

A PERSONAL MESSAGE: I received quite a bit of mail commenting on the article about the Cinnamon Bear written by John Gatto. All took the opposing viewpoint and one of the letters will follow. Plans for the second East Coast Radio Convention are well under way. Details will also follow. The important thing is to get your money in as soon as possible.

TITLES AND DATES: Some dates for a few INNER SANCTUM FOLLOW: Terror by Night 10/2/45... Magic Tile 3/8/48... Cause of Death 12/6/48... Murder faces East 12/13/48... Between two Worlds 12/20/48... Murder Comes to Life 1/10/49... Mark my Grave 1/17/49... Deadly Dummy 1/24/49... All of these are being circulated..... Don Koehnemann, 811 Bristol Ave, Westchester, Ill 60153 has 3 tapes of STARS IN THE AFTERNOON. All have different portions of the 2 specials, CBS Stars in the Afternoon and NBC Parade of Stars. Many portions are identical but each version has unique material. Can anyone entangle the mess.

RESPONSE TO THE CINNAMON BEAR by George Fowler, Kirland, Wash..... As to the Cinnamon Bear, both my wife and I were raised on this yearly broadcast in Portland, Ore and loved it dearly. We hung on each night to hear the latest chapter and could hardly contain ourselves till the next night. It may be somewhat lesser in quality than OZ or of a lower intellectual level than Pogo but it still enthralls young children, even today. My own daughters, 8 and 10 have listened to it and found it enormously suspenseful on their own level. They clamor for more even today with TV available to them. Because of all this I find it hard to denigrate the Cinnamon Bear. It never pretended to be a classic not aspire to the level of Chaplin films, Milton Cross and the Met or Information Please. It was designed to entertain and I feel it succeeded admirably in that vein. I'm glad Mr. Gatto is such a self-proclaimed critic and aficionado of children's classics but I think he's missing the boat. And I feel sorry for him, never (presumably) having had the chance to marvel over the Crazy-Guilt Dragon or the countless other characters the series had. Rather like having to grow up without a bicycle or a pet dog.

DEATHS: Oscar Levant, 65, Aug 4th, 1972. As an expert on music and many other things, Levant was a panelist for 10 years on INFORMATION PLEASE... Walter Gorman, 56, Aug 6th. Gorman was a network radio and television director, directing such shows as the KATE SMITH SHOW, DUFFY'S TAVERN, YOUNG DR. MALONE, GUIDING LIGHT.

PUBLICATIONS AND ACTIVITIES: Joe D Siclari, 1607 McCaskill Ave Apt 9, Tallahassee, Fla 32304 puts out a sf and fantasy fanzine. It is published irregularly, is \$2.00 for 4 issues. It is called Unter Helios and is a magazine of articles, not ads. Joe welcomes articles on all topics including old radio... Al Getz, 128 Gordon Rd, Schenectady, NY 12306 wants to know if anyone knows about Record News which used to be at 2098 Yonge St, Toronto, Ontario... Write Don Maris, Box 2513 Norman, Okla 73069 for information about the Radio Preservation Club. Their main purpose is to find ET'S... John Dunning recently had an article printed in the Dodge News Magazine about old time radio. It goes to owners of Dodge cars...

EAST COAST CONVENTION: So far about 30 people have sent in their \$10.00 to the convention in New Britain on Oct 28 and 29th, 1972. If you are thinking of coming send in your money as soon as possible. De-



\$3.50 IS DUE FOR ANOTHER YEAR IF THE BOX IS CHECKED

tails should be in your hands by now. If not write Sal Trapani, Box 377, Seymour, Conn 06483. Dinner tickets for the 28th are \$10.00. Supporting and daily membership is \$2.00. Guests include Raymond Edward Johnson, William Spier, Charles Michelson, Richard Dana, Peter Donald, Bob Hastings, Joe Franklyn, and possibly Paul Lukas. Get your money in right away. Costs are mounting up. Try to get money in by Sept. 30th.

CATALOGS-NEWSLETTERS: Received latest issue of flyer from Allen Rockford, 505 Seeley Rd, Syracuse, NY 13224. Besides listings of shows it has many articles of interest including "For a Dime and a Boxtop" by Robert Hawkins, originally in March issue of Sound Engineer.

LOGS AND MORE LOGS: Received 2 days after August issue went out complete SHADOW log from 1939-54, complete with authors. Write to Pat Murray, 1756 Washtenaw Rd, Ypsilanti, Mich 48197. It is \$2.25 plus 10c if you want it sent folded once. It is worth it. Pat contributed an article about the Shadow later. He is currently working on logs for TARZEN, GREEN HORNET, SHERLOCK HOLMES, MR. CHAMELEON. Write if you can help him...Ray Stanich has partial logs of several shows including INNER SANCTUM, QUIET PLEASE, WHISTLER (47-48), MOLLE MYSTERY THEATER. Ray will send them for a SASE if you are seriously interested in trying to complete the logs. Ray will also be working on logs of GRAND HOTEL, DOC SAVAGE, QUIET PLEASE. (173 Columbia Heights, Brooklyn, NY 11202)...Mike Edwards, Jacob Lane, Milford, Mass 01757 (new address) is working on Cavalcade of America log...Marion Wedin, Box 5184, College Station, Texas 77840 has a complete log of MERCURY THEATER 7/11/38-3/10/40. First program sponsored by Campbell's Soups was 11/6/38. Just send Marion a SASE. He is also slowly working on a Fibber McGee and Molly log...

QUIZ: Anyone wishing to submit a cover for Hello again may do so. Either send it on a stencil usable by AB Dick mimeograph or send it on 8 1/2 by 11 paper and my son, Jeff, will copy onto a stencil.

Because of limited time and often several people getting the most answers right in my quiz, I am limiting my monthly prizes to two people. In cases of ties the earliest postmark will make the difference as it did for the July quiz. Also if you win 3 times in one year, you are ineligible for three months. This is to get as many different people as possible winning tapes. Ten people answered July's quiz with Allen Rockford the first one received getting 11 right and Ellen Robinson getting 10. Both have won it for the second time. ANSWERS: 1. Strange Dr. Weird and others 2. Ish Kabbible 3. Skee-zix in Gasoline Alley 4. David Harum 5. F Crumit and J Sanderson 6. My Favorite Husband 7. Chad Remington, Doc Rios, Lawyer 8. Red Ryder 9. Sam Newman (Kitty later bought into it and finally owned it outright. Sam always stayed as bartender) 10. Mastered Whistler theme...Keep sending in answers to August quiz.

SEPTEMBER QUIZ: 1. Who had the action-packed expense account? 2. What was theme of Hartz Mountain Canaries 3. What show was about a Chicago newspaper columnist 4. What was the theme of Sherlock Holmes when it was on for Petri Wines 5. What short-lived show was on 6/7/41-9/27/41 on NBC, Sat 6. Where was the Cafe Tambourine and who hung out there 7. Where did Life of Mary Sothorn take place 8. Who was the organist for Counterspy 9. What was the name of the dog in Ethel and Albert 10. What 2 persons are on Guiding Light (TV) now that were also on the radio version

PERSONALITIES: Irene Wicker, who began her Singing Lady program on WGN, Chicago, more than 40 years ago, still does the children's over WNYC-AM-FM each Sunday at 8:30 (New York)...Ray Stanich wants to know if anyone can verify if Gale Gordon, the actor, also was the same person who wrote 10 First Nighter Shows in 1931 and 12 in 1932, one Grand Hotel script in 1935, plus the play "The Jungle's Claws" in 1933. Author was living in Park Ridge, Ill at the time...

TAPE DECK: Rex Bills reminds us that certain tape recorders can have the speed varied with a 500 Watt Variable Voltage Control. Although most machines now have hysteresis motors some older Sonys and a few others have induction motors. Speeds of these machines can be slowed or speeded up with this voltage control readily available at Radio Shack...Bob Torson tells us that the October issue of Radio-Electronics will have an article on 3 noise reduction systems that may be of interest. They are the Dolby, Norelco, and the Kenwood.

LET THE BUYER BEWARE: Tom Cole, Nostalgia in Miami, Jim Harmon (very slow), Richard Casciello, Wil Dufour, Dwight Lindley (slow), Owens Pomeroy. Does anyone know whether Luther Sies is still trading.

SUSPENSE LOG: Still looking for correct shows for certain dates. I hope when I get them to completely revise the log. The dates are: 6/54-10/54...8/58-12/58...8/2/55-8/30/55...9/6/59-9/27/59. Can anyone help. I have conflicting information for these dates

COLLECTORS LOG: Still have many copies of the first supplement available for a BASE. If you aren't in it send in your name, address, age, number of shows, job, and special programs interested in.

NEW ADDRESSES: Mike Edwards, Jacob Lane, Milford, Mass 01757...Jack Warden, 2217 Yelm Rd, Olympia, Wash 98501. According to George Fowler who talked to Jack most of his collection was stolen from him...Steve Lewis (after Oct 1) 62 Chestnut Rd, Newington, Conn 06111

HERE AND THERE: Old Friends; Steve Lewis wants to trade tapes for pulps and older comics...Mike Edwards is looking for the following LUX RADIO THEATER: You Can't Take it with you, I Remember Mama, Life of Riley, Alibi Ike, Captain Horatio Hornblower...Robert Deckelman, 4 Ziola Ct, Novato, Cal 94947 is looking for Don Winslowe, Crime Dr, and complete copies of Ben Bernie in very good condition. (I haven't located any of the first 2-has anyone?)...Due to illness in the family Sylvia Brunson will have to limit her trading to present commitments until Jan 1st...Al Getz is looking for old records including opera on tape...Because of lack of time Miller Hahn will be unable to trade for a while...Bob Vito recently returned from a vacation and will be a while before he gets caught up. Please be patient. (It is a good idea to write to me if this is the case, especially if you are on the collectors list and get a lot of inquiries...Contact Gary Dudash if you have some of Don Maris's 4-track reels. He would like to trade for them (110 Montgomery Ave, No Babylon, NY 11704...Bill Smerekanicz, 47 Benham Rd, Seymour, Conn 06483 is looking for a show entitled OUR SECRET WEAPON Rex Stout was the announcer. It was a weekly show on CBS in 1942.

NEW FRIENDS: Charles McDonald, Box 92, Lakeland, Fla 33802...TSgt Geary Johnston, Pacific Stars and Stripes, Box 15, APO San Francisco 96303. Geary besides collecting shows, is interested in obtaining pictures of Larry Haines, Lawson Zerbe, Robert Reddick, Chris Carey, Cathy Lewis, Howard McNear, Barbara Weeks, Harry Bartell, Barney Phillips...Joe Riesselman, 3536 Keymeer Dr, Dubuque, Ia 52001...Bryce Segar, Box 77,

Oakdale, Wisc 54649...Fred Case, 2010 Iverson St, Hillcrest Heights, Md 20031...

NEW PROGRAMS: In or soon to be in my collection: Charlotte Greenwood Show, several new Columbia "workshop from Roger Hill, some ESCAPE and SUSPENSE, another Benny 5/30/37 with Detective O'Benny, Lights Out-Superfeature 4/6/43,..George Fowler, 12008 NE 140th St, Kirkland, Wash 98033 has several new ON SAFARI from South Africa...Also coming is ETHEL MERMAN SHOW, FRANK BUCK, THAT BREWSTER BOY, several new WITCH'S TALE from Don Brush, HOLLYWOOD CANTEEN

RADIO IS ALIVE AND WELL: Does anyone know how to get in touch with Tom Reed from Spokane who has a package of programs for radio stations including AMOS AND ANDY. If so write Dallace McLennan LL, 1818 Robin Hood Rd, Winston-Salem, NC 27104...WOI-FM, Ames, Iowa, SHADOW and GANG-BUSTERS on Saturdays at 11:00...Chuck Schaden is into his third year with his program "Those Were the Days" on WLTD, Chicago. Offshoots are a Memory Club and now Chuck is hosting 2 excursion tours of Hawaii and British Isles. Good luck...New syndicated special is Grandma's Old Radio produced in Hollywood. It is a 6-hour special for radio stations of old time radio...According to a survey conducted by Charles Michelson reported in "Television/Radio Age, August 7, 1972, of the 482 stations carrying some of his shows, 96% have sponsors. The SHADOW was the most aired show with the Lone Ranger and Gangbusters in that order...

THE FIRST COMMERCIAL: In The New York Times, Aug 28, 1972 was an article celebrating the fiftieth anniversary to the day of the first commercial. It was on Aug 28, 1922 on WEAJ. For the sum of \$50, Queensboro sponsored a 15-minute talk about a cooperative housing development, or a tenant-owned system of apartment homes in Jackson Heights, Queens, called Hawthorne Court. Perhaps their success can be measured by the fact that these buildings-between 35th and 37th Ave and 76th and 77th St-still exist as successful cooperatives. Apres ca, le deluge.

TARZEN AND JANE: The Long Island Press, Aug 28th, 1972 had an article about James Pierce and his wife Jane Burroughs Pierce who recently celebrated their 44th anniversary. Pierce, now 72, does his swinging with golf clubs rather than grapevines. Pierce was the 4th of 15 screen Tarzens. James and Joan, daughter of Edgar Rice Burroughs, starred in the syndicated TARZEN radio show. It was a 15-minute serial, broadcast 3 times weekly in 1932 and lasted for 364 episodes. It was the first sustained "canned" show-on discs rather than tape-in an era when live radio was the norm. Although some people predicted failure for that reason the show ran from 1932-34. "It was a beautiful love story," says Mrs. Pierce. "It was a clean story. There was no obvious sex, just pure love."

LAST MINUTE NEWS AND TIDBITS: Don Boates, 7411 SE Knight, Portland, Ore 97206 would like to start a round robin of traditional jazz. Also would like to start one that specializes in radio shows that center around a dance band such as Kay Kyser...John Scheinfeld's new address: Oberlin College Mailroom, Box 2360, Oberlin, Ohio 44074...Tom Alexander's new address: 8923 Tamar Dr, Columbia, Md 21045...Phyllis Keller, Box 273, Escalon, Cal 95320...Gary Dudash wants any BOSTON BLACKIE starring Chester Morris...John Olsen has some new shows: 12 Mr. District Attorney with David Bryan; Great Gildersleeve, Walk Softly Peter Troy; Amos and Andy (at least 1 reel of each-3 of Gildersleeve...2229 SE Pine St, Hillsboro, Ore 97123)...John Olsen and Gordon Gentry have formed Columbia Tape Services and distribute Oregon Magnetic Tape. I have tested it with good results. A full description follows:

THE SHA DOW AND BLUE COAL b Pat Murray...The Shadow, one of the most enduring programs on radio, owed its longevity in part to its long association with the Delaware, Lackawanna and Western Coal Company-makers of Blue Coal, America's finest anthracite, and their advertising agency Ruthrauff and Ryan. The Shadow was first introduced as the announcer of Street and Smith's Detective Stories in 1931 but soon became so popular that he took over the show the next season. Its first sponsor was Hatchmaker (whatever that was) but in 1932 was first sponsored by Blue Coal, so named because it was dyed blue to distinguish it from other anthracites. That concern had been an early radio sponsor, previously presenting the Blue Coal Minstrels and then Radio Revue. During the ensuing period, the character of the Shadow was altered somewhat while being portrayed by Frank Readick to that of a villain on a wide scale committing deeds like bombing New York and gassing Los Angeles. Since sales did not meet desired increases, however, D, L & W dropped the Shadow in favor of a comedy-drama series-Little Italy-in 1933, followed by another season with the Shadow, dropping it again to sponsor Vanishing Voices, a pseudo-scientific drama of a time machine device...For advertising purposes, they had yet to come up with their desired goal-a radio entertainment with an individual character; a show with a tag line such as the Lone Ranger's "Hi-yo Silver" or Joe Penner's "Wanna buy a duck?" which would become identified with their product. Interviewed in 1939, William Malone, D, L & W's advertising manager, said that while discussing their plans for the 1937 radio season with their agency, "It suddenly hit us that in the discarded Shadow, we'd had just the thing in his unholy laugh and his whispered 'The Shadow knows.' " The program, which had been serialized by transcription the previous year, was then restructured into the format now best remembered with The Shadow as the main character-a hero, not a villain. Top writers including Arch Oboler and Ellery Queen were hired to develop scripts. Prestige acting was obtained in the person of Orson Welles in the lead role and other members of his Mercury Theatre group in support. The result was that in the first year, it became the most popular daytime ½ hour on radio-a position it held for many subsequent years. Blue Coal in its turn experienced sales increases between 10 to 25% at a time the anthracite market was in general decline. All this was done on an advertising budget of less than \$60,000 a year. Outside the Blue Coal marketing area, the show was made available through MBS or transcription. The latter were changed to serial format being distributed through Charles Michelson Inc., its present day syndicator...Welles was replaced after his War of the Worlds broadcast by Bill Johnstone who played the lead until 1943. At that time Bret Morrison assumed the lead role and played it until the show left the air in 1954. Blue Coal continued its sponsorship until 1949 when the anthracite market collapsed, although ratings were still high. The program continued under the aegis of Grove Labs, Wildroot, and others but radio itself was now in general decline. The final Shadow adventure, "Murder by the Sea," was broadcast December 26, 1954 and replaced the following week by Rin Tin Tin, another old favorite temporarily revived by TV. Television, however, could not come to the Shadow's aid for he had existed best for 23 years in the mind of the listener....(I'd like to add again that this article is the result of many hours of research by Pat and because of the efforts of Pat, Ray Stanich, Don Fellow, Marion Wedin, Roger Hill, Fred Dickey and others, many more logs will be forthcoming-ed)

COLUMBIA TAPE SERVICES has been authorized by Oregon Magnetics to offer a special short term sale on their top quality recording tape. This is a very good quality 1800 ft. mylar recording tape that tests superior to Scotch 150 and is comparable with the new Sony 3LH-180. It normally sells for \$1.65 per reel in cases of 50 reels, but is reduced in price to \$1.20 per reel when bought by the case through September. Postage and handling is still \$5.00 extra per case. Smaller amounts are also available as follows: 25 reels @ \$1.25. plus \$3.75 for postage and handling, or 10 reels @ \$1.30 plus \$2.00 for postage and handling. All orders must be received by September 30 and will be mailed out on October 10. All orders arriving after this date will be subject to the return to normal prices, and all checks will be returned or held at customers request until necessary additional funds arrive, all checks should be made payable to: Columbia Tape Services, Rt 2 Box 1304, Camas, Wash 98607

CALL FOR PHILIP MORRIS: excerpts from National Tattler, Philadelphia, 7/30/72...Johnny Mirkin is still a 4-foot 6-inch dynamo who will, upon request, throw back his head and "Call for Philip Morris." And the Golden Era of radio lives on-at least at Nick's Roast Beef Restaurant in Philadelphia where "Little Johnny" works as manager...Johnny became part of the enchanted world of radio in the early 1930s. He was working as a pageboy at a theater near his Philadelphia home when a Philip Morris Co. executive discovered him. The cigaret company had decided the original midget bellhop used in their ads-Johnny Roventini of Brooklyn-couldn't cover the whole country and they were in search of another Johnny to back him up. Mirkin was asked to travel to New York for try-outs and got the job...He dropped out of high school and served as the Philip Morris representative at functions up and down the East Coast... After leaving Philip Morris, Johnny headed for Hollywood on a movie career in midget roles. But people don't remember Johnny from his film career-they all think of him as that midget bellhop chanting, "Call for Philip Morris."

MORE TIDBITS: Mel Shlank again apologizes for the long delays in sending out blank tape. Instead of folding up the operation Bill Smerkanicz is going in as a partner. Mel is busy 18 hours a day starting a cable television franchise and Bill, with more time, will get the orders out within a few days. All orders in now should be processed within a few days of your receipt of this newsletter. If you want a price list of blank tape write Mel, 553 Howellton Rd, Orange, Conn 06477 ...Joseph Andolina Jr, 132 Madison St, Franklin Square, NY 11010...The 9/4/72 issue of Broadcasting list 4 ads for distribution of radio drama: Michelson-The Shadow...Gene Kellenberger-The Cinnamon Pear...Western Communications-The Swindlers, a 5-minute dramatized series based on cases from The FBI, Postal Service, etc. of swindles and con games... Lum and Abner Distributors-Lum and Abner.....Just received a copy of THAT BREWSTER BOY, slightly edited, no closing in very good shape. It was part of the Same Time-Same Station series of KRLA...Stuart Weiss, 430 Ocean Parkway, Brooklyn, NY 11218 is looking for LUX RADIO THEATER, Burlesque; with Al Jolson and Ruby Keeler.

THAT'S it for now. It's Sept. 9th and most of you should have these by Tuesday. Keep the information coming in, especially new finds, deaths etc. Spread the word and come to New Britain in October. I plan to see you all there. Mention Hello again when writing to someone mentioned.

HANG BY YOUR THUMBS, WRITE IF YOU GET WORK, HELP A BEGINNER.

Jay Hickerson, 6 Koczak Ct, North Haven, Conn 06473 (239-5251) \$3.50

TAPE TIPS by MEL SHLANK 7

This month I shall attempt to give you tips on how to tape from your radio or tuner.

As many of you know, there are some worthwhile programs being broadcast on both AM and especially FM stations.

To begin with, never buy never use a microphone for pick-up; patch cords are a must and make sure that they are in good condition (this is just good common sense and should apply to all of your taping).

If you are taping something from a radio that has no output jack, you can always, through the use of alligator clips, connect the input of your tape unit to the speaker leads of the radio. When doing this you must be careful when recording, as a change in the play-back level of the radio will change the level of the recorded sound on the tape. Set the volume on the radio at a comfortable listening level and make all further adjustments in level at the tape deck.

If your tape deck has more than one input for each channel, try experimenting between them. You may find that you will get better quality sound from one input as against another input.

In taping from AM there is not much to be said. When taping from FM, however, there is much to be considered concerning both the tuner and the antenna or antenna system.

Regarding the tuner, many people only look at the sensitivity figure which is a value that is expressed in micro-volts. The lower the number of micro-volts, the more sensitive the tuner. Unfortunately, most people overlook something called selectivity. Selectivity is the ability to receive stations that are right next to each other on the dial. This is expressed in so many db. The higher the number of db, the better. A typical figure is 40 to 60 db, but selectivity as high as 100 db is obtainable.

Unfortunately, although many tuner manufacturers print their sensitivity figures (2.0 to 3.0 is typical and 1.0 is obtainable) most manufacturers omit the selectivity figure. This, frankly, is because the selectivity of many tuners leaves much to be desired. To give you an example of what I am referring to, in my home I can receive a weak signal on a station at 101.1 and there is a very high powered local station at 101.3 with other weak stations at 101.5 and 101.9. With many tuners, only the station at 101.3 can be heard. With one of my tuners, although I can receive the station at 101.9, I still cannot get the other two (2). With my very best tuner, however, I am able to listen to and can enjoy all of the stations both in mono and stereo. As you can no doubt see from this example, the selectivity figure of a tuner is extremely important, although it is frequently omitted; and when it is omitted, you can safely assume that it is poor (low).

When taping off the air, incidently, always make sure that the tuner is switched to mono unless the program content you are recording is in stereo. You may help to eliminate some interference this way.

There are many good tuners that one can choose from; but perhaps the best buy for the money is the AR TUNER which sells for \$210. I can get it for you for \$175 should you desire one and have trouble obtaining it.

This unit will enable you to receive just about any station that is receivable in the area, providing that you have a good antenna system.

FM Antenna Systems will be next months topic for TAPE TIPS. See you then.

