



Mark Toppo tells us about a door-to-door radio sales deal

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Grigsby-Grunow 1930 extension speaker for the auto radio



The Grigsby-Grunow 1934 Majestic-174 clock radio



NEW MEXICO

RADIO
COLLECTORS CLUB

Next NMRCC Meeting February 10th. '30s art deco radios, chrome chassis and intricate wood design radios

Collecting vintage radios can be fun, informative and, sometimes, profitable. But you'll need to ask yourself a few questions before you start. Why do you want to collect early valve radios? Do you want working radios you can use and enjoy every day? Or, do you want shelves lined with radios which are purely for show? Maybe you want both? Which era are you interested in? The 1930s radios are completely different to radios manufactured during the 1960s.

EDGAR BERGEN: Radio Star and Merchandising Pioneer by David Wilson

Edgar Bergen and Charlie McCarthy went from Vaudeville stars to Radio stars in 1937 during the Golden Age of Radio. On a Sunday night in 1937 you would find 70 million America's listening to their radio. The Chase Sanborn Hour with Edgar Bergen and Charlie McCarthy reached close to 40 million of that audience.

Edgar Bergen would create Charlie McCarthy, Inc within a few months of going on the air with his own radio that by the end of 1937 was the number one radio show, breaking listening audience records. Charlie McCarthy, Inc was created as the licensing division to sell products like these 1938 Bakelite Majestic Radios.

A couple favorites in my personal Bergen-McCarthy collection is the 1939 Marx Toy Co. Charlie McCarthy & Mortimer

Snerd Private Car and a 1949 CBS Coca-Cola Bergen and McCarthy Show point of purchase promotion poster. I decided to display these pieces together using a little Bergen style humor.

Bergen was a merchandizing pioneer in his time using his huge radio audience to eventually sell licensed items like this Marx Private Car and the Charlie McCarthy Majestic radios. He licensed hundreds of items, spanning three decades, using his Mortimer and Charlie McCarthy's character images.

Edgar used Disney advertising and merchandising genius Kay Kamen to accomplish this. The "Shown White Meets Charlie McCarthy" book discussed here was one of Kamen's first promotions that brought Charlie and Mortimer to the Disney level of merchandizing. Kamen was a

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Edgar Bergen and Charlie McCarthy - 1937 NBC photo

Good old Cybersecurity:

Years ago individuals sat in huge rooms where each person sat in front of a shortwave radio listening for transmissions that were not in the interest of the nation. Now it's all internet based listening for ASCII transmissions to decode or analog information embedded with secret code. Pixels in photos can include messages.

It seems to me that those who wish to deal with espionage might be using old fashioned ham radio. The sender and receiver persons may or may not use legitimate ID and location is pretty much undetermined, unlike using the net.

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From the President's Bench February 2019

Bradbury Science Museum seeks 1940's -1960's electronic equipment for school groups.

The Bradbury Science Museum in Los Alamos commemorates the work and research conducted at Los Alamos National Lab from the Manhattan Project to the present. School groups of all ages visit the museum to explore the exhibits and take part in a science/engineering experience with the museum's educators. Starting this

channical calculators, and related equipment from the 1940's through the 1960's, including transistor-based instrumentation. If you have an old radio or other equipment you would like to donate to this project, please email Mel Strong, the museum educator, at mstrong@lanl.gov. Most of our school groups are from northern New Mexico and we typically see ~50 groups per year. Our plan is to offer this experience for years to come as we hope it



spring, the Bradbury is offering school groups the experience of working in a WWII-era electronics lab. Kids will use antique scientific equipment to set up experiments, take measurements, make calculations, and solve problems – all under the warm glow of vacuum tubes and the waft of Bakelite as scientists did during the Manhattan Project. As part of their experience, participants will be using vintage shortwave radios to tune into both modern stations and recreated broadcasts from the 1940's.

The museum is in need of working shortwave and AM radios, oscilloscopes, signal generators (especially audio), power supplies, meters, chart recorders, microphones, amplifiers, headsets, speakers, me-

inspires interest in STEM-related careers as well as an appreciation for vintage analog electronics.

THE FINE PRINT: Because of the nature of our museum, donations are not tax deductible. We cannot buy used equipment and we cannot accept equipment on loans. Anyone who would like to donate equipment for this project will need to sign a simple form that confirms the transfer of ownership to the museum



NMRCC 2019 MEETING DATES

- January 13th** '40s through '60s tube portable MW – SW radios
- February 10th.** '30s art deco radios, chrome chassis and intricate wood design radios
- March 10th** Techno Art and Techno Jewelry radio-electronics-science-related items that have been made into art or alternate-use objects, such as tubes made into lamps, fish bowls
- April 14th** Crosley tube radio sets
- May 19th** Spring Picnic - TBD
- June 9th** Methods of casting, replicating, and repairing radio parts
- July 14th** Radios with odd construction
- August 11th** Wild Card Sunday
- September 15th** Test equipment and classroom demonstration equipment- tube testers, signal generators, oscilloscopes, bridges, meters and etc
- October 13th** Fall Ribeye Steak Picnic (Majestic's)
- November 10th** Magnetic tape and wire recorders
- December 15th** Holiday Party



NMRCC Officers for 2019

- *John Anthes: President*
- *David Wilson: Vice President*
- *Richard Majestic: Treasurer*
- *Chuck Burch-John Hannahs: Secretary*
- *Randy Gray: Membership*
- *Tony Marshal: Director*
- *Ray Trujillo: Director*
- *Mark Toppo: Director*
- *Don Menning: Director*
- *Richard Majestic: Newsletter Editor (President pro-tem)*

Our Favorites List we'll add more as we find the 'good-guys'

Anything Else:

<https://www.amazon.com/>

<https://www.ebay.com/>

Capacitors, resistors, parts:

RADIO DAZE: <http://www.radiodaze.com/>

ANTIQUA ELECTRONIC SUPPLY: <https://www.tubesandmore.com>

Sal's Capacitors: <http://www.tuberadios.com/capacitors/>

Just Radios: <https://www.justradios.com>

<https://www.parts-express.com/>

<https://antiqueradiosandparts.com/index.php?route=common/home>

Dials and Glass:

<http://www.radiolaguy.com/RadioDials.htm>

[https://www.ronellclock.com/Convex-](https://www.ronellclock.com/Convex-Glass_c62.htm;jsessionid=1DDE9380856E13BCA3C39504423B44A9.p3plqscsfapp002)

[Glass_c62.htm;jsessionid=1DDE9380856E13BCA3C39504423B44A9.p3plqscsfapp002](https://www.ronellclock.com/Convex-Glass_c62.htm;jsessionid=1DDE9380856E13BCA3C39504423B44A9.p3plqscsfapp002)

Expensive surplus crap:

<http://www.surplussales.com/>

Knobs:

Renovated Radios: <http://www.renovatedradios.com>

Phono parts:

<http://www.thevoiceofmusic.com/catalog/cartridges.asp>

Tubes:

ANTIQUA ELECTRONIC SUPPLY: <https://www.tubesandmore.com>

This guy can be trusted as of Jan 2019 <https://www.vivatubes.com/>

Crooks and nasty, last resort: <https://tubedepot.com/>

Links:

Schematics: <http://www.nostalgiaair.org/>

Recording 50s Style: <https://www.youtube.com/watch?v=Q-scxynp0>

Uncle Doug: <https://www.youtube.com/user/Stratosaurus1>



EDGAR BERGEN: Radio Star and Merchandising Pioneer by David Wilson



1938 Majestic Charlie McCarthy Model #1 in white, painted Bakelite and 1939 Model #2 in brown Bakelite



1939 Marx Toy Co. Charlie McCarthy & Mortimer Snerd Private Car with a billboard display with an original Coca Cola poster.



1938 Majestic trade ad

(Continued from page One)

hardnosed negotiator, who generated millions for his clients. Disney credited Kamen with generating enough additional revenues to give their animation studios the needed cash flow to produce their labor intensive animation style films that required hundreds of artists to produce the hundreds of thousands of animation cells need to complete the animation classics.

Kamen worked his same magic for Edgar Bergen generating millions in additional revenues over the years as Charlie and Mortimer won the hearts of millions of weekly radio listeners.

~David Wilson



Walt Disney with Kay Kamen merchandising wizard



The Globe Radio by Mark Toppo

It was during the great depression that radio really evolved. I believe creative design took center stage over performance. Manufacturers soon found that they had to be just as innovative about how they sell their new sets in a highly competitive market. For large manufactures it was easier because they had more money to run large ad campaigns. For small start up companies it was not so easy so they got creative. Companies selling their wares door to door has been around as long as we all can remember. To sell a vacuum cleaner or radio door to door it made sense to be trained and certified as a knowledgeable salesperson. What was interesting and shown in this

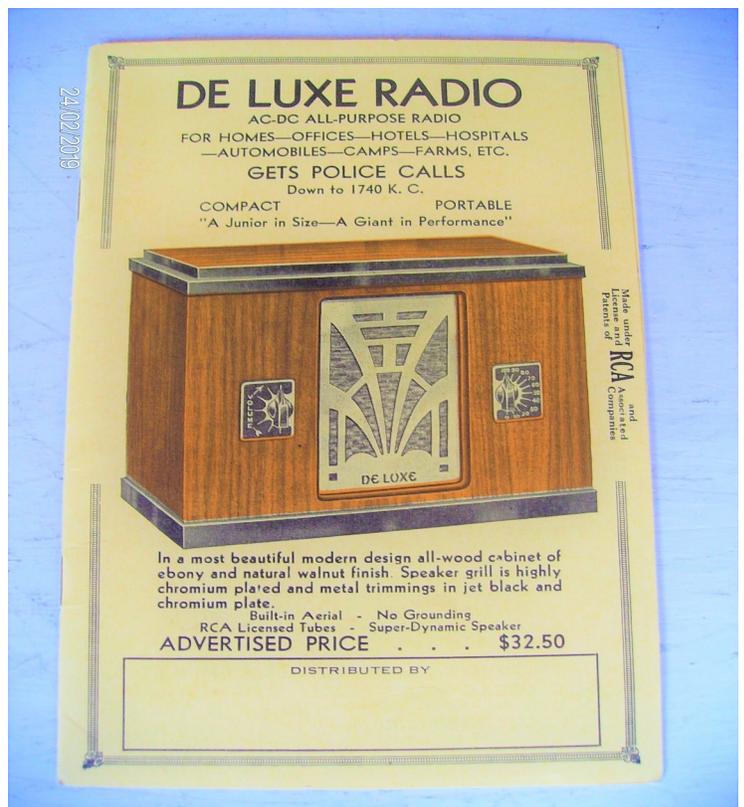
article is that anyone could sell these radios door to door. They were relying on gimmicks rather than knowledge.

I recently purchased the De Luxe radio model 45 during my AZ visit at their swap meet. These are not common radios. I really like the set, but was not interested in adding another chrome front to the collection. It was the original 110 female name sales book that pushed me over the edge. Yes I have my share of bruising from radio purchases over the years. As you can see the book was a salesman sample not to be used and must have belonged to a distributor.

The misleading sales tactics and hope of a

free radio worked. This small manufacturer knew how to take advantage of desperate times. The radio itself is a time capsule in all original condition including the finish. It's not perfect, but very closely represents what the radio looked like when offered at your door in 1935. For a four tube TRF it plays well. Please take the time to read through this archive of information regarding this set. If nothing else it is amusing. It also takes a look at another and important side of radio history, sales and marketing.

~ Mark Toppo



DE LUXE RADIO

THE ALL PURPOSE SET

GETS POLICE CALLS

Up to 1740 Kilocycles

DIRECTIONS

This catalogue consists of 110 girls' names. The amount of each sale ranges from 1c to 35c. No higher. No sale over 35c.

There are 10 FREE numbers. Persons selecting numbers 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 pay NOTHING. As each person selects a name the amount to be paid appears on the inside of each slip; for instance: If No. 1 is selected the amount required to pay is 1c, if No. 26 is selected the amount is 26c.

Those selecting numbers over 35 pay only 35c.

Each payment entitles the payee to a free drawing on the radio illustrated in this catalogue when the seal is opened.

Do not remove seal until all money has been collected.

When the entire catalogue is completed you will have collected \$31.90. Turn the receipts over to our headquarters (see address on front cover) and you will receive the radio as illustrated.

Your distributor is pledged to furnish only GENUINE DE LUXE RCA LICENSED RADIO SETS as shown on the cover of this booklet. Be sure you get them. ACCEPT NO SUBSTITUTES.

24/02/2019

Ada	Edna
Agatha	Elaine
Agnes	Eleanor
Alvina	Eliza
Alice	Elsie
Amy	Emily
Anna	Emma
Arlene	Estelle
Audrey	Esther
Babe	Ethel
Bernice	Eva
Beatrice	Evelyn
Bertha	Fern
Betty	Fifi
Beverly	Flo
Blanche	Freda
Blossom	Frances
Carol	Gertie
Cecelia	Grace
Clara	Harriet
Cleo	Hazel
Corinne	Helen
Daisy	Hilda
Diana	Ida
Dora	Inez
Doris	Irene
Dorothy	Isabelle
Dot	Jane
Edith	Jewel

PERSON SELECTING NAME UNDER

10 FREE NUMBERS
 Numbers 2-3-4-5-6-7-8-9-10-11 Are Free

MADE UNDER LICENSE AND PATENTS OF **RCA** AND ASSOCIATED COMPANIES

Ada	Bernice	Daisy	Elsie	Freda
Agatha	Bertha	Diana	Emily	Frances
Agnes	Betty	Dora	Emma	Gertie
				Grace
				Harriet
				Hazel
				Jenny
				Jewel
				Helen
				Hilda

Specimen Sales Card

This is an exact model of our stock sales card leave it open so you can familiarize yourself make-up of it. Regular stock cards are full over full white surface on inside, no printing and all names are thoroughly interchanged.

Order Your Supply of Sales Cards

Anna	Corinne	Edith	Eva	Helen
Arlene	Carol	Edna	Evelyn	Hilda
Audrey	Cecelia	Elaine	Fern	Ida
Babe	Clara	Eleanor	Fifi	Inez
Beatrice	Cleo	Eliza	Flo	Irene

24/02/2019

DO NOT PLAY THIS CATALOG ASIDE.
 KEEP IT WORKING. READ PAGE 2 CAREFULLY.

SEAL



RECEIVES A RADIO

Numbers 1 to 35 Pay What You Draw

Numbers Over 35 Pay Only 35c

DO NOT REMOVE SEAL UNTIL ALL DONATIONS ARE MADE.

NO HIGHER.

Isabelle	June	Luella	Millie	Rena
Jane	Kate	Lydia	Mollie	Rose
Janet	Kitty	Mabel	Myrtle	Ruby
Janice	Laura	Marie	Nina	Ruth
Jessie	Lillian	Maggie	Nora	Sadie
Jenny	Lizzie	Marian	Pansy	Susan
Jewel	Lois	Marga	Paula	Sylvia
Joan	Loretta	Martha	Pearl	Thelma
Josie	Lorna	Maud	Peggy	Theda
Judith	Lottie	May	Phyllis	Vera
Julia	Lucia	Melba	Rachel	Violetta

DE LUXE MFG. CO. 173 W. MADISON CHICAGO, ILL.

YOUR DISTRIBUTOR IS PLEDGED TO FURNISH ONLY GENUINE DE LUXE R.C.A. LICENSED RADIOS. DEMAND THEM AND ACCEPT NO SUBSTITUTES.

(Continued from page One)

Crypto could be used in any form and I really doubt if anyone other than the intended individual would be listening and decoding?

The point is that we are spending millions decrypting messages in the high-tech world when the real "bad guys" are probably using old world technologies from the 60's or earlier. A ham radio friend of mine wanted me to help him design a communication link by re-purposing a microwave oven; sounds loony --right? No, not really; it could be AM modulated or binary. Who would be monitoring (Chuck Palmer was a retired "spook").

Of course, now with "smart TV's" things get even more complex. We could be spending infinite dollars attempting to decode infinite types of secret messages. Think of all those Googleomes out there selling marketing information to whoever will buy it.

~John Hannahs

Today we do the top-secret messages with an iPhone, that has encryption built in and Apple will not tell the spooks what the back-door is. The rest is done face to face with no recordings no notes picked up by the president, technology can't help that. ~ed

24/02/2019

Made under License and Patents of RCA and Associated Companies

DE LUXE RADIO



Cabinet Dimensions: 11 Inches x 8½ Inches x 5¾ Inches

GETS POLICE CALLS

Down to 1740 K. C.

LIGHT, COMPACT, EASY TO CARRY. WEIGHS ONLY 7 POUNDS.
 OPERATES ON AC OR DC CURRENT, ANY CYCLE. OUTSTANDING PERFORMANCE, TONE AND QUALITY.
 COVERS FULL BROADCAST BAND.
 SELF CONTAINED AERIAL—NO GROUNDING NECESSARY.
 RCA LICENSED TUBES.
 NEW HEAT RESISTING CORD—SET CANNOT HEAT.

Solid wood cabinet, two-tone walnut and ebony finish with highly polished aluminum speaker grill and chromium plated trimmings, super-dynamic speaker. "A REVELATION IN MODERN RADIO DESIGN AND PERFORMANCE"

Janet
 Janice
 Jeanette
 Jenny
 Joan May
 Josie Melba
 Judith Millie
 Julia Mollie
 June Myrtle
 Kate Nina
 Kitty Nora
 Laura Pansy
 Lillian Paula
 Lizzie Pearl
 Lois Peggy
 Loretta Phyllis
 Lorna Rachel
 Lottie Rena
 Lucia Rose
 Luella Ruby
 Lydia Ruth
 Mabel Sadie
 Marie Susan
 Marian Sylvia
 Maggie Theda
 Marga Thelma
 Martha Vera
 Maud Violette

24/02/2019

DE LUXE

Radio's Supreme Achievement!

For years, engineers have recognized the need for a portable, all-purpose radio. After extensive and exhaustive research by the most eminent radio engineers of America, we now present "The Radio of a Thousand Uses" The DE LUXE.

Wherever you are whatever you are doing the DE LUXE is there for faithful service. Compact and portable, it operates in your home or office, hotel or hospital, in camp, farm or factory any place, anywhere A-C or D-C current, any cycle.

This revolutionary radio operates on entirely new engineering principles. Its super-dynamic speaker, radio frequency circuit, self-contained aerial, and very latest R. C. A. LICENSED TUBES, all guarantee a perfect harmonious tonal reproduction superior to that of any set of its type on the market.

DE LUXE stands for superior performance: Here you have unusual selectivity, marvelous sensitivity, exceptional distance, volume without distortion, true to life tone, and many other features very seldom found in so compact a portable receiver.

The DE LUXE Radio is a new product from chassis to cabinet. Turned out in a de luxe ebony and natural walnut finish cabinet, its matchless beauty harmonizes with any setting. Revolutionary in construction, its performance will compete with any "full size" radio.

FOR BETTER RECEPTION
 YOU SHOULD OWN
 A DE LUXE RADIO
 This Booklet Sold at 25c



NEW MEXICO RADIO COLLECTORS CLUB

New Mexico Radio Collectors Club
 Richard Majestic (Membership inquiries)
 5460 Superstition Drive
 Las Cruces NM 88011

E-Mail: rmajestic@msn.com
 Phone: 575 521-0018

FOR INFORMATION CHECK THE INTERNET
<http://www.newmexicoradiocollectorsclub.com/>

The New Mexico Radio Collectors Club is a non-profit organization founded in 1994 in order to enhance the enjoyment of collecting and preservation of radios for all its members.

NMRCC meets the second Sunday of the month at The Quelab at 680 Haines Ave NW, Albuquerque NM, 1:00PM meetings start. Visitors Always Welcomed.

NMRCC NEWSLETTER

THIS PUBLICATION IS THE MONTHLY NEWSLETTER OF THE NEW MEXICO RADIO COLLECTORS CLUB. INPUT FROM ALL MEMBERS ARE SOLICITED AND WELCOME ON 20TH OF THE PRECEDING MONTH. RICHARD MAJESTIC PRO-TEMP NEWSLETTER EDITOR, SEND ALL SUBMISSIONS IN WORD FORMAT, PICTURES IN *.JPG FORMAT TO: RMAJESTIC@MSN.COM

