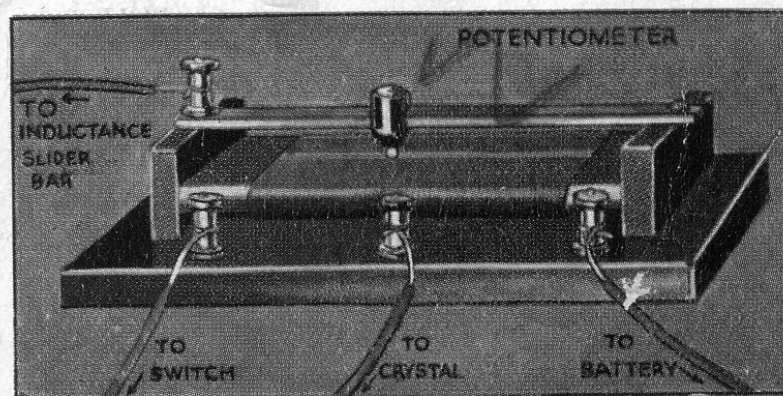


Godfrey Phillips' Wireless/Radio Premiums

By Wayne Gilbert

"Mornin Joe, have you gotten any new shipments of BDV's in yet?" "They arrived last night, I'm unpacking them now." Edwin Wilson took a deep breath, enjoying the aroma of the many kinds of tobacco that Joe sold in his tobacco shop. He had acquired two habits during WWI fighting in France; one was smoking cigarettes. They had been free for British military service members then, but now he, as an ordinary Britt, had to pay for them.

He had also been introduced to the new science of radio during the war. It was more like a hobby than a habit, but he had retained the interest in radios now that he was a civilian again. The army had been taught how to operate the equipment, and he had picked up some theory on his own, but the excitement of both broadcast-



Front of Series 1 Card

ing and receiving voice transmissions from miles away had continued to captivate him! He was now one of the thousands of ex-signal corps service men dedicated to purchasing every piece of surplus military electronic component or equipment he could find and afford. He also had become an avid reader of the new electronic magazines now on the market, trying to build his own receiver from the surplus parts he had accumulated. He had even changed to

smoking BDV cigarettes because of the wireless premium cards they were offering.

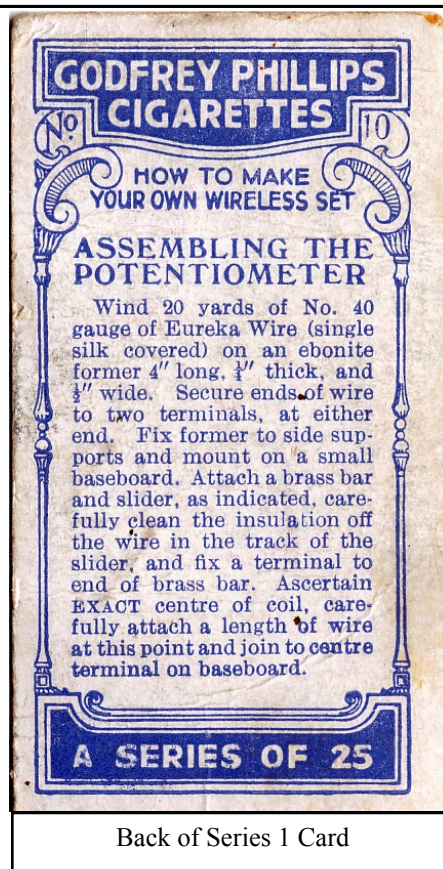
Edwin thought that the Godfrey Phillips Company had hit a winner with this set of premium cards, each of which contained a different wireless associated drawing or assembly. Everyone in England was talking about wireless now that the General Post Office had created the BBC and authorized it to start broadcasting from its two new transmitting stations. The General Post Office had created even more excitement when it granted the Marconi Company a regular broadcast license which allowed them to broadcast a program twice a day. New stations located in Holland, The Hague and Paris were beaming broadcasts at England too.

Caught up in the wireless craze were many families whose 1922 budget for luxuries was still very small. More and more of these families were discovering that the new craze of listening to wireless programs could provide them with the entertainment

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Back of Series 1 Card

COLORADO RADIO COLLECTORS ANTIQUE RADIO CLUB

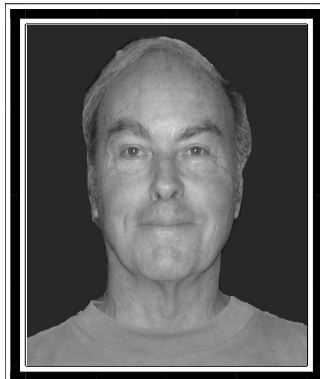
Founded October 1988
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Message from the President

Presidents Message

Greetings fellow club members. This month we are having a transistor forum presented by Neil Gallensky.

Neil has been collecting transistor radios for many years



and has found many examples of all types of transistor radios.

Bring your favorite transistor radio and lets talk about them. This should be fun. See you at Philip Miller library in Castle Rock on July 10th..

Tom

CRC Auction and Picnic September 18th

It's coming quicker that you think.

Dig through your
treasurers and think about what
you will bring.

It's always a great time and a good
opportunity to add to your collections.

CRC CONTACTS

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Upcoming Events

7/4—Independence Day
7/10—CRC Meeting
9/11— CRC Meeting
9/18—CRC Auction

Meeting Locations (Unless noted otherwise)

Littleton	Castle Rock
January	March
May	July
September	November

CRC MEETINGS

Meetings are held on the 2nd Sunday of every other month starting in January (except 3rd Sunday of May) at 1:00 pm. The meetings consist of business, "show & tell", raffles, auctions, swap meets, technical discussions and other subjects of interest

CRC MEMBERSHIP

Annual membership in the CRC runs from July to June. Dues entitle members to attend meetings, "The Flash!" our newsletter, discount book prices, participation in our spring show and Fall auction. Current annual dues are \$12. New memberships will be prorated to the following June.

(Continued from page 1)

that they couldn't otherwise afford. The new General Post Office policy gave a certain legitimacy to the wireless hobby, and by mid-year there were at least 23 privately funded stations licensed to broadcast. When one of these stations broadcast a concert by 'world renown singer Dame Melba', it was the proof to many that purchasing a wireless set was more than just a needless luxury.

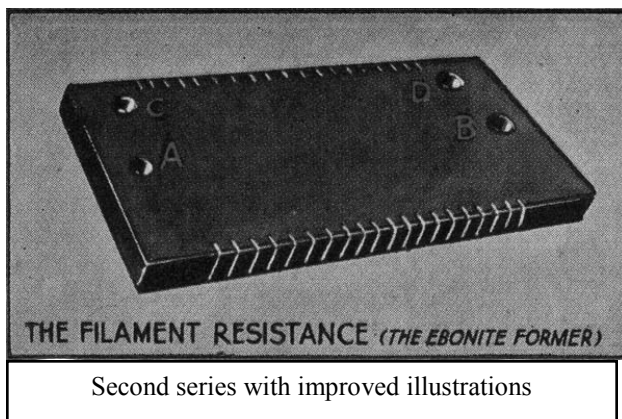
The General Post Office responded to public pressure by issuing a 'listening only' license for about 10 schillings, which allowed the license holder and his family to own and listen to a government approved wireless set. Part of the license was intended to repay broadcasters, and part was used to pay the Marconi Company for use of some of its patents. But so many Brits, like Edwin, wanted to build their own set from components and designs they provided that the General Post Office was forced to issue an 'experimenter' license which allowed the purchaser to build his own set.

The newly created British Broadcasting Company, or BBC for short (later to become the British Broadcasting Corporation), realized that most citizens would only be able to afford and 'listen in' with a crystal set, and agreed to locate their transmitters so that the majority of English listeners were within 'crystal range' or about 10-25 miles (this requirement, plus the fact there were many fewer broadcasting stations in England, meant that the TRF style radios were popular in Britain far longer than in the US) from the transmitting site.

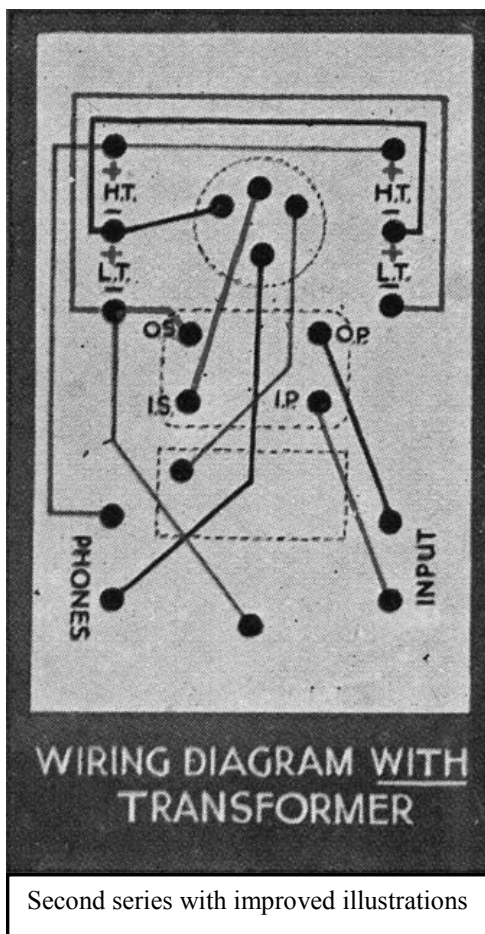
A factory-built crystal set could be purchased for about £4, not including earphones, 100 feet of antenna wire and a ground rod. However, many magazines were being published which contained plans and instructions describing how to build a crystal set for as little as £1 for those who were more adventuresome and who also had an Experimenter's license.

Many of these home-built crystal radios worked well, and soon many families were gathering around their kitchen table, taking turns pressing the earphones to their ear so they could hear the program being broadcast. Very quickly the more handy and more adventurous were experimenting and modifying their basic crystal sets to im-

prove reception, and perhaps even allowing several family members to listen at one time. (By 1926, wireless sets were replac-



ing crystal sets pg 7) The English public were quick to realize that electronics was a hobby that was not only endlessly changing, satisfying, and entertaining, but could also become a trade for those who became more proficient.



By 1924, a new industry consisting of companies providing unbuilt kit radios was also having an affect on the radio buying market, but still 65% of all listening li-

censes were being issued to those using a crystal set, either home-built or factory made.

The Godfrey Phillips tobacco company entered the picture in late 1922 and/or early 1923. They had been including premium cards in their cigarette packages for several years and very quickly saw the advent of home-built wireless and crystal radios as a theme for a new set of premium cards. By mid-year, 1922 they began including a premium card with a wireless theme in each package of BDV (better dark Virginia) cigarettes they sold.

This new set of wireless theme cards would have included 25 different 1.5" by 2.75" cards. Some cards were very basic, explaining the new terms used by wireless hobbyists (induction, capacitance, resistance), others explained how to assemble components into a completed radio, while the final cards in the set explained how to operate your newly built radio. There was even a card with instruction for building a 'test buzzer', used for determining when your 'cat's whisker' was positioned correctly on the radio's crystal!

At only about a penny, BDV cigarettes were affordable, and many smokers started collecting these cards, however, most smokers soon found that getting 25 different cards was not as easy as first thought. They quickly found that shop keepers with a bigger sales volume had the latest shipment of BDV cigarettes, while other smaller shops may still be selling packages of BDV's containing an already collected card. Since the card could not be seen until the pack was purchased and opened, each purchase was a 'crap-shoot' for the smoker wanting or needing to collect a complete set.

By late 1923/early 1924, Godfrey Phillips issued a second set of premium cards which gave very detailed instructions on how to build an amplifier for your crystal set. Most listeners had learned that because crystal sets were powered only by the minuscule current received by the radio's long wire antenna, most sets were only powerful enough to power a pair of earphones. This was obviously inconvenient when the whole family wanted to listen in to a program.

By adding a battery-powered amplifier, a

(Continued from page 3)

horn or a cone speaker could be attached to the crystal radio, and the whole family could hear the broadcast at the same time. With these new speakers, listeners could also move about the room while listening, instead of being tethered to the cord from a set of earphones.

The use of this amplifier could also extend the range of a basic crystal set, allowing the listener to 'listen in' on broadcasts from the continent. (By this time there was a different philosophy developing in mainland Europe's wireless community. Instead of following BBC's concept of installing lower-powered transmitters and relay stations to reach the majority of the listening public, the mainland broadcasters were opting to build larger, powerful stations capable of reaching listeners living hundreds of miles from the transmitters, and all across the continent.)

The cards in this second set followed much the same philosophy of their first set, and again included some cards with very basic instructions (how to cut and drill a piece of ebonite for a panel) as well as some cards with fairly sophisticated electronic instructions, such as how to wire the amplifier's 1 tube into the crystal radio's circuit.

Godfrey Phillips then seems to have become preoccupied with its other premium cards, neglecting the wireless hobbyist smoker until 1929 when it released its 3rd set of 25-wireless premium cards. This set was more sophisticated than the previous issues, containing actual photographs instead of drawings, and instructions for building a 2-valve (tube) receiver. Although most components used in this radio were purchased off-the-shelf instead of being home made by the hobbyist, the instructions claimed the set could be assembled for about £3.

The skill level required to construct a tube radio was much greater than that required to build a crystal set, and the components were often more expensive. Likewise, construction of a set powered from the house's current was viewed to be beyond the capabilities of most hobbyists. Godfrey Phillips seems to have considered this

when designing this set of premium cards, and accordingly the radio described was a battery-powered set, although by this time a majority of the sets used in England were powered from 'the mains', a term used to describe house current at that time. But, interestingly, the set did include some of the latest radio components, such as using a straight-line-frequency type tuning capacitor. This allowed for easier tuning now that broadcasting stations were being located at such-and-such-frequency, not



K-B Masterpiece
Final Premium for only 500 packs of cigarettes

the such-and-such-meter positions used in the 1920s. Although this set is said to be easily assembled, with "no soldered joints necessary," there are references to making some of the wire-to-wire connections by crimping one wire to a 'tinned' portion of another.

That these wireless premium cards were ever successfully used by anyone wishing to build their own wireless or crystal set seems rather unlikely. The info provided on some of the cards seems too basic to have been needed by anyone knowledgeable enough to contemplate building his own set, and the small size of the cards

made the verbiage that accompanied the picture or drawing very difficult to read. Cards that included detailed drawings or photos would have had to been constantly flipped from one face to the other when trying to follow the drawing on the face of the card, while reading the instructions on the back. And a single smudge from a dirty finger or thumb would have made a card nearly impossible to read. Also larger-format drawings and instructions would have been readily available from many of the electronics oriented magazines available at the time, which would have been both more readable and more professionally designed.

Accumulating all of the cards of any set would have certainly been a challenge, and time consuming for anyone eager to 'get on' with their project. About the best that can be said for these cards is that they did provide a free, timely themed premium for smokers of the day. In addition BDV cigarettes were no more expensive and were as tasty as any comparable cigarettes on the market at that time.

At about the same time that the Godfrey Phillips company was promoting this latest 2-tube-wireless set of cigarette premiums to the wireless hobbyist, it also was launching a campaign to give a fully constructed Bakelite 2-tube radio to anyone who collected and submitted 500 premium cards from BDV cigarette packages.

This radio was manufactured by the Kolster Brandes radio company and was a very attractive art-deco style, battery-powered radio, (Godfrey Phillips may have gotten a very good deal on these radios, in that they were a battery powered set at a time when most new radios purchased were wall-current-powered sets). It must be presumed that this promotion was a success since G-P records show they purchased 40,000 of these radios from Kolster Brandes

The next year, Godfrey Phillips purchased another lot of radios from the Kolster Brandes Company, this time for a 3-valve TRF radio, housed in a wooden cabinet. This radio was wall-current-powered and significantly more modern. Both sets were

(Continued on page 5)

(Continued from page 4)

referred to as the Masterpiece model, and both were well-designed radios.

This set is said to have only cost the smoker only about £12 10s 0d in cigarette purchases. Using an internet currency converter, £12 10s 0d in 1930, seems to have had the purchasing power of about £400 in 2011, which seems like a good deal when compared to the prices of other radios sold at that time.

It's not known how many K-B Masterpiece radios were given as premiums, but this seems to have been the last radio/wireless promotion Godfrey Phillips associated with their cigarettes. They may have reached a point where the smoking public just could not smoke enough cigarettes to submit 500 premium cards in a timely manner because they continued to give other lower valued card-type and card redeemable premiums for several years. (Seventy coupons could get your lady friend a pair of "French-styled knickers," for those who were tired of the wireless hobby.)

Notes:

1. I would like to thank the following people who provided both information and assistance in making this article possible:

tion about the 3rd issue of the BDV cigarette premium cards

Joe Sousa who provided information about the Kolster Brandes Company and their Masterpiece radios

Walter Herring, who provided information and guidance about the history of radio in Europe, and for being such a good and loyal friend for so many years.

2. The following links will connect you to a more comprehensive description of these wireless related premiums:

How to make your wireless set--<http://www.r-type.org/static/crystal.htm>

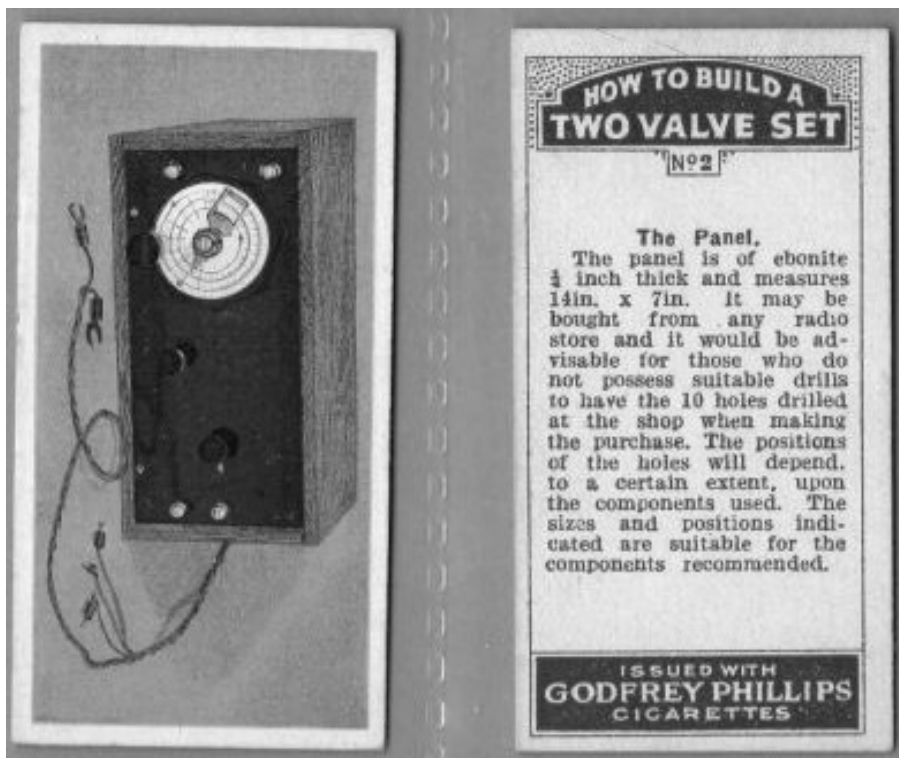
One tube amplifier--<http://www.r-type.org/static/valveamp.htm>

How to build a 2 tube wireless-- <http://www.r-type.org/static/twovalve.htm>

Sources:

Geddes, Keith. *The Set-makers*. Landseer House, London.

Gordon, Bussy. *Wireless, the Crucial Decade*. Peter Peregrinus Ltd, London

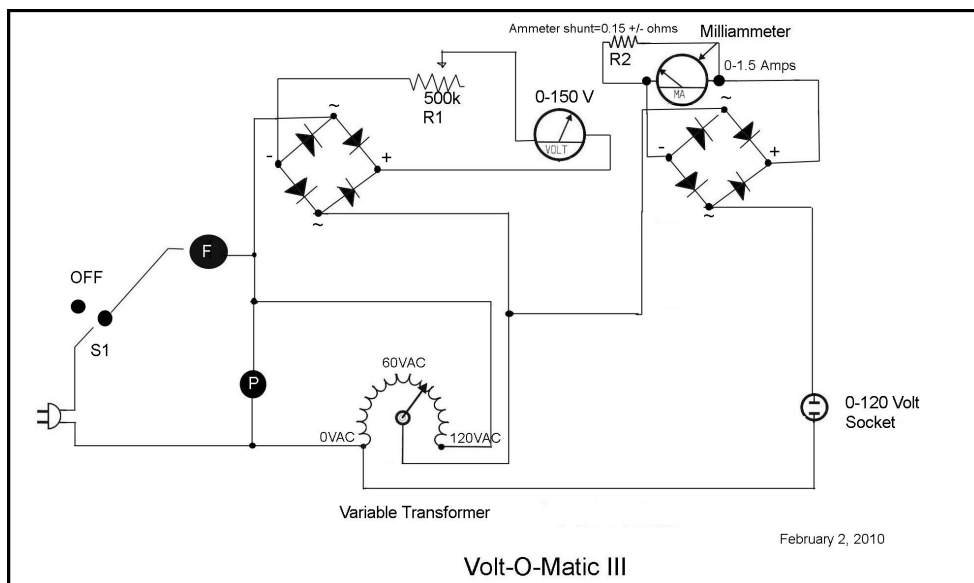


Final Series—Vastly Improved Illustrations

Dick Elliot, for answering my many questions about cigarette history in US

Barry Russell for answering my countless questions about cigarette history in England

Hava, who provided pictures and informa-



Volt-O-Matic

By Rich Kuberski

Here is the simple schematic for the variable voltage devices that I have made. These units measure amperage and voltage.

The only kicker is that I have used old meters that were not doing what I needed them to do. You can see that I have taken DC meters and used a bridge rectifier so that I could feed them with AC. I then calculated the proper shunt resistor for the ammeter and adjustment resistor for the volt meter. If anyone is really interested in this, let me know. This little article is just a filler for this month's issue.

Photos from March 13th Meeting at the Philip Miller Library in Castle Rock



New Member
Ron Smith



Tom Kelly talks about how he became
interested in old radios



Marty; Philips talks about how he became
interested in old radios



Larry Wiede talks about how he became
interested in old radios



Mark Dittmar with military
Low frequency receiver



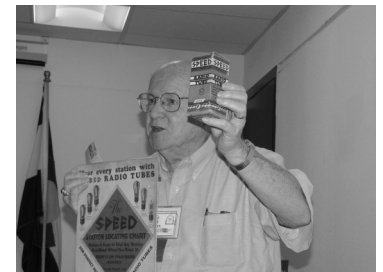
Robert Baumann shows his Kent Repro-
duction Key



Tom Pouliot shows his Radiola 5



Tom's Radiola 5



Barney Wooters with his Speedo Tube
information



Bill Dial shows off his restored Arbor-
Phone Radio



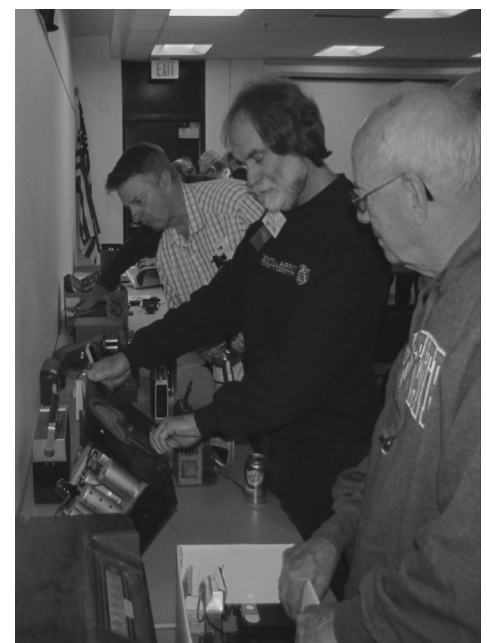
Another great turnout for the meeting.



Bill's Arborphone Radio



Tom shows raffle items.



Checking out the "show & tell."



The Open Trunk

Member submitted advertisements



WANTED: Buy/Sell/Trade: "Heavy Metal" communications gear, telegraph related items, vintage calculators & micro-phones.

Robert Baumann, 303-988-2089
HQ180A@aol.com. (07/09)

REPAIR SERVICE:

Radio repairs for club members. Reasonable rates. Good references.

Call David Boyle
303-681-3258 11/09

For Sale: by Dave Boyle

All of the following older but "classic" radio and TV repair instruments have been expertly refurbished, repaired, and calibrated as appropriate.

All Instruments come with test leads, as required and most have manuals. Prices might be negotiable.

- 1) Heathkit TV Alignment Generator; IG-52. \$65.00
- 2) Heathkit's best "Laboratory" Signal Generator, IG-42 (I use one myself). \$105.00
- 3) Heathkit Capacitor Tester, C-3. Also checks leakage, power factor, and resistance. \$65.00
- 4) Heathkit Tube Tester, IT-21. Tests older types too! \$50.00
- 5) Eico Model 324 Signal Generator. \$60.00
- 6) Precision Apparatus Company (PACO) Model E-400 Sweep Signal Generator. \$55.00
- 7) Eico Model 425: 5" oscilloscope. Two to choose from, both rebuilt, one with new CRT. Perfect for old radio and audio repair work. \$45 and \$65 respectively. With manual.

Call
David Boyle, 303-681-3258 5/11

FOR SALE: 120 volt power supply with variac. Includes volt meter, amp meter and integral fuse to protect the connected load and a isolation transformer.

Give me a call and I will bring it to the next club meeting.

Price is \$75. Rich Kuberski
303-422-9510 05/11

Custom Embroidered CRC LOGO on Shirts and Hats

Only \$5.00 + Tax per Garment

- Choose the LOGO size - up to 3" high
- Choose the colors, up to four
- Include your name under the LOGO - a \$1 option
- Provide your own garment, or...
- Choose from a wide selection in a catalog; www.imprintswholesale.com

For orders, catalog prices and further info contact the seamstress directly.

Judy Houser
(303) 771-3577
Highlands Ranch, Colorado

SUBMISSION OF ARTICLES AND ADVERTISEMENTS

Classified Ads for The Open Trunk and articles of any radio/electronic or historical related subject to be published in the Flash are encouraged and welcomed. The article(s) should be submitted in Microsoft Word, RTF, or as text cut/paste into your email to Steve Touzalin, either by email at stevetou@comcast.net , or by postal mail to 417 So. Queen Circle, Lakewood CO 80226 .

Formatting isn't necessary, but if you do, set the font to Times New Roman, size 10, left justified. If you have graphics (.jpg files) to be inserted, please name them and be specific about how you would like them placed. We will do our best based on space limitations.

The July 10th, 1:00 pm meeting will be at the Philip Miller Library in Castle Rock

Directions

From I-25: Take the Plum Creek Parkway, exit #181

Turn East onto Plum Creek Parkway.

Turn Left (North) onto S. Wilcox Street and continue north 2 tenths of a mile.

The Philip S. Miller Library is on the east side of the street at 100 S. Wilcox St.

The building is towards the back of the parking lot, past the Dairy Queen.



Colorado Radio Collectors
Antique Radio Club
417 S. Queen Cir.
Lakewood CO 80226

FIRST CLASS MAIL