



AMICA International Automatic Musical Instrument Collectors' Association Honor Roll

Maurice Roy Wetzel 1897-1974

CONTRIBUTED BY MAURICE WETZEL. "I played a roll for Q.R.S. in 1915, and introduced Max Kortlander to Lee S. Roberts at the Q.R.S. recording studio in Chicago. I believe you know the rest of the story."

*In Who's Who in
Broadcasting 1938*

WETZEL, MAURICE SWABY, Chicago Manager, National Broadcasting Co. Radio Recording Division, Chicago, Ill. Born Grand Rapids, Mich., March 6, 1895; son of Helen Swaby (teacher) and Albert C. Wetzel (secretary-treasurer and sales manager of the Herold Bertsch Shoe Co.); attended Grand Rapids public schools, Grand Rapids Junior College, and University of Michigan; he enlisted in the Aviation Section of the Signal Corps. In 1921 he joined KYW, Chicago, where he staged the first commercial broadcast in that city; later he was director of WOOD, Grand Rapids, for two years and there pioneered in the development of sound effects; he then became announcer for WCFL, Chicago, and in January, 1928, joined NBC, Chicago; later he re-joined KYW, then became NBC Assistant Production Man-

ager in Chicago in 1933; in 1935 he became Chicago Manager of the NBC Transcription Service (now known as the NBC Radio Recording Division). Invented and developed synchronization for quantity production of QRS player rolls; wrote "Jazz Technique" (an instruction course on "how to play like the player rolls"); invented and developed certain aerial advertising methods (from airplanes, and by aerial bombs fired from mortars); pioneered in radio listener surveys; pioneered in radio recording since 1925, and made first electrical transcriptions in cooperation with the Brunswick Laboratories, 1927; holder of numerous patents in the field of sound recording; holder of patents in mobile color synchronization for films and television. Winner, Martin Medals (Michigan) for oratory and declamation.

New model of 'dancing colors' available

Color-TV engineering buffs who patiently paced the exhibit halls of the National Association of Broadcasters' conventions during the FCC freeze years of the early 1950's may recall one pioneer color product exhibitor who shared their anguished expectations—Maurice Wetzel, owner of Musicolor Inc., Chicago, and inventor of the machine that made colors dance to music. He is still in business and his machine is still dancing in infinite color variations.

Mr. Wetzel has announced a new compact model of the musical color effects machine. He is hopeful that perhaps after all these years 1965 really will be the year of color. Priced at \$385, only a fraction of

the cost of the earlier more complex models, the new unit is like the small color effects machine that he has been marketing to the dental profession for audio-video analgesia. It will synchronize to any music source and function in stereo too. Some 300 units have been sold to dentists.

Several years ago the machine was used by the Jam Handy Organization to produce background effects for color film commercials featuring Dinah Shore for Chevrolet through Campbell-Ewald Co., Detroit. A former broadcaster who for many years was salesman for RCA Taurus, Mr. Wetzel uses the Chicago address of P. O. Box 3576, Merchandise Mart.