

RECOLLECTIONS AT 8 YEARS: 1978 starts my 9th year collecting old radio programs. I'd like to share 8 years of thoughts with you. First, who am I? I am 43, divorced, have 3 children; Jeff, 17, who graduated from High school and plays guitar and tenor sax; Robin, 14, who is in the 9th grade and plays flute; and Craig, 13, who is in the 8th grade and plays trumpet. I teach piano and play professionally in dance bands... Now the hobby--In early January, 1970, I acquired about 100 radio programs on 4 2400' reels. Armed with these shows, a primitive catalog, one primitive and one new tape recorder and little knowledge of trading, I invaded the world of experienced collectors. My first trading friends were very patient and very helpful in making suggestions to improve my dubbing. I soon replaced my old recorder with a second new one. Since then I have replaced both of them, still using just two recorders. I got to know Jack Miller, Mel Shlank, James O'Neal and Dave Davies, all local traders. From George Blacker in Cheshire I got many discs of shows that were uncirculated at that time. I also met and traded with Ed Corcoran, Don Brush and Ernie Hack, all Connecticut residents at the time... Because of these early contacts I had many programs people wanted. I tried to be very prompt in answering letters, requesting programs and filling requests. I constantly put out supplements. Charlie Ingersoll, former head of the Radio Historical Society of America was very helpful and encouraging. I also tend to be organized. This, with a little more time than some, helped me accumulate programs faster than most traders. In the first year I had over 3000 shows. My trading has now slowed down to a crawl because I am just looking for certain programs and they are becoming harder to find. I now have about 5600 shows including about 760 SUSPENSE, 175 ESCAPE, 245 JACK BENNY, all DIMENSION X and X-1 titles, over 150 different bands, 154 COLUMBIA and CBS RADIO WORKSHOP, 220 GUNSMOKE, 95 INNER SANCTUM.

Friends still with me from 1970 and early 1971 are: Raleigh Barker, Bill Blalock, Rex Bills, Howard Brenner, Fred Dickey, John Dunning, Alan Dobrey, Gary Dudash, Frank Dacey, Paul Groy, Ken Gackler, Roger Hill, Don Koehnemann, Charles Hoefler, Roger Kelting, Jim Lane, Len Lawson, Lynn Lichty, Fred McFadden, Evan Mac Bride, Ralph Miller, Roger Paulson, Cort Parent, Bruce Ruggles, Ellen Robinson, Francis Ramczyk, Pat Rispole, Chuck Schaden, Bill Smerekanicz, Mel Simons, Ray Stanich, Dave Siegel, Al Vesik, Stu Weiss, Carol and Bob Witte... Helpful in supplying logs, newsletters and information, especially during my first 2 years, are Barry Brooks, Ray Stanich, Charlie Ingersoll, Randy Eidemiller, Roy Bright, Fred Dickey, Meade Frierson, Craige Snader, Roger Hill, Allan Rockford, Chris Sterling, Joe Webb, Jerry Chapman, Phil Cole, Bob Purnham... Personalities that were helpful in my early days were Hal Peary, Parker Fennelly, William Spier, Jackson Beck, Evie Juster, Raymond Edward Johnson, Mandel Kramer, Mary Jane Higby, Peg Lynch... The trouble with listings names is that some have probably been left out, but not intentionally.

My supplements and newsletter developed gradually. My first supplement in Feb, 1970 had 40 listings. My second supplement in March had a few sentences about my additions (110) and my first discs. The 3rd supplement in April had a page of COMMENTS AND TIDBITS mentioning a few people who already had helped me, a little information about myself and how I graded my programs (280 listings). In May my COMMENT AND TIDBIT section was a page and a half (240 listings). My June supplement had 480 listings (my largest) and HELLO AGAIN, in honor of Jack Benny, made its appearance. Its purpose was and still is to exchange ideas about collecting and trading and to tell you all about you all. Subscription started at \$1.00 and now is \$6.00 a year. Several logs and listings have been made available. 7 Golden Age of



Radio Conventions have been successfully held in the New Haven area, the last 2 of which were sponsored by the Friends of Old Radio and Hello Again. There are many active clubs and publications around the country, all contributing to the preservation and promotion of vintage radio. Remember some publications of the past: RADIO DIAL, STAY TUNED, ECHOES OF THE PAST, RADIO HISTORIAN, EPILOGUE...8 years have now passed and I know that my life is richer, both because of the radio programs themselves and because of the many friends with whom I correspond. I hope I am able to continue trading for many years to come. Also, as long as news comes, HELLO AGAIN will go out.

A PERSONAL NOTE: Two sad occurrences happened since my last issue. Hal Peary, a long time friend, lost his wife, Juanita, and Jack McCarthy, one of our special guests at the 1976 convention recently died. My deep sympathies to Hal and Mrs. McCarthy and her family.

DATES: Could someone confirm the starting dates for Jack Benny's early sponsors. My dates are 5/2/32 for Canada Dry; 10/32 for Chevrolet; spring of 1934 for General Tires; 9/34 for Jello. Available information is vague and conflicting.

IN FOND MEMORY: (from Hal Peary) My dear little wife of 14 years passed away Dec. 11 after a lengthy illness. Juanita Lawson Peary, whose maiden name was Parker was born in Dawson Springs, Ky., but raised in Upper Saddle River, New Jersey, where many of the Parkers still reside. She was only 56 years old. She also leaves her mother, Mrs. Callie Parker of Dallas, Texas...Juanita was not in my profession. She was an electronics engineer and before we were married on St. Valentine's Day, Feb. 14, 1963, she had worked for Howard Hughes and Douglas Aircraft, both in Santa Monica for 18 years.

JACK MCCARTHY passed away in December. I had the good fortune to have met Jack at our 1976 convention and later at the awards in Freehold, New Jersey. He and his wife were two of the most warm and enthusiastic people I have met...Jack McCarthy--narrator, commercial spokesman, and actor--had broad experience in radio, television, industrial and educational films, and video and audio cassettes. Jack was the host on Modern Cable Journal of 57 cable systems throughout the United States. He hosted Nostalgia Radio on Sterling Manhattan Cable System in 1973. He was a commercial spokesman for Ford Motor Company on Producer's Showcase and a news caster for WXYZ-TV, Detroit and WPIX-TV, New York...From 1946-53, McCarthy played the title role of THE GREEN HORNET. He also appeared in NED JORDAN, SECRET AGENT, as well as doing special commercials for American Motors and announcing CHALLENGE OF THE YUKON. He has appeared in a number of industrial and educational films and was doing training cassettes for industry.

Leila Hyams; Dec 4th, 72; actress in silent and early sound films...Victor Grancen; Dec; 88; French actor...Leon Mirell, Dec 7; 54; film and TV producer...Olga Petrova; Nov 30; 93; English playwright and actress...Cyril Ritchard; Dec 15; 79; actor, singer, director; best known for portrayal of Captain Hook in the TV musical version of PETER PAN...Bill Boyd; Dec 7; 67; country and western singer...Raymond Bernard; Dec; 86; French film director...Bruce Kern; Dec 21; 62; on staff of WTIC radio and Television from 1936-1974...Howard Hawks; Dec 26; 81; film director best known for westerns...Harold Minsky; Dec 25; 62; family helped establish burlesque...Charlie Chaplin; Dec 25; 88; king of the silent movie comedies...Jacques

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urneur; Dec 22; 73; French film director...Laura Stuart; Dec 26; 3  
9; actress...Sam Weiss; Dec 18; 67; drummer; was Sammy the drummer  
on Jack Benny Show;;; Duke Fishman; Dec 22; 71; actor-model; best  
known for role as Mr. Clean...Josh McCrae; Dec; 44; folk singer.

PUBLICATIONS RECEIVED: AIRWAVES: Nov; includes radio wartime broad-  
casts, a patch link bay, Philip Marlowe...The Big Bandwagon; first  
issue; (see publication list) four-page newsletter devoted to the big  
bands...SPERDVAC Magazine; issue #2; The second annual magazine of  
this Los Angeles Radio Club includes articles about Groucho Marx,  
KVI in Seattle, Comedians by Frank Bresee, LUX RADIO THEATER, Cap-  
tain Midnight, H Bogart on radio, commercials, OTR in high school.  
Cost of 40-page book is \$2.50 to non-members. Write to Joe Crawford,  
3146 East Orangethorpe Ave Apt B, Anaheim, Cal 92806. The monthly  
meetings of this group has had such guests as Stan Freberg, Marvin  
Miller, Olan Soule, Barbara Luddy, Frank Buxton, Les Tremayne, Doo-  
dles Weaver...Dec issue of the WORLD OF YESTERDAY; includes articles  
about Bobby Breen, The Three Stooges, Gone with the Wind, record  
reissues of Al Jolson...Dec newsletters of the Colorado and Buffalo  
clubs. They combined their issues; articles about The Shadow, Sher-  
lock Holmes, commercials, Radio at war, soaps, radio magazines and  
books, AFN transcriptions...quarterly pub. of Golden Radio Buffs of  
Maryland; articles about Lone Ranger, Dana Andrews, sci fiction on  
radio. X-1 log.

BOOKS AND ACTIVITIES: John Smothers says a new Benny biography by  
Mary Livingston will be out in February; Doubleday is publisher...I  
ran across bimonthly magazine called OLD STUFF: 148 E Lancaster Ave,  
Wayne, Pa 19087. It is \$5.85 a year and its 50 pages has facts and  
stories of the past. Its classified ads include OTR...Joe Webb and  
Bob Burnham are combining forces to put out a new publication called  
COLLECTORS CORNER: The monthly publication with 12-24 pages will be  
\$7.50 a year. It will start in March. Joe is leaving A IRWAVES and  
Bob is stopping his publication NEWS AND REVIEWS. Sounds like an ex-  
cellent venture. For information write Joe Webb, 5 Valley View Dr,  
Yonkers, NY 10710...The Publishers Central Bureau, Dept 520, 1 Cham-  
pion Ave, Avenel, NJ 07131 is offering many OTR on records for sale...  
If you are interested in a list of BOOKS FOR BROADCASTERS put out  
by BROADCASTING send me 10¢ and a SASE...Gary Yoggy has an excellent  
idea for our next convention; a workshop on the classroom uses of  
OTR for teachers, both college and public school. We could exchange  
course outlines as well as ideas and classroom techniques. If you  
are planning to come to our next convention in Bridgeport on October  
7th and wish to participate in this kind of workshop write Gary at  
718 Algonquin Dr, Horseheads, NY 14845...The Yale Repertory Theater  
is now presenting "The 1940's Radio Hour." It is a complete recreation  
of a period variety show complete with announcer, performers, orch-  
estra, comedy, sketches, music. I hope to see...The SONS OF THE DES-  
ERT, The Laurel and Hardy organization, is having its first annual  
convention the weekend of August 18-20 at the O'Hare Inn, Chicago,  
Ill. Write Stu Weiss for details; 136-49 Jewel Ave, Flushing, NY  
11367...BALTICON 12 will be held at Hunt Valley Inn, Baltimore, Md  
Mar 24-26. For details write Anne McCaffrey, Box 2128 Capitol Pl,  
Hyattsville, Md 20784.

NEW SHOWS: Dave Siegel, 3192 Amelia Dr, Mohegan Lk, NY 10547  
has several reels of new COLUMBIA and CBS RADIO WORKSHOP. Even  
though close to first generation some are muffled, fast, either due  
to the originator or Dave's source. Dave also has 3 complete reels  
of INSPECTOR MAIGRET (CBC) and 2 reels of MAN CALLED X.



THE TAPE DECK: I have various reprints available: 1/2-octave Real Time Audio Analyzer from Sep-Oct issues of Popular Electronics; 10 pages; send \$1.00 plus 3ASE with 35¢ in stamps...Equalization in; the Home; from Nov 1973 issue of Audio; send 50¢ plus 3ASE; 4 pages ...Build This Variable Frequency Power Source; from Jan 1970 issue of Audio; 3 pages; send 30¢ plus 3ASE...State of the Audiotape Art; from Oct 1977 IEEE spectrum; excellent article on reel, cassettes, cartridges. 8 pages; send 75¢ plus 3ASE with 24¢ in stamps...Jerry Perchesky recommend the Pioneer 707 which has a pitch control which varies 6% in either direction...Richard Korf, Greenwood Lake Lodge, Grand Marais, MN 55604 has 2 tape recorders for sale, used but all reconditioned: 1/2-track Wollensack with mike and case; model T-1500; \$50.00 plus postage.. also a Norelco Stereo recorder with separate speaker; model 420 continental; no mikes but with take up reel and patch cord and 3 reels of Scotch tape; \$65.00 plus postage.

HERE AND THERE: Bill Cunningham, 4911 NW 48th Ave, Ft. Lauderdale, Fla 33319 wants: HALLS OF IVY: BELIEVE IT OR NOT: YOU ARE THERE: CBS IS THERE: ONE MAN'S FAMILY...Candid Movie Star Gallery, Box 273, Murray Hill Station, New York, NY 10016 now selling radio records @ \$6.50...Peter Hollis, 1107 Robert Rd, Wilson, No Car. 27893 wants: 20 QUESTIONS with Bill Slater; recordings of Eric Severide's interviews with Justices William O, Douglas and Hugo Black...

NEWS OF TODAY: Frank Fontaine, who was Crazy Googenheim on TV and John L C Sivoney on Jack Benny, recovering after massive heart attack in Columbus, Ohio...Radio industry doubles its profits in 1976 over 1975. Television had a 60% increase...Marty Rosenstock of WMUC, Box 99, Univ of Md, College Park, Md 20742 looking for scripts for rebroadcasting old radio shows. The student-run station uses students in performing the shows...Earplay, the National Public Radio network's drama series, begins its 1977-78 season in November with the first of 26 hour-long plays. Earplay is produced by the Univ of Wisconsin and Minnesota Public Radio. It is in its 6th season...Fred Korb and Jack Cripe produce the series "Radio Days Gone By" on WXFM-Fm 105.9, Elmwood Park, Chicago from 7 to 9:30 Mon-Fri. Several shows are on every day...CBS RADIO MYSTERY THEATER began its 5th year on Fri Jan 6. 800 different dramas have been broadcast during the first 4 years...Milton Berle will be honored by a television special on March 26th on NBC. Berle signed a 30-year contract with NBC in 1950.

ARTICLES: (From JERRY PERCHESKY, Box 444, Watsonville, Cal 95076) Jerry attended the PPB luncheon for Ernie Ford on Nov 18th and did a one hour interview with Jim Jordan. Also got 25 more reels from Bing Crosby's office including a live 1952 show at Fall River for charity. Jerry says that Lowell Thomas at 87 is working on a new TV series. He has the complete run of CALLING ALL CARS (1934-39). Jerry is redoing his entire catalog of 1200 reels and it will be available within a month. Has more interviews scheduled at the next PPB lunch on Jan 20th...Jerry has a deal going with Fred Brisson, Rosaling Russell's husband, for all her ET's and tapes...Jerry also has 35 new LUX shows which will be in his new catalog.

(From RAY STANICH, 173 Columbia Hts, Brooklyn, NY 11201). Ray sent me an article about THE SHADOW from The Dec 1939 issue of RADIO VARIETIES. It pinpoints Orson Welles doing the 1934-35 season of 52 shows and the 1937 season of 13 shows...HOBBIES published Ray's article on Lyric Theater-part 1 which covers The Met Opera, Chase & Sanborn Opera Guild and Chicago Theater of the Air. The 3-page ar-



icle is available from Ray for a SASE. Also Lincoln Center is circulating Radio LP's from Radiola, Mar-Bron, etc...Also Ray is aware of several more CAVALCADE OF AMERICA that have surfaced.

LATE NEWS: IN FOND MEMORY: Claire Brennen; Nov 27; 43; TV and film actress...Nora Marlowe; Dec 31; 65; radio-tv-movie actress; on many radio soaps; currently on the WALTONS....NEW FRIEND: Hugh Hadden, 609 Donview, Tipp City, OH 45371...Dick Hayes, 59 Myrtle Ave, Cranston, RI 02910 wants ONE MAN'S FAMILY.

NEWS OF THE PAST: (From ED CARR) Smilin' Ed McConnell's first job was a dishwasher back in 1910. At that time he was 18. The country was in the throes of a depression. One night, cold and hungry, he spied an all-night diner. Walking in he saw right next to him a plate of crullers. When the counter man wasn't looking, he snatched as many as he could and ran to the washroom and bolted the door. When the counterman pounded on the door, he told him that he wasn't coming out until he finished eating them. Ed said that he would pay for what he ate by working. He did until 4:00 in the morning.

This is my first "double" issue in several years. If you receive it a little late it is because it takes longer to put it together.

That's all for now so  
Write if you get work and Hang by your thumbs.

Jay Hickerson, Box C, Orange, Ct 06477 (203) 795-6261 \$6.00



PUBLICATIONS & ORGANIZATIONS

RADIO: AIRWAVES (Jerry Chapman) 438 W Neptune, NIU Dekalb, Ill 60115; monthly; \$10.00 yr

COLLECTORS CORNER (Joe Webb & Bob Burnham) Joe Webb, 5 Valley View Dr, Yonkers, NY 10710; monthly; \$7.50 yr

HELLO AGAIN (Jay Hickerson) Box C, Orange, Ct 06477; monthly; \$6.00 yr

NARA NEWS (Al Inkster) 3051 S Jessica, Tucson, AZ 85730; quarterly; \$10.00 yr; journal of No. American Radio Archives

NATIONAL RADIO TRADER (Phil Cole) Box 1147, Mount Vernon, WA 98273; quarterly; \$8.00 yr

NOSTALGIA RADIO NEWS (Allen Rockford & Don Richardson) Box 114, Liverpool, NY 13088; monthly; \$6.00 yr

NOSTALGIA NEWSLETTER AND RADIO GUIDE (Chuck Schaden) Box 421, Morton Grove, IL 60053; monthly; \$6.00 yr

RADIOS AND PHONOGRAPHS: OLD TIMES BULLETIN (Bruce Kelley) Main St, Holcomb, NY 14469; quarterly; \$5.00 yr; journal of Antique Wireless

HORN SPEAKER (Jim Cranshaw) 9820 Silver Meadow Dr, Dallas, TX 75217; monthly; \$4.50 yr

REPRODUCER (George Potter) Box 19406, Dallas, TX 75219; journal for Southwest Vintage Radio & Phonograph Soc.

NOSTALGIA: WORLD OF YESTERDAY (Linda and Ron Downey) 13759 60th St. No., Clearwater, Fla 33520; 5 times a year; \$10.00 yr

TELEVISION: DAYTIME SERIAL NEWSLETTER (Byrna Laub) Box 6, Mountain View, Cal 94042; monthly review of TV soaps; \$10.00 yr

THE TV COLLECTOR (Steve Albert) 132 Withington Rd, Newtonville, Ma 02160; bimonthly; \$5.00 yr; for collectors of TV shows

MISCELLANEOUS: NOSTALGIA BOOK CLUB, 165 Huguenot St, New Rochelle, NY 10801; monthly offering of nostalgic books

MASS MEDIA BOOKNOTES (Chris Sterling) Dept of Commun., Temple Univ, Phil, Pa 19122; monthly; \$5.00 yr; comprehensive book reviews

HOBBIES (Pearl Reeder) 1006 So Michigan Ave, Chicago, ILL 60605; monthly; \$6.00 yr

MAGIC SOUNDS (Craig Snader Jr) Apartado 12-655. Mexico 12, DF Mexico; quarterly; \$2.00 yr; magic on radio

MYSTERY FILE (Steve Lewis) 62 Chestnut Rd, Newington, Ct 06111; published irregularly; 4 issues for \$1.00

THE BIG BANDWAGON (Roselle Scaduto) 3055 Hull Ave, Bronx, NY 10467; monthly;

CLUBS (Many have newsletters)

ARIZONA RADIO CLUB (Walt Hart) 9015 N 10th, Phoenix, AZ 85020

GOLDEN RADIO BUFFS (David Easter) 106 King Charles Cir, Baltimore, Md 21237

INDIANA RECORDING CLUB (William Davis) 1729 E 77th, Ind, Ind 46240

MILWAUKEE AREA RADIO ENTHUSIASTS (Ron Polmatier) 1905 N 32nd St, Milwaukee, Wis 53208

GOON SHOW SOCIETY (Lynn Biederstadt) 24 8th Ave, Brooklyn, NY 11217

NORTH AMERICAN RADIO ARCHIVES (See NARA News)

OLD TIME RADIO CLUB OF BUFFALO, Box 119, Kenmore, NY 14217

RADIO COLLECTORS OF AMERICA (Dick Sullivan) 68 Hillock, Roslindale, Ma 02131 (Boston area)

RADIO HISTORICAL ASSOCIATION OF COLORADO (John Lloyd) 2867 E 99th Ave, Thornton, Col 80229

SOCIETY TO PRESERVE AND ENCOURAGE RADIO DRAMA, VARIETY & COMEDY (SPERDVAC) Box 1587, Hollywood, Cal 90028; Los Angeles area

VINTAGE BROADCAST COLLECTORS CLUB (William Sharp) 8936-147 St, Edmonton, Alberta T5R 0Y3; Alberta area



LOGS

What follows are many logs currently available as of Jan. 1978. The logs are, for the most part, complete with dates arranged chronologically unless indicated. Write to the person above the logs.

- ROY BRIGHT, 312 N 7th St, Wyoming, Ill 61491
- ESCAPE \$3.95
- JAY HICKERSON, Box G, Orange, Ct 06477
- NETWORK SHOWS: Details about shows in circulation \$5.00
- STUDIO ONE \$ .25
- FORD THEATER .25
- THEATER FIVE (235 alphabetical titles) .25
- ACADEMY AWARD THEATER .25
- CBS and YOU ARE THERE .25
- SCREEN DIRECTORS PLAYHOUSE .25
- MERCURY THEATER .25
- I LOVE A MYSTERY .25
- SHERLOCK HOLMES/SHADOW \$2.00 each
- RICHARD DODGE, 6815 Shiloh, Stockton, Cal 95207
- INNER SANCTUM (fairly complete) 1.00
- MEADE FRIERSON III, 3705 Woodvale Rd, Birmingham, Ala 35223
- X-I and DIMENSION X \$1.50
- CRAIGE SNADER JR, Apartado 12-655, Mexico 12, DF Mexico
- BLACKSTONE THE MAGICIAN \$ .26 600 MAGIC RELATED SHOWS \$2.00
- NEIL LANE, 787 Dodge Tr, Westville, Ind 46391
- FIBBER MCGEE & MOLLY \$2.00 (some gaps)
- GEORGE MILLER, 9733 So 51st Ave, Oaklawn, Ill 69453
- AMOS & ANDY-TV \$1.25 JA CK BENNY\*TV \$2.25
- LARRY KINER, 7554 132nd Ave NE, Kirkland, WA 98033
- BING CROSBY-Cremo singer (1931-32) \$2.50 BING CROSBY-Chesterfield 1933 \$1.75
- RALEIGH BARKER, 6206 Bankside Dr, Houston, TX 77096
- SHELL CHATEAU SASE
- RAY STANICH, 173 Columbia Hts, Brooklyn, NY 11201
- Ray's logs, except where marked, are 15¢ a page plus 13¢ postage for every 4 pages. The number of pages for each log are ( )
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| LIGHTS OUT (3)   | RAILROAD HOUR (5)  |
| ARCH OBOLERS PLAYS (5)                                     | ABC SECURITY WORKSHOP (1)                                |
| TALE OF TOMORROW-radio & TV (2)                            | TALES OF FATIMA (1)                                      |
| CRIME DOES NOT PAY (2)                                     | HOLLYWOOD HOTEL (4)                                      |
| GRAND MARQUEE (1)  | MAGIC KEY of RCA (1)                                     |
| MUSIC AMERICA LOVES BEST (2)                               | LIGHTS OUT-TV (4)  |
| RADIO CITY PLAYHOUSE (1)                                   | POPEYE (1)   |
| EVERYTHING FOR THE BOYS (1)                                | NBC PRESENTS SHORT STORY (1)                             |
| DICK TRACY-TV (1)  | ELECTRIC HOUR (4)  |
| FAVORITE STORY (2)   | NORMAN CORWIN (2)  |
| MARK SABRE-TV (2)  | KNECKERBOCKER PLAYHOUSE (1)                              |
| SHADOW OF FU MANCHU (1)                                    | INNER SANCTUM-fills in some gaps in Dick Dodge's log (2) |
| FLEISCHMAN HOUR \$1.00                                     | PATRICE MUNSEL-TV (1)                                    |
| TELEPHONE HOUR \$2.00                                      | THE U EXPECTED-TV (1)                                    |
| GALLERY OF MADAME LIU-TSONG and TERRY & THE PIRATES-TV (1) | PRESENTING BORIS KARLOFF (1)                             |
| FLASH GORDON-TV (1)  | HOPALONG CASSIDY-TV (1)                                  |
| DANGEROUS ASSIGNMENT-TV (1)                                | RAMOR OF THE JUNGLE-TV (1)                               |
| GENE AUTRY-TV (1)  | ROY ROGERS-TV (3)  |
| AFFAIRS OF CHINA SMITH-TV (1)                              | BELL TELEPHONE ENCORES 1968-69 (1)                       |
| JUNGLE JIM (3)   | WESTINGHOUSE PROGRAM (5)                                 |
| NBC THEATER (1)  | BOSTON BLACKIE-TV (2)                                    |
| WHISTLER (incomplete) (3)                                  | THIS IS MY BEST (2)                                      |
| MURDER AT MIDNIGHT (1)                                     | Palmolive BEAUTY BOX THEATER (2)                         |



BEN GRAUER AND HIS MICROPHONE MADE THE WORLD A LOT SMALLER  
by Thomas A. DeLong

A dial-twister had only to pick up the voice of Ben Grauer to be assured that the radio was tuned to NBC. Staff announcer for that network for all but eight of its 51 years, Grauer perhaps became as much an identification mark of that organization as the roar of Leo the Lion for MGM. Seemingly omnipresent, Ben Grauer appeared on some 20 radio and television programs in an average week. By 1950 he reputedly had been heard by 70 billion people, and as television preempted radio, he became as nearly recognizable by sight as by voice.

Although Ben retired from the National Broadcasting Company at the mandatory age of 65, the brisk pace that he kept in and about Radio City for over 40 years had not measurably slowed down at his death from a heart attack on May 31. From an office on West 57th Street, he produced and narrated a Voice of America series, did commercials and took on other radio and TV assignments, such as a host on the recent NBC tribute THE FIRST FABULOUS FIFTY. His perennial broadcast describing the crowds jammed in Times Square on New Year's Eve figured as an integral part of the media's coverage of the year-end fete -- as much so as the midnight pickup of Guy Lombardo's traditional playing of "Auld Lang Syne." During a score of years reporting the annual Manhattan ritual, he observed the throngs of celebrators from the relatively subdued and formally dressed to the blatant and ragtag. Yet, fair of foul, the noise level, he noted, never diminished.

Twenty-two-year-old Ben Grauer and a much younger medium called radio irrevocably linked up when this native New Yorker was signed as an NBC announcer in 1930, having just failed an acting audition for the same network. Broadcasting had already created a new and increasingly lucrative occupation: radio announcing. Actually, Grauer represented the "second wave" of adaptable, all-around men at a microphone. Whereas the earliest announcers -- Graham McNamee, Norman Brokenshire, Ted Husing -- more or less, stumbled into the field from jobs as bellhops, singers, salesmen and aviators, Grauer and such colleagues as Andre Baruch, Kenneth Roberts and Dan Seymour were well-educated, Ben graduated from City College where he had won a prize for extemporaneous speaking and acquired a lifelong penchant for rare books and first editions. (Eventually, more than 5000 volumes filled, then overflowed, his New York apartment.)

Erudite, ebullient and energetic, he quickly advanced from such routine chores as station breaks ("This is WAAF, New York") and switching ("We take you now to") to some of broadcasting's more challenging and unique assignments, including the maiden flight of the dirigible Akron, the first handing out of money on a radio give-away show (Horace Heidt's POT O' GOLD), the first NBC television special event (the opening of the N.Y. World's Fair in 1939), political conventions from 1944 to 1976, and the first Telestar telecast from the United States to Europe.

During his career he easily switched from announcer and special events reporter to newscaster, symphony commentator, interviewer and panelist. His standing brought choice primetime assignments: INFORMATION PLEASE, KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE, MR. DISTRICT ATTORNEY, YOUR HIT PARADE, MR. AND MRS. NORTH and BELIEVE IT OR NOT. His versatility and intellect won widespread recognition, ultimately leading to a Peabody Award for convention and election coverage in 1972.

Ben's hours were, in his words, "impossible;" his work, hard. But the life of a special events reporter for a network -- "a utility guy" as Ben called himself -- had its compensations: travel, meeting interesting people, seeing the big news as it happened and drawing an annual salary of some \$75,000.



Ben Grauer's stamina and showmanship reflected his professional career as a child actor in motion pictures filmed at Fort Lee, N.J., and on Broadway in juvenile roles in MAYTIME, THE BLUEBIRD and Gus Edwards' kid revue. Then, as vaudeville and touring companies faded, more and more people turned to radio and its broad spectrum of entertainment, information and news. Ben helped to make audiences more keenly aware of and to share this expanding platform of programs at their fingertips. In the words of Walter Cronkite: "He was in the forefront of those who brought our big country together and removed sectional barriers."

His enthusiastic and unpretentious delivery conveyed both excitement and conviction. And he brought an unusual blend of wit, eloquence and curiosity to any job.

"Millions of Americans have felt Ben's voice tingle their spines," journalist Tex McCrary once wrote. "Newsdealers will tell you that the Morro Castle fire at sea off the Jersey coast in 1934 sold more papers than Pearl Harbor -- but no newspaper captured a tenth of the excitement that Ben Grauer caught, by grabbing the first soaking survivor to swim ashore."

Ben pulled him into a phone booth and called NBC. The engineers fed the phone connection into the network, giving listeners a direct account of the disaster.

Grauer's ease before a microphone was rivaled only by his facility before a TV camera. Television, however, for Ben had robbed viewers of a special pleasure -- imagination. "I'd hate to have an illustrated edition of 'Treasure Island' on my bookshelves. I like to dream up the looks of Long John Silver in my own mind's eye."

The choice of Ben Grauer as announcer for the broadcasts of Toscanini and the NBC Symphony was inspired casting. His love of music helped to secure this prized job in 1940 and he remained with the concerts until the Maestro put down his baton for the last time 14 years later. "Toscanini," Ben often said, "was unquestionably the one genius with whom I worked."

Ben regularly shared a mike with some of the notables of his time -- Eleanor Roosevelt, Lowell Thomas, Babe Ruth, Perry Como, Dale Carnegie, Fulton Oursler and Walter Winchell (for whom, when a frog in his throat threatened to silence him, signed off with "This is Ben Grauer squeaking"). Outgoing and indefatigable, Ben enjoyed an enormous circle of friends in many diverse fields, from printing to archeology. He rarely turned down a request from a charity or institution.

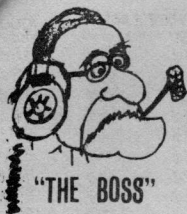
His "official" NBC retirement party four years ago attracted one of the largest turnouts ever assembled for a broadcasting figure. At the time, he was quick to remark that "at 65, just don't get the idea that I am retiring." For Ben Grauer, that event was one he neither covered nor coveted.

Thomas A. DeLong writes frequently on broadcast personalities and subjects. He is the author of the soon-to-be published account of music on radio: THE MIGHTY MUSIC BOX. Telephone: 212 573-7749

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PROFESSIONAL  
NO FLAWS  
NOT SECONDS

**631**  
1.5 MIL

1250 FEET  
7 INCH REEL

PACKAGING*	QUANTITY			
	1-9	10-29	30-99	100 or more
BULK	\$2.60	\$2.45	\$2.40	\$2.30
STANDARD	2.75	2.60	2.55	2.45
DELUXE	2.90	2.75	2.70	2.60

**641**  
1.0 MIL

1800 FEET  
7 INCH REEL

BULK	3.05	2.90	2.85	2.75
STANDARD	3.20	3.05	3.00	2.90
DELUXE	3.35	3.20	3.15	3.05

**BASF**

This standard output tape from B A S F is comparable to Ampex 641. It replaces the Columbia Magnetics tape which isn't available to us at the present time. TRY IT

PROFESSIONAL  
NO FLAWS  
NOT SECONDS

1800 FEET  
ON 7 INCH REEL  
1.0 MIL

PACKAGING*	QUANTITY			
	1-9	10-29	30-99	100 or more
BULK	\$2.25	\$2.15	\$2.10	\$2.00
STANDARD	2.40	2.30	2.25	2.15
DELUXE	2.55	2.45	2.40	2.30

**AMPEX**

I honestly believe this to be the best deal anywhere for HIGH OUTPUT/LOW NOISE MASTERING QUALITY tape. Super for taping from transcriptions, high quality music recordings, and live recording. TRY IT!! *Dave*

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NOT SECONDS

**642**

1800 FEET  
ON 7 INCH REEL  
1.0 MIL

PACKAGING*	QUANTITY			
	1-9	10-29	30-99	100 or more
BULK	\$3.40	\$3.25	\$3.20	\$3.10
STANDARD	3.55	3.40	3.35	3.25
DELUXE	3.70	3.55	3.50	3.40

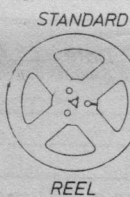
**Shamrock**

When economy is the primary consideration, choose Shamrock tape.

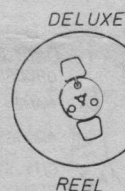
1800 FEET-7 INCH REEL  
1.0 MIL

PACKAGING*	QUANTITY			
	1-9	10-29	30-99	100 or more
FACTORY	\$1.60	\$1.55	\$1.50	\$1.45

**packaging \***



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WE NOW HAVE DARK BLUE BOXES & "LEATHER LOOK" LIGHT BROWN BOXES. ON REQUEST, WE WILL SUBSTITUTE THESE FOR THE BLACK BOXES REGULARLY SUPPLIED IN THE DELUXE PACKAGES. ADD 5¢ PER REEL IF YOU'D LIKE EITHER OF THESE INSTEAD OF THE BLACK. THIS APPLIES TO DELUXE PACKAGING ONLY!

CASSETTE PRICE LIST  
ON SIDE TWO

SIDE 1  
January 1978

Happy 1978!

OLD TIME RADIO



ORDER BLANK on other side

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Printed in U.S.A. 12-77

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*Gary*





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CASSETTES ONLY	LENGTH	QUANTITY-PRICE EACH			
		24 or less	25-99	100-499	500-999 or more
up to C-10	45¢	41¢	39¢	37¢	36¢
C-11 to C-20	52¢	48¢	46¢	43¢	42¢
C-21 to C-30	61¢	56¢	53¢	51¢	48¢
C-31 to C-40	68¢	62¢	59¢	56¢	54¢
C-41 to C-50	70¢	65¢	62¢	59¢	56¢
C-51 to C-60	76¢	70¢	67¢	64¢	61¢
C-61 to C-70	92¢	86¢	82¢	78¢	75¢
C-71 to C-80	\$1.01	93¢	89¢	85¢	81¢
C-81 to C-92	\$1.08	\$1.00	96¢	91¢	87¢

CASSETTES IN NORELCO or SOFT POLY BOX (specify)	LENGTH	QUANTITY-PRICE EACH			
		14 or less	15-59	60-299	300-599 or more
up to C-10	54¢	51¢	48¢	45¢	44¢
C-11 to C-20	61¢	58¢	55¢	52¢	50¢
C-21 to C-30	70¢	67¢	63¢	59¢	57¢
C-31 to C-40	77¢	73¢	69¢	65¢	62¢
C-41 to C-50	79¢	76¢	72¢	68¢	65¢
C-51 to C-60	85¢	81¢	74¢	73¢	70¢
C-61 to C-70	\$1.01	97¢	92¢	87¢	84¢
C-71 to C-80	\$1.10	\$1.05	99¢	94¢	90¢
C-81 to C-92	\$1.17	\$1.12	\$1.06	\$1.01	96¢

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SIDE 2 January 1978

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 \*\*\* By the time you get this flyer, our new complete catalog of all our blank recording \*\*\*  
 \*\*\* tape and supplies will probably be ready. If you'd like a copy, just drop me a line. \*\*\*  
 \*\*\* If you've already ordered from us, you'll automatically receive a copy. Gary \*\*\*  
 \*\*\*\*\*

The characters "Cassette Man" and "The Boss" are by Tim Pryor. Flyer design and layout by Gary Kramer.

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