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CEREAL, NOT SPINACH, AN OTR MISTAKE?

By Paul Barringer

OTR listeners were able to use their imaginations if they didn't see him in the funny papers, movie shorts or in "Big Little Book" cartoons. He was short, bald, had only one eye, smoked a corncob pipe, wore a sailor uniform, and sported huge forearms. His wife was skinny as a toothpick.

He was *Popeye the Sailor*, who enjoyed a brief, but memorable place on the dial of Old Time Radio. On the air, Popeye got his tremendous strength from eating Wheatena, a cereal introduced in the late 19th century and still available by shopping on Google.

You say I am wrong about him having a wife? That all depends on how much you have followed his character throughout the years. More to the

point, did he get his strength from eating Wheatena? You say "no, Popeye ate that garden herb that a lot of kids love to hate...spinach!" Well, that was in the print and motion picture cartoons. But to the ad agency for Wheatena, and for the execs at both NBC and CBS, it was Wheatena all the way, (except for a very a few weeks when the radio show was sponsored by Popsicle. On the air, *spinach* was never alluded to.)

Even the Popeye theme song on the radio was changed to insert the sponsor's product. It was presented as follows: "Wheatena's me diet, I ax ya to try it, I'm Popeye The Sailorman! Toot, Toot!"

Popeye was the creation of E. C. Segar (Elzie Crisler), who was the writer/artist on the King Features comic strip, "Thimble Theatre" for 10-years before Popeye would appear in his strip.

The original plots of the comic strip revolved around the Oyl family, which included Olive Oyl, Cole Oyl (Olive's father), Nana Oyl (Olive's mother) and Castor Oyl (Olive's brother.) Originally intended to appear as a walk-on single shot guest appearance,

Popeye made his first appearance in the strip on January 17, 1929.

One day, Olive Oyl and then boy friend Harold "Ham" Gravy went to the docks to hire a crew to sail in search of Bernice, the magical "Whiffle Hen", another character in the strip.

Upon arriving at the docks Olive and Ham encountered a one-eyed seaman. Walking up to the sailor, Olive asked him, "Are you a sailor?" In reply

Popeye said, "Ja think I'm a cowboy?", thus, the introduction to the cantankerous seafarer. Over the next few months, thanks to fan acclaim, the walk-on role of Popeye was expanded and the salty sailorman ultimately became the dominant character. And, predictably, Popeye soon became Olive Oyl's love interest and in some depictions, ultimately his wife. Alas, Olive Oyl bade farewell to Ham Gravy.

Continued on Pg 3

RADIO HISTORICAL ASSOCIATION OF COLORADO

PO BOX 1908, Englewood CO 80150

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

Hear RHAC on the web, 4th Sunday of every month, at 8:30pm Mountain time at; "OTR From The Rockies" - http://www.yesterdayusa.com/saturdaylive.htm

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2013 Convention Schedules

At this time there are no reported OTR conventions

At this point, the strip was billed as: "Thimble Theatre Starring Popeye". The character of J. Wellington Wimpy, the hamburger mooching, slightly overweight friend of Popeye, made his appearance in the cartoon in 1932. Ever present was Wimpy's statement: "I'll gladly pay you Tuesday for a hamburger today."

An abandoned child, found on Popeye's doorstep, was adopted by the hero, given the name Swee'Pea and added to the character mix in 1936.

And then, there was Bluto. He was the big, muscle bound bully with the loud, harsh, growling voice who Popeye managed to subdue in every encounter. How? Why, by consuming the contents of a can of spinach, or on the OTR show, a big bowl of Wheatena.

For some reason, Popeye never made the impact on radio that the character did in other media. Maybe hot cereal just didn't have the dramatic or comedic appeal of spinach. But what is the sponsor to do? So, in the mid 30's, the makers of Wheatena sponsored the first try at bringing Popeye to the airwaves. The show ran on the NBC Red Network on Tuesday, Thursday, and Saturday nights, in fifteen-minute presentation.

The first episodes were aired from September 10, 1935 through March 28, 1936. *Popeye the Sailor* had potential to become a hit on OTR because of a commonly-held maxim of the radio industry. History seemed to prove that being scheduled before or after a very popular program, a show had a great chance for success.

With this in mind, Wheatena's makers and network brass thought they had the perfect lead-in to the *Popeye* radio presentation; none other than *Amos and Andy*, the most popular program in the history of radio at that time. Was going along with a cereal sponsor and ignoring spinach an OTR mistake?

Or, maybe the plots and story presentations on the program were not up to expectations of the listeners. Questionable casting of the role of Popeye and other characters in the show might have been a factor so that not even the *Amos and Andy* lead-in could draw a substantial listening audience. Whatever the reason, after a 6-month run, Popeye was suddenly gone from the air.

Even after this failure, Wheatena remained

resolute and once again tried to bring Popeye to radio, on CBS from August 31, 1936 to February 26, 1937. This effort also fell short even after having replaced the actor portraying Popeye. The third try, supposedly always a charm, didn't work out. In 1938, after an extensive promotional campaign in various retail markets and outlets, the makers of Popsicle signed on. This version of the show ran on CBS 3 days a week from May 2, 1938 through July 29, 1938. (An even shorter stint than the two previous tries.) More than 200 episodes were presented between the three attempts.

The *Popeye* radio cast included: Detmar Poppen as Popeye, replaced later by Floyd Buckley; Olive was played by Olive La Moy, who would be replaced by Mae Questel later. The part of Matey,

the newspaper boy was voiced by Jimmy Donnelly, Charles Lawrence was the hamburger mooching Wimpy. Others in the cast were Jean Kay, Don Costello and Everett Sloane, who later was featured in roles motion several in pictures and television. Kelvin Keech was the announcer. Victor Erwin and his CartoonLand Band provided the music.

Poppen was a successful Broadway musical actor, but

his portrayal of the one-eyed swab bore only a vague resemblance to the big screen Popeye. In an effort to duplicate for radio the voices of Olive Oyl and Wimpy heard on the motion picture cartoons, both Olive La Moy and Charles Lawrence fell far short of the mark.

Somewhat strangely, but perhaps because of his limited vocabulary, the character of Swee'Pea was not included in the radio cast. Instead, another member of Popeye's circle, Matey the newspaper boy, was featured. He, like Swee'Pea in the comic strip, was adopted by Popeye.

Up until a few years ago the availability of copies of *Popeye the Sailor* were limited to just a handful of the original episodes broadcast, but in 2003, lost recordings from the first season (16 total) were discovered. The historic transcription discs apparently had been so severely abused or neglected through the years, that the sound quality was very poor. Fortunately, through modern technology these lost episodes were converted to acceptable, if not perfect sound quality.



Popeye paraphernalia was not in profusion compared to the items offered on other shows with juvenile appeal. Wheatena, unlike sponsors of shows such as Superman, Captain Midnight, Little Orphan Annie and Jack Armstrong, did not present an over abundance of mail-in premium offers. The cereal company did make a series of three lapel pins available featuring the characters Popeye, Olive Oyl and Wimpy. Kids could send in a Wheatena box top for the prizes. The enameled pins are fairly easy to find these days, making one wonder, if maybe, because of the strong response to the offer, the program had a better following than the networks had thought.

On the Popsicle-sponsored radio program it is known that kids could obtain a variety of items by saving wrappers from the sponsor's products; items included figurines of Popeye and other characters, games, and various toys. The print versions of Popeye also offered several premiums. Early Popeye collectibles of these mementos of the sailorman are very scarce today. If you can even find any listed on the Internet, at flea markets, garage sales, or shops selling antiques, you are probably going to pay a hefty price to obtain them.

Another item of interest for anyone who is truly steeped in "Popeyemania": Popeye's unique articulation of the English language, as heard on OTR and in the movie cartoons. Popeye butchered such words as muscles, calling them muskels, infink for infant, animule instead of animal, fisk for fist, undereskimate instead of underestimate, rescoo for rescue, peecooler for peculiar, peanuks for peanuts, and sentences or phrases such as: "That's all I can stands and I can't stands no more", and "Share what ya got wit udders."

The Sunday *Popeye* strip continues in some newspapers today, with reprints of the dailies showing up in a few places. With his overall popularity, it is too bad that *Popeye the Sailor* wasn't more successful on radio. I'm sure there must have been a way on the air to promote the character during the hey-day of "The Theater of the Mind." Sadly, that just didn't happen.

But, luckily OTR enthusiasts who listen to copies of the few remaining *Popeye* broadcasts can rekindle memories of that distinctive voice proclaiming:

"I yam what I yam and that's all I yam."

OTR SIDEKICK QUIZ

By Fred Hobbs

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Most of the leading characters in OTR crime or adventure programs were aided in some fashion by a "sidekick." Often, these "second bananas" were portrayed as "dumb" or were inserted in the mix to provide a bit of humor in an otherwise serious situation, such as in solving a murder case. Some were truly assistants; others were pals or characters who just happened to pop up in every episode to "help" solve the sticky situation, or merely to "kibitz."

See if you can match the ten characters listed below with the lead character in each OTR show.

(To make the quiz a little more challenging, omitted are "legends" known to all OTR fans, e.g. Chester, Matt Dillon's deputy on *Gunsmoke* or Tonto on *The Lone Ranger*.)

| SIDEKICK             | SHOW                                     |
|----------------------|------------------------------------------|
| 1. Harrington        | A. Mr. Chameleon                         |
| 2. Mike Clancy       | B. David Harding, Counterspy             |
| 3. Jocko             | C. Casey, Crime Photographer             |
| 4. Dave Arnold       | D. Hopalong Cassidy                      |
| 5. Ethelbert         | E. Pat Novak for Hire                    |
| 6. Pancho            | F. Red Ryder                             |
| 7. Peters            | G. Mr. District Attorney                 |
| 8. Heyboy            | H. Cisco Kid                             |
| 9. California Carlso | on I. Paladin (Have Gun, Will<br>Travel) |
| 10. Little Beaver    | J. Mr.Keene/Tracer of Lost               |

Answers on page 6

Persons

# THE CRUISERS

**By Fred Hobbs** 

Readers of *Return With Us Now* fall into at least three main categories: those who check out shows from the collection of 22,000 OTR shows in the library of the Radio Historical Association of Colorado (RHAC) just to listen and enjoy; those who possess their own collections; and those who listen to "OTR From the Rockies" on the Internet (see Page 2.)

One other way may be available if you have the time and the budget. Become one of the *cruisers*. Many cruise lines feature appearances by OTR experts who entertain passengers with nostalgic references and trivia quizzes about radio in the 1920s, 30s, 40s and 50s, accompanied by excerpts from actual broadcasts of that era in American popular culture.

Two of the past and present purveyors of "OTR on the High Seas" are RHAC members: Bob Loudon, retired radio announcer from Eugene, Oregon and John Rayburn, longtime Denver radio and television news and sports anchorman who now lives in Greeley, CO.

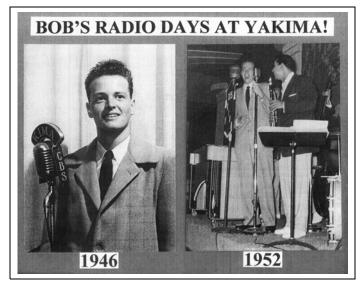


Rayburn says he logged about a half dozen cruises in a period of five years taking him to a diverse list of ports of call. His mixture of personal knowledge of the greats of vintage radio and his special brand of humor also have been combined to entertain audiences on land, especially in the Phoenix-Sun City area of Arizona.

These days, Rayburn concentrates his work on writing books. Two of the ten he has written are related to broadcasting. (A special OTR favorite Rayburn has published is titled "Cat Whiskers and Talking Furniture, A Memoir of Radio and Television Broadcasting.")



Over the years, Loudon and his wife Meredith made frequent trips on a variety of cruise lines entertaining enthralled passengers with the comedy, mystery, drama, historic material and amusing trivia that only OTR can provide. Meredith passed away four years ago, but Bob still occasionally sails out on the ocean blue to present what the cruise lines bill as "Enhancement Lectures."



Both Rayburn and Loudon remain steeped in the lore and the lure of Old Time Radio, and are pleased to share their knowledge and fun of the Golden Age of Radio with folks both on land and on the sea.



Hello to all,

#### How many more folks noticed?

I recently received a call from a RHAC member in Maine who noticed something about the March/April newsletter. I'm wondering; How many of you noticed that the tape catalog pages, published in the 2012 Nov/Dec newsletter, had a formatting error? And how many of you noticed that we corrected and reprinted those catalog pages in the last newsletter? And, most importantly, how many of you noticed that I neglected to tell you folks all about it. In today's vernacular - my bad.

So, to get back into the planned schedule of catalog update page publication, in this issue we are printing what should have been in the March/April issue along with the pages intended for this month.

#### Introducing our new publisher ... and more

By now we've all had a chance to read a couple of the newsletters that have been produced by our new publisher Fred Hobbs. I'm sure you'll all agree with me that, although it was a very unfortunate situation that brought him into this position, we are very fortunate to have Fred. He brings a fresh perspective to the job, along with his own great stories and quizzes.

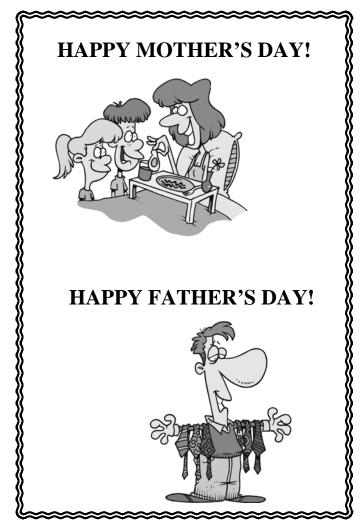
Hopefully many of you have also had a chance to hear Fred as our host of the RHAC internet show, "OTR From The Rockies". If you'd like to hear shows that you've missed just aim your web browser to the www.rhac.org web site where past shows can be heard at any time. get to the on-line show and our web site.

#### One last thought about RHAC membership

Of course you all know that all membership dues are now due in January. However, there have been more than the usual late dues remittances this year. For time and expense reasons we changed our dues reminder method by making it a bright yellow flyer in the January issue - instead of a separate reminder mailing. Is it possible that some folks did not open their January newsletter and see the reminder flyer?

Since this process is new, for this year we took the extra step of sending those who are/were in arrears a reminder postcard that the March/April issue (actually a complimentary issue) would be the last received without dues remittance.

There's been some discussion about what might be a better way to remind folks about dues. One thought has been to put the reminder flyer in the Nov/Dec newsletter. If the dues are not paid by the end of January then send a postcard indicating there will not be continuing newsletters and media access unless paid. Do you have any ideas about this? Write or email me and let me know. - Larry



Answers to the "Side Kick" Quiz

| <i>H</i> <b>-</b> 0 <i>I</i> | <b>2-</b> S  |
|------------------------------|--------------|
| <b>A-6</b>                   | V <b>-</b> * |
| <i>I-</i> 8                  | <b>3-</b> E  |
| <b><i>I</i>-7</b>            | <b>1-</b> 7  |
| Н-9                          | Ð-I          |

-6-

| TAPI | <b>E 1974 INNER</b> | SANCTUM/T-MAN/MR. KEEN/A VOICE IN THE NIGHT                                 | 1200' |
|------|---------------------|-----------------------------------------------------------------------------|-------|
| 1L   | 04-10-45            | INNER SANCTUM MYSTERIES: The Big Oak Necklace                               |       |
|      | 09-25-45            | INNER SANCTUM MYSTERIES: The Lonely Sleep                                   |       |
| 2L   | 01-22-46            | INNER SANCTUM MYSTERIES: The Confession                                     |       |
|      | 03-12-46            | INNER SANCTUM MYSTERIES: Strands Of Death                                   |       |
| 1R   | 07-01-50            | T-MAN: Show Business Is No Business                                         |       |
|      | 07-29-50            | T-MAN: The Big Mexican Dope                                                 |       |
| 2R   | 01-06-49            | MR. KEEN, TRACER OF LOST PERSONS: The Man Who Invented Death                |       |
|      | 06-14-46            | A VOICE IN THE NIGHT: The Stolen Necklace                                   |       |
|      |                     |                                                                             |       |
|      |                     | WARING SHOW / WORLD'S MOST HONORED MUSIC                                    | 1200' |
| 1L   | 12-08-41            | FRED WARING: 1 <sup>ST</sup> : This Is My Country                           |       |
|      | 12-09-41            | FRED WARING: 1 <sup>ST</sup> : Sweet Rose O'Day                             |       |
|      | 12-10-41            | FRED WARING: 1 <sup>ST</sup> : Mama Marie                                   |       |
|      | 12-11-41            | FRED WARING: 1 <sup>ST</sup> : Buckle Down Winsocki                         |       |
| 2L   | 12-15-41            | FRED WARING: 1 <sup>ST</sup> : Santa Domingo                                |       |
|      | 12-16-41            | FRED WARING: 1 <sup>ST</sup> : Beyond The Blue Horizon                      |       |
|      | 12-19-41            | FRED WARING: 1 <sup>ST</sup> : Song Of Arizona State University             |       |
|      | 12-22-41            | FRED WARING: 1 <sup>ST</sup> : Chattanooga Choo Choo                        |       |
| 1R   | 1941                | HONORED MUSIC: 1ST: Toreador Andalouse                                      |       |
|      | 10-20-41            | HONORED MUSIC: 1 <sup>ST</sup> : Traditional Trepak                         |       |
|      | 10-26-41            | HONORED MUSIC: 1 <sup>ST</sup> : Second Mazurka                             |       |
|      | 11-02-41            | HONORED MUSIC: 1 <sup>ST</sup> : Air de Ballet                              |       |
| 2R   | 11-23-41            | HONORED MUSIC: 1 <sup>ST</sup> : Reconciliation Polka                       |       |
|      | 11-30-41            | HONORED MUSIC: 1 <sup>ST</sup> : Norwegian Dance In A Major                 |       |
|      | 12-14-41            | HONORED MUSIC: 1 <sup>ST</sup> : The Barcarolle From The Tales From Hoffman |       |
|      | 12-21-41            | HONORED MUSIC: 1 <sup>ST</sup> : Hungarian Dance #5                         |       |
|      |                     |                                                                             |       |
|      |                     | ET YOUR LIFE                                                                | 1200' |
| 1L   | 03-21-51            | Secret Word Is "Coat"                                                       |       |
|      | 03-28-51            | Secret Word Is "Street"                                                     |       |
| 2L   | 04-04-51            | Secret Word Is "Hand"                                                       |       |
|      | 04-11-51            | Secret Word Is "Room"                                                       |       |
| 1R   | 04-18-51            | Secret Word Is "Light"                                                      |       |
|      | 04-25-51            | Secret Word Is "Wall"                                                       |       |
| 2R   | 05-02-51            | Secret Word Is "Foot"                                                       |       |
|      | 05-09-51            | Secret Word Is "Paper"                                                      |       |
|      |                     |                                                                             |       |

| TAPI            | E 1977 YOU B                                | BET YOUR LIFE           | 1200' |
|-----------------|---------------------------------------------|-------------------------|-------|
| $\overline{1L}$ | 05-16-51                                    | Secret Word Is "Sky"    |       |
|                 | 05-23-51                                    | Secret Word Is "Smile"  |       |
|                 |                                             |                         |       |
| 2L              | 05-30-51                                    | Secret Word Is "People" |       |
|                 | 06-06-51                                    | Secret Word Is "Heart"  |       |
|                 |                                             |                         |       |
| 1R              | 06-13-51                                    | Secret Word Is "Floor"  |       |
|                 | 06-20-51                                    | Secret Word Is "Door"   |       |
| 2R              | 06-27-51                                    | Secret Word Is "Table"  |       |
| 211             | 10-03-51                                    | Secret Word Is "Table"  |       |
|                 | 10-05-51                                    | Secret word is Table    |       |
| TAPI            | E 1978 YOU B                                | BET YOUR LIFE           | 1200' |
| 1L              | 10-10-51                                    | Secret Word Is "Street" |       |
| 1L              | 10-17-51                                    | Secret Word Is "Sacet"  |       |
|                 | 10-17-31                                    | Secret word is 74th     |       |
| 2L              | 10-24-51                                    | Secret Word Is "Floor"  |       |
|                 | 10-30-51                                    | Secret Word Is "Sky"    |       |
|                 |                                             | ,                       |       |
| 1R              | 11-07-51                                    | Secret Word Is "Head"   |       |
|                 | 11-14-51                                    | Secret Word Is "Roof"   |       |
|                 |                                             |                         |       |
| 2R              | 11-21-51                                    | Secret Word Is "Tree"   |       |
|                 | 11-28-51                                    | Secret Word Is "Name"   |       |
| OF A TOT        | E 1050 VOII D                               | DET VOLD LIEE           | 12001 |
| TAPI            | and anything and a second district a second | BET YOUR LIFE           | 1200' |
| 1L              | 12-05-51                                    | Secret Word Is "Door"   |       |
|                 | 12-12-51                                    | Secret Word Is "People" |       |
| 2L              | 12-19-51                                    | Secret Word Is "Smile"  |       |
| 20              | 12-26-51                                    | Secret Word Is "Paper"  |       |
|                 | 12 20 01                                    | Section Hold is Taper   |       |
| 1R              | 01-02-52                                    | Secret Word Is "Hand"   |       |
|                 | 01-09-52                                    | Secret Word Is "Face"   |       |
|                 |                                             |                         |       |
| 2R              | 01-16-52                                    | Secret Word Is "Spoon"  |       |
|                 | 01-23-52                                    | Secret Word Is "Water"  |       |
|                 |                                             |                         |       |
| TAPI            | E 1980 YOU B                                | BET YOUR LIFE           | 1200' |
| 1L              | 01-30-52                                    | Secret Word Is "Food"   |       |
|                 | 02-06-52                                    | Secret Word Is "Lamp"   |       |
|                 |                                             |                         |       |
| 2L              | 02-13-52                                    | Secret Word Is "Floor"  |       |
|                 | 02-20-52                                    | Secret Word Is "Heart"  |       |
|                 | 00.07.77                                    | G , W/ - 17 //G1 - W    |       |
| 1R              | 02-27-52                                    | Secret Word Is "Glass"  |       |
|                 | 03-05-52                                    | Secret Word Is "Knife"  |       |
| 2D              | 02 12 52                                    | Count Word In (Class)   |       |
| 2R              | 03-12-52                                    | Secret Word Is "Sky"    |       |
|                 | 03-19-52                                    | Secret Word Is "Name"   |       |

| RHA                | C TAPE 198                                                                                                                                  | 1 NICK CARTER, MASTER DETECTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1200' |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 1L                 | 11-22-43                                                                                                                                    | COT Substitute Bride                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       |
|                    | 11-12-44                                                                                                                                    | COT Murder In The Night                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |
| 2L                 | 12-27-47                                                                                                                                    | COT Policy Makers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |
|                    | 01-04-48                                                                                                                                    | COT Devil's Left Eye                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       |
| 175                | 01 11 40                                                                                                                                    | COTT C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |       |
| 1R                 | 01-11-48<br>01-25-48                                                                                                                        | COT Graveyard Gunman COT Invisible Treasure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |       |
|                    | 01-23-46                                                                                                                                    | COT Invisible Treasure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |       |
| 2R                 | 02-01-48                                                                                                                                    | COT Classical Clue                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |       |
|                    | 02-29-48                                                                                                                                    | COT Boy Who Got Lost                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       |
| рил                | C TAPF 109                                                                                                                                  | 2 MATINEE WITH BOB AND RAY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 1200' |
| 1L                 | 10-25-48                                                                                                                                    | William Green; Political Broadcasts; Linda Lovely                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 1200  |
| 112                | 10-26-48                                                                                                                                    | Red River Movie Promo; Water; Linda Lovely                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |
|                    |                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |       |
| 2L                 | 10-27-48                                                                                                                                    | Play Theme Over; Microphone Boom; Contest Winners; Linda Lovely                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |       |
|                    | 10-28-48                                                                                                                                    | Serious Program; Frozen Tundra; Backstage O'Flynn                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |
| 1R                 | 10-29-48                                                                                                                                    | Another Brisk Day; Fan Mail; Football Scorebook; Linda Lovely                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |       |
| 110                | 10-30-48                                                                                                                                    | Problem In Radio; Latin Quarter Dinner; Contest Winner In Studio                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |       |
|                    |                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |       |
| 2R                 | 11-08-48                                                                                                                                    | Wilson Let Go; Auditions For Show - Impersonations; Handyman Guide                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |       |
|                    | 11-09-48                                                                                                                                    | Organ Fixed; Bill Green Won A Contest; Linda Lovely; Mary McGoon                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |       |
| RHA                | C TAPE 198                                                                                                                                  | 3 MATINEE WITH BOB AND RAY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 1200' |
| 1L                 | 11-10-48                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |       |
|                    | 11-10-48                                                                                                                                    | Crosby's Coming Program; Mary McGoon; Sales Department                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |       |
|                    | 11-11-48                                                                                                                                    | How Program Prepared; Sam Shovel; Mary McGoon                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |       |
|                    | 11-11-48                                                                                                                                    | How Program Prepared; Sam Shovel; Mary McGoon                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |       |
| 2L                 | 11-11-48<br>11-15-48                                                                                                                        | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |       |
|                    | 11-11-48                                                                                                                                    | How Program Prepared; Sam Shovel; Mary McGoon                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |       |
|                    | 11-11-48<br>11-15-48<br>12-23-48<br>12-24-48                                                                                                | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |       |
| 2L                 | 11-11-48<br>11-15-48<br>12-23-48                                                                                                            | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       |
| 2L<br>1R           | 11-11-48<br>11-15-48<br>12-23-48<br>12-24-48<br>12-27-48                                                                                    | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes                                                                                                                                                                                                                                                                                                                                                                                                                                                         |       |
| 2L                 | 11-11-48<br>11-15-48<br>12-23-48<br>12-24-48<br>12-27-48<br>07-27-49                                                                        | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot                                                                                                                                                                                                                                                                                                                                                                                                 |       |
| 2L<br>1R           | 11-11-48<br>11-15-48<br>12-23-48<br>12-24-48<br>12-27-48                                                                                    | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes                                                                                                                                                                                                                                                                                                                                                                                                                                                         |       |
| 2L<br>1R<br>2R     | 11-11-48<br>11-15-48<br>12-23-48<br>12-24-48<br>12-27-48<br>07-27-49<br>07-28-49                                                            | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot                                                                                                                                                                                                                                                                                                                                                                                                 | 1200' |
| 2L<br>1R<br>2R     | 11-11-48  11-15-48 12-23-48  12-24-48 12-27-48  07-27-49 07-28-49  AC TAPE 198  07-29-49                                                    | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot King Raymond III; Bob And Ray Is There; Uncle Ray - Science  4 MATINEE WITH BOB AND RAY Name Of Theme Song; Mary McGoon                                                                                                                                                                                                                                                                         | 1200' |
| 2L<br>1R<br>2R     | 11-11-48  11-15-48 12-23-48  12-24-48 12-27-48  07-27-49 07-28-49                                                                           | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot King Raymond III; Bob And Ray Is There; Uncle Ray - Science                                                                                                                                                                                                                                                                                                                                     | 1200' |
| 2L 1R 2R RHA 1L    | 11-11-48  11-15-48 12-23-48  12-24-48 12-27-48  07-27-49 07-28-49  CTAPE 198  07-29-49 07-31-49                                             | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot King Raymond III; Bob And Ray Is There; Uncle Ray - Science  4 MATINEE WITH BOB AND RAY  Name Of Theme Song; Mary McGoon Canadian Air; Special Event Announcers - Parade                                                                                                                                                                                                                        | 1200' |
| 2L<br>1R<br>2R     | 11-11-48  11-15-48 12-23-48  12-24-48 12-27-48  07-27-49 07-28-49  AC TAPE 198  07-29-49 07-31-49  08-01-49                                 | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot King Raymond III; Bob And Ray Is There; Uncle Ray - Science  4 MATINEE WITH BOB AND RAY  Name Of Theme Song; Mary McGoon Canadian Air; Special Event Announcers - Parade  Fastest Program; New Contest; Mystery Drama - Uninvited Guest                                                                                                                                                         | 1200' |
| 2L 1R 2R RHA 1L    | 11-11-48  11-15-48 12-23-48  12-24-48 12-27-48  07-27-49 07-28-49  CTAPE 198  07-29-49 07-31-49                                             | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot King Raymond III; Bob And Ray Is There; Uncle Ray - Science  4 MATINEE WITH BOB AND RAY  Name Of Theme Song; Mary McGoon Canadian Air; Special Event Announcers - Parade                                                                                                                                                                                                                        | 1200' |
| 2L 1R 2R RHA 1L    | 11-11-48  11-15-48 12-23-48  12-24-48 12-27-48  07-27-49 07-28-49 <b>C TAPE 198</b> 07-29-49 07-31-49  08-01-49 08-02-49  08-03-49          | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot King Raymond III; Bob And Ray Is There; Uncle Ray - Science  4 MATINEE WITH BOB AND RAY  Name Of Theme Song; Mary McGoon Canadian Air; Special Event Announcers - Parade  Fastest Program; New Contest; Mystery Drama - Uninvited Guest Two Happy friends; Mary McGoon - Swim; Bib And Tucker  Tex Opens Show; Scott Free - Mary's Swim                                                         | 1200' |
| 2L 1R 2R RHA 1L    | 11-11-48  11-15-48 12-23-48  12-24-48 12-27-48  07-27-49 07-28-49  AC TAPE 198  07-29-49 07-31-49  08-01-49 08-02-49                        | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot King Raymond III; Bob And Ray Is There; Uncle Ray - Science  4 MATINEE WITH BOB AND RAY  Name Of Theme Song; Mary McGoon Canadian Air; Special Event Announcers - Parade  Fastest Program; New Contest; Mystery Drama - Uninvited Guest Two Happy friends; Mary McGoon - Swim; Bib And Tucker                                                                                                   | 1200' |
| 2L 1R 2R RHA 1L 2L | 11-11-48  11-15-48 12-23-48  12-24-48 12-27-48  07-27-49 07-28-49 <b>C TAPE 198</b> 07-29-49 07-31-49  08-01-49 08-02-49  08-03-49 08-04-49 | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot King Raymond III; Bob And Ray Is There; Uncle Ray - Science  4 MATINEE WITH BOB AND RAY  Name Of Theme Song; Mary McGoon Canadian Air; Special Event Announcers - Parade  Fastest Program; New Contest; Mystery Drama - Uninvited Guest Two Happy friends; Mary McGoon - Swim; Bib And Tucker  Tex Opens Show; Scott Free - Mary's Swim Tomorrow Is Big Night; John J. Ling; Mary McGoon - Swim | 1200' |
| 2L 1R 2R RHA 1L    | 11-11-48  11-15-48 12-23-48  12-24-48 12-27-48  07-27-49 07-28-49 <b>C TAPE 198</b> 07-29-49 07-31-49  08-01-49 08-02-49  08-03-49          | How Program Prepared; Sam Shovel; Mary McGoon  WHDH Sales Office; Check Out Piano; Linda Lovely Guest Star George Anderson; Annual Christmas Program  WHDH Christmas Party - Hidden Microphone; Linda Lovely Christmas Presents; Sturdley School Of Mumbled Words; Sherlock Holmes  Recipe For Baby Oil & Iodine; King Arthur And Lancelot King Raymond III; Bob And Ray Is There; Uncle Ray - Science  4 MATINEE WITH BOB AND RAY  Name Of Theme Song; Mary McGoon Canadian Air; Special Event Announcers - Parade  Fastest Program; New Contest; Mystery Drama - Uninvited Guest Two Happy friends; Mary McGoon - Swim; Bib And Tucker  Tex Opens Show; Scott Free - Mary's Swim                                                         | 1200' |

| TAP      | E 1985 FATH          | IER KNOWS BEST                         | 1200' |
|----------|----------------------|----------------------------------------|-------|
| 1L       | 01-18-51             | Redecoration Woes                      |       |
|          | 01-25-51             | Sound Matchmaking                      |       |
| 2.       | 00 01 71             | 7. 7                                   |       |
| 2L       | 02-01-51             | Jim Inherits A Ranch In Arizona        |       |
|          | 02-08-51             | What Was His Name?                     |       |
| 1R       | 02-15-51             | Orchid For A Lady                      |       |
|          | 02-22-51             | Always Tell The Truth                  |       |
|          |                      | -                                      |       |
| 2R       | 09-20-51             | A Diet Discussion                      |       |
|          | 11-01-51             | Necktie                                |       |
| TAP      | F 1086 FATH          | IER KNOWS BEST                         | 1200' |
| 1L       | 05-15-52             | Self Reliance                          | 1200  |
| 112      | 09-11-52             | Watching The Dog                       |       |
|          | 0, 11 02             | www.msg in 2 og                        |       |
| 2L       | 09-18-52             | Weekend Activity                       |       |
|          | 09-25-52             | Should Women Work?                     |       |
| 1 D      | 10 00 52             | Detty And The Cuseman                  |       |
| 1R       | 10-09-52<br>10-16-52 | Betty And The Crooner Bud Quits School |       |
|          | 10-10-32             | Dua Quita senoor                       |       |
| 2R       | 10-30-52             | A Carnival In Town                     |       |
|          | 11-06-52             | Selling The House                      |       |
| TAD      | E 1097 EATU          | IER KNOWS BEST                         | 1200' |
| 1L       | 11-13-52             | The Missing Pipes                      | 1200  |
| 112      | 11-20-52             | The Phantom Prowler                    |       |
|          |                      | 110 1 NUMBER 1 10 NO.                  |       |
| 2L       | 12-11-52             | A Worried Witness                      |       |
|          | 12-18-52             | The Kids Revolt                        |       |
| 1R       | 12-25-52             | Shared Christmas Gifts                 |       |
| IK       | 01-01-53             | Southern Manners                       |       |
|          | 01-01-55             | Southern Mainlers                      |       |
| 2R       | 01-08-53             | Second Family Car                      |       |
|          | 01-15-53             | The Boy Next Door                      |       |
| PRI 1 30 | T 4000 T 1 TT        |                                        | 10001 |
|          |                      | HER KNOWS BEST                         | 1200' |
| 1L       | 01-29-53<br>02-05-53 | Bud Likes Girls<br>Aunt Thelma Visits  |       |
|          | 02-03-33             | Aunt Themia Visits                     |       |
| 2L       | 02-12-53             | Babysitting Miseries                   |       |
|          | 02-19-53             | Modernizing the House                  |       |
|          |                      |                                        |       |
| 1R       | 02-26-53             | Banged Up Fender                       |       |
|          | 03-05-53             | Overdue Vacation                       |       |
| 2R       | 03-12-53             | To Build A Brick Wall                  |       |
|          | 03-19-53             | The Missing Wedding Ring               |       |
|          |                      |                                        |       |

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