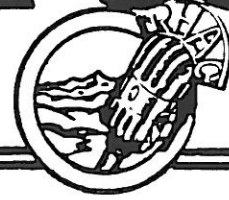


RETURN WITH US

The Radio Historical
Association of Colorado, Inc.

NOW...



Volume #9, Issue #7

JANUARY 1984

JANUARY MEETING

The January meetings will be held at the Southwest State Bank, 1380 South Federal on January 19th. It will begin at 7:30 pm. John Adams will speak on how to collect material for logs and other uses.

We hope that everyone had a great Holiday Season and hope to see everyone at the meetings.

John Dunnings radio schedule for January, KNUS 710 on your AM dial.

SATURDAY'S 4 to 6pm

| | | |
|------------|--|----------|
| JANUARY 7 | GUNSMOKE: Sunny Afternoon | 12-04-55 |
| | SUSPENCE: Dead Ernest | 11-15-46 |
| | THE GREAT GILDERSLEEVE: Date With A Star | 11-29-42 |
| JANUARY 14 | WORDS AT WAR: Italian Dictator | 11-30-43 |
| | HIGH ADVENTURE: Trapped In A Boxcar | 1947 |
| | THE GREAT GILDERSLEEVE: Toothache | 12-06-42 |
| JANUARY 21 | WORDS AT WAR: A Book of War Letters | 12-07-43 |
| | INFORMATION PLEASE: Cliches in the Home, guest- Lillian Gish | 1938 |
| | THE GREAT GILDERSLEEVE: Woman's Club Speaker | 01-17-43 |
| JANUARY 28 | THE CBS RADIO WORKSHOP: Grief Drives a Black Sedan | 09-01-57 |
| | FRONTIER GENTLEMAN: School Days- 1st of 4 shows. | 06-01-58 |
| | THE GREAT GILDERSLEEVE: Sabotage | 01-24-43 |

SUNDAY'S 2:00 pm

| | | |
|------------|---|----------|
| JANUARY 1 | THE NBC UNIVERSITY THEATRE: 1984, by George Orwell. with David Niven 60min. | 08-27-49 |
| | LIFE WITH LUIGI: Trouble Sleeping | 04-15-52 |
| JANUARY 8 | LUX RADIO THEATRE: Front Page Woman, with Fred MacMurray. 60min | 01-16-39 |
| | ESCAPE: The Boiling Sea | 09-04-54 |
| JANUARY 15 | INFORMATION PLEASE: Significance of the Numbers 98.6 & 366. | 1939 |
| | THIS IS WAR: You're On Your Own. From Corwin's series of war time drama. | 03-21-42 |
| | CAVALCADE OF AMERICA: Soldiers of the Tide. 1st of 4 shows. | 01-18-43 |
| JANUARY 22 | THE JACK BENNY SHOW: Guests are: Burns and Allen | 01-12-47 |
| | INFORMATION PLEASE: Literary Titles and Household Items | 1939 |
| | CAVALCADE OF AMERICA: Submarine Astern. With Ray Milland. | 04-05-43 |
| JANUARY 24 | SCREEN DIRECTORS PLAYHOUSE: Next Time We Love. With Jimmy Stewart. 60 min. | 03-29-51 |
| | CAVALCADE OF AMERICA: Continue Unloading. With John Garfield. | 10-04-43 |

A NOTE FROM TAPE LIBRARIAN JOHN MIGRALA!

When sending back the plastic boxes, please use STRAPPING TAPE and not masking tape or cellophane tape. We have had some problems with boxes coming open in transit! Your cooperation in this matter will be greatly appreciated.

Thanks, John Migrala

UPDATE ON COVER CONTEST!

This months cover is a collection of all entries received to date. Lets have a winner next month. This is your club so please participate in it.

EDITOR

RHAC TAPE LIBRARY

REEL 387 YOURS TRULY JOHNNY DOLLAR

1200'

1L 10-3-55 The McCormick Matter - Part 1
 10-4-55 The McCormick Matter - Part 2
 10-5-55 The McCormick Matter - Part 3
 10-6-55 The McCormick Matter - Part 4

2L 10-7-55 The McCormick Matter - Part 5
 10-10-55 The Molly K Matter - Part 1
 10-11-55 The Molly K Matter - Part 2
 10-12-55 The Molly K Matter - Part 3

1R 10-13-55 The Molly K Matter - Part 4
 10-14-55 The Molly K Matter - Part 5
 10-17-55 The Chesapeake Fraud Matter - Part 1
 10-18-55 The Chesapeake Fraud Matter - Part 2

2R 10-19-55 The Chesapeake Fraud Matter - Part 3
 10-20-55 The Chesapeake Fraud Matter - Part 4
 10-21-55 The Chesapeake Fraud Matter - Part 5
 10-24-55 The Alvin Summers Matter - Part 1

REEL 388 YOURS TRULY JOHNNY DOLLAR

1200'

1L 10-25-55 The Alvin Summers Matter - Part 2
 10-26-55 The Alvin Summers Matter - Part 3
 10-27-55 The Alvin Summers Matter - Part 4
 10-28-55 The Alvin Summers Matter - Part 5

2L 10-31-55 The Valentine Matter - Part 1
 11-1-55 The Valentine Matter - Part 2
 11-2-55 The Valentine Matter - Part 3
 11-3-55 The Valentine Matter - Part 4

1R 11-4-55 The Valentine Matter - Part 5
 11-7-55 The Lorcoe Diamonds Matter - Part 1
 11-8-55 The Lorcoe Diamonds Matter - Part 2
 11-9-55 The Lorcoe Diamonds Matter - Part 3

2R 11-10-55 The Lorcoe Diamonds Matter - Part 4
 11-11-55 The Lorcoe Diamonds Matter - Part 5
 11-14-55 The Broderick Matter - Part 1
 11-15-55 The Broderick Matter - Part 2

REEL 389 YOURS TRULY JOHNNY DOLLAR

1200'

1L 11-16-83 The Broderick Matter - Part 3
 11-17-55 The Broderick Matter - Part 4
 11-18-55 The Broderick Matter - Part 5
 11-21-55 The Amy Bradshaw Matter - Part 1

2L 11-22-55 The Amy Bradshaw Matter - Part 2
 11-23-55 The Amy Bradshaw Matter - Part 3
 11-24-55 The Amy Bradshaw Matter - Part 4
 11-25-55 The Amy Bradshaw Matter - Part 5

RHAC TAPE LIBRARY

| | | | |
|-----------------|----------------------------------|-------------------------------------|-------|
| <u>REEL 389</u> | <u>YOURS TRULY JOHNNY DOLLAR</u> | <u>(Continued)</u> | 1200' |
| 1L | 11-28-55 | The Henderson Matter - Part 1 | |
| | 11-29-55 | The Henderson Matter - Part 2 | |
| | 11-30-55 | The Henderson Matter - Part 3 | |
| | 12-1-55 | The Henderson Matter - Part 4 | |
| 2R | 12-2-55 | The Henderson Matter - Part 5 | |
| | 12-5-55 | The Cronin Matter - Part 1 | |
| | 12-6-55 | The Cronin Matter - Part 2 | |
| | 12-7-55 | The Cronin Matter - Part 3 | |
| <u>REEL 390</u> | <u>YOURS TRULY JOHNNY DOLLAR</u> | | 1200' |
| 1L | 12-8-55 | The Cronin Matter - Part 4 | |
| | 12-9-55 | The Cronin Matter - Part 5 | |
| | 12-12-55 | The Lansing Fraud Matter - Part 1 | |
| | 12-13-55 | The Lansing Fraud Matter - Part 2 | |
| 2L | 12-14-55 | The Lansing Fraud Matter - Part 3 | |
| | 12-15-55 | The Lansing Fraud Matter - Part 4 | |
| | 12-16-55 | The Lansing Fraud Matter - Part 5 | |
| | 12-19-55 | The Nick Shurn Matter - Part 1 | |
| 1R | 12-20-55 | The Nick Shurn Matter - Part 2 | |
| | 12-21-55 | The Nick Shurn Matter - Part 3 | |
| | 12-22-55 | The Nick Shurn Matter - Part 4 | |
| | 12-23-55 | The Nick Shurn Matter - Part 5 | |
| 2R | 12-26-55 | The Forbes Matter - Part 1 | |
| | 12-27-55 | The Forbes Matter - Part 2 | |
| | 12-28-55 | The Forbes Matter - Part 3 | |
| | 12-29-55 | The Forbes Matter - Part 4 | |
| <u>REEL 391</u> | <u>YOURS TRULY JOHNNY DOLLAR</u> | | 1200' |
| 1L | 12-30-55 | The Forbes Matter - Part 5 | |
| | 1-2-56 | The Caylin Matter - Part 1 | |
| | 1-3-56 | The Caylin Matter - Part 2 | |
| | 1-4-56 | The Caylin Matter - Part 3 | |
| 2L | 1-5-56 | The Caylin Matter - Part 4 | |
| | 1-6-56 | The Caylin Matter - Part 5 | |
| | 1-9-56 | The Todd Matter - Part 1 | |
| | 1-10-56 | The Todd Matter - Part 2 | |
| 1R | 1-11-56 | The Todd Matter - Part 3 | |
| | 1-12-56 | The Todd Matter - Part 4 | |
| | 1-13-56 | The Todd Matter - Part 5 | |
| | 1-16-56 | The Ricardo Amerigo Matter - Part 1 | |
| 2R | 1-17-56 | The Ricardo Amerigo Matter - Part 2 | |
| | 1-18-56 | The Ricardo Amerigo Matter - Part 3 | |
| | 1-19-56 | The Ricardo Amerigo Matter - Part 4 | |
| | 1-20-56 | The Ricardo Amerigo Matter - Part 5 | |

RETURN WITH US NOW is the official publication of the Radio Historical Association of Colorado, Inc., a non-profit corporation. The cost of a membership is \$15.00 per year, and allows the member full use of the clubs resources.

For further information contact one of the following:

- PRESIDENT: John Lloyd-2667 E. 99th Ave., Thornton, CO 80229- 451-7890
- VICE PRESIDENT: Guy Albright-786 S. Quitman St., Denver, CO 80219 934-0184
- TREASURER and
- TAPE LIBRARIAN: John Migrala-7213 Roxbury Pl., Littleton, CO 80123 - 979-0755
- SECRETARY: Reid Hansen-1205 Carr, Lakewood, CO 80215- 232-8068
- BLANK TAPE SALES: Barrett Benson-P.O. Box 1690, Arvada, CO 80001- 422-6442
- EDITOR: John Callor-P.O. Box 1109, Westminster, CO 80030- 429-4639

The RHAC would like to welcome the following new members:

| | | | |
|-------------------|-------------------------|----------------------------|-------|
| Ron Asee | 2826 W. Platte, Apt. #3 | Colorado Springs, CO 80904 | 11/84 |
| Thomas Daoust | P.O. Box 1472 | Colorado Springs, CO 80903 | 11/84 |
| Al Gillen | 4718 Bunchberry Lane | Colorado Springs, CO 80917 | 12/84 |
| Douglas Joffe | 371 Corona | Denver, CO 80218 | 12/84 |
| Henry E. Jurek | 9573 E. Grand Place | Englewood, CO 80111 | 11/84 |
| Kevin Shields | 450 W. Vintah | Colorado Springs, CO 80905 | 12/84 |
| Merle Ries | 720 Melany Lane | Colorado Springs, CO 80907 | 12/84 |
| Wayne E. James | 4437 Millburn Dr. | Colorado Springs, CO 80906 | 12/84 |
| Will C. Hoasberg | 2215 Bennett Ave. | Colorado Springs, CO 80909 | 12/84 |
| Thomas E. Daniels | 1323 Server Dr. | Colorado Springs, CO 80910 | 12/84 |
| Michael Dunn | 2517 N. Tejon | Colorado Springs, CO 80909 | 12/84 |
| Gerald Fielder | 1003 Acacia Dr. | Colorado Springs, CO 80907 | 12/84 |

If any of the officers or members of the club can help in any way, please let us know!

We would like to thank the following for renewing with the RHAC for another fun filled and exciting year:

| | | | | | |
|----------------|-------|----------------|------|--------------|------|
| Jerry Appleman | 10/84 | Barrett Benson | 1/85 | Janet Braden | 1/85 |
| Gary Lindberg | 1/85 | H.W. Marcellus | 1/85 | | |

Please take note of the following updated change of address for Vicki Bohls and a change for Carl Neustrand and H.W. Marcellus.

- Vicki Bohls 5699 S. Kalispell St. Aurora, CO 80015
- Carl Neustrand P.O. Box 9261 Alexandria, VA 22304-9998
- H.W. Marcellus 1810 Cambridge Dr. Longmont, CO 80501

CHRISTMAS PARTY GREAT!

Again, this year at the Heritage Square Opera House the show was very good. A good time was had by all. Should anyone have any ideas about what to do or where to go next year, please let one of the officers know.

LARRY COX NATIONAL RECOVERY ACT

If you would like a copy of the schedule for the National Recovery Act thru February, send me a stamped self addressed envelope. The show airs on radio KKBB 1090 Thursday night at 10 to 12 pm and repeated on Sunday at 3 to 5 pm. Send requests to John Callor, P.O. Box 1109, Westminster, CO 80030

Peavy also rented crutches:

"More as a service to my customers than anything else. There's not much profit in it. Most of the time they just lie there in the back room eating up the overhead." (44)

He was the soul of discretion and obviously embarrassed while selling lipstick to Gildy's sometimes girl, Leila Ransome. Leila thought he was old fashioned when he called the lipstick "booby traps." (45) That lipstick sold for \$1 plus two cents tax.

Peavy made a house call on an ailing Gildersleeve and brought him several varieties of castor oil so that he could pick the one he liked. He offered regular, tasteless and raspberry flavored. Peavy admitted that the raspberry flavor wouldn't fool anyone and that "tasteless" was "kind of a trade expression like 'easy payment plan'" (46)

In recommending a fountain pen as a gift, Peavy described it this way:

"I've got a special on a fountain pen set here. It says double-barrelled, self filling, iridium point, streamlined lucite case, special patented clip, indestructible. Guaranteed to last to eternity.

Gildy: "Is it any good?"

Peavy: "It's all right, You can't expect everything for \$3.98." (47)

When Gildersleeve asked for nail polish and couldn't decide on a color Peavy wanted to know. "Is this for yourself or a friend?" Peavy's color selection ran the gamut, "all the way from pink to rose." He admitted that he couldn't tell one color from another, but, "Women come in here and they ask my advise - and I give it to them". (48)

Gildy once bought a clinical thermometer (for \$1.75) because his niece had streptococcus. He complained about the price and Peavy explained: "This is a precision instrument, tested by seven different people at the factory." (49) He ordered an extra supply of "Alka-Zino" on the strength of bad weather. Peavy wouldn't say it cured a cold, "but it goes well with it and has a mildly unpleasant taste." (50)

On another occasion, dispensing "liver powder" for Judge Hooker (\$1.84), the following exchange was made:

Hooker: "You've made a pretty good thing out of my liver, Peavy."

Peavy: "Well, now I wouldn't say that."

Hooker: "\$1.80 a month for 10 years. Of course it used to be \$1.50."

Peavy: "Well, the cost of liver is going up." (51)

A doorbell always signalled entry into the pharmacy followed by Peavy's, "Well, hello Mr. Gildersleeve," also followed by a laugh. In one episode this was preceded by Gildersleeve's use of the scale outside the pharmacy - twice. Peavy noticed: "If our scales didn't prove satisfactory, the pharmacy will be glad to refund your penny." (52)

Peavy was concerned about his image and his clients. He did some of his own deliveries (53), but didn't deliver as a rule, although the phone number "is in the book". (54) He often did first aid for cuts on a referral basis from Floyd, the barber (55), and his concern was free, if tinged slightly with commercialism:

"Speaking for Peavy's Pharmacy, May I extend our sympathies (about Gildersleeve's impending visit to the dentist), and if you should need any medication, sickroom supplies..." (56)

The popular image of a drug store having everything was not dispelled by Peavy. Gildy became a sponsor for the opera, went to Peavy and left a supply of tickets with him; Peavy didn't sell any. He wondered if Gildy hadn't "picked the wrong outlet."

Peavy: "in all the years I've been in the pharmacy business, I can't recall that anyone has ever come in here and asked for opera tickets. People come in and ask for a lot of things. I had a woman come in here and ask for a dozen and a half skate keys once. She never told me what she wanted them for."

Gildy: "Skate keys in a drug store?! Ridiculous."

Peavy: "Yes it is. It was just by the merest chance that I happened to have them." (57)

Discussing a present bought by Judge Hooker for Gildersleeve,

Peavy: "It's not the sort of thing you'd expect to find in a drug store."

Gildy: "I'd like to know anything you wouldn't expect to find in a drug (sarcastically) store!?" (58)

Prescriptions were filled - most of DR. Pettibone's (59) and, on one of the few occasions where specifics were mentioned, one for Mrs. Townsend at \$1.12. Nevertheless, the service image was important. (60)

Gildy: "Peavy, you've gotta help me out!"
Peavy: "Well, that's what we druggists are in business for." (61)
or
Gildy: "Hello, Peavy, mind if I use your telephone?"
Peavy: "Not a'tall, that's what we're in business for." (62)
or
"Always glad to wrap any purchase, however small." (63)

At one point Peavey installed a doorbell activated by an electric eye, "In case I'm asleep in the back of the store." (64) He was a notary public and said every drug store should have a stamp machine.

His concern was for his customers. How would they feel about putting 10 cents in the machine and getting only 9 cents in stamps? (65) In the interest of hygiene he installed a screen door in 1920, relying before that on fly paper. (66)

Perhaps because of the somnolence that seemed to characterize the pharmacy some of his friends were concerned.

Chief Gates: "He runs that store like a museum. No wonder he don't make money."

Judge Hooker: "Modern merchandising methods would help, no doubt about it. Some of the tricks Beckman (another druggist) uses." (67)

Peavey had his own techniques, however. When Gildersleeve asked Peavey for something to cure a toothache in a hurry, Peavey was cautious. "That word 'cure,' Mr. Gildersleeve, is a word we druggists like to avoid." Most of his toothache remedies came down to the same thing--oil of clove. (68)

Asked to sell a turkey, even Peavey was surprised. When Gildersleeve noted that Peavey served turkey sandwiches at the fountain and pointed out the difficulty of serving such fare without a turkey, Peavey was all business. "Well, turkey sandwich has become sort of a 'trade expression,' although we serve it with genuine cranberry Jello on the side." (It later became apparent that the cranberries are what distinguish the turkey sandwich from the regular chicken sandwich.) (69)

Peavey knew the entire Gildersleeve household by their first names and when nephew Leroy and the others ordered: "Chocolate marshmallow sundaes, only with raspberry syrup on it. And could you put a cherry on top? And some whipped cream!" Peavey, anticipating the day of the malpractice suit, noted that, "The pharmacy accepts no responsibility, Mr. Gildersleeve." (70) Nevertheless, he occasionally showed his scientific side. Calling water H₂O he noted, "That's pharmacy lingo for water, Mr. Gildersleeve." (71) Gildersleeve acknowledged his expertise on another occasion: "You know about science and stuff." (72)

Generally, Peavey was the soul of discretion. A remark about the mayor, "What did that pipsqueak have to say today that the world could do without," was totally out of character. (73) More typical was his inability to bring himself to swear, when called as a character witness, that Gildersleeve "couldn't possibly be a nincompoop." (74) Three separate times he described the mother of one of Gildersleeve's girl friends as "a very pleasant woman," even when pressed by the girl's rival. (75)

Peavey's reticence was professional as well. He had a strong, if a little bizarre, code of ethics. He refused to drink a "Coke" during business hours. (76) He could not comment on whether Judge Hooker needed crutches following an auto accident. "I'm afraid I couldn't express an opinion on that. I'm a pharmacist." (77) When Gildersleeve asked what present the Judge had bought for him, Peavey couldn't tell him. "Professional ethics, you know." (78)

When Peavey delivered camphor oil for Judge Hooker after a fall, Gildersleeve, who suspected the Judge of feigning an injury to gain sympathy from Mrs. Ransom, asked Peavey to examine the injured ankle and give his "expert opinion." Peavey was very cautious. He reminded Gildersleeve that he was a pharmacist, not a physician.

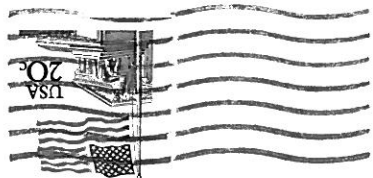
Gildersleeve: "You've got a license, haven't you?"

Peavey: "Well, I'm a notary public." (79)

More to come next month...



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