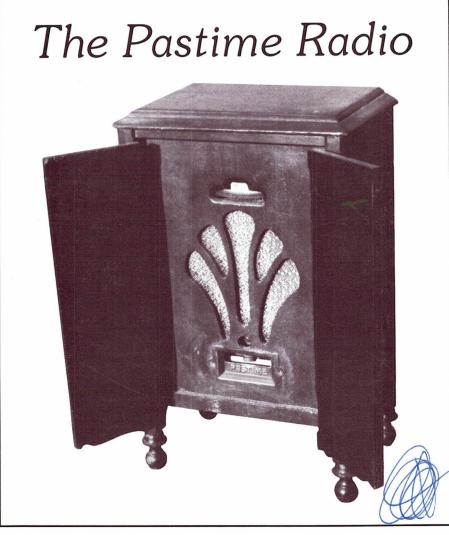


# VOLUME 12

# MAY 1995

NUMBER 5



A.R.C. — THE NATIONAL PUBLICATION FOR BUYERS AND SELLERS OF OLD RADIOS AND RELATED ITEMS — PUBLISHED MONTHLY

#### ANTIQUE RADIO CLASSIFIED

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## EDITOR'S COMMENTS

Let the radio season begin! May marks the annual kickoff of major radio collector events, one following another throughout the summer and fall. As has been said frequently in A.R.C., attending a meet is the best way to learn about collecting radios, to meet others with the same interests, and, of course, to find an item or two for your collection.

Highlights of the early season are the Indiana Radio Festival and Minnesota's Radio Daze '95. A major component of Radio Daze is a visit to the Pavek Museum — the subject of one of our articles this month. My tour through this vast collection was an impressive part of my last Radio Daze visit.

Our cover introduces our lead article by A.R.C. staff member Dick Desjarlais on his "Pastime" radio. This unique console has only two tubes and features a Tuned Radio Frequency (TRF) circuit. Read Dick's article to find out about other characteristics.

Ron Boucher and Ron Ramirez continue to compile the results of their Philco survey. Part 2, covering Models 50, 70, 90 and related models, is included in this issue. Look for Part 3 in a future issue.

Two February radio auctions are reported this month — the Estes Auction in Ohio and the Southern California Antique Radio Society (SCARS) Auction. These two events enabled hundreds of collectors to bid on hundreds of items, which included a breadboard radio, a rare Marconi telegraph key, a Spartan mirror radio, jukeboxes, phonographs, horn speakers, novelties, and crystal sets, as well as cathedral, Catalin and battery radios.

Of interest in *Photo Review* are several novelty radios, a celluloid horn speaker, and an RCA advertising sign. *Radio Miscellanea* continues the dialogue among readers on articles, letters and repair hints.

Extended Telephone Hours. Last December, A.R.C. extended its staffed telephone hours. This change was popular with our readers, so we have made the hours permanent — 8:30 A.M. to 6:00 P.M., Eastern Time. A machine takes calls at other times.

Staff Recognition. A glance at the masthead, will tell that Dorothy Schecter is now Managing Editor and Chris Frederickson is now Radio Events

## PRINTED WITHOUT COMMENT

As of April 13, 1995, A.R.C. has received reports that four individuals have paid Kent A. Ise (in Florida as of early April and previously of Warwick, R.I.) and have not received (and do not expect to receive) the items promised. Twelve others were offered items by Ise but did not send him funds. He offers scarce items at reasonable prices and asks that funds be wired to him via Western Union. It has also been reported that he has used other names.

If Ise has offered you items, please report the details in writing, or by fax, to A.R.C. even if funds were not sent. Also, report the incident to Western Union and/or your credit card company, if involved.

Editor. Together, Dorothy and Chris have a combined 13 years at A.R.C., and their new titles reflect their contributions. They join Production Manager Scott Young, Office Manager Lisa Friedrichs, and Advertising Manager Cindie Platais in coordinating the multiple efforts of all the staff to get A.R.C. into your hands each month.

Problems with Advertisers. With the unfortunate reappearance this month of "Printed Without Comment" (see below), some subscribers may worry about trusting collectors. Considering the very few complaints that we receive here at A.R.C. each month, it is obvious that we collectors are a pretty honest group. However, a few words of advice about buying and selling practices might be appropriate.

Buyers, don't feel bad about asking a seller for references; I do that myself with someone that I do not know. The way to insure receipt of your set is to arrange for pickup at a meet or midpoint, if not by you, by a friend. But, if you agree to have your purchase shipped, don't forget to insist on adequate packaging and to volunteer to pay extra for it. If you are dissatisfied with an item, arrange ASAP for a solution, before you attempt repair or any other modification of the item.

Most sellers ask for payment before they ship an item — a reasonable request. Sellers, be especially precise when describing conditions, pack items well, and be prompt in shipping. If there is a problem, resolve it promptly and without argument. If the buyer requests it, accept a return and send a refund.

We expect everyone to adhere to our advertising policy. Since A.R.C. serves as a clearing house for complaints, please let us know about any problems that you have not been able to resolve yourself. Although A.R.C. cannot accept responsibility for problems, we do try to help readers resolve them. We also coordinate multiple complaints about specific individuals. If you are having difficulty with an individual and efforts to resolve the problem yourself have failed, please write or fax A.R.C., since yours may not be an isolated case.

Coming Radio Events. Forty-eight events dot the month of May. And, make your plans for the rest of the annual cycle of larger meets — June: Radio-Activity '95 and RadioRama; July: Extravaganza '95; August: Radiofest '95; September: AWA Conference; and October: VRPS/AWA '95. A.R.C. will attend some of these, so look for us and say "hi." Happy Collecting

John V. Terrey, Editor

## **ON THE COVER**

Our cover shows the "Pastime" radio, a mystery set, until A.R.C. staff member Dick Desjarlais did a little research and found some answers in Rider's. Dick's discovery of this set in an upcountry antique shop illustrates one of the great pleasures of radio collecting. His article follows on page 4 of this issue.

# WITH THE COLLECTORS

# My Favorite "Pastime" BY DICK DESJARLAIS

Not everyone at A.R.C. is a collector. But, we do have our share of "radio boys" who have occasional "show and tell" lunch breaks. When the "show" item is unique, the "tell" obviously must become an article. Hence, this article by A.R.C. staff member Dick Desjarlais. (Editor)

The "console" in Figure 1 and on our cover has to be at least 4' high, 31/2' wide, and weigh as much as a boat anchor. Right? Wrong! Ask yourself instead, "What is 9" tall, 51/2" wide, 31/2" deep, and has four short legs and two full length doors? An armoire for an oversized doll house, you might say? That's what I thought when I first spotted the subject of this article in an antique shop in upstate New York.

One major plus in the annual pilgrimage to and from the Antique Wireless Association meet in Rochester is to meander the less-used roads in search of the next adrenalin-pumping radio find. This pleasant ritual paid off last fall, since the "armoire" turned out to be a fully operational miniature lowboy floor model radio. The diminutive size of the cabinet is put in better perspective when compared with the set's two tubes, shown in Figure 2.

Although the name "Pastime" appears on the front of the cabinet, as shown in Figure 3, there is no other indication of the manufacturer or model number.

Luckily, a conversation with Wally Worth, a frequent A.R.C. contributor, led me to look up International Radio Corporation's Kadette Jr. on page 101 of McMahon's A Flick of the Switch. This 1933 model, shown in Figure 4, is depicted in a plastic case, which fits snugly into a large overcoat pocket.

shoe box.

#### KADETTE JR. AND PASTIME

At first glance, there appears to be very little similarity between the Kadette Jr. and the Pastime miniature floor model, except for the comparable size. Then I noticed the thumb dial on the Kadette Jr. It appeared to be of the same design and in the same location as the Pastime.

Figure 1. A "hidden" radio? Yes! But in a cabinet half the size of a At this point, I decided to turn the thumb dial on my brain and pull out the Complete Index to Rider's Volume I to Volume X. There I found an "F Kaydette Jr." in Volume IV, listed under Interna-

> different spelling of Kadette.) Pay dirt! "International" page 3 of Rider's actually has four schematics of the Kadette, each with various differences in circuitry. Close examination of the Pastime chassis confirmed that I was on the right track. The fourth schematic, identified as the "Circuit of the final run on the Kadette Jr. Model F," shown in Figure 9, appears to match the circuit for the Pastime radio! Could it be that Pastime is an International Radio Corporation model designation

tional Industries, Inc., pages 3, 4, and 5. (Note the







Figure 2. Placing the two tubes used in this radio against the cabinet gives a good perspective of its size.

with a Kadette Jr. Model F chassis mounted in the wooden "armoire" cabinet?

#### UNUSUAL FEATURES

Beyond its doll's house image. this tiny TRF "floor model" boasts a surprising number of unusual features. For starters, the tubes are mounted upside down in an absolutely jam-packed chassis. which is shown removed from the cabinet in Figure 5. Figure 6 shows an inverted view of the chassis with tubes removed, giving a better view of the long, pencil-shaped, "firecracker" capacitors mounted vertically on either side of the chassis. The radio uses two multipurpose tubes - a Type 6F7 and a Type 12A7. The Type 6F7 tube is a combination triode/pentode, and the Type 12A7 tube is a combination pentode and rectifier. The radio's controls can be seen by again referring to Figure 3.

The thumb-dial station selector, positioned horizontally just above the speaker grille, is calibrated from 00 to 100. Instead of the usual tuning capacitor, this radio uses a butterfly capacitor. This capacitor, located at the top of the set, is shown in Figure 7. It consists of 5 thin brass stator plates and 4 brass rotor plates. The rotor and stator plates are separated by a thin phenolic dielectric. This assembly is also mounted horizontally and is coupled directly to the thumb dial.

The 3-inch electromagnetic speaker is mounted on a heavy metal plate. A horseshoe magnet is also mounted on this plate, directly in front of the speaker cone, to conserve space. Note the ¼" hole in the front of the cabinet, directly above the escutcheon, which provides access to a screw adjustment for the speaker cone. (See Figure 3.)

Another interesting feature is that the resistance cord is not wired directly to terminals in the chassis. Instead, it is plugged into a 4-pin socket situated on the rear chassis face. Three of the pins are for each side of the AC line and the resistance wire. The fourth pin is for the antenna.

(Note: There was loose asbestos — a common health hazard — protruding from the resistance line cord where the wires entered the 4-pin plug. After donning a protective face mask, I carefully taped the wires together so no asbestos would be exposed.)

On either side of the plug terminal board there are pin jacks for headphone use.

Even such a mundane item as the AC plug is different on this set! Note the unusual pacifier-shaped plug, shown in Figure 8.

The on/off switch and the 2.5-megohm volume control are a combined slide mechanism located in the center of the cabinet just below the speaker grille.

As mentioned above, information on this radio



Figure 3. Note the name "Pastime" stamped into the escutcheon, the sliding on/off switch and volume control, and the thumb dial above the speaker grille. (Continued on following page)

(My Favorite "Pastime" continued) can be found in Rider's Perpetual Troubleshooting Manual, Volume IV. (See Figure 9.)

The circuitry for this TRF set is straightforward but differs from the earlier versions, shown in Rider's. A 0.0005 mF plate bypass capacitor for the 12A7 audio output stage was eliminated in version 2. The original version employed a 2-section filter capacitor was incorporated into version 2. This 3section filter capacitor is located at the rear of the set between the two tubes and just above the line cord/antenna socket.

In the final version, the volume control was located in the screen grid of the 6F7. Previous



Figure 4. Although the case of this Kadette Jr. is quite different from that of the Pastime, the chassis are very similar. Note the thumb dial at the top of the Kadette Jr. (Photo from "Flick of the Switch," p. 101)

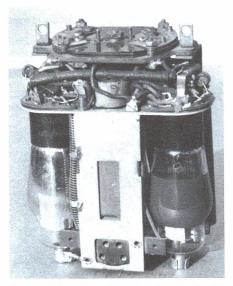


Figure 5. Rear view of the chassis, showing the tubes in their "normal" upside-down position. Not much room is left for the rest of the radio.

versions used a volume control in the plate circuit of the 6F7's triode section. Circuitry remained pretty much the same.

I can speculate that this miniature floor model might have been a salesman's sample. Or, just maybe it *did* have a proud place in some lucky child's super-sized doll house! If anyone can provide more information about this Pastime radio, please contact A.R.C.

I make it a habit (don't we all?) to ask at every yard sale, barn sale, flea market, and antique shop — "Any old radios?" This was one more time to be thankful for following my routine; otherwise, I might easily have passed over this unique and very collectible "hidden" radio.

#### Acknowledgments:

Photographs: Dave Crocker Technical advice: Ray Bintliff

#### **References:**

McMahon, M.E. A Flick of the Switch. Tempe, Ariz.: Vintage Radio, 1975.

Rider, John F. Perpetual Troubleshooter's Manual, Vol. IV. New York, N.Y.: John F. Rider, 1933.

(Dick Desjarlais, Box 629, Littleton, MA 01460)

Dick Desjarlais is on the staff of A.R.C. His interest in radio began at age 14 when he was an apprentice in a radio repair shop. This interest renewed itself when he retired, and since 1987, he has been an active collector and dealer.

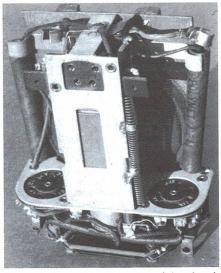


Figure 6. An upside down view of the chassis shows the location of the tube sockets and the "firecracker" capacitors. The terminal board shows a 4-way socket for AC and antenna, and pin jacks for headphones on either side.

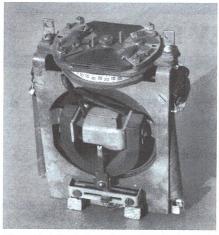


Figure 7. A front view of the chassis shows the station selector assembly and horseshoe magnet mounted in front of the speaker. Accessible from the front of the cabinet, the screw adjustment is used to adjust the speaker cone.

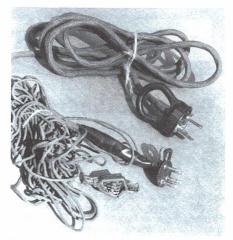


Figure 8. This "pacifier"-shaped plug helps ease the strain on the delicate resistance wire in the AC cord. Note the 4-prong plug on the other end of the 3-wire AC cord, with one connection for the antenna.

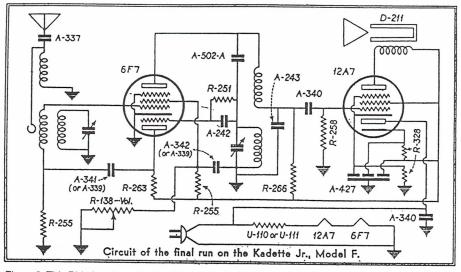


Figure 9. This Rider's schematic, identified as the Kadette Jr. Model F, is the same as the schematic for my Pastime radio.



# IN THE MARKETPLACE

Antique Electronic Supply, the largest receiving tube distributor to U.S. and foreign markets, has announced the availability of its 1995 catalog, covering electron tubes and parts and supplies for collectors and hobbyists. The catalog has been expanded to 36 pages listing over 3,000 types of receiving, audio, transmitting, and industrial tubes, plus an extensive line of capacitors and other items needed for repair or construction of tube-type electronic equipment. Also cataloged and stocked are over 75 book titles covering collecting, restoration and related subjects. For further information, contact Noreen Cravener, Antique Electronic Supply, 6221 South Maple Ave., Tempe, AZ 85283. (602) 820-5411; Fax: (800) 706-6789

**RADIO SURVEY RESULTS** 

# Philco Cathedral Survey Results — Part 2 Models 70, 570, 35, 90, 90X, 50, 51

BY RON BOUCHER AND RON RAMIREZ

In the August 1993 issue, A.R.C. published a questionnaire by Ron Boucher and Ron Ramirez to gather information on Philco cathedrals. The first results, covering Models 20 and 21, appeared in the July 1994 issue, along with a second questionnaire. This second report on the results of the questionnaires continues the service of assisting collectors in identifying their sets. (Editor)

During the early 1930s, Philco stamped the date of manufacture under about a third of its cathedral radio cabinets. We decided to conduct a survey and gather as much data as we could regarding dates, serial numbers and various design changes for these radios. This second report in the series covers the Models 50 and 35 (battery versions of the 70), 51, 70, 90, and the grandfather clock radio, Model 570. Models 70 and 90 are shown in Figure 1.

The goal was to gather and present this information in such a way as to make it possible to estimate closely the date of manufacture of any given radio by simply knowing the serial number. Many design changes were made throughout the production of these sets, and we hoped to pin down when these changes were made.

#### THE GRAPHS

Figures 2 and 3 are the graphs that were produced using the data from this survey.

The first graph (Figure 2) shows the relationship of chassis serial numbers to dates stamped under the cabinet. It wasn't necessary to produce a separate graph for each model because there was one serial number series for all models.

By leaving out five radios that were obvious mismatches, we were able to obtain a graph that showed a nice correlation between cabinet dates and serial numbers.

Figure 2 includes about 50 radios, and in some areas there is such a high concentration of data points that it's hard to distinguish individual radios.

There was a clear switch from metal to Bakelite escutcheons in late July 1931. A handful of exceptions were probably due to past restoration work.

The equipment that Philco used for stamping serial numbers was capable of stamping six digits. This meant Philco could go up to 999,999 using only digits, but in the 1931 model year, higher serial numbers were required. What the company did was to use the letter "A" instead of "10" for the first digit, and "B" instead of "11." The

next number after 999,999 was A00000, which corresponded to (10)00000 (another example: B22000 = 1122000).

Figure 3 includes all the survey responses and shows the serial number grouping for Models 50, 70, and 90. We acquired data from almost 170 radios or about .03 percent of the total made. Even with this small sampling, we can see evidence that the numbers were issued for various models in batches. Usually where there is a group of Model 70s, for example, there will be no Model 90s.

There were two exceptions in which there was a Model 90 tucked in with a group of Model 70s. One is in the 168000 range

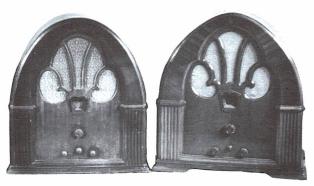
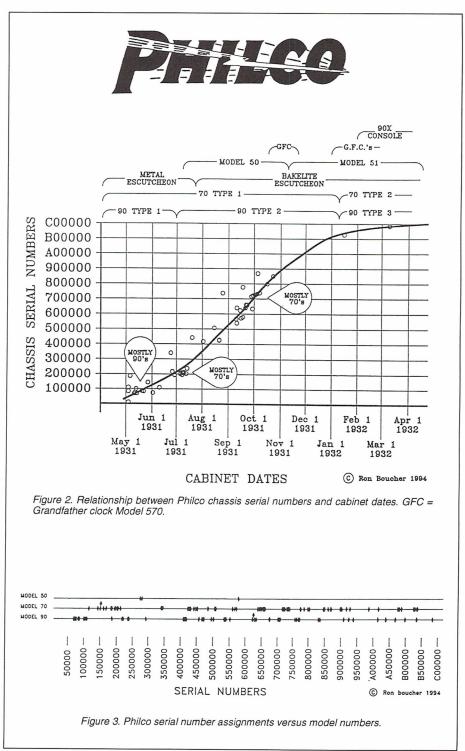


Figure 1. A Philco Model 70 (left) and a Philco Model 90 (right). (Photo from A.R.C. files, courtesy of Ron Boucher.)



(Continued on following page)

#### (Philco Survey, continued)

when Philco was first introducing these new models to the public. Another is in the B35000 range when the company was starting to make the first Type 3 Model 90s. These are both times when you might have expected Philco to make smaller production runs to accommodate changing production requirements.

There are several data points for the 70s and 90s that are shown slightly above the others. These are 70A and 90A types which were made to run on 26-cycle AC power instead of 60-cycle. The chassis are basically the same with the exception of some larger components, so the assembly line didn't have to be disturbed much to make this version. Therefore, the "A" types were made in the same production run as the standard chassis.

#### THE MODELS

#### Model 70 Cathedral:

#### The cabinets:

Design by Ed Combs, dated January 15, 1931. First produced at Philco Plant #8, February 27, 1931 (the day before the design patent was filed), this design date is actually the date for the short-lived Model 21 of the previous model year. The 21 cabinet was transformed into a 70 by merely changing hole patterns.

The lowest serial number reported was 115211, and the earliest dated radio was May 27, 1931, Serial Number 144089.

A switch to Bakelite escutcheons occurred in late July 1931.

Cabinet Manufacturing Costs:	\$2.46
Cabinet Production Quantities:	
Philco plant #8	274,995
Strathroy	4,525
Andrew Malcolm	4,100
Red Lion	5,000

#### The chassis:

Type 1:

Schematic: Philco Service Bulletin #57, dated May 1931.

No AVC.

Tubes: (4) 24, 27, 47, 80.

There was a second version of the Type 1 which involved a minor design change requiring a new schematic in *Service Bulletin 57A*, dated December 1931. The difference involved changes in IF transformers and trimmers. The easiest way to tell the difference between the two is that the earlier version has a small brown capacitor, approximately  $\frac{1}{2}$ " square x $\frac{3}{16}$ " thick, soldered to each of the three trimmer condensers accessible from the rear panel of the chassis. The date and serial number of this change are unknown. The change was probably made long before the December 1931 schematic change.

Type 2:

Schematic: Philco Service Bulletin #57B, dated December 1931.

Includes AVC.

Tubes: (3)35, 24, 27, 47, 80.

This chassis type has a single unit volume control, whereas the non-AVC models have two

section volume controls. The change began with serial number B22000 and accounted for only 5 percent of the Philcos in the survey. If you have an AVC 70, you have a radio that is not only more pleasant to tune, it is also more rare!

The AVC circuit was introduced in January of 1932. Officially it began with serial number B22000 (equal to a number 1122000). Only one 70 in the survey was an AVC type with a date stamp #B26273, January 16, 1932.

Out of 70 cathedrals reported only one was Type 2. Several were grandfather clock radios.

#### Grandfather Clock Model 570

#### The cabinet:

Design by Ed Combs, dated September 30, 1931.

Cabinet manufacturing cost:	\$6.95
Cabinet Production Quantities: Red Lion	8.000
	0,000

#### The chassis:

The 70 chassis used in this clock radio is special. The power cord is much shorter. There was a batch produced in the October/November 1931 time period with the Type 1 chassis, and again in February 1932, with the Type 2 AVC chassis. *Radio Retailing* of December 1931 featured this radio in its "New Products" section.

#### Model 35 Cathedral (Battery Version of the 70)

Cabinet: same as 70.

Tubes: (3) 30, (3) 32, 33.

Very few of these were reported. Because of insufficient data, this model is not covered in Figure 2.

#### Model 90

#### The cabinets:

Design by Ed Combs, dated January 20, 1931. First produced at Philco plant #8, March 4, 1931. A switch to Bakelite escutcheons was made in late July 1931.

Cabinet manufacturing cost:	\$2.46
Cabinet Production Quantities:	
Philco Plant #8	102,075
Strathroy	3,700
Stratford Chair	275

#### The chassis:

## Type 1:

Schematic: Service Bulletin #56, dated May 1931.

The earliest chassis version of the Model 90 is easily identified by the presence of a local/distant switch on the back of the chassis. This version had no AVC. As with the Model 70, the early volume control consisted of two sections.

Tubes: (4) 24, (2) 27, (2) 45, 80

Photos in *Service Bulletin 120* for alignment. Photos of the 70 and 90 tube shield show oldstyle Model 20 knobs of the previous model year.

#### Type 2:

Schematic: *Service Bulletin #85,* dated August 1931. Tubes: (3) 24, (4) 27, 47, 80. The second version had AVC and used the more modern Type 47 tube. The switch to this version was officially made starting with serial number 237001. Our survey data bears this out.

Our data includes an early AVC radio with one Type 47 tube; then, there is a large gap in numbers. This may be another example of Philco's starting a new product with a small production run to iron out the kinks.

This version was announced in the October 24, 1931 issue of the *Saturday Evening Post*. Early versions of Model 90 had a tube shield around the Type 27 tube and later had a flat plate.

#### Type 3:

Schematic: *Service Bulletin #85A* (not dated). Tubes: (2) 35, 24, (3) 27, (2) 47, 80

This version featured AVC and is rare as a cathedral. It was introduced late in the model year.

Officially the serial number group for this version was B32001 to B35000 and B53100 up. Why did they make a point of there being no late 90s between B35000 and B53100?

From the first group, we found only one radio — a cathedral. The radios from B53100 up were all 90X inclined sounding board consoles.

At the 1932 RMA trade show (May 23-26 Stevens Hotel, Chicago) the Philco representatives were kidded about their Model X radio by the competitors in neighboring booths. They referred to it as the "Madame X." The trade show was held a little earlier that year because of the political conventions being held.

We believe the Model  $\bar{X}$  radio is in a separate group because Philco stopped making Philco cathedrals with number B35000. The 90Xs came out in early 1932, and along with the Model 51, could be considered late arrival 1931 models, if you think of the model year as running from June to May.

#### Model 90X Console

#### The Cabinet:

Design by Ed Combs, dated December 18, 1931.

Cabinet Production Quantities: Red Lion, starting 1/19/31

led Lion, starting 1/19/31	5,000

#### Model 50 Cathedral

#### The Cabinet:

Design by Ed Combs, dated June	20, 1931,
Cabinet manufacturing cost:	\$1.49
Cabinet Production Quantities:	
Philco Plant #8, starting 7/8/31	73,500
Strathroy Furniture	4,000
McLagen Furniture	3,000

#### The Chassis:

Schematic: Service Bulletin #86 (not dated). There were only 4 in the survey.

The same cabinet and chassis (TRF, no AVC) were used throughout its production. If you went into a dealership wanting to buy this bottom-of-the-line radio, it was up to the dealer to sell you a more expensive 70 or 90. Judging by the production numbers, this tactic seemed to work.

It appears that the Model 50 was replaced by the Model 51, part way through the 1931-1932 season. The 51 featured a more advanced superheterodyne chassis but still had no AVC.

#### Model 51 Cathedral

#### The Cabinet:

Design by Ed Combs, dated Octobe	er 22, 1931.
Cabinet Production Quantities:	,
Philco Plant #4, starting 11/10/31	21,800
Strathroy	2,000

#### Model 51 Mantle Clock

#### The Cabinet:

Design by Ed Combs, dated November 16, 1931. (Should have been considered in the survey as part of the 1931 season, along with Models 20 and 21.)

Cabinet manufacturing cost:	
At Philco Plant #4	\$1.20
At Strathroy	\$1.49
Cabinet Production Quantities:	
Philco plant #4, starting 12/2/31	8,000

The last cathedral found with a date stamp under it was a Model 70, dated January 16, 1932. There was one 90X with a date written in chalk on the inside. That date was March 10, 1932.

#### **References:**

Philco Furniture History, unpublished internal Philco Document.

Philco Service Bulletins, 1930-32.

- Radio Retailing, December 1931.
- Ramirez, Ron. *Philco Radio 1928-1942*. Atglen, Penn.: Schiffer Books, 1993.
- U.S. Patent Office, Design Patent Number 83,956.
- Wolkonowicz, John. The Philco Corporation, Historical Review & Strategic Analysis, 1981.

(Ron Boucher, P.O. Box 541, Goffstown, NH 03145. Compuserve #72440,1356 or via Internet at :72440.1356@compuserve.com)

(Ron Ramirez, 811 Maple St., Providence, KY 42450. Via Internet at: r.ramirez9@genie.geis.com)

Ron Boucher has been collecting radios since the late 1970s and specializes in radios of the early 1930s. He was an active seller in the 1980s but now sends out only an occasional listing of radios for sale. He is currently working on a book project.

Ron Ramirez has been collecting radios since 1974, when he was only 14. He began collecting Philco sets exclusively in 1990. He founded Mid-South Antique Radio Collectors (MSARC) in January 1992, and has since established an antique radio repair and book-selling business. His book on Philco, written with Michael Prosise and published in 1993, is a valuable reference for Philco collectors.



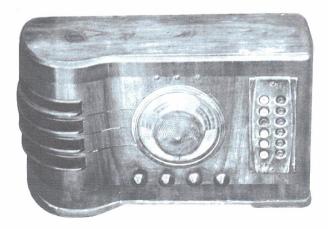
This column presents in pictorial form many of the more unusual radios, speakers, tubes, advertising, and other old radio-related items from our readers' collections. The photos are meant to help increase awareness of what's available in the radio collecting hobby. Send in any size photos from your collection. Photos must be sharp in detail, contain a single item, and preferably have a light-colored background. A short, descriptive paragraph **MUST** be included with each photo. Please note that receipt of photos is not acknowledged, publishing is not guaranteed, and photos are not returned.



**MILO SUPREME HORN SPEAKER** – This unusual loudspeaker is made of a very translucent celluloid in burnt gold with brown tiger stripes. It is 21½" tall with a 10" bell. (Don Howland – Spokane, WA)



ATWATER KENT MODEL 318 – This 1934 chassis has appeared in several radio books. This phenomenal find was in excellent condition and had not been priced at three times its worth! (Spencer Doggett – Washington MI)

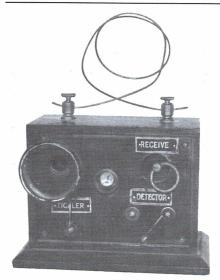


EMERSON MODEL AZ 196 – This 1938 Art Deco set features a louvered left side grille with a large 8" speaker, a conical dial, and pushbutton tuning. (Victor Zummo – Canoga Park, CA)

# **PHOTO REVIEW**



SCHUCO NOVELTY "RADIO" CAR – This windup 1950 Schuco "radio" is actually a music box. It is bright red and measures 6" long. Besides scooting along the floor, it also has a switch on the dash to turn on the "radio." (Don Howland – Spokane, WA)



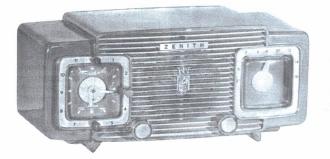
NOVELTY MUSIC BOX – This unit can fool you at first glance. Although it looks as if it could be an early 1920s 1-tube set, it is actually a music box! Note the windup key under the "receiver" label. (Bob Barnes – Monroe City, MO)



RCA VICTOR ADVERTISING SIGN – This "RCA Victor Radios" sign, ca. 1940s, is heavily etched plexiglass. Although the photo doesn't show it, the sign is very bright when lit. (Don Howland – Spokane, WA)



PHILCO MODEL G-681-124 – This 1959 battery and AC operated radio has a directional antenna in the handle called a "Scantenna." The case is made of pale pink plastic. (*Robert Bailey – Jacksonville, FL*)



ZENITH MODEL L-622F – A 1953, green painted, clock radio, this particular model has a plastic back where the tone control is located. (Robert Bailey – Jacksonville, FL)

# MUSEUM MUSINGS

# The Pavek Museum Storefront

BY STEPHEN N. RAYMER WITH INFORMATION CONTRIBUTED BY GREG FARMER

Our "Coming Radio Events" pages list a visit to the Pavek Museum of Broadcasting as part of the Northland Antique Radio Club's (NARC) annual Radio Daze '95 to be held on May 19-20, 1995, in Bloomington, Minnesota. Free admission to the museum is offered with the NARC registration fee. Featured in the storefront will be Atwater Kent radios from the collections of Joe Gruber and Charlie Bradley. This kind of collaboration between a club and a museum does much to spread the word about the excitement of radio collecting. (Editor)

One of the many problems faced by small museums is the creation of new displays with limited resources. For years, I've been trying to find a way to get local collectors to put some of



Figure 1. The 1938 radio storefront window, built in honor of collector Forest Reine, displays prized sets without the normal risk of public exposure. (Photo courtesy of Glenn Gehlhar)

their best items into the Pavek Museum, without endangering them. Alan Jesperson of Great North-

ern Antiques, along with his wife Sharon Emery and son Michael, have provided an elegant solution.

Together with volunteers Charlie Bradley, Bob Hystad and carpenter Bill Philipp, they have built a living tribute to the Twin Cities' senior radio man, Forest Reine. The storefront has a 5' x 6' window that accommodates highlights of the best of Minnesota's private collections. Each display stays in the window for three or four months.

The premiere of the storefront featured two of Zenith's top-ofthe-line models for 1938 — the 15U272 Georgian and the 15U273 Louis the XV. Both radios, shown in Figure 1, are from Alan Jesperson's collection.

The front door of the shop leads into a 1930s parlor, which is complete with a rare 1933 Zenith Aviatrix. This set, gracing the parlor and shown in Figure 2, was inspired by Amelia Earhart. It is also from the Jes-



Figure 2. The front door of the storefront leads to a 1930s parlor, complete with a 1933 Zenith Aviatrix from the Jesperson collection. (Photo courtesy of Jerry Huiting)



Figure 3. A display of highlights from Greg Farmer's collection of Midwest radios. (Photo courtesy of Mike Woodside)

person collection, while other items in the room were supplied by Sharon Emery.

#### MIDWEST RADIOS

A later display highlighted Greg Farmer's collection of Midwest radios. Clockwise from lower left in Figure 3, the models shown include a 1927 MIRACO Super Six, a 3-dial battery set, which was the beginning of Greg's interest in Midwest radios. Next is a MIRACO Model R, in which one tube acts as a tuned radio frequency and detector combined. Sold for \$14.35 in 1923 and 1924, this set covers wavelengths of 150 to 625 meters.

A Midwest advertising globe is followed by a 1936 Midwest Royale, which has two chassis and three speakers and sold for \$185 with a 5-year guarantee. Advertised as the "Royale Custom-Built Super Deluxe Unlimited Full-Fidelity 24-tube All-Wave Radio," this set was not part of the standard Midwest product line and did not appear in the 1936 catalog. It was produced in very limited quantities by the Royale Radio Crafters' Division of Midwest.

Next is the 1924 MIRACO Model K, a 2-tube regenerative receiver, followed by the 1924 MIRA-CO Model MW, a 4-tube regenerative receiver. The remaining two in the lineup are the 16-tube, 1934 Midwest PR-16, which has a phonograph under the top lid and covers five wave bands, and the 1936 table model, which has 11 tubes and 1 speaker.

#### MORE ON MIDWEST

Greg Farmer reports that the Midwest Radio Company started out as MIRACO in A.G. Hoffman's basement. The first product, the MIRACO V-T Control, was built in 1920. By 1928, the company filled a 4-story building at 404-H East Eighth Street in Cincinnati, Ohio. By the 1930s, Midwest was offering a full line of radios, ranging from small table models to some of the largest consoles ever built.

Although it entered the television market after World War II, the company was unable to meet the stiff competition. Within two years of Hoffman's retirement in 1953, Midwest went out of business.

Extensively advertised in a variety of national publications, Midwest radios were sold exclusively through mail order. Thousands of catalogs were mailed to prospective customers each year. By avoiding dealer markup, the company kept prices very low compared to the competition.

During the 1930s, Midwest offered features normally reserved for owners of expensive lines, such as Scott and McMurdo Silver. Midwest consoles typically had up to 18 tubes and 6 bands with Art Moderne-styled cabinets.

If you're in Minnesota, please stop by the Pavek for a visit. Our

address is 3515 Raleigh Avenue in Saint Louis Park. We're open Tuesday through Saturday, 52 weeks a year. Call us at: (612) 926-8198 for more information.

#### Photo Credits:

Jerry Huiting, Glen Gehlhar, and Mike Woodside.

(Steve Raymer, Managing Director, the Pavek Museum of Broadcasting, 3515 Raleigh Ave., Saint Louis Park, MN 55416)

#### Midwest Product Highlights

1920	First Midwest product, the MIRACO V-T Control
1921	First radio, a 1-tube set with optional 2-tube amplifier
1924	First 3-dial TRF MIRACO radio
1927	First MIRACO set with single dial tuning
1928	${\it FirstAC}$ -operated Midwest radio
1932	First All-Wave multiband radio (15 tubes)
1936	Radio Crafters Division builds 24-tube "Royal"
1937	Radio Crafters Division builds 22-tube "Regal"
1938	First Midwest radio with motorized tuning
1942-'45	Radio production shut down during World War II
1942	First Midwest television

# AUCTION REPORT

# Estes Vintage Radio Auction Medina, Ohio — February 25, 1995

#### CONTRIBUTED BY RICHARD ESTES

Estes Auctions held another vintage radio auction at the Seville Auction Barn in Medina, Ohio, on February 25, 1995. This was the company's most highly attended sale to date, with over 200 registered bidders from 15 states. Absentee bids also came from Canada, California and Texas, while additional calls were received from Hong Kong, England, Italy, Belgium, the Netherlands, and Australia. The sale totalled just under \$32,000. We credit this success to the power of Antique Radio Classified. [Many thanks for the plug!]

Highlights of the auction were a Seeburg Selectomatic jukebox selling at \$1,350, a Sparton 557 mirror radio at \$1,350, and a Bendix 526C Catalin at \$450.

The next Estes Vintage Radio Auction will be held on May 20, 1995. For more information, contact Richard Estes at the address or phone number listed below.

e-excellent, vg=very good, g=good, f=fair, p=poor, WT=with tubes, NT=no tubes

Air King Catalin, g	
Air King, WT, (6), works, f	45
Aircastle cathedral, g	
American Bosch 29-AA console, f	55
Atwater Kent 10 breadboard, f	775
Atwater Kent 20, NT, (2), f	35, 40
Atwater Kent 20, WT, (2), g	90
Atwater Kent 46, NT	20
Atwater Kent 89 console, f	
Atwater Kent 145, f	105
Atwater Kent horn speaker, (2)	95, 100
Atwater Kent Kiel table radio, works, g	
Atwater Kent mantel speaker	30

A warning: Auction prices are not current values. A listing such as this cannot adequately include the condition of cabinets, chassis, transformers, tubes, the operating status of the set, and the inclusion of incorrect, restored or replica components, etc. Auction prices are the result of the excitement of the auction process, the skill of the auctioneer and the specific interests of the participants. Nevertheless, auction prices serve as useful references and as another element in the value determining process. The possibility of error always exists, and if we are notified, corrections will be reported.



All of these cathedrals, tombstones and mantel cabinets appear to be in good condition.

Automatic radio/television, g Battery kit set, WT Battery kit set Bendix 526C Catalin, g Beverly radio, WT, (9) Candlestick phone, g Capacitors, box	35 75 425 25 65
Car radio vibrators, box	30
Cathedral clock/radio, g Clarion Jr. cathedral, f	225
Coil winding machine, g	50
Coin-operated hotel radio, works	100
Crosley 5MT, g Crosley 11-100, 1951, grey, (2), g	00, 110
Crosley 11-103, chartreuse, g	135
Crosley 11-120, dark green, g	135
Crosley 52, f Crosley 655, 1935, works, f	80
Croslev Allwave radio, g	60
Crosley bank Crosley clock/radio, maroon	55
Crosley clock/radio, maroon Crosley Coloradio, blue, (2), f, g	50
Crosley Coloradio, 510e, (2), 1, 9	
Crosley Coloradio/clock, 1951, g	95
Crosley Repwood Crosley Trooper radio	
Crown 8 studio recorder	
Cylinder record cabinet, g	

Majestic radio bank, broken	00
Majestic tambatana (	20
Majestic tombstone, f	125
Majestic, 1941, WT, (12), f	50
Major Bowes Amateur Hour, paper	15
Microphone, novelty radio, works	55
Mills jukebox, 1936 Motorola 65-F12	450
Motorola 65-F12	
Philco 20 cathedral	205
Philco 20 cathedral, f	100
Philco 37-38, works	100
Philco 37-61, works, f	105
Philco 37-84 cathedral, f	105
Philos 20 asthe due L (	
Philco 38 cathedral, f	50
Philco 39-116 floor model, works, f	
Philco 39-45 console, f	25
Philco 40-195 console, works	
Philco 50, works, f	95
Philco 60-B cathedral f	05
Philco 70 cathedral, f	200
Philco 71 a	175
Philco 610 console, f	55
Philco 620. f	115
Philco phono-radio	135
Philips table radio, works	100
Pilot television, 3", f	200
Predicta-style clock/radio	200
Quack medical device	
Radio advertising, flats	
Radio Boys books, choice	
Radio Croft 1000	
Radio Craft, 1938	10
Radio game, old	30
Radio/TV books, (2) boxes	40
Ray-O-Vac battery box	18
RCA public address amplifier, works RCA R-7, works, g RCA Radiola 18, WT	35
RCA R-7, works, g	105
RCA Radiola 18, WT	35
RUA Radiola 60	65
RCA Radiola 103 speaker	
BCA Badiola AB-812 a	80
RCA Radiola AR-812 battery set f	65
RCA Radiola III w/01-A tubes f	75
BCA Badiola III NT f	FO
RCA service manuals, box	
RCA T-7, f	05
RCA Trans-Oceanic-style radio, works	
RCA Victor lighted sign	105
Records outlinder (10)	105
Records, cylinder, (10)	50
Records, old 78 rpm, box	23
(Continued on following	g page)



More cathedrals and tombstones! Note the cathedral clock/radio on the extreme left.



The variety of these Catalin radios attracted eager buyers.

Reddy Kilowatt earrings ...... 15 Reddy Kilowatt tie tack ......10 Redhead headphones ......18 Refrigerator radio, cracked ......25 Scott Phantom floor model ......200 Seeburg Selectomatic jukebox, 1953 ...... 1,350 Silver Marshall battery set ......40 Silvertone cathedral, f ...... 100 Silvertone horn speaker ......60 Silvertone radio/phono/wire recorder ......7 Sparton 557 mirror radio, f ...... 1,350 Sparton clock/radio, works......175 Stewart-Warner 385 w/o tubes, f ......55 Stewart-Warner brass Deco speaker ...... 150 Stewart-Warner tombstone, g ......50 Super 5 battery set, WT, g ......55 Supreme 83, g ......28 Tonemaster guitar and amplifier ...... 185 Tower ship speaker, p .....75 

(Estes Auction, continued)

STOL 1
1999 - E 2 44

An Atwater Kent 20, RCA AR-812 and several horns and speakers indicate that this is battery set country. The lone AC model is at the far right, with an extra knob!

Truetone cathedral, works, g Tube, Blue Arcturus Type 48 Tube, Daven MV-20, open filament Tube, QRS power, g Tube, Sylvania Type 50 Tubes, 01-A, (12) Tubes, 01-A, flat, (10)	
Tubes, transmitting, box Tubes, Type 2A3, (2)	
TV salt and pepper shakers	5
Victor machine, w/horn	
Vogue record #R760 Westinghouse 8" television	
WWIZ clock/radio	
Zenith 7S-633, g	50
Zenith APR-1, g	
Zenith chairside, WT, (5)	
Zenith G725	
Zenith H725 AM/FM radio, f	
Zenith long distance, works, g	
Zenith spinet floor model, f Zenith Trans-Oceanic, g	
Zeniur mans-Oceanic, y	

(Richard Estes, Estes Auctions, 7404 Ryan Rd., Medina, OH 44256. Phone/Fax: 216-769-3987)

# Southern California Antique Radio Society First Annual Auction Van Nuys, California — February 18th 1995

### CONTRIBUTED BY FRED BRADDOCK

The Southern California Antique Radio Society (SCARS) held its first auction on February 18, 1995, at St. Andrew's Lutheran Church, 15520 Sherman Way, Van Nuys, California. The auction was an outstanding success with over 200 quality lots offered. Among the more than 200 people present were many from out of state.

Trav-Ler table radio ..... 15

Trav-Ler tombstone, p ......70

The auction included a vast range of items, from modest plastic cabinet, tube-type radios to much desired cathedrals and other rare items.

Overall, the quality of the items offered was very good. The highest bid was \$725 for a rare Marconi Wireless key. More than \$16,500 changed hands during the auction.

#### (SCARS Auction, continued)

Alulia AOD Edda

Activity started at 10:00 A.M. and, thanks to the services of a professional auctioneer, moved briskly along to the last lot at 3:30 P.M.

Some representative items are listed below. No conditions were reported.

Airline 48R-5141	\$	60
American Bosch 20	(	90
Arvin 753		50
Atwater Kent parts		50
Atwater Kent 27	1	35
Atwater Kent 37	····· 4	40
Atwater Kent 44	4	40
Atwater Kent 49	7	75
Atwater Kent 84 Deluxe	30	00
Bristol cabinet horn speaker	F	50
Croslev 5M3	10	20
Crosley 10-135		25
Crosley 9105		50
Crystel Mystery		00
Crystal Mystery	17	0
DeForest D10	S	90
Detrola, chrome	12	20
Dictogrand speaker mahogany	16	50
Echophone transmitter	2	0
Emerson 464, Ingraham cabinet	4	15
Emerson 517, black, (2)	20 3	85
Emerson 517 ivon		0
Emerson 517, red, (2)	55 7	10
Emoreon 520 (2)	55,7	5
Emerson 520, (2)	0, 14	5
Emerson 569	2	22
Emerson Ingraham	5	5
Emerson portable	15	0
Fada 175A Neutrodyne	13	80
Fada 1001	q	$\cap$
Farnsworth BC 342N	7	n
Farnsworth chairside	6	ň
Flick of the Switch hardback	4	0
Freed-Eisemann FP-15	<del>-</del>	0
GE 140		0
General Radio 759 sound level meter	2	5
Chirandi Tasubladi Sound level meter	4	5
Ghirardi Troubleshooter's Handbook	3	0
Gloritone 27	27	0
Gonset Communicator 4	2	2
Gonset VHF power amp	6	5
Great Western crystal set	27	5
Grebe MU-I Synchrophase	30	0
Grundig Majestic	13	ň
Grundig Min-Boy	10	5
Grunow 750		0
Hallieraftere S280	15	0
Hallicrafters S38C Hallicrafters Super Defiant		0
Hallicrafters Super Deflant	2	5
Hallicrafters SX99	50	0
Headphones, (3) Heathkit impedance bridge	2	5
Heathkit impedance bridge	40	С
Hewlett Packard 606A	105	5
Hickock 288X	30	ň
Howard 906		5
Jackson Bell 62	70	_
WC radia/tana	275	C
JVC radio/tape	30	)
Kolster K110	150	)
Lemco crystal set	160	)
Levden iar	60	2
Magnavox chairside	45	5
Magnavox TR-50	80	)
Majestic Super B supply	F	5
Marconi Wireless key	725	5

McIntosh MR 55A Millen G.D.O. Motorola 56W Panadapter PCA-2T-200 Pathé, light-up cone speaker Philco 20	40 20 55 25
Philco 31	55 15 50 25
Philco 70	50 75 45 15
Philco 620 1   Philco cathedral 1   Philco PT-61 "Chinese" 2   Radio News, (bound), 1923-1924 1	80 30 85
Radio parts catalogs, 1930-1937, (4)   RCA Radiola 17   RCA Radiola 20   RCA Radiola 60. WT	30 65 15 60
RCA Radiola 60 RCA Radiola III	90 80 30
Rider's #1, w/supplement Rider's #23, copy Rider's Vols. 1, 2, 3 Rider's Vols. 1-5, abridged	50 10
RME receivers, w/speaker, (2)	35
Tiffany Tone (Pee Wee) 25   Tom Thumb 5   Troy 4 5   Troy restored, ca.1936 4	90 30
Truetone console	25
Tube, picture, 7VP1 16   Tube, WE VT4C/211 3   Tubes, 201A/301A, (4) 4   Tubes, CX301, 201A, (6) 5   Tubes, 301A, brass base and tip, (2) 7	0
U.S. Navy telegraph sounder	5000
Zenith console 10S464	5 0

(Fred Braddock, 5912 Moorcroft Ave., Woodland Hills, CA 91367)

For more information on The Southern California Antique Radio Society write to: Clarence Hill, 6934 Orion Ave., Van Nuys, CA 91406. Membership dues are \$15 per year. Members receive the "SCARS Gazette" four times a year. SCARS organizes 5 swap meets and one auction each year. Meetings are held in both the San Diego and Los Angeles areas.



"Antique Radio Classified" invites its readers to contribute letters and information for inclusion in "Radio Miscellanea" and elsewhere in the magazine. The topic should be of general interest and sent to A.R.C., P.O. Box 2, Carlisle, MA 01741. All material submitted should be verified for accuracy and may be edited for publication, which is not guaranteed. See the masthead for more details.

## Val-Keen and "General" info

Dear Editor:

In regard to the Val-Keen Radio Miscellanea letter on page 10 of the March '95 issue of A.R.C., I will try to help. The Val-Keen brand is very unusual. It was built by Detrola just after World War II for a private label. I have notbeen able to identify the actual seller of these radios, but the same radio was sold in a variety of cabinets. In the course of my research on the company and its products, I have spoken with former Detrola employees, and they indicate that it is likely that over 50 private brand names used on postwar sets were built by Detrola. I have a number of other brand names in my own collection that look like the Val-Keen set pictured in Bunis 3, page 243.

The set pictured in Bunis 3 is owned by Robert Alexander of St. Paul, Minnesota. He purchased it from a collector in Arizona, who got it from someone in the Southeast — the Florida area, I recall. I may be able to track down the person who actually restored the set pictured in Bunis 3.

Regarding the "General" radio on page 13 of the March issue, it could be a Detrola product, since "General" is one of the names the company was building in the 1930s; however, other independents were also making radios with the name "General." I would like to see a photo of the back of the chassis.

Dennis Smith, Trenton MI

#### **Ohio Nipper Plant**

Dear Editor:

In reference to the articles, letters, etc., in the November 1994, March and April 1995 issues of A.R.C. on the RCA Nipper, I have yet to find any mention of the Canton, Ohio, manufacturing plant. I do know that the plant was in production before World War II and stopped production during the war to manufacture bulletproof gas tanks for aircraft. It did resume production of Nipper after the war. A friend of ours worked in this factory with her two sisters at this time. She has mentioned the long lines of Nippers waiting to have their eyes, ears, etc., painted. Perhaps she or others will send more information on the Canton plant.

Richard H. Hunt, Kennewick, WA

## Found Through Radio Miscellanea

Dear Editor:

I finally found my "wobbulator" IF Sweeper through my Radio Miscellanea letter in the December 1994 issue of A.R.C. I got a note from the owner, and we agreed on a price. Now it's in a prominent spot on my radio bench. I briefly tried it on a radio, and it seems to be right on the money. It's a Clough-Brengle sweep generator, manufactured in 1936. It is in mint condition, including five bands and charts for frequency setting, and copies of the manual. It's a little different from what I remember, but 55 years dims the memory for details.

Alton A. DuBois, Queensbury, NY

## PAX — May 8, 1945

Dear Editor:

May 1995. Fifty years ago, we were liberated by the American soldiers. As thanks to all of these men, I am sending you a small present — a paper weight specially made by Philips of Holland. As you see, it says "PAX" [Peace] and is dated "8-V 45."

Please extend this thanks to all of your readers of A.R.C.

Girard W. H. Faassen, Reuver, Holland



Paperweight emblem.

## Steinway Capehart, Ken-Rad & Nipper

#### Dear Editor:

Just a word to say how much I enjoyed the article on the great Steinway Capehart radio in the February 1995 issue of A.R.C. It is, without doubt, the best article I have ever read.

It would be great for us radio buffs for another article (I hope) to describe the complex record changer, and best of all, a circuit diagram of the radio. Imagine all those tubes! Again, thanks.

Luther Ransdell, Winchester, KY

Any interested writers out there? (Editor)

Dear Editor:

I'm still swooning over the Steinway Capehart! The output tube complement alone — (4) 2A3s!! — makes my head spin.

My Capehart Model 111M3FM, having four lowly 6V6G output tubes, has been my pride and joy since I bought it in 1975 for \$35. I spent that summer underneath it aligning the slipped pot metal cams until it suddenly began cycling without locking up. (And what did you do in your last summer of high school?) Can't believe I've had it 20 years now!

Your Ken-Rad tubes article was also fascinating. We live in Indiana about 15 miles from Owensboro, and I didn't know tubes were still being made there as recently as two years ago. Truly the end of an era! As a radio collector, and as one who likes to play guitar through old Fender amplifiers, I wish tubes could still be made economically.

In a similar bygone-era vein, I enjoyed your Nipper article a few months back. I'm so glad I bought a copy of *His Master's Voice in America* two years ago, thanks to a review in A.R.C. Several items in my collection a Victrola, an RCA tombstone, a '48 RCA TV — were made at that factory in Camden. It's sad to think of that factory's being empty now.

Fred Kaeppel, Boonville, IN

It's always a pleasure to know when our articles make personal connections with a reader's interests. (Editor)

# **CLASSIFIED ADVERTISING POLICY**

ONE FREE 20-WORD AD for subscribers in each issue; additional words are 22¢ each. See details below. Classified ads sent by mail, fax or by any other method must be received (not just postmarked!) by Noon Eastern Time on the classified ad deadline date to guarantee inclusion in the current issue. Late ads are held for the following issue. Please enclose correct payment with all ads. Stamps or cash are OK for small amounts. (Canadian and other foreign advertisers, please see "Payment" on page 2 for methods.) "Free words" cannot be accumulated from month to month; free words must be requested when ad is submitted.

Faxed ads: Please see additional information on the inside front cover.

Please write each ad on a separate sheet of paper, especially when included with other A.R.C. correspondence. Include SUB# with ad. Ads may be sent in advance; but, write each ad on a separate piece of paper and indicate the month (or successive two months) you want the ad to run.

To minimize our typing errors: Please write legibly. Use both capital and small letters. Do not use a dash between words. Carefully write the following numbers and letters (especially in model numbers) since some can look alike; for example 1, I and I (the number one, the capital i and the small L.) Also: 0, 0, 0, and D; r and r, 6, b and G; V, U, u, v and Y; A and R; 5, S and s; 2, Z and z. We try to correct spelling errors, so when using an uncommon word or manufacturer which we might mistake as a more common word or manufacturer, note it so that we do not "correct" it. Editor's annotations are in [brackets].

Advertising is accepted only for early items related to radio, communication, etc. All items must be described fairly; reproductions, reprints and not-original items must be so identified. Advertisers must agree to respond promptly to inquiries and orders, to resolve problems promptly if the buyer is not satisfied, and to comply with a buyer's refund request on unaltered returned items.

The publisher reserves the right to edit ads without notification to the advertiser and to reject ads for any reason. Names other than the advertiser will be edited out of ads. Ads with non-radio-related items will be returned or edited unless the non-radio-related items are for trade of radio-related items, or they are incidental to and appear at the end of an otherwise acceptable ad. The publisher is not responsible for errors due to illegibly written ads or for any other reason.

Clubs: Since club activities receive free coverage on the Coming Radio Events pages, the free 20 words may not be used for club activity ads. See inside front cover for additional information.

#### CLASSIFIED AD DETAILS Deadline: NOON ET- 10th of the month!

Classified ads must have a standard heading such as WANTED, FOR SALE, FOR TRADE, FOR SALE/TRADE, SERVICES, MESSAGE, HELP, AUCTION, MEET, etc. This heading is the only bold or all-capitalized words allowed in the ad. Capitalize only manufacturer names, model names, etc. This standard ad format makes scanning the ads easier.

Before writing your ad, please look over the ads in a recent issue of A.R.C., and try to write your ad in the same style. Full name (or company name) and address is <u>required</u> in all classified ads; we will add it if you forget.

To encourage varied content of the ads, the same classified ad may be run only once per issue and for only two consecutive months. (To run an ad longer, use a boxed classified or display ad.)

#### **Classified Ad Rates per Month**

Subscribers:

First 20 words: FREE\*

22¢ per word for extra words over 20 plus 10¢ per word for a shaded ad (count all words including free words).

\* Subscribers may take 20 free words on only **one** ad each month.

Non-Subscribers:

38¢ per word plus

10¢ per word for shaded ad.

Please do not forget to send in the extra 22¢ per word when your classified ad runs over the free 20 words; your payment will be appreciated, and it will help to keep A.R.C. healthy.

#### BOXED CLASSIFIED AD DETAILS Deadline: 1st of the month!

Boxed classified ads can run unchanged for three months or more. No words are free. Ads may be shaded and may include bold and all-capitalized words freely. The ad need not begin with "For Sale," etc. Minimum run is 3 months, prepaid. Discount: 10% for 6 months; 20% for 12 months.

Boxed Classified Ad Rates per Month Nonshaded ads:

33¢ per word for all words,\* none free, **plus** 10¢ per word for each bold word **plus** 10¢ per word for each all-caps word. Shaded Ads (All words are bold at no charge): 44¢ per word for all words\* **plus** 

10¢ per word for each all-caps word. Non-Subscribers:

Add 20¢ per word to above costs.

\*Three words can be bold-all-caps at no extra charge.

#### PHOTO & DRAWING DETAILS Deadline: 1st of the month for all ads with drawings or photos!

Drawings and photos are encouraged as the response to your ad is much larger and the reader knows better what you want or are selling. Send in your drawing or photograph, and A.R.C. will reduce it or enlarge it as needed.

Photo and Drawing Rates per Month \$14.00 per month for each photo or drawing (If ad is canceled, this amount cannot always be refunded.)

#### **CHANGES & CANCELLATIONS**

Please check your ads carefully before sending them in. Once ads are received, it is not always possible to refund the amount sent, pull the ad or make changes.

IMPORTANT — COUNTING WORDS — IMPORTANT The standard headings: WANTED, FOR SALE, etc., count as one word each time used in an ad. Name, address and (one) telephone number, count as 6 words, regardless of length. Ham call letters and business name can be included in the 6 words and do not count extra. Full name (or company name) and address is required in all classified ads. Each additional word, abbreviation, model number or number group, extra telephone numbers, fax, E-Mail, etc. count as one word each. Hyphenated words count as two words.



## A.R.C., P.O. Box 2, CARLISLE, MA 01741 RETURN POSTAGE GUARANTEED

CLASSIFIED AD DEADLINE MAY 10th Noon Eastern Time SECOND CLASS