

# The Jersey Broadcaster

NEWSLETTER OF THE NEW JERSEY ANTIQUE RADIO CLUB

September 2007

Volume 13 Issue 9







Reported by Marv Beeferman

# THE ON-LINE BROADCASTER

The New Jersey Broadcaster is now on line. To date, 80 of your fellow NJARC members have subscribed, saving the club some \$1,400 per year. Interested? Send your e-mail address to:

mbeeferman@cs.com Be sure to include your full name!

Last minute commitments at work prevented a mailing of the August *Broadcaster*, but a suggestion by one of our Board members may prevent any future

gaps. Your editor has decided to prepare some select past newsletters as "insurance issues" which only need an updated cover page to get them out the door. With the club over the fifteen-year mark, there probably has been enough of a membership turnover that a little nostalgia will be well received. Hopefully, we'll not have to make too much use of these, but they might come in handy during vacation time.

Some really nice items showed up at our July show-and-tell. We caught the action on camera and here's what we saw:

- John Tyminski displayed an Emerson model 58A portable and power supply in their original box and an entry form collection box for a "Count the RCA Tubes" contest.
- Michael Littman presented a very nice slide show to introduce the history of his fully operational RCA model AR-812 "portable" battery set. The AR-812 was the first commercially produced superheterodyne and Michael's set is unique in two



# **MEETING NOTICE**

The next meeting of the NJARC will take place on Friday, Sept 14th, at 7:30 PM at the David Sarnoff Library in Princeton, NJ. Contact President Phil Vourtsis at (732)-446-2427 or visit us at http://www.njarc.org for directions. Al Klase will treat us to a tech talk on antenna design and Dave Sica will update us on this year's vintage TV convention. We'll also have a mini-auction, courtesy of Ray Chase, who picked up some test equipment, military stuff, homemade items, books, parts and tubes from a collector who remembered the club from a Raritan Community College radio presentation. You can find a listing of the items being offered on our website njarc.org.

aspects. First, it was purchased with the original inventory tags from the famous Henry Ford Museum de-ascension auction. Second, it worked the first time it was fired up, which is very unusual for RCA's catacomb radios.

• In the June *Broadcaster*, Sal Brisindi authored an article on the restoration of a

its complimentary manual (obtained from member Rich Skoba) makes the meter a very nice test equipment collectable.

 Marty Friedman is living proof that one dollar goes a long way. For a George Washington each, Marty obtained an EICO 324 signal generator, Minerva radio and MP3 player and combined the

three to show that they were all operational.

- Owen Gerboth displayed a unique transistor portable radio enclosed in a clear plastic case.
- Your editor, Marv Beeferman, showed a must-have "MARV-O-DYNE" (Type 612-C) battery set that member Ray Chase obtained at a recent Estes auction. It was one of the few radios made by the Amber Manufacturing Corp. of New York. It is interesting to note that a second example of this relatively unknown set showed up at our InfoAge swapmeet.
- Nipper memorabilia is very collectable. Sarnoff Library Director Alex Magoun displayed a very colorful hook weave rug featuring RCA's famous pooch which was the gift of the grand-

daughter of a former Camden (Harrison) employee.

 What do you do when you have a sharp looking Bendix portable that you want to run off batteries but don't have a schematic? Walt Heskes described the proc-



The NJARC capacitor program provides members with most-wanted values at reasonable prices. Ably administered by John Ruccolo, another satisfied customer stocks up at our last meeting.

Dynaco ST-70 amplifier. For this showand-tell, Sal treated us to a demonstration of what the fruits of his labor sounds

Bob Bennett obtained his vintage Series
1 Simpson 260 at a car swapmeet. The meter still used point-to-point wiring and

#### THE JERSEY BROADCASTER is

the newsletter of the New Jersey Antique Radio Club (NJARC) which is dedicated to preserving the history and enhancing the knowledge of radio and related disciplines. Dues are \$20 per year and meetings are held the second Friday of each month.

The Editor or NJARC is not liable for any other use of the contents of this publication.

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Marsha Simkin 33 Lakeland Drive Barnegat, N.J. 08005 (609)-660-8160 ess he used to figure out the battery requirements to get this radio back on the air.

- Ray Chase displayed a "Melo-Heald Eleven" receiver, a kit set made by the Robertson-Davis Co. This is a mid 1920's, 11-tube battery superheterodyne using ten 201A's and a 112A. All the coils are Melo-Coupiers or Meloformers. Ray said that a basic kit of parts listed for \$165.50; you could include tubes, batteries, a loop antenna, speaker and cabinet to bring the price to \$255 and the weight to 125 lbs.
- Mike Gottfried displayed a vintage Drake filter used to isolate TV's from that guy across the street who would rather talk to Poland than watch I Love Lucy.
- Richard Hurff was reluctant to haul in his Majestic 20 to tell its full story, which began with his uncle following World War II. As you can see from the photo, Richard opted for the old adage that one finial is worth a thousand words.

The NJARC was well represented at the August AWA (Antique Wireless Association) Radio Convention in Rochester and some of our members came home with some nice awards. John Dilks scored first prize in the vacuum tube transmitter/ receiver category of the Old Equipment Contest with his restoration of a ham homebrew transmitter. Bob Masterson took second place in the cathedral category with an Emerson cathedral clock radio that he purchased the day before in the flea market. Ray Chase won second place in the tube category for his "Dr. Zahl VT-158" display. Sarnoff Library Director Alex Magoun received the Taylor award for television documentation and Ray Chase took the Ralph Williams memorial award for display presentation as well as the People's Choice Award. Additionally Alex Magoun presented the seminar "Television: A Life History" based on his newly authored book and Ray Chase presented the seminar "InfoAge Update." All in all, both the club and InfoAge received a lot of coverage. Great work guys! For more coverage, see John Dilks' posting of a slide show of 28 photos from the meet, dinner and contests at the following site: http://www.eht.com/oldradio/arrl/2007-08/AWA-2007/AWA-2007.html.

InfoAge will host the 30th anniversary and induction ceremonies for the National Broadcasters Hall of Fame at noon on September 29th. Honorees will be Celeste Holm, Jane Powell, Margaret Whiting and Andy Williams. Cost is \$65 person and reservations are limited; the cutoff date is September 15th. More information is available at the InfoAge website infoage.org.

Our Broadcasters Hall of Fame Museum continues to grow. Thanks to member Mike Sajor, K2LIU, for some recent donations to the museum and club. Included was an RCA 1949 table model TV, a nice working HP scope, other miscellaneous test equipment, a large TACAN Bendix klystron and, best of all, an early 5" scope tube enclosed in clear glass so that all the internals are visible. It was immediately put on display in the museum's tube display area.

Our webmaster Dave Sica reports that he stumbled over some more "neat stuff" on the web recently...bunches of great e-books about radio and TV. Most are in PDF format, scanned from old, no longer published volumes. Some of these books show up occasionally on eBay and are very expensive, but they're all now on our website (www.njarc.org/books. htm) for free and for your reading pleasure. This is just the first installment, leaning mostly in favor of early television, but expect more to follow.

Mark your calendars for our Fall swapmeet in Parsippany on November 3rd. Prices and table reservation information is available at our njarc.org website. The same information will be made available in the *Broadcaster* next month. Unfortunately, the September 8th Repair Clinic had to be cancelled because there wasn't enough time available to advertise it properly. However, Steve Goulart volunteered to host an unofficial clinic at our InfoAge "e-shop" on the same date. Start time is 10 AM and with 5 work benches and fair stocks of parts and tubes, we should be able to accommodate all. Steve just asks that you bring your own tools. Hopefully, we'll be able to get this information to our e-mail subscribers before the weekend.

Finally, member Jon Butz-Fiscina reports that there are still bargains out there. He purchased a tombstone and cathedral at an antique shop in Fitchburg Mass. and a Ware cathedral (made in Trenton) in Pennsylvania at very reasonable prices. A friend also found him a Philco 38-3 in great condition.

# SHOW-AND-TELL



**Marty Friedman** 





**Bob Bennett** 



Sal Brisindi



Owen Gerboth





Walt Heskes



Mike Gottfried

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# **SHOW-AND-TELL** (continued)



Ray Chase



John Tyminski







Michael Littman



# TRUTH IN ADVERTISING IN THE 1920's

By Ray Chase

Truth in advertising is a lot different today than it was 80 years ago with our penchant for litigation, the Federal Trade Commission and other regulatory bodies. What got me thinking along these lines was a Day-Fan radio-logging pamphlet I recently ran across. The ad on the back stated "You don't have to Log a Day-Fan." The logging sheet gave specific settings for all major radio stations that were the same for each dial. In addition, a conventional three-column logging sheet was provided in case you happened to own

"another brand" of radio.

With many of us familiar with the hundreds of brands of "3-dialers" that blitzed the burgeoning home radio market in the 1920s, it was common to find a log included with the radio (usually tacked inside of the lid). This allowed to user to record the settings of the three individual tuning dials of favorite stations so they could easily be returned to. If you believed the Day-Fan advertisement, logging of stations was not required since all Day-Fans were accurately calibrated and "all dial settings are the same for every set, everywhere, on any antenna" (author's italics). Wow... that's a pretty fantastic claim for the period!

Interestingly, the radio pictured in the ad was a model OEM-7 with its audio reflexed through its first RF stage. It sold for \$98, which was rather pricey for

a four-tube set at that time. Perhaps the added cost was put into precise components or added calibration time, although there doesn't appear to be any trimmer capacitors in the tuning circuit. Could Day-Fan's claims be justified?

Frankly, I doubt it. However, Alan Douglas sheds a little light on the subject in Volume 1 of his famous book "Radio Manufacturer's of the 1920s." Included is an advertisement for the OEM-7 stating that the radio is "prelogged at the factory." Next to the OEM-7 ad is one for the three-dial OEM-12 that states that "this is the famous OEM-7 Duoplex stripped of all cost not absolutely essential;" it sold for \$75. So, perhaps the added cost was calibration labor.

I recently had a nice OEM -7 in my collection but let it go to make room for more battery superhets. I never fired it up and

would be interested if the Day-Fan claims could be verified. However, my initial suspicion is that the claims were just more of the Madison Avenue hype that was rampant at the time.

Incidentally, Day-Fan was reportedly making 700 radios a day when these models were being sold. In 1920, General Motors purchased Day-Fan to create General Motors Radio Corporation in an attempt to obtain an RCA license. RCA, Westinghouse and General Electric also owned 49% of the stock in this new company. GM and RCA were required to divest their shares in 1931 as a result of Government anti-trust litigation. Day-Fan radios are pretty sets and not too difficult to find.



# INFOAGE SWAPMEET

By Ray Chase

Photos Courtesy of Dave Goodwin/Dave Sica

In the days leading to the InfoAge swap meet on July 28th, there was only one word on our minds...RAIN! The weather forecasts were not optimistic, with a 50-50 chance of rain. But we proceeded ahead and kept a contingency plan in our back pocket; we could move the meet indoors to the newly cleared out "A" section adjacent to the museum. There would be less room to spread out and a shortage of tables but we would be able to save the meet from being scrubbed.

Friday afternoon, my wife Edith and I went to InfoAge to complete final arrangements and bunk down in cottage #1. Al Klase arrived that evening to help and stay over as well. He brought his laptop and at 5 AM Saturday scanned the weather radar map. To our delight, there was no rain in sight all the way West to Ohio; the radio deit ies were with us.

As usual, it didn't seem to matter what setup time we published in our literature; the first seller showed up a little before 6 AM and by 6:15 they were lining up in the parking lot across the street. We started letting them in at 6:30 and there was a steady stream from that time on. I lost count of how many sellers we had but it had to be over 30. Sal Brisindi came to the rescue in the communications department by showing up with a battery-powered PA amp and a wireless mike.

While we had no rain (it finally came at 3 PM after everyone had left), the humidity was oppressive. Fortunately, the shade provided by the trees in the cottage area protected us from the sun that shined much of the morning.

One of the most impressive displays to see was a large collection of hand-carved miniature radios created by Walt Buffinton from Connecticut. Walt is a professional auctioneer and a long time radio buff. He arranged parking next to our long-distance NJARC member Jon Butz Fascina who was visiting from Texas. The vendor that set up next to me had some battery radios on his table but the

backs were toward me. It was only at the end of the morning during the walk-around auction that it was pointed out to me that one was a "Marv-O-Dyne," the same one displayed at our July show-and-tell that I picked up at auction for our newsletter editor Marv Beeferman. What are the chances of finding a second "Marv-O-Dyne" in a two-month period?

The walk-around auction started at 11 AM by Sal Brisindi, briefly taken up by Phil Vourtsis and then Walt Buffinton who did a marvelous, professional job; a lot of items changed hands...best walk-around I've seen in some time. Harry Klancer manned the museum, which attracted so much attention he had to keep it open until 2 PM.

All in all, a good event. Perhaps some attendees were scared away because of the fear of rain or because of the high humidity, but those that came seemed to enjoy themselves and all comments have been positive. My wife Edith commented that she noted quite a few women with children of various ages in attendance and we distributed quite a few club brochures. One elderly couple donated a batch of tubes and another promised to donate an early TV.

#### Comments by NJARC member Owen Gerboth:

I would say this swap meet was very well attended. There were lots to be seen with a wide variety of quality sets and some not so quality, as well as some unique items I have never seen. I sold a few items and that made me feel good in spite of the hot, humid weather...at least there was no rain. I noticed that there were quite a few women in the vast crowd with many stopping to look at my humble display. It's nice to see members of the fair sex taking an interest in this hobby. In all, a very well run swap meet. I liked the new setup we had this time...more room. My thanks to Ray Chase, Al Klase, Richard Lee and anyone else involved. I'd do it again.



# FILL 'ER UP... AND I'LL ALSO TAKE ONE OF THOSE RADIOS

By Marv Beeferman

Four days after Charles Lindbergh's famous transatlantic flight in May of 1927, James Dole of the Dole Pineapple Co. offered a \$25,000 first prize for the first plane to cross the Pacific from Oakland, California to Honolulu, Hawaii, a distance of 2,439 miles. Arthur Goebel Jr., a veteran barnstormer and Hollywood stunt pilot, was one individual who took up the challenge. Goebel found a sponsor and friend in Frank Phillips, president of the Phillips Petroleum Co. of Bartlesville, Oklahoma.

Philips loaned Goebel the \$4,500 needed to take delivery of a Travel Air 5000 monoplane. They named the airplane "Woolaroc." The name Woolaroc combines three words - the woods, lakes and rocks that make up the beautiful Osage Hills of northeast Oklahoma where Woolaroc is located. Goebel also promised to use a new aviation fuel developed by Phillips. (Phillips Petroleum, now ConocoPhillips, was involved early in aviation fuel research and had already provided high gravity gasoline for some of the first mail-carrying airplanes after World War I. But in 1927, aviation fuel technology was still in its infancy.)

With an enthusiastic crowd of more than 50,000 cheering them on, eight competing aircraft took off from Oakland Airport field at about noon on August 16th. Two crashed on takeoff and others soon returned to the airport for repairs. Five aircraft eventually headed out over the Pacific.



Goebel prepares his radios for flight.

The Woolaroc arrived in Hawaii after 27 hours, winning the race. The only other survivor, Aloha, a monoplane piloted by Martin Jensen, landed just over two hours later - with only four gallons of fuel remaining. But seven other pilots, six men and one aspiring "aviatrix," Mildred Doran, had died in the disastrous race. Sixty naval and merchant ships as well as navy and army aircraft searched for two weeks; no traces were ever found.

Fast forward to July 13th, 2007. Just prior to the NJARC monthly meeting, I purchased the six-volume set of "Radios of the Baby Boom Era - 1946 to 1960" from member Rick Weingarten. The set contains an assembly of photographs of radios from early Sams Photofact schematic sets, including a description and basic technical information for each radio. While flipping through the pages of each volume, I came across a radio that looked very familiar. The radio immediately caught my eye because of the stark contrast between the dark case and white speaker grill, handle, knobs and dial trim. It was described as a 5-tube, AC/DC AM superheterodyne receiver with selfcontained loop antenna and identified as a Woolaroc 3-5A. The radio was supplied by the Phillips Petroleum Company.

I immediately located the radio's twin in my collection, which I had purchased from NJARC member Norm Hertz at least 10 years ago. Yes, it was exactly the same radio as the Woolaroc 3-5A except that the name "CISCO" appeared on its dial face. Turning to the CISCO section in Volume I of the Photofact set, I found the same radio with the same description as the Woolaroc, but this radio was supplied by Cities Service Oil Company as a model 9A5. I also discovered the same radio (9B6) sold by the General Radio & Television Corp. in Marty & Sue Bunis' "Collectors Guide to Antique Radios (Fourth Edition, page 107). Thus, the search began.

My first inclination was that the radios were "premiums" which were very common following the war. Perhaps they were offered by service stations, either by collecting the required number of points over a number of fill-ups (and thus guaranteeing the customer's return) or by paying for them at Christmas time (similar to the Hess trucks). However Web searches and sources such as the Bunis collector's guide produced numerous examples of

Woolaroc and CISCO radios. The models ran the gambit from table models and consoles to phono-radio combinations and I began to question my initial assumption. I was able to uncover one reference to the CISCO 9A5, described as a "rare radio made by RCA," (later to be disproved), for Cities Service Oil Company.



The CISCO 9A5 (or Woolaroc 3-5A or General Radio 9B6, or...?)

My research led me to the Woolaroc Ranch, Museum and Wildlife Preserve near Bartles, Oklahoma. More on this museum later, but two years after its historic flight described in the introduction, the Woolaroc airplane was retired to the Woolaroc ranch for which it was named. Through a phone conversation with Mr. Kenneth Meek, Woolaroc Museum director. I discovered that the museum has been acquiring and displaying Woolaroc radios over a number of years. Mr. Meek was very gracious to send me the file he had accumulated regarding the history of the Phillips Petroleum radios; the remaining content of this article is based on this information.

Prior to and following World War II, it was not uncommon for what we now call "gas stations" to sell both petroleum and non-petroleum products, especially in mral areas. Special emphasis was placed on items for the farm and home and many items were exhibited at state fair booths in cities such as Springfield, IL, Des Moines, IA, Huron SD, Milwaukee, WI, Lincoln, NB, Topeka, KS and Tulsa, OK. Products displayed under the private "Woolaroc" label included "home freeze cabinets," automatic washers, automatic ironers, radios (introduced in March, 1945) and a line of animal health products. Other offerings included brushes, fence controllers, fire extinguishers, clocks, fishing tackle, sporting goods, hardware, tools,

paint and toys.

In its 1948 trade journal "SELLING - Sixty-Six," Phillips commented on the introduction of its 1945 radio line:

"A few years ago, some people would have shaken their skeptical heads to a point of blind staggers at the slightest suggestion of offering radios to driveway patrons. They were the die-hards on the limitations of the service station as a suitable source for products beyond the service and maintenance needs of the automobile. Today, the collective records of approximately 1,000 Phillips dealers prove that radios for the home can be sold off station shelves just as easily as in a chain store, department store or any other generally accepted outlet."

"All types of sets, even to expensive consoles, can be sold if properly presented. Allowing good prospects to take their choice model home for a tryout usually clinches the deal. Service is a minor problem in selling radios, though it is wise to have some qualified local serviceman available if needed."

The addition of radios to Phillips' merchandising line was based on a market study that indicated that the demand for radios would significantly increase following the end of the war (radio production ended in early 1942 to meet the war demand for materials and parts). Statistics indicated that there were 8,248,000 radios produced in 1936 and 11,531,000 in 1940. The two manufacturers selected were Wells-Gardner (Chicago) and Stewart-Warner (Chicago). In prewar days, both companies manufactured radios for Philco, RCA, Montgomery-Ward and others

Phillips initially selected 6 tabletop models in the belief that this would meet the biggest first-year market demand and because of anticipated changes forecasted in the radio industry as a result of the coming of FM. Model selection was also based on the minimum necessary to cover the low and medium price market. The radios were introduced to the public with the advertising slogan "IT SPEAKS FOR ITSELF," emphasizing to dealers that tone and selectivity should be demonstrated to prospective buyers using working radios.

Among the radios selected were 5 and 6-tube AC/DC sets in plastic cabinets (Wells-Gardner/Stewart-Warner), a 6-tube AC set in a wooden case (Stewart-

Warner), a 5 or 6 tube AC/DC radio/phono combination (Wells-Gardner), a 7-tube AC 3-band radio in a wooden cabinet (Stewart Warner), a 6-tube AC radio/phono combination with special emphasis on the audio section (Stewart Warner), a 5-tube AC/DC radio battery portable with battery charger (Stewart-Warner) and a 4tube farm battery set (Stewart-Warner).

The radio/phono combinations all had automatic record changers. Typical retail prices ranged from \$19.95 to \$73 with an anticipated production total of 45,500 radios. There were thoughts about the 7-tube model including the provision for FM reception that would increase the tube count to 9 or 10. However, this idea was soon abandoned. According to "SELLING—Sixty-Six" (May-June, 1946):

"Some prospective purchasers may inquire, so we want you to know that WOOLAROC radios will not have the over-publicized FM band this season. The Federal Communications System recently required all radio stations broadcasting FM to change their frequencies from 40-50 to 88-108 megacycles. This will require new broadcasting equipment and will also mean that present FM receivers are now obsolete."

On March 15, 1946, Phillips added another production order for 19,660 more Woolaroc radios which included the 55D17-610 BR, 44D17-610 IV, 3-1A, 3-2A and 3-4A. These models ranged from \$24.95 to \$43.50. Later models introduced in 1946 included the 3-3A, 3-9A, 3-10A, 3-11A and 3-29A. For 1947, Bunis list models 35A, 36A/5, and 3-12A/3. In 1948, Philips introduced a 4 tube metal-cased radio (model 3-15A) very similar to the Arvin 442 and most likely manufactured by the same company. Two large consoles (3-70A, 3-71A) were also introduced with AM-SW and AM-FM radios and VM-400/VM-800 record changers. The VM-400 could automatically play 12-inch, 10-inch or 10/12-inch records intermixed.

There are no listings for Woolaroc radios beyond 1948. It would be interesting to find out why the line was abandoned. Price competition? Or perhaps, with the huge post-war expansion of chain or department stores, consumers no longer accepted the premise of the ser-

vice station "as a suitable source for products beyond the service and maintenance needs of the automobile." Did Cities Service "CISCO" line suffer the same fate?

Finally, some information regarding the Woolaroc Museum. The museum was originally founded as the Frank Phillips Ranch in 1925. In 1929, a stone pavilion was built for the Woolaroc airplane on the hill above the ranch's lodge. Later, the facility was enclosed and guns, Indian relics and other gifts not needed for decorating the lodge were displayed. Eventually, western art acquisitions and artifacts were added. By 1950, the artifacts were no longer considered a private collection and the museum was dedicated by Frank Phillips to "the boys and girls of today...may they profit by a knowledge of man's past and be enabled to plan and live a happier future." In 1985, an Airplane Room was added as a new home for the newly restored Woolaroc airplane. The museum also has an Oil Patch exhibit, which includes an authentic working powerhouse that uses rod lines to operate various working equipment on the lease. And let's not forget the Woolaroc radio exhibit!



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