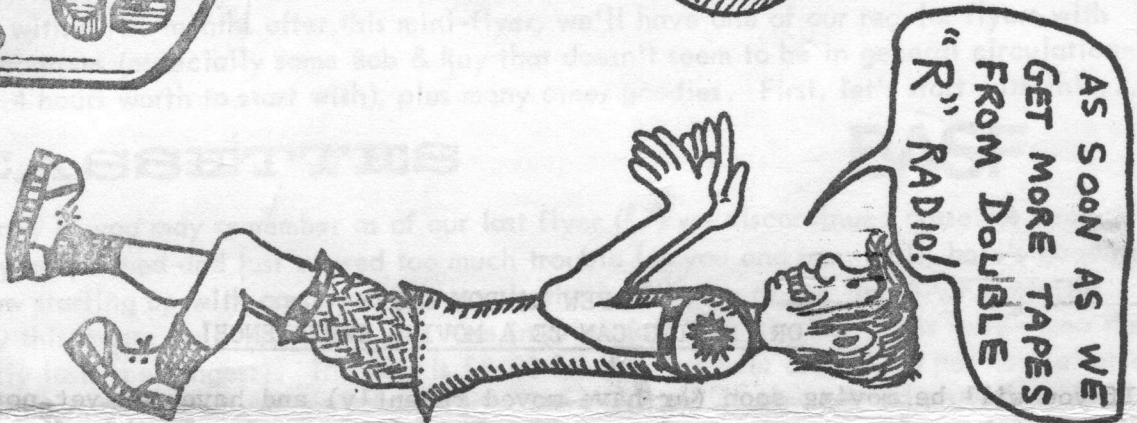
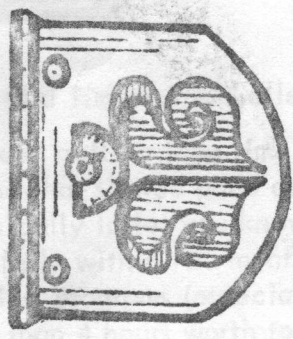


DOUBLE-R-RADIO  
the  
FLYER



DOUBLE-R-RADIO  
505 Seeley Road  
Syracuse, New York 13224



FIRST CLASS MAIL



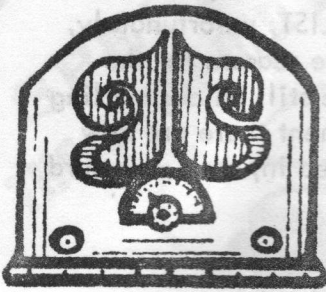
Do Not Hold  
DATED MATERIAL

TO:  
~~Paul P. Croy~~  
~~48-50 38th Street~~  
~~L.I.C., New York 11101~~

**A FEW RANDOM NOTES  
OR, MOVING CAN BE A MOVING EXPERIENCE!**

If you will be moving soon (or have moved recently) and have not yet notified us, please take a few moments to do so now. This flyer, and only this flyer, was sent out first class. Normally, our mailings are made third class. First class mail is forwarded; third class is not. With increased postage rates (past, present, and future), we cannot afford to send out mailings which do not reach their destination, on which return postage, forwarding postage, or postage due have to be paid, or which have to be remailed. Also, please let us know if you wish to have your name taken off our mailing list.

Speaking of moving, please note: We have been asked to inform our customers and other readers of our flyers that Jay Hickerson who puts out the fine newsletter Hello, Again has moved. His new address is Jay Hickerson, Box C, Orange, Connecticut 06477.



DOUBLE-R-RADIO  
505 Seeley Road  
Syracuse, New York 13224

# OUR OPEN LETTER



Dear Old Time Radio Collector,

It's been quite a long time since most of you heard from us. Yes, we still are in business, but on a somewhat slowed pace due to illness and other factors that are mentioned below. This flyer is basically to let you know we are still around and have a few important messages to tell you. Hopefully within two months after this mini-flyer, we'll have one of our regular flyers with articles, programs (especially some Bob & Ray that doesn't seem to be in general circulation--more than 4 hours worth to start with), plus many other goodies. First, let's start with this.....

## CASSETTES

## BASF

As many of you may remember as of our last flyer (#7) we discontinued cassettes because brand X types jammed and just caused too much trouble for you and us. Well, here's good news... we are now starting up with cassettes, using only the best...top of the line BASF cassettes. Obviously this means that there is an increase in price (after all the best costs more--and the best usually lasts the longest). The cost is \$5.00 for the first hour and \$4.00 per hour after the first; a minimum of two hours must be ordered. See the BASF display ad and order form for more details.

For our reel to reel friends, we are also making the switch to BASF tape. This will take effect August 15. (The cassette changeover is immediate). One of our major goals in the preservation of old radio shows has been for quality. We use top quality professional products (such as Sony decks, an SAE equalizer to name a few) to give you the best sound possible--and yet one important item has been missing. That is, the tape we use to record your programs. Lately, there has been a growing interest in using better tape than good old "brand X", so we are switching exclusively to BASF (except in a few cases for those people we trade with who do not want to step up to a quality tape). All of our programs (our master reels) have been preserved on BASF and we feel this is just about the best tape around. (Again, see the display ad & order form for details). Here, too, there must be a price increase, but it's much less than you might think. The first hour is \$4.00 and every hour there after is \$3.00 with a minimum of two hours ordered. We hope you'll try at least one order on BASF tape. Once you do, you most likely won't want any other kind of tape. Thus with this addition of BASF tape, we feel we can now offer you the finest product around -- from transcription disc at our end to a good sounding tape at your end.

## FLYER 7A

As mentioned above, we have not have a flyer out for some time (almost a year). The last one was number 7...we are calling this mini-flyer 7A. If all goes well flyer number 8 should be out within two months. There are many reasons why there has been no flyer(s) for such a long time. The main ones have been illness (a few stays in the hospital) plus not enough hours in the day to get everything done. If you've been wondering about our MASTER LIST, please read on...

"Our Open Letter" continued on the next page....

## MASTER LIST

You may remember back in August, 1972, we promised a new MASTER LIST; unfortunately, it is still not ready and at the moment we have no idea when it will be. The reasons for the delay were listed in the previous item. All we can say now is that if you're still on our mailing list when it is ready, you'll automatically receive a copy of it. At the moment there are now over 5,000 programs to catalog. If there's a particular show you're interested in, drop us a card and we'll let you know if we have the show and which episodes of it.

## RECORDS!

Something new has been added at Double-R-Radio. We now have acquired a limited number of 12" high quality LP records of actual broadcasts of THE LONE RANGER, THE GREEN HORNET, and FIBBER McGEE AND MOLLY. See the display ad for more details. Each LONE RANGER and GREEN HORNET album contains two episodes. THE LONE RANGER has "Gunpowder, The Army Mule" and "Banker Barton's Son". THE GREEN HORNET LP has "Hit & Run" and "A Matter Of Evidence" (these two stories are from 1948). THE LONE RANGER and GREEN HORNET LP's do not have commercials. Each of these albums cost only \$4.50 plus New York State tax.

As for FIBBER McGEE AND MOLLY... there are four separate albums; each album is complete with commercials and features one episode per record. The cost for each album is \$3.00. The stories are as follows: "Christmas" - broadcast 12/23/47 (ALBUM FM-1); "Doghouse" - broadcast 1/2/40 (ALBUM FM-2); "Picnic" - broadcast 5/16/50 (ALBUM FM-3); "Uncle" - broadcast on 11/19/40 (ALBUM FM-4). Because we have a very limited supply of these we must place a limit of one of each episode per person. Again the cost is \$3.00 plus New York State tax. (There is no limit to the number of LONE RANGER or GREEN HORNET albums you may order).

## WCNY-FM/91.3

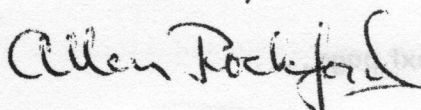
For our Central New York friends, we have some good news. WCNY-FM's program of old radio and nostalgia (via old 78 rpm records) has taken a summer vacation. For the summer months of July, August and September, I shall be hosting a program devoted exclusively to old time radio called THE SOUNDS OF YESTERDAY. The format generally will be as follows -- a big band remote, comedy excerpts, a complete half hour radio show, plus the new episodes of "Ethel & Albert" produced by National Public Radio (this is a revival of the old series written by and starring Peg Lynch and deals with contemporary problems, in a humorous way, faced by Ethel & Albert. Albert is played by Karl Schmidt.) I extend this invitation for you to be listening and hope you enjoy the show. Comments (pro and con) to me and especially WCNY-FM would be greatly appreciated. A show of support is what determines which programs stay on the air (in radio & TV). By the way, if you'd like a free copy of the shows to be programmed each month, send me (at Double-R-Radio) a stamped-self-addressed envelope and the list will be mailed out promptly. In order to receive the list each month, you must send a stamped-self-addressed envelope. (A way to save postage... send me 2 or 3 envelopes at one time and the lists will be mailed out as soon as they are ready.)

In case you're wondering what happened to the old radio shows on WSEN-FM, read on.....

## WSEN-FM

Back in September, 1972, we started a new series of old radio shows on WSEN-FM which we said all depended on two things... listener support and sponsor support. We had the former and not the latter. In order for a venture like this to succeed, both ingredients were needed. We could not get even one person interested in sponsorship. Thus, early in November, 1972, the series died, leaving only what is now on WCNY-FM (for however long they want to carry the program).

Until next time,

 (Allen Rockford)

**SPECIAL!  
THE GOOD OLD DAYS**

HANDY ORDER BLANK  
NEXT PAGE.

# EXCEPTIONAL RECORD SPECIALS



**COLLECTORS ITEMS**

**HISTORY**

**ENJOY THE ORIGINAL!**

**ALL ORDERS SHIPPED PROMPTLY!**

**NOSTALGIA**

The **GREEN HORNET**  
Radio Mystery Series



**NOW AVAILABLE!**

**ADVENTURE**

**QUANTITIES  
LIMITED**

your satisfaction  
is guaranteed  
and you can  
give them with  
pride as gifts.

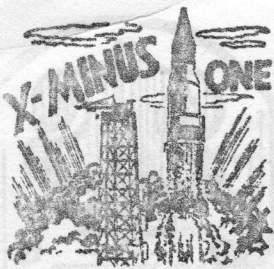


**A Remarkable Offer**

DOUBLE-R-RADIO, the pioneer organization in Central New York devoted to preserving, and broadcasting, old-time radio announces that you may obtain old radio shows for your own enjoyment at home, not only via reel-to-reel tape and cassettes, but also, now, on high-quality LP recordings of THE LONE RANGER, THE GREEN HORNET, and FIBBER MCGEE AND MOLLY. These 12" LP records are available in limited quantities only, and when these are gone there may not be any more.

THE LONE RANGER and THE GREEN HORNET albums each contain two adventures as originally broadcast on the networks many years ago. Playing time is about 20-25 minutes per side. The original commercials have been omitted; otherwise the shows are complete. THE LONE RANGER adventures are "Banker Barton's Son" and "Gunpowder, the Mule". THE GREEN HORNET episodes (both from 1948) are "A Matter of Evidence" and "Hit and Run". Each album is only \$4.50. At present, there is no limit per customer or per order on these.

WE ARE ALSO ABLE TO OFFER, FOR THE FIRST TIME, FOUR DIFFERENT FIBBER MCGEE AND MOLLY ALBUMS. Each features a single complete (with original commercials) program from the excellent long-running NBC comedy-variety series. Each album plays 30 minutes (total). The available episodes are: ALBUM FM-1: "Christmas" (broadcast 12/23/47); ALBUM FM-2: "Doghouse" (broadcast 1/2/40); ALBUM FM-3: "Picnic" (broadcast 5/16/50); ALBUM FM-4: "Uncle" (broadcast 11/19/40). Each album is only \$3.00. Please order these by album number; and please note: due to extremely limited quantities of the FIBBER MCGEE AND MOLLY ALBUMS, there will be a limit of one of each album per customer per order. Also, there may be a slight delay in shipping these albums (LONE RANGER/GREEN HORNET albums shipped immediately). Allow about 4 weeks for delivery. Payment returned if unavailable.



NBC  
RADIO  
NETWORK  
BRINGS  
BACK  
OLD-TIME  
RADIO  
ONCE PER  
MONTH

NBC has revived the old-time radio science-fiction series X MINUS ONE for once-a-month presentation on MONITOR on the fourth Sunday of each month. Broadcast in the 7:30 PM EDT segment, the show returned on June 24 after an absence of nearly 15½ years. The first new broadcast was "There Will Come Soft Rains & Zero Hour", the famous Ray Bradbury duo, originally presented on 6/17/50 (on DIMENSION X, the forerunner of the later X MINUS ONE), and last presented as a special in 1963 on NBC EXPERIMENT IN DRAMA (NBC's last unsuccessful attempt to bring back old-time radio). The next show to be presented is "How-2" which will be heard on July 22. In this comedy, a do-it-yourselfer builds a robot, leading to other amusing developments. The story was written by Clifford

Simak, and stars Alan Bunce, Anne Seymour, Les Damon, Joseph Bell, Jane Bunce, and Santos Ortega. Also heard is Ben Grauer. This story was first heard on 4/3/56.

NBC is to be congratulated for this attempt to bring back old-time radio drama, and we urge that you listen - and write. Write to NBC to express your appreciation, to tell them that you're out there listening, and that you'd like to hear more - more of the same, and other programs. Also write to your local NBC station, and thank them for carrying the show, and make the same comments to them as to NBC. If your local NBC station does not carry the program, write and express interest. Maybe you can get them to carry it.

BRIEF HISTORY OF X MINUS ONE

Born 4/8/50 as DIMENSION X, it presented 26 new shows in its first season, which ended 9/29/50. The show returned 10/28/50 with a rerun, presented 5 more new shows and 2 more reruns before ending its second short season on 1/14/51.

The third short season began 6/3/51 and ended 9/29/51. In that final season it presented 16 shows of which 14 were new and 2 were reruns. DIMENSION X never returned. Less than 4 years later, NBC premiered X MINUS ONE which was DIMENSION X reincarnated. It ran virtually continuously until 1/9/58 when it broadcast its last program. During that long run, it presented 126 shows, of which 32 were repeats from DIMENSION X, and an additional 12 were reruns from within the X MINUS ONE series itself. Thus, without repeating even one story, NBC can choose from over 120 shows - enough for 10 years if broadcast at the rate of one per month. Science fiction writers most often featured on the show were Bradbury, Robert Sheckley, Simak, Murray Leinster, Robert Heinlein, Isaac Asimov, James E. Gunn, and Frederick Pohl. Most of the stories were published in Astounding Science Fiction &/or Galaxy magazines. Now, as then, your announcer is Fred Collins; and this is still N-B-C!

Bing!  
Bang!  
Bong!

TO: DOUBLE-R-RADIO, 505 Seeley Road, Syracuse, New York 13224.

Please send me the following old-time radio LP record albums:

_____	GREEN HORNET RECORDS @ \$ 4.50 each (no limit) =.....	\$ _____
_____	LONE RANGER RECORDS @ \$ 4.50 each (no limit) =.....	_____
_____	FIBBER McGEE & MOLLY ALBUM FM-1 @ \$ 3.00 (limit, 1 per order) =	_____
_____	FIBBER McGEE & MOLLY ALBUM FM-2 @ \$ 3.00 (limit, 1 per order) =	_____
_____	FIBBER McGEE & MOLLY ALBUM FM-3 @ \$ 3.00 (limit, 1 per order) =	_____
_____	FIBBER McGEE & MOLLY ALBUM FM-4 @ \$ 3.00 (limit, 1 per order) =	_____
	TOTAL FOR RECORDS ORDERED ABOVE.....	\$ _____
	+ Applicable NY State (& Local) Sales Tax (7% in Onondaga County).....	_____
	TOTAL. I enclose my check/money order in full payment , payable to DOUBLE-R-RADIO. No cash please!	\$ _____

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY, STATE, ZIP \_\_\_\_\_

THANK YOU FOR YOUR ORDER. LONE RANGER/GREEN HORNET RECORDS SHIPPED PROMPTLY. FIBBER McGEE AND MOLLY RECORDS SHIPPED TO ARRIVE IN ABOUT 4 WEEKS. REFUND MADE IF RECORDS UNAVAILABLE.

**RETURN WITH US NOW TO**

COMPLETE ORIGINAL OLD-TIME RADIO SHOWS!  
\*3000 1973 EPISODES BY  
**ETHEL AND ALBERT!**



**WCNY-FM 91.3**

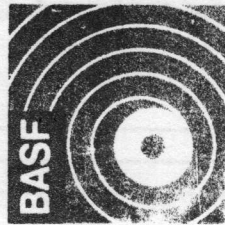
\*BIG BAND REMOTE BROADCAST EXPERIMENT!  
\*PRIMARY SURPRISE!  
\*SCENIC/COMEDY EXPERIMENT!  
\*MUSIC: ALLEN ROCKWELL!

**THE SOUNDS  
OF YESTERDAY**

AT SATURDAY and SUNDAY at 7:00 PM to 8:00 PM

DOUBLE-TAP RADIO... (Vertical text on the right edge of the page)

# AN IMPORTANT MESSAGE!



## BASF audio products

BASF AG, is the inventor of magnetic recording tape (it made its first reel way back in 1932). Since that time BASF AG and the BASF Group has continued to maintain its worldwide reputation for high quality of manufacture and performance. Today, the BASF Group continues to avail itself of extensive research.

BASF's latest development in tape technology is the new patented tape guidance system, Special Mechanics, now featured in all BASF cassettes.

(CONTINUED FROM ABOVE)

If you receive what you believe to be a defective BASF tape or cassette, return that tape or cassette (postpaid) with a description of the problem. If, on inspection, the tape is found to be defective, it will be repaired or replaced without additional charge. See letter page of this mini-flyer for more details on our switch to BASF, and the new order blanks enclosed for the new prices.

When they become readily available in quantity (which they are not yet), BASF cassettes equipped with the SM (Special Mechanics) feature will be used for all cassette orders, insuring even better performance, greater reliability, and longer trouble-free operation.

DOUBLE-R-RADIO PROUDLY SWITCHES TO QUALITY BASF TAPE FOR 100% OF ORDERS!

Effective immediately all cassette orders (yes, cassettes are back!) will be filled on BASF LH C-60 or C-90 Cassettes. Effective August 15, 1973, all reel-to-reel orders will be filled on BASF SP52 (1200') or LP35 (1800') tape. New prices are now in effect for cassettes and will be put into effect on August 15, 1973, for reel-to-reel orders. These prices represent slight increases, but then you'd expect to pay a little more for the very best.

We are so sure that you will be completely satisfied with the quality of the BASF tape, that we do not hesitate to make our unprecedented guarantee of satisfaction: All BASF tape is guaranteed against manufacturing defects in materials and workmanship. Also, all BASF cassettes are guaranteed to function flawlessly. Damage caused by abuse, misuse, negligence or mechanical failure of your equipment is not covered. (CONTINUED BELOW)

### BASF Reel-To-Reel Tapes

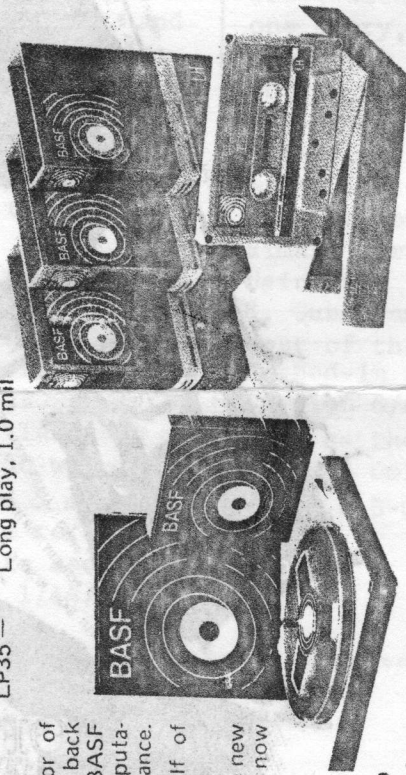
Superior recording tapes for every application

All BASF tapes have a Tensitized Polyester base and feature low noise formulation on standard tapes. Packaged in a permastore library box, BASF Reel-To-Reel tapes have a 36" green leader tape at start and a 36" red trailer tape and 5" sensing foil at end.

STANDARD

SP52 — Single play, 1.5 mil

LP35 — Long play, 1.0 mil



### BASF LH Cassettes

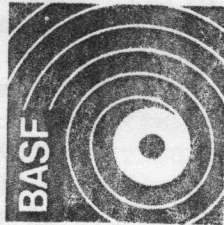
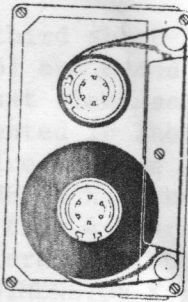
The ultra-low noise/high output cassette

Recognized as the industry standard, the BASF LH Cassette contains a truly low noise tape with a remarkably high output. The cassette, in a Perma-store library box, comes complete with mailing label and weighs under 3½ oz. BASF LH Cassettes are available in all popular lengths including C60, C90

### BASF Special Mechanics

The new patented tape guidance system is now featured in all BASF Cassettes

Designed to eliminate the mechanical problems inherent in conventional cassette transport systems, the exclusive BASF Special Mechanics System adds a new dimension in cassette reliability and fidelity. It assures jamproof operation, smooth, positive tape guidance and precise tape-to-head wrap that eliminates distortion, drop-out and wow.



**BASF SYSTEMS**





