

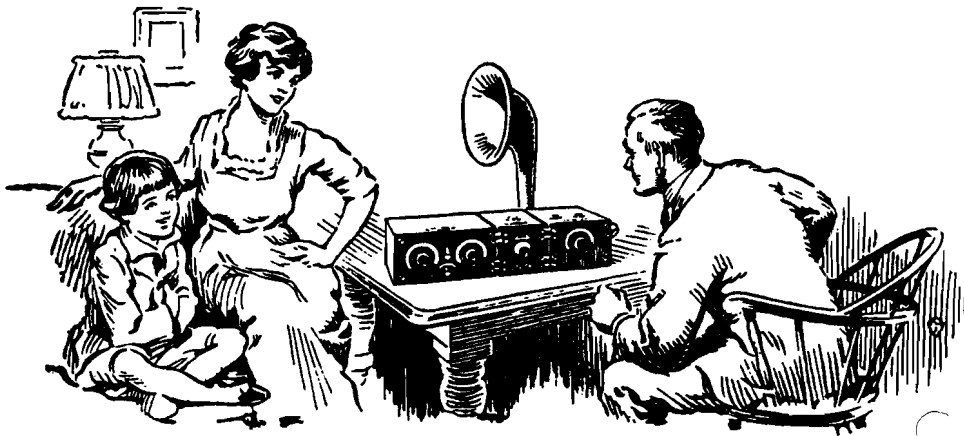
The Old Time Radio Club

Established 1975

THE ILLUSTRATED PRESS

Number 212

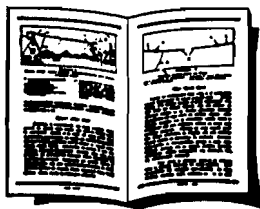
May 1994



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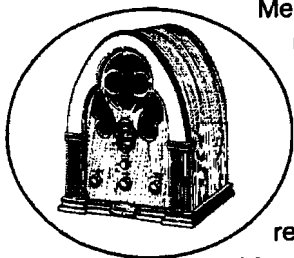
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Apr-Jun, \$12.00; Jul-Sep,

\$8.00; Oct-Dec, \$5.00. 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. The **Old Time Radio Club** is affiliated with The Old Time Radio Network.

Club Mailing Address

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

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Arthur Godfrey: the end of an era

by **Dom Parisi**

The date was April 30, 1972 -- Arthur Godfrey would retire after that last program on radio. After 43 years of small talk on the airways, Godfrey's theme song, "It's Just Like Old Times," was played for the last time.

The old red head was born in 1903 in New York. He lived a struggling early life. Leaving home early, Godfrey worked at different jobs -- door to door selling in Detroit, and driving a taxi in Chicago were a couple of the jobs he held. He received most of his formal education while serving in the navy. "Not much education," he said. "High school at best, I'm not a smart guy. I've just been lucky, I've known when to take advice."

Godfrey was not really happy about the show's ending. "Worse things happened," he said. He fired Julius LaRosa on the air in 1953, he got lung cancer in 1959 and survived both, although from the controversy and abuse he received in the LaRosa incident, his illness seemed almost easier to live down.

Arthur thought he knew why the radio show was ending. He knew that radio in 1972 was an entertainment footnote to television. He worried that people, especially the young, didn't know what went before. He would have liked to stay on with the show, Godfrey once remarked. He felt bad for the people on the show, about the band. Some of these people had been with him since the beginning on CBS.

Arthur remembered that when he first started in radio, they tried to train him as an announcer. The network wanted him to say something like -- "Gooood Evening America." Arthur discovered that he wasn't talking to America, he was talking to one person. That's why, he claimed, "He could sell the stuff."

When Godfrey first joined CBS in 1934, he was offered \$75.00 a week. Before long he was bringing into the network, conservatively, \$22 million a year, which made him CBS's greatest single asset and a multimillionaire. One night Godfrey read a department store ad over the radio. The ad involved "filmy clingy, alluring" silk underwear in shocking pink and black. "When I got through," he said, "Man was my face red." He tore up the ad and said he would never do that again. The next day, so the story goes, the client called and before Godfrey had a chance to speak, the client said that he was sorry about Arthur's embarrassment. He went on to say that 167 women went to the store and asked about the underdrawers that made Godfrey's face turn red.

The stories are legion. Five days after Godfrey took his first radio job at Washington's station WMAL, he learned that the William Tell Overture had been put on his record schedule. Arthur announced into the mike: Some big shot upstairs thinks you ought to listen to the William Tell Overture at 6:30 A.M." He then broke the record over the mike, a memorable sound! "Don't worry," Godfrey added, "The big shots won't ever know about this, they're still in the sack and I can prove it. (Scoop Russel or Ken Berkely, the story varies) listen to this, Scoop," and he made a Bronx cheer. "Russell," Godfrey continued, "is the vice president, and if he's awake and listening, I won't be here tomorrow." To continue the story, later the station manager called him in. "I don't know what you're doing on that morning show," he said, "And I'm not about to get up that early to find out, but whatever it is, keep it up..." When Godfrey abruptly quit WMAL, the station had to play "Beautiful Dreamer" for two hours. I'm sure they also played other tunes. Nobody would be that stupid to play one song over and over! Or would they?

Arthur Godfrey was one-of-a-kind. It almost seemed he could do anything on radio -- and get away with it! But what the heck, the money kept pouring in. And who was going to argue with his track record. Radio would never be the same after he left. He went on to do some TV specials and he flew his own plane to and from his Virginia estate. Some may say that Godfrey was dull and boring. Was he? He had to have something on the ball -- after all he did last over forty years in Broadcasting. Yes, after the "Old Red Head" hung up his mike, It was indeed, "the End of an Era."

RADIO MEMORIES

by Francis Edward Bork

From his Detroit "hero mill" George W. Trendle launched his third super hero, *Sergeant Preston of the Yukon.* Since 1933 the *Lone Ranger* has been rounding up outlaws, joined in 1938 by the *Green Hornet*. Brit Reid, "The Hornet" was the grandson of Dan Reid, the *Lone Ranger's* nephew.

A deep voiced man came over the radio air waves on June 12, 1947 from the great Northwest riding his great black horse Rex, while his wonder dog Yukon King ran along side his noble master's horse. To this very day, *Sergeant Preston* is remembered by both young and old radio fans. Of course I think everyone remembers the classic Sgt. Preston joke. *I'll tell you man, I'm king in my house. Oh yeah, who's your wife, Sgt. Preston, you dog, you?*

The opening part of the program was a radio classic -- First the Donna Diana Overture slowly fading until the --- gunshot ricochet. Then the announcer -- Now as the gunshots echo across the windswept, snow covered reaches of the wild northwest --- Quaker Puffed Wheat --- another gunshot --- and Quaker Puff Rice --- another gunshot --- the breakfast cereal shot from guns --- two gunshots --- present, *The Challenge of the Yukon!* ---Yukon King barks --- It's Yukon King, swiftest and strongest lead dog in the northwest, blazing the trail for *Sergeant Preston* of the Northwest Mounted Police, in his relentless pursuit of lawbreakers! --- *Sergeant Preston, On King! On, You huskies!* ---Gold! Gold, discovered in the Yukon! A stampede to the Klondike in the wild race for riches! Back to the days of the gold rush, with Quaker Puffed Wheat and Quaker Puffed Rice bringing you the adventures of *Sergeant Preston* and his wonder dog Yukon King, as they meet the challenge of the Yukon! --- The musical theme increases, then fades as the story begins.

When Sgt. Preston first came to ABC. radio in

NOW YOU CAN HEAR



PRESENTED BY
H-O OATS

MORE
THRILLING
THAN EVER!

Don't miss these new
adventures you have never
seen in the newspapers.

WGR 6:00 - 6:15 P.M.
Monday
Wednesday - Friday

[1941]

1947 the show was called *The Challenge of the Yukon*. Later that title was slowly dropped and the show became known as *Sergeant Preston of the Yukon*. Some time later the show was known as *Yukon King*, because the dog was so popular in most of the stories.

It seems that in every story Yukon King was mauling crooks, law breakers, bushwhackers or chewing the guns out of the hands of the crooks. King would knock down the gun slinger and hold him until Sgt. Preston polished off his cohorts. Now there's the swiftest and strongest lead dog in all the north west.

It was easy to see (or hear) the joint effort of both George W. Trendle and Fran Striker in the Sgt. Preston stories. Like the Lone Ranger, the theme music of Sgt. Preston was from the classical music of *The Donna Diana Overture*. This overture although a very beautiful piece of music was never to be as popular as the Lone Ranger theme, *The William Tell Overture*, and the *Green Hornet's Flight of the Bumblebee*. Just listening to the *Donna Diana Overture* I could in my mind's eye see the northwest, with its vast snow covered reaches and a dog team coming from between the huge pine trees in search of law breakers. Sgt. Preston calling out "on King, on you huskies," while Yukon King barked his command to the other huskies and doubled his own efforts to increase the sledge's speed. Here was the Northwest Mounted Police at their best.

The noble Sgt. Preston always upheld the finest traditions of the mounties. He always got his man in a just and honest manner with the help of Yukon King. Now the law breakers are caught and Sgt. Preston tells King and his radio listeners, "This case is closed" after "I arrest you in the name of the Crown." And now it's all over, the crooks are arrested so the announcer always tells his young audience "Good-bye, good luck, and good health from Quaker Puffed Wheat and Quaker Puffed Rice." That's a nice friendly touch to end the story.

Paul Sutton played the part of Sgt. Preston for most of the weekly stories. He had a deep clear, crisp voice which brought a real character to the part of the Sergeant. It probably was because Sgt. Preston was some what like the Lone Ranger in his pursuit of justice and of course the deep pleasing voice of Brace Beemer. Fred Foy was the announcer, but because he was identified as the announcer of the Lone Ranger he was replaced by Jay Michael. Fred Flowerday directed and Charles Livingstone produced the show for Trendle Enterprises.

Sergeant Preston was broadcast on ABC until 1948 when it was sponsored by Quaker Oats as a three days a week, half hour show. To the delight of all the listeners young and old alike. The year 1950 saw Sgt. Preston on the Mutual Network, where it remained until it left the air waves in 1955.

Brace Beemer took over the title roll of Sgt. Preston in the last year of the radio broadcast and once again Fred Foy became the announcer. Hey, why not, as long as you have the Lone Ranger subbing for Sgt. Preston you might as well have the "Ranger's" announcer.

Well, that about it for now. Till next time, good radio listening. F.E.B.

Rexall

RADIO SHOW
Durante - Moore

FRIDAY NIGHT
10:00 P.M. WIBX

Sponsored by Rexall Drug Stores

[1945]

Irving Berlin's Hit "White Christmas" Tops Your Hit Parade

(from The Buffalo Evening News, January 9, 1943)

Meet the winners of 1942 - the songs that have been leading CBS' *Your Hit Parade*!

It'll come as no surprise to anyone who has been within earshot of a radio, an orchestra or a juke box that Irving Berlin's "White Christmas" leads the list. Although it has been on the *Hit Parade* only 11 weeks, it has held down the No. 1 spot for nine of them.

Since it seems likely to carry on in 1943 until Berlin's "Easter Parade" takes over, it probably will top the all-time high of ten weeks, held by "I Hear a Rhapsody."

Other firsts are: six weeks, "There'll Be Bluebirds Over the White Cliffs of Dover." five weeks, "Don't Sit Under the Apple Tree," "Jingle Jangle Jingle" and "Deep in the Heart of Texas." Four weeks, "My Devotion" and "He Wears a Pair of Silver Wings."

Those that remained longest on *Your Hit Parade*, regardless of standing are: Sixteen weeks, "Sleepy Lagoon," "My Devotion" and "Johnny Doughboy Found a Rose in Ireland." Fifteen weeks, "He Wears a Pair of Silver Wings" and "Be Careful, It's My Heart." Fourteen weeks, "One Dozen Roses." Thirteen weeks, "Jersey Bounce," "Moonlight Cocktail," "Tangerine" and "Who Wouldn't Love You?" Twelve weeks, "Don't Sit Under the Apple Tree," "I Left My Heart at the Stage Door Canteen," "Deep in the Heart of Texas," "I Don't Want to Walk Without You, Baby" and "Skylark." Eleven weeks, "White Christmas," "Kalamazoo" and "Blues in the Night." Ten weeks, "Praise the Lord and Pass the Ammunition" and "The Shrine of St. Cecilia."

The all-time high was "Maria Elena," which remained 22 weeks. Berlin, incidentally was represented last year by 38 weeks.

CBS to Present New "Shadow"

(from The Buffalo Evening News, October 3, 1942)

The old snarly, nasty, criminal-like "Shadow" is no more.

"The Shadow" who returns to thrill millions of listeners to Mutual stations every Sunday at 5:30 P.M., has become a dull personality - a cross between Lucius Beebe and the Thin Man.

Early dialers with the who-dun-itch may remember the gory crimes of "The Shadow" scripts. Today "The Shadow" will go about his anti-crime crusade with a reasonable respect for his own heroic state. He will never kill his victims directly. He will just aggravate them into suicide or unequivocal surrender.

Bill Johnson portrays "The Shadow," who in private life is LaMont Cranston, the 32 year old well-read, extensively traveled cafe society man.

And Margot, the one person in all the world who knows that the crime-crusading "Shadow" is also LaMont Cranston, is portrayed by Marjorie Anderson.

Johnson, who succeeded Orson Welles in the title role, began as a newspaper man but soon heeded the urge of the footlights. After a few years of tramping, he made his radio debut in 1925. Since then he has been one of the airlines busiest actors.

Marjorie Anderson, a product of Finch's Finishing School, spent all her pre-radio years doing social work. Someone casually remarked back in 1932 that she had a lovely voice for radio, so she auditioned for the part. Since that fateful audition, she has devoted all her time to radio.

**New Time-New Station INNER SANCTUM
WKBW Tonight at 8:30**

Member's Mike



Dear Editor,

I just finished reading the February issue of the Illustrated Press and I had to sit down and drop you a note as to how much I enjoy receiving this monthly publication. I especially have enjoyed Tuning In by Tom Heathwood, as I find his column quite interesting. In fact it was Tom Heathwood who got me interested in collecting and enjoying Old Time Radio. It was some twenty years ago when Tom was on every Saturday evening on a local station playing all old shows complete with ads and all. I started taping these shows from his Heritage Radio Theater and was on my way to being hooked on Old Time Radio. My collection now exceeds over 800 shows. My only regret is that I don't have cable radio in order to listen to Heritage Radio Theater on Yesterday-USA Superstation.

Gene Dench
Hyde Park, MA

a panel of experts who gave out hunting and fishing information. If they made a mistake, hundreds of letters came in to point out the error and correct it.

I would be interested if anyone has any more information on the program itself. I don't know how long the program was on the radio, only that letters received were post marked 1952. Any replies can be sent to Webb Griffin, c/o The Old Time Radio Club.

From the Editor's Chair



This issue marks the first anniversary of the format change in the IP, and it appears to be well accepted. The club has a new reel to reel librarian, Ed Wanat. There have been a few minor problems with this library in the past, and Ed has corrected them. So if you have had a problem in the past, drop Ed a note and he will take care of you. We are always looking for material for your newsletter, so if you have something of interest, send it in and share it with your fellow members.

Dear Editor,

As librarian of the Trout Unlimited organization I have discovered a small book called The Rod and Gun Club of the Air Scrapbook. The book was copyrighted in 1953 and contains a lot of puns, stories, and little known information which was taken from the actual radio program of the same name. It aired on the Mutual Broadcasting System (WEBR in Buffalo and WBTA in Batavia).



The material in the scrapbook also included letters sent to the program from all parts of the world. The mail came from lonely trappers in the Alaskan Wilds, GI's in Korea, big city executives and small town folks. The panel had

SHORT SPOTS by Dom Parisi

Match the Announcer with the Radio Show

- 1. Don Wilson a. Burns & Allen
2. Ken Carpenter b. Fibber McGee & Molly
3. Jimmy Wellington c. Eddie Cantor
4. Harry Von Zell d. Aunt Jenny
5. Bill Hay e. Jack Benny
6. Pierre Andre f. Kraft Music Hall
7. Franklin MacCormack g. The Lone Ranger
8. George Ansbro h. Your Hit Parade
9. Harlow Wilcox i. Amos 'n' Andy
10. Fred Foy j. Little Orphan Annie
11. Andre Baruch k. Jack Armstrong
12. Dan Seymour l. Young Widder Brown

answers: 1-e, 2-f, 3-a, 4-c, 5-i, 6-j, 7-k, 8-l, 9-b, 10-g, 11-h, 12-d

★ TONIGHT ★

HEAR THE PREVIEW OF
UNIVERSAL'S COMING MOTION PICTURE HIT

STARRING



"THE FLAME OF NEW ORLEANS"

IT'S THE FIRST

LOUELLA PARSONS

HOLLYWOOD PREMIERE

BROADCAST EVERY FRIDAY NIGHT

STATION WGR

AT 10:00 P. M.

1941

★
"The Flame of New Orleans" radio preview is from the Reed
Clair production of the same name, starring Magda Dietrich
and featuring Erice Cabot, Roland Young, Mächa Aber,
Andy Devine, Melville Cooper, Laura Hope Crews, produced
by Joe Pasternak, directed by René Clair. A Universal Picture.
★

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FIRST CLASS MAIL

