



Volume 24, Issue 1

The January 13th meeting is at the Bemis Library in Castle Rock

Jan/Feb 2013

Dedicated to the Preservation and Education of Wireless, Radio, Television and Associated Equipment

“And Now.....a Word From Our Sponsor”

By CRC member Wayne Gilbert

“Call for Phillip Morris!” Johnny Roventini’s call for Philip Morris was one of the shortest, and most successful commercials ever to air on American radio. It was repeated so often that it became embedded in the minds of a generation as the official voice for Phillip Morris, more recognizable to many than the first four words of the American national anthem.

How to fund radio broadcasts has been an enduring problem since the first radio stations went on the air, careening from the era when any direct advertising was frowned upon, until today, when it seems that commercials often are allotted as much, or more, time than the actual program being broadcast. Laws have been enacted and books have been written about how to

control the number and content of product commercials, but little has been written

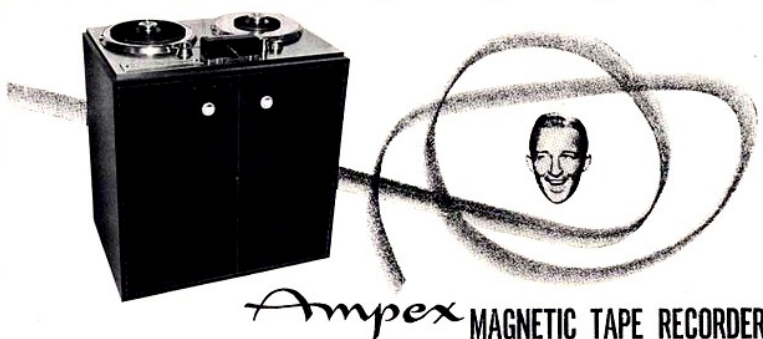
nouncer would finish up with the news or weather broadcast, and then casually mention, “The following musical selections were from records provided by Joe’s department store, down on the corner of 12th and Elm.”

Initially, stations were pleased to give free advertising for a store in exchange for the use of phonograph records from the store’s supply, and stores were thrilled just to have their name mentioned as a source of the new records being played by a broadcasting station. But soon broadcasters realized that airtime had value, and businesses found they had to pay to have their names mentioned on the air. But if they were going to have to pay, they wanted to have a say in what these commercial advertisements said and how they were used. Some businesses even demanded to have their product(s) pitched by a specific announcer, whose voice seemed to resonate with a specific product’s qualities.

As programs became more sophisticated, and broadcasting costs increased, businesses began to share or co-sponsor these costs. They also found that co-sponsoring several programs during an evening kept their commercials before the listening au-

(Continued on page 3)

Here’s the machine that put Bing Crosby on tape...



The ability of the Ampex Magnetic Tape Recorder to maintain its unique high-level of fidelity has been fully demonstrated over the past season on the Crosby program. This “true-to-life” reproduction is the result of engineering improvements by the Ampex Company on the high-quality German magnetic tape machines. The American Broadcasting Company has purchased 24 Ampex recorders to date and is using them from 15 to 18 hours a day in continuous commercial network operation. The results, from the standpoint of quality and reliability, have been unbelievably satisfactory, and the cost of ABC’s recording operation has been reduced substantially. There is no waste of material as with discs; there are no discards; and editing on tape is made simply with a pair of scissors. Based on average operation and personnel costs, the full price of this machine will be saved in a very short time. Write for full details.

EXCLUSIVE DISTRIBUTORS

East of the Rockies:
AUDIO & VIDEO PRODUCTS CORP.
681 Fifth Avenue, New York 22, N. Y.
Telephone PLaza 9-6031

West of the Rockies:
BING CROSBY ENTERPRISES, INC.
9028 Sunset Boulevard, Hollywood 46, California
Telephone CEsterline 11171

about the evolution of how radio commercials are presented and the problems encountered by those producing them.

In the beginning, when stations were small, there was often just one person who made all of the announcements and introduced all of the performers or musical records. Audiences often could identify the station as much from the announcer’s voice as from the station’s call letters, and took little notice that the same announcer would advertise a number of different stores or businesses. Typically the station’s an-

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A color version of *The Flash* is distributed to members of the CRC e-group—Contact Mark Dittmar to join

Visit the CRC Website at WWW.RADIOACE.COM

COLORADO RADIO COLLECTORS ANTIQUE RADIO CLUB

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Message from the President

I trust that all of you had a wonderful, safe, and fun-filled holiday season. It is now time to look forward to another year of club activity and events.

We have been existence for about 25 years...but now we need more participation from some of you that have the talents...the energy...and the time to get more engaged in helping this club. If we are not only to exist for another 25 years but thrive as well, new faces are needed on the podium as well as behind the scenes.

We older members that you know ...who "pen" articles, publish and distribute the Flash, run the auction, or have been club officers are *frankly getting worn out!* I am quite concerned about succession planning for all the various volunteer activities necessary for healthy club functioning.

In this issue of the Flash we have a feature article written by Wayne Gilbert...thanks Wayne. If we do not receive any additional articles we will again have to resort to older ones. Recycling



of older articles is not what the Flash is all about...heck, you guys...all we need is 4 to 5 articles per year. You can be sure I will be leading some conversations regarding the club's continued viability during our meetings this New Year.

The main business topic will be the upcoming March 24th club radio

show at the Vintage Voltage Expo. Once again, we will need a show "coordinator" to assist in the planning. Of course, we have always had fantastic, self-directed" participation from all of us.

Note: The *special* show and tell topic for this meeting will be 1930's radios...preferably ones that will play during your presentation...there may even be a Bronco playoff game on the air at that time. However all show and tell items are encouraged.

Stay Tuned...and Thanks for Listening,

David Boyle

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Webmaster Website	Bill Grimm www.radioace.com

NOTE: at = @ in email addresses

Upcoming Events

2-14	Valentines Day
3-10	CRC Meeting
3-24	CRC Show

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 May is 3rd Sunday) 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 \$20. New memberships will be prorated to the following June.

(Continued from page 1)

dience more frequently. With co-sponsoring, the station's announcer might introduce an upcoming program, and then relinquish the microphone to 'commercial' announcers who would advertise products for several different sponsors throughout the program.

As more stations came on the air, businesses often found themselves with commercials being aired on different stations during an evening. Since these commercials were all broadcast live, the commercial announcers were often required to race from station to station, often across town, during the course of an evening, just to give a brief 1-2 minute commercial for 'their' product.

Broadcasters found they could cut costs by broadcasting the same program over a network of stations, but this created a whole new set of problems. Joe's department store saw little advantage in advertising to a customer located 100 miles away, while Sam's Shoe Store chain agreed to co-sponsor the program, but only if it aired at the usual time and continued to use the same commercial announcers who the public had come to recognize with being associated with his shoes in each locality. Other, larger, advertisers often wanted the same commercial announcer to be the voice of their product, wherever it was advertised, and nearly all of them wanted local control of the script being read during the commercial.

To accommodate these needs, broadcasters began experimenting with pre-recording shows for later broadcast. This worked well for comedy programs, where an actor could often ad-lib out of a flub or blown line, but not so successfully for commercials, where sponsors wanted scripts to be strictly adhered to. And then there was the problem of the poor quality of sound associated with a disk transcription. Audiences just did not like to listen to transcribed programs, and poor listener ratings did not attract business commercials.

Radio transcription technicians tried several different methods to solve these problems to the satisfaction of the sponsors, the performers, and the listening public. One method commonly used was to transcribe all of the commercials onto one disk and later dub them into the appropriate portion of a program. This certainly did nothing to



Jack Mullin in WWII

alleviate the stress level for the 'commercial' announcers who were often required to record 10-12 perfect commercials onto one disk.

The dissatisfaction of sponsors and audiences continued through the 1930s, with broadcast technicians unable to come up with a satisfactory solution. It took Bing Crosby's love of golf to make program and commercial transcriptions acceptable.

Although one of the country's most popular performers, Bing was known throughout the entertainment industry for his cas-



ual work habits, preferring to perform before an audience only on rainy days when he could not be on a golf course. Although Bing knew the listening audience disapproved of his programs being transcribed,

he tried to use his popularity to force NBC to accept his programs as a dubbed disk transcription. But the quality of recorded transcriptions was so poor that Bing just didn't sound like Bing! Both the listening audience and the network sponsors balked, and Bing was forced to leave the air for a whole season.

Eventually, Bing opted to move to the newly created ABC network, but despite his personal popularity his programs continued to lose audience ratings. Finally, on Oct 16, 1946, Bing broke the 'sound barrier' by pre-recording his program using a high quality commercial tape recorder that John Mullin had discovered in Germany, at the close of WWII, while serving as an officer in the US Army Signal Corps.

Although Bing was impressed with the quality of the recordings produced by Mullin's tape recorders, he was not convinced of their durability. He felt it was to his best interest to work with Mullin to produce an American-made tape recorder to replace these war souvenirs.

With Bing's influence and financing, Mullin, with a small company named Ampex, developed and sold an order for 12 recorders to ABC at \$5,200 each. Soon nearly all radio programs and product commercials were being recorded at such a high quality that it was nearly impossible to detect a transcribed program.

Was it Bing's desire to record a high quality, easily edited, program at a time of his choosing, or his commercial sponsors insisting that their advertising commercial be performed exactly as written, or perhaps even Adolf Hitler's desire to fool the German people into believing he was broadcasting his speech to them live instead of on an edited tape, that led us to be inundated with product commercials, which quickly ended the golden age of radio.

Its hoped that even Bing might have had some regrets over what his enthusiasm for golf fostered on generations to come.

Sources:

Cox, Jim. *Sold on Radio*, McFarlane & Company, Inc. 2008

Mullin, John. *High Fidelity Magazine*, April 1976. *Creating the Craft of Tape Recording*. Pages 62-67

Comments on the Auction

By Rich Kuberski

At the November meeting there was a discussion on how the auction could be improved. The 2012 auction had the distinction of having had the greatest number of items for sale (233) and of course this resulted in the longest auction. I was there from 8:15 until 6:45.

One suggestion to get things moving along was that no lot would have a value of less than \$5.00. That is not a reserve number, but rather the intent is that if you have some low price items to sell they would be grouped with other like items creating a lot with greater value. That way, our hard working auctioneer “golden voice” Tom Pouliot, would not

have to expend so much time and en-

much effort is being expended for just a few dollars.



So, next year, and yes there will be a reminder, group your low price items into lots with a minimum value of \$5.00.

Another thing to consider would be to bring some of these low price nuggets to a meeting and placing them on the raffle table and let the club make a few dollars off of them.

ergy trying to move a \$1.00 bid up to \$2.00 or \$3.00. He does such a great job of trying to get the best price for every seller, but quite frankly, too

Enough of the Auction, on to the next event, the March CRC Show/Vintage Voltage.

2013 CRC Show

By Rich Kuberski

2013! It's hard to believe that the new year is upon us already. It seems like we were just talking about, and dreading, Y2K. What a big deal that turned out to be.

Anyway, it's January and the show is March 24th, just about 70 days away. The magnificent **CRC Show** held in combination with **Vintage Voltage** will be at the **Ramada Inn** at 120th & I-25.

As we all know, this is one the top two events sponsored by the club. I guess it has to be one of the top two since we only sponsor two events.

has been to one of these shows and even though there have been videos showing what is on display, there is

the world!

We need to select a **featured category** for the show and we need someone to be the **Show Coordinator**. So, put on your thinking cap and while you are at it, **consider volunteering**. The only reason that you see many of the same people doing the same job all the time is that this club could use more participation.



nothing like being there in person. You will have a chance to visit with the people that have taken the trouble to bring out their fine radios and a chance to see first hand one of the best displays of vintage radios in our part of

Larry Weide and I will produce a video of the show as we have in the past. We anticipate posting in on YouTube so you can always look at it if you are having a slow day.

Special Topic for January's meeting

Radios of the 1930's

If you have one, bring it and tell us about it!



Yes Sweetheart, I mean
YOU!!!



Photos from November 11th Meeting at the Philip Miller Library in Castle Rock



New member
Ron Sconyers



Cindy Bretts gives update on her Dad,
Charlie Bretts condition



President Dave Boyle talks
about important stuff



Tom Kelly with his 1938
Zenith Portable



Merrill Campbell with his beautiful
1938 Hyatt radio



Dave Boyle with his Zenith
6G001 a T.O. companion radio



Dave Boyle with his portable
Philco 48-360 Battery Set



Kenneth Hodge with his
Philco 1941 41-83



Barney Wooters with his "portable"
Ceramic console radio



Tom Pouliot with 1925 Radiola 26
\$225 new, 19,000 made



Robert Baumann with Sylvania 3401 TA
Build in Geiger counter & Compass



Yuriy Yedidovich with Simpson 415
A portable Signal Generator



Tom Zacher with a nice Philco 46-350



Tom Zacher with his restored Philco
46-250 bought at the auction

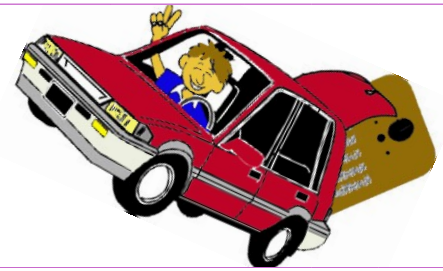


David Solliday & Dave Boyle auction off
some David's equipment



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 Capacitor Tester, C-3. Also checks leakage, power factor, and resistance. \$65.00
- 3) Eico Model 324 Signal Generator. \$60.00
- 4) Precision Apparatus Company (PACO) Model E-400 Sweep Signal Generator. \$55.00
- 5) 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.
- 6) RCA Master Voltohmmyst common 7" meter with new leads and manual \$75.
- 7) RCA RF Signal Generator, standard Functions IG-102 \$35
- 8) Heathkit Model IG-102 Signal Generator 5 bands, audio out put with leads and manual \$40

Call

David Boyle, 303-681-3258 5/11

Wanted

Knight KG-2000 Manual (copy okay)

Robert Schineller 303-682-1949

Schineller@comcast.net

Many old Tubes for Sale

Try me before you order over the internet and save shipping.

01A, 24A 27, 35/5, 47, 71A, 80 and many others. All tested on my Hickok TV-7/DU tester.

Mike Cook 303-471-9596

Wanted: 1920's Wooden Horn Speakers and a Crosley Musicone Speaker.
Also 1920's battery sets, especially Neutrodyne sets, Pre 1930 AC Radios and a Crosley Widget Console Radio
Michael O'Leary 602-354-7011
moleary9@cox.net.

This repentant collector would like to thin out his collection of antique radios, stereos and test equipment. The radios are from the late '20s to early '40s, most in wooden cabinets. They are in various conditions, mostly good cabinets but as all old radios will require restoration to operate reliably. The stereos and test equipment date from the '60s and '70s and for the most part are operational. They are too numerous to list.

Call Tom Pearce at 303-403-0362 to arrange a visit and tour.

WANTED: To buy: 1948 Motorola 5A9B portable radio, Maroon color. Good condition only.

Dewey Reinhard 719-596-5516

deweyfly30@gmail.com

WANTED: Broadcast or recording mics, especially from 20's to 1950's.

Shirt pocket transistor radios, working or not.

NBC chimes, all eras.

Tom Keeton

303-797-8073

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- Choose the colors, up to four
- Include your name under the LOGO - a \$1 option
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- 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

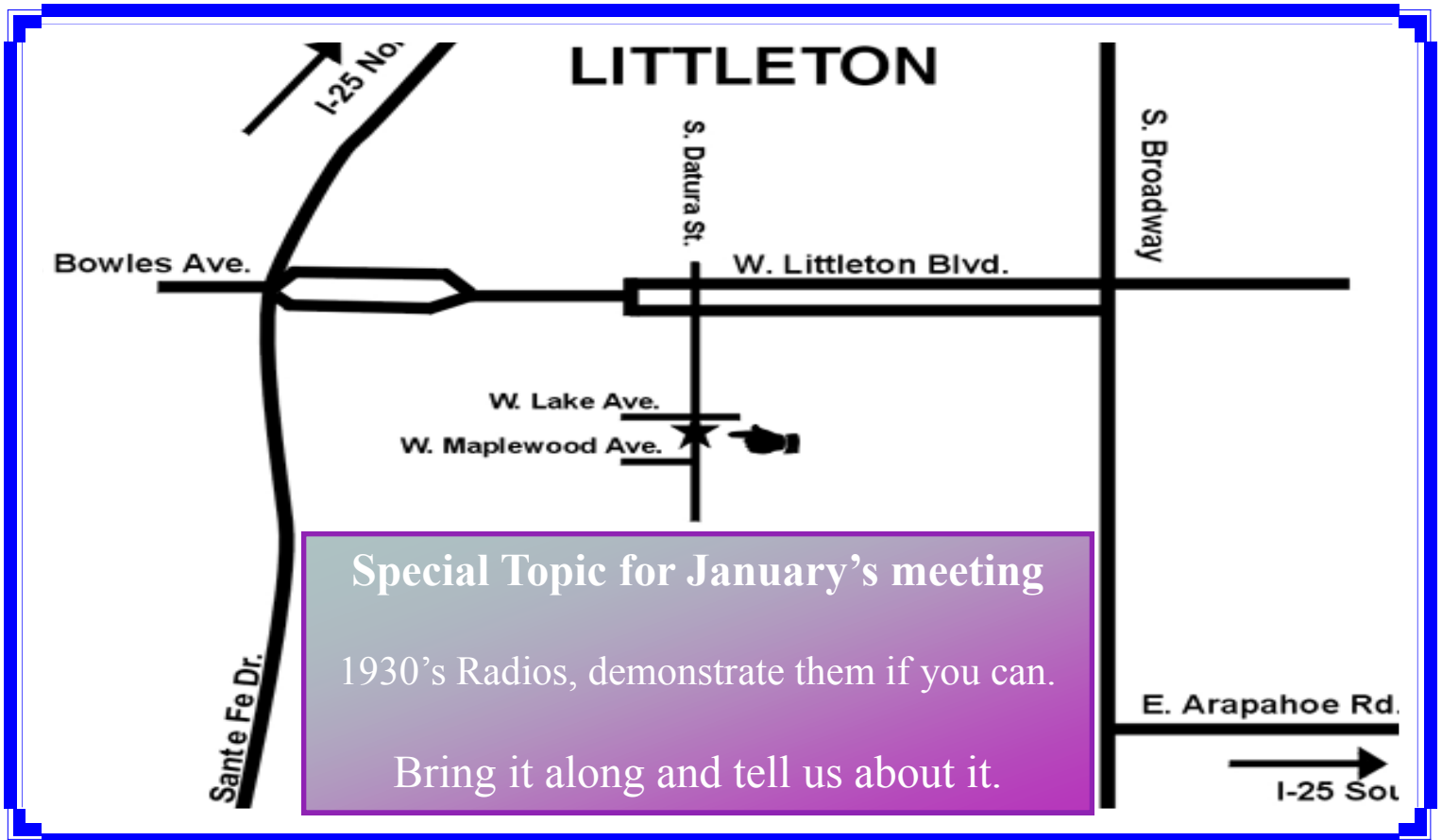
Highlands Ranch, Colorado

SUBMISSION OF ARTICLES & 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. Submit to Steve Touzalin 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 January 13th, 1:00 meeting will be at the Bemis Library in Littleton



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

FIRST CLASS MAIL