

SORRY!

Radio Shack never published a catalog in 2003. 2002 marked the final year for their printed catalog.

The \$4.8 billion consumer electronics retailer had stopped producing their annual catalog, which it had been mailing since the 1940s.

According to spokesperson Mike Braun, The Fort Worth, Texas-based company will concentrate its direct marketing efforts on the Web.

"We realized that a printed catalog becomes quickly outdated, adding that the Web more readily lends itself to rollouts of new gift and gadget products, the sort of merchandise featured heavily in the print catalog."



On a personal note,
the Radio Shack catalog was always my favorite catalog.

I was so disappointed the day I walked into my local
Radio Shack store, asked for their new 2003 catalog,
only to be told it had been discontinued.

At first, I thought the salesman was joking.

But it was no joke. After almost 65 years,
Radio Shack decided to discontinue publishing
their printed catalog.

I hope that this website I've created is useful to you
for whatever reasons are relevant to you:
product information, a reference guide,
an electronic parts & products resource,
reminiscing, or just fun reading. Enjoy!

Mike

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