meter; CW Modulation switch. Receiver in metal cabinet is 12 1/2" wide by 14 1/2" deep and 10 1/2" high. Power supply in metal cabinet is 12" wide, 7 1/2" deep and power unit. For 110 volt ac.

The "Super Pro" is supplied in two combinations of frequency coverage either 7.5 to 150 meters, or 15 to 500 meters, precisely when ordering.

Cat. No. **5250** Type SP-100 Super Pro with Jensen 5" Dynamic Speaker, Chassis, complete with 12 tubes, complete set of tubes. Net Price..... **\$243.00**

Cat. No. **5251** Type SP-100X complete as described above, but with Crystal Filter. Net Price..... **\$261.00**

RME-69 COMMUNICATION RECEIVER

This single signal superheterodyne receiver was designed and built for communication purposes where exacting requirements must be met. Full electrical band spread, maintaining a steady rate, distinct band spread scale. Individual dial operation, test dial, a magnetic and a hand spread are featured in this receiver. 8K band tuning range, having a continuous frequency range from 150 Kc to 22,000 Kc (9 to 150 meters). Calibration hard to exceedingly close limit. Calibrated dial—R meter, always in the circuit allowing a continuous indication of incoming signal strength. Servo, also as an output meter in checking IF frequency alignment. Calibrated in decibels and in the customary R values. Built-in monitor circuit, serving as a send-receive switch. Tactile controls to monitor phone and CW quality when transmitter is on the air. IF transformers, set for optimum coupling value consistent with desired sensitivity and highest gain.

Tube complement is: 1st 6F6-RT, 1st Det-6C6; I.F. 2-6D8; Osc.-6B6; Beat Osc.-6D6; 2nd Det-6E7; Audio-12; Rect.-8K. Tubes included with each receiver are those used for final laboratory checks, assuring perfect alignment and adjustment to the maximum degree.

Crystal filter circuit, to cope with the interference problem to the maximum degree. Mounted in a black strikable steel cabinet. For 110 volt ac.

Cat. No. **5252** — RME-69 with crystal, matched set of tubes, less speaker. Net Price..... **\$134.40**

Cat. No. **5253** — RME-69 same as above, with LS-1 Noise Silencer built in, including tubes. Net Price..... **\$145.80**

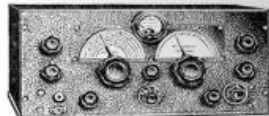
PM 8" Dynamic Speaker in a special cabinet to match either of the above receivers. Cat. No. **5254** Net Price..... **\$11.85**

RME FREQUENCY EXPANDER

The RME 310X Frequency Expander can be used with a great many communication receivers provided that they tune down to 10 megacycles. Frequency coverage continuous from 2.7 to 7.8 megacycles in three bands. Extreme sensitivity. Favorable image frequency ratio. Self-contained power supply. Input circuit for single wire or double type antenna. Fully calibrated tuning dial as used on RME-69. Calibrated, finish matches RME-69. Tubes used—1-6K7, 1-6L6, 1-6E5 and 1-8K. Cat. No. **5255** Type 310X **\$42.00** Net Price

is match either of the above receivers.

Net Price..... **\$11.85**



RME-69 can be equipped with various combinations of features. Write for descriptive literature and quotations.

RME DB-20 PRESELECTION

This new signal intensifier and image rejector (preselector) has a frequency coverage of six bands from 2.0 Mc to 50,000 Mc in two stages. Signal to image ratio 20,000 to 1. Input circuit for either single wire or double type antenna. Cabinet depth and finish to match RME-69. Tubes used—2-6E7 and 1-8K. Cat. No. **5256** Net Price..... **\$42.60**

Type DB-20 Net Price..... **\$11.70**



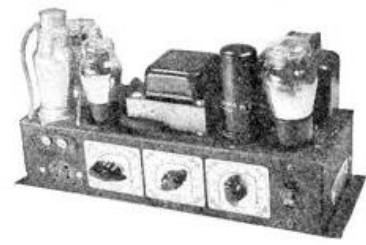
WESTERN ELECTRIC TUBES



TYPE 318A
150 Plate Cur. 80 Ma. Plate 2 V., Fil. Cur. 2.45 amps.
Cat. No. **5257** Net Price..... **\$10.50**



TYPE 300A
Triode Power Amplifier. Max. Plate V. 150; Plate Cur. 150 Ma.; Plate Dissipation 100 watts; Fil. V. 10; Fil. Cur. 2.25 amps.
Cat. No. **5261** Net Price..... **\$15.00**



BOGEN SPEECH MODULATOR AMPLIFIER

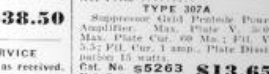
This 8K6 speech modulator has been especially designed for use in low and medium power transmitters. It will plate modulate 12 watts and modulate an RF stage up to 100 watts with an extremely low distortion output. An overall gain of 110 db. permits the use of a crystal, selenium, velocity, dynamic or other high impedance microphones. Two-stage electron mixing permits simultaneous operation of the mike input and phone inputs. Output tapped at 500, 1500, 5 and 20 db. Finished in black crackle. Tubes used: 2-6C8; 1-6L6, and 1-5Y4G. Dimensions 17" long, 4 1/2" deep, 7 1/2" high.
Cat. No. **5257** Net Price, complete with matched set of tubes..... **\$25.87**



TYPE 242C
Triode Power Amplifier. Max. Plate V. 150; Plate Cur. 150 Ma.; Plate Dissipation 100 watts; Fil. V. 10; Fil. Cur. 2.25 amps.
Cat. No. **5262** Net Price..... **\$10.80**



TYPE 300A
Suppressor Grid Pentode. Ideal for high frequency transmitters. Max. Plate V. 300; Max. Plate Cur. 18 Ma.; Power Output 20 watts; Fil. V. 2.75; Fil. Cur. 2 amps.
Cat. No. **5262** Net Price..... **\$10.80**



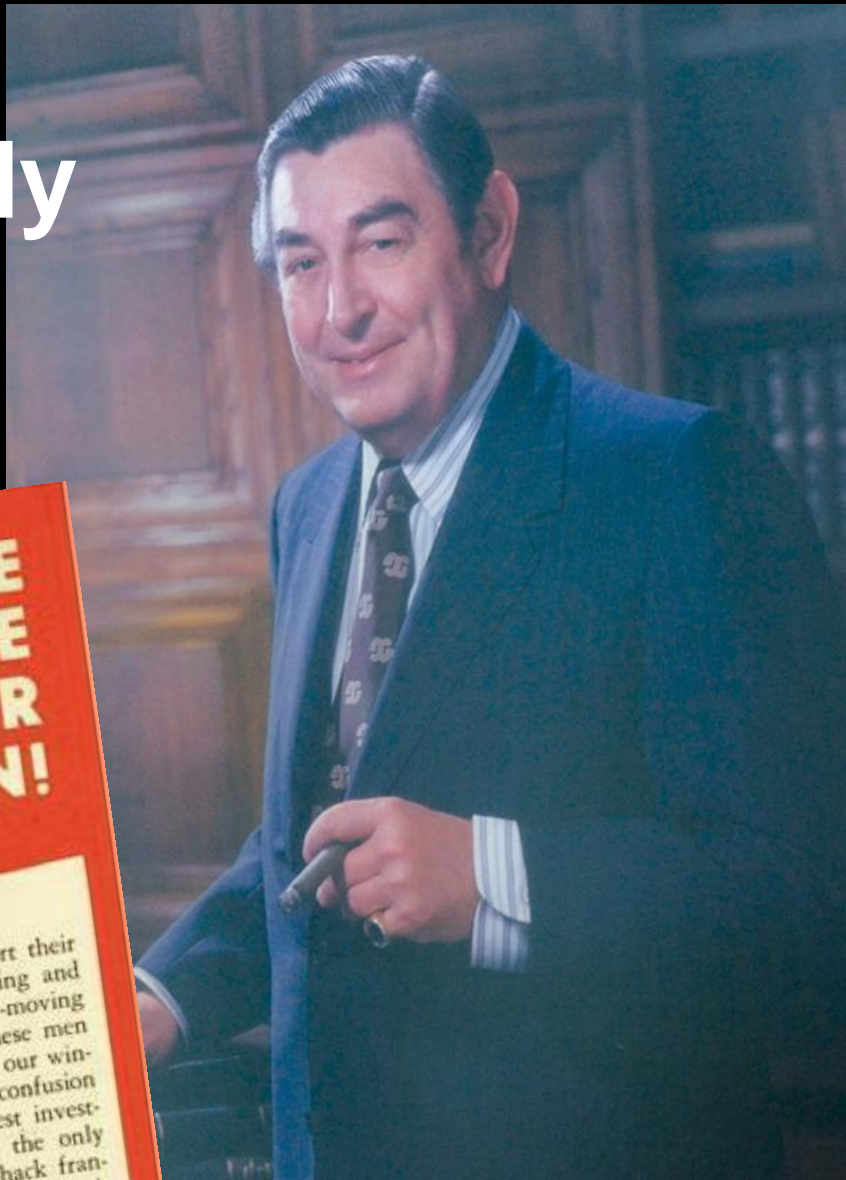
TYPE 307A
Suppressor Grid Pentode Power Amplifier. Max. Plate V. 300; Max. Plate Cur. 60 Ma.; Fil. V. 3.5; Fil. Cur. 1 amp. Plate Dissipation 15 watts.
Cat. No. **5263** Net Price..... **\$13.65**

RADIO SHACK SERVICE

Orders shipped same day as received. Complete stocks.

1963: Charles Tandy

"We are not looking for the guy who wants to spend his entire paycheck on a sound system. We are in the do-it-yourself business."



Charles D. Tandy, Radio Shack Founder and Board Chairman of Tandy Corp.

OPEN A PROFITABLE RADIO SHACK STORE OF YOUR OWN IN YOUR OWN CITY OR TOWN!

Although 45 years old, Radio Shack's recent expansion into the world's largest electronics retailer is the talk of the business world. Now, in addition to its company-owned chain of over 160 stores, Radio Shack is opening up territories all across the country for "franchised" Radio Shack stores, owned and operated by a particular breed of man. He is a man who wants to be his own boss, rather than an employee. He may be a young man on the threshold of a career . . . a retired man bored with doing nothing . . . or a man already in business who would like to add an electronics section to his existing business — marina, sporting goods or store, or repair shop. This is . . . with inde-

I am ready, willing and able to support their quest for a sound lease, proper fixturing and display, and a ready-made set of fast-moving merchandise. In a matter of weeks these men can be running their own show under our winning banner, without the waste and confusion of starting from scratch. Their modest investment, plus the desire to work, are the only requirements for opening a Radio Shack franchise. Absolutely no experience in electronics is required. Electronics is exciting . . . expanding . . . rewarding . . . profitable. Our Franchise Program is the distillation of decades of Tandy and Radio Shack experience in multiple-store sales and distribution."

To learn more about Radio Shack's "own it" program, write or phone: Mr. [Name] 730 Common-

70's: RadioShack's Peak

- CB Craze
- Electronics hobbyists



For The Best in Mobile CB, Shop at Radio Shack® - The Nationwide Citizens Band Supermarket!

Our Famous "24B" Now Has Positive/Negative Ground

REALISTIC TRC-24C
ALL CHANNEL - ALL CRYSTAL

159⁹⁵ FCC TYPE ACCEPTED

Deluxe 23-Channel Mobile CB 2-Way Radio

• All Crystals Included! • Mobile PA Provision! • Noise Blanker! • ANLI
• Modulation Indicator Light Built Into S/RF Meter! • Delta-Tune!

Specifications
Sensitivity for 10 dB S+N/N: 0.5 μV. Selectivity at -5 dB: 6 kHz. Adjacent Channel Rejection: -50 dB. Audio Power Channel: 3 watts (10% THD). RF Power Output: 4 watts max. Power Requirement: 12-volt DC positive/negative ground. Size: 1 3/4" x 7 1/2".

Realistic® TRC-24C. We've improved one of our most popular transceivers — now it's even more versatile. Its dual conversion receiver features a delta-tune switch to bring in off-frequency stations, and ANLI plus a noise blanker for the clearest reception — even in congested signal areas. Full RF output. P-Net network antenna matching and silicon transistors sharpen reception and transmission. Also has an illuminated channel selector and S/RF meter with built-in modulation indicator. Variable squelch blanks out noise between calls for easier listening. Add an external speaker and you can use it as a mobile PA amp! With crystals for all 23 CB channels, power cables, push-to-talk mike and mobile mounting bracket. 21-145 159.95

129⁹⁵ FCC TYPE ACCEPTED

Compact, Plug-In Dynamic Mike With Coiled Cord

REALISTIC TRC-52

162

Specifications: Sensitivity for 10 dB S+N/N: 0.5 μV. Adjacent Channel Rejection: -45 dB. Audio Power Output: 3 watts (10% THD). RF Power Output: 4 watts max. Power Requirement: 12-Volt DC positive/negative ground. Size: 2x5 3/4" x 7 1/2".

Works As Great As It Looks! All Channels, Pos./Neg. Ground

Realistic® TRC-52. Compare features, then price—you'll see what a buy it is! The transmitter produces full RF output, and the dual conversion receiver has an RF gain control to help separate strong and weak signals. Switchable ANLI eliminates low-level impulse noise. Additional features: illuminated S/RF meter and channel selector, LED modulation indicator, PA capability at the touch of a switch, and jacks for PA and remote CB speakers. Includes all crystals, power cables, push-to-talk mike, mobile mounting bracket. 21-142 129.95

Retail Prices in This Catalog May Vary at Individual Stores and Dealers

Steve Wozniak



The TRS-80 System..



12" video display



Instruction/programming manual



Power supply



Computer with built-in keyboard



Cassette recorder

The best computer

The system:

Computer with built-in keyboard Combined into one compact unit is the microcomputer circuitry and a 53-key professional-type keyboard input. The "brain" of the computer is a Z-80 microprocessor chip that serves as the central processing unit. This remarkable device, about the size of a watermelon seed, is one of the most advanced microprocessor chips available today.

The computer's memories are capable of being expanded internally and also externally using an accessory memory expansion module. Other accessories are easily connected to the TRS-80 microcomputer, such as tape recorders that permit mass data storage, disks for faster data retrieval, and printers for creating permanent, printed records of the computer output.

12" video display Designed especially for the TRS-80 system, this cathode-ray-tube monitor will display 64 characters per line. Because it is a separate unit, you can place it wherever is most convenient. Its high-resolution screen displays sharply focused easy-to-read characters. Controls for brightness and contrast adjust for best viewing under most lighting conditions.

Instruction/programming manual Written so you don't have to be an engineer or mathematician to understand it, this 300-page owner's manual explains everything necessary for using the TRS-80 — from plugging it in to programming.

Cassette recorder Essentially a standard tape recorder, this input/output device is controlled by the computer. Serving as a data recorder, it allows you to store your programs on compact cassette tapes. Then whenever you wish to use a certain program, whether it's one you previously recorded or one of Radio Shack's prepared programs, simply insert the cassette and begin computing. The cassette recorder allows virtually unlimited memory storage for software programs.

Power supply Important to any computer is a reliable source of pure DC power. This regulated supply converts standard 120 VAC house current into the stable direct current required. U.L. listed for electrical safety.

Currently available programs:

- 1 **Game Package.** Play blackjack and backgammon with your TRS-80 system. With instructions.
Single Cassette INCLUDED
- 2 **Payroll Program — 12 Employees.** With manual and sample instruction sheet.
Cassette Portfolio 19.95
- 3 **Education — Math 1.** Multiplication, addition and subtraction drills. With teacher's guide.
3-Cassette Portfolio 19.95
- 4 **Kitchen.** Menus, conversion tables, computer directory, message center.
Single Cassette 4.95
- 5 **Personal Finance.** With manual.
7-Cassette Portfolio 14.95

Future applications of the versatile TRS-80

The TRS-80 will be able to handle a variety of applications to fit the needs of just about everyone. Some of these applications may require drawing upon our expanding selection of hardware or software. Businessmen will find the TRS-80 perfect for such functions as general ledgers, payrolls, accounts receivable and inventory control.

Teachers and parents will find the TRS-80 a valuable aid in additional math training, including long division and algebra. Besides programmed instructions, it can be used as an aid to learning music theory.

Any application involving mathematics can benefit from the advanced math functions of a scientific sub-routine package.

What about expansion?

Because of the TRS-80's system design, you can "tailor make" a microcomputer system to your needs.

Planned expansion includes an extended Radio Shack Level-II BASIC, second cassette interface, an assembler/editor, a Disk-Operating-System and mini "floppy disk" storage medium, business and hobby printers for dot matrix-type typewritten output, an expansion unit for additional PC boards, modem, and serial and parallel I/O devices for remote access to your computer via telephone lines.

In addition, expansion possibilities include digital cassettes, enhanced graphics, music synthesizers, a 10-key pad and external device controllers that could operate security systems, indoor and outdoor lights, air conditioning, heating and even appliances.

Mr. Mongold



NEW!
TRS-80™
Model II

Radio Shack Introduces a Second Computer Breakthrough!

Model II Means Business!

- Priced far below competition!
- Designed for business needs!
- Business software available now!
- Expandable: 32K or 64K RAM and 500K to 2-million byte storage!

Our first microcomputer breakthrough put "personal" computing into orbit worldwide — the fabulous TRS-80 Model I, which continues in our line at \$100 off the 1979 price! New Model II business-oriented speed and power for those who need *2/3 off the price of comparable equipment made by IBM at the time.* A breakthrough? The facts speak for themselves! Design built by Radio Shack in the USA? Better believe it!

Is Model II a Micro or a Mini?

Good question. No easy answer. It's an all 8" floppy disk one built in, room for three more. True 12" monitor, twice of the IBM 5110, for example. Twice the operating speed of the Upper and lower case. New state-of-the-art 76-key keyboard. Level-III expanded BASIC. Systems starting at \$3450. Illustrated 64K 4-disk system with line-printer III and all furniture shown (except the chair) only \$8737. Personal? Sure! Mini or micro? Heads you win, tails you win. But obviously the biggest buy in computer history. See pages 174-175 for details.

**Radio
Shack®**

The biggest name
in little computers™



90's: Tinkerers Fade

- CB radio craze died out
- Personal computers occupied hobbyists
- Loss of free time



2004-2009: Profits Fall

- Profits fall 39%

"Why settle for accessories when you can have Shackcessories?"

Don't buy accessories just anywhere!

Only RadioShack offers high-quality Shackcessories—not to mention a bigger selection of accessories than ever before for computers, AV gear and wireless phones—no matter where you originally bought them. And with our certified, friendly experts and 7200 stores and dealers nationwide, you can find the accessories you want and the answers you need, quickly and conveniently. So why drive further, pay more and risk getting the wrong thing? Get it right, and get it better, the first time...at your neighborhood RadioShack.

Computer Accessories

Keyboards and mice • CD-Rs and more • Printer cables • USB cables and hubs



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A/V signal senders • Universal remotes • Modulators and more • Premium cables



Radio Shack

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DON'T DELAY!

3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ONLY!



All-Weather Stereo
Cut 34% 1188
 Reg. 17.95
 Realistic STEREO-MATE™ AM/FM personal receiver shrugs off sand, water, #12-142. Photo courtesy of Radio Shack



AM/FM Clock Radio
30% Off 1388
 Reg. 19.95
 Chromatic™-261 clock radio's compact size cuts nighttime clutter. #12-152. Photo courtesy of Radio Shack



In-Ear Stereo Phones
HALF PRICE! 788
 Reg. 15.95
 Realistic™ in-ear phones weigh just 0.6 ounce! With carry pouch. #33-917. Photo courtesy of Radio Shack



Micro-Thin™ Calculator
39% Off 488
 Reg. 7.95
 Radio Shack EC-413 is almost the size of a credit card! Solar powered. #40-999. Photo courtesy of Radio Shack

0% INTEREST!
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NO DOWN PAYMENT!

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 - 20MB SmartDrive™ Hard Drive
 - Easy-to-Use 10-in-1 DeskMate™ Software #25-1623/1624/1625/1626
- BONUS PACKAGE**
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Road Patrol™ XX™ detector lets you drive with confidence. Separate X and K-band tones. #22-1021



Mobile CB With Channel Controls on Mike

HALF PRICE! 4995
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Realistic TRC-430 lets you get highway info or help—you'll never have to drive "alone" again! #21-1014



Deluxe Portable CD Player
Save \$40
15995
 Reg. 199.95

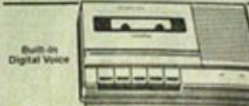
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Compact 10-Channel Desktop Scanner

Save \$30 9995
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Realistic PRO-57 lets you catch the news as it happens! Hear police, fire, rail, military, lots more. #30-126



Our Easiest-to-Use Phone Answerer

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DUPHONE™ TAD-241 answerer is ready to use—just plug it in. Has built-in announcement. #43-393

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Low As \$100 Per Month - Reg. 899.00

Realistic Model 102 includes video light for indoor shooting, 2-lux sensitivity. With accessories. #16-803



3-Way Speaker With Massive 15" Woofer

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 Each

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Optimus Mach Two™ system pumps out bass you can feel, 4" horn tweeter, 5" midrange. #43-4022



20-Memory Speed-Dial Phone

Cut 33% 2995
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Low As \$10 Per Month - Reg. 44.95

Radio Shack ET-292 "PowerPhone" is ideal for home or office. Touch-tone. #43-381. Photo courtesy of Radio Shack



Handheld Voice-Actuated Cassette Tape Recorder

40% Off 2995
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Realistic CTR-85 makes an excellent "notetaker" for students, secretaries or executives. #14-1044



2007: The Onion

Even CEO Can't Figure Out How RadioShack Still In Business

NEWS

April 23, 2007

VOL 46 ISSUE 52

Business · Technology ·
Products · Economy ·
Electronics



FORT WORTH, TX—Despite having been on the job for nine months, RadioShack CEO Julian Day said Monday that he still has "no idea" how the home electronics store manages to stay open.



CEO Julian Day

"There must be some sort of business model that enables this company to make money, but I'll be damned if I know what it is," Day said. "You wouldn't think that people still buy enough strobe lights and extension cords to support an entire nationwide chain, but I guess they must, or I wouldn't have this desk to sit behind all day."

The retail outlet boasts more than 6,000 locations in the United States, and is known best for its wall-sized displays of obscure-looking analog electronics components and its notoriously desperate, high-pressure sales staff. Nevertheless, it ranks as a Fortune 500 company, with gross revenues of over \$4.5 billion and fiscal quarter earnings averaging tens of millions of dollars.

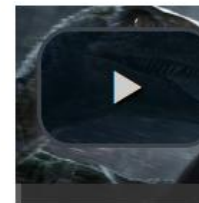
"Have you even been inside of a RadioShack recently?" Day asked. "Just walking into the place makes you feel vaguely depressed and alienated. Maybe our customers are at the mall anyway and don't feel like driving to Best Buy? I suppose that's possible, but still, it's just... weird."



Help people af
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ONION VIDEO



0:00 / 0:00

The Onion Review



Mothershould

2009: "The Shack"

OUR FRIENDS CALL US **THE SHACK.**SM

INSTRUCTIONS

- Step 1: Print and cut out the word "THE."
- Step 2: Place "THE" in your wallet, purse or protective tote.
- Step 3: Next time you go to RadioShack, take it out and hold it up between yourself and the "Radio."
- Step 4: Soak in the friendship.

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WATCH NOW



2011: Mobile Phone Store



MEMORIAL DAY SALE

THE RED HTC INSPIRE™ 4G. EXCLUSIVELY AT THE SHACK.™
GET 4G SPEEDS AND A 4.3" TOUCHSCREEN.

- Huge 4.3" Super LCD Touchscreen
- 8 MP Camera with LED Flash
- Android 2.2 OS

\$29.99 With new or upgrade 2-year agreement and \$15/mo. + data feature.

\$549.99 unactivated.


Red




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2012-14: Money Pit






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**RADIOSHACK IS OPEN
AND HERE TO STAY!**

OVER 1,700 CONVENIENT
LOCATIONS NEAR YOU.

FIND YOUR STORE»



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Android 5.0 lollipop,
5.7" HD display with 8mp

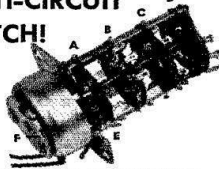
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Save 10%.**

We'll give AT&T and Verizon customers 10% off any Sprint accessories or RadioShack products just for

**NEW! FOR REMOTE CONTROL!
ROTARY, SOLENOID-OPERATED
6V DC MULTI-CIRCUIT
WAFER SWITCH!**

REG. \$7.25

\$3.95



NO NEED TO MOUNT XMTR. UNDER DASH!

Wonder solenoid that obsoletes manual switching. Remote selection of crystals, band changing, audio circuits, antenna switching etc. Solenoid (F) produces a rotary motion (from 6V DC source), transmitting this motion to rotor shaft of 4 gang wafer switch by novel ratchet mechanism, advancing switch. Cam-operated interrupter switch (E) attached to wafer (A) opens when solenoid nears end of stroke, de-energizing solenoid. By combining E and A, either stepping or rotary selective action is achieved. Requires 6V DC @ 10A for .03 seconds. Control wafers: Decks A, B and C are 1 pole 6 pos. Deck D is DPST. Resistance 1/2 ohm DC, 25 degree rotary stroke; 8 lbs./in. torque. Size: 4 1/2 x 2 1/2 x 2 1/2". Shipping weight 1 lb. Pictorial schematic circuits included.
ORDER NO. RE-4519\$3.95



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going
MOBILE

LOWEST PRICED MOBILE MIKE!

List \$16.50

\$9.70



E-V 208 single button, push-to-talk, high output carbon mike for maximum intelligibility in mobile use. Output: -50 db. Blast-proof, waterproof, shock-resistant. With 5 foot 3 conductor cable. Wt.: 3 oz. Order No. Q20-200.

E-V 602 DIFFERENTIAL DYNAMIC

Similar to model 600-D, but close-talking, noise-cancelling differential type. Available in all impedances. 5 ft. cable. Weight 3 oz. Order No. Q20-116\$26.46

E-V 205 DIFFERENTIAL CARBON

Close-talking, noise-cancelling, single button, carbon Mobil-mike. Substantially flat response gives high articulation. Press-to-talk switch. Order No. Q20-180\$20.29

SHURE 101-C CARBON MOBILE MIKE

Push-to-talk, hand-held operation, with mounting bracket. 5' coil-cord. List \$27.50. Order No. Q20-049\$16.17

ASTATIC 10M5 CARBON HAND MIKE

Single button carbon element, moisture and fungus proofed. Press-to-talk DPST (NO) switch. Coil-cord. No. Q20-042\$17.35

NEW MOBILE RADIO HANDBOOK

Latest edition, 184 pages. Order No. Q42-556\$2.00

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NOW! CONVENIENT TIME PAYMENT PLAN

10% down, 1 year to pay balance, no interest if account is paid within 60 days. Time pay plan limited to items costing \$45.00 or over.

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Replaces Tri-Band. Many added features\$52.50

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I.F. amplifier increases selectivity to 3.5 kc\$20.95

NEW GONSET CASCODE PREAMPLIFIER

Increases signal-to-noise ratio of 2 meter revrs\$19.95

GONSET 2-METER XMTR-RCVR.

With combination 110V AC and 6V DC power supply. \$189.50

MORROW 6-10-20-40-75 METER CONVERTER

Includes choice of coil for any of above bands.....\$44.05

MALLARD 10-20-75 METER CONVERTER

Covers 27-29.5, 14-14.4 and 3-5.4 megacycles\$52.60

STANCOR ST-203A MOBILE XMTR KIT

Operable from AC or DC power packs, 27-32 mc...\$47.50

ELMAC MOBILE XMTR WITH VFO

VFO or crystal control on 10, 11, 20, 75 meters\$149.00

HARVEY-WELLS BANDMASTER, SR.

Phone or CW. Crystal-VFO-oscillator circuit\$109.37

HARVEY-WELLS BANDMASTER, DELUXE

Similar to above, with built-in pre-amplifier\$134.75

Bandmaster Accessories

DPS-50 Dynamotor ...6V power supply\$85.75

CMA-50 Mike Pre-amplifier (as in Deluxe)\$21.56

"Some people say RadioShack is just a store, but to me it was an idea — a learning and resource center that really shaped people's lives."

-Mike D'Alessio, Radio Shack Fan

RadioShackCatalogs.com

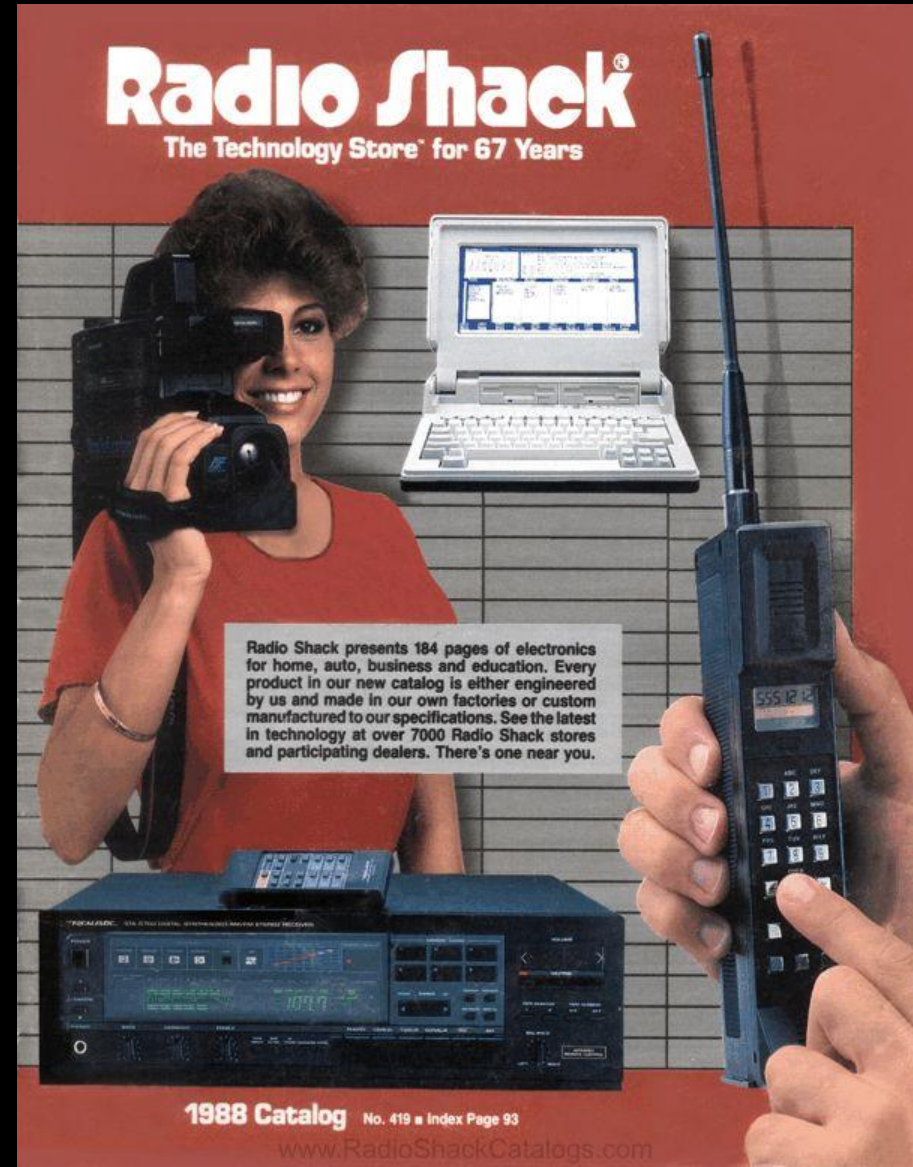
RADIO SHACK

CORPORATION

167 Washington St., Boston 8, Mass.

Challenges

- Decrease in free time
- Small footprint of stores
- Internet
- Online Retailers
- Mobile phones
- Computers
- Outdated image





Library Challenges Similar to RadioShack

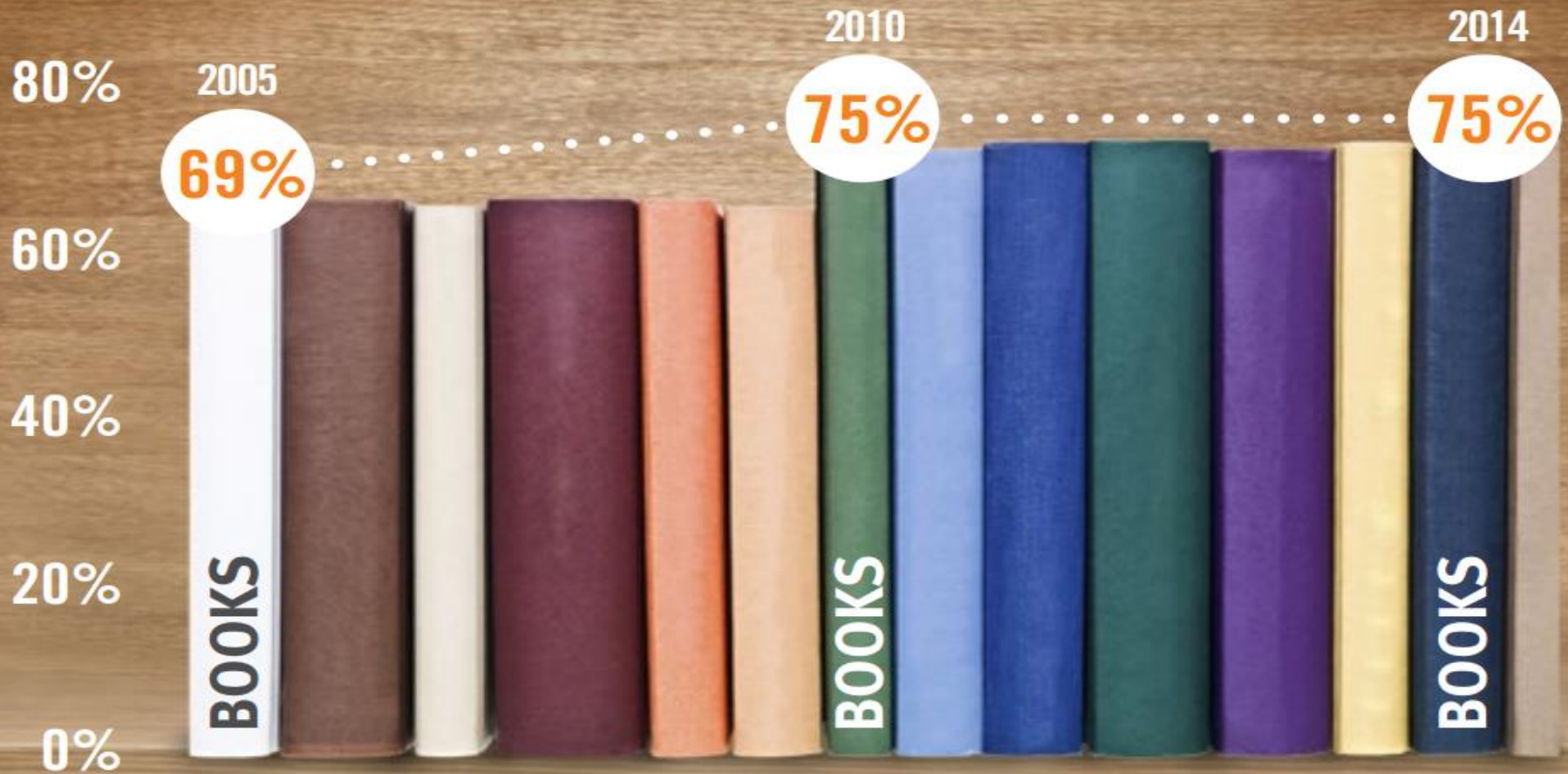
- Decrease in free time
- Internet
- Online retailers (Google, Amazon)
- Computers
- Outdated image



Libraries Have an Image Problem



LIBRARIES = BOOKS

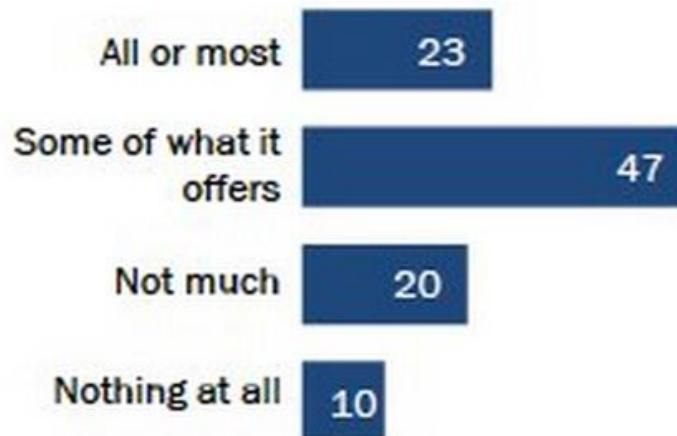


What is the first thing you think of when you think of a library?

2013 Pew Study

How well-informed do you feel about the different services your public library offers?

Do you feel like you know...



Based on Americans ages 16+ who have ever used a public library (n=5,393)

PEW RESEARCH CENTER

What has RadioShack taught us?

- High level customer service is key to survival
- Don't depend solely on one core group of customers
- Must continually look & move forward
- You cannot rely on an outside company's products to save you
- Branding matters
- Rebranding alone is not enough
- Know your strengths and play to them

Library Strengths

- Trained & Knowledgeable Staff
- Pros at adaptation
- Free/Nonprofit
- People like us
- Centers for lifelong learning



“Knowledge is in every country the surest basis of public happiness.”

-George Washington

Who said that?

“The time was when a library was very much like a museum, and a librarian was a mouser in musty books...The time is when a library is a school, and the librarian is the highest sense a teacher.”

??????????

Who said that?

“The time was when a library was very much like a museum, and a librarian was a mouser in musty books...The time is when a library is a school, and the librarian is the highest sense a teacher.”



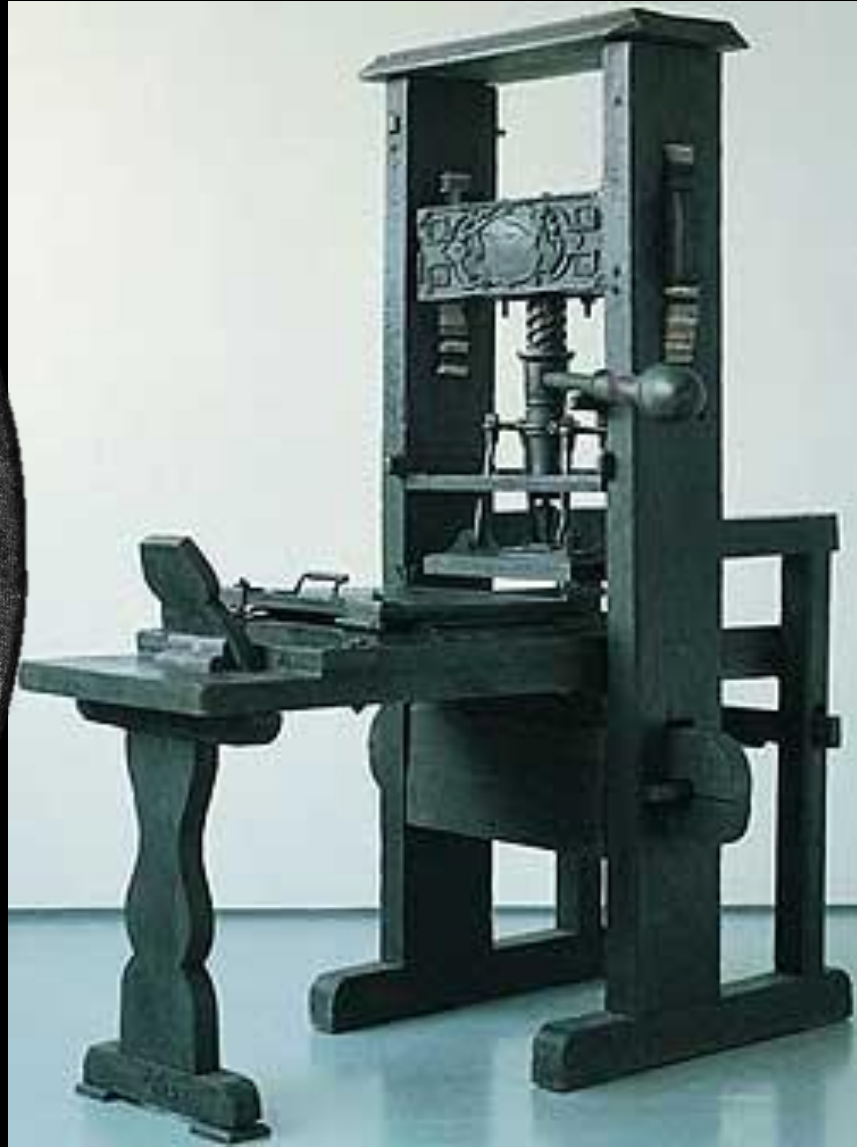
Melvil Dewey, 1876

Library Renaissance

- “Cultural Rebirth”
- Libraries are at the beginning of a renaissance
- Technology is the driving force



1440: Printing Press



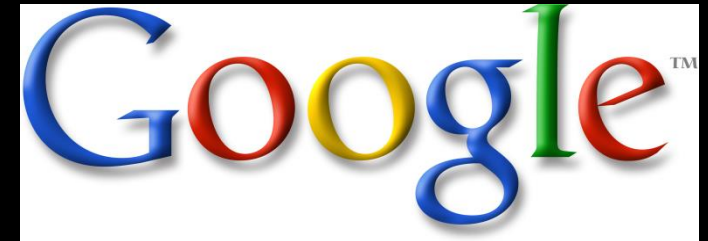
Personal Computing

- 1975: Personal Computer
- 1983: Internet
- 1985: Desktop Publishing
- 1993 World Wide Web



Communication Revolution

- 1993: World Wide Web
- 2002: Social Media



 friendster®

The Friendster logo, consisting of a simple smiley face icon followed by the word "friendster" in a bold, sans-serif font.


myspace
.com

The Myspace logo, featuring a stylized white icon of three people silhouettes above the text "myspace.com" in a white, lowercase, sans-serif font.

facebook®

The Facebook logo, with the word "facebook" in a white, lowercase, sans-serif font on a solid blue rectangular background.

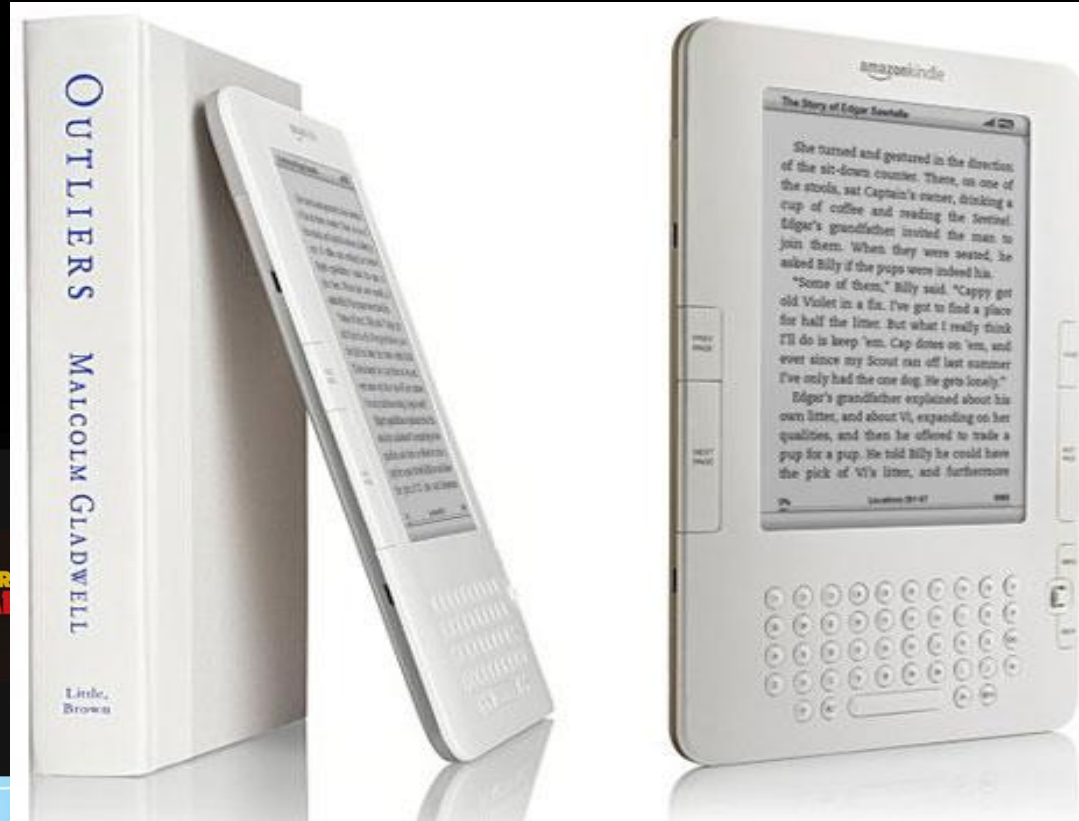
twitter

The Twitter logo, with the word "twitter" in a light blue, lowercase, rounded font with a white outline.

flickr™

The Flickr logo, with the word "flickr" in a blue, lowercase, sans-serif font, where the "r" is pink.

Digital Media



This block shows the top portion of a Netflix interface. It features the "NETFLIX" logo, navigation options like "Browse", "Kids", and "DVD", and a "Recently Added" section with three movie thumbnails: "CHANGELING", "Dragons: Race to the Edge", and "THE SEARCH FOR GENERAL TSO".

This block shows the "Based on your interest in:" section of the Netflix interface. It features four thumbnails: "HOUSE OF CARDS", "WALKING DEAD", "BoJACK HORSEMAN" (with "NEW EPISODES" text), and "BOB'S BURGERS".

This block shows the "Top Picks for Stephen" section of the Netflix interface. It features four movie thumbnails: "LOST", "THE HUNGER GAMES: CATCHING FIRE", "SONS OF ANARCHY", and "SUPERNATURAL".

This block shows the bottom portion of the "Top Picks for Stephen" section of the Netflix interface. It features three movie thumbnails: "MARVEL AGENTS OF S.H.I.E.L.D.", "STAR WARS: THE CLONE WARS", and "G.I. JOE: RETALIATION".

Rise of the Smart Phones

64%
have a
smart
phone



3D Printers



On a Larger Scale



Library Renaissance



Atmosphere



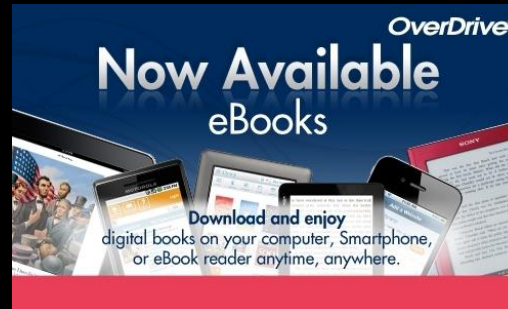


Service Models



Digital Downloads

- Overdrive eBooks
- Freegal Music
- Zinio Magazines
- Hoopla Videos



Digital Downloads

- ~~Overdrive~~ eBooks
- ~~Freegal~~ Music
- ~~Zinio~~ Magazines
- ~~Hoopla~~ Videos

***Insert Your
Library
Brand Here***

Bibframe

File Edit Search Circulation Cataloging Acquisitions Booking

1 Z39.50 2 Bib Record: 97806700210480670021040 3 MARC Editor +

Options

Stack subfields Flat-Text Editor Fast Item Add

Call Number Item Barcode

```
=LDR 02915cam a2200349 a 4500
=001 16573304
=005 20110901154749.0
=008 101209s2011\\nyub\\000\\f\\eng\\
=906 \\$a7$bcbc$corignew$d1$eecip$f20$gy-gencatlg
=925 0\\$aacquire$b2 shelf copies$xpolicy default
=955 \\$brg03 2010-12-09$irg03 2010-12-09, to CIP (Dewey completed);$arg06 2011-07-20 1 copy rec'd,
to CIP ver.$frg06 2011-07-20 Z-CipVer to CALM$txg22 2011-09-01 copy 2 added
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=035 \\$a(OCoLC)ocn679930983
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=043 \\$an-us-ma$an-us---
=050 00$aPR9619.3.B7153$bC36 2011
=082 00$a823/.914$222
=100 1\\$aBrooks, Geraldine.
=245 10$aCaleb's crossing /$cGeraldine Brooks.
=260 \\$aNew York :$bViking,$c2011.
=300 \\$aix, 306 p. :$bmap ;$c24 cm.
=520 \\$aOnce again, the author takes a remarkable shard of history and brings it to vivid life. In
1665, a young man from Martha's Vineyard became the first Native American to graduate from Harvard
College. Upon this slender factual scaffold, she has created a luminous tale of love and faith,
magic and adventure. The narrator of the story is Bethia Mayfield, growing up in the tiny
settlement of Great Harbor amid a small band of pioneers and Puritans. Restless and curious, she
```

Bibframe

Google

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About 580,000 results (0.50 seconds)

The Official Dune Website
www.dunenovels.com/ ▾
Includes information about the recent prequel trilogy and original novels, and highlights from Frank Herbert's recently discovered notes.

Dune (novel) - Wikipedia, the free encyclopedia
[https://en.wikipedia.org/wiki/Dune_\(novel\)](https://en.wikipedia.org/wiki/Dune_(novel)) ▾ Wikipedia ▾
Dune is a 1965 epic science fiction novel by Frank Herbert. It won the Hugo Award in 1966, and the inaugural Nebula Award for Best Novel. It is the first ...
Dune (franchise) - Dune Messiah - Melange - Frank Herbert

Dune: Frank Herbert: 9780441172719: Amazon.com: Books
www.amazon.com > ... > Literature & Fiction > Classics ▾ Amazon.com, Inc. ▾
Dune [Frank Herbert] on Amazon.com. *FREE* shipping on qualifying offers. Here is the novel that will be forever considered a triumph of the imagination. Set on ...

Images for dune frank herbert [Report images](#)




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Dune (novel) - Dune Wiki - Frank Herbert, David Lynch ...
[dune.wikia.com/wiki/Dune_\(novel\)](http://dune.wikia.com/wiki/Dune_(novel)) ▾
Dune is a science fiction novel written by Frank Herbert and published in 1965. A winner of the...

Dune Chronicles series by Frank Herbert - Goodreads

Dune
Novel by Frank Herbert
★★★★★ 4.1/5 · Goodreads



Dune is a 1965 epic science fiction novel by Frank Herbert. It won the Hugo Award in 1966, and the inaugural Nebula Award for Best Novel. Wikipedia

Published: 1965
Author: Frank Herbert
Followed by: Dune Messiah


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About 580,000 results (0.50 seconds)

The Official Dune Website
www.dunenovels.com/ ▾
Includes information about the recent prequel trilogy and original novels, and highlights from Frank Herbert's recently discovered notes.

Dune (novel) - Wikipedia, the free encyclopedia
[https://en.wikipedia.org/wiki/Dune_\(novel\)](https://en.wikipedia.org/wiki/Dune_(novel)) ▾ Wikipedia ▾
Dune is a 1965 epic science fiction novel by Frank Herbert. It won the Hugo Award in 1966, and the inaugural Nebula Award for Best Novel. It is the first ...
Dune (franchise) - Dune Messiah - Melange - Frank Herbert

Dune: Frank Herbert: 9780441172719: Amazon.com: Books
www.amazon.com > ... > Literature & Fiction > Classics ▾ Amazon.com, Inc. ▾
Dune [Frank Herbert] on Amazon.com. *FREE* shipping on qualifying offers. Here is the novel that will be forever considered a triumph of the imagination. Set on ...

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Dune (novel) - Dune Wiki - Frank Herbert, David Lynch ...
[dune.wikia.com/wiki/Dune_\(novel\)](http://dune.wikia.com/wiki/Dune_(novel)) ▾
Dune is a science fiction novel written by Frank Herbert and published in 1965. A winner of the...

Dune Chronicles series by Frank Herbert - Goodreads

Dune
Novel by Frank Herbert
★★★★★ 4.1/5 · Goodreads



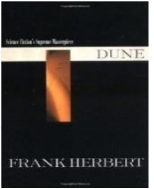
Dune is a 1965 epic science fiction novel by Frank Herbert. It won the Hugo Award in 1966, and the inaugural Nebula Award for Best Novel. Wikipedia

Published: 1965
Author: Frank Herbert
Followed by: Dune Messiah


BROWARD COUNTY FLORIDA LIBRARY

Free Resources


eBook



Movie



People also search for



Dune books **Related Frank Herbert books** **Other books**

Maker Spaces



Maker Spaces



Today's Hobbyists/Entrepreneurs



Entrepreneurs develop ideas, grow businesses at library

SunSentinel

Local News / Broward News /
Fort Lauderdale News



"I don't think a lot of people know that the library offers something like this; it is an incredible resource for the public. It has been crucial for us. Their staff has been terrific, and it's a great program that I hope will expand. It's one way to really help entrepreneurs."

-Wayne Phang

Wayne Phang used the resources available at Broward County's Main Library, including the Creation Station, to build his business. (Forum Publishing Group/Janeris Marte)

Libraries on Social Media

 **Broward County Library** September 4 · 🌐

Stop the shame! Get your free Broward County Library card today at the location nearest you. People who live, work or attend school in Broward County are eligible for a library card, free of charge.

<http://www.broward.org/.../Locati.../Branches/Pages/Default.aspx>



A woman with long brown hair, wearing a black turtleneck and a dark skirt, is holding a white sign with the text "I don't have a library card" written in black cursive. She has a slightly embarrassed or apologetic expression on her face, looking upwards and to the side.



Broward County Library

August 27 · Edited ·

What will YOU create during Maker's Month at Broward County Libraries? We will have a wide variety of Do-It-Yourself workshops for all ages throughout the month of September! 3D Printing? Sewing? Stained Glass? Jewelry? Electronics? YES! All of those and more!
<http://webapps.broward.org/newsr.../AdminDisplayMessages.aspx...>



6,820 people reached



✓ See Results

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Columbus Metropolitan Library

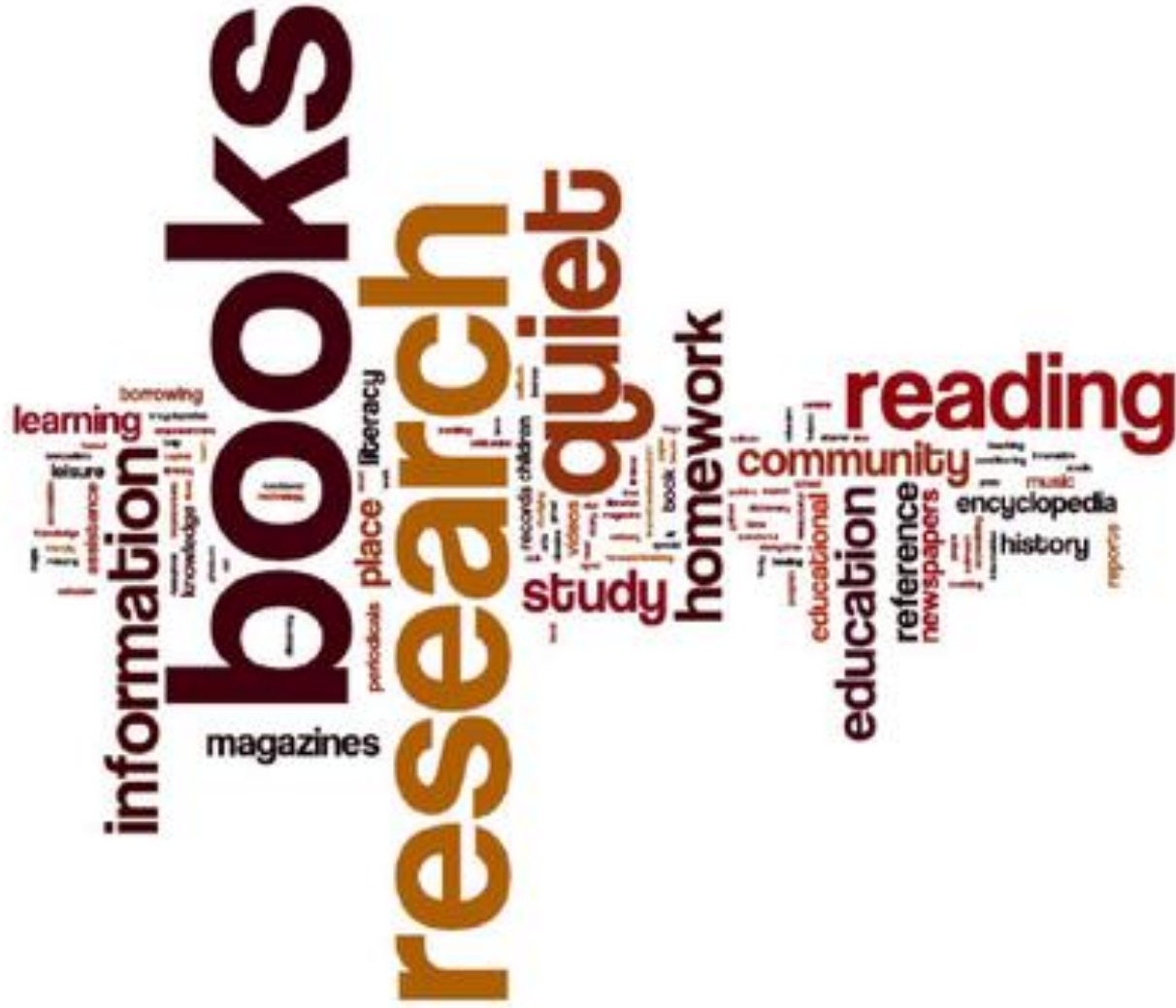


Source: *The Atlantic*, Photo by Deborah Fallows

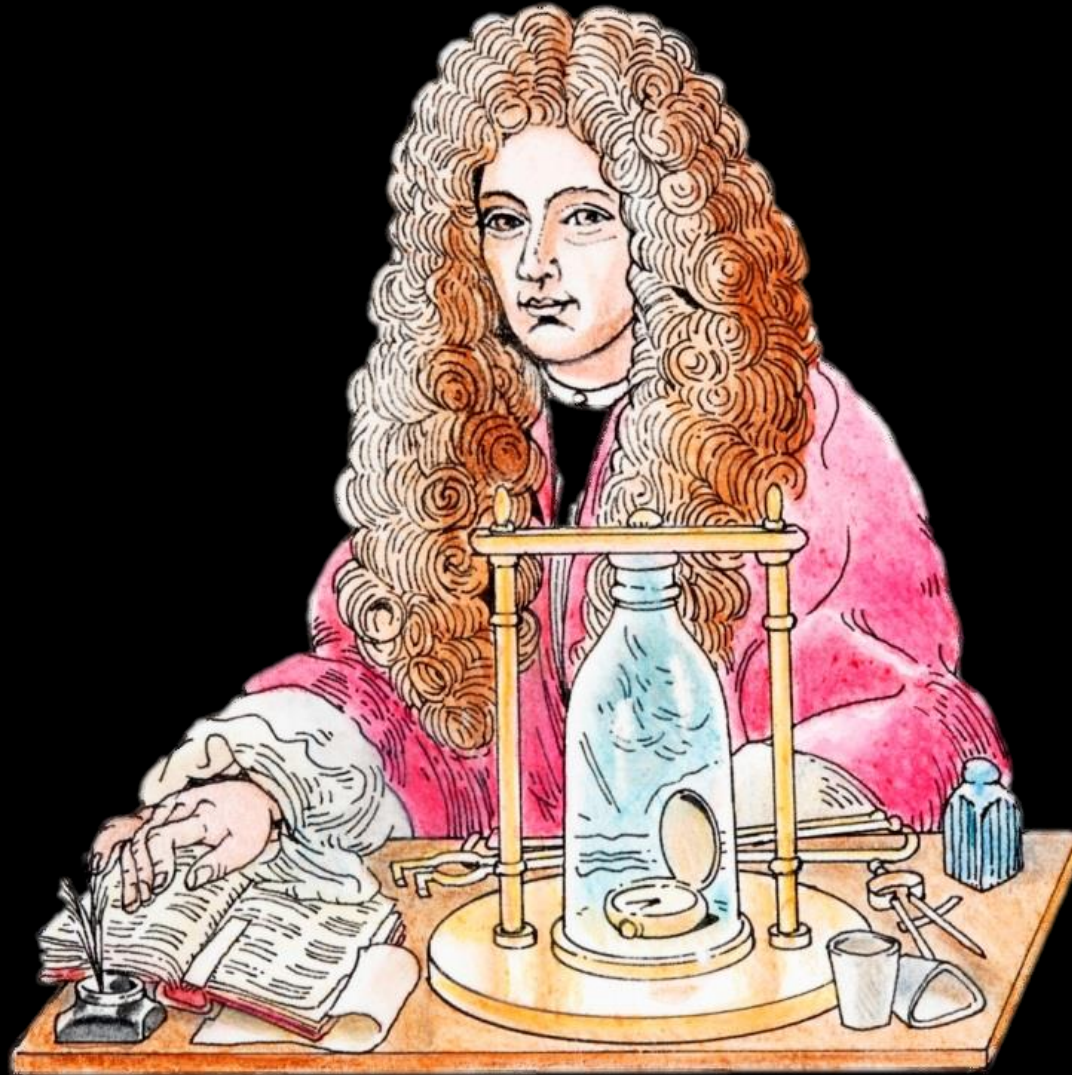


Source: *The Atlantic*, Photo by Matthew Carbone

Describe the Library of Your Youth



Recommended Resources



ALA: Libraries Transforming Communities

- ALA's "Center for the Future of Libraries"
- Tools for enhanced community engagement
- eBooks & Digital Toolkit
- Public Awareness Campaign

LIBRARIES TRANSFORM

A WEBSITE OF THE AMERICAN LIBRARY ASSOCIATION

You are at: [ALA.org](#) » [Transform](#) » [Libraries Transforming Communities](#) » [Resources for Libraries](#)

[ALA](#) [ALA Connect](#) [Contact ALA](#) [GiveALA](#) [Join/Renew](#) [Login](#)

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Resources for Libraries

The tools below are designed to help libraries strengthen their role as community leaders and bring about positive change in their communities.

"Turning outward" is a step-by-step process developed by The Harwood Institute for Public Innovation. It entails taking steps to better understand communities; changing processes and thinking to make conversations more community-focused; being proactive to community issues; and putting community aspirations first.

Taken together, these resources provide a 90-day plan to help your library "turn outward."

We hope you find these materials useful, and [we welcome your feedback](#). For more information about how libraries nationwide are using the tools, [visit our LTC blog](#). For complete "turning outward" training materials—including all the tools below—[download the Public Innovators Lab Workbook](#).

Download all the tools below in ["A Step-By-Step Guide to 'Turning Outward' to Your Community."](#)

Center for the Future of Libraries

Community Relationships

- [ALA Center for Civic Life](#)
- [Libraries Transforming Communities](#)
- [About LTC](#)
- [Resources for Libraries](#)
- [2015 ALA Annual Conference Resources](#)
- [ALA Staff Turning Outward](#)
- [LTC Public Innovators Cohort](#)
- [Get Involved](#)
- [Program Evaluation](#)

THE TOOL **WHAT IS IT?** **HOW CAN IT HELP?** **GET THE**

eBook Publishers Lending Terms

Big Five Publishers and Library Lending

Penguin Random House--[Random House](#)

Owned by [Bertelsmann AG](#) since 1998. Random House operates its own imprint and many others such as Alfred A. Knopf, Ballantine, Bantam, Dell, Pantheon, and Doubleday. Considered the largest trade book publisher.

Merged with Penguin July 2013.

[HarperCollins Publishers](#)

Owned by Rupert Murdoch's [News Corporation](#). The firm's publishing groups include Zondervan, HarperCollins General Books, HarperCollins Children's Book Group, and HarperCollins UK and Canadian, Australian and New Zealand publishing. HarperCollins has released more than 8,700 ebooks and 50 enhanced ebooks, according to its U.S. website.

[Macmillan](#)

Owned by [Verlagsgruppe Georg von Holtzbrinck](#), of Stuttgart, Germany. American imprints include Farrar Straus and Giroux, Henry Holt & Company, W.H. Freeman and Worth Publishers, Palgrave Macmillan, Bedford/St. Martin's, Picador, Roaring Brook Press, St. Martin's Press, Tor Books, and Macmillan Higher Education.

Penguin Random House--[Penguin Group USA](#)

Penguin Group (USA) is an affiliate of London-based Penguin Group which is a division of Pearson PLC. Among its imprints are Viking, G. P. Putnam's Sons, The Penguin Press, Riverhead Books, Dutton, Penguin Books, Berkley Books, Gotham Books, Portfolio, New American Library, Plume, Tarcher, Philomel, Grosset & Dunlap, Puffin, and Frederick Warne.

Merged with Random House in 2013.

[Simon & Schuster](#)

Simon & Schuster is a division of [CBS Corporation](#). Imprints include Simon & Schuster, Atria, Free Press, Gallery Books, Pocket Books, and Scribner. The children's division includes Aladdin Paperbacks, Atheneum Books for Young Readers, Little Simon, Margaret K. McElderry Books, Simon & Schuster Books for Young Readers, Simon Pulse, and Simon Spotlight.

Ebooks and audio:

Random House makes its complete frontlist and backlist available for library lending as well as digital audio titles.

Ebooks and audio:

HarperCollins offers its complete ebook and audio catalog for library lending. In [February 2011](#) HarperCollins instituted a limit of 26 circulations after which the library must renew its license by buying the title again.

Ebooks and audio:

Currently: On [July 29, 2014](#) Macmillan announced that its entire frontlist and backlist will be available under its library lending program.
Previously: On [October 17, 2013](#) Macmillan announced that its entire backlist will be available to libraries. Frontlist titles are not available. Macmillan's digital audio titles are available for library lending.

Ebooks and audio:

Currently: On September 25, 2013 [OverDrive announced](#) that it is once again able to offer Penguin frontlist and backlist titles to libraries and consortia.
Previously: On [March 27, 2013](#) Penguin announced that, as of April 2, it will remove the six-month embargo on ebook titles licensed to libraries and instead offer new titles immediately after they are released in the consumer market. Penguin had limited its ebooks and digital audio titles available for library lending in November 2011. It terminated its contract with OverDrive in February 2012, but Penguin titles already in a library's catalog at that time should remain available. In 2012 Penguin tested an ebook Pilot program through 3M at the New York and Brooklyn Public Libraries. The titles were acquired for one year, with renewal terms; but were not be available to libraries until six months after initial publication.

Ebooks and audio:

Currently: On [June 26, 2014](#) Simon & Schuster announced that it is opening access to its entire catalog both frontlist and backlist to all libraries and library consortia.
Previously: On [January 16, 2014](#) Simon & Schuster opened access to its entire catalog to 15 large libraries and several consortia through OverDrive expanding the pilot begun in April 2013 with the New York, Queens and Brooklyn Public Libraries.

Library lending terms:

All titles available under perpetual licensing. No loan limits or period of use limits.

Library lending terms:

License must be renewed after 26 loans.

Library lending terms:

All titles are available for a 2 year/52 lend period (whichever comes first).

Library lending terms:

A one-year expiration date on ebooks licensed to libraries. (4/2/13)

Library lending terms:

A one-year expiration date on ebooks licensed to libraries.

Libraries are required to display a "Buy It Now" button to permit patrons to purchase the book and the library receives a share of the purchase price.

Library pricing:

Varies, but is generally 3 to 4 times hardcover list price for the ebook.

Library pricing:

Varies, but generally not more than the cost of hardcover equivalent and often much less.

Library pricing:

Titles published less than 12 months ago: \$60.00.
Titles published 12 months ago or more: \$40.00.

Library pricing:

Library pricing similar to what is offered to individual consumers. Pricing information not confirmed at this time. (4/2/13)

Library pricing:

Prices are generally more than the cost to a consumer, but less than the hard cover edition.

Available through:

Overdrive, 3M Cloud Library, B&T Axis 360, Ingram.

Consortium licensing permitted.

Available through:

OverDrive, 3M Cloud Library, B&T Axis 360.

Consortium licensing permitted.

Available through:

OverDrive, B&T Axis 360, and 3M Cloud Library.

Consortium licensing permitted as of [September 12, 2014](#).

Available through:

OverDrive, 3M Cloud Library and B&T Axis 360 (9/25/13)

Consortium licensing permitted.

Available through:

OverDrive, 3M Cloud Library and Baker & Taylor Axis 360.

Consortium licensing permitted.

Outcomes & Standards for Florida Public Libraries

- FLA Committee
- Seeking feedback on new standards
- Blog

Inputs

Counts of resources made available by the library, e.g., collection, computers, website, programs, etc.

Outputs

Counts of use of inputs by library customers. e.g., items loaned, program attendance, computer uses, etc.

Outcomes

The results for library customers and the community when services are provided.

Outcomes & Standards for Florida Public Libraries

1. User Centered Institution
2. Community Collaborator
3. Access Point
4. Center of Knowledge and Learning
5. Popular Culture and Community Center
6. E-Government and Economic Development
7. Center for Child and Teen Development
8. Sustainable Organization

Outcomes & Standards for Florida Public Libraries

7.1 The library provides technology-related services and equipment to address community priorities and to help library users achieve personal goals.

7.2 The library's website is a virtual extension of online library services and is available at all times. Through the website customers are able to access their accounts and other online services, as well as connections to resources beyond the website.

7.3 Access to the library's Internet via wireless connection is available at all times, including access outside on library property during hours when the library building is closed.

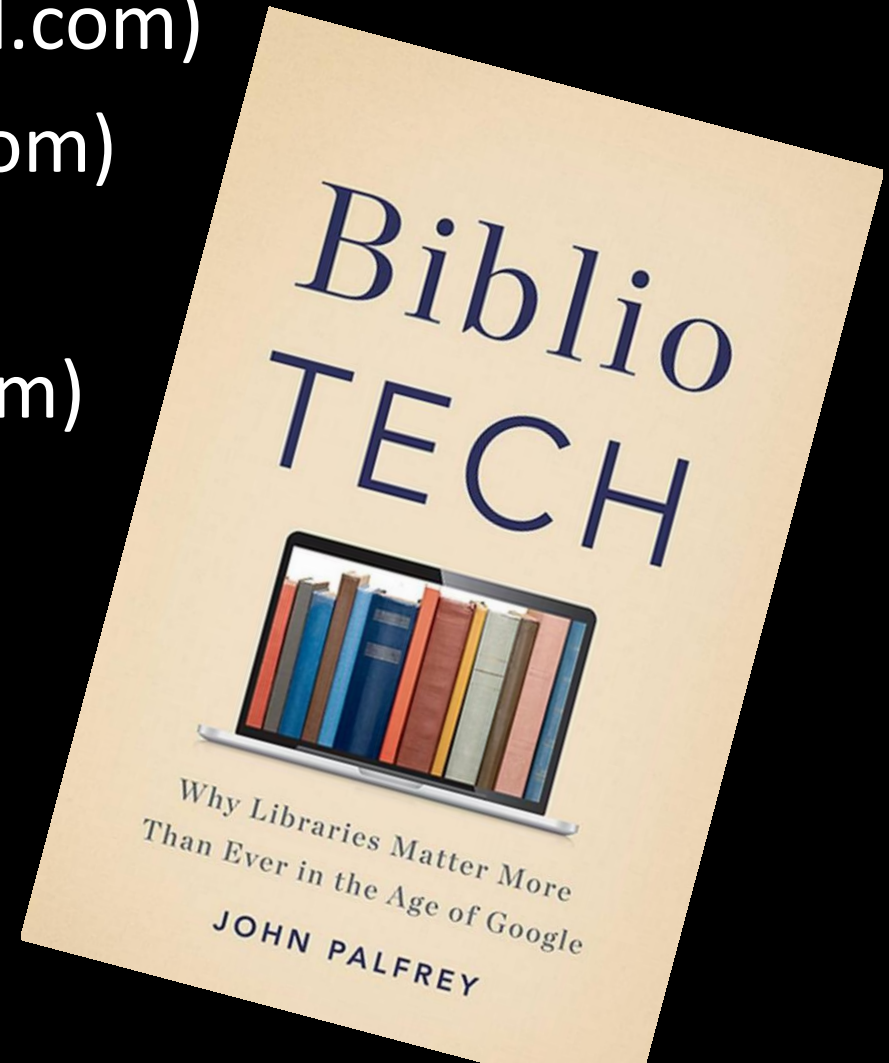
7.4 The library keeps pace with evolving standards on access to public computing resources and online resources.

7.5 The library provides access to current technologies and computing applications needed by the public and adds new and emerging technology.

7.6 The library updates existing devices and/or purchases new hardware so customers may access newer software.

Recommended Resources: Technology Trends

- Wired Magazine (wired.com)
- Mashable (mashable.com)
- Cnet (cnet.com)
- Engadget (engadget.com)
- Information Today (infotoday.com)



Inform & Inspire



Inform & Inspire

R.I.P. Mr. Mongold
Public Group



Sarah Irene
January 5, 2011

I have decided to teach high school math. Thanks for the inspiration, Mr. Mongold! I couldn't have done it without your superb teaching!

[Like](#) · [Share](#)



Jeff Cosier
December 31, 2009

I was a student of Mr. Mongold in 1988. He was a gifted teacher and a very special individual who left a mark on thousands of people over the years. I'm deeply saddened to hear of his passing. He was a good man.

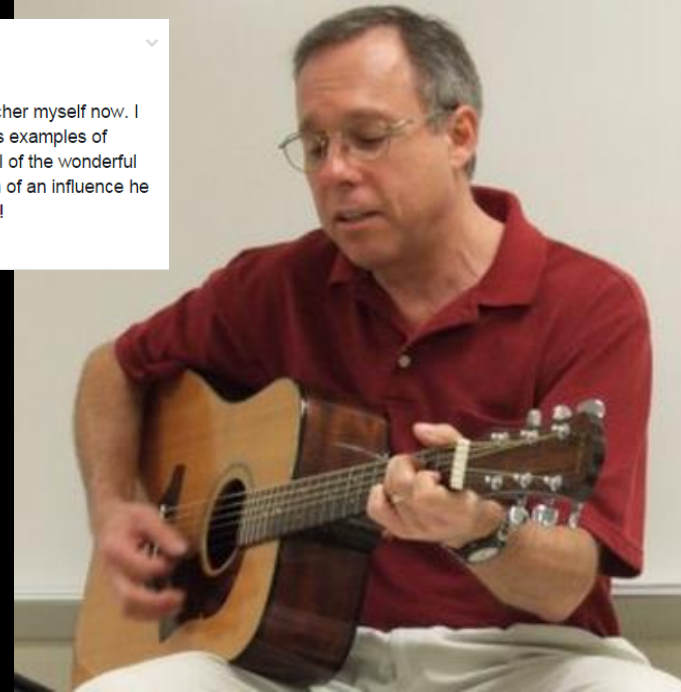
[Like](#) · [Share](#)



Megan Babbitt
June 24, 2009

Mr. Mongold inspires me everyday as a high school teacher myself now. I would always tell colleagues stories about his classes as examples of amazing ways to motivate kids. I hope his family sees all of the wonderful things people are saying about him and know how much of an influence he had on those around him. He was a truly wonderful man!

[Like](#) · [Share](#)



The Fall of RadioShack

(and the Renaissance of the Public Library)



Stephen Grubb

- @stephenkg
- Facebook.com/stephengrubb
- LinkedIn.com/in/stephenkrubb
- Slideshare.net/stephenkg
- sgrubb@broward.org

