

## SELL THE STYLE THAT'S '64 (AND MORE)

New radios! New TV! Exciting new models for YOU to sell! See following pages



# EXPANSION.

it's a byword at BELL

Wiring lines — two for TV (centre and right) and one for radio (left) — in the new Bell plant, opened last month by the Minister of Customs. The chain conveyor, shown carrying TV chassis to the unloading point at right, is Bell's newest innovation for speeding up production.

**T**WELVE thousand square feet of new plant, designed to cope with the increasing demand for TV and radio, was opened in Auckland last month by the Bell Radio-Television Corporation Ltd.

The Minister of Customs, Mr Shelton, performed the official opening at a function attended by representatives of Government departments, the Stock Exchange, the N.Z. Broadcasting Corporation, the Auckland Manufacturers', Radio Wholesalers' and Retailers' Associations and the main suppliers to Bell Radio.

The new premises are an extension of the original Dominion Road factory, whose inside has been ripped out and remodelled so that production in the old and new sections neatly dovetails. The changeover was a masterpiece of planning. In a determined effort to let nothing interfere with production, each department moved overnight into its new premises — often while painters, floor layers and electricians were still working.

## TV Production Quadrupled

As well as buying its formerly-rented premises in Dominion Road, the Bell company in the past 18 months has quadrupled TV production, trebled its production space, and increased its profit by nine times — all signs that the business founded on £700 capital in 1948 has reached full maturity long before coming of age.

"But not stopped growing," says Mr Al Bell, founder and chairman of directors: "The field of electronics is so vast that nobody has as yet any inkling of what it could expand into during the next decade. So long as there's a new product to be developed, or an old one to be made or marketed more efficiently, this company will continue among the leaders in the electronics field."

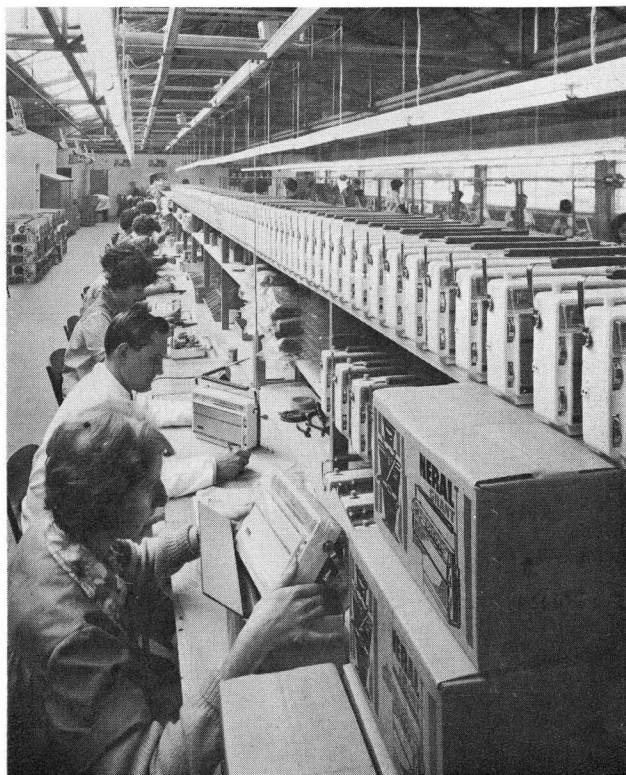
## Automatic Methods of Production

The extent to which new methods have speeded production of Bell television and general radios was demonstrated when the general manager, Mr Lou Reindler, who planned both the increase in output and the means of achieving it, took the "N.Z. Home Appliance Monthly" on a tour of the new plant.

From the inwards entrance, where the components and cabinets arrive, to the outwards door through which the completed products are delivered, the whole of Bell's production is planned as one continuous operation. The greatest innovation is the chain conveyor system used in all major industrialised countries and adapted to meet New Zealand conditions.

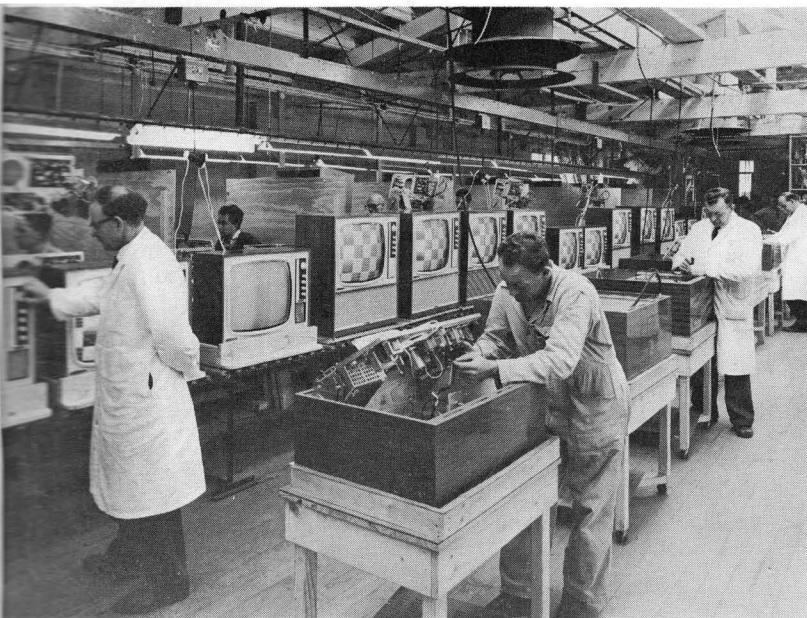
The chain conveyor's work begins in the mechanical assembly section of the original building, where condensers, IF stages, volume controls, coils and so on are fitted to the pressed-out metal chassis. Running at 2 ft. per minute, the conveyor carries the partly-completed chassis to the top floor of the new building for wiring. Then, having circled the top floor, the chassis goes downstairs again to the test department.

(Continued on page 12)



The delivery end of a radio assembly line at Bell, showing General portables being tested and packed for despatch.

On a tour of the wiring department (below), Mr Shelton, Minister of Customs, chats with Miss Judith Spain as (far left) Mr Len Stockwell, production manager, and Mr Al Bell, look on.



Left: Automatic methods of TV production. In the background are some of the nine test bays, to which completed chassis are carried on one roller conveyor; next are completed TV sets undergoing their soak test on another roller conveyor, to which power is fed from an overhead "tramway." In the foreground, cabinet fitters are fitting chassis, picture tubes and control panels to their cabinets.

# THE MEN WHO MAKE BELL



**Al Bell**  
Chairman



**Lou Reindler**  
General Manager



**George Whiterod**  
Company Development  
Secretary



**Len Stockwell**  
Production  
Manager



**Cliff Maxwell**  
Chief Development  
Engineer



**Alec Wozniak**  
Purchasing Officer



**Ron Preston**  
Head Storeman



**Charles Sands**  
Auckland Service  
Supervisor



**Harvey Reynolds**  
Auckland Area  
Representative



**Alastair McDowell**  
Auckland Area  
Representative



**Bill Warwick**  
Wellington  
Manager



**Grant Leckie**  
Wellington Service  
Supervisor



**Jim Clark**  
South Island  
Sales Supervisor



**Eric Bryant**  
Cheln. Service  
Supervisor



**Les Baillie**  
— a newcomer to the Bell team, but with a long background in the industry, who takes over as Wellington representative



**Janet Mumford**  
— who deals with your sales inquiries at Head Office — one of an efficient team of young women in the Bell organisation

No matter what the factory is producing — all TV, all radio, or a mixture of both — the conveyor plods on at the same unvarying rate, eliminating all the wasteful lifting and trolleying of components and chassis. To speed up production, for example, it is only necessary to space the chassis more closely together on the chain; if mixed production is wanted, TV and radio chassis can be suspended alternately and the same conveyor used to feed two — or even four — assembly lines.

And once a TV chassis has left the conveyor to be tested, the continuous-roller method of production has by no means finished. One roller conveyor takes the chassis through the nine stages of testing; the flow is interrupted while the chassis are fitted into cabinets; and then another roller conveyor carries the TV set (as it is now) through its two hours of soak test and out into the packing department for dispatch.

How to carry out a soak test on a continuously-moving line of sets? Easy! While the conveyor carries the sets, each set is fed with the required power from a handy "dispenser" — a small trolley which runs around and picks up its current from an overhead rail, in much the same way as an electric tram or trolley-bus.

## Now Staff of 200

Automatic methods or no, TV and radio sets need people, and Bell's production staff at present numbers about 200, one in five of whom is engaged in mechanical inspection, testing or quality control.

Because the girls in the wiring department (for example) work from prototypes rather than diagrams, complete flexibility is possible. The girl who is wiring TV today can tomorrow be wiring a new model radio — with complete confidence.



The Minister of Customs, Mr Shelton, speaking at the official opening. With him on the platform are (l. to r.): Mr A. P. S. Bell, director; Mr Al Bell, chairman of directors; Mr F. G. Turner, Mayor of Mt Eden; and Mr Lou Reindler, general manager.





### GENERAL "CROMWELL" (Above)

As contemporary as Brubeck! And just as smooth to listen to. Powerful push-pull output stage and 8-valve performance combine with twin elliptical speakers to give hi-fi reception on broadcast and shortwave bands. With variable tone control, magic eye tuning and 'gram connection. In gleaming Ivory . . .

**£39 19 6**



### GENERAL "PERSHING"

At last, a 4-speed transistor radiogram which works on either battery or mains power! Seven transistors plus 2 diodes for powerful performance; 8 in. x 3 in. speaker for faithful tone reproduction; push-button on-off, radio and 'gram controls for easy operation. Beautifully finished, too . . .

**£33 17 6**

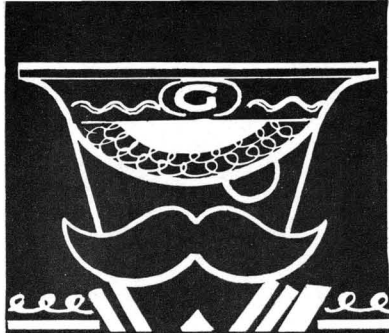
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**SELL THE STYLE THAT'S  
'64 (AND MORE)**

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**NEW  
CONTOURED  
BEAUTY  
BY  
GENERAL**

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### GENERAL 'HAMILTON'

The most compactly powerful cabinet stereogram ever! Compact cabinet houses twin 9in X 6in elliptical speakers; 4-speed automatic record player; wide, easily read dial scale; dual-wave radio with full 11-valve performance — and even record storage space. Mahogany finish to grace any living room.

£69/19/6.



**GENERAL WAVELL** (below) — The handiest, most compact stereophonic record-player ever! Detachable speaker unit in lid can be moved up to 10ft on its extension cord to give true stereo effect. Twin 4in speakers and 6-valve performance give ample power and rich, mellow tone. Only . . . £33/17/6. With gold-ferruled legs . . . £37.

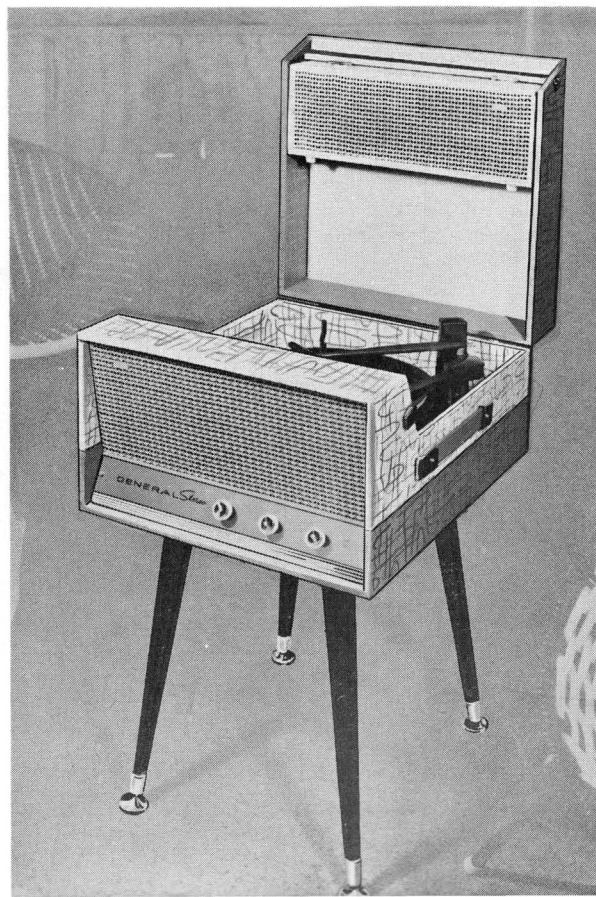


**GENERAL "WELLINGTON"** — On the beach or in the bedroom, at the cricket or in the kitchen . . . take your pick. Use it anywhere! Six transistors and 2 germanium diodes mean the set can be switched on indoors or outdoors . . . on batteries or mains power. Either way you get top-class performance and excellent tone. With ferrite rod aerial, plus external aerial connection; earphone socket. In Flame, Aqua, Squadron Blue or Cloud Grey . . . £22.10.0.



### GENERAL "LEE"

— A thoughtfully-designed radiogram ideal for apartments or homes where space is at a premium. A powerful 5-valve radio complete with separate tone control combines with 4-speed BSR automatic record-player; rich 8" x 3" speaker; efficient rod aerial. Complete with space-saving metal-ferruled legs . . . £41.







**GENERAL "GRANT"** — The persuasive portable at a popular price. The radio with **all** the features: Power-packed 8-transistors plus 3 diodes; dual wave reception; two extension speaker or earphone connections; wide dial complete with meter type tuning; battery charge indicator; ferrite rod, plus telescope whip aerial. Finished in sparkling Gold, Blue and Ivory. All this for . . . **£32/10/-**.

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Be up with the newest! For full information on these, and other new models for early release, contact Bell Radio or your area Bell representative.

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**GENERAL "GORDON" (Right)** — An introduction to a sound sensation. Twin elliptical speakers and 7-valve performance from 5 multi-function valves provide lo-price hi-fidelity on broadcast and shortwave. Continuously variable tone control; record-player connection; built-in plane aerial. In two-tone Coffee/Cloud Grey . . . **£29/19/6**.

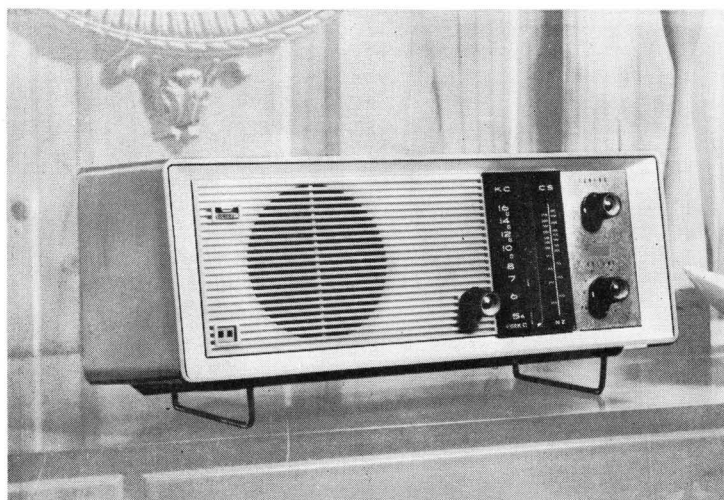


**GENERAL "LA FAYETTE"** — C'est fantastique . . . full 7-valve performance with twin hi-tonal speakers to give better listening. Wide dial and magic eye make for easy tuning on broadcast and shortwave. Built-in aerial saves time and trouble; gram connection; earphone socket . . . Available in Flame, Aqua, Squadron Blue or Cloud Grey . . . **£34/19/6**.



**GENERAL "MARLBOROUGH" (Above)** — The wonder of wood coupled with positive performance makes this set an asset in any home, whether contemporary or conservative. Seven-valve world-wide reception from 5 multi-function valves; wide dial makes for easy tuning; record-player connections and variable tone control . . . **£29/10/-**.

**GENERAL "KITCHENER" (Below)** — Ideal for your bedroom or kitchen is this attractive 5-valve radio with the pulling power of a full "six-valver". With its variety of pleasant fashion colours the set will blend perfectly with the decor of your home. Available in Flame, Aqua, Squadron Blue or Cloud Grey, trimmed in white. . . . **£16/16/-**.





### BELL BELLBROOK 23 inch (Above)

Slim "Silhouette" styling — the gleaming mahogany cabinet is a mere 9½ in. from front to back — combines with stylish new control panel for a set with personality plus. New picture tube gives extra-wide vision, and has safety glass bonded on. Concealed ventilation gives extra life to components — and saves space too.

**£159 10 0**



Attractively-designed TV trolley, a boon where space is at a premium, rolls TV to best viewing spot. In black wrought iron.

**£7 14 0**



Lucky the dealer with a Bell franchise — and models like these to sell! Bell styling has a new, slenderised look — elegant, and space-saving too. And Bell technical design has a new look too — simple, efficient, cutting down on after-sales service time and keeping your customers contented. In '64 . . . more than ever before . . . you'll be glad you stocked Bell!



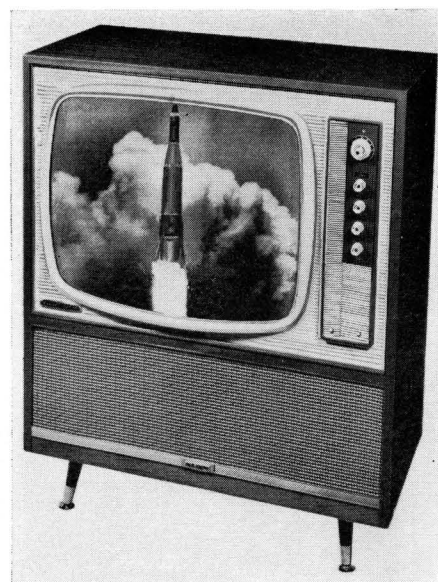
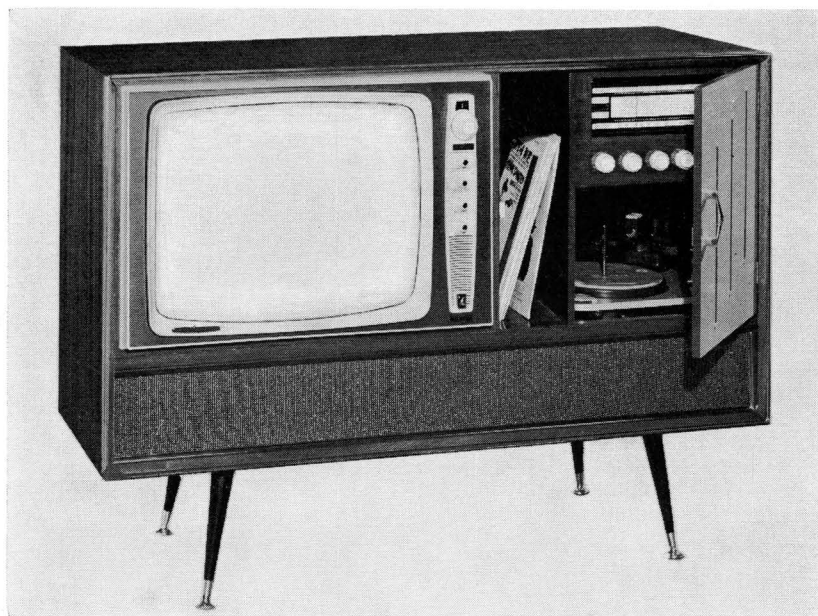
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**SLIM NEW  
"SILHOUETTE"  
TV by BELL!**







### Bell "Belvedere" (above)

A set to distinguish the most fashionable home. "Belvedere" combines slim "Silhouette" styling with elegant new two-toned control panel — plus a beautifully crafted console cabinet in three variations. New picture tube gives extra-wide vision, and has safety glass bonded on to cut down unwanted reflections and help provide the sharpest picture in TV today.

|                |                  |
|----------------|------------------|
| Swedish legs:  | <b>£179 10 0</b> |
| Cabriole legs: | <b>£195 0 0</b>  |
| Castors:       | <b>£185 0 0</b>  |

### Bell "Fiesta" (top left)

Television's most distinguished set — a complete home entertainment centre in one magnificent cabinet. Combines Bell's superb extra-width picture with 7-valve world-wave radio, BSR automatic record player and three 9 in. x 6 in. stereophonic speakers for the zenith of luxury viewing and listening. Long, low styling follows the newest decorating trends, yet has a dignity and refinement to satisfy the most fastidious tastes.

|                |                 |
|----------------|-----------------|
| Cabriole legs: | <b>£305 0 0</b> |
| Swedish legs:  | <b>£295 0 0</b> |

### Bell "Amsterdam" (bottom left)

Has all the main features of Fiesta, plus compact styling to suit the home where space is a problem. This home entertainment centre includes 23 in. high-definition TV, 7-valve world-wave radio, BSR automatic record player and three 9 in. x 6 in. stereophonic speakers for rich sound reproduction. Tastefully-designed picture panel contrasts with glowing mahogany or walnut for styling that's superbly elegant.

|                |                 |
|----------------|-----------------|
| Cabriole legs: | <b>£290 0 0</b> |
| Swedish legs:  | <b>£280 0 0</b> |