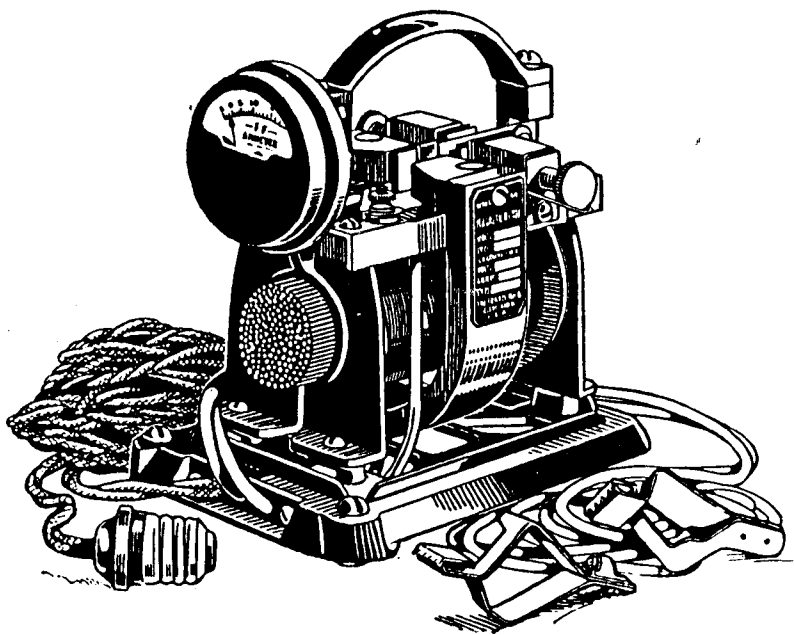


NORTHWEST VINTAGE RADIO SOCIETY CALL LETTER

Aug. 1986

Vol 11. No. 8



Vibrating type of rectifier and stepdown transformer outfit for recharging storage batteries on the usual alternating current supply line. The vibrating reed, which appears under the handle, rectifies both side of the alternating current so that direct current is obtained. The volume of direct current is indicated by the ammeter.

T a b l e o f C o n t e n t s :

Club House News Update - - - - 3
ATMOSPHERICA - - - - - 4
 from the Tom James Collection
A Radio Family - - - - - 6
REMEMBERING
 Johnny Roventini- - - - - 7
 The way we were in 1933 - - 8
SWAP SHOP - - - - - -10
ACCESSION - - - - - -12
TRADIO - - - - - -14
(Puget Sound Antique Radio Assoc.)

Editor In Chief....Dick Karman 288-1285
 2515 NE 37th Ave, Portland, OR 97212
Associate Editor....Bill DeVey 635-6746
 16969 SW Tracy, Lake Grove, OR 97034
Advertising.....Jerry Talbott 649-6717
 1440 SW 239TH Av, Hillsboro OR 97123

The **CALL LETTER**, is published monthly, as the only official publication of the **Northwest Vintage Radio Society** which is a nonprofit organization incorporated in the State of Oregon. Meetings are held on the 2nd Saturday of each month (July and August omitted) at the Buena Vista Clubhouse in Oregon City.

President----- Bill DeVey 635-6746
Vice President--- Jerry Talbott 649-6717
Treasurer----- Ed Charman 654-7387
Recording Secretary- Dan Howard 761-7799
Corresponding Secretary -----
 Dick Karman 288-1285
Librarian----- Chuck Kibler 678-5066

In July, your editor, representing the Northwest Vintage Radio Society met with the membership of the Buena Vista Club.

As reported, the Buena Vista Club will retain it's identity with a reduced number of meetings & activities; and has taken a new position on clubhouse rental.

First, the Buena Vista Club will not carry insurance for the building. Instead they will require a "hold harmless" agreement to be signed in good faith by any organization using the clubhouse.

Second, the Buena Vista Club will not rent the clubhouse during the months from November to March. This will cut down on maintenance and eliminate the need to check on the plumbing and heat.

The Northwest Vintage Radio Society has tentatively made an agreement with the Buena Vista Club.

1) NWVRS will be able to use the clubhouse year 'round. During those winter months where the society will be the sole users, the society will be responsible for any minor seasonal maintenance, i.e.: draining the plumbing or fixing it if we fail to drain it, heating the building as needed, shoveling snow or repairing storm damage.

2) NVWRS will pay the Buena Vista club \$10.00 per use and periodically assist in building maintenance.

3) NWVRS will enter into a "hold harmless" agreement which will absolve the Buena Vista Club of any civil liabilities stemming from the maintenance and upkeep of the building or facilities.

If these terms are agreeable with the membership we will adopt them & proceed with further arrangements. All arrangements will be on a year by year basis.



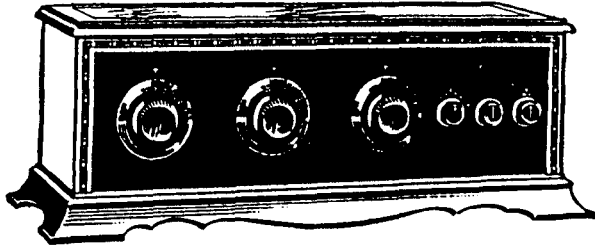
(The TJ collection through the years described society members, in jest of course. We trust these will be taken in kind.)

I Suppose it was only in jest--
Vintage Radio Cats weren't impressed
When a member chose to wear
A large "Devil-may-care",
Victor Phono dog there on his chest!

Joe loves to create new gear,
With parts from the twenties I hear,
This must be the reason
This Bi-cen-ten season,
Is all full of static , I fear!

Of Iris, I collect a few old Cultivars,
Another buff dotes on old timey cars,
Some amass this and that,
But a pox on the cat,
Who gathers old rauchy cigars!

From the Tom James Collection
Originally from Volume II, 1976



The Receiver of the Year

The year has brought forth one outstanding radio receiver—the Deresnadyne. It is the most advanced and talked about on the market.

The Deresnadyne is remarkable first of all for its purity of tone and fidelity of reproduction. And tone is what counts after you've owned a set a while. It is not merely a plaything for the fan but a musical instrument of the greatest and most lasting utility.

The Deresnadyne is remarkable for its selectivity. In this re-

spect it has no superior. Local or outside stations—it brings them in without interference.

It is remarkable for its distance. In one evening one owner got Calgary, Havana, Springfield, Mass., and Los Angeles.

Above all the Deresnadyne is remarkable because it does not sacrifice tone to power or vice versa. It combines them. It is not a Neutrodyne. It is not a Heterodyne. It is new in principle as well as results. Buy it at your dealer's.

De Luxe Model

\$165

without accessories

DEALERS: *Order through your jobber*

JOBBERS: *Write to us*

Andrews **Deresnadyne** DÈ-RÉS-NÀ-DINE · PATENTS PENDING *Radio Receiving Set*

Manufactured by ANDREWS RADIO COMPANY, 327 S. La Salle St., Chicago

RADIO in the family

JUST A THOUGHT

I'm listening to the radio
It's something great & grand.
It's power, why it's filled with mystery,
Something I can't understand.

We hear the news of all the world
We hear what's going on,
Speeches, news, and music
Comes to you and me
From here, from there, from land, from skies
From ships, and over sea.

And then if one pauses to think
As you listen from a cozy chair
We know it has taken years & inventor's skill
And we know God's power is there.

=====

The Masonic Analyst in November of 1934 printed this poem written by Miss Marie Ballard. Marie wrote the poem as a patient at the Shriner's Children's Hospital the year before, while listening to a radio just outside her cubicle.

Marie Ballard was no different than the other children in the hospital. She went on to attend Franklin High. She eventually met a boy named Tom, and they were married. Their first son they named Richard; we know him as Dick Howard. He and Dan have contributed much to our society.

Johnny Roventini

Johnny Roventini was working as a page boy in the Hotel New Yorker for \$15 a week when Advertising man, Milton Biow, sent him on a "fool's errand" in the hotel lobby, calling for Philip Morris. No sooner were the words said, than he became one of the worlds few living trademarks.

"Call for Philip Morris" with the strains of "On the Trail" from the "Grand Canyon Suite", were first heard April 17, 1933.

Johnny was immediately signed to a lifetime contract which started at \$20,000 per year. Not bad for the stale end of the depression.

Johnny "stepped out of storefronts" everywhere for 20 years. He appeared on radio in "the Rudy Vallee show", "Break the Bank", "Crime Doctor", "One man's Opinion", "The Kate Smith Show", "Casey, Crime Photographer", "It pays to be Ignorant", not to mention, "The Philip Morris Playhouse", & "Johnny Presents".

He became so much in demand, broadcasting on both the East and West Coast, that "Johnny Juniors" were trained. Several page boys were hired but only the original Johnny could hit a perfect B-flat every time.

In the early fifties, Philip Morris discontinued using Johnny's picture and voice in their advertising. During the 50's and 60's, except when traveling, Johnny stayed near his Brooklyn home, where his normal sized brother acted as his chauffeur and bodyguard.

Author Richard Lamparski, in 1967, reported that Johnny was an active golfer and the Captain of his own cruiser. In 1976, radio show collector John Dunning writes that Johnny is still under contract to Philip Morris.

Your editor often hears that familiar "Call for Philip Morris" on radio shows tenderly preserved on tape and record, but how often do we forget Johnny Roventini, 49" tall?

Eighty million Americans went to the movies each week, children paying a dime, adults a quarter,. On that screen Fred Astaire & Ginger Rogers danced together for the first time in "Fly Me Down To Rio", and Walt Disney's studios released "The Three Little Pigs".

Popular songs were "Smoke Gets In Your Eyes", "Boulevard of Broken Dreams", and "The Easter Parade"

Roosevelt was in the White House, the Volstead act (prohibition) was repealed, Fiorello H. LaGuardia was elected mayor of New York City.

In Portland, KXL was broadcasting from the Multnomah Hotel with 100 watts; KEX originated (with 5,000 watts) from the Terminal Sales building; and KOIN came out of the New Heathman Hotel. All these buildings still stand. But they had different addresses in 1933. For that was the year that Portland began renumbering all of their addresses into one, contiguous street numbering scheme.

A small news item in Portland was the abundance of trolley cars. The local trolley company began burning the excess cars instead of mothballing them. The big news that summer was also fire. That was the year of the first Tillimook burn which devastated the coast range.

National news came from such notable voices as Lowell Thomas, David Lawrence; and H.V. Kaltenborn.

Radio was more than news. Amos & Andy was in it's fourth season and was heard 5 times each week at 7 pm. Ovaltine was pushing "Lil Orphan Annie" for her second year. Fleischmann was sponsoring Rudy Vallee Show, and Johnny began his famous "CAAALLL FFFOOORRR PHILLLIPPPP MORRRASSSSS".

While "alphabet soup" agencies came from the Federal Government, Tubes had a few of their own. In April RCA marketed the "pentagrid converter". From Britain, Cossor introduced the DD/pen, and Lissen produced the Vari-mu pen.

On the outside, radios had a new look. Atwater Kent, General Electric & others came out with the six-legged consoles. Some of the spindle-legged beauties were still "high-boys" while others displayed legs of only 6 inches. The AK model 711 with 11 tubes sold for \$150.00.

It was doubtless a less expensive set that the patients at the Shriner's children's hospital were listening to when a high school student named Marie Ballard was there in October (see page 6).

"Midget" radios were popular & nearly every line touting a cathedral for under \$50.00. Philco sold their Model 60B for \$29.50.

Amateur radio operators were busy saving their pennies to buy the newest superheterodynes, like National's line of crystal filtered sets.

Over all, radio was helping the nation forget the depression and it worked.

SWAP SHOP

W A N T E D :

A speaker appropriate for the Atwater Kent mod. 46. Show quality or fixer upper. E.N. Morrell, 12369 39th Place Yuma, Arizona 85365.

Any pre-war Television sets; dial scale for Philco model 650 (4 band), Knobs for Scott 6T11 projection Television. Sonny Clutter 14330 NE Fremont Ct., Portland, Oregon 97230. 503-254-9296.

Separate records changers from the '30s and '40s (no radios built in), console speakers (not radios). Norman Braithwaite P.O. box 2443, Redding, California 96099 916-246-4209.

Bakelite radios and parts. All colors and styles by Emerson, DeWalt, Motorola, FADA, Bendix, Addison, Knight, Gerod, etc. ALSO pink, blue, green mirrored spartons; Art-Deco, Coca Cola cooler radios, etc. Mark Honea, 13201 NW 81st, Parkville, MO, 64152, 816-891-2441.

Parts, schematics, knobs, or pictures of an APEX- U.S. cathedral (ornate medium sized) Robert Teague, 7522 SE Roots rd, Milwaukie, Or 97222, 503-653-0077

A chassis for an Atwater Kent "84"
Bob Hay 5225 SE Brookside Dr., Portland, OR 97206, 503-659-8566

A cabinet for a Philco "90"
Bill Devey, 16969 SW Tracy, Lake Grove, Or 97034, 503-635-6746

FOR SALE:

Zenith Mod 10-S-155 Serial No. N621490
Console: 42" high, 25" deep. Slightly
faded grill and veneer, only cracked on
top. Complete- Has original "Z" knobs.
Best offer, or will trade.
Doug Thompson, 10 Sixth Street Suite 101
Astoria, Oregon 97103 / will deliver.

Total sell out! All radios & everyting
related. One cash bid takes all. Send
SASE for partial list (available 9/5/86).
Robert C. Campbell, 2175 SE Pine, Hillsboro
Oregon, 97123.

A-K 94, clean chasis, works great;
Philco 660, 4 band, needs refinishing;
Sparton 1068 mirrored dial, good cabinet
Bosch 28 table set with matching speaker
cabinet (together make a console); a 45
rpm "ALICE in WONDERLAND" record player
make offer; Halicrafter 506, 7" TV, wood
table model, excellent condition; Sparton
AC-62, "long table model". Sonny Clutter
14330 NE Fremont Ct., Portland, Oregon
97230. 503-254-9296.

AC • CES • SION /ik-'sesh-en, ak-/

1. acquisition of additional property
2. to record in order of acquisition

Robert Teague

An Apex- U.S. cathedral

Jerry Talbott

A Broadcast microphone circa 1920s

A Philco Model 110 Console

1949 Regency Police radio

A 1-tube Short Wave converter

A Stewart Warner "Brass" drum speaker

A 1948 Emerson 10" TV model 611

Sonny Clutter

RCA Model 621 TS television (1940s)

A Scott projection TV circa 1949

Ray Nelson

A Zenith 807 Tombstone

A Philco "bee hive"

A Pye Radio Cambridge type RC/AC

Dick Karman

A Stewart Warner Model 650 console

A Philco Fixer upper console

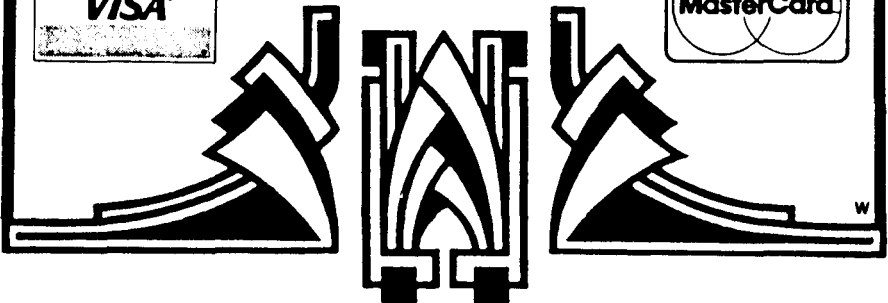
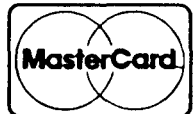
Cascade Surplus Electronics

☀ Phone ☀
(503)285-0832

Store Hours: Friday and Saturday 10:00 A.M. To 6:00 P.M.
Sunday Noon To 4:00 P.M.

8221 North Denver Avenue
PORTLAND, ORE. 97217

GARY W. STELLER, OWNER



TRADIO

Puget Sound Antique Radio Association

WANTED:

Colored plastic/mirrored glass/art-deco/unusual radios, Airking plastic sets with clock, Trav-Ler Leatherette portables, Mickey Mouse Radios, Peter Pan Radios, Emerson Plastics, Scanning Disk TVs etc.= Ken Korhonen, 4022 41st Ave SW Seattle, WA 98116, 206-932-9363

1956 Washington Auto license plates or even tabs, H.H. Scott audio components, Grunow model 801A. Darrell Forsberg, 12209 1st Ave. NW Seattle, WA 98177, 206-363-0754

Early Crystal Sets =Russ Anderson, 23028 NE 72nd PL Redmond, WA 98052 206-868-2110

Cabinet for a PHILCO 80, -Colin Hallgren, 2205 Oakes, Everett, WA 98201 206-252-3892

Adapters for WD11 to UX (need four)= Jim Barrows 15121 41st Ave SE Bothell, WA 98012, 206-337-4880

Terminal Strip cover for Super Pro power supply -Jerry Cappoen, 8220 71st st. ct. NW., Gig Harbor, WA 98335, 206-858-7235

Recording blanks (any size),, professional cutting heads and sutting styli, 10.5" tape reels or hub sides, Radio transcriptions, 33 or 78 rpm; plug in coils or windings for Super Wasp. Max Kaplan, 8412 150th St NW, Gig Harbor, WA 98335, 206-851-4187.

FOR SALE:

Garod model 1649 4-band 16 tube table set (the largest table set I've seen); Model NC 60 B "Sixty Special" National Ken Korhonen, 4022 41st Ave SW Seattle, WA 98116, 206-932-9363

SeeBurg model 200 with manual and 400 records. 206 (Seattle) 854-4640 after 5.

McMurdo Silver 904 cap checker \$5; Eico 950B Cap checker \$15; Regulated 0-600 volt 200 ma dual output DC power supply \$20.00; Fluke 801 differential voltmeter \$10.00; Hugh Miller, (Seattle) 206-365-3684 on weekends or 10am to noon weekdays



JA MAC PRODUCTS
SPEAKER RECONING ALL MAKES

8600 NE Sandy Blvd

Portland, Or 97220

503-252-2929

NORTHWEST VINTAGE RADIO SOCIETY

Regular membership \$15.00

Associate Membership \$12.00

Associate memberships are accepted from persons outside commuting distance of the Portland Metropolitan area.

NAME _____

ADDRESS _____

CITY, STATE _____

PHONE _____

VOCATION _____

SPECIAL INTERESTS _____

Mail membership information and dues to the **Northwest Vintage Radio Society**
P.O. Box 02379, Portland Oregon, 97202

Membership includes monthly newsletters, ten monthly meetings (all except July & August), two swap meets and two auctions each year, as well as a trading roster of members, and unlimited "unclassified" ads in the **CALL LETTER**.