
The WINDSHEET



 Newsletter of the NORCAL THEATRE ORGAN SOCIETY
 PO Box 27238, Oakland, California 94602-0438 510/644-2707

www.theatreorgans.com/norcal

August 2006



Kevin King at the Grand Lake Theater, Oakland

winding system of this massive instrument. His work at Berkeley continues as the instrument expands to 42 ranks.

Kevin is now in charge of tuning and tonal regulation.

Over the years, Kevin has performed concerts across the country. He has several times been guest artist at *Organ Stop Pizza* in Arizona; he has presented numerous concerts for the *Nor-Cal*, *Sierra*, and *Sequoia* chapters of the ATOS as well as a special concert for the *Rocky Mountain* chapter at the historic *Denver Paramount Theatre*. August 1993 took Kevin to the *Seanger Theatre* in Pensacola, Florida to present a concert for the *Gulf Coast* chapter of the ATOS.

Kevin was a featured artist at the 1990 regional ATOS convention in Fresno, California, at the 1991 national convention in San Francisco, at the 1992 regional in Sacramento, the 1994 national in Fresno, and the 1998 national in San Francisco. Concert trips have taken Kevin to Pasadena, Phoenix, Chicago, and the *Senate Theatre* in Detroit to play some of the more notable theatre organs across the country. At the 1994 convention Kevin became the first ever recipient of the *David L. Junchen Technical Scholarship*. This award, given by the ATOS, is to recognize and encourage further pursuit of technical excellence in theatre pipe organ maintenance and restoration.

Another long-time dream came true in 1993 when he became the owner of his own theatre pipe organ. This being the 3-manual Wurlitzer installed in the *Grand Lake Theatre* in Oakland, California. Over a 6-year restoration period, nine of the poorer quality ranks of pipes, and
 (continued on Page Three)

NorCal members, their guests and the general public will be entertained on Saturday morning, August 5th, by our very own NorCal TOS Chairman, Kevin King, at his own 3/18 Wurlitzer at the *Grand Lake Theater* in Oakland, beginning at the early hour of 9:00 a.m.

As a native of the San Francisco Bay Area, Kevin grew up surrounded by a great many Theatre Organs. Some in theatres, many in pizza parlors. All that early exposure made a permanent impression. As a teenager, he studied with a number of notable organists throughout the area.

Kevin's introduction to the true *in theatre* sound of the theatre pipe organ came from the 25-rank Wurlitzer of San Francisco's famed *Avenue Theatre*. Soon Kevin joined the staff at the Avenue, playing the pre-movie concert spot. In 1981 Kevin became organist at *Ye Olde Pizza Joynt* playing the 3/13 Wurlitzer. In June of 1982 Kevin was asked to take over the position of chief organist at the *Bella Roma* pizza restaurant in Martinez, California. June 2006 marked the end of his 24th year performing at the *Bella Roma's* 3-manual, 16-rank Wurlitzer.

Kevin is kept very busy as a member of the Nor-Cal chapter organ crew at the *Berkeley Community Theatre*. He played a key role in restoring and installing the chapter's 4/37 Wurlitzer. Among many responsibilities was designing and fabricating the

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When emailing, include ATOS in the subject line. Otherwise, if you are unknown to the recipient's computer, its SPAM filter may divert your mail.

Tom Hazleton

Remembrance at BCT



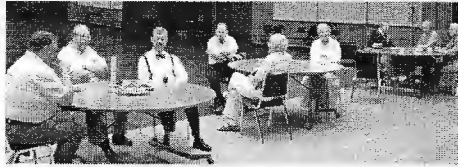
On Sunday, July 9, 2006, NorCal held a fond remembrance celebration of the life of our friend, the late G. Thomas Hazleton, by replaying on our computerized relay some of his memorable concert performances at the Berkeley Community Theater for an informal and respectful audience.



Both of our consoles were brought onstage so that his early concerts could be heard with all the settings of the Toledo console, and his later ones on the Center Theater console. NorCal Program Chairman Gordon Pratt announced, between concert replays, and provided some personal insights into Tom's life and career. A silk floral arrangement in a whimsical monkey vase was provided by Eloise Bouye and placed on the console bench, as a reminder of our departed friend who occupied that bench on so many occasions.



To hear a Hazleton concert anywhere was always a joy, and especially so on NorCal's big Wurlitzer, so it was a unique privilege to be able to hear the wide range of Tom's repertoire, as selected from four different concerts here.



CHAIRMAN'S WINDLINE

Hello NorCal members!

Just for fun, the following is a puzzle for all of you. It is a paragraph about NorCal and our wonderful Wurlitzer organ. Figure out what is special or unusual about the following paragraph. Read carefully, look carefully. It's (hopefully) not spelling errors, but it is one specific thing having to do with the English language. Get busy:

NorCal owns a grand organ that contains a lot of highly unusual stuff; things such as a *Cor Anglais*, *Viola Diapason*, *Tromba*, *16-foot Gamba* and *16-foot Solo String*. Many kind individuals put thousands of hours, dollars, and untiring labor into our organ. So ... do you know what is so unusual about this paragraph so far? This also counts as part of it ...you might want to look at it again. No hints from yours truly, your chairman. It's not misinformation, it's fairly obvious. I'll go on... Our club has brought us amazing artists who fly in from far away to play for our group. Our *Mighty Wurl* organ is still growing, and not too long from now, will contain forty two ranks. Okay, this puzzling paragraph is now officially through!

Well, what's the answer? If you can't figure it out, check the back page of the Windsheet for the answer. By the way, this was not easy to do, give it a try. It's fun.

Kevin

UPCOMING EVENTS

August 4, 2006 FRIDAY (7:30 p.m.):
Stanford Theater, Palo Alto: *Silent Film*,
Diary of a Lost Girl (1929) accompanied
by Dennis James.

KEVIN KING
AT THE GRAND LAKE THEATRE, OAKLAND

August 5, 2006 SATURDAY (9 a.m.):
Grand Lake Theatre, Oakland: *Public
Concert*, Kevin King at the console of his
3/18 Wurlitzer. \$4 donation requested.

August 18, 2006 FRIDAY (7:30 p.m.):
Stanford Theater, Palo Alto: *Silent Film*,
Safety Last (1923) accompanied by
Chris Elliott.

September 1, 2006 FRIDAY (7:30 p.m.):
Stanford Theater, Palo Alto: *Silent
Film*, *Phantom of the Opera (1925)*
accompanied by Dennis James.

September 10, 2006 SUNDAY (5 p.m.
and 7 p.m.):
Angelino's, San Jose: *Silent Film*, *The
Mark of Zorro* accompanied by Dean
Cook on the 3/13 Wurlitzer. Reservations
are required. Call (408)243-0655

OPEN
CONSOLE
Hosted by
Chris Nichols



This is an opportunity for NorCal members to try their hand at playing the Chapter's Wurlitzer at the Berkeley Community Theatre. When the theatre is available, these sessions run from 1:00 to 5:00 p.m.. The next scheduled dates are Sunday, August 20th and Sunday, September 3rd.

Open Consoles are informal and our genial host, Chris Nichols, ensures that any NorCal member feels comfortable. He lends help and support to anyone who needs it. Depending on how many members are present, each has one or more 15-minute sessions at the console.

Important: Call the NorCal voice mail at (510) 644-2707 on that Sunday morning to confirm theatre availability. If there will be Open Console, enter via the back-stage door at 1930 Allston Way.

(Kevin King continued from Page One)

some percussions have been replaced with vintage Wurlitzer components and the instrument has grown to 18 ranks. Kevin re-premiered it at the 1998 ATOS national convention. His CD recording *On The Lake* was recorded on his 'new' old Wurlitzer at the Grand Lake Theatre.

As if all of this weren't enough, 8-years ago he completed his teaching credential at Cal State University. Kevin is about to begin his 7th year of teaching, currently he is teaching 5th grade elementary school in Walnut Creek, California. 🎵



Angelino's rises like the Phoenix – Silent films

With its restored blower and electrical system, the 3/13 Wurlitzer at *Angelino's* restaurant in San Jose is once again able to be used to accompany vintage silent films. On **Sunday, September 10th**, at **5:00 p.m.** and again at **7:00 p.m.**, **Dean Cook** will score the classic 1920 silent film, **The Mark of Zorro**, starring **Douglas Fairbanks** and **Noah Beery**.

Reservations are required for all silent movie showings at Angelino's due to the size of the house and limited seating, and no coupons are accepted. Call (408)243-6095.



Hazleton Memorial Concert, Sept. 17th

Sunday, September 17th, 2006, 2:30 p.m., **Jackson Borges**, organist.
Presbyterian Church of Los Gatos
16575 Shannon Rd Los Gatos
408-356-6156 <www.pclg.org>



EDITOR'S RAVINGS

[Last month I wrote about commercial jingles from the early 1930's to WW II. Now let's continue:]

Before continuing, though, I want to acknowledge a couple of early jingles pointed out to me by **Ray Taylor**: there was a gasoline retailer in the 1930's called **Gilmore** and they had a jingle that ended with "...Roar with Gilmore!" followed by the sound of a roaring lion. Ray also reminded me that the **Wheaties** jingle, "Have you tried Wheaties? It's whole wheat with all of the bran" was used on the **Jack Armstrong (the All-I-I American Boy!)** radio show.

As WW II ended, we heard the **Chiquita Banana** song ("...Bananas grow in sunshine at the Very, Very tropical Equator, So Never, Never put bananas, In your refrigerator!").

I think many of us will remember the tune, and perhaps even the words, to the **Brylcream** jingle: "Brylcream, a little dab 'Il do ya', Brylcream, you look so debonair! Brylcream, the gals will pursue ya'-- they love to get their fingers in your hair!"

Or the **Alka Seltzer** jingle, "Plop Plop, Fizz Fizz, Oh What A Relief It Is!"

1951 gave us **Halo, Everybody, Halo (shampoo)** and one of my favorites, "Use **Ajax**, buh-buh, the foaming cleanser, buhbuh-buhbuh-buh-bhu-buh, Floats the dirt, Right down the Drain."

Pepsodent toothpaste had a popular jingle that premiered in 1956, "You'll Wonder Where the Yellow Went, When You Brush Your Teeth With Pepsodent...Pepsodent...Pepsodent." Pepsodent sponsored the **Amos 'n' Andy** radio show for awhile, and I believe the jingle was used on that show.

Did you ever notice that the familiar **Rice-a-Roni**, the **San Francisco Treat** is actually taken from the melody of a 1923 song called **Barney Google?**

I'm sure we all remember "See the USA in your **Chevrolet**", as sung by **Dinah Shore**, that taught us all how to pronounce **Chevrolet!**

Around 1960 we began hearing that bouncy **Maxwell House Coffee** jingle that was based on two contemporary compositions called **Perky** and

Percolabligato.

And who could forget the 1963 jingle, **I wish I had an Oscar Mayer Weiner** ("My baloney has a first name...")?

Budweiser had a hit with "When you say Bud-weiser... You've said it all!"

A twist on basing a jingle on an existing song came in 1971 when the tune of **I'd Like To Teach the World To Sing** ("In Perfect Harmony") was popularized as a song after its success as a **Coca Cola** jingle.

Do you remember **Like A Good Neighbor** ("State Farm Is There") from 1976?

"Intel Inside" music by Walter Werzowa is not exactly a jingle, but I found its history interesting, as cited on the web site <www.classicthemes.com>:

[this 4-note logo is not found listed in Library of Congress copyright files; composer credit from article in the *National Enquirer* magazine, issue of March 20, 2001.

It is, however, found in the US Patent & Trademark records as an INTEL Corp. Trademark #75332744; filed on 7/29/1997 with its first use in commerce listed as 1994; it is described as follows:

"The mark consists of a five tone audio progression of the notes D Flat, D Flat, G Flat, D Flat, and A Flat."

There's a web site that has many radio and TV jingles available to preview or download (for a fee)—you can even use them as ring tones on your cell phone!

<http://www.audiosparx.com/sa/display/sounds.cfm/sound_group_id.260>

One last personal remembrance: the Tom Mix opening theme, sung to the tune of **When It's Roundup Time in Texas** (or **When The Bloom Is On The Sage**), "**Shredded Ralston for your breakfast Take a Tip from Tom, Go and Tell Your Mom, Shredded Ralston Can't Be Beat!**" And we worry these days about the media influencing children?

OTHER VENUES

Angelino's, 3/13 *Wurlitzer*, 3132 Williams Rd, San Jose, CA. Fridays & Saturdays, 6 to 9 p.m. **Dean Cook**. (408) 243-6095.

Bella Roma Pizza, 3/16 *Wurlitzer*, 4040 Alhambra Ave., Martinez, CA. **Dave Moreno**, **Bob Reichert** or **Kevin King** at the console. (925) 228-4935.

Castro Theatre, 4/22 *Wurlitzer*, 429 Castro St., SF, CA. Intermission music played daily by **David Hegarty**, **Warren Lubich**, **Mark Putterbaugh** or **Harry Garland**. (415) 621-6120. <www.castrotheatre.com>

Grand Lake Theatre, 3/18 *Wurlitzer*, 3200 Grand Ave., Oakland, CA. Intermission music: **Warren Lubich** (Fridays) & **Kevin King** (Saturdays). (510) 452-3556.

Palace of the Legion of Honor, 4/63 E. M. Skinner, Lincoln Park, San Francisco Presidio. Saturdays and Sundays from 4:00 to 4:45 pm. Free after museum admission. **David Hegarty** plays an *Organ Pops Concert* on some weekends, other artists play classical concerts on other weekends. (415) 750-3600.

<www.legionofhonor.org>
Paramount Theatre, 4/26 *Wurlitzer*, 2025 Broadway, Oakland, CA. Public tours on first and third Saturdays of month at 10 a.m. (510) 465-6400.

Stanford Theatre, 3/21 *Wurlitzer*, 221 University Ave, Palo Alto, CA. Silent films with organ accompaniment by various artists on Friday evenings. See

Upcoming Events. (650) 324-3700.

<www.stanfordtheatre.org>

Towe Auto Museum, 3/15 *Wurlitzer*, 2200 Front St., Sacramento, CA. Free Sunday concerts with Museum Admission (exceptions, Sierra Chapter concerts).

<www.sierrachapterATOS.org>

Visalia Fox Theatre, 4/22 *Wurlitzer*, 300 W. Main St., Visalia, CA. (559) 625-1FOX (1369).

OTHER CHAPTERS

Sierra Chapter, Sacramento, CA
<www.sierrachapterATOS.org>

September 22 at 8:00 p.m.

An Evening of Comedy Shorts

Ken Double at the *Towe Auto Museum*.

October 27 at 8:00 p.m.

Sierra Chapter Silent Film

Paul Quarino at the *Towe Auto Museum*.

November 12 at 2:00 p.m.

Ninth Annual George Wright

Memorial Concert

Jelani Eddington at *Grant Union High School*

Mount Shasta Chapter TOS

Contact Al Schoenstein
(DSchoen940@aol.com)

Santa Barbara Chapter TOS

Los Angeles TOS

<www.LATOS.org>

Orange County TOS

<www.octos.org>

San Diego Chapter TOS

Cell Phone Courtesy

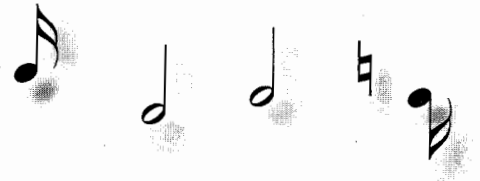
We respectfully suggest the following rules of etiquette for cell phone users, adapted from *Opinion Digest*:

1. **The person you are with is the most important person to talk to.**

Utilize the caller ID feature for screening options. You may decide to let voice mail take the call and return the call at a more appropriate time.

2. **Turn off your phone during public performances or while in public places.** Form the habit of *checking* whether your phone is turned off whenever you are someplace where its ringing will annoy others.

3. **Don't engage in cell-yell.** Most devices have sensitive microphones that can pick up even a whisper. There is no need to speak louder on your cell phone than you would on any other telephone.



Answer to Kevin's puzzle: The paragraph does *not* contain the letter "e" which is the most common letter in the English language.

MEMBERSHIP APPLICATION

NORCAL THEATRE ORGAN SOCIETY, Inc.

A Chapter of the American Theatre Organ Society

ATOS is dedicated to promoting the tradition of the theatre pipe organ and public understanding and appreciation of the instrument and its music, and shall aid in any way possible the preservation of theatre organs through rehabilitation of instruments and fostering the arts of playing, building, voicing and maintenance. If you would like to join us, please write or call:

Mr. Neal R. Wood at (415)861-7082 <nealwood@pacbell.net> , PO Box 27238, Oakland, California 94602-0438.

Your Name: _____ Your Spouse's Name: _____

Address: _____

Phone: _____ Occupation: _____

Dues are \$20 for NorCal TOS and an additional \$40 for National ATOS (\$60 total) per year for full voting membership and subscription to *Theatre Organ* the six-times a year glossy journal of ATOS. Spouse and children living at home may be included in your membership. We hope you will join us to help preserve and enjoy these great instruments.