

The ILLUSTRATED






PRESS

Number 429



April 2015

National
Broadcasting
Company

NBC

The Columbia
Broadcasting System

CBS






American
Broadcasting Company

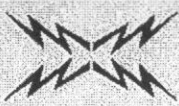


THE
MUTUAL
BROADCASTING SYSTEM

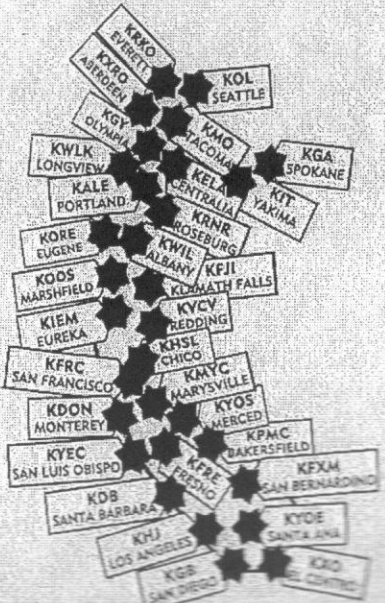


MBS

DON LEE NETWORK



"THIS IS THE DON LEE
BROADCASTING SYSTEM"
SERVING NEARLY 10,000,000 PEOPLE



- KKGO EVERETT
- KXGO ABERDEEN
- KGY OLYMPIA
- KWLK LONGVIEW
- KALE PORTLAND
- KORE EUGENE
- KODS MARSHFIELD
- KIEM EUREKA
- KFRC SAN FRANCISCO
- KDON MONTEREY
- KYEC SAN LUIS OBISPO
- KOB SANTA BARBARA
- KHJ LOS ANGELES
- KGB SAN DIEGO
- KOL SEATTLE
- KMG TACOMA
- KELA CENTRALIA
- KRNR ROSEBURG
- KWIE ALBANY
- KFJJ KEMATH FALLS
- KVYV REDDING
- KHSE CHICO
- KMYC MARYSVILLE
- KYOS MERCED
- KPMC BAKERSFIELD
- KEXH SAN BERNARDINO
- KYOE SANTA ANA
- KGO DEL MONTE
- KGA SPOKANE
- KIT YAKIMA

AFRTS




THE
YANKEE
NETWORK

The Illustrated Press

MEMBERSHIP INFORMATION: Club Membership: \$20.00 per year from January 1st to December 31st. Members receive a media library listing and a monthly newsletter. Memberships are as follows: If you join January-March, \$20.00; April-June, \$15.00; July-September, \$10.00; October-December, \$7.00. The Old Time Radio Club meets on the first Monday of the month at 7:30 p.m. during the months of September through June at St. Aloysius School Hall, Cleveland Drive and Century Road, Cheektowaga, NY. There is no meeting during the month of July and a Club picnic in August. Anyone interested in the Golden Age of Radio broadcasting is welcome. The Old Time Radio is affiliated with the Old Time Radio Network.

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Library Rates: Cassettes and CD's are \$1.95 each and recorded on a club supplied cassette or CD which is retained by the member. Rates include postage and handling and payable in U.S. funds.

REMINDER: All renewal and new member checks should be made out and sent to D. P. Parisi, **not** the Old Time Radio Club.

Visit our web page at: www.buffalo-otr-club.org



Editor's Two Cents

I have some good news, and bad news. Last week I had the good fortune of being the solo winner in the NY State Lotto capping about \$7,554,031. I have decided to retire to Picairn,s Island, and therefore this is my last newsletter.....

OK, how many of you fell for my April Fool's joke. Just as I thought---no one. What was a joke was this past winter. I have had it up to here with the cold. I've gone through a few winters, maybe not as many as Frank Bork, but this had to be one of the worse. Anyway with the warmer weather ahead I can enjoy walking the neighborhood and listening to my favorite shows.

It was good to see Jerry Collins back at our last meeting. He looks good and with warmer days ahead, I'm sure we'll see him and more of our regular members. Glad to say that we have a new member to welcome to the club. Jesse Gatzek, from Carson California. Jesse was formerly a member of the Colorado Chapter. Welcome Jesse.

Had a good meeting last month, with a few movie and TV trivia questions, which not too many people knew. I made it that way. One question no one knew was, "What does the term 'breaking the fourth wall' mean"? Bob Hope and Woody Allen used it many times. It's when you walk out of character and talk directly to the audience. Now you know something a lot of people don't know. You can use this at your next house party and look smart.

Next month I start my trilogy on the "Adventures of Superman" leading off with Phyllis Coates. I think she was the better of the Lois Lanes, not that Noel Neill was bad. June and September will feature Neill and George Reeves. I hope you enjoy. In the fall I will work on a 3 or 4 part story on *I Love Lucy Show* featuring the four main stars and some little known trivia on this great classic. It's all part of a nostalgia package.

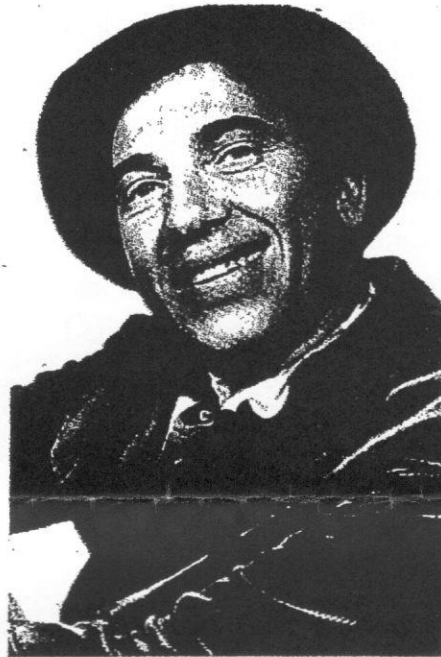
At our last meeting we had a call for help in the way of an Assistant Treas, Assistant Digital Ed, and Assistant to Bob the High-Tech man. I have volunteered to help Dominic. Anyone willing to assist Peter Bellanca with digitizing or helping Bob McDevitt would be most welcomed. In a club like ours we have to have back-ups and those willing to fill roles of others when something occurs out of the ordinary. Once again the digitized Newsletter looks great and our club is on solid ground. Any comments on the IP are always welcome, along with articles. Until then Happy Listening to your favorite shows... Ed.

Part Two Marx Brothers

"The Circle" was on the air for only seven months, from January to July 1939. Only one episode has survived, but listening to it makes it clear why the show flopped. Ronald Coleman was the head of "The Circle" a mythical club into which celebrities could be inducted. Coleman recites in a manner, and seems uncomfortable with the Zany Brothers Marx. Cary Grant sings a lengthy song by Noel Coward and Carole Lombard delivers a pro-feminist speech. To top it off, the inductee is Jose Iturbi, a classical pianist whose command of English at that time was rather shaky.

Despite their popularity on the silver screen, it would be thirteen years before a Marx Brother got a network show again. The series was "Blue Ribbon Town" and Groucho lasted only three months on the show before being replaced by Kenny Baker. It was expected; Groucho was less funny on this show than his guest stars. His regular cast included Leo Gorcey (of the Bowery Boys) and Virginia O'Brien, who had been in the Marx Brothers' 1941 film, "The Big Store."

Baker was a little more successful than Groucho and this series, which began in March 1943, went off the air in August 1944. Two copies are in trading currency today and Jack Benny is the guest star in one of these.



Despite his lack of success in promoting Blue Ribbon Beer, Groucho was a regular guest star (frequently teamed with Chico) on many other shows during World War 2. You can hear either or both by popping up for sports on G.I. Journal, Philco Radio Hall of Fame, Command Performance, Chase and Sanborn Show, Kraft Music Hall, Birds-Eye Open House, Mail Call, etc. In Fact, one dealer compiled a four volume

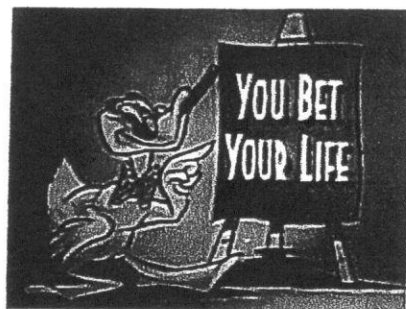
LP set of these Marx Brothers' appearances which totals four hours of network radio.

This is not to imply that the mute Harpo was absent from radio, but his roles were much less frequent. He made some appearances on the quiz show, "Information Please" (one honk for yes, two for no), played a rumor detective on the "Burns and Allen Show" and got other bit parts on comedies.



Groucho had a near miss with radio fame when he optioned the original version of "Life of Riley", hoping to star in it himself. However the network chose William Bendix for the role and Groucho had to wait in line again.

Finally a bright producer, John Guedel, (who would go on to a brilliant career in television) realized that putting a script into the hands of Groucho was responsible for the lack of success. The comedian was the best ad-libber in the business and Guedel came up with the format of a pseudo-quiz show he called "You Bet Your Life." Groucho was very reluctant to accept another radio job since he was very conscious of his mediocre track record in broadcasting. Guedel persevered and eventually got Groucho to star after agreeing to have the unscripted show to run at least sixty minutes, all on tape, and then edit each show down to the best of 25 minutes. By letting "Groucho be Groucho", this series was an immediate smash hit, first on radio and later simulcast on television.



The show aired on ABC radio for two years beginning 10/27/47 and then CBS grabbed it. It ran for a year on

that network when NBC bought it and simulcast it on both radio and TV. The radio version ended in September 1956 and the TV show ran another five years. The residuals from this network show brought Groucho enormous profits (it's still in syndication) and gave him the financial security which had eluded him in earlier days. (And because it was transcribed, nearly 300 episodes have survived.)



The only other program that featured a Marx Brother was one called "The Little Matchmaker". It starred Chico in the title role, with other West Coast actors, including Sheldon Leonard in his cast. The show never reached the airwaves and only the audition show (August 1952) has survived. It's a weak imitation of "Life With Luigi" and listening to it once will prove it had no chance.

Harpo and Chico both died at age 70 in the early Sixties. Groucho was 82

when he passed away in 1977. Their fame will continue to rest upon their stage and film careers, with their radio work just a pleasant diversion.



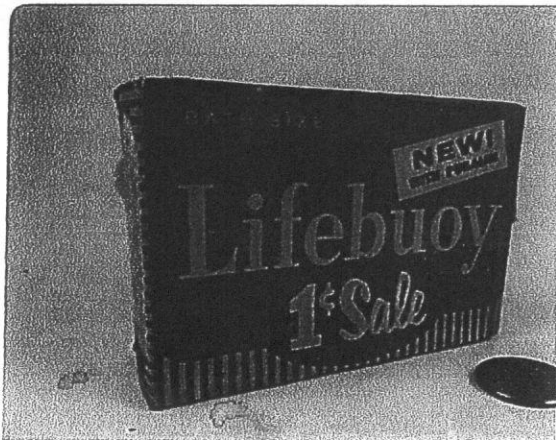
This article is printed by express permission of the author. Jack is the author of *Private Eyelashes: Radio Lady Detectives*, published in April 2004 by Bear Manor Media. You may order it at ; <http://bearmanormedia.com>.

Ed. Note : Groucho's long time sponsor on the "You Bet Your Life Show" was your Desoto/Plymouth dealers. Groucho or announcer George Fenneman were superb pitchmen for spreading the good name of Desoto each week. His closing words were "Visit your Desoto Plymouth dealers, and tell em Groucho sent you."

Lifebuoy Lightens Up

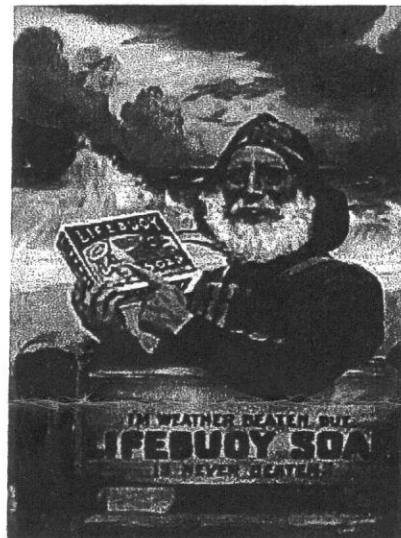
In Fight Against "B.O."

During the 1930s and 1940s the use of intimidation and classic sound effects in its radio advertising helped *Lifebuoy* soap become the country's top selling bath soap. During this time



The radio commercials were specially designed that a daily bath or shower with *Lifebuoy* had a huge impact on a person's popularity in business and social life. With the overwhelming success of the soap's advertising, there wasn't any need to change anything with the way *Lifebuoy* was presented on the radio. In other words, "if it ain't broken, don't fix it." In this case, however, the advertising was far from broken, but it did have some tweaking to be done.

In 1949, the listeners who tuned in **NBC's Big Town** noticed a change in the *Lifebuoy* radio commercials. Noticeably missing were the foghorn and **:BEEEEEEEEEEEE-OHHHHHHH** sound effects. These two sinister sound effects were replaced by, of all things, a cheery jingle sung by some happy singers.



The number "13" also played an important role. Announcer Dwight Weist pointed out that the usually unlucky number was associated with the 13 areas of the skin where "**B.O.**" did its dirty work. A bath or shower with *Lifebuoy* eliminated the infamous stink in all 13 areas before "**B.O.**" even had a chance to begin.

Weist also talked about **Lifebuoy's** purifying ingredient, and how it cleaned the skin better than any

other soap. Doctors proved this bold statement by conducting 820 scientific tests with **Lifebuoy** and the other leading bath soaps. The competition removed dirt and perspiration from the human body, but they didn't remove the "invisible dirt" that formed a foothold on "B.O." Lifebuoy's purifying ingredient eliminated the invisible dirt along

taken as a serious threat to popularity and success.



Science now tells you what causes

NERVOUS B.O. (NERVOUS BODY ODOR)

— and no one is free from the workings of his nerves

YOU have over 12,000 tiny glands in your body. Some are in your skin, some in your stomach, some in your lungs, some in your glands. They are all working hard to keep you healthy and happy. But when they get out of control, they can cause you to feel nervous and uncomfortable. This is what we call Nervous B.O. (Nervous Body Odor). It is a real nuisance, and it can make you feel self-conscious and embarrassed. But don't worry, there is a simple solution. Use Lifebuoy Soap. It is specially formulated to remove the invisible dirt that causes Nervous B.O. and leaves your skin feeling clean and fresh. Lifebuoy Soap is the only soap that can do this. It is the most effective and most pleasant soap you can use. So why not try it today? You'll be glad you did.

HOW TO GET FULL BENEFITS FROM YOUR DAILY LIFEBOUY BATH

It is not enough to simply wash with Lifebuoy Soap. You must use it the right way. First, wet your skin thoroughly with water. Then, lather up a generous amount of Lifebuoy Soap. Rub it into your skin, paying special attention to the areas where Nervous B.O. is most likely to occur. Rinse off the soap with clean water. Finally, pat your skin dry with a clean towel. You will feel a refreshing and invigorating sensation. Lifebuoy Soap is the only soap that can do this. It is the most effective and most pleasant soap you can use. So why not try it today? You'll be glad you did.

BUOY HEALTH SOAP — ITS CRISP ODOR GOES IN A RIFFY. ITS PROTECTION LASTS AND LASTS

with the other unpleasant stuff.

Even with the happy jingle, purifying ingredient, and the number 13, the overall message was still serious in nature, and "B.O." was still being

After using **Lifebuoy** it was no guarantee you would get that certain girl or special job. You at least had a better than decent chance without the stink of body odor. I do miss that classic commercial with the foghorn sound. This sound effect was created with the help of a "Sonovox" device. The device was placed at the throat of the person who was to say the sound effect. The person would mouth the letters B-O and a spooky sound came through the microphone. Radio listeners got the message and used **Lifebuoy** for their next bath or shower.

I miss hearing that commercial. I recall hearing it over TV several years ago. This was a classic advertisement that really worked. **BEEEE-OOOO.**

Baseball On The Radio

By Tom Cherre

Back when I was a kid I listened to all the Bison games with Bill Mazer doing the play by play. He not only had a great knowledge of the game, but he also had a great voice which made listening to every game a unique experience.

I also loved the Yankees. They were my team. Mickey Mantle was my idol. I dreamed of taking his place in centerfield when he was ready to retire. What a dream! With the Yankees, they had two of the best, Red Barber and Mel Allen.



Red Barber's famous catchphrase was "Oh doctor". Nicknamed, "The Ol' Redhead", Barber did play by play in the majors across four decades. He started out with the Cincinnati Reds in 1934. He continued with the Brooklyn Dodgers in 1939 to 1953. He wound up doing the Yankee games until he retired in 1966. Barber also had many other catchphrases, like; *can of corn*, (a soft hit) *the bases are F.O.B.* (full

of Brooklyn) and others. He was noted for having a three minute egg timer on hand so he could tell listeners the score. Barber added color to every game. He was one of the best.

Mel Allen had "Hello there everybody" and after a super play he would always say "How about that". He was considered the voice of the Yankees. Him and Barber formed the greatest broadcasting partnership ever.



In September of 1964 Allen was told his contract would not be renewed for the 1965 season. Joe Garagiola replaced him. Rumor was that sponsor Ballantine Beer did not want to keep paying his high salary. The Yankees eventually brought Allen back for the 'Old timers games'.

Mel Allen was the announcer who cut in to Kate Smith's show to tell us of the crash of *The Hindenburg*. He also emceed *Truth or Consequences*. Mel Allen died in 1996. Both Allen and Barber are enshrined in Cooperstown Hall of Fame. A plaque in the hall calls him a national treasure, and includes the words, "*How about that!*"

FDR Fireside Chats

By Tom Cherre



Believe it or not, Franklin Delano Roosevelt had the highest ratings on radio when he did his "fireside chats". In all he gave a total of 30 radio broadcasts to the American people. The first chat was broadcast on March 12th 1933 and the last one took place on June 12th 1944. The first talk dealt with the bank crisis, and the last one was of another loan to aid the war debts.

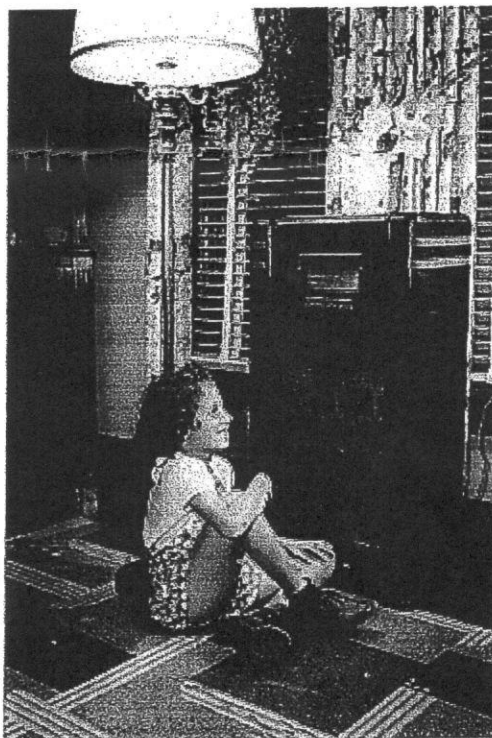
FDR had a great relationship with talking to the public. He used simple language and usually began his talks with "Good evening friends". His chats lasted anywhere from 15 minutes to 45 minutes. In all of his chats he reassured the American people that the country would survive the "Depression" and win the war. In his 4,422 days as president his chats were given on an average of every twenty weeks. According to Pulitzer Prize winning historian and Roosevelt biographer James MacGregor Burns, gave his first chat in 1929 over WGY radio to his constituents in New York as Governor.

Every President since Roosevelt has delivered periodic messages over the radio

and later television, but none have had the eloquence of a Roosevelt as far as sincerity and reassurance are concerned. And believe it or not, the people had faith and trust in what he said.

Not only did the general public love him but the press grew to love Roosevelt because they too gained unprecedented access to the goings-on of government.

Radio technology along with Roosevelt's charm in his approach to the media revolutionized his relationship with the American public. This charismatic feeling would not be felt again with a president until the 1960's and John F Kennedy.



Roosevelt's topics varied from bank failures, drought conditions, European War, National Defense, Declaration of War, and regular talks of progress on the war.

On radio FDR was able to quell rumors and explain his reasons for social changes. Radio was especially convenient for Roosevelt because it enabled him to hide his polio symptoms from the public eye. It's hard to believe in today's world of TV, computers, tweets, facebook, and whatever else is out there, the radio was your fastest source for news. The newspapers were very good, but the radio was king for up to the minute news-breaking stories.

The term "Fireside Chat" was not coined by Roosevelt, but by Harry Butcher of CBS radio, who used the two word term in a press release before the speech of May 23rd 1933. All of Roosevelt's chats are on the computer in word or audio form. I believe we have a few in our library. Don't quote me on that though. On giving a presentation of Old Time Radio with Don Friedrich an older gentleman inquired as to whether we had some copies in our club. He remembers listening to his talks during World War 2. Nowadays, and I don't have the slightest clue, but "twitter" is the now thing for getting the message out ASAP. I guess, if you want to get something across really quick, then twitter is the way to go. Back in the 1930s and 1940s, it was the radio, plain and simple.

Back in the 1930s the population of the United States was under 130 million. Roosevelt garnered up to 50 million listeners on the radio during his broadcasts. That's more than Jack Benny and Bing Crosby. Eleanor Roosevelt also had a radio show. Her ratings were not quite as good. She appeared opposite "The Great Gildersleeve" and was a perennial loser in that time slot. Later in life she did happen to meet Hal Peary in real life. In short, Roosevelt's chats gave the country hope in its most dismal times. His chats gave the country hope and trust.



With the war going on, everyone back home was either worried or concerned about a loved one overseas and perhaps in harm's way. Roosevelt kept us all informed to the latest progress of the war. Many other radio personalities also gave thanks for our boys overseas. Fibber McGee, The Great Gildersleeve, Fred Allen, Hope and Crosby and others told us to ration goods for the good of our country. One thing for sure was that there was complete support for the war effort. It was a trying but remarkable time in the history of America. And the Golden Age Of Radio was responsible in part for making our country endure the hardships and torments that many suffered. Amen.....

BUFFALO NY 142

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The Old Time Radio Club

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**RADIO'S NEWEST
HIT**

"CAPT. FLAGG and SGT. QUIRT"
Starring
**VICTOR McLAGLEN
EDMUND LOWE**
Based on the smash hit, "What Price Liberty"

WHAM
7:30 P.M., EST—SUNDAYS

MENNEN
THE GREATEST MADE IN HAVANA