

147.165 + (136.5 Hz) 443.500 + (127.3 Hz)

*The*  
**ANTENNA**

**The Brandon Amateur Radio  
Society Newsletter**

OVER 39 YEARS OF PUBLIC SERVICE TO THE BRANDON AREA  
BRANDON, FLORIDA, USA  
VOL XLIII, NUMBER 10 OCTOBER 2016

**Come to the Club Meeting Thursday October 20<sup>th</sup>**

Our meeting this month is at our usual location: Brandon Assembly of God 710 South Kings Avenue in the Annex. Things get underway at 7:30 p.m. when Doris WB9VDT bangs the gavel to start things off.

-30-

**October Program: Photographic Views of WWII/Cold War**



**Castle Square In Warsaw**

In August this year Betty Huth, Master Photographer, Photographic Craftsman (and XYL of Bernie Huth, W4BGH) accompanied her grandson Clayton Thompson and small group of US Naval Sea Cadets on a World War II/Cold War tour of central Europe. They visited Berlin, Warsaw, Krakow, Auschwitz, Prague, Munich, and Salzburg. Betty has condensed her 2700 photographs into a half-hour slide program which she will share with us.

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## From Radio and Television History *Who Was Betty Crocker?*

Probably all of us are familiar with Betty Crocker, the ultimate whiz in the kitchen. Her name has become a part of the American scene. It turns out that she was a media creation in the golden age of Radio. Betty Crocker was a fictional character used in advertising campaigns for food and recipes, originally by the Washburn-Crosby Company which we know today as General Mills, an American Fortune 500 corporation which owns the brand name and trademark. Betty epitomizes a motherly, caring and knowledgeable homemaker offering cooking and housekeeping advice. A portrait of Betty Crocker, first commissioned in 1936 and revised several times since, appears on printed advertisements and product packaging. On television and radio broadcasts, Betty Crocker was portrayed by several actresses, most notably by Adelaide Hawley Cumming from 1949 to 1964.

The character was first developed by Marjorie Husted in 1921 as a way to give a personalized response to consumer product questions. Described as an [American cultural icon](#), image of Betty Crocker has endured several generations, adapting to changing social, political and economic trends and environments. Apart from advertising campaigns in printed, broadcast and digital media, she received a number of cultural references in film, literature, music and comics. Adelaide Hawley Cumming appeared as Betty Crocker on television shows.

*Betty Crocker* programs first appeared on radio on local stations in 1924. The first network *Betty Crocker* broadcast was on NBC in 1926. The show remained on network radio until 1953; most of the time the program was on NBC or CBS, but it was on ABC from 1947 to 1953

-30-

**W4BGH**  
Bernard Huth  
14246 Creek Run Drive  
Riverview, Florida 33579

   
12972 2889

Grid: EL87vt  
CQ Zone 5  
ITU Zone 8

Confirming 2-Way QSO with UA5D					
YYYY-MM-DD	Time	MHz	Mode	RST	QSL
2014-03-28	1444	24.894	CW	599	Tnx

73 and thanks for the QSO - Bernie  
Alafia River  
Hillsborough County, Florida

Bernie W4BGH passed along some QSLs he has printed with a program known as Hamqslr (which unfortunately is no longer available). Enjoy.

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That wraps it up for this month. Have FUN with radio!  
After all, if it is not FUN, why do it?

**Keep in Mind Our Weekly Nets and Bulletins**

**Monday 8 p.m. The Two Meter Net 147.765 - 147.165 MHz Hosted by Doris Haskell WB9VDT**

**Tuesday 7 p.m. 6-meter Roundtable 50.200 MHz USB followed at 8 p.m. with the 10 Meter Roundtable 28.365 MHz USB**

**Send us your articles AND PICTURES! We do much more in the digital format! I would like to have pictures of BARS members and their ham shacks!**

**Remember to check out the BARS website:**

**[brandonhamradio.org](http://brandonhamradio.org)**