

THE ILLUSTRATED PRESS

Number 201

June 1993



My Solemn Pledge to The Lone Ranger

1. I promise not to cross any street except at regular crossings and to first look both ways.
2. I promise not to play in the streets.
3. I promise not to cross any street against signal lights.
4. I promise to obey Junior Traffic Police at all schools and help younger children to avoid danger.
5. I promise not to ride on running boards or fenders or hook rides.
6. I promise not to hold onto the rear of automobiles or street cars when on a bicycle, scooter or skates.
7. I promise not to ride a bicycle on the wrong side of the street, or make turns without signalling, or ride on the sidewalk or in any playground where others are playing.
8. I promise not to hitch-hike or ask strangers for rides and to discourage younger children from this dangerous practice.
9. I promise to promote safety at all times and encourage others to join this safety movement.
10. I promise to always obey my parents or guardians.

{It is the duty of every Safety Ranger to memorize and observe these rules at all times}



Signed

Member KILPATRICK'S LONE RANGER SAFETY CLUB

This safety movement in the interest of the happiness and well-being of our boys and girls is sponsored by Kilpatrick's, that good Bread in the bright gingham wrapper.

DEAR LONE RANGER SAFETY SCOUT:

I can call you that now, for you have been enrolled as one of my helpers

Here is your Lone Ranger Safety Scout Badge. Isn't it a dandy though? Put it on and wear it. You can be mighty proud of it, for those who see it will say to themselves, "There is a comrade of the Lone Ranger and one of his right hand helpers . . . brave and dependable."

REMEMBER, you are NOT to wear this badge of honor, if you fail to keep your Lone Ranger Safety Scout pledge.

By working together just think of the good we can do . . . how many children, yes and grown-ups too, we can save from being hurt by autos and trucks. Think of the great help we can be to each other, for you know we are all comrades.

Read your Lone Ranger Safety Scout pledge often and live up to it everyday.

I am counting on you. Don't disappoint me.

Your comraie,

The Lone Ranger

The Old Time Radio Club
Membership Information

New member processing, \$5.00 plus club membership of \$17.50 per year from Jan 1 to Dec 31. Members receive a tape listing, newsletter, and the yearly *Memories Magazine*. Memberships are as follows: If you join Jan-Mar, \$17.50; Apr-Jun, \$14.00; Jul-Sep, \$10.00; Oct-Dec, \$7.00. All renewals should be sent in as soon as possible to avoid missing issues. Please be sure to notify us if you have a change of address. The Old Time Radio Club meets the first Monday of every month at 7:30 P.M. during the months of September to June at 393 George Urban Blvd. Cheektowaga, N.Y. 14225. The club meets informally during the months of July and August at the same address. Anyone interested in the Golden Age of Radio is welcome.

Club Mailing Address

Old Time Radio Club
P.O. Box 426
Lancaster, N. Y. 14086

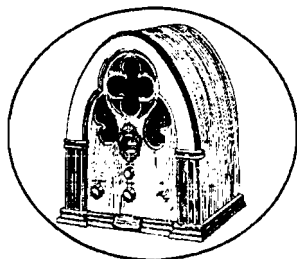
The Old Time Radio Club is affiliated with The Old Time Radio Network.

Back issues of our publications are available as follows:

The *Illustrated Press* and *Memories* are \$1.50 postpaid. Publications out of print may be borrowed from our Reference Library.

Deadline for The Illustrated Press is the 10th of each month prior to publication.

The *Illustrated Press* is a monthly newsletter of The Old Time Radio Club, headquartered in Buffalo, N.Y. Contents except where noted, are copyright 1993 by the OTRC.



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Reel to Reel, 851 and up

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Clarence, N.Y. 14031

Tape Library Rates: All reels and video cassettes are \$1.85 per month; audio cassettes and records are \$0.85 per month. Rates include postage and handling. Canadian rates are the same as above, but in Canadian funds.

Attention: All OTR clubs that exchange newsletters with the Old Time Radio Club, individuals who contribute columns and/or letters, be sure to send them to the new editor of the *Illustrated Press*--Peter Bellanca

1620 Ferry Road
Grand Island, NY 14072

Radio Premiums and The Lone Ranger

It's a seething scientific sensation! Actual atoms split into smithereens inside this ring! And you can see brilliant atomic effects! --- You'll see frenzied flashes of light caused by released energy of atoms splitting like crazy!---Atomic materials in Atom Chamber are harm- less"

Well...maybe it wasn't all that spectacular. But it sure was something. The Lone Ranger Atomic Bomb Ring was offered by Kix cereal for 15¢ and a box top in 1947. On an adjustable "gold" band, embossed on each side with a thunderbolt, was a miniature A-bomb (which could almost be mistaken for a silver bullet). The warhead was silver, the tail section red. In the tail section was a hidden message compartment. And it was by removing the trail section that you could find the real magic in the ring: the Atomic Chamber in the warhead.

First you stood in a dark closet until your eyes became accustomed to the dimness, then you peered through the observation lens to see the "flashes from disintegrating atoms." Marvelous!

What more natural a premium for the Lone Ranger than a silver bullet. The first Lone Ranger Silver Bullet had his name imprinted at the base of the bullet, which also pulled out to reveal the obligatory secret compartment. On the inside of the bullet's base was a tiny compass. Other Silver Bullets were also hollow; one containing a lump of "genuine" silver ore, another tablets which to make invisible ink. The Lone Ranger Silver Bullet Keychain was just that -- a keychain attached to a "realistic but harmless" metal bullet.

There were many rings offered by the Lone Ranger, and my favorite was the Six Shooter Ring. A huge Colt six shooter was mounted to

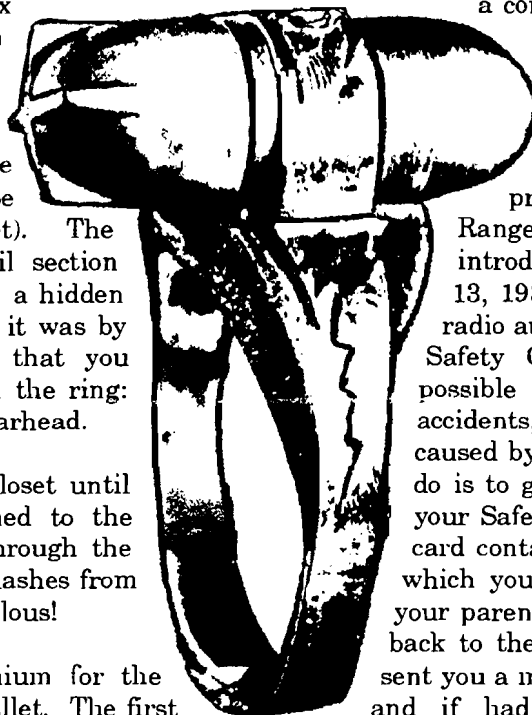
the metal band, and there was a cigarette lighter like flint wheel in the gun that you could turn to have sparks shoot out.

Probably the most magnificent Lone Ranger premium was "Frontier Town." Models of the town's buildings were printed on the backs of Cheerios boxes, but to complete the town you had to send for other parts. When completed you had a complete frontier town including a general store, sheriff office, livery stable, Union Pacific tunnel, and so on.

The most ingenious promotional was the Lone Ranger Safety Club which was introduced in script #422 on October 13, 1935. The Lone Ranger told his radio audience that the purpose of the Safety Club was to do "everything possible to reduce the many terrible accidents, deaths, and crippling injuries caused by automobiles." All you had to do is to go to your local grocer and get your Safety Club application card. The card contained ten promises (see cover) which you agreed to live by. You and your parents signed the card and sent it back to the Lone Ranger, who in return sent you a membership card, a secret code, and if had gotten three neighborhood friends who did not use the sponsors product to promise to buy it the next time they went to the grocer, a Lone Ranger Safety Club badge.

Within six weeks of this promotion, almost half a million kids signed up for the Safety Club. The Safety Club, at one time, had a membership of over two million members, all buying the sponsors products.

Other notable Lone Ranger premiums were the Silver Bulletknife, Flashlight Gun, Pedometer, Filmstrip Ring, Lucky Horseshoe badge and Weather Ring.



RADIO MEMORIES

by Francis Edward Bork

Another character from out of the Old Time Radio past and another favorite of my dad and myself was William Gargan in his portrayal of *Martin Kane, Private Eye*. Gargan, an actor from stage, screen, radio, and later on television was born in Brooklyn, New York on July 13, 1905. After he got out of school he worked as a bill collector following in his father's profession. After that he tried being a stockbroker's assistant, a bookmaker and then a salesman.

In 1924, at a friend's advice, he decided to try his hand at acting. His first role was *Aloma of the South Seas*, in which he had one line, but before the show closed, he had taken over the male lead. After that he did *Laff it Off* in 1927 followed by *War Song* in 1928.

Gargan's biggest hit on Broadway was *The Animal Kingdom* which opened in 1931. This show brought him the Drama Critics Award for the outstanding performance of the year and opened the Hollywood door wide for him.

Gargan made well over 100 movies, his first being *Rain* in 1932 playing opposite Joan Crawford. Year after year he played in many films never missing a single year. Among my personal favorites and really the only ones I remember were *Miss Annie Rooney* in 1932 with Gargan playing the father of that all time great child star, Shirley Temple. The other favorite of mine was and still is *The Bells of St. Mary's*, in 1935 with Bing Crosby

Gargan's part as Carole Lombard's lover in *They Knew What That Wanted* in 1940 had brought him an Academy Award nomination. In the 1940's Gargan had the title role in three film features of Ellery Queen and of course his *Martin Kane Private Eye* radio series which he also brought to television in the early 1950's for two seasons. He was followed in that excellent detective series by Lee Tracy and then that wonderful actor Lloyd Nolan as the great Martin Kane.

Gargan was a member of what was affectionately known in Hollywood as the "Irish Mafia." He played policemen, priests, reporters and adventures with a certain Irish charm (I think he once kissed the Blarney Stone) and absolutely no nonsense. Another of his 1940 films was *Star Dust* with Charlotte Greenwood and later *Who Done It* with those two top comedians of the early forties, Abbott and Costello.

In 1960 he was coaxed out of retirement to play an ex-president who knew he was dying in *The Best Man*. The play was still in out of town tryouts when Gargan learned that he had cancer (he smoked two and a half packs of cigarettes a day).



In his book *Why Me* written and published in 1969 he detailed the mental anguish he suffered after the operation that removed his voice box. Bill had had a soothing gentle Irish rolling type of voice that was a pleasure to listen to.

Bill and his wife, who was a dancer in *The George White Scandals* had been married since 1929 (and in Hollywood that's some kind of record). They lived in Rancho LaCosta, California. Bili and his wife named one of their sons Leslie Howard Gargan, after Bill's pal and co-star in *The Male Animal*.

Bill always had remained very active, each year he put on the LaCosta Golf Tournament and was responsible for The Ball in Palm Springs. The proceeds of which, both went to the Cancer Society. He traveled all over the country in attempts to convince other victims of that dread disease not need be fatal. He spoke to his

audiences with an electric larynx.

Well we old time radio listeners were pretty lucky, not only did we hear very intelligent radio programs but we also had some of the best performers both Broadway and Hollywood had to offer. Then too, we did not have to rate the shows on radio to be sure that children did not hear vile words or sex filled scenes. Men like Bill Gargan were good models to try to emulate except for Bill's smoking habit, which unfortunately even Bill found out, only then it was to late for him.

---and now the Avenger---

The Avenger was first aired in 1945, and although it was syndicated, it really never made it on radio. The reason I think was that it was a bold copy of the more famous Shadow, which of course just about everyone enjoyed.

The Avenger, was Jim Brandon, a famous biochemist. Through his numerous scientific experiments, Brandon had perfected two inventions that aided he in his fight against crime (and he didn't have to go to the Orient to discover them). One was a telepathic indicator, by which he was able to pick up thought flashes (hey Prof. Boncore watch what your thinking, just maybe I've got a Telepathic Indicator). The second invention he had was the secret Diffusion Capsule which clocked him in the black light of invisibility. Brandon was assisted by the clever and beautiful Fern Collier, who was the only one who knew of Brandon's secret inventions and of course knew he was the man that the underworld feared as the Avenger. This Avenger, Jim Brandon is not to be confused with The Masked Avenger of Woody Allen's Radio Days, which by the way is an excellent movie about Old Time Radio days. Woody of course uses names not true to the radio programs, but it is not difficult to identify the real programs. It is a movie well worth seeing for all Old Time Radio fans.

That's all for know - till next time - happy radio memories

Eticket by Ed "Archie" Gardner

Reprinted from Archie's First Reader, 1943

One should always remove one's hat while eating except while dining al fresco* or perhaps out of doors.

When tipping a waiter never do it ostentatiously. Do it where everyone can see you. This creates a good example.

Upon receiving change, never bite the coins. To some, this implies a lack of trust in one's fellow man.


* with one's wife

Tonight
**THEATER GUILD
ON THE AIR**

Rosalind Russell co-stars
with Wendell Corey in
SKYLARK
8:30 TONIGHT
WHAM dial 1180

STARTING NOW!

"The Thing wouldn't die"



SENSATIONAL NEW
ADVENTURE STORY ON
"I Love a Mystery"

WIBX—7:15 P. M.
PRESENTED MON. THRU FRI.
BY IVORY SOAP & OXYDOL

Radio was Born in Buffalo in 1922, and it Burped, Screeched and Sputtered

By George Kunz (reprinted from the Buffalo News)

In Buffalo this year, radio celebrates its 70th birthday. It was in May 1922 that signals were broadcast from a local transmitter for the first time.

Until then, the Niagara Frontier had relied on the radio waves from comparatively distant points like WJZ in Newark and powerful KDKA in Pittsburgh. Now Buffalo was able to take command of its own skies.

Advertised in newspapers as "The New High Power Federal Buffalo Broadcasting Station." The incipient radio operation chose as its call letters WGR, after the initials of a founder, George Rand. WGR's studio was at 1739 Elmwood Ave.

Local radio pioneers clustered about their sets, sharing earphones to catch that magical gurgling from Buffalo's Baby Radio. Indeed, the newborn made a good share of burps, screeches and sputters.

Early receivers were the size of a shoe box, their apparatus consisting mainly of a crystal tube to share the broadcast signal and a series of coils to magnify the sound.

"Radio week" in Buffalo began on May 21, 1922. Advertisements promoted sales of sophisticated radio sets. "The crystal Radio Receiver is *not* an experiment," they insisted. "It is a highly developed instrument." Cost of such a device was about \$25, a considerable investment 70 years ago.

Programs on Buffalo's WGR during Radio Week were hardly pulse agitators: a clergyman's lecture on "Six Points to Success," a concert from Victor's Furniture Showroom, another lecture by Dr. Julian Park from the University of Buffalo on the advantages of a college education, a program of Hawaiian singers accompanied by a pianist named W. J. Gomph.

In my boyhood home, we had several crystal sets, none of which worked very well. I can see my father huddled round shouldered, maneuvering wires, clasping earphones to his head. Rapt in the marvel of radio.. Dad may even have understood a few words among the crackles and squawks.

Some years would elapse before the loudspeaker enabled radio to be enjoyed simultaneously by a room full of people, before the advent of programs of general family appeal.

It was enough, however, in May 1922, to catch voices magically propelled from a studio on Elmwood Avenue. After all, how much further could science be expected to go?



AND NOW ON NBC

Coast to Coast Network of 40 Stations
TONIGHT at 9 Eastern Daylight Sav. Time

WGY

Broadcasting for the Alma Malta
BLUE RIBBON MALT
America's Biggest Seller

CBS Network - Radio's Finest

WBIX

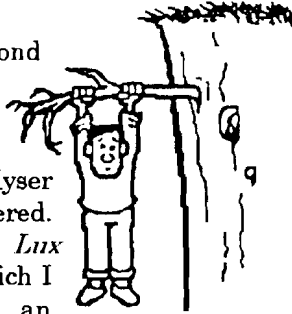
[1937]

1230 on your dial

See the radio page of this newspaper for full **WBIX** schedule

HELP by Francis Edward Bork

I received my second cassette order from Mike Utz the other day. Good luck for me because Mike sent me five Kay Kyser cassettes, just what I ordered. I also received some *Lux Radio Theater* shows, which I also like. There was an assortment of many other shows I had also ordered, all great stuff. All of fine quality, I might add.



Among the assortment I ordered were two *Your Hit Parade* cassettes from the 1940's. Wow, did that bring back some memories for the wife and I. Although I've looked over the parts of Mike's catalog I have, I couldn't find any more *Your Hit Parade* shows.

If any of our club members have some of *Your Hit Parade* shows on cassette from the 1940's and the 1950's I sure would like to purchase them. If you are interested and have copies of *Your Hit Parade*, please send me a list of the shows you have with both the date of the show and the #1 song of the week. Please, if possible, write to me.

Frank E. Bork
233 Broadway Circle
Machias, NY 14101

P.S. Don't forget to list your price. Thanks in advance. I hope to hear from a lot of Old Time Radio Club members.

Till next time **HELP!**

Can You Top This

Harry Hershfield - - A man stood on the outside of a tenth story window ready to commit suicide. Officer Finnegan pleaded with him not to jump. "Think of your wife," said Finnegan. "That's why I'm jumping," said the man. "Think of your friends." "I hate my friends." "Then think of your own life. Don't jump. Think

of all the things you can do yet. All the food you can eat. All the movies you can see - and besides the season's here for baseball. Wouldn't you like to see the New York Giants play?"

"I don't like the Giants."

"Then jump, you Brooklyn Dodger bum!"

'Senator' Ed Ford - - A young bride went into a butcher shop.

"Now here's a very fine ham that's been home cured," said the butcher.

Home cured? Asked the bride. "My goodness, haven't you got one that hasn't been ill at all.

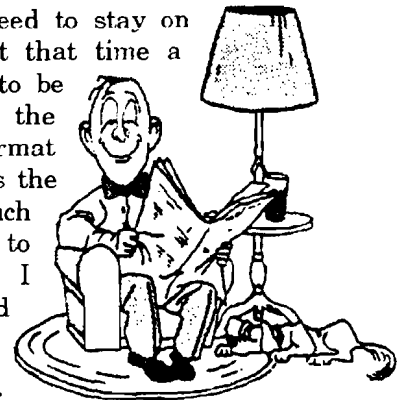
Joe Laurie, Jr. - - A woman who weighed a bulging three hundred pounds, went into a store to buy some shoes. She tried on so many she almost drove the poor clerk crazy. Each pair was either too big, too small, too narrow, or the wrong color.

"Oh, this, is the pair I like," she finally said to the startled clerk.

"But, lady," he replied, "you're wearing the boxes"

From the Editor's Chair

By popular demand (no one volunteered for the job) I am the editor of the *Illustrated Press*. I have agreed to stay on until September, at that time a decision will have to be made as to the editorship. The format will be the same as the May issue, its much easier and faster to do. Last summer I did the August and September issues in booklet format, and it was really time



consuming. As long as my trusty Amiga computer holds up and by software doesn't crash the IP will be on schedule. But we do need your help, send articles, clippings, loose change or anything you feel will make the IP a truly great OTR newsletter. Remember to send your letters, correspondence, etc., to:

Peter Bellanca
1620 Ferry Road
Grand Island, NY 14072

FRIDAY, JANUARY 27, 1933



EDWIN C. HILL and the

"INSIDE STORY"

Presented by
SOCONY-VACUUM
CORPORATION

MUSIC—SPORT
THRILLS—DRAMA
HUMOR—ROMANCE

Nathaniel Shilkret
and his 35-piece Victor
Recording Orchestra

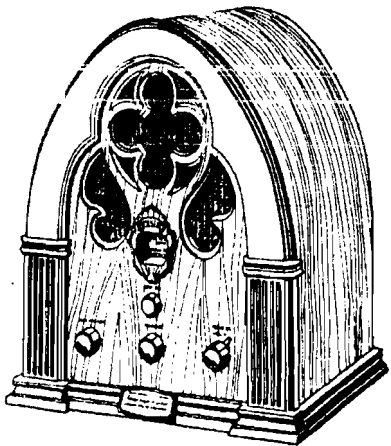
TONIGHT
BABE RUTH
"The Sultan of Swat"
(IN PERSON)

9:30 P.M. WFBL

Columbia Broadcasting System

STANDARD OIL COMPANY OF NEW YORK, Inc.
A Socony-Vacuum Company

*Old Time Radio Club
Box 425
Lancaster, NY 14086*



First Class Mail