

RETURN WITH US NOW...

The Radio Historical
Association of Colorado, Inc.



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RETURN WITH US NOW...is the official publication of the Radio Historical Association of Colorado, Inc., a non-profit organization. The cost of membership is \$20.00 for the first year with \$15.00 for renewal, which entitles the member full use of the Club's resources. For further information, contact one of the following officers or board members:

PRESIDENT.....John Cook 3344 So. Jasper Ct., Aurora CO 80013 690-5827
VICE-PRESIDENT.....David Michael 820-16th St. Rm 730 Denver CO 80202
623-1215
TREASURER.....Maleta King 900 W Quincy Englewood CO 80110 761-4139
SECRETARY.....John Callor 1298 S Newland Ct Lakewood CO 80226
934-6775
NEWSLETTER EDITOR.....Dan Decker 1955 Ulster #156 Denver 80220 377-4764
CLUB HISTORIAN.....John Adams 2811 S Valentia St Denver 80231 755-9185
TAPE LIBRARIANS (REEL)...Dick and Maleta King (See above)
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CHAPTER DIRECTOR/TALKING
NEWSLETTER.....Mike Fields 7925 Sangor Colorado Springs 80920 598-0253
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Address all correspondence to R.H.A.C., P. O. Box 1908, Englewood CO 80150

ABOUT THE COVER

Who would not recognize the familiar face of Jack Benny and his famous violin? No doubt you have noticed that last month we began listing The Jack Benny Program in the Contributors' Library catalog pages, and we continue this month. Please refer to last month's issue's catalog pages for an excellent biography of Jack Benny which was written by Bill McCracken.

A NEW COLUMN

We are pleased to announce a new regular feature to the newsletter, a column titled "Today and OTR" by RHAC member, Dave Clow. Dave's writing shows a love for OTR as well as some imaginative ideas that many of the rest of us may wish to emulate.

A CALL FOR HELP

Veteran broadcaster, John Rayburn, an honorary RHAC member, is assembling a special stage presentation program to help preserve some of the great memories of radio's Golden Age. Designed for the lecture circuit and special organization bookings, the program will also feature on-stage memorabilia, a museum of sorts. John has collected such visual material as antique radios, microphones, wire recorder, Western Clock, etc. and he could use the help of RHAC members in locating additional items. He needs an RCA 44 and 77 mike and any other items. His phone: (303) 973-2829. Contact him either if you have such items or if you know where they may be obtained.



Radio Historical Association of Colorado

TODAY AND OTR

A new column by David Clow

(Opinions expressed are the writer's only, no endorsement by anybody is implied.)

Chapter 1, "My Dream"

Like most men my age, I've started thinking about retirement. I've settled on several issues. Place is Las Vegas. The year is 1994. My retirement pastime- Old Time Radio. I don't mean a room in the house- I mean an office space where I set up my recording equipment and my computer and do some good.

The name of my office site will be "Tapes for the Blind" and the major business will be built of Old Time Radio tapes to be given to the sight impaired or other impaired persons-free.

Neat except for funding, which seems to be a major problem for lots of great ideas, but here's my answer.

I'll do as much as I can afford. If retirement pay allows me to pay for my office space-- I'll have an office! If I can afford \$100.00 worth of cassette tapes a month, then that's what I'll build! If its \$10.00 then that's what I'll build. If its \$10,000.00 (and who says it can't be) then the office will be a bit bigger. Next month. Chapter 2 "Getting Ready".

• Radiophiles with a taste for the exotic can expand their horizons with *Passport to World Band Radio*, a 416-page book that tells how to buy a world-band radio; which countries broadcast in English; and where and when to tune in to such faraway stations as Radio Tahiti, Radio Beijing, etc. Available in bookstores or for \$14.95 plus \$1.95 shipping and handling from the publisher: International Broadcasting Services, Ltd., Box 300S, Penn's Park, PA 18943. ■



REMEMBER WHEN?

The answer to last month's question, the name of both a program and a car, is Crosley. Perhaps there are others however.

New question: The father was a famous concert pianist, the son a well-known radio actor. What are their names? Answer next month.

CLUB NOTES

As you have probably noted, the announcement of the next meeting each month is printed on the back cover of each newsletter. All of us are looking forward to the March 16 meeting at which the Old-Time Radio Players are presenting "The Adventures of Dick Tracy." There will also be a "swap meet" afterwards. Bring any radio memorabilia that you think others might be interested in to swap or sell. A reminder: enter from the Filbert Street entrance. We look forward to seeing you at the March meeting.



The open-reel
and the cassette
library numbers
are now the same:
1 through 835.

The contributors'
library numbers
now are: 5001
through 5111.

Happy
listening!

NEW BOB HOPE CASSETTES by Club Historian, John Adams

It all started with a letter from David Floyd in Texas. He wanted to know what RHAC had in the tape library on Bob Hope. The letter was turned over to me to answer. Since I had written an article on Bob Hope in 1985 for the newsletter, I refreshed my mind by referring to the article. The first thing that I found was a two-hour Christmas special produced by Kraft on NBC and broadcast on December 18, 1982. I had a copy of that show, but the article did not mention that Bob Hope had released three LP records of his material which were excerpts of his films, radio, and television. I did have these in my own collection but I wondered how to make them immediately available to Mr. Floyd as well as the membership since it takes months for material to get cataloged and put into the contributors' library. So, it came to my mind, "Why not make a special set of cassettes but not assign them a number?" So, we have put into the cassette library a special cassette set, a special offering of three and one-half hours of Bob Hope material. The following items are what is on the tapes:

1. Deluxe LP set, "Bob Hope" recorded 1981/1982, 2½ hours, excerpts of films, radio, and television, with guests.
2. Decca LP #74369, 1962/1963, "Bob Hope in Russia and One Other Place".
3. Capitol ST-11538, 1976, "America is 200 Years Old--and there is Still Hope."
4. NBC Kraft Bob Hope Christmas Special, 2 hour, edited, December 18, 1982.

(Editor's note: A big thank you to John Adams for his generosity in offering this!)

Heard Any Good Books Lately?

Literature on cassettes is a best-selling business

"You could drive from here to California on a Dickens," claims Jeanne Sullivan, a librarian in Oak Park, Ill. The point is well taken; the library's copy of *David Copperfield* is 22 cassettes long. Says Birmingham Photographer Mike Clemmer: "I haven't made any long car trips, but when I do, I'll buy a book on tape. No more lousy radio music or CB chatter for me." Lynn Kirk, a real estate investor from Ojai, Calif., admits, "I am definitely addicted to books on tape. I cannot get into my car without them.

There are no commercials, you can listen to whatever you want, and it offers a little self-improvement." And Chuck Russell, an Atlanta management consultant, testifies, "I've heard so many books that I would never have read otherwise. One of them was *War and Peace*: about 50 tapes. It took two months, but it was worth it."

"Tell me a story" used to be the plea of childhood. It is rapidly becoming the demand of adults. In bookstores across the U.S., literature is assuming a different shape. In addition to traditional clothbound editions and paperbacks, books now lie coiled in little boxes, ready to unspool and speak to anyone with \$7.95 and a tape player.

The list of recorded volumes, now some 12,000 titles long, is as wide as a library. Some are only one tape: about an hour and a half. Others can go on for days. Listeners can wander from *Hamlet* and *Moby Dick* to *Tough Marriage* and *Eat to Succeed*. Although fiction is the most beguiling, self-help books are in greatest demand: *The One Minute Manager*, *In Search of Excellence*, *21 Days to Stop Smoking*. On occasion, more calorific titles come into earshot: *Totally Lewd Limericks*, *How to Make Love to a Man* (prefaced by the warning "This tape contains explicit and graphic language which may be considered offensive"). The voices on the talking books may be stars, such as Michael York (*Anna Karenina*), Michael Learned (*The Scarlet Letter*) and Jason Robards (*Anatomy of an Illness*), or such authors as Ann Beattie, John Updike and Eudora Welty, reading from their own works. Even Lee Iacocca, Rosalynn Carter and Mike Wallace have recently gone

from the word processor to the microphone. It is as if, after decades of attention to the eye in TV, films and videocassettes, the ear has been rediscovered.

"No question about it," says Valeri Cade, president of the audio-and-video publishing division of Simon & Schuster, "there is a big future for books on tape. We've doubled the number of accounts every six months, when we come out with a new list." Agrees Mitchell Deutsch, president of Warner Audio Publishing: "There is a mass market out there. I'm predicting



ILLUSTRATION BY TOM LULEVITCH

that we will see a 50% to 100% growth in the next five years. It is a fabulous, exciting new development in publishing."

Not all print publishers are so sanguine. One longtime editor believes, "Every dollar spent on tapes is taken away from the essence of literacy—the printed book that started it all." Peter Israel, president of the Putnam Publishing Group, Inc., dismisses talking books as a "fad, certainly, but I'm not sure it's a real business." But those who have made a commitment to electronic literature beg to differ. Newman Communications Corp., one of the fastest-growing tape publishers in the U.S., began in 1981 with sales of less than \$7 million three years later. "We're not dealing with a Hula-Hoop phenomenon," says its president, Harold J. Newman.

"The underlying base of the business continues to grow every year, and bookstores continue to dedicate more space to books on cassette." Another successful producer, Listen for Pleasure, also refuses to heed the Cassandras. "At first no one understood what we were selling," says Vice President Eileen Rundell. "They thought it was a product for the blind. But now we project earnings of from \$10 million to \$12 million this year, more than 17 times the first-year volume."

The booster spirit is backed by other encouraging figures. Most Warner cassettes contain a questionnaire asking the consumer for personal information, preferences and tastes; last year 200,000 responses were returned. They form the first profile of an audio market that according

to computer projections, will yield industry-wide sales of more than \$250 million in 1986. After all, analysts point out, most new-car manufacturers offer the option of a tape deck, and Walkman-style cassette players have become as much a part of the urban landscape as Reeboks and Perrier. Each tape deck and set of earphones represents a potential customer, a statistic that is not lost on Frank Vertuca, associate director of marketing and distribution at Bantam. "A major part of our market is middle class," he finds. These people are "well off, earn a minimum of \$35,000 a year, are between the ages of 25 and 54 and are about evenly divided between female and male. A large number of them buy the tapes to listen to while commuting."

What they used to hear was a single voice lifting the words from the page, and many novels and short stories are still recorded plain, unadorned by music or echo chambers. But the tape of Stephen King's *The Mist* is enhanced by what Simon & Schuster calls 3-D sound: voices are accompanied by rustling leaves, slithering tentacles, the flapping of prehistoric winds and the crawling of spiders as they descend on a small New England town. The latest Warner tapes are described by Deutsch as a "new version of old-time radio," complete with scores and sounds. Chaim Potok's *The Chosen* (Warner), read by Eli Wallach, is augmented by news broadcasts, crowd noises and mood music; Louis L'Amour's *A Trail to the West* (Bantam) features hoofbeats and gunshots reminiscent of a 1940s *Lone Ranger* episode.

Puzzle

Roar of the greasepaint

If theater people seem to have their own language—it's because they do! Find in the letter maze 82 theater-related terms reading up, down, forward, back-

ward or diagonally. Leftover letters will reveal Shakespeare's dramatic philosophy of life (see solution on page 97.)
—James G. Webster

S R I A T S E P A C S E A K C O L B R E N R O C
 S P O L H F T L E L G N A I R T E M U T S O C I
 P L M O T C L A Y I L L I R D E S G E L E E R T
 O A P A F A H Y P P M A L C D R A M A F L A T S
 R D I O R A M A I L L E T I W T S S A T O S R U
 D I A L S C H A I N E L U H E E R C E E S G K O
 H R E P L E H S R E G G I R G A L E I A B N L C
 C E A E I O S I E O E S E M E I H B F R O I D A
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 R R O E S L I A R W E E S R E D D A L E O S L O
 P P T O P E K O M S A S E L U D E H C S S N I P

1. ACOUSTIC
2. ARTS
3. AWLS
4. BEAMS
5. BOAS
6. BORDERS
7. CANVAS
8. CARPENTER
9. CASTER
10. CHAIN
11. CHISEL
12. CLAMP
13. CLAY
14. CLEAT
15. CLIP
16. CORNERBLOCK
17. COSTUME
18. CRANE
19. CYCLORAMA
20. DIALS
21. DIORAMA
22. DIRECTOR'S CHAIR

23. DRAMA
24. DRAPERY
25. DRILL
26. DROPS
27. DUTCHMAN
28. ESCAPE STAIRS
29. FABRICS
30. FLATS
31. FLYING SYSTEMS
32. GATE
33. GROUND ROW
34. HEAT GUN
35. HINGES
36. KNOTS
37. LABOR
38. LADDERS
39. LATCH
40. LEGS
41. LINER
42. LOCKRAIL
43. NAIL

44. PAIL
45. PINS
46. PLANE
47. PLAY
48. POUNCE WHEELS
49. POWER
50. PROPERTY MASTER
51. PROSCENIUM ARCH
52. RAILS
53. RAMPS
54. RIGGER'S HELPER
55. ROOF
56. ROLE
57. SAFETY LINES
58. SAW
59. SCENERY PAINTING
60. SCHEDULES
61. SCREWS

62. SCUMBLE
63. SET DESIGNER
64. SHEAVES
65. SHOP
66. SINK
67. SLIDE
68. SMOKE POT
69. SOUND
70. SPOTLIGHT
71. STAPLE
72. STENCIL
73. TECHNICAL REHEARSALS
74. THUNDER SHEET
75. TOOLS
76. TREADMILL
77. TREE
78. TRIANGLE
79. TURNBUCKLES
80. WHEELS
81. WINGS
82. WIRE GUIDE

REEL 5106 JACK BENNY PROGRAM

1800'

- 1L 11-5-39 The Women
- 11-12-39 Jack's Toothache
- 11-19-39 Thanksgiving Discussion
- 2L 11-26-39 Bullseye Benny
- 12-3-39 Murder on the Gridiron, part 1
- 12-10-39 Murder on the Gridiron, part 2
- 1R 12-17-39 Christmas Shopping (East Coast Version)
- 12-17-39 Christmas Shopping (West Coast Version)
- 12-24-39 Christmas Eve Open House
- 2R 12-31-39 Jack Alone on New Year's Eve
- 6-9-40 Vacation Plans, Movie with Fred Allen
- 6-16-40 Father's Day Show; Guest, Ezra Stone (last show of season)

REEL 5107 JACK BENNY PROGRAM

1800'

- 1L 3-2-41 From Palm Springs. Climb to Taquitz Falls
- 3-9-41 From Palm Springs. Murder at the Racquet Club; Guests, Charles Farrell, Charles Butterworth and Peter Lorre
- 3-16-41 Jack Looking for a Fight
- 2L 3-23-41 Tobacco Road
- 3-30-41 Working in the Garden
- 4-6-41 Battle of the Quiz Kids and the Jello Kids
- 1R 4-13-41 Jack Prepares for Appearance on "The Quiz Kids"
- 4-20-41 Jack Thinks he Made a Fool of Himself on "The Quiz Kids"
- 4-27-41 Murder at the Movies
- 2R 5-4-41 Jack's 10th Anniversary on Radio
- 5-11-41 NBC Tribute to Jack, His Life Set to Music; Guest, Ken Carpenter
- 5-18-41 Jack on Set of New Movie; Guests, Kay Francis and Archie Mayo

REEL 5108 JACK BENNY PROGRAM

1800'

- 1L 5-25-41 Life of Philburt Harris; Guest, Thomas E. Dewey
- 6-1-41 From San Diego. Cast Visits Battleship (last show of season)
- 10-5-41 From New York. Cast at Ebbets Field for World Series (first show of season)
- 2L 10-12-41 From New York. Jack Prepares to Return Home
- 10-19-41 Trip Home on the Train
- 10-26-41 Dive Bomber
- 1R 11-2-41 Halloween Pranks; Guest, Basil Rathbone
- 11-9-41 Jack Talks About New Movie; Guest, Leo Durocher
- 11-16-41 He Fumbled the Ball
- 2R 11-23-41 Jack Entertains Cast on Thanksgiving; Guest, Alice Faye
- 11-30-41 Dr. Jekyll and Mr. Hyde
- 12-7-41 Mr. Hyde and Dr. Jekyll

REEL 5109 JACK BENNY PROGRAM

1800'

- 1L 12-14-41 Jack and Mary Go Christmas Shopping
 12-21-41 Jack Plans his Christmas Party
 2-1-42 The Frightwig Murder Case, part 2; Guest, Humphrey Bogart
- 2L 2-8-42 Jack Mad at Fred Allen
 2-15-42 Surprise Birthday Party for Jack
 2-22-42 From San Francisco. Cast Staying in Expensive Rooms
- 1R 3-1-42 Jack Upset at Not Winning Oscar
 3-8-42 From San Diego. Guest, Joan Bennett
 3-15-42 The Life of Jack Benny
- 2R 3-22-42 Jack and Phil Play Golf
 3-29-42 Doc Benny and his Minstrel Show
 4-5-42 Easter Show, Don Won't Do Commercial

REEL 5110 JACK BENNY PROGRAM

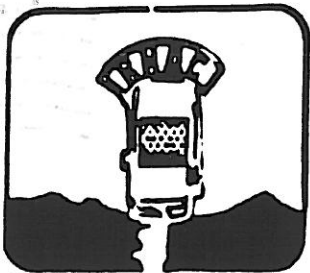
1800'

- 1L 4-12-42 From Camp Hahn, CA. Try and Get It Quiz Show
 4-19-42 Meal at Drugstore Before Show
 4-26-42 From San Francisco. Opening of New NBC Studios, Ace Hawkins' Revenge
- 2L 5-10-42 From Mather Field, CA. Jack Thinks he's Going to be Fired
 5-24-42 From Camp Callen, CA. Phil Becomes a Father
 5-31-42 Cavalcade of Eight Years with Jello (last show of season)
- 1R 10-4-42 Jack Brings Cast to Studio in Maxwell (first show of season)
 10-11-42 From Santa Ana. Cadets Visit Jack's Home; Guest, Barbara Stanwyck
 10-18-42 From Williams Field, AZ. Jack Donates Maxwell to Scrap Drive
- 2R 10-25-42 Tales of Manhattan
 11-1-42 From Camp Elliot, CA. Jack and Phil Have Shooting Contest
 11-8-42 Jack Buys Horse; Twink Family, part 1

REEL 5111 JACK BENNY PROGRAM

1800'

- 1L 11-15-42 From Terminal Island, CA. Twink Family, part 2; Guest, Dorothy Lamour
 11-22-42 Jack Rides to Opening of New Movie, Has Trouble with Horse
 11-29-42 From Palm Springs. Three Men in a Tank
- 2L 12-6-42 Liberty Ship, Phil Leaves for Service
 1-10-43 From New York. Jack Visits Phil Baker in the Hospital
 1-17-43 From New York. Information Please; Guests, Oscar Levant and Joe Besser
- 1R 3-28-43 Orson Welles Subs for Jack, Death at Midnight
 4-11-43 Jack Returns After Five Weeks Absence; Guest, Orson Welles
 10-10-43 From New York. Jack Talks About his Camp Tour (first show of season)
- 2R 10-17-43 From New York. Casablanca
 10-24-43 Return Trip by Train, Algiers
 10-31-43 Sponsor Visits Show, Jack Pretends he's in Brazil



RADIO HISTORICAL ASSOCIATION

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| | <u>Reel Number</u> | <u>Title</u> |
|----|--------------------|--------------|
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Alternates:

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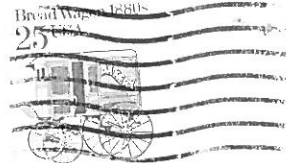
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DICK TRACY
THERE WILL BE A SWAP MEET
AFTER DICK TRACY
DON'T MISS THIS RHAC MEETING
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