



WARCI News

Wisconsin Antique Radio Club, Inc.

July 2009

What's Next for WARCI – Survey Results, by Greg Hunolt

This article is a follow-up to the “What Next for WARCI” article published in the March, 2009 WARCI newsletter. As promised, an informal survey of WARCI members and guests at the next two swap meets (and a follow-up by mail) was conducted to obtain ideas and comments on the possibilities for new WARCI activities. We received 26 responses from the 38 currently active members, a very good response rate of 68% - thank you very much! We also received responses from six guests.

This report on the survey results is presented in three parts: 1) results from WARCI members, 2) results from guests, and 3) conclusions.

WARCI Member Results

WARCI Priorities!

Members were asked to indicate what they felt should be WARCI's priorities.

1. Growing WARCI membership was cited by six members, including seeking young people and women.

2. Expanding and improving WARCI publicity was cited by five members, including having a dedicated “PR” person actively pursuing exposure of the club, improving and expanding publicity of the swap meets, improving the quality and consistency of our publicity efforts, taking more advantage of our website and links with other club websites.

3. Two members cited figuring out a financial framework within which the club can operate comfortably .

4. Two members cited preserving radios for posterity and promoting and expanding interest in antique radio.

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NEXT WARCI MEET!

Sunday July 19; 8:00AM – 11:00 AM

The Terminal, 5917 S. Howell Ave.,
Milwaukee (near the Airport)

Feature: WARCI Appraisal Booth!

WARCI, Inc.

The Wisconsin Antique Radio Club, Inc. exists to preserve the knowledge of radio, television, and other related disciplines. We have a special interest in the history of radio in Wisconsin, Wisconsin radio companies, radio stations, etc. Our members' interests include radio, television, audio, and antique phonographs.

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WARCI News Editor - Greg Hunolt

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WARCI Information

WARCI is incorporated in the State of Wisconsin.

Annual Membership dues are \$15, for each calendar year January - December.

Seller's fee at Swap Meets is \$7.00 for members, \$10 for non-members.

Swap Meets are held at The Terminal, 5917 S. Howell Avenue, Milwaukee WI (near airport).

2009 Swap meet dates are Sunday, July 19, and Sunday, October 11. Swap meet times are 8:00AM - 11:00AM.

WARCI News

This newsletter is the official publication of the Wisconsin Antique Radio Club, Inc. It is published four times per year, in January, May, July and October. The WARCI news is free to all club members.

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Articles or material for the newsletter are most welcome and should be sent to Greg Hunolt, ghunolt@excel.net or N5412 State Hwy 57, Plymouth WI 53073. Include your name, address, phone, and email. PC format (e.g. MS Word) by email is preferred. JPEG for images is preferred. Please contact Greg Hunolt for further guidance or assistance.

Classified ads up to ¼ page are free to WARCI members

The cut-off date for all newsletter material is about the 10th of the month preceding publication of the next newsletter (e.g. December 10 for the January issue).

WARCI Website New URL **www.warci.org**

The WARCI website features information about WARCI activities, Wisconsin radio, articles, etc. Contributions are most welcome! Contact webmaster Nick Tillich, classicradiorepair@wi.rr.com.

Editor's Note:

The WARCI News is your newsletter!

Your comments and suggestions for the newsletter are most welcome.

Your contributions of articles or other material are urgently needed. Your help is needed to make the WARCI News a success and to ensure that it covers the full scope of the interests of WARCI members.

You may submit complete articles, but information from which an article can be developed is also welcome. Don't agonize over format, etc., as the editor will have to adapt your submission to the newsletter. Simple text is best. PC format (e.g. MS Word, jpegs by email) is preferred but hardcopy text and photos are accepted.

In this issue we feature your responses to the recent survey asking for your ideas on WARCI's future activities, and articles on the 1928 Wisconsin radio exposition and a unique piece of test equipment.

In future issues we will continue the series of articles on Wisconsin radio companies and Wisconsin radio history. We will also cover tube audio and television and other member interests – but we need your contributions!

We will add classified ads and an "Odd Bits" column for strange radio stories you might have or things we turn up.

Thank you,

- Greg Hunolt, Editor WARCI News

Information about Members

Members were asked to identify their main interests. The responses included a wide range, from early battery sets and technology (six members) to 1930's – 1940's wood sets (six members) to antique phonographs, microphones, tube audio (two members), and television (two members). Radio restoration was cited by four members. Radio companies mentioned by members as being of special interest were Zenith (3), E. H. Scott (2), Atwater Kent, Silvertone (Sears), Marconi, and Sparton. One member mentioned enjoying getting together with everyone – with which we can all agree.

Members were asked if there were services they would be willing to provide to other members or radio collectors. Eight members indicated a willingness to provide repair or restoration services, and two were willing to provide research service.

Outreach to Grow WARCI Membership

Members were asked to offer their ideas / suggestions for outreach to attract new members.

More aggressive advertising of WARCI meets was suggested by four members. Specific suggestions included running local ads on radio & TV, targeting any Antique Radio Classified subscribers within 250 mile radius, and passing out flyers at neighboring meets or hamfests.

The club website was seen as an advertising vehicle. Photographs of club meets on the website would encourage folks to come to meets and become members. Exchanging links with other neighboring club websites would help to publicize WARCI.

Members were asked if WARCI should do active outreach to other clubs. Fourteen of the sixteen members who answered this question said yes, 88%. Having joint swap meets with other antique

Survey Results – continued on Page 4

or amateur radio clubs was suggested.

Other suggestions included placing exhibits in libraries or senior centers, and having radio displays at shopping malls once a year.

Building on Success of our Swap Meets

WARCI currently holds five swap meets each year, generally in January, March, May, July, and October. Members were asked how they felt the WARCI swap meets could be improved, and if they wished to see a large summer meet, such as are held by neighboring clubs (NARC, MARC, and ARCI).

Note that in the tabulation of results below, only actual responses to the questions were counted; any item left without ‘yes’ or ‘no’ being circled was not counted. As a result there will often be fewer responses to the individual questions than the 26 forms we received.

1) Improving our regular swap meets

Members were asked their opinions on possible activities that could be added to WARCI swap meets. They responded favorably to all of the suggestions, but having a donation sale attracted the most interest, while the support for talks / seminars was unanimous among those interested.

Suggestion	Yes	No	Pct. Yes
Talks / Seminars	18	0	100%
Donation Sale	23	1	96%
Show and Tell	17	1	94%
Wisconsin Radio Exhibit	16	2	89%
Appraisal Booth	13	3	81%
Club Tube Sales	13	5	72%

2) Developing a larger Summer meet

The members strongly favored a larger summer meet, expressing strongest support for an auction and contests, as are the common practice of the neighboring clubs (ARCI, NARC, MARC). (I did include as ‘yes’ responses to the first question a few cases where members left that one blank but responded with ‘yes’s to the other parts of the question.

Suggestion	Yes	No	Pct. Yes
Would like a larger Summer meet	22	0	100%
Include an auction	21	0	100%
Include contests	16	1	94%
Include visits to see members’ collections	13	3	81%

In addition, we might offer tours to Bob Paquette’s microphone museum or a local radio or TV station.

3) Other ideas to improve our meets?

Members were asked to offer their own ideas for improving our meets.

Three suggestions focused on the meet schedule – one advocated one large meet and two small meets each year, another just one large meet and one small meet, while a third suggested some meets be held on Saturday (currently WARCI hosts five Sunday meets per year). A related suggestion was to return part of the seller’s fee to sellers who stayed until the advertised end of the meet.

Four members emphasized the need for more promotion of the meets to increase awareness out there, perhaps with more

newspaper ads, radio ads, distribution of brochures and flyers at other neighboring antique radio meets, hamfests, etc., and even improving our visibility from the road with a much bigger sign.

Other suggestions for activities at the meet were a 'door prize' raffle, where attendees could receive tickets for chances on a donated radio item (WARCI could split the take with the donor). Also a 'most unique radio of the meet' contest was suggested.

One member suggested we consider non-swap meet activities – e.g. a breakfast or dinner social.

Making the Most of our Newsletter and Website

Members were asked for their input on the WARCI newsletter and the website.

1) WARCI Newsletter

The greatest interest was shown in running ads in the newsletter, which is encouraged. Fifteen members said they would like to receive the newsletter as a PDF email attachment, and distribution by PDF to those members who would prefer that has begun with this issue.

Suggestion	Yes	No	Pct. Yes
Would like to run ads	20	2	91%
Would like to receive newsletter as a PDF email attachment	15	6	71%
Would contribute articles	10	8	56%

Members were asked for other ideas they might have for the newsletter. Suggestions made included adding photographs from

swap meets (mentioned by several members), adding color pictures (very easy for PDF form), expand with more articles including on restoration and repair topics, and representing the breadth of interest of the membership (e.g. include tube audio and TV).

2) WARCI Website

Only twelve members so far have looked at the WARCI website. There was strong support for the idea of featuring Wisconsin radio on the website.

Question	Yes	No	Pct. Yes
Have you checked out the website?	12	8	60%
Would you like to see Wisconsin radio featured on the website?	11	0	100%

Members provided ideas for improving the website. These included adding information and displays for Wisconsin radio companies, Wisconsin radio history – content that would be unique to our website. Featuring profiles of members, contact information, and photographs of members' collections was suggested. Several members suggested more photographs from swap meets. Several members pointed out the need for members to contribute articles on radios, restoration,

Survey Results - continued on Page 6

ARCI RadioFest 2009

July 30 - August 1

Willowbrook Holiday Inn

Rte 83 and I-55

www.antique-radios.org

repair, etc., as also noted for the newsletter. The website should include member classified ads. The links to other websites should include links to resources such as antique radio parts suppliers as well as links to other radio clubs. Finally, it was suggested that we use the website to notify members of any cancellation of a meet.

B. WARCI Guest Results

We obtained six responses to the survey from 'guests', i.e. persons not members of WARCI, either at the (ill-fated) March 29 swap meet or the May 10 swap meet. Of the six, three were amateur radio operators. Those three expressed no interest in joining WARCI, but the other three were open to the idea. Of the six, two learned of the meet on the internet, two from flyers, one from a WARCI member.

Although the results were fragmentary, the guests indicated support for a radio appraisal service and for WARCI tube sales.

C. Conclusions

The results of the survey of WARCI members demonstrated strong interest in strengthening the organization, in expanding and improving WARCI's swap meets (including a larger summer meet), and the WARCI newsletter and website.

WARCI will actively pursue the suggestions most strongly supported by the members, subject to the real-world constraints of what the club can afford and the willingness of members to volunteer their time to make things happen.

As a first step, we will add an Appraisal Booth at the July 19 meet. The appraisals will be free, informal, and a person bringing in a radio for appraisal would have the option of selling it at the meet for a \$2 charge.

We are planning to add a Donation Sale at the October meet. We will work on planning more new activities and ways to attract interest in WARCI - your ideas and participation are welcome! Watch for more news!

Jackson CRT Tester - John Whaley



The Jackson 707 CRT tester will test magnetic and electrostatic deflected CRTs. From what I understand, very few CRT testers were made that can test the electrostatic deflection tubes. This unit will apply voltage to the grids and anode and measures transconductance. The socket is the common one that fits the 7JP4 and has an adaptor for other sockets. The roll chart covers tubes from 2AP1 to 30BP4.

I originally bought this to test the CRT on my first TV, a Motorola VT-71. I do not get much time to work on my restoration projects; they normally last two years. The thought of spending two years electrically restoring a TV to find the CRT dead did not appeal to me. I have since found two more 7JP4 TV's that followed me home. This CRT tester is a great tool to have at the beginning of a TV restoration project to determine if the CRT is good.

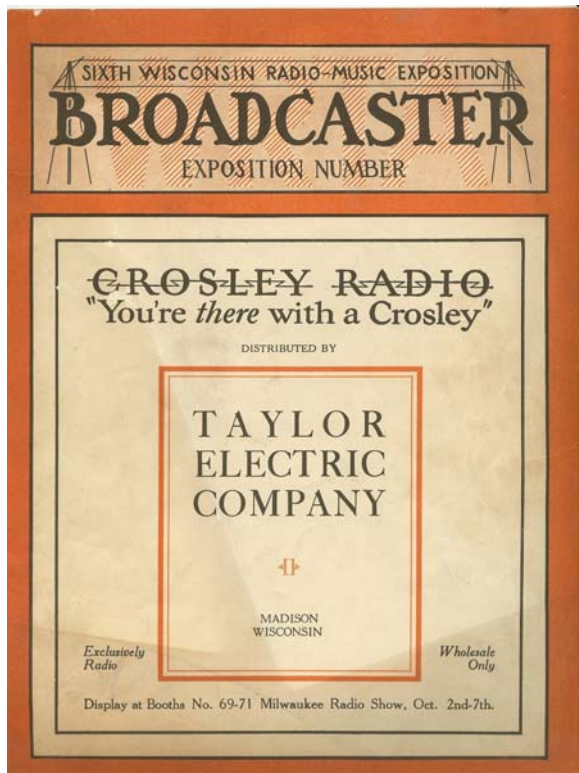
In talking to someone that has had a TV repair business for over 50 years in Chicago he mentioned that the only way to test the 7JP4 is to plug it into a good set. In telling him about the Jackson 707, he stated he never knew of a CRT tester that could test the electrostatic tubes.

If anyone else out there would like to test their CRT, I would be more than happy to test it as long as it is on the chart. Reach me by email at whaleyjohn@hotmail.com.

Wisconsin Radio Trade Association – Sixth Wisconsin Radio-Music Exposition – by Bill Engaas & Greg Hunolt

The Wisconsin Radio Trade Association (WRTA) was an organization of Wisconsin radio dealers formed to “Protect the Best Interests of Radio in Wisconsin”. A “chief aim” of the group, according to the secretary of WRTA Sidney Neu, was “to protect the public against unscrupulous operators and incompetent service men”.

The WRTA put on a series of radio expositions in Milwaukee, the sixth of which was held in 1928 from October 2nd through October 7th. The 1928 Exposition Number of the *WRTA Broadcaster* provides a fascinating view of the exposition and the state of play of the radio business in Wisconsin during that year.



In a statement “To the Public” the WRTA

President, Michael Ert, noted that “the most far-reaching step has been the perfection of A. C. sets that are directly connected to the lighting system without the use of any batteries whatever”. He also cited advances in loudspeaker technology, asserting that “Radio, in its present form, has become the true expression of music”. On the other hand, despite some successful experiments, “before television is ready for the general public, as a practical feature, years must elapse”. The six day schedule of the exposition offered fifty-nine exhibits and a daily program of entertainment (song and dance revues, concerts featuring the WTMJ orchestra, etc.) and a multitude of door prizes and live broadcasts over radio station WTMJ. A grand prize of a Chandler Automobile – California Sport Model was waiting for the lucky winner!

The twenty-seven Milwaukee radio distributors listed in the table below advertised in the 1928 *WRTA Broadcaster* exposition issue.

WRTA 1928 Radio Exposition - continued on Page 8

NARC

Northland Antique Radio Club

Annual Meeting & Swap Meet

September 9, 2009

www.geocities.com/northland.geo

Table 1 - Milwaukee Distributors

Name	Address	Brands Distributed
Badger Radio Corp.	480 Market St.	Majestic
Barnes-McGovern Co.	686 National Avenue	Majestic, Kolster, Sparton, Kellogg, Zenith, Atwater Kent
Bates Radio Corp.	513-515 Van Buren	Majestic, Kellogg, RCA, Nunn-Landon
Geo. C. Beckwith, Co.	None Given	Crosley, Amrad, Adler
J. J. Dougherty Co.	803-805 Wisconsin Ave.	Sparton
Michael Ert, Inc.	530-32 Jefferson St.	All-American Mohawk
General Ignition Co.	347 Florida St.	Freed-Eisemann
Edmund Gram Inc.	414-416 Milwaukee St.	Stromberg-Carlson, Sparton, Awater Kent, Slagle, RCA, Brunswick
Empire Electric Mfg. Co.	25 E. Juneau Ave.	A-C Dayton and their own
G. Q. Electric Co.	208-220 Broadway	Kolster, Eveready
Gross Hardware	216-220 Third St.	Bremer-Tully
Kimberly Radio Corp.	2711 Wisconsin Ave.	Zenith
Krech Electric Co.	Sixteenth and Sate	RCA, Atwater Kebt, Mohawk, Kellogg, Sparton, Philco
Lappin Electric Co.	376 Broadway	Philco
Lemke Electric Co.	145 Eighth St.	Apex
McCoy-Robertson Co,	607 Downer Ave.	RCA, Atwater Kent, Majestic, Brunswick, Slagle, Kolster, Stromberg-Carlson
Morley-Murphy Co.	452-4 Milwaukee St.	Federal, Balkite
John Pritzlaff Hardware Co.	None given	Arborphone
E. A. Quarfot	Milwaukee, 376 East Water St.	Day-Fan
Radio Parts Co.	311 State St.	Parts for Kits, many Mfgs.
Radio Specialty Co.	115-117 West Water St.	Atwater Kent
Robert Rom, Co.	1023 Paul Ave.	McMillan
Samson's Inc.	219 Water St.; 422 Wisconsin Ave.; 422 Mitchell St.; 3308 North Ave.	RCA, Crosley, Kolster, Majestic, Philco, Brunswick, Pierce-Airo, Atwater Kent
Shadbolt & Boyd Co.	None given	Fada
Standard Radio Co.	146 East Wells St.	Kellogg
Harry E. Weber, Inc.	546 Van Buren St.	Stewart-Warner
Yahr-Lange Inc.	None given	Super Ball Antenna

Two other Wisconsin companies, McIntyre-Burrell of Green Bay, distributors for Howard and Steinite, and Quinn Brothers Radio Corp. of Neenah, distributor for All-American Mohawk, also advertised.

Only two Wisconsin radio manufacturers advertised in the 1928 exposition issue, Empire Electric Mfg. Co. of 25 E. Juneau

in Milwaukee (with a factory in Beaver Dam) and the Nunn-Landon Co., Inc., of Milwaukee, who advertised their Cascade series of receivers including Yosemite, Niagara, and Yellowstone models. (See the ad below).

Wisconsin Radio Trade Association

CASCADE

Again THE OUTSTANDING IN RADIO RECEPTION in the FIELD OF BETTER SETS

CONSISTENTLY, for five years, the Nunn-Landon Company has built Radio Instruments that excel, and the Models for 1929 are still the standard of comparison in performance and workmanship.



Niagara (Five Tube) and Victoria (Six Tube) Model Cascades are built for both AC and DC operation. Yellowstone (Seven Tube, Push-Pull) and Yosemite (Power Amplifier) Models with Dynamic Speakers are for AC operation. The striking beauty of Cascade cabinets are exclusive in design and are constructed of carefully selected Figured Walnut and Bird's Eye Maple. Visit Cascade Exhibits at the Dealers listed below.

Yosemite Model

Yosemite Model

A very attractive Dealer Proposition may be had by communicating with the NUNN-LANDON COMPANY, Inc.

NUNN-LANDON COMPANY, Inc.

MILWAUKEE, WISCONSIN

Milwaukee Dealers

Flanner-Hafsoos Company—Booth No. 146 Kilbourn Hall
 Federal Tire & Supply Co.—Booth No. 77 Main Arena
 Held & Held—Booth No. 147-148 Kilbourn Hall
 J. Mandelker & Co.—Booth No. 18-20 Main Arena
 Bates Radio Co.—Booth No. 1 Main Arena
 Milwaukee Radio Supply Co.—1925 Third St.
 Kappelman Radio Co.—3829 Vliet St.

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Twenty seven other Wisconsin companies that were listed as exhibitors were Julius Andrae & Sons Co., Buestrin-Hanson Co., Bogenberger Radio Corporation, Bradford Piano Co., Circuit Electric Co., Federal Tire & Supply Co., Flanner-Hafsoos Music Co., Gitzel's Music Shop, Great Lakes Radio Co., Held & Held, Interstate Sales Co., Kamm Electric Co., Kappelman Radio Co., Kesselman-O'Driscoll Co., Kramer Electric Co., J. E. Krines, Mandelker & Sons, Nelson's Radiola Shop, Noll Piano Co., Northern Radio Supply Co., Piasecki Victrola and Radio, Sears-Roebuck Co., Sam Snead, Ed. Schuster Co., Taylor Electric Co. (Madison), B. S. Wisniewski, and Theo. Wolter & Sons.

The 1928 exposition issue included a complete directory of U.S. radio stations. The table below lists the fourteen Wisconsin stations active as of November, 1928.

Table 2 - Wisconsin Radio Stations as of November 11, 1928

Call	City	Owner	Frequency, KHz	Power, Watts
WCLO	Kenosha	C. Whitmore	1200	100
WEBC	Superior	Head of Lakes Broadcasting	1280	1000
WHA	Madison	University of Wisconsin	570	750
WHAD	Milwaukee	Marquette University	1120	250
WHBL	Sheboygan	Press Pub. Co. & C. L. Carrell	1380	1000
WHBY	West De Pere	St. Norbert's College	1200	50
WIBA	Madison	(not given)	1210	100
WIBU	Poynette	The Electric Farm	1310	100
WISN	Milwaukee	Evening Wisconsin Co.	1130	250
WKBH	La Crosse	Callaway Music Co.	1380	1000
WLBL	Stevens Point	Wisconsin Dept. of Markets	900	1000
WRJN	Racine	Racine Broadcasting Corp.	1200	100
WTAQ	Eau Claire	C. S. Van Gorden	1330	1000
WTMJ	Brookfield	Milwaukee Journal	570	1000

The "Radio-Music Exposition" must have been quite an affair, a six-day long extravaganza, attesting to the vigor of the radio business – and the money to be made - in Milwaukee and Wisconsin, albeit on the eve of less fortunate times!

**Wisconsin Antique
Radio Club, Inc.**
c/o Greg Hunolt
N5412 State Hwy 57
Plymouth, Wisconsin 53073

July 2009

Return Service Requested

TO:



Wisconsin Antique Radio Club, Inc.

**To preserve the History and enhance the Knowledge
of Radio, Television, and related disciplines.**