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"San Francisco's Own Club"

SOUVENIR EDITION
World DX Convention, July 11-14, 1939
SAN FRANCISCO, CALIF.

**UNIVERSAL
RADIO DX CLUB**



Charles C. Norton, Pres.

Pioneer Radio Club of the Golden West

FOUNDED IN SAN FRANCISCO IN 1933

WELCOME DX'ERS

On this occasion of the first World DX Convention, our club, as Pioneer DX Club of the West, extends a cordial welcome to the URDXC members, members of all DX Clubs, and all DX fans. We are proud of the first World DX Convention being held in the city where our club was founded.

On December 1st, 1933, when our club was founded it was the only DX club west of the Mississippi, and since that date bulletins have been published regularly. The Universal Radio DX Club started a new era for DX in the Golden Gate area, as before the formation of our club there were very few known active DXers here. I well remember gathering names and addresses of DX fans from Radex magazine back in 1933 and '34, and over a period of several months I only learned of 5 DXers in the district. I always called on new DXers in the city as I heard of them, and in that way our local membership had its foundation. The first large gains in membership were made after our weekly programs started on KGGC in August, 1936, with Luther L. Putnam our 3rd Vice-President, who broadcast for us and helped boost the club in such a fine manner. One month after the first KGGC program, our local chapter was formed, and the first meeting was held on Saturday afternoon, September 19th, 1936.

Membership in the San Francisco Metropolitan area shortly thereafter increased to 29, and semi-weekly meetings grew to an attendance of 12 members. Through the kindness of the Commercial Manager and Program Director of KLS, Oakland, California, we resumed broadcasting our weekly programs, and for the past year and nine months, our programs have been announced by Mr. Russell Butler, Chief Engineer of KLS. Every Thursday night from 11 to 11:15 DXers in all parts of California and many distant places look forward to tuning in each week to hear the latest news in the DX world. Free sample copies of the bulletin are offered to those who are not acquainted with the club, and many fine letters have been received regarding the broadcast.

On the east coast the URDXC has had the fine co-operation of Mr. Lee Chadwick at WTAR, Norfolk, Virginia, for several years, and Mr. Chadwick says he believes that the program accomplished more during the past season for us than at any other time.

During 1938 the URDXC ran a Short Wave Singleton and Eliminator Contest for the entire year and through the kind cooperation of Mr. David F. Thomas, Proctorville, Ohio, we were able to offer a Silver cup to the winner. In January of this year the cup was awarded to Mr. Lemuel Cavileer, Haddon Heights, New Jersey. Mr. Cavileer, is a very successful DXer and has won other DX trophies and prizes in various contests.

This summer Mr. Merton T. Meade, of Kansas City, Missouri, was kind enough to make us some beautiful certificates of merit for our 20 meter contests, and also listening post observer certificates.

Another step forward was also made this summer when we were able to announce membership buttons on sale for members. They are gold plated with the same design and shape as our club emblem on stationery. Members are not compelled to order them with their initiation fee, but order only if they desire them. Many requests were received during the past few years for a club button. Buttons are sent to members for the small fee of 50c.

All URDXC members and friends attending the Convention were sent Travel information etc. from leading Travel Bureaus and Transportation companies in all sections of the country, with complete details for those coming by Auto, Train or Bus. Cards with return postage were mailed so that members could indicate their method of travel to the Convention.

Since the first days of our club we have had the fine co-operation of members in Asia, Europe, South America and Oceania in sending regular reports for the bulletins from their parts of the World. Special credit for complete and regular reporting goes to Shokichi Yoshimura, Moji, Japan, who has been our most constant foreign reporter, and has kept our club well informed of radio DX activity in Japan during our club's almost six years of existence.

Our club looks forward to the coming season and the years to come, and we hope to accomplish much in the DX world to promote friendship, and give DX news and all items of interest in our bulletins, and in the best manner possible to improve the entire hobby and bring more enjoyment to the members of our hobby. We hope that all DXers will join with us and help us to unite in world wide friendship.

From a letter of November 21, 1936:

"When I promised President Roosevelt that I would create especially for him a memorial to honor Armistice, he had no idea that this creation would be of such exquisite beauty, an art perfection so notable.

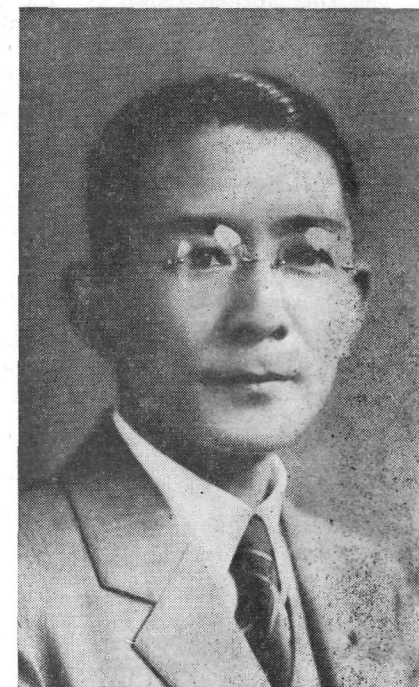
In appreciation he wishes me to select a museum or Peace Institution wherein this Memorial may be forever kept.

I love California and especially San Francisco, and I would be most happy to place this Memorial in the War Memorial Museum.

With this in mind I decided before again writing to President Roosevelt to write to you so that perhaps you could see personally the Directors in charge of the War Memorial Museum."

From Count Alexis Ross.

Leslie W. Orton, Uxbridge, England, 2nd Vice President and charter member of URDXC. Mr. Orton is internationally known as President and founder of two Great British DX Clubs, the International Radio Society and Anglo-American Radio and Television Society, with a membership of over 6,000 in 60 countries. Mr. Orton is Publisher of the "Denham Weekly Post."

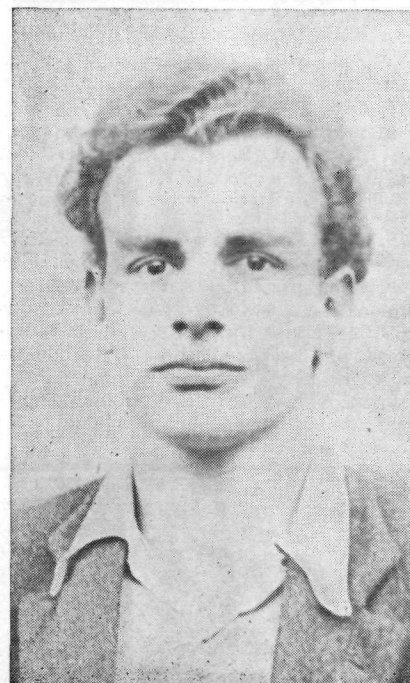


Shokichi Yoshimura,
Asiatic Representative

Shokichi Yoshimura, Moji, Japan, Official Asiatic Representative of URDXC, is one of the Charter members. His outstanding reports for the Universalite have contributed in a fine way toward the building of our Club, and especially during the first years of our organization. Mr. Yoshimura is an all wave DXer and has a fine record in his DX work. He is the Ford automobile distributor in Japan.

Supplies for URDXC members:
Letterheads, 50 for 31c.
Verification Blanks, 50 for 31c.
Stickers, 40 for 10c.
Gold plated lapel button, club design style, 50c.

William D. Reuter of Seattle, Washington, was the first to announce programs for URDXC, and his station KPCB became our first Official Broadcast Station. Vernon E. Sawyer now broadcasting over KGVO called the members of URDXC "Universalites" and we adopted the name "Universalite" for the bulletin. Both Mr. Reuter and Mr. Sawyer have been on the Board of Directors.



Leslie W. Orton,
European Representative

The DX program known as "The DX Reporter" has been a regular weekly feature of station WTAR, Norfolk, Va., for over three and one-half years. Under the direction of Lee Chadwick, this broadcast has shown a steady increase in popularity, and mail counts made in 1937 indicate that the "DX Reporter" polled ninth in appeal.

The "DX Reporter" features popular musical selections, as well as tips taken from the *Universalite*, official organ of the Universal Radio DX Club. A shortwave section was added in response to requests from followers of the program.

Offers of five issues of the club bulletins are made occasionally, to check on the program's appeal, but its popularity was definitely proven when, in order to secure a better time for the feature, the schedule was changed from 1:45 p. m. to a 9:45 a. m. spot. Since the time change was made too suddenly to announce in the local papers, a telephone operator was required most of the afternoon after two o'clock to give the tips individually to fans who 'phoned in because they had missed the program that day.

All DX correspondence that is received by the station is handled by Lee Chadwick,



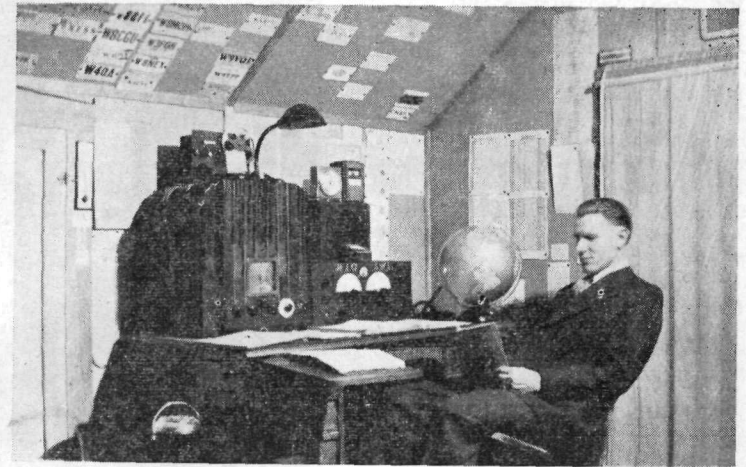
*J. Edw. Diehm, Jr.,
Director*

J. Edw. Diehm, Jr., URDXC Director of Pottstown, Pennsylvania, is a very successful Broadcast Band DXer. Mr. Diehm has been a fine worker for URDXC, lining up dozens of station programs for us each season.

and then passed on to the engineering department, headed by J. L. Grether, Technical Supervisor. Reports with postage enclosed are answered promptly, while those without return postage are answered only if the contents prove exceptionally interesting. Station stamps are available for the usual dime.



Lee Chadwick, WTAR



Martin J. Olthoff, Short Wave Editor and Director

Martin J. Olthoff, Independence, Kansas, Director and Short Wave Editor of URDXC. Mr. Olthoff is one of the best known DXers, and most successful DXers in the country. His untiring efforts for URDXC have stimulated interest in the Club greatly, and his fine work editing the Short Wave data has brought many new members into the ranks of URDXC. He has personally introduced several new members.

In 1936 your Editor of the "Universalite" and President of Universal Radio DX Club was appointed Chairman of the Nominating Committee of Clan Campbell Association of America, and because of interest and efficient work, received the appointment of National Chairman of Transportation for the First National Convention of Clan Campbell Association of America in 1939. Our Universal Radio DX Club members will be interested to know that Clan Campbell of America was the very first to send its message of Greeting and Welcome to the British Queen, as she was a Scottish maiden. And the message reached the Royal Train before it crossed the border into these United States. We received at Clan Campbell headquarters a charming letter from Her Majesty in appreciation of the

(Continued on Page 8)

RUSSELL BUTLER OF KLS

Mr. Russell Butler joined the staff of KLS about five years ago, after six years work with E. T. Cunningham and RCA Radiotron radio tube companies, successively, during which time he was very active in the amateur radio ranks.

The first year of service with KLS was restricted to part time work, with an hour "Early Bird" program every week day from six to seven a. m. and a regular shift on Sundays, with some technical work on the equipment from time to time.

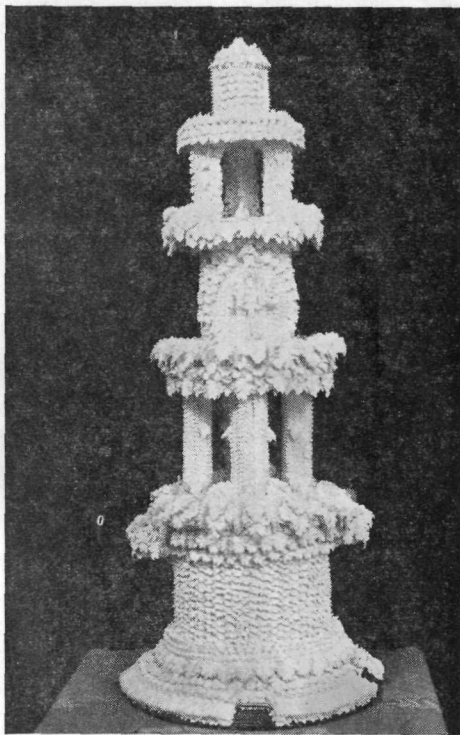
Mr. Butler started full time employment with the Warner Brothers and KLS in August, 1935, and has been with the station ever since, assisting in the moving of the station in 1937 to its new quarters in Warner Brothers Radio Village and installation of the latest type transmitting and studio equipment of Western Electric design.

Mr. Butler is now Chief Engineer of the station, and works a regular shift of announcing and operating each week day afternoon, except Thursday, between 12:30 and 7:00 p. m. PST.

The Universal Radio DX Club program at 11 p. m. PST each Thursday is also put on by Russell Butler, who understands, through his ten years amateur radio exper-



Russell Butler, KLS



Peace Memorial by
Ollie Ross

ience, and early morning broadcast programs which brought in much DX mail, the thrill of DX-ing.

His amateur radio hobby is suffering at the present time, however, due to the development of a newly acquired urge to take pictures with a candid camera, and the desire to watch the results take form in the red glow of a dark room light.

WORLD FAMOUS DXer

World famous in Radio, is Ollie, Count Alexis Ross of Vallejo, California. Count Ross has verifications unequalled in the World, as he has been successful in his years of distance-getting activities, in bringing in "catches" that take expert work, patience, and fine areals and grounds. And speaking of grounds, in 1933 Ollie was made a Nobleman by the King of Roumania, Carol II, for his fine work in making splendid Radio grounds. Ollie has made them for Governors, Kings, and Presidents, and is World known and World-famed for for his wonderful work. His activities in Radio work have attracted wide newspaper and magazine notice, and in "Believe It or Not" appeared his photograph and the story of his work. In 1938 Ollie was given the post of Honorary Minister of Radio

in the Cabinet of King Boris II of Bulgaria in appreciation of notable work done in Radio for that Monarch. Added to his Radio work, Count Ross had acquired the ancient process of making beautiful designs in everlasting sugar, and in 1936, for months he worked upon and created a Memorial to the late Queen Astrid of Belgium. The Memorial was graciously accepted by King Leopold III of Belgium and placed in the Brussell's Museum. In 1937 Count Ross created another Memorial of exquisite beauty, requiring months of work and eyestrain under brilliant lights, to the late Mr. Clayton W. Butler, Editor and Publisher of Radex Magazine, the Radio Fan's "Bible" and with the largest circulation in America among the DX fraternity and their friends everywhere, and presented it to Mrs. Butler in the name of the Universal Radio DX Club, of San Francisco. In 1938 Count Ross created another Memorial, rivalling that in beauty of design, a photograph of which accompanies this article, and presented it to President Roosevelt of the United States of America, dedicated to PEACE, so badly needed in this World, and this, too, was presented in the name of the Universal Radio DX Club of San Francisco, California. On Christmas day of 1937 and sent from Count Alexis Ross, was broadcasted a message of Greeting and Good Will from the Universal Radio DX Club of San Francisco, California, over the leading Radio Station of every Country of the World. Count Ross, in spite of the many honors which are his, is a quiet, courteous, blue-eyed, dark-haired young man, with much of Old World courtliness in his manner. He speaks a number of languages, has travelled extensively, and is a very interesting conversationalist. But he is devoted to his own activities, and in no way seeks publicity. His modesty is one of his most attractive characteristics, he is quiet and unassuming. It is a joy to Universal Radio DX Club to acknowledge the tremendous help which Count Ross has been to URDXC, and to give praise where praise is due. It is to such members as "Ollie" that Universal Radio DX Club owes much of its fame and popularity.

In speaking of the PEACE MEMORIAL created by him, Count Ross said, "I sincerely believe that this gesture will prove without doubt that our organization is by all means trying to assist San Francisco and the State of California for the coming WORLD'S Fair."



Count Alexis (Ollie) Ross,
Director

Mr. Ollie Ross (Count Alexis Ross) of Vallejo, California, was considered a World Champion DXer, and became world famous as the champion back in 1931 with over 1,500 BCB veries to his credit at that time. He has been a URDXC director since the organization started, and has been re-elected each year by the members. In recent years he entered SWDX also.



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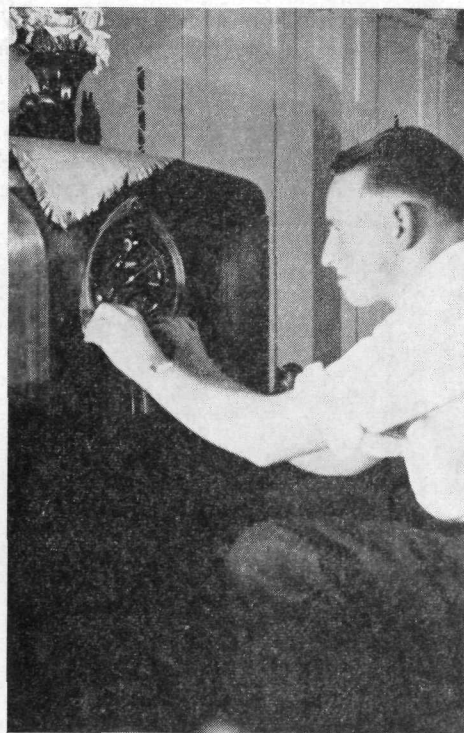
Welcome of 2,431,250 of Clan Campbell and its kin, and a short time after an invitation for two (my mother, Mrs. Mary Latham Norton, who is organizer and National President of Clan Campbell Association of America, and her escort, who would have been your URDXC President) to attend the Royal reception in New York City. This reciprocity, we feel, is working toward the friendliness of Peace-seeking nations, and was a fine gesture of friendship on the part of the American Clan Campbell, of which His Grace the Duke of Argyll (Niall Diarmid Campbell, of Inveraray, Scotland,) is the Honorary Chief. Mrs. Norton represents this year the Anglo-America Radio and Television Society, Uxbridge, England, with members in 60 countries of the World, founded by our member and Vice-President Mr. Leslie W. Orton. Another British Radio Club, the International Radio Society of England, also founded by Leslie W. Orton, is represented this year, for the World Radio Convention by our member, Mr. John Lindsay of San Francisco.



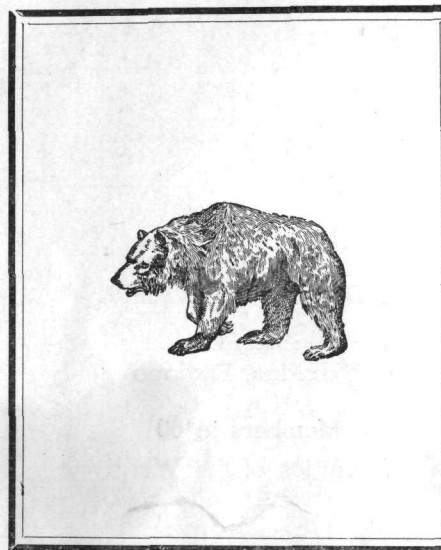
James B. Wooten, Director

James B. Wooten, Mobile, Alabama, URDXC Director and charter member, is a well known DXer.

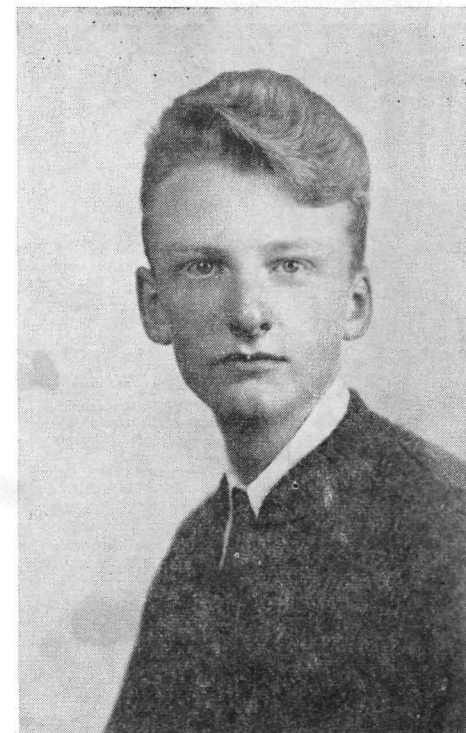
Maurice Clark, well known member of the San Francisco URDXC group, operating his 15 tube Zenith.



Maurice Clark

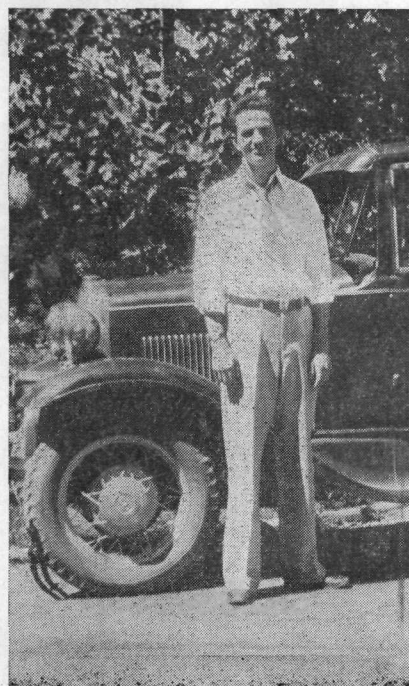


Warren E. Winkley, Hughson, California, a Charter member of URDXC, Director and former CPC Chairman. Mr. Winkley is a specialist in the Broadcast Band and has some of the finest Trans-Pacific BCB veries of any DXer.

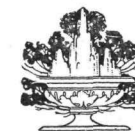


William Cunningham, Director

William Cunningham, Pasadena, California, Director and "Official New Station News" Editor of the URDXC. Mr. Cunningham has worked very hard lining up CRDXC broadcasts, and his work of the past season has been very successful. Bill is an exclusive BCB DXer and has some of the best broadcast band catches to his credit.



Warren E. Winkley, Director





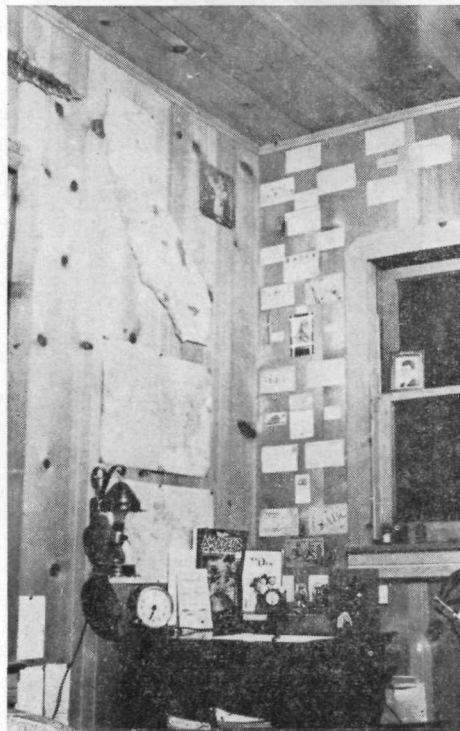
Elwin Covey

Elwin fishes for fish
in streams as well
as over the air.

ANGLO-AMERICAN
RADIO and TELEVISION
SOCIETY

Uxbridge, England

Members in 60
Countries of the World



Listening Post, Elwin Covey

DX Programs

(E. S. T.)

kcs.

- July 11—W6XBE, San Francisco(15330) 6:30 - 7p.m.
 July 11—KGO, San Francisco.....(790) 6:30 - 7p.m.
 July 12—W6XBE, San Francisco.....(9530) 9 - 9:30a.m.
 July 11-19—LYIJ, Kaunas, Lithuania... (14004-14076) 10-11p.m.
 Sundays—XEAC—Tijuana, Mexico(980) 3 - 5a.m.
 Sundays—TG1, Guatemala City, Gua.....(1310) 2 - 2:30a.m.
 Sundays—TG2, Guatemala City, Gua.....(6190) 2 - 2:30a.m.
 1st & 3rd Sundays—TGW, Guatemala City(1520) 1 - 1:30a.m.
 1st & 3rd Sundays—TGWC, Guatemala C.(2320) 1 - 1:30a.m.
 1st & 3rd Sundays—TGWB, Guatemala C.(6490) 1 - 1:30a.m.
 1st & 3rd Sundays—TGWA, Guatemala C.(9685) 1 - 1:30a.m.
 Saturday—YN3DG, Leon, Nicaragua.....(13900) 10p.m.

URDXC

- Fridays—KLS, Oakland, Calif.(1280) 2 - 2:15a.m.

JOIN THE URDXC THIS YEAR

The Universal Radio DX Club, extends a cordial invitation to all DXers to join with us. \$1.50 includes the bulletin for one year.

* * *

CLUB SUPPLIES

for members only, postpaid.

Gold plated lapel button, club design emblem.....	50c
Letterheads.....	50 for 31c
Verification Blanks.....	50 for 31c
Stickers.....	40 for 10c

* * *

Beautiful three color certificates of merit in DX reception given to members who hold first three positions in all "Champion of the Week" 20 meter amateur listening contests. Dates and complete instructions in the Universalite.

* * *

Official Listening Post Observer Certificates given to member who send regular reports for the club bulletins, and co-operates in other ways with club policies.