



WARCI News

Wisconsin Antique Radio Club, Inc.

Spring (At Last!)

May 2014

Philco — “Famous for Quality the World Over”
See page 7 for Greg Van Beek’s article.



Marconi - The Extraordinary Business Man
See Cam Trowbridge’s article, page 11.

NEXT WARCI MEET:

Sunday, June 1, 2014; 8:00 – 11:00 AM.
 Doors open 7:00 AM.

The Terminal / Landmark (see page 5)
 5917 S. Howell Avenue, Milwaukee
 Near the Airport

Features: 9:00 AM — Annual Business Meeting,
 Election of Officers and Board, 50-50 Raffle,
 Donation Auction

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WARCI, Inc.

THE WISCONSIN ANTIQUE RADIO CLUB, INC. EXISTS TO PRESERVE THE KNOWLEDGE OF RADIO, TELEVISION, AND OTHER RELATED TECHNOLOGIES. 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, MICROPHONES, JUKEBOXES, AND ANTIQUE PHONOGRAPHS.

OFFICERS AND BOARD

President - Greg Hunolt
ghunolt@excel.net
920-893-0422 / 920-918-5027

Vice President - Still Open !!

Treasurer - Bill Engaas
CraftyradioBK@yahoo.com
262-786-8183 / 414-217-6001

Secretary - Mike Sadjowitz
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262-544-1468 / 262-352-1148

Board - Dale Boyce, Mike Krawczyk, Ralph Larsen, Jim Menning, and Dennis Schrank.

PR Coordinator - James Michaels
james.michaels@me.com

WARCI News Editor - Greg Hunolt

WARCI Website - Nick Tillich
webmaster@warci.org

WARCI Information

WARCI is incorporated in the State of Wisconsin.

Annual membership dues are \$15 for each calendar year, January - December. (Allowance is now made for new members joining in July or September.)

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

The next Swap Meet will be held on June 1, 2014, at the Terminal / Landmark, 5917 S Howell Avenue.

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 September. The WARCI News is free to all paid-up 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 assistance.

Classified ads up to ¼ page are free to WARCI members

The cut-off date for all newsletter material is about the fifteenth of the month preceding publication of the next newsletter (e.g. June 15, 2014, for the July, 2014 issue).

WARCI Website

www.warci.org

The WARCI website features information about WARCI activities, Wisconsin radio, articles, etc. Contributions are most welcome! Contact our webmaster Nick Tillich, at webmaster@warci.org. Thank you, Nick, for your great work.

Voluntary Member Directory

There is a new feature on the website that lets you create a listing for yourself in a club member list. You can describe your interests in radio, etc., and provide contact information. This capability put in place by NARC has provided some good contacts for WARCI members who are also NARC members and have listed themselves on the NARC site. We encourage you to list yourself on our site - it is purely voluntary.

WARCI Headlines

We Need to Watch Out for Each Other

One of our members, Michael Lewis, was missing a B&K capacitor tester after September meet. He had brought it and some other test equipment to the meet to make it available to folks who wanted to check out a radio or other item on the spot. Michael's first thought was that someone might have borrowed it but forgot to return it before he left, but no-one brought it back to him at the January or March meets, so we're reluctantly forced to accept that it was a theft.

All of us who sell at the meets will leave our tables from time to time to hunt or chat, and we trust that our stuff will be safe. But it seems this might not always be the case, so we do need to keep an eye out for each other. When the person next to you leaves to go look, keep an eye out on his table, just in case.

January Meet Notes

The January meet was held at the Best Western Hotel and Conference Center. The meet was a success, many good comments, good overall attendance, the hotel facility worked out very well, and we will return to the Best Western in January 2015. We had just 10 sellers but a strong turnout of buyers. The club netted \$42 from an impromptu donation auction and \$28 from the 50-50 raffle.

The January 2015 meet will be held on January 11, 2015, the day after the Midwinter Swapfest put on by the West Allis Radio Amateur Club, and we will publicize our meet at their meet. Indications from some of our folks who attended the West Allis meet in January 2014 are that we might well draw some buyers to our meet if it was held the next day.

March Meet Notes

The March meet at the Terminal was well attended, with 17 sellers and at one point a count of 67 people at the meet. The donation auction took in \$117 and the club netted \$33 from the 50-50 raffle.

WARCI By-Laws Updated

The WARCI Board met on April 26th to produce updated By-Laws for the Club. The updated By-Laws are posted to the WARCI website and copies of the

By-Laws will be available at the June 1 meet for any member who wishes to review them. The Board will consider any suggestions members might have concerning the new By-Laws.

At the June Meet — WARCI's Annual Business Meeting, 9 AM

The June meet will be the occasion of WARCI's annual business meeting, including election of officers and board members for a one year (approximately) term from June 1 to the third meet in 2015 when the next election will be held.

Any member in good standing interested in running for an officer position or to be a board member is welcome to declare his or her interest at the meet. We do have a slate of volunteer candidates for the positions:

President: Greg Hunolt

Vice President: Open

Treasurer: Bill Engaas

Secretary: Mike Sajdowitz

Board Members: Dale Boyce, Mike Krawczyk, Ralph Larsen, Jim Menning, and Dennis Schrank.

Membership Update

Good news! We are now at 66 paid members for 2014, but we have 6 active members we would expect to have paid up for 2014 who have not, for a total of 72 members. This is up from 65 members in 2013 (60 paid). Looking back, we had 58 members in 2012 and just 44 members in 2011.

So if you have not paid up for 2014 please do so, at the June meet or before! This will be the last newsletter you'll receive if you have not paid up.

Recruiting: Your Help is Needed

In an effort to increase participation in our swap meets and also increase the club's membership, the topic of a Membership (or Recruiting) Committee was brought up at the April 26 WARCI Board Meeting. Jim Menning volunteered to serve as Membership / Recruiting Committee Chairman, and Jim has contributed the following:

More WARCI Headlines

The goal is to locate other radio collectors that either haven't heard of our club and our swap meets, or those that have heard of us and just haven't joined in the fun.

We all probably know individuals that collect radios, TVs, and other vintage electronics that we just don't see at our meets. We would like to find a way to contact these people and invite them to join us. If you know the names and contact information for other collectors, we would like to create a list of them for possible recruiting.

Or if you know of any other way to find these people, we would also like to know.

Anyone interested in joining a small group to look into this, please contact Jim Menning.

Also, if you have any ideas, but don't really want to join the group, please at least share your thoughts and ideas with us. Write them down (so you don't forget) and present them to me at any upcoming meet, or you can contact me at jmenning@new.rr.com.

Remember that our club is only as good as we make it. We need member participation in all our projects to make them successes. Please join in to help with this project or any other projects our club has (or should have). We would like to hear from all of you, whether you have ideas for recruiting, or if you have any other thoughts about how the club and the events are run. Let us know what you like and dislike, and how we can improve. And if you have any great ideas to make the club or it's events better, we would love to hear them.

Thank You!

July Meet - TV Collectors Invited

WARCI is inviting all television collectors to our swap meet on July 20, 2014. WARCI's thanks to Jim Menning, who has taken the initiative to contact the TV collecting folk and who contributed this item.

Many WARCI members also have an interest in TVs and related items, and we are aware there is a large concentration of vintage TV collectors in the

Wisconsin and Northern Illinois area. We would like to have all TV folks join us in a combined Radio & Television swap meet. We will urge our club members to bring their TV related items to this meet, and hope that the invited TV collectors that attend will bring their goodies up for sale or trade. There is really only one TV swap that we know of, the one at the Early Television Museum Convention in May. This will be a second opportunity for those who couldn't attend the ETF meet, or found it too far to travel with items to swap.

To make this event a success (and perhaps an annual special event) WARCI is inviting TV collectors to bring TV items along to sell at this meet. It won't be a success if everyone shows up to buy, and no one brings anything to sell. Also be aware that you should make sure you have room to haul home some of the items you may find here. Too often I've heard "I'd sure like to buy this, but it won't fit in the trunk of my car".

Jim will be bringing at least 15 televisions along to sell, along with many other TV items including empty Admiral Bakelite cabinets (console & table model) and a wide variety of parts and test equipment.

WARCI Meeting Dates for 2014

See page 5 for a diagram of the Landmark / Terminal site. In general, outdoor meets (i.e. good weather) will be held in the Landmark area, and indoor meets (i.e. bad weather or September for the auction) will be held in the Terminal facility, with sellers free to set up outside the Terminal if they wish.

Remaining dates for 2014:

June 1, The Terminal / Landmark

July 20, The Terminal / Landmark

September 21, The Terminal

November 9, The Terminal / Landmark

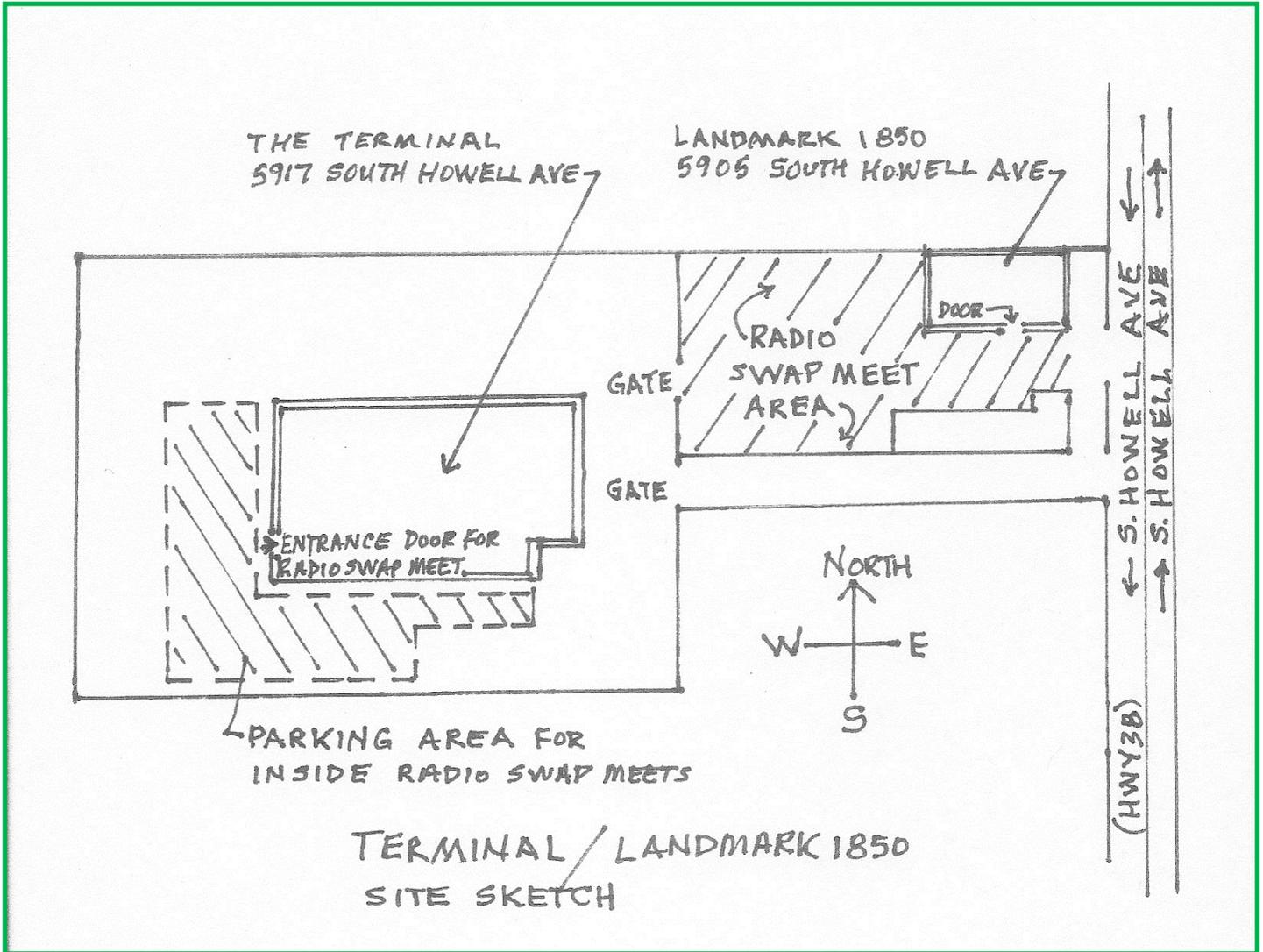
6 of You - Renew Your Membership for 2014!

WARCI membership runs January to December, so it is now time for you to renew for 2014!

Please complete the Membership Renewal form that you received with the January newsletter and bring it to the next meet or mail it, with \$15, to Bill Engaas, 18265 W. Thornapple Lane, New Berlin, WI 53146.

Site Plan for the Landmark / Terminal

Thanks to Joe Halser for hosting WARCII Meets



The Landmark 1850 / Terminal facility is used for WARCII's swap meets (except in January) with the kind permission of Joe Halser (and we also enjoy the delicious Pizza that Joe provides).

The Landmark area is used for outdoor meets held on good weather. The Landmark building is open for refreshments.

The Terminal area is used for indoor meets in rainy or cold weather (though some folks may set up in the Terminal parking area even if the weather is marginal).

The facility in use at a swap meet will be open at 7:00 AM. Folks may come earlier to set up for outdoor selling.

Site Plan drawing provided by Dale Boyce.

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.

If you're not seeing articles on topics you are interested in, **write one.**

You may submit complete articles, but information from which an article can be developed is also welcome.

Don't agonize over format, etc., as I will have to adapt your submission to the newsletter anyhow. Simple text is best. PC format (e.g. MS Word, separate jpegs by email) is preferred, but hardcopy text and photos are accepted.

In this issue we have an article on Philco, "Famous the World Over", contributed by WARCI member Greg Van Beek. We also have an article by Cam Trowbridge, author of a recent Marconi biography, on Marconi's extraordinary business career.

We will also cover tube audio and television and other member interests - but we need your contributions of articles or information for articles.

Thank you, and I look forward to seeing you at the June 1 meet,

- Greg Hunolt, Editor, WARCI News

WARCI Welcomes!

WARCI welcomes Craig Lee of Racine, Chris Lembke of Hartland, Greg Sniadach of Mequon, Mark Sullivan of Appleton, and Ron Wentz of Sheboygan Falls, as new members, *thank you!* We hope you will enjoy being WARCI members.

WARCI also welcomes back Tim Cary of Whitefish Bay, Gary Wisner of West Allis, and Dan Giddings of Glendale, California.

Bob Paquette's Microphone Museum



WARCI member Bob Paquette's Microphone Museum features his collection of well over 1,000 different makes and models of microphones as well as related pieces of equipment. The emphasis is on historically important microphones made between 1876 and 1950, and early radios, telephones, and many other communications devices, including an assortment of military gear. Check out Bob's website,

<http://www.sssmilwaukee.com/Microphone%20Museum.html>

Bob always enjoys visitors and will be happy to give a guided tour to individuals or groups. You can call Bob at Select Sound (414) 645-1672 to arrange for your visit. Just ask for Bob Senior. The museum is located on the second floor of Select Sound, 107 E. National Avenue in Milwaukee. Enjoy your visit and allow yourself plenty of time.

RADIO ROOTS
OLD TIME RADIO
TUESDAYS 9:00AM-NOON

WRLR 98.3FM
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Streaming world wide: wrlr.fm

RICK HAGERTY
PRODUCER-HOST
ricksradioroots@yahoo.com

Famous for Quality the World Over

By Greg Van Beek

Greg van Beek is a new member of WARCI. This article was extracted by Greg from his article published in the Summer 2013 issue of BING magazine, publication of The International Club Crosby. See their website <http://www.bingmagazine.co.uk/>. Greg hosts "Nostalgia Radio Time," each Saturday night at 10 pm (CST) over 1420 AM The Breeze WJUB radio in Plymouth, WI. The show streams live on the web at www.1420thebreeze.com or via the TuneIn Radio app for your smart phone or android device.

As a young boy back in the 1970's, I used to visit my great-grandparents, who lived in the same house my grandmother grew up in back in the 1930's. The entire house seemed forever frozen in time to that era. Whenever I'd visit, great-grandma would drag a well worn cardboard box out of the hall closet that contained well worn all metal toys. My favorites were the toy cars, which, judging by their running boards and large fenders, were based on 1930's designs. No doubt they were used by my grandmother and her siblings all those years before. And sitting in the corner of their front room, right across from my great-grandfather's easy chair, was a big imposing console radio. I can remember walking up to it, always intrigued by the large wooden bars over the speaker in front, and the many push-buttons and knobs surrounding the large rectangular dial that I had to strain to reach up to touch. It was a Coronado, which I (much) later learned were sold via Gamble-Skogmo stores and were common sets in the Great Plains region of the United States.

Around 1980, my great-grandparents were getting along in years and were in need of an assisted living facility. Once they were relocated, it was agreed to sell their no-longer used house and its contents. My grandmother was involved with the disposal of the estate, and asked my parents and I if there was anything we'd like as a remembrance. I immediately chimed in with "I'd love that big old radio!" And so it was, arriving in our driveway, via the trunk of my grandparent's Oldsmobile, not long after.

Lucky for this then 8 year-old that his father happened to study radio and television repair as part of his studies in electrical engineering in college, and he was able to get the long dormant radio to sputter back to life again. I thought this was just the greatest thing since Stretch Armstrong! Around that time, the local Sentry grocery store had a display near the check out aisles of old time radio

shows on cassette tape for sale from a company called Radio Reruns. After finding out from my dad that before TV, this is what people would listen to, and that no doubt my great-grandparents listened to some of these very shows on that very Coronado radio was all I needed to hear. I had to start collecting them right then and there! My first tape was The Edgar Bergen & Charlie McCarthy Show... which led to my receiving a Charlie McCarthy ventriloquist dummy for Christmas that year... followed by tapes of You Bet Your Life starring Groucho Marx, Amos 'n Andy, Jack Benny, and more throughout the next year or so.

In 1982, I added a second antique radio to go along with the Coronado console. This one was discovered at an estate sale of a relative of a friend of my family. It was a table model, with a lid that lifted up to reveal a phonograph that only played those "glass" records my great-grandmother told me about that were so fragile. I had to have it! But this wasn't a Coronado.

It was something called a Philco; a Philco model 46-1203 to be exact. See figure 1 below.



Figure 1 Philco 46-1203 Radio-Phonograph

Famous continued on Page 8

Not long after, I learned from a friend of my parents, who also had some antique radios, that the first two digits of the serial number on Philco radios manufactured after 1937 indicated the year the set was made. So this was a 1946 Philco! I never could find an exact date for the Coronado, so this was even better. The radio portion still worked, which was great, but the phonograph did not. All it needed was a new cartridge on the tone arm and soon that was working again too. Today, 30 years later, it still works.

This purchase triggered an interest in Philco radios that endures to this day. In fact, it's now the only brand I collect. I currently own over two dozen antique Philco radios, ranging from 1936 to 1949. Over half of them, 15 to be exact, span the years 1946 to 1949. Why just those 4 years you ask?

Three words: Philco Radio Time, Bing Crosby's Wednesday night prime-time ABC radio network variety show that made history as the first transcribed (pre-recorded) major network show. Many of the sets I own are featured on the Philco shows in commercial spots, as announcer Ken Carpenter extols the virtues of each model. Two sets stand out above all others in terms of exposure; the Philco portable, and the Philco 1201.

The 1946 Philco portable (model 46-350) was revolutionary in that it used circuitry that was developed during the war for use in walkie-talkies, featuring miniature sized tubes that made much smaller, more compact radios possible. This portable featured a tambour style lid that was very reminiscent of a roll top desk, which would cover up the dial and controls, making a more streamlined appearance. These sets could be used both AC & DC, meaning they could either be plugged in a wall outlet like a conventional radio, or operate on battery power. Since the batteries for these sets are long obsolete, it's especially useful to have the option of plugging them in for power today. I have three examples of the Philco portable; the 46-350, a 1948 model 48-300, which is similar to the 1946 model, sans tambour door, (see figure 2) and a 1949 model 49-602 (see figure 3) which features an all-plastic cabinet (previous years were a encased in a particle board type material). The model 602 was also featured in a print ad campaign, featuring Bing seated, puffing his pipe while holding one of these sets in his lap. They remain powerful little radios, even today.



Figure 2 — Philco 46-350 (left) and 48-300 Portables



Figure 3 - Philco 49-602 Portable

The other radio featured more than any other in advertising during the run of Bing's Philco series was the model 1201, a one-of-a-kind table model radio phonograph that works on the same principle as a CD player in the dashboard of your car; you slide the CD (or record in this case) into a slot and it plays, automatically! Introduced in 1946, it quickly became the biggest selling table model radio-phonograph in the history of the industry. See the page 1 photo and figure 4 below.

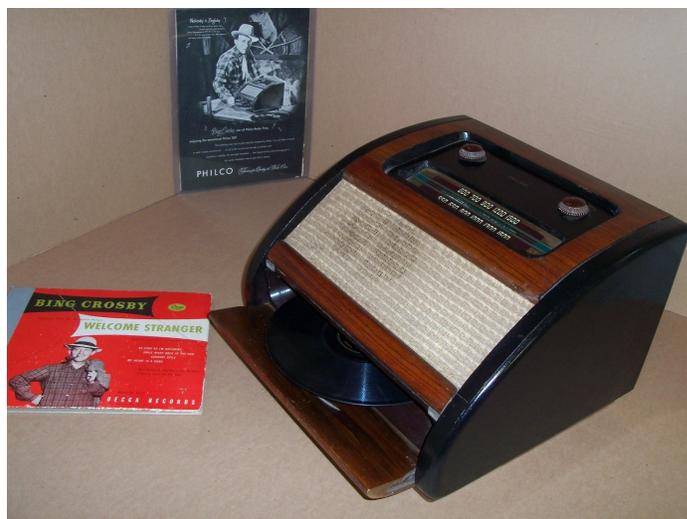


Figure 4 - Philco 46-1201 Radio-Phonograph

Some 238,723 Philco 1201's were sold between 1946 and 1948 (the exact same set was offered each year, either as a model 46-1201, 47-1201, or 48-1201).

The unique 'breadbox' cabinet design uses a series of string & pulley's connected to the door on the front of the cabinet. When you open door, the strings lift the tone arm and retract the center spindle, allowing you to slide the record inside. Once you close the door, the center spindle pops back up, locking the record in place, and engaging the turntable. The closing of the door also allows the tone arm to gently rest down on the record and it begins playing. Once the tone arm reaches the end of the record and the 'dead' area between the final grooves and label, a mercury switch automatically senses this position and stops the turntable from spinning. An amazing engineering feat for 1946!

This radio is so closely associated with Bing (he also appeared in print advertising, picturing him in a rustic cabin setting playing records), that even today among radio collectors, it is known as the "Bing Crosby special".

It was later revamped with a more radical looking cabinet, featuring a raised speaker, in 1949 as the model 49-1401, but discontinued after that year, as the more popular (and less easily broken) 45 rpm and 10" long-playing 33 1/3 rpm speeds were just making their debut.

Collecting and restoring these old Philco radios has been a fun hobby for me over the years. I enjoy bringing a shine back to a dull cabinet, and applying new exact reproduction decals and labels to it so that it looks showroom new again. There are even exact reproduction dial scales for many sets being made today as the hobby gains popularity.

As an example, one of my most recent Philco acquisitions was purchased August 11, 2012 at an antique radio swap meet in Grayslake, IL. All of my 1946 to 1949 Philco sets were table models, until I found this 1947 model 47-1230 console radio - phonograph, see figure 5.

This is a desirable model, as it not only has the AM radio and 78 rpm phonograph, but it also has a short wave band and the modern FM radio band, something that Philco introduced the previous year. The vendor

and I quickly agreed on a \$35 asking price, which was very cheap (mainly because he didn't want to have to load it up again and take it back home). This set was in pretty rough shape, as it evidently sat in a few inches of water for a time, resulting in rotted wood around the bottom base of the cabinet. So besides the work it took to get the radio and phonograph to play again, I had a lot of clamping and re-gluing of wood trim to do, in addition to re-staining certain areas of the cabinet. All told, there were 33 different things I had to fix and repair on the set in the five and a half weeks it took to restore it. This includes totally disassembling the phonograph, repainting the base and tone arm, and rewiring portions of it.



Figure 5 -- Philco 47-1230 Console Radio-Phonograph

This set features its original, still operational Philco "dynamic reproducer" tone arm, which you may recall Ken Carpenter discussing on a PRT episode or two. This was the predecessor to the modern magnetic cartridge and needle used on stereo systems. Used for years by the nations' top radio disc jockeys, this was the first time this special cartridge was made available to the public. Prior to this, steel needles were used to

play records, and they would quickly wear out after so many plays and require replacement (by loosening a thumbscrew on the front of the tone arm, sliding the old needle out and replacing it with a new one, and retightening the thumbscrew). If these steel needles weren't replaced promptly, they would begin to scratch and cause irreplaceable damage to the records. This more modern, irremovable needle eliminated all of that and produce a much richer, smoother sound that indeed eliminates certain scratches and surface noise.

For me, this is the most enjoyable of all of my Philcos to use, as it literally transports you back in time when doing so. I have an album of original 78 rpm records of some of the hit songs of 1947 (of course, including many by Bing), and I like to stack them up on the automatic record changer and let them play through. It's fun to watch the tone arm rise back up at the end of each record, watch the next one drop down, and then see the tone arm reset itself back at the outer edge. Or you can tilt the front of the cabinet back in and it gives the appearance that these songs are being broadcast over the radio. Either way, you're hearing music being played exactly as one would've played it in 1947, and exactly as it would've sounded to folks back then. I like to call it my Philco time machine. It never fails to bring a smile to anyone who sees me demonstrate it in person for them. If you'd like to see a couple of brief video demonstrations I filmed, search for "1947 Philco Model 47-1230 radio & phonograph demo" and "1947 Philco console radio/phono demonstration" on YouTube.com.

Philco was America's leading radio manufacturer from 1930 until the mid-1950's, and the post-war years were among its most successful, due in large part to having the nation's most popular entertainer promoting their products. They were well built, solid, good sounding units, with many innovative and revolutionary features and designs. Philco definitely lives up to its slogan "famous for quality the world over".

Discovery World of Milwaukee - "Tesla Lives!" Show

Filling the stage with 20 million volts of roaring, crackling, sizzling electricity, a continuing live theater show *TESLA LIVES!* delivers an energetic and sometimes humorous glimpse into how our modern world was designed by the godfather of the 21st century, Nikola Tesla. Through Discovery World's latest theater production, audiences will meet the genius who invented the modern world and find the genius within themselves.

See www.teslalives.com for information.



Donation Auction Rules

We will have an area marked off for donated items. Once you place an item in that area, it is donated to the club and becomes the property of the club, and will be auctioned or disposed of if it does not sell at the auction. No one may remove a donated item from the donation area prior to the auction. So, while we very much appreciate your donations, please don't place an item in the donation auction until you're sure you want to donate it. Or, if you see an item of interest in the donation area, don't ask the donor to reclaim it—the item no longer belongs to the donor.

Marconi's Extraordinary Business Story

By Calvin D. Trowbridge, Jr.

Our thanks to Cam Trowbridge for this article, his second contribution to the WARCI News. His first was an article on Marconi and the Titanic for the January 2012 edition of WARCI News. Cam first became hooked on Marconi while reading about Marconi working 7/24 in the attic of the family home where his grandfather had raised silk worms, trying to replicate Hertz's experiment, sending electricity through the air without wires. As Cam read more, he realized that Marconi's business story, taking his company from an attic, "high tech" start up all the way to a world wide monopoly, against international and governmental competition, had never been covered adequately, nor had his revolutionary development of short waves. Hence Cam's new Marconi biography.

What is probably least understood about Guglielmo Marconi is his extraordinary business accomplishment. His first experiments with wireless transmission of communication began in 1894, at age 20, as a hi-tech, attic start-up at the family home outside Bologna, Italy, a classic Silicon Valley story, 100 years before Silicon Valley. Twenty years later, he came close to monopolizing the world-wide, transoceanic, long-distance, wireless market. Fifteen years later, he was at the brink of dominating not only wireless but also the global transoceanic cable companies. Throughout these thirty-five years he was an officer of his company with principal management responsibilities. There are few instances of a person both creating and leading an industry over such a period of time.

Following the grant in 1897 of Marconi's first patent, an English patent, for "electrical actions or manifestations transmitted through the air, earth or water by means of electric oscillations of high frequency", Marconi's maternal cousin, Henry Jameson-Davis, a London engineer, organized a corporation for Marconi. Jameson-Davis raised 40,000 pounds sterling from Marconi's Irish mother's family who owned the Jameson Irish Whisky Company and from commodity traders in London who dealt in grain sold to the company. In 1897 a pound sterling equaled \$5. The value of a dollar was 20 times its worth today. Therefore, the 40,000 pounds sterling would be \$4 million today. For their money, investors accepted 40% of the start-up equity. Marconi received the other 60%. Of the \$4 million, Marconi was paid \$1.5 million for his patent and his invention. The company retained the balance for working capital and research. Marconi, age 23, was a millionaire and controlled the company.

The company struggled to make money, constantly balancing the choice between investing in research to stay ahead of the competition or committing its capital to activities that could generate revenue like

manufacturing wireless equipment for sale or building shore stations for ship-to-shore messaging. Constant cash flow shortages forced the company to sell more shares, diluting Marconi's interest. Marconi decided that one of the most attractive markets was in rapid communication across the North Atlantic, a field dominated by British submarine cable companies. In December, 1901, Marconi sent a signal from Poldhu, Cornwall, on the west coast of England, to St. John's, Newfoundland. In 1903, Marconi signaled from South Wellfleet, Cape Cod on the east coast of Massachusetts, to Poldhu. But it took many years to convert those distances into a commercially profitable business.

The international competition was fierce. Nikola Tesla and Marconi were bitter rivals. Tesla's alternating current lit the World's Columbian Exposition in Chicago and generated power from Niagara Falls. The Chief Engineer of Britain's General Post Office, the world's largest communication organization, gave Tesla equipment, a coil, to Marconi to evaluate. Marconi, who had no idea who designed the coil, said it was worthless, a conclusion Preece promptly communicated to Tesla. Tesla, analyzing Marconi's first patent, said it was formed on the wrong ground. Tesla to rival Marconi in transatlantic signals built a huge transmission tower on Long Island he called Wardencllyffe. While indulging in a favorite past-time one fine morning, sipping hot coffee in a dining car on a train headed for Wardencllyffe and reading a scientific journal, Tesla came across an article quoting Marconi as saying that Marconi had incorporated Tesla's "worthless" coil into Marconi's syntononic tuning device. Tesla exploded. He vowed to crush Marconi as a pachyderm, an elephant, would crush a toad. Tesla ran out of money, however, and Westinghouse reclaimed its unpaid-for equipment from Wardencllyffe, ending Wardencllyffe and Tesla's transatlantic rivalry with Marconi.

Another U.S. competitor was United Wireless, a company formed by Lee de Forest, but over which he

Marconi - continued on Page 12

Marconi - continued from Page 11

lost control. United was far and away the largest company in the United States, ten times larger than American Marconi. In Germany, Telefunken was backed by the German government. Siemens seemed to be everywhere - in Germany, England, the United States and Australia.

The Marconi companies, British Marconi, the parent, and its subsidiaries, including American Marconi, went to court to enforce Marconi's patents. Major victories were won in England and Australia. Siemens lost in both countries. Telefunken capitulated and cross-licensed Marconi in Telefunken's home countries, Germany and Austria. Marconi dominated Europe.

In 1912 Marconi won a major patent victory in the United States against United. United collapsed. Marconi's British company, that owned a controlling interest in American Marconi's stock, jumped at the chance to buy American Marconi's largest competitor, the dominant company in the American market. American Marconi bought United's assets out of bankruptcy, giving American Marconi a near monopoly position in the United States.

The transaction not only made American Marconi the dominant United States wireless company, it made British Marconi the dominant worldwide wireless power. In ship to shore wireless communication, the vast majority of stations on the shores were controlled by Marconi. Most ships carried Marconi transmitting and receiving equipment and operators. Marconi sets outperformed the competition. In long-distance, transatlantic communication between super stations on the continental shorelines, Marconi owned and/or operated almost every one of the super stations. In terms of the distance Marconi could send a signal, he had no peers.

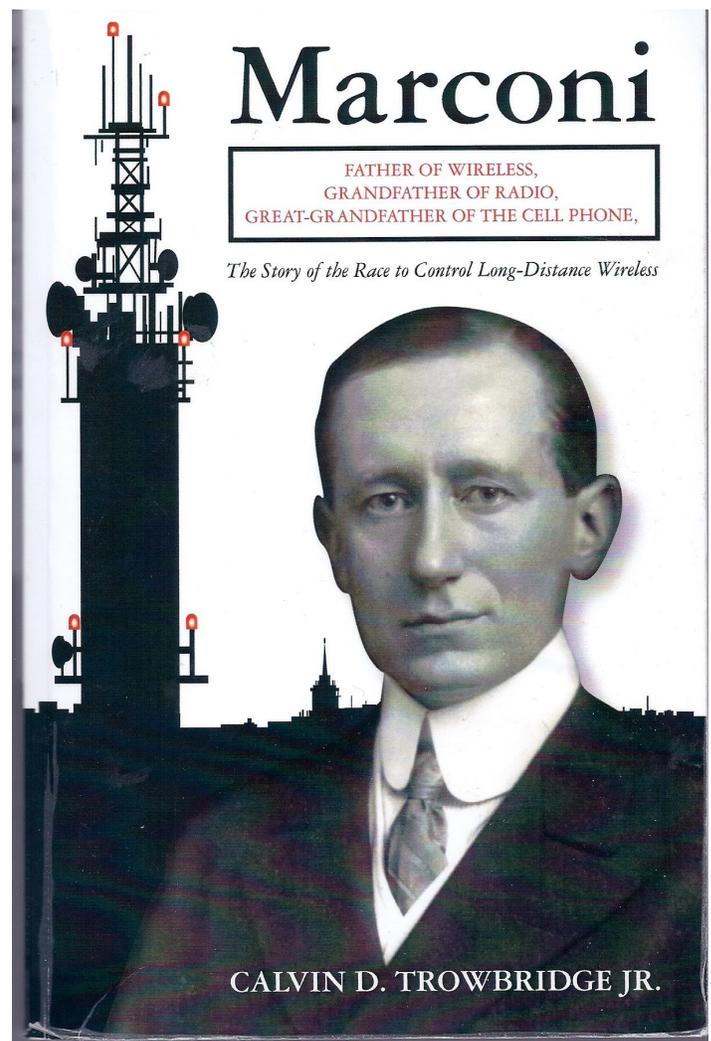
The crown to Marconi's efforts fell into place in July. The United Kingdom General Post Office signed a detailed work contract with British Marconi for a British Imperial Wireless Network. It would connect the British Isles with Egypt, Aden, Bangalore, Pretoria, Singapore, and, ultimately with Australia and New Zealand.

American Marconi was a company transformed. American Marconi had jumped from a ten percent market share to a near monopoly. American Marconi was going to build its own imperial wireless network. It would start in Norway with access to northern Europe and Russia, cross the Atlantic Ocean to Cape Cod, Massachusetts, and New Jersey, leap over the

United States to San Francisco, hop across the Pacific Ocean to Hawaii, Japan, the Philippines and China, and eventually interconnect with the British Imperial Wireless network in Australia and New Zealand.

It would be part of Marconi's "Wireless Girdle around the Earth". Information could be sent around the world on a regular basis. It was Marconi's dream, to span the globe with a series of high powered wireless transmitters. The dream was about to become reality.

In anticipation of the new international service, American Marconi entered into agreements with the Western Union Telegraph Company and Great



Above is the cover of Cam Trowbridge's biography of Marconi, available from bookstores, Amazon, etc. He tells the fascinating story of Marconi the businessman who made 'wireless' real, amidst infighting, politics, etc. Cam also contributed an article on Marconi and the Titanic for the January 2012 edition of WARCI News.

Marconi - continued on Page 13

Northwestern Telegraph Company whereby the 30,000 telegraph offices of the two companies would be available for the delivery and sending of Marconigrams throughout the United States and Canada.

American Marconi warned its stockholders of a growing threat. The United States Postmaster General was recommending that his department be authorized to acquire and operate the telephone and telegraph services. The Navy Department was recommending that it control wireless.

In 1915 the Japanese Marconi wireless plant at Funabashi near Yokohama opened with messages to Koko Head, Hawaii, 5,600 miles away. By means of Japanese government cables, service could be extended to China. The tariff charge for Marconi's transpacific wireless service from San Francisco to Hawaii to Japan was one-third less than cable. Completion of the "Wireless Girdle" and the British Imperial Wireless Network, however, was prevented by World War I. Following the United States declaration of war against Germany, the Navy took over fifty-three Marconi shore stations and 370 Marconi installations on ocean going vessels.

Because of the importance of wireless in war, it was generally felt that the United States commercial communications system should be owned by an American company. American Marconi had not pushed the sale of its stock in the United States so the majority was foreign owned, a large block by British Marconi. This caused bitter feeling against American Marconi. Marconi intended to complete his "Wireless Girdle" around the earth. The British controlled the transoceanic cable companies. If Marconi completed his global system, the United States would have no meaningful control over rapid, transoceanic communication.

The U.S. Navy told Marconi that it might not return American Marconi's United States' assets, that the U.S. might require licenses to transmit transoceanic messages from U.S. shores, and that licenses might not be granted to companies, like American Marconi, that were controlled by foreigners, i.e. British Marconi. Wouldn't it be better, the U.S. Navy suggested to British Marconi, for British Marconi to sell American Marconi's assets to a U.S. company, General Electric, and GE's new subsidiary, RCA, the Radio Corporation of America, organized for the purpose of holding and operating American Marconi's assets?

Marconi yielded in 1919. Overnight, Marconi lost his world dominance, his access to the United States market and his ability to build his "Wireless Girdle". In RCA he faced a competitor using his patents, assets and people, backed by GE, a far more powerful corporation than British Marconi.

British Marconi was the first and only company in England to hold a radio broadcasting license and operate a radio station. A concert was arranged with Dame Nellie Melba, a famous Australian prima donna, at British Marconi's Chelmsford plant. She was shown the transmitting equipment, and it was explained to her that her voice would be carried from the wires on top of the towering antenna masts. "Young man," she said to her guide, "if you think I am going to climb up there, you are very much mistaken." But in 1922 the UK government decided to nationalize radio broadcasting and British Marconi's radio rights and assets became BBC, the British Broadcasting Corporation.

Despite these stunning setbacks at government hands, Marconi did not give up. By 1923, Marconi had revived his dream to build a British Imperial Wireless Network. He committed to build enormous, expensive, long wave stations to communicate directly between England and Canada, England and India, England and South Africa, and England and Australia. These stations incorporated huge power plants and extremely high, multiple tower antennas.

At the same time, Marconi was experimenting with short waves. The year before, in an address before the New York Institute of Radio Engineers, Marconi amazed his audience. With a miniature transmitter, focused by a reflector, he shot waves of only one meter length along the stage lights to a receiver 20 feet away. It instantly sounded a clear note. When he turned the reflector's cuplike opening so that it no longer faced the receiver, the note was almost inaudible. Marconi explained: "Progress made with long waves was so rapid, so comparatively easy, that it distracted practically all attention away from short waves ..."

Marconi's success with his short wave experiments, attaining distances approaching those of long waves, had disturbing implications. Short waves did not require massive generators. Antennae were less complex. If Marconi's short wave progress persisted, Marconi could obsolete the principal creation of his long wave efforts over the last 30 years.

Marconi faced an immediate crisis. The government contracts required the five countries to make huge

capital payments for long wave, thousand kilowatt, super-power stations and enormous antenna systems. The short wave experiments suggested that it might be possible to create these communication systems with only ten per cent of the power needed for long waves. This would result in significant cost savings.

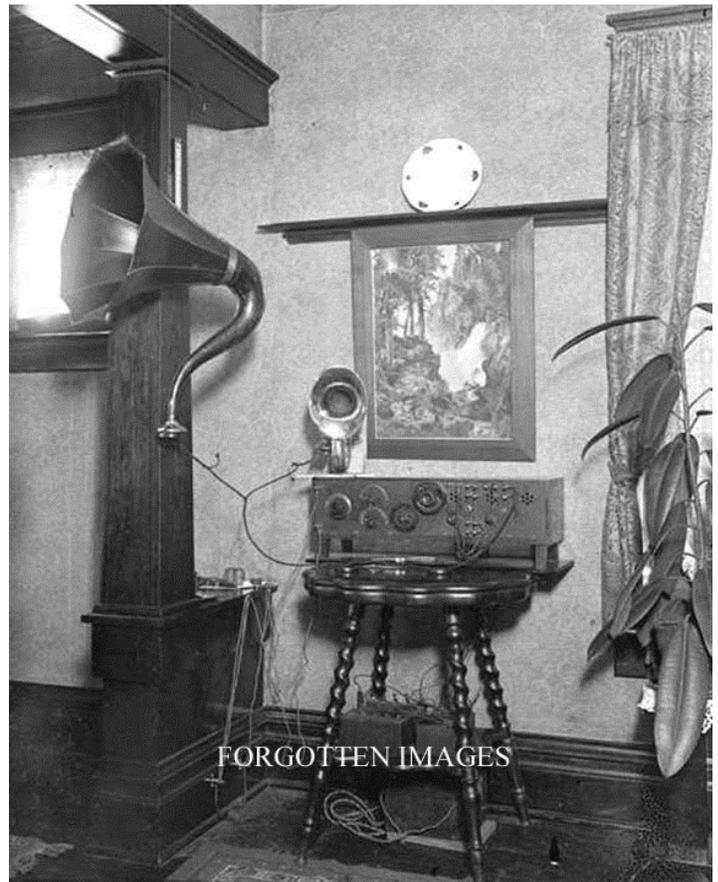
But the tests were only in the preliminary stage. Marconi had signaled half way around the globe with the short waves for only half a month. He had absolutely no operating experience with short waves. If he recommended short waves to the governments and they required stringent performance standards that could not be met, it could bankrupt British Marconi. To Marconi the answer was clear. In 1924 British Marconi and the five countries entered into contracts with stiff operating requirements and severe penalties for performance failure.

In 1926 British Marconi opened service with Canada. It exceeded all expectations. The Great Britain/Australian system produced words at three times the contract minimum. All four systems were operational by 1927. Relatively little additional labor and electric power were required to reach the high rate of production. Consequently, cost per word fell drastically. Profit margin climbed steeply with volume. Short wave could more than compete with cable. British Marconi and short wave had arrived at crippling dominance.

British authorities were not pleased. They had poured money into the British cable systems which dominated world cable traffic. UK officials saw the same issues that had earlier upset the United States government. They feared control of vital, transoceanic communication would be out of their hands.

In 1928 the British Parliament passed the Imperial Telegraphs bill, forcing British Marconi to merge with a consortium of cable companies into a new company, Cable & Wireless. British Marconi shareholders received a minority of the shares in Cable & Wireless. Cable dominated management and had no interest in promoting wireless. Marconi was given no management role. He was assigned to a research subsidiary.

Marconi had lost control of his creation and dream.



Is it time for the Agricultural Report?

WARCI Needs You!

If you would like to become more active in WARCI, please step up!

Organizations like WARCI depend upon volunteers for their success.

Areas where you can help include:

Contribute newsletter articles or information from which an article can be written.

Contribute items for the WARCI website and Facebook page – such as photos of your Wisconsin-made radios to add to our gallery.

Contribute interesting photos such as the one above.

Give us your ideas on how we can make WARCI better for you!

Scenes from the January 12, 2014 Swap Meet



Entrance to our meeting room at the Best Western



A good turn-out at the Best Western



Bill Engaas unloading at the Best Western



Jim Menning and his (retired) brother Craig



WARCI's Hospitality Table - to be a regular feature



Karen and Ron Jannicke from Eau Claire with finds

Scenes from the March 23, 2014 Swap Meet



Turn-Out at the Terminal



Alex and Bill talking over the state of Antique Radio



Dale doing business



Dale and Jim working the Donation Auction



Folks at the Terminal



Steve Lange working on a sale at the meet

News from the Neighboring Clubs

MARC

Michigan Antique Radio Club
www.michiganantiqueradio.org

**With the Telephone Collectors
International**

Vintage Electronics Extravaganza '14 "Zenith"

July 10, 11 and 12, 2014
Best Western Plus Lansing
6820 S. Cedar Street, Lansing MI
(Exit 104 off I-96)

Thursday, July 10, Evening:

"Record Changer Repair" by John Reinicke

Friday July 11: 7:00 AM - 11:30 AM:

Flea Market and Telephone Collectors
International Show

Friday PM: Contest and Auction

Friday Evening:

Radio Reception with the Picks and Sticks
String Band

Saturday, July 12 - 7:00 AM - 3:00 PM:

Flea Market

Saturday Programs:

"Zenith, a Visual Perspective" by Norm Smith

"Discoveries in Telephone Collecting" by
Ray Kotke

Contact Mark Goodwin,

mrkgoodwin@comcast.net or (734) 316-
2803 for more information.

ARCI

Antique Radio Club of Illinois
www.antique-radios.org

ARCI Swap Meet and Six Meter Club of Chicago Hamfest

Sunday June 15, 2014
DuPage County Fairgrounds
Wheaton, Illinois
Gate & Flea Market open 7:00 AM, Buildings
open 8:00 AM.
See the ARCI website for details.

RADIOFEST 2014



RADIOFEST

July 31 to August 2, 2014

Southwest of Chicago, Illinois, USA
Near O'Hare & Midway Airports

- Theme: The World Wars (100th Anniversary WWI, 70th Anniversary D-Day)
- Run By 4 Major Clubs: ARCI, AWA, WARCI, VRPS
- Huge Flea Market & Two Auctions
- Educational Programs
- Displays: WWI and WWII Military Radios
- Rare Equipment Contest
- Banquet & Entertainment
- Also Visit Chicago's Museum of Science & Industry, The Adler Planetarium, Cantigny 1st Division Museum

*Focus on vintage radio, wireless, television,
amateur radio and electronics history*

See www.antique-radios.org

WARCI Radio Services

We now have a list of WARCI members who would be willing to provide repair / restoration services, advice or research for folks who contact WARCI looking for help. If you would like to be added to the list, please let me (Greg) or one of the Board members know.

Name	Email	Telephone	Service Available
Dwight Church	(none)	414-545-6972	Radio repair – electronics only.
Bill Engaas	CraftyradioBK@yahoo.com	262-786-8183	Speaker Repair.
Ralph Larsen	radioralph@hotmail.com	414-278-7981	Repair, including Television.
Mike Lewis	deepheart@att.net	608-835-7193	Repair, restoration, training.
Ben Bensaid	Ben@badgerconsignment.com	262-581-5453	Repair and restoration.
Greg Hunolt	ghunolt@excel.net	920-893-0422	Research, especially on 1920's radios.

Classified Ads

Badger Consignment

eBay Power-Seller

Turn your collection into profit-making treasures!

Badger Consignment is an eBay consignment dealer with 12 yrs. experience specializing in high end antique tube radios and hi-fi tube audio components (i.e. tube amps, preamps, receivers, tuners, and much more).

If you have items you would like sold or repaired/restored call WARCI member Ben Bensaid at (262)-581-5453, Ben@badgerconsignment.com or visit our website at: www.badgerconsignment.com

WANTED: by Dale Boyce, Email: radioman@wi.rr.com , 414-840-4146

1. Briggs & Stratton Corporation, Milwaukee, WI (BASCO) Radio Equipment from 1922-1937. Catalogs, Complete or incomplete crystal radios, tube type radios, radio frequency transformers, earphones, tube sockets, crystal detectors, vernier rheostats, fixed resistors, multi-plate variable condensers, fixed capacitors, literature, advertising, parts boxes, Battery Eliminators (Radio Power Units types "A", "B", "A+B"), push-button tuners, promotional items, etc. Please check your boxes of radio parts and your literature files. Also wanted: radios such as Globe Electric, Monroe McKillip and others which utilize BASCO radio parts.
2. 1920's tube type radios, amplifiers and radio parts, parts boxes, advertising, promotional items, etc. made by Allen Bradley Co., Milwaukee, WI.
3. 1920's Crystal radios, tube type radios, advertising and promotional items made by Sunlite Radio, Milwaukee, WI.
4. 1920's Julius Andrae and Sons Co (JASCO) Crystal radios, Radio Catalogs, Radio Equipment and promotional items made by ANDRAE Electric, Milwaukee, WI.
5. 1920's Horn and Cone type Radio Speakers made by Milwaukee companies including: G&G Radio Co, GEMCO, Granolite Art Products, Yahr-Lange, and others.
6. Individual and boxed sets of 1920's Brightson Blue Radio tubes distributed by Yahr-Lange, Milwaukee, WI.

Classified Ads

WANTED: All things Hallicrafters! Receivers, transmitters, accessories, television sets, test equipment, signs, books, etc. Also Silver-Marshall (1933-34) and Echophone.
Stan Broome, 108 East Main Street, Sun Prairie, WI 53590, 608-520-6290.

HELP NEEDED: Would like to contact owners of 1920's battery sets, literature, and equipment made by Globe Electric Company of Milwaukee, WI, to survey existing model types and variations for development of a company history. All responses will be kept confidential. Thanks.
Glenn Trischan, P.O. Box 240022, Milwaukee, WI 53224. E-mail: gnets142@att.net.

WANTED: Any set made in Plymouth, WI, by the Plymouth Radio and Phonograph Co., and Arlington, Alkire, or other sets made by the Wells Manufacturing Co. of Fond du Lac, WI. Also, I am looking for a Kennedy 525 Amplifier! Greg Hunolt, N5412 State Hwy 57, Plymouth, WI 53073, Email ghunolt@excel.net or 920-893-0422.

TRAINING & SERVICE: Michael Lewis -- Radio Restoration Education & Consultation

I'm available to refurbish (90 day guarantee) or fully restore (1 year guarantee) your antique radios. Estimates can usually be provided in 2-3 weeks from the time you drop off your set at my shop in rural Oregon, WI (a bit SW of Madison). The cost for an estimate is \$25, which can be applied towards a final bill if you hire me to work on your radio. Full restoration includes testing all tubes, capacitors, and resistors, with replacement as needed. Power supplies are modified to operate safely at 120 VAC. Chassis are dusted off, variable capacitors are flushed with residueless cleaner, and switches & pots are treated with contact cleaner. Moving parts are lubricated. Sets are aligned with digital RF generators, tested for proper operation, and "burned in" to reveal any intermittent problems.

I have over 30 years' experience in electronically restoring antique radios (I don't restore radio cabinets). For most of this time I've also taught others how to do radio restoration. I can be hired for 4- or 8-hr. blocks of bench time. You will have access to DMMs, digital audio and RF generators, capacitor and inductor analyzers, power supplies, and much other test equipment. I stock 1/4, 1/2, 1, 2, 5, and 10W resistors. Capacitor stock includes 75 values of mylars; micas & ceramics; electrolytics from 25 WVDC to 450 WVDC. Tubes are available to my students, as well as technical literature including Rider, Beitman, and Gernsback manuals, factory manuals, and Sams Photofacts. Whether you've never soldered before, or regularly restore radios & are stuck on a "tough dog," chances are I can help.

Michael Lewis, 6070 County Road D, Oregon, WI 53575, Phone: 608-835-7193, Email: deepheart@att.net

WANTED: DeForest Plug-In Butterfly Coils - Terry Hanney, 414-545-6425

WANTED: Sylvania lamps NE-23-N5A1-5AB with starting voltage 60-90 volts, maintaining voltage 59 volts, current 0.03 mA. Tom Palmer 262-789-7177

FOR SALE: Rayon cloth-covered line cord for the Antique Radio Builder. Colors black or brown, cost is \$1.26 per foot for brown, \$1.38 per foot for black. Paul Dorobialski, Email: thebulbguy@yahoo.com.

Remember that classified ads up to about ¼ page are free to WARCI members.

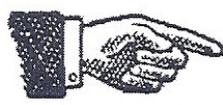
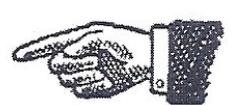
The cut-off date for all newsletter material is about the 15th of the month preceding publication of the next newsletter (e.g. April 15, 2014 for the May 2014 issue). Send ads by email or letter to Greg Hunolt, WARCI News, at ghunolt@excel.net or N5412 State Hwy 57, Plymouth WI, 53073.

Calling All Radio Heads

You are invited
to the



Wisconsin Antique Radio Club

 **Late Spring Swap Meet** 

Sunday, June 1, 8:00am to 11:00 am

at the **TERMINAL**

5917 S. Howell Ave, Across the street from
the Milwaukee County Airport

Featuring our popular donation auction and a 50/50 raffle at 10:00. Free pizza will be served at 11:00. This is an indoor/outdoor meet but the doors of the Terminal will not open for setup until 7 AM.

www.warci.org