

Illustrated Press

NUMBER 30

DEC. 1978



The annual election of club officers will take place at the December 11 meeting, held as usual at St. Matthew's Church, 1182 Seneca Street. Elective offices are President, Vice-President, Treasurer, Secretary, and Member-at-Large. Below left are listed the current officers; below right, the rest of the club staff.

ELECTIONS

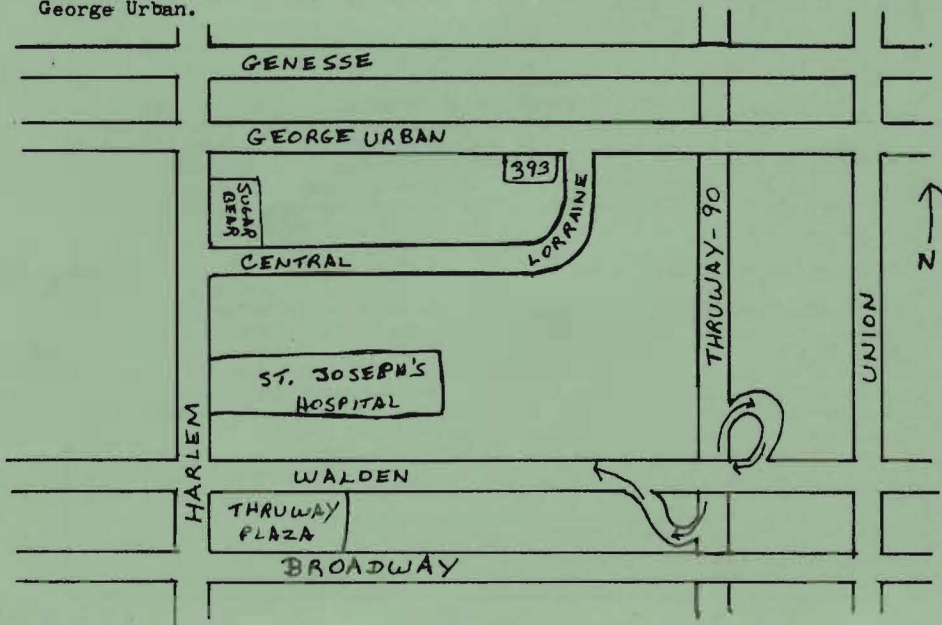
President: Chuck Seeley
Vice-President: Stu Mann
Treasurer: Dom Parisi
Secretary: Jerry Collins
Member-at-Large: Pete Bellanca

Tape Librarians: Dom Parisi
Reference Librarians: Pete Bellanca
IP & Memories Productions: Mill Dunworth
IP Editor: Chuck Seeley
Memories Editors: Chuck Seeley & Pete Bellanca

New Meeting Place:

Member Ed Wanat has graciously offered the use of his house as

the club's meeting place, beginning in January, 1979. Ed's address is 393 George Urban Blvd., and a map showing various means of approach is below. If you are coming via the New York State Thruway (90), exit at Walden Avenue Westbound. Turn right from Walden to Harlem Road, follow Harlem to Central Avenue, which will be on your right. A Sugar Bear Milk Bar is on the corner of Harlem and Central. Follow Central as it becomes Lorraine Drive, and Ed's is the corner house on Lorraine and George Urban.



IP/information pages

CLUB ADDRESSES: Please use the correct address for the business you have in mind. Please return library materials to the library address.
TAPE LIBRARY, 38 Ardmore Place, Buffalo, NY 14213; Librarian Dom Parisi (884-2004)
REFERENCE LIBRARY, 1620 Ferry Road, Grand Island, NY 14072; Librarian Pete Bellanca (773-2485)
All other business: OTRCOB, P.O. Box 119, Kenmore, NY 14217. (877-2387)

MEMBERSHIP INFO: Club dues are \$10 and cover membership from Jan. 1 to Dec. 31. Members receive a membership card, library lists, the Illustrated Press (monthly newsletter), Memories (semi-annual magazine), and various special items. Additional family members living in the same household as a regular member may join the club for \$2 per year. These members have all the privileges of regular members but do not receive the publications. A junior membership is available to persons 15 years of age or younger who do not live in the household of a regular member. This membership is \$6 per year and includes all the benefits of a regular membership.

Regular membership dues are as follows: If you join in Jan. or Feb. dues are \$10 for the year; March & April, \$9; May, \$8; June, \$7; July, \$6; Aug. \$5; Sept., \$4; Oct., \$3; Nov., \$2; Dec., \$1. The numbers after your name on the address label are the month and year your renewal is due. Reminder notes will be sent. Your renewal should be sent in as soon as possible to avoid missing issues. Please be certain to notify us if you change your address.

COLUMNISTS' ADDRESSES: Jerry Collins, 56 Christen Ct., Lancaster, NY 14086
Hy Daley, 437 South Center, Corry, PA 16407
Stu Mann, 44 Ganson St., North Tonawanda, NY 14120
Jim Snyder, 517 North Hamilton St., Saginaw, Michigan 48602

BACK ISSUES: The following are all available for \$1 each postpaid, except where noted. If an issue isn't listed, it's out-of-print and can be borrowed from the Reference Library.

Memories Vol. 1, #1 (\$2), #3, #4, #5 Vol. 2, #1,

The Illustrated Press #3, 6/76 w/SHADOW script;

#5A, 11/76 combination issue with Radio Historical Association of Colorado; #8, 2/77 50¢; #10, 4/77 w/part 1 of LUX RADIO THEATER log; #14, 8/77 50¢; #15, 9/77 50¢; #16, 10/77; #17, 11/77; #18, 12/77; RHAC/OTRCOB Special #2, 12/77; #19, 1/78; #20, 2/78; #21, 3/78; #23, 5/78; #24, 6/78; #25, 7/78; #26, 8/78; #27, 9/78; #28 (RHAC/OTRCOB Special #3), 10/78; #29, 11/78;

DEADLINES: January IP : Dec. 18 February IP : Jan. 15

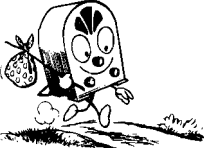
NEW MEMBERS: Welcome to the following new OTRCOB members:

William S. Hardin, 8218 Cyclamen Way, Buena Park, CA 90620
Don W. Miller, 194 Marin Valley Drive, Novato, CA 94947
Dick Schubert, P.O. Box 420, Denver, Colorado 80201
Dr. Luther F. Sies, 101 West 23rd St., New York, NY 10011
Rosemary Simpson, Box 472, St. Catharines, Ontario, Canada L2R 6Z9
Gary Yoggy, 718 Algonquin Drive, Horseheads, NY 14845

The Illustrated Press is the monthly newsletter of the Old Time Radio Club of Buffalo. Contents, except where noted, are copyright © 1978 by the OTRCOB. All rights are hereby assigned to the contributors.
Editor: Chuck Sealey; Production Manager: Willie Dunworth; Graphics Co-ordinator: Corp Bence. Send all contributions, comments, etc. to the editor at P.O. Box 119, Kenmore, New York 14217. PRINTED IN U.S.A.

Wireless Wanderings

ARBITRON \$ & C



JIM SNYDER

From time to time the various OTR publications, including the IP, mention the demise of OTR programming on some local stations, and bemoan the type of "Top 40" format that they have changed to. The question is either asked or implied, "How can they remove quality programming for the same old thing that everyone else is carrying?" I am sure that we all realize the answer to that is the "ratings", or what someone assumes the ratings to be. While many of us have at

least a vague notion of how the Nielson ratings work with television, I think most of us have no notion of ratings and radio. I thought that it might be useful to see just how the ratings work in present day radio.

To explain this I am going to use my own community as an example. Saginaw, Michigan is a General Motors town of about 85,000 population, and a much larger suburban area. It has three other industrial cities in close proximity. This four city complex would really be the northern fringe of the Detroit megalopolis, Detroit being located about 95 miles to the south. Saginaw is the 15th radio market in the country and has six radio stations, which carry three of the four major commercial networks and the Black Radio Network. All of these stations are aimed directly at Saginaw audiences, but several also aim at the audiences in one or more of the other communities. The black station is the only one aimed at all towns. Each of those other cities has its own stations, some of which are also aimed at the Saginaw market. In addition to this there is an NPR station that covers the area from 50 miles away, and the very powerful and influential clear channel WJR from Detroit, which also has a large following in the area. Now, with this as background, let's see how the ratings work.

The major radio rating service is Arbitron (ARB) and they conduct their survey in the spring of each year, with the results published in August. The results of that survey are critical to the stations. While local advertisers probably rely, to some extent, on their own judgement as to which station to advertise on, the national advertisers have to use the "book" as it is called, almost exclusively in making their advertising decisions in an area with which they are not familiar. The ratings also determine how much the station can charge for commercials. Nationally the overall rate to reach 1,000 adults with a 60 second radio commercial ranges from \$1 to \$3 (vs. \$2 to \$6 for a 30 second advertisement on TV). Even the slightest increase, especially in the critical 18 to 49 year old group, can make the difference of many thousands of dollars. How many thousands is hard to say, but enough so that one station, a year and a half ago, spent \$100,000 in that critical month-long survey period to try to increase their rating. More on that in a moment.

Tonight The LUX Radio Theatre

Present the weekly full-hour show... Over 100,000 and Columbia Cash-in-Cent Weekly at 9 P. M. Eastern Daylight Saving Time

WITH

Helen Hayes

As IN **BOBBY PUZZLE THE STRINGS**

Tonight—and every Monday night—The Broadway musical comedy with Genevieve, who you have been hearing in Sunday afternoon.

Radio's most popular dramatic show now on television—more, more convenient hour. Don't miss Graham Moffat's delightful comedy tonight, 9 P. M.—Eastern Daylight Saving Time.



A full hour on WABC and Columbia Cash-in-Cent Network TONIGHT... and EVERY MONDAY at 9 P. M. E. S. T. Y.

Please consult radio column your newspaper for local times.

July 29, 1935-7

The Arbitron survey is done by diary, where the listener simply records what he has listened to, and when. There are two separate diaries, the "Saginaw Metro Survey" which includes just the county, and the "Total Survey Area" that includes eight surrounding counties. There are usually less than 500 diaries that are used to compile the results. According to the 1977 survey three different stations laid claim to being number one. One station was first in the metro book for audiences age 12 and above. In the eight county total survey area, a different station was first, and in the most important age group of 18 to 49, still a third station was first in the metro book.

The station managers of all six stations were very critical of the Arbitron survey. They all liked a new survey called Trac 7 that is being developed by the industry itself and currently is being tested in the Chicago market area. The big advantage of this system is that it is based on data collected 48 out of 52 weeks, seven days a week. They feel that would eliminate "buying" the ratings during that one short period in the spring.

Arbitron survey rules are that stations are not allowed to do anything unusual during the rating period. A station that does not promote all year long can't suddenly come up with a huge give-away promotion. So, all of our stations have contests and games from time to time during the year, but it is no accident that during the rating period every single one was on the air with some kind of give-away contest. They all admitted that the game they were using last spring was the one they felt was most popular, and the prizes were also larger than at any other time during the year, such as the hundred thousand dollar contest mentioned earlier. All the managers doubt that the contests do much for their rating in the long run, but they can't afford to take chances and be the one station not running one at this critical time. It should also be noted that at other times of the year they only advertise the contest on their own station, but at rating time they go to outdoor billboards and full page newspaper ads to promote the contest.

The programming, thus, is whatever the ratings indicate is the most popular, even if the field is filled by other stations. Several pointed out that there is one major type of popular music that is not carried by any station anywhere in the area, but they all feel that their current format is getting desired results, and to switch to a new type of music would cost them ratings for the next year, as that is how long it takes to build up a listening audience. No matter how much promotion they put into it, it still takes that long for the audience to find the station, so no station changes their programming without a definite need, and careful consideration.

Does letter writing affect program format? They all agree that it would have almost no effect in the prime time radio slots. Other time slots, maybe. Case in point: the CBS affiliate carried the midnight to 5 AM Herb Jepko Show from Salt Lake City. This is an absolutely nauseating phone-in show where little old ladies from all over the country call in to tell what happened at their church bazaar this week. The station management, thoroughly disgusted with the thing, took it off the air and switched to a more topical call-in show from somewhere else in the country. The fairly heavy letter writing campaign to the station brought Herb Jepko back in just a few weeks, since management felt that advertising would be the same no matter what they put on the air in that time period. If it had been a prime time show, the letters would have been ignored and the station would have gone by the "book."

There is one final, and, I think, interesting note. In its "Buyer's Guide" to purchasing a broadcast station, the National Association of Broadcasters gives several checklists of things to look for in deciding on a station. "Ratings does not appear in any of the lists."

OTR bumper stickers: That's right, friends and

neighbors, now you too can own a genuine Old Time Radio bumper sticker! These 15" by 3" black & white gems are \$1 for one, \$1.50 for two, or \$2 for three, all postpaid! "Honk if you love Old Time Radio!" it says, with a picture of an old time radio. Get 'em from Chuck Seeley, 294 Victoria Blvd., Kenmore, NY 14217. This is class stuff. Order now!

1978 OTRcon Report 2.....

by Mitchell Weisberg

After struggling through the holiday exodus from New York City, we managed to arrive at the third annual old time radio convention in Bridgeport, Connecticut.

It was 11 AM, and the convention was in full swing. One room of the Holiday Inn was devoted to the showing of old movies with radio-type themes. A sound effects workshop was in progress in a second room. We headed to the dealers' room where tapes, records, fanzines, and old radios were being inspected by fellow collectors.

I had the opportunity to meet other OTR enthusiasts with whom I've corresponded for so long. Among those I had enjoyable chats with were our club president Chuck Seeley and Alan Rockford, the man who got me into this hobby.

A break for lunch, and then we joined the trivia workshop. Thirty-five questions were offered, and 18 right was enough for first place. Needless to say, the questions were difficult.

Right after the trivia contest I got Jackson Beck's autograph. This

was to be the first of many, as I found all the radio personalities I met that day to be genuinely nice people. Not only did I always get a yes for my request for an autograph, but many times received a thank-you

for my request. Sorrowfully absent from the expected roster of guests were Peg Lynch, Nancy Kulp, and Ralph Camargo.

Soon it was 3:15 PM and time for Raymond Edward Johnson's Shakespeare readings. The room soon became very still as the awe-inspiring Raymond was wheeled to the front of the room. He was given an impressive introduction by MC Bob Witte. Raymond wasn't long into his readings before it was clear that 33 years of multiple sclerosis hadn't dimmed his mind or his commanding voice. He read a self-created play in which he intertwined various of Shakespeare's writings. His story of the Bard's first date was amusingly titled "Willie and the Dark Haired Lady." I was impressed with Raymond, whose favorite INNER SANCTUM episode is "The Button", in which he played all the parts.

A ROMANCE OF HELEN TRENT episode was performed by those guests already present at the convention. Court Benson (TENNESSEE JED) and his wife Grace Matthews (Margo of THE SHADOW) offered a tender tribute to the recently deceased Bret Morrison.



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This was followed by an informal panel discussion with the guests. Bob Witte played the devil's advocate as he threw out the statement "Radio declined because it uses less talent than TV." The guests combatted this "ill-logic" with reasons ranging from radio's loss of advertising to the draw of TV's initial glamour. It was pointed out by Alice Reinheart (ONE MAN'S FAMILY) that, in fact, more talent was needed for the range of voices required by radio.

The cocktail hour followed, during which I got to mingle with the guests and have some fascinating discussions.

I learned

that Betty Wragge (PEPPER YOUNG'S FAMILY) is teaching tap dancing in New York; Lee Allman's (GREEN HORNET, LONE RANGER) favorite TV show is M*A*S*H; Evie Juster (DR. CHRISTIAN) informed me that the BIG SISTER credit afforded her in the convention program was incorrect--she never appeared on that show; and I got to learn more about Raymond.

The buffet dinner that followed had its choices of fried chicken, seafood Newburg, and Beef Bourguignonne.

Two more radio shows were in store for us after dinner. We got to enjoy episodes of FRONT PAGE FARRELL and DAVID HARDING, COUNTERSPY. We laughed during a series of ad-libs between Jackson Beck and Court Benson during the final play. We were able to enjoy the keyboard talents of Rosa Rio, the sound effects of Bob Prescott and Ed Blainey (and Bob Prescott Jr. following in his father's "sound-prints"), the directing of Blair Walliser, the clear announcing of George Ansbro, and the acting talents of all the guests.

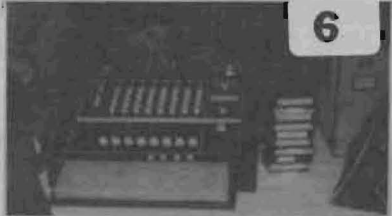
Award time had finally arrived. Awards saluting their contributions to radio were presented to Bob Dixon, Ira Ashley, Ralph Camargo (Court Benson accepting), Lee Allman, Bob Prescott (accepting with a choked throat), Alice Reinheart, and Betty Wragge.

Raymond was thanked for his continued support of the OTR conventions by a standing ovation from the 50-more-than-last-year audience. Jay Hickerson was thanked in a similar fashion for keeping OTR alive by offering everyone another excellent convention.

When the convention was officially called to a close I left with new friends and a renewed pride in this hobby of ours.

PHOTO KEY: 1) Member Mitch Weisberg 2) Seated at the table, Court Benson and Grace Matthews. Behind them, Bob Prescott stands with member Jerry Collins 3) Left to right, members Ed Carr and Bruce Rittenhouse 4) Member Frank Amico, showing his colors on the front of his shirt 5) Left to right, Al Rockford and Don Richardson, slyly slipping in a plug for their publication 6) Part of Ed Blainey's sound effects gear.

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FORUM

David Easter, Editor, On The Air, Golden Radio Buffs of MD., 106 King Charles Circle, Baltimore, MD 21237---

"The Membership and Board of Governors of the GRM would like to thank the OTRCOB for your help in making the 7th Annual Golden Mike Awards Banquet a success. We would also like to donate the enclosed material to your Tape Library. One of our guests was Les Waffan of the Audiovisual Archives Division, National Archives and Records Service. He brought the material for each guest at the banquet and

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TAPE LIBRARY: Volunteers are in the process of rating the sound quality of each reel and cassette in the club Tape Library. The rated contents of these tapes will be listed here until all have been graded, at which time an entirely new Tape Library list will be issued. If you would like to help grade the tapes, send your name and address to the Librarian at the address on page 2. Specify cassette or reel, and you'll have to take potluck as to tapes received. Please listen to EACH program on a tape COMPLETELY and grade shows as it is done below (E, VG, etc.). Each show must be graded SEPARATELY. Please return a list of the graded shows when you return the tape. Naturally, there is no rental charge for volunteers, so here's a chance to pick up some shows for just the cost of postage.

NEW LIBRARY RATES: 2400' reel - \$1.25/month; 1800' reel - \$1.00/month; 1200' reel - \$.75/month; cassette - \$.50/month. Postage must be included with all orders and here are the rates: For the USA & APO: 50¢ for 1 reel; 25¢ for each additional reel; 25¢ for each cassette. For Canada: \$1.25 for 1 reel; 75¢ for each additional reel; and 75¢ for each cassette. All tapes to Canada are mailed First Class.

R-72 (1800')

Screen Director's Playhouse
(all VG)

- "Love Letters" 10/24/49 J. Gotten
- "Remember the Night" 10/31/49
Barbara Stanwyck, 5 sec. dropout
- "Body & Soul" 11/11/49 John Garfield, end credits clipped
- "The Uninvited" 11/18/49 R. Milland
- "The Spiral Staircase" 11/25/49
Dorothy McGuire
- "All My Sons" 12/2/49 E.S. Robinson
- "Call Northside 777" 12/9/49 James Stewart
- "The Affairs of Susan" 12/16/49
Joan Fontaine
- "Miracle on 34th St." 12/23/49 Ed Gwinn, incomplete, ending cut
- "One Way Passage" 12/30/49 Wm. Powell
- "Magic Town" 1/6/50 James Stewart
RCA Victor comms.
- "Tomorrow is Forever" 1/13/50
Claudette Colbert, RCA Victor

R-101 (1800')(2-track)

- Bobby Benson
"3 Wise Monkeys" E, w/comms.
- Adventures of Ace Williams
"The Duel" 15 min., E
- Chick Carter, Boy Detective
"The Rattler Closes In" 15 min. VG
- Duffy's Tavern
w/Marie McDonald, AFRS, VG
- Fanny Brice/Frank Morgan Show
Frank Talks of training lions,
Daddy wins "Most Patient Father"
award, AFRS, VG
- Chandú the Magician
"Ominous Sahara" E, w/comms.
- Mark Trail
"Floating Death" VG w/comms.

R-102 (1800')

- The Black Museum
"Straight Razor" E
- The Falcon
"Murder is a Family Affair"
11/11/45 w/comms E
- Mystery House
"The Thirsty Death" 1944, w/Bela
Lugosi & J. Carradine, E
- Ford Theater
"Adventures of A Bad Boy" 1/4/48
(Ellery Queen), 1 hr. w/comms. E
- Weird Circle
"Frankenstein" E
- Hearthstone of the Death Squad
"The Marriage Annulment Murder
Case" 12/13/51 E
- Mr. Chameleon
"The Perfect Maid Murder Case"
11/27/48 w/comms. E
- Mystery in the Air
"Queen of Spades" 9/11/47 Peter
Lorre, w/comms. VG
- The Whistler
"Charming Hostess" 5/25/52 VG
w/Signal Oil comms, slight x-talk
- The Avenger
"Mystery of the Giant Brain"
11/1/45 VG
- Rocky Fortuna
"The Museum" AFRS, VG

R-103 (1800')

- Abbott & Costello
Costello is a delegate to the
"UNO" 8/11/48, ABC, E
- It Pays To Be Ignorant
"Why do wedding bells ring?"
2/5/48, E
- Alan Young Show
"Synthetic Cigarette Smoker"
1/2/45, AFRS, E

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R-103 (continued)

Baby Smoaks
Smoaks donate Daddy's suit to charity, 10/17/47, E
Abbie's Irish Rose
Guests leaving fear scarlet fever outbreak, 6/17/44, w/comms., E
Harry's Morgan
"Landlords" 1950s, w/comms. E
Archie Andrews
"Hot Weather" 8/7/48, w/comms. E
Aldrick Family
Constance Marshall is straight-ening Henry's tie, 10/17/39, w/comms., E
Blondie
Alexander joins the circus, 1948 w/comms., E
Eddie Cantor
"Selling Ticket to Europe" 9/1/48 w/Wm. Powell, Paist comms., E
Fred Allen
New Year's Eve at George Jessel's nightclub, 12/47, w/comms., E
Charlie McCarthy
"Cornmilk Alley" 1/7/45, E

R-104 (1800')

Fibber McGee & Molly
"Gildersleeve's Ladder" 5/27/41 E
"Getting Their Pictures Made" 6/10/41 E
"The Amusement Park" 6/17/41 E
"Leaving For Hollywood to Make A Movie" 6/24/41 E
"Back From Vacation" 9/30/41 E
"The \$50,000 Deal" 10/7/41 E
"Fire Commissioner McGee" 10/14/41 E
"Fall House Cleaning" 10/21/41 light static, E
"New Furniture" 11/4/41 E
"Bergen & McCarthy Come to Premier" 11/11/41 E
"The Mayor Overstays His Welcome" 11/18/41 E
"Investment in Cosmetic Clay" 11/25/41 VG

G-50 SOUNDS OF HISTORY from the National Archives, E, excerpts featuring Glenn Miller Orch., Teddy Roosevelt, Lindbergh, Einstein, Benny, many more.

STUFF FOR SALE:

Brad C. Becker
818 Elmwood Ave.
Buffalo, New York 14222

Recently, a friend and I cleaned out an entire attic-full of magazines dating back to the late Thirties and ranging up through the early Fifties; the following are just a few samples of what we found.....

LIBERTY, May '42...Ginger Rogers article//Aug. 15 '42...Strip-teaser Ann Corio, Pride of the Yankees(review)//WOMAN'S DAY #1, 1937...Pictorial review of movie "Charlie Chan on Broadway"//MOTION PICTURE, May '45...Alan Ladd cover & feature, Fred Allen interview, etc.//MODERN SCREEN, Sept. '47...Gene Tierney cover & feature, Glenn Ford life story, Maureen O'Hara, etc.//all near mint-mint condition: \$3.00 each, plus .25 postage per mag.

TRUE STORY, Nov. '37...Marlene Dietrich//TS, Sept. '38...Deanna Durbin//TS, Jan. '38...Jessica Dragonette, Bette Davis & Henry Fonda: missing back cover//TS, Dec. '38..."Molly & Me" by Fibber McGee///all good \$4each + .25¢.
TS, Jan'39...Jane Withers//TS, Oct'38...Story of Charlie McCarthy by Edgar Bergen//TS, May'39...20th Ann. issue w/Jeanette Macdonald//TS, Jn'39...Hope Whitehouse cover, Brenda Frazier//TS, J1'39...Fredric March//TS, March'39...
...Joan Blondell//TS, Aug'42...Lum and Abner//TS, Jn'42...Sammy Kaye//TS, March'43...Fred Allen//TS, Feb'43...Betty Winkler(Joyce Jordan, M.D.)//TS, Dec'42...Jimmie Fidler//TS, Apr'42...Dinah Shore//TS, May'42...Ted Steele//TS, Sept'42...Kay Kyser//TS, Oct'43...Bob Hawk//TS, Sept'43...Fred Waring//TS, May'43...Woody Herman//TS, Jn'43...Lucille Manners//TS, Oct'42...Gladys Swarthout//TS, Jan'43...Helen Mencken//TS, Apr'43...Intro. Radio's "Young Dr. Malone"(Alan Bunce)//TS, Sept'41...Jimmy Dorsey//TS, Nov. '41..."Life with Benny" by Mary Livingstone, Eddie Cantor, Wynt & Marge//TS, Dec, Jan, Feb, '41-'42...three part serial, "Radio Love"(Love behind the microphone!)//all are excellent condition and \$3.00 each plus .25 postage(serial issues: all three for 7.50 postpaid).

send money orders only, please. Thanks!

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TAPE SPONDENTS: Send in your wants, catalogs, etc., and we'll run them here for two consecutive months.

Corb Besco, 815 Greenwood Ave. NE, Atlanta, GA 30306-- Looking for **GANGBUSTERS** show that features Forrest Turner, Public Enemy.
Chuck Blaskower, 311 E. Maple St., Apt. 8, Glendale, CA 91205-- Will pay generous amount to an acting group to put on his original radio play, **CRIME WAVE**, to his satisfaction. Call (213) 240-3280 for details.

.....
Central New Yorkers...hear **THE SOUNDS OF YESTERDAY** every Friday at 8:05 PM on WRVO (FM) 89.9, Oswego.



Nostalgia Radio News

* **DOUBLE-R-RADIO** publishes the information-packed 38-40+ page **NOSTALGIA RADIO NEWS** each month with:

- * NEWS from the worlds of new and old time radio.
- * exclusive **ADVANCE** listings, log and plot outlines for **THE CBS RADIO MYSTERY THEATER** with stars, author, etc.
- * **RADIO THEN/NOW**...photos of the stars of old & new radio.
- * **RADIO YESTERDAY**...ads, old program schedules, etc.
- * **CANADIAN BROADCASTING CORPORATION** program highlights.
- * **WHERE TO TUNE** in New York, Ontario & Quebec for **OTR**.
- * plus ads (write for info about advertising & much more...
One year (12 monthly issues) \$7.50 first class mail in US, CANADA, MEXICO; elsewhere \$8.70--**SAMPLE ISSUE 50¢.**

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Syracuse, N.Y. 13220



B I G G E R & better than ever with over 300 paid subscribers...

NOSTALGIA RADIO NEWS...over 5 years...and still growing!!!
.....

- Men Grey, Richard Cromwell, and Donald Woods.
Sol Feldman, 119 Pooler Ave., DeKalb, Illinois 60115--Looking for logs of **CAVALCADE OF AMERICA** and **COLUMBIA WORKSHOP**.
Bill Gore, 9443 Angleridge Rd., Dallas, Texas 75238-- Looking for anything with the **Andrews Sisters** and **BUSTER BROWN** programs.
Richard Olday, 100 Harvey Drive, Lancaster, NY 14086-- Looking for chapters #22 and #40 of the **TARZAN** AND **THE DIAMONDS OF ASHER** serial.
Jim Snyder, 517 North Hamilton St., Saginaw, Michigan 48602-- Looking for any **LUX RADIO THEATER** shows he doesn't have. Will trade two for one to get them and has over 300 to choose from.

GRACIAS DEPT.: Thanks to the Golden Radio Buffs of Maryland, Dick Olday, George Hobson, James & Myrtis Cotton, Steve Hiss, and Bill Gore for their various contributions to the Tape and Reference Libraries.

OBITUARIES: Ruth Etting, died 9/24 at 81. Singer-actress Etting appeared on many radio shows, including **CHESTERFIELD'S MUSIC THAT SATISFIES** (32-33), **THE KELLOGG COLLEGE PROM** (35-36), **OLDSMOBILE SHOW** (35), and **THE RUDY VALLEE HOUR** (46). In the late Forties she and her husband Myrl Alderman had their own radio show on **WHM**.

Alan Courtney, died 9/16 at 65. Began career in vaudeville, entered radio in 1928. Courtney has been a controversial telephone talk show host on Miami radio since 1948.

Collector, preferring to remain anonymous, has access to network line copies of the **CBS RADIO MYSTERY THEATER** from Oct.-Nov. 1977 to date. Exc. sound. Also has line copies of the **CBS** and **Kraft** anniversary shows. Will trade for high quality **OTR**. Lack of time prevents immediate response. Send all inquiries to Chuck Sealey, 294 Victoria Blvd., Kenmore, NY 14217. Include postage for forwarding. Millie Dunworth, 47 Kamper St., Buffalo, NY 14210-- Looking for **THOSE WE LOVE**, starring

IP/ip

Myrtle Damerel, died 9/18 at 90. Best known as Myrt in MYRT & MARGE, in which she starred with her daughter Donna until Donna's death in 1942.

John F. Holbrook, died 9/20 at 68. A freelance network announcer in the Thirties & Forties, Holbrook worked such shows as DOUBLE OR NOTHING, RED SKELTON, THIS IS YOUR LIFE, and THE CHICAGO THEATER OF THE AIR.

Arthur Church, died 9/22 at 82. A broadcast pioneer in both radio & TV, Church founded Kansas City's KMBC in 1927 and KMBC-TV in 1953. He was heavily involved with many aspects of the industry including the Army's first Signal Corps Radio School, private radio schools, a broadcast artists bureau, transcription libraries, and the National Association of Broadcasters. He was a founder of Broadcast Music, Inc.

Karl Swenson, died 10/8 at 70. Long-time radio actor and TV actor. Most recently seen as Mr. Hanson on LITTLE HOUSE ON THE PRARIE.

W.G. (Bill) Hayes, died 10/12 at 91. Starting in radio in 1922 in Nebraska, Hayes is best known as the announcer for AMOS 'N' ANDY, a job he held for nearly twenty years.

Demis Constanturos, died 10/23 at 68. Beginning his career in 1937, Constanturos wrote over 100 radio plays, plus novel adaptations for British TV, and stage plays.

FORUM (continued from page 6): donated the remaining material to the club. We would like to share it with you."

((I thank you on behalf of the OTRCOR...See page 8 for a description of these items. Very interesting material. --CAS))

Paul Memmer, 1030 Boyer, Dubuque, Iowa 52001--- "I am writing in reference to Chuck Minkewer's letter in the IP #29. I am the individual responsible for the production of the infamous "Cat Burglar Killer". From the start I agreed to do the production to the best of my abilities and to Chuck's satisfaction. I am still happy to do that but his own attitude changes with every conversation.

"I completed the production using a rather large cast, sound effects, music, etc. After Chuck listened to it he expressed, in his own words, 5% satisfaction. Later he said he was 90% satisfied but would like the sound effects emphasized on the actual commission of the crime and would like the opening dialog spiced up (I agree it is a little dry) and a few other minor changes. This I agreed to do.

"My position at WDBQ/KIMI is Operations Director. My free moments to work on projects like this are limited particularly at this busy time of the year. I told Chuck that but suddenly he told another friend in Dubuque to tell me to send back the script and he was going to get it done professionally. It seems to me it is Chuck who has backed down on the agreement without giving me an opportunity to correct the errors.

"I have done literally dozens of radio scripts and have received national attention for it. My personal integrity is beyond dispute and I have been chosen Citizen of the Year by the local newspaper in 1976. I have written 3 full-length musical comedies, have lived and worked in this community for 34 years and don't plan to rip anyone off.

"Chuck's script came to me handwritten and almost illegible in spots. I had it typed and supervised the entire production of the show. We spent literally over a dozen hours on it in actual taping and post-production editing. The dialog is stiff and required skilled people to make it sound as believable as it did. The entire story is straight out of amateurville. I also advised Chuck in an hour-long telephone call of flaws in the play which he changed on my advice. Example: Until I told him to put the phone call from the hero's brother into the script, he had no reference to a "brother" until the final scene. Any dramatist knows it is a cardinal sin to introduce a principal character, particu-

larly the murderer, in the last scene before giving him any introduction to the listening audience before-hand.

"I feel I have done my share and more and am still perfectly willing to finish Chuck's script. He is more than a little paranoid about the whole thing. I would caution anyone getting involved with him to be careful. He will drive you crazy with a story that has obsessed him for years...and isn't really that great."

((And that, gentlemen, is that. Both Mr. Blaskower and Mr. Hemmer have aired their views on the matter here. That will be the end of it in the IP. Anyone wishing to comment, please address yourselves to the parties involved. Chuck Blaskower's address is on page 9. --CAS))

Brad Becker, 818 Elmwood Ave., Buffalo, NY 14222--- "Although I am a fan of most forms of popular media, I can't quite get interested in OTR. My experience with it is limited, granted, but what little I have heard in the way of OTR has been of either unsound production (by modern standards of recording) or out-moded plots, adventure or comedy. Much of the fault in recording quality lies with collectors' re-re-re-producing tapes from a master tape (the first time), then making copies of copies over and over. In the sense that collectible items are too readily available (OTR shows) is probably my major source of concern. This attitude may seem a bit elitest and self-serving, but I think that it may be one of the real reasons that OTR collecting does not command the following that other areas of popular culture have.

"Comic book collectors, for instance, are accumulating entertaining material that is also very secure investment-wise. Admittedly, not everyone is interested in making a buck off their hobbies. But I can think of few who wouldn't rather consider their collections of whatever at least marginally unique. I will admit that the core of OTR collectors are more dedicated to their interests than the larger core of comic book collectors, simply because they have to be; they own nothing that can't be duplicated at low cost. So in the sense that OTR fans love the medium for its own sake more than some other media fans, there must be something there.

"Certainly there are classic pieces in any medium, there just seem to be fewer in OTR than anywhere else I can think of readily. I'd much rather watch a Jack Benny TV show than just listen on radio or tape; surely W.C. Fields was more entertaining when visible; etc.

"Yes, friends, there is a good reason why OTR died. It was old time."

((Mr. Becker wears many hats: he owns The Fiction House, probably the finest magazine store in Buffalo; he is the comics and TV consultant to the Buffalo & Erie County Historical Society; he is a former officer of the Western New York Popular Culture Society and currently edits that group's monthly newsletter, It's Not Just Nostalgia (samples \$1 from address above); and he publishes several fanzines of general interest. He's not a bad guy, just misguided. --CAS))

**The
CRYSTAL
EGG**



RADIO SKETCHES

&

INFO-BITS



HY DALEY

For anybody who would like to have OTR on modern radio, here's a good way to do it-- buy your own station! The National Association of Broadcasters recently published a booklet called Purchasing A Broadcast Station: A Buyer's Guide. "The 46 page booklet will be helpful," says NAB VP Erwin Krasnov, "to anyone

National Radio Trader

*We're still
growing like a
weed . . .*

Can you tell us why?

- Is it our professional printing and editing?
- Is it our ads from traders around the country?
- Is it our features like—

From Out of the Past Comes . . .
Radio In Review
Radio Roots
Ye Olde Equipment Shoppe
Radio Answer Man
Radio Crossword

- Is it our news of clubs and old-time radio happenings?

*Whatever it is . . .
we must be doing
something right!*

If you're not already a subscriber, send for free sample issue mentioning where you saw this ad.

Write:
National Radio Trader
Post Office Box 1147
Mount Vernon, Washington 98273

Then . . .

Please tell us what we're doing that's making us grow like a weed!

interested in buying a station." The price is \$3 from Legal Dept., NAB, 1771 N Street, Washington, D.C. 20036.

I can see it now: station WBH (Charlie Seeley's station--Big Horn), WSTU (Stu Mann), WSNY, WCAR, etc., etc.

Have you noticed all the new LONE RANGERS around? I've picked up a pile from Steve Lewis and John Furman. All excellent from discs.

I've come across the most sophisticated radio comedy-- THE HALLS OF IVY, with Ronald Colman and his lovely wife. Ronnie's a professor at Ivy College and has all kinds of academic problems. The humor is pretty simple but some of Colman's philosophizing is strictly from Aristotle. The plots are sometimes sentimental. Take the girl who is ashamed of her dad because he's a hot dog salesman on campus. The Professor reminds her that he cannot work at other jobs because he was wounded in the war. The show ends with the college honoring the dad for being a Congressional medal award winner and, of course, the girl realizes that academic prestige isn't everything. Gee, isn't it?

Some other obscure shows I've come across lately (and are not mentioned in most radio lists) are DANIEL BOONE, JERRY DEAN'S BOY TROOP, RAWHIDE, LITTLE THEATER, MIDSTREAM, THE PLAYER, LOST EMPIRE, and BEYOND REASONABLE DOUBT. Sure wish I had more info on these shows...

Got a letter from a Frank Johnson, 1505 West Leland Ave., Chicago, Illinois 60640. In 1939 he made a series called PAT MCADORE for Drug Trade Products. He remembers that they were recorded in Chicago and played over the Mexican border. He says there were 84 15-minute programs made. He'd appreciate hearing from anyone who has tapes of discs of the program.

David Kressley of New Tripoli, PA is looking for Wayne King shows or IT'S SHOWTIME FROM HOLLYWOOD with Freddy Martin discs. Dave's also promised me a ZIV Discography which should shed much light on many missing shows

of PHILLO VANCE, BOSTON BLACKIE, CISCO KID, MR. DA, BRIGHT STAR, and MOVIE TOWN RADIO THEATER, plus shows not in most folks' collections.

You know some people are really collectors of specific types of shows. I came across a fellow recently who collects Hawaiian 16" discs. You know, Hawaiian muzak!

By the time you read this column, Charles Seeley, Esq., should have wandered to Corry for a weekend session in some down-to-earth OTR discussion. ((I did, and had a great time with the Daley folk. I'm sure Hy will relate the lurid details in a future column. --CAS)) I hope to interview Charlie and find out what really makes the Big Horn tick (if tick he does). This story may be bigger than Watergate, bigger than the new Pope, bigger than snow in Buffalo (?). Watch this column in the future when CAS will be exposed for what he is (Horatio K. Boomer, in disguise).

P.S.: Did you get your copy of MEMORIES IN SOUND?

Reviews

The following are the opinion of the reviewer. Comments welcome.

The summer issue of the NARA News mentioned that one of their members, Douglas Hodges, has produced a record album with the title "December 7, 1941 - Day of Infamy." It is intended primarily as a souvenir of tours of the Pearl Harbor Memorial, but can also be purchased by mail. It was billed as having "previously unheard material from the National Archives and local Honolulu radio stations." Don't let this statement take you in, because it is simply not true. It is basically radio news-

casts strung together with a brief narration. I have the complete broadcast (some of these have been edited considerably on the record) of every item that is used. While I do have some material from the National Archives, the stuff on this record is not part of it. Every item is in general circulation. Still, if you are a history buff, you should enjoy this recording. It runs 25 minutes on each side and sells for \$6.50, including postage (\$7.80 in Canada). It can be obtained from Kalmar Company, P.O. Box 25851, Honolulu, Hawaii 96825. --Jim Snyder

TV Guide: The First 25 Years, compiled by Jay S. Marris with the editors of **TV Guide**, published by Simon & Schuster, 1978, 317 pages, indexed, \$14.95. This book can best be described as a labor of love. Complete with fall season network schedules from 1953 to 1977, a very concise index, and 16 pages reproducing in color 400 or so covers of interest, this tome has articles upon articles that have appeared in the television viewer's "Bible" for the past quarter of a century.

"IRREVERENT is the word for the Smothers Brothers", early 68; "The Voice You Love To Hate" (who else but Howard Cosell), 71; Jackie Gleason on Sin, Music, Plato, Pity, and other subjects", 65; "How To Make Millions Without Really Working" (Berle), 64; "Television and the Feminine Mystique", 64; "So long, Jack!" (Paar), 62...and on and on. The Arthur Godfrey mystique, America's long vigil that November in Dallas, the tragic story in Red Skelton's life, and, believe it or not, in late 1958, "Why Gunsmoke keeps blowing away."

There are reprints of familiar "close-up" synopses, such as "Sept. 26, 1960: Nixon-Kennedy Debate" and "Sept. 20, 1973: Millie Jean King vs. Bobby Riggs." There are Cleveland Amory reviews on such topics as **CANDID CAMERA** and **OSIE AND MARIET** ("Dave and Rick are no threat to future Hamlets, but Dave keeps the wholesomeness down to reality").

The golden days of TV? As much as some may shudder, maybe we are still in the golden days.

All in all, I would say that this is an exceptional book. My only two complaints are minor. Firstly, the reproduced covers should be dated and, secondly, the articles themselves should have exact dates. The book is a collection of articles that many of us have clipped out over the years and put in a box to reminisce over someday. Now they're put together in a nice binder. --John Weitz

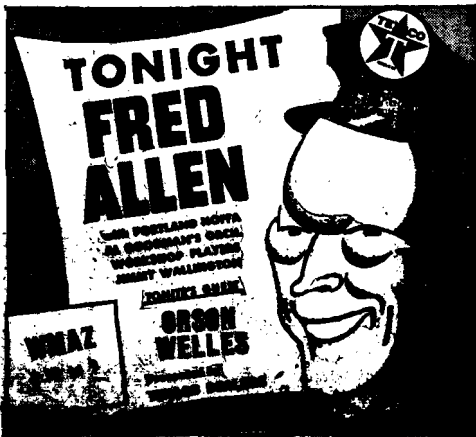
The World of Yesterday #19 and **Under Western Skies #4**, both published by Linda & Ron Downey, 13759 60th St. North, Clearwater, Florida 33520. Five issue **WOX** subscription is \$7.50; four issue **UWS** subscription, \$5.

Not long ago, **WOX** presented the definitive Dead End Kids/Bowery Boys/etc. study. **WOX #19**, the current issue, contains the definitive study of Mel Blanc. Fifty of **WOX's** 80-plus pages are devoted to a simply excellent look at Mel Blanc, including biographical notes (with many, many anecdotes), an extensive Blanc discography, and lists of his radio and TV appearances. The tribute is pretty much a one man show by regular **WOX** contributor Walt Mitchell and the bulk of the biographical material is from Walt's recent interview with Blanc, making this primary source material. The discography is from Walt's considerable record collection. And, of course, there are pictures on nearly every page, a **WOX** trademark. The rest of this superb issue is made up of an article on the big bands, film reviews, letters, an article on **THE LONE RANGER**, and obituaries. Single copy price of **WOX** is \$2, but I don't know if there's a postage charge. Ah, why fool around, just go and subscribe. And the cover has a great color picture of Blanc.

UWS #4 also has a color cover, this of the Lone Ranger and Tonto (Moore and Silverheels). Half the issue is given over to the masked rider of the plains, with many pictures and a very excellent article on Bruce Beemer. Also in this issue are book reviews, letters, a Tex Ritter filmography, and more.

Linda and Ron do wonderful work. Try any issue of **WOX** or **UWS**, and I think you'll agree. --CAS

This fall has seen advertising in some of the hobby publications, and a special flyer mailed to many of us from club mailing lists, for a book called **Golden Throats and Silver Tongues! The Radio Announcers** by Ray Poindexter (available for \$10.50 from Radio Announcers, P.O. Box 1174, North Little Rock, Arkansas 72115). Unfortunately, after reading this 222 page publication my reactions are generally negative. While



some of the material is very interesting and readable (such as the story of KDKA and its announcers; and the story of Lowell Thomas), the book suffers from a format that makes it very difficult to read. One might expect that since it deals with individual announcers, each would be given a section for his biography and stories, similar to the style used by most publications, even including the encyclopedia. Instead, the author takes us year by year through broadcasting and works the announcers in and out of this in a very confusing pattern. Thus, if you want to know about Ted Husing, you have to go to page 34 for what he did in 1923, page 42 for 1924, page 51 for 1925, page 63 for 1927, etc., etc.

The author is also overly concerned with birth dates and places. In some cases this serves a purpose, but in most it merely fills space and becomes rather annoying. Just one sample of this would be Pasqual Gallicchio. His sole entry in the book covers his birth date, etc. for three and a half lines, and then follows up by saying he began announcing for WMAZ a "little after" 1929. That is all.

Over all, I would have to say that only twenty to thirty percent of the book is really readable and enjoyable, and the format makes it very difficult to use as a reference source. --Jim Snyder

Adventures in Time and Space on NBC's Radio's Dimension X and X Minus One compiled by Bill Sabis, \$4 from Bill Sabis, 5715 NW 4th Place, Gainesville, Florida 32607. 124 pages with actors' index.

I kind of expected this to cover the same ground as Meade Frierson's 1972 Science Fiction on Radio publication, and it does. But...there's so much more. Where Frierson included all of what he called "adult" SF on radio (that is, excluding BUCK ROGERS, SPACE CADET, etc.), Sabis concentrates entirely on DIMENSION X and X MINUS ONE, covering each series in literally exhaustive detail. Everything you could wish to know about either series is here: dates, cast, production crew, sponsors, show times and days of the week, etc. It's indicated if each program is an original, a rebroadcast, a remake, or a repeat (don't worry, he clearly defines the distinctions of the latter three). Also included are thorough descriptions of the various openings used in both series (4 each for both series, not including the 1973 X MINUS ONE repeats; and they're covered also) which should make it very simple for collectors to date shows in their collections. Plus, there are excerpts of letters from several of the people involved with the shows, and a fair amount of reprinted NBC promotional material.

Oh, I have a few complaints, such as the misspellings (Robert Bloch as "Block", etc.) and the value judgements on some of the shows, but they don't amount to much given the amount of information here. The book should actually appeal to the general OTR collector more than to the SF fan because it is aimed, or certainly seems to be aimed, at making show identification a very simple task. Bill Sabis had to have done a huge amount of research on this; it certainly shows. --CAS

Airwaves, \$10 for 12 issues from 900 Elmwood, Wilmette, Illinois 60091.

This OTRzine has fallen behind in frequency lately, the current issue (#19) is dated May 1978. Since fanzines in any genre are notorious for not staying on schedule, the Airwaves situation doesn't seem too alarming. However, the size is still 12 pages and that does seem kind of slim after the long waits between issues.

There have been some good features here in recent issues. #17 had a very informative piece on tape quality, explaining the causes of drop-outs, print-through, and the like. #19 has the first part of a good

review of the Pioneer RT-707 deck, the one with pitch control. Also, Airwaves has been running a list of what programs are in circulation along with how many of each, a feature I find pretty interesting and which must involve lots of research.

However, given the frequency and the material received, the subscription price does seem a bit high. --CAS

Collector's Corner, 12 issues for \$7.50 from Joe Webb, 5 Valley View Drive, Yonkers, NY 10710.

CC has been around for 9 months now, and they've had some good features in these issues. There've been interesting articles on I LOVE A MYSTERY, LUM & ABNER, JOHNNY DOLLAR (a look at one particular episode; good idea), buying used tape, and finding discs. There've been interviews with James Monk (MR. MOTO), Fred Foy, and Bill Gagnon (a reporter who had a story dramatized on THE BIG STORY). All the interviews were interesting, but only the Gagnon was presented in dialog format (I like to read verbatim interviews). Each issue also carries a continuing SUSPENSE log.

My only real complaint is that it seems as though there should be more on a page. The page margins look extra-wide. On CC's News page, the two margins put together seem almost as wide as the lines of type.

At any rate, I think CC is worth its price. --CAS

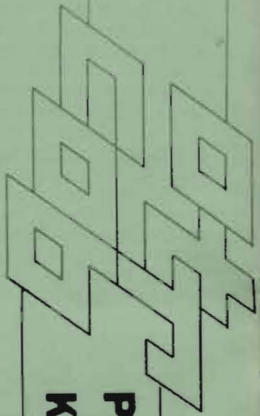


Would you believe that there is an OTR dealer grossing more than \$500,000 a year just by selling OTR? Radio Reruns of Minneapolis claims it does. Other companies are certainly taking this seriously: Nostalgia Lane Records and M.F. Productions have charged Radio Reruns (the company is actually Metacom, the product name is Radio Reruns) with unfair competition and copyright infringement. It seems Radio Reruns greatly underselling the other two companies. Nostalgia Lane and M.F. also claim that Radio Reruns product is of shoddy quality. Radio Reruns hit a gold mine: they sell OTR cassettes to the A&P supermarket chain for \$1.84 each. A&P uses the cassettes as promotional items and sells them for \$2.98, or less with coupons ("...plus this Deluxe Vinyl Storage Album, ABSO-

LUTELY FREE!"). Each week, shoppers can pick up a new cassette. The offerings are the standards, and there's the usual nonsensical hype ("Collector's item!", "All time best show!", "Voted best of series!", etc.). So, Nostalgia Lane and M.F. are suing Radio Reruns and Radio Reruns is suing Nostalgia Lane and M.F. (for "interfering with its business"). Be interesting to see the outcome. (Thanks to Frank Amico for the A&P ad and to Frank Matesic for info from Billboard.)...Richard Widmark will be a host on next year's SEARS RADIO THEATER on CBS. Widmark will handle Adventure Night. Andy Griffith is the comedy host and Vincent Price the mystery/detective host...Orion Pictures has announced it is planning a CHANDU THE MAGICIAN film with Peter Sellers as the mage. It'll be a comedy and is described as "not unlike the Pink Panther series"...Watermark Studios is preparing ALIEN WORLDS, a half-hour syndicated radio show, for January release. It'll be a 26 week series, but each episode will take two programs to complete. Described as "space cops", this series looks to be pretty low grade "sci-fi"(thx to Jim Snyder for info).



Some time ago I read a letter in which the writer, a co-editor of a current OTRzine, stated that after being in a position of authority over a publication he thought he would give up fan writing if "all that were required of me was to write a few menial articles." This strikes me as a pretty offensive statement, and certainly represents an elitist point of view. Friends, there are no menial articles in the IP, and there never will be. As far as I'm concerned anyone who takes the time to pen a letter of comment or an article, or a column is making the best contribution possible. "Menial"? It is to laugh. --CAS



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