



# RETURN WITH US NOT!

RADIO HISTORICAL  
ASSOCIATION OF  
COLORADO

Volume 30, Number 3

RHAC 30th Anniversary Year!

March, 2005

## Home Front Doing Its Part For Allied Victory

by Danny Goodwin

*Reprinted with the author's permission from  
www.old-time.com*

**"If you is careless today, you'se going to be  
car-less tomorrow."**

**-- Arthur Godfrey**

When the United States entered World War II, it would unite the American people, no matter how they felt before Japan's attack on Pearl Harbor. It would also be a war that everyone got involved in. Of course, many able-bodied men and women enlisted in the Armed Forces. That involvement didn't stop there. For those who were unable to serve in the military, the people of the "Home Front" were asked to ration, sacrifice, and perform domestic duties for those people who worked in defense plants. Radio advertising would play a key role in getting the message across. This is an article on what was asked of the people of the Home Front, and how radio advertising kept the listeners informed on what had to be done.

From 1942-1945, the radio listeners couldn't get

away from a brief message of some kind on how they could help out on the war effort. One such message was the saving of soap. As the announcer stated, there were vital materials in soap that were needed for the war effort -- and of course, soap was needed for the men and women of the military. To make a long story short, all soap products for the Home Front were cut back. The trick was how to conserve the soap that was available. Of course, radio would help out with helpful suggestions. For bar soap, it should not soak in the water for an extended time, because the soap bar would melt away faster than it really should. When the user was finished with the soap, the bar should not rest on a wet soap dish. Doing this would make the soap soft, mushy, and unpleasant to the touch. When the soap



bar wore down to a small sliver, there were 2 possible, but effective alternatives for using it. 1.) Moisten the sliver and put it on a new soap bar, or 2.) Collect several soap slivers, place them in a washcloth, and create a soap mitt. The soap mitt was excellent for washing, while it completely used all the soap slivers for this purpose. For laundry soap in granulated or flake form, there were 3 easy tasks the people could do to conserve what they have. 1.) Measure the amount of soap used; 2.) Cut back on washing the laundry until a full load was accumulated, and 3.) Scrape dishes well before washing.

**Continued on Page 3**

Continued from Page 1

The rationing of petroleum products meant that some adjustments had to be made when it came to going from point A to point B. To conserve fuel and rubber, the listeners were asked not to make unnecessary trips, and, better yet, to form a car pool with the listener's friends and neighbors. The maximum speed limit during the war years was reduced to only 35 m.p.h. The commercials for oil companies also asked the people to take their cars to their local service stations, to have them properly tuned up and their tires inflated at the proper air pressure. On a broadcast of *THE TEXACO STAR THEATER*, announcer Arthur Godfrey said it best when it comes to car care during the war years. Said he, "If you is careless today, you'se going to be car-less tomorrow."

The trickiest problem was the rationing of food. In order to purchase food, a point system was created. Once again, conserving played a major role. While some foods were easy to purchase, others like meat and sugar were more difficult. The makers of *Crisco*, *Spry*, and other shortening or lard products were coming up with recipes that made a satisfying meal, yet saved ration points. Another way to save points was to serve soup, pasta, or even breakfast cereal for dinner. The radio listeners heard the phrase "Food Fights For Freedom -- Produce, Conserve, Share, and Play Square." The phrase meant for people to grow their own fruits and vegetables in Victory Gardens. Once they were ready, the fruits and vegetables were canned. When fruit was used for jellies and jams, pectin products like *Sure-Jell* and *Certo* were great to use, because they helped to make jams and jellies using a smaller amount of sugar. "Play Square" meant there was only so much meat, dairy products, and sugar to go around. Purchase within the point system instead of dealing with the infamous and naughty "Black Market."

The biggest task for all of the men, women, and children of the Home Front was to maintain good health. It was best to eat the foods within the "Basic 7" food groups, but with food rationing in effect, it wasn't all that easy. When sacrifices had to be made for a meal, the people weren't getting the important vitamins and minerals needed for good health. Enter the multi-vitamins. Radio listeners knew they could get their needed daily vitamin requirement when they heard commercials for multi-vitamin products like *Benefax*, *Vimms*, *Grove's*, *Vitamins Plus*, and

One A Day.

The announcers on the radio commercials for tooth paste and shave cream encouraged people to take an empty tube with them to the store where it was purchased when it was time to purchase new products. It didn't matter if the empty tube was the same brand or the same type of product -- as long as it was a tube. Since the empty tubes were made of metal, they were sent to the government's defense factories for the making of metal goods for the military.

These people  
buy a battleship  
— every week!

**You've backed the attack—now speed the Victory!**

This is only a sample of how radio informed the American people on what they needed to do to help the men and women of the Armed Forces. Now, we'll take a look at how the *War Advertising Council* got the word out on what the people of the Home Front had to do -- and more importantly, **NOT** do in their helping the Allies win the war.

Back the attack; buy War Bonds till it hurts.. and then some.

-- Announcement for buying War Bonds

Previously, we saw how the radio sponsors got the message across on how the people of the Home Front could do their part in helping the Allied forces. Now we will look at the public service announcements that also informed the listeners what to do -- and more importantly, what NOT to do.

With radio as a valuable means of communication, the *War Advertising Council* was

# RADIO HISTORICAL ASSOCIATION OF COLORADO

PO BOX 1908, Englewood CO 80150 (303) 761-4139 -

Dedicated to the preservation of old-time radio programs, and to making those programs available to our members

## Old-Time Radio is Alive and Well in Colorado!

KEZW 1430 AM	"When Radio Was", with Stan Frieberg	Weekdays, 7:00 - 8:00 PM
Pirate Radio 104.7 FM	"Radio Memories" (Greeley)	Sunday, 6:30 - 12:00 PM
and, Pirate Radio internet streaming at <a href="http://www.pirate1047.com">http://www.pirate1047.com</a>		Sunday, 6:30 - 12:00 PM
KNUS 710 AM	"Radio Revisited"	Weekdays, 10:00 - 11:00 PM
KRMA TV Channel 6	Secondary Audio Program (SAP), "Tribute to OTR"	Sunday, 2:00 PM

RHAC WEB SITE <http://www.rhac.org>

RHAC OTR WEB PAGE <http://www.old-time.com/rhac.html>

**RETURN WITH US NOW...** is the official publication of the Radio Historical Association of Colorado, Inc., a nonprofit organization. Cost of membership is \$25.00 for the 1st year with \$15.00 for renewal. Each member in good standing has full use of the club resources. For further information contact anyone listed below. Any mention of a product in **RETURN WITH US NOW...** does not constitute an endorsement by RHAC.

President:	Larry Weide	5270 E. Nassau Cir. Englewood, CO 80113	(303) 758-8382	<a href="mailto:lweide@attglobal.net">lweide@attglobal.net</a>
Vice-President:	<i>Open Position</i>			
Secretary:	<i>Open Position</i>			
Treasurer:	Maletha King	900 W. Quincy Ave. Englewood, CO 80110	(303) 761-4139	<a href="mailto:dickking@earthlink.net">dickking@earthlink.net</a>
Newsletter:	Carol Tiffany	1394 Golf Vista Court N. E., Palm Bay, FL 32905	(321) 723-7803	<a href="mailto:ctiffany@worldnet.att.net">ctiffany@worldnet.att.net</a>
Talking Newsletter	B.J. George	Email - <a href="mailto:bj39@tds.net">bj39@tds.net</a>		Talking Newsletter egroup - <a href="http://groups.yahoo.com/group/rwun">http://groups.yahoo.com/group/rwun</a>
Membership:	Maletha King	PO BOX 1908 Englewood, CO 80150	(303) 761-4139	<a href="mailto:dickking@earthlink.net">dickking@earthlink.net</a>
Tape Donations:	Bill McCracken	7101 W. Yale Ave. #503 Denver, CO 80227	(303) 986-9863	
	Herb Duniven	4184 S. Syracuse St. Denver, CO 80237		
Directors at Large:	David L. Michael, Herb Duniven			

## LIBRARIES

Reference Material:	Bill McCracken	7101 W. Yale Ave. #503	Denver, CO 80227	(303) 986-9863
Logs & Scripts:	Fred Hinz	c/o RHAC PO Box 1908	Englewood, CO 80150	
Open Reel Tape:	Maletha King	900 W. Quincy Ave.	Englewood, CO 80110	
Cassette Tape:				
#1 (1-499)	David Gatch	PO Box 70	Glen Haven, CO 80532	(970) 577-0805
#2 (500-999)	David Gatch	PO Box 70	Glen Haven, CO 80532	(970) 577-0805
#3 (1000-2000)	Dave Logan	5557 S. Sherman Cir.	Littleton, CO 80121	(303) 730-1430
#4 (5001-up)	Mika Rhoden	3950 W. Dartmouth Ave.	Denver, CO 80236	(303) 937-9476
CD Library:	Thomas Woessner	3240 S. Lowell Bld.	Denver, CO 80236	(303) 936-4643

## Convention Schedules

**19th Annual OTR and Nostalgia Convention**, April 15 - 16, 2005, Best Western Hotel - Cincinnati Ohio. Guest stars; Bob Hasitngs, Rosemary Rice, Hal Stone and Esther Geddes. Activities; Seminars, recreations and awards dinner. Contact Bob Burchett, 10280 Gunpowder Rd., Florence, KY 41042. (859) 282-0333 or [haradio@hotmail.com](mailto:haradio@hotmail.com)

**REPS Showcase**, June 24 - 26, "The Good Old Days" at the Seattle Center, Seattle Washington. This convention may be moved to a large hotel near the airport. Contact Mike Sprague at (480) 474-4480 or E-Mail at [hrrmikes@aol.com](mailto:hrrmikes@aol.com). Details available on REPS website at [www.repsonline.org](http://www.repsonline.org). More information to follow.

**30th Friends of Old-time Radio Convention**, Oct 20 - 23, 2005 at the Holiday Inn, Newark, NJ; For information contact Jay Hickerson, Box 4321, Hamden, CT 06514 (203) 248-2887 [JayHick@aol.com](mailto:JayHick@aol.com), or check our web site: <http://www.fotr.net>

CREDIT: This publication may, under license, use objects and/or images from one or more of the following: Lotus Wordpro97 and Corel Gallery. These software packages are protected by the copyright laws of the United States, Canada and elsewhere. This publication is copywrited 2005, with all rights reserved.

**RETURN WITH US NOW...**

-2-

**March, 2005**

created to inform radio listeners what was expected of them during the challenging times they lived in. Some of the Council's campaigns weren't very easy, but it was something that had to be done.

One of the Council's very first campaigns concerned Careless Talk (a.k.a. "Loose Lips Sink Ships"). Although the Axis powers didn't invade United States soil during the war, that didn't necessarily mean their spies weren't here. In fact, the Axis did have spies in the U.S. (fortunately, the FBI eventually captured them). Their task was to pick up any tidbit of information from an unsuspecting American who talked more than he/she should concerning his/her work at defense plants, letters from relatives in the war, or anything that would help the Axis. The announcer for the Careless Talk commercials said it best; "The enemy has big ears, he hopes we have big mouths. **Careless Talk Costs Lives.**" To the chagrin of the Axis spies, the American people didn't have big mouths -- and the Careless Talk campaign made sure their yaps were kept in check. Instead of vital military information, the Axis spies heard juicy gossip, dirty jokes, and other uneventful stuff.

When the United States entered the war, money was desperately needed for the making of weapons and military vehicles. In order for the country to have the money, the radio listeners were asked to

**RETURN WITH US NOW...**

invest in the country with War Bonds. For the money spent, the listeners would get a nice return when the Bonds matured. It was OK when someone bought one Bond, but it definitely didn't stop there. The message on the radio was to buy Bonds till it hurts. In other words, buy as many Bonds as the finances would allow. The radio commercials were blunt, demanding, and made the people feel a little guilty. These commercials featured sayings like *Remember Pearl Harbor* and messages about letting them (the troops) down when they need us most. In a nutshell, War Bonds were an offer nobody could refuse -- that is, if they wanted the Allies to win the war. No matter how many Bonds were purchased, the commercials were specially designed not to be satisfied. The announcer asked the people to buy even more Bonds if possible. As if that wasn't enough, the radio performers took a brief time out from their programs to remind the listeners of the latest War Loan Drive being conducted -- and of course, to buy more Bonds during that drive.

The rationing of food and gasoline played a big role for the people of the home front. It wasn't exactly popular, but when some people complained, there was a common saying back then that went like this, *There's a war on!* For those people who wanted more than his/her share, there was another alternative to rationing -- unfortunately, it was also a shade on the illegal side. This alternative was the infamous **Black Market**. The War Advertising Council immediately focused on this problem with a series of commercials discouraging people from buying anything through the Black Market.

The naughty people associated with the Black Market would also become involved in another campaign the War Advertising Council conducted. This campaign was to Keep Prices Down. Once again, it didn't exactly spread smiles across the "kissers" of the people, but it was necessary to keep inflation in check. The announcer of the commercial asked the American consumer to do 7 things to keep prices down. They were:

- 1.) Buy only what you need.
- 2.) Pay no more than ceiling prices (stay away from the Black Market)
- 3.) Support higher taxes
- 4.) Pay off old debts
- 5.) Don't ask for more money
- 6.) Save for the future
- 7.) Buy more War Bonds

With the exception of #7, the above wasn't very appealing -- but then again, inflation wasn't very appealing, either!

One of the War Advertising Council's most important campaigns was the American Red Cross. Its War Funds were drives for the American people to donate money. The money the Red Cross received went for training nurses who went to war to help the doctors save lives. The money also went for training the people of the home front to learn first aid, home nursing courses, canteens, motor corps, and training nurse's aides. This training was vital, because of the possible dangers of an enemy invasion. The Red Cross also asked the people for a different, but extremely vital donation during each War Fund -- blood. Collecting pints of blood for plasma meant the difference between life and death to a wounded American soldier. Like with War Bonds, the commercials made it extremely hard for the people not to donate a pint of blood, because they knew that pint meant life itself.

There were many different campaigns the War Advertising Council informed the people about on radio. For more personal involvement, there were campaigns for Civilian Defense (people watching the skies for possible air invasion by the enemy), and the recruiting of nurses, WAC's, and WAVES. There were also campaigns for saving and turning in used fat, rubber, paper, metal, and other items.

These are just a few of the many campaigns the War Advertising Council informed the people about through radio during World War II. When the war ended the Council and its campaigns didn't. Instead of contributing to the war effort, the campaigns were designed to help people in the United States and the post-war world. Instead of buying War Bonds, the announcer asked the people to buy Victory Bonds. The money would be used to bring the victorious troops home. From there, Victory Bonds were known as Defense Bonds, Security Bonds, and the name we're familiar with today, Savings Bonds. The Red Cross continued to ask the people for money and blood for domestic and worldwide emergencies. The Civilian Defense became the Civil Defense. Instead of watching for enemy planes, the CD had trained personnel in towns & cities across the United States. Their task was to help people in case of natural disasters.

There was also a noticeable change with the War Advertising Council itself. Since the war was over,

its name was shortened to the Advertising Council. It would continue its good work to this very day with different campaigns not only within the confines of the United States, but worldwide.

The Allied troops were victorious in World War II. It was also a victory every American man, woman, and child could share, because they knew exactly what they had to do -- and did it. It also helped that the U.S. had 2 powerful means of communication that got the word out quickly -- radio and the War Advertising Council.

***Author's Note:*** *This article is dedicated to everyone who fought in World War II, and to the people of the "Home Front" who did their part in assisting with the Allied Victory. This article is dedicated to the memory of my father, Clyde D. Goodwin, Jr. He proudly served in World War II and was involved as a member (and later as director) of the Lincoln, Maine Civil Defense.*

***Author's note #2:*** *This article was originally written and completed on February 27, 2001. With the tragic events that occurred on September 11, 2001, I would also like to dedicate this article to all the men and women who took part in the search and rescue at the World Trade Center and the Pentagon, and to the memories of those people who lost their lives while trying to save others.*

## CRYPTOGRAM

by Jack Richards

*Cryptograms are created from quotes, catch phrases, or other sayings from OTR shows. Each letter in the cipher stands for another. After the quote, decipher the name of the show in which it appeared.*

**#1 Clue: D equals R.**

**“AMSDS MS BJSE, RVAJ AMPA  
FDZBEAJDS. MS'E EASCCRVB JV AMS**

**ELPKSE. HSRBMA? AHJ-MZVFDSF  
AMRDAX-VRVS CJZVFE. OJDAZVS -**

**FPVBSD!”**

**AMS OPA GPV**

(Answer on page 6)

From the Desk of  
the Editor  
by Carol Tiffany



Calling all Baker Street Irregulars! Calling all members of the Secret Squadron! Calling all listeners of *Sky King*, *Terry and the Pirates*, *Jack Armstrong*, and other OTR shows featuring coded and/or encrypted "secret" messages. Puzzlemaster Jack Richards has done it again. He has come up with a series of Cryptograms featuring messages with OTR themes which will be featured in this and upcoming issues. Have fun decoding this month's entry ... your editor certainly did.

On the OTR newsfront this month, Jack French (long-time editor of *Radio Recall*, the newsletter of RHAC's sister club Metro Washington OTR Club) has been nominated for an "Agatha" award for best non-fiction book of 2004 for his *Private Eyelashes* (reviewed in RWUN in July 2004). The "Agathas", named for Agatha Christie, are awarded annually by Malice Domestic, the largest crime fiction convention on the East Coast. Each year over 800 mystery writers and fans attend this three-day event. In 2005 it ends on May 1st, at which time all the winners will receive their trophies, a china tea pot decorated with a skull and crossbones. Good Luck, Jack!

Finally, we couldn't resist a bit of trivia which is also a joke. *What day of the year is a command to advance or go forward?* March 4<sup>th</sup>, of course! Have a great month and enjoy St. Patrick's Day.

Good Listening to All...



RETURN WITH US NOW...



## New in the Tape and CD Libraries

by Maletha King

This month we are offering a whole month's worth of "The Lone Ranger". These shows date back to 1938, but I know that I have heard some that are earlier than these. It is interesting that these show start with Tonto on a white horse the same as the Lone Ranger. In still another story, Tonto comes to own a paint horse. In another story, the paint horse of Tonto's gets his name of Scout. All of this is just some old history of the shows of "The Lone Ranger."

Maybe shows like this where the only riding seems to be at a dead run were part of the reason for beginning riders thinking that they had to "run"

their mounts most of the time. During WWII the livery stables around Denver had lots of problems with the young men in the military wanting to run rented horses all of the time.

I always have a great respect for the writers that come up with the stories we enjoy on radio shows. Very few show, such as "Dragnet", were based upon actual events of the days. We will be bringing you some of the beginning shows of "Dragnet" next month.

Answer to cryptogram on page 5

**The Fat Man**  
"There he goes, into that drugstore. He's stepping on the scales. Weight? Two-hundred thirty-nine pounds. Fortune - Danger!"

March, 2005