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"The program's going to be different tonight, Graham." Ed Wynn to Graham McNamee on The Fire Chief.

### SEE YOU THERE

The next meeting of the Radio Historical Association of Colorado will be held at 2 PM on March 21st at the Thornton Community Center. Directions appeared in the last newsletter.

### TAPE TRADE

At the last meeting those who brought tapes to swap came away all smiles. This is one of the best ideas we have had so far. We will be doing it again at the next meeting and we hope for a large number of traders. Even those new collectors can bring a tape. If you think to yourself that you have nothing to trade, such as having only what has gone through the circulating library and what John Dunning has played on the radio, what about the people who might not have those shows? Also, don't give up once you trade with someone, look around again and try to find something even better. We are all traders, so let's get trading. Please limit it to one tape to swap per meeting.

### ANOTHER LIBRARY

We are going to try to get another library started within the club. This will be a reading library. We are looking for newspaper clippings, magazine articles, photos of book pages, etc etc. (Anything that has to do with old time radio.) We have three large binders and we will make three identical books to loan out to members. This will save us from making 50 copies of everything of interest to attach to the newsletter. We will make three copies and put it in the book and have a page to list the donors and page numbers. Any contributions will be appreciated. Please bring anything you wish to donate to this book to the next meeting or send them to me. We should have the books ready for circulation in the next few months if we have enough participation.

### BLALOCK SOUND LIBRARY

I have received several supplements to the Blalock catalog and they may be checked out at any meeting. There are some very interesting new tapes available from the supplements.

### HELP WANTED

No, this is not the classified section. Our help has been requested by the Colorado Railroad Museum in finding a specific show. The members of the museum in Golden are writing the history of one of the passenger cars they have. This car was used to carry many personalities on the West Coast in the 40's and 50's. They believe that an Edgar Bergen-Charlie McCarthy show was broadcast from the car and they are requesting a copy of the show or at least the date of the broadcast. The approximate date or guest stars are unknown. If anyone could help in this, please let me know. The museum would appreciate any assistance.

### THANKS, JOHN AND HARRY!

Our thanks to John Dunning for his on-the-air help in trying to find a more centrally located meeting place for our club. Also, our thanks to Harry for many good words and interest in our club. Let's ask Harry to a meeting sometime. We were all happy to see the fine article on John Dunning in the NOW section of the Rocky Mountain News on February 29th.

### TURNING THE DIAL AROUND TOWN

JOHN ADAMS would like to find Boyd Raeburn music. He has 78 original, edited X Minus One and four reels of Dimension X to trade....JOHN BEVAN is looking for some Green Hornet and has all of the space shots from TV since 1962 to trade....DICK CORBETT would be interested in some of the early John Dunning shows, especially if they have the talk between John and Harry....JAMES KELLOGG is interested in Favorite Story....DOUG STONE is looking for some accurate logs for the Shadow and also Shadow shows.

### BITS AND PIECES

Harval Peacock understands that there will be a TV special on old time radio on March 15. Check the TV listings for that date for time and station. John Adams reminds everyone that there is a change in network affiliations in Denver. KOA will join CBS and the new NBC affiliate will be KLZ.

### "WANNA BUY A DUCK"

Or, rather, a book? Bruce Carteron says that the book club he belongs to is offering the Big Broadcast as one of this month's selections. I have this book and it is a must for a collector. It is hard bound and will cost \$2.49. Quite a deal. If you would like Bruce to order one for you, please bring money to the next meeting and see Bruce. Put me down for two copies, Bruce!

## TRIVIA QUIZ

Match the stars with the characters.

- |                            |                                    |
|----------------------------|------------------------------------|
| 1. Fanny Brice             | _____ a. Andy Hardy                |
| 2. Ezra Stone              | _____ b. Dan Holiday on Box 13     |
| 3. Marlin Hunt             | _____ c. Mandrake the Magician     |
| 4. Alan Ladd               | _____ d. Baby Snooks               |
| 5. Staats Cotsworth        | _____ e. Frank Texriwell           |
| 6. Ed Gardner              | _____ f. Beulah                    |
| 7. Jim Jordan              | _____ g. Lil Abner                 |
| 8. Lawson Zerbe            | _____ h. Henry Aldrich             |
| 9. Hal Peary               | _____ i. Archie on Duffy's Tavern  |
| 10. Mickey Rooney          | _____ j. Richard Diamond           |
| 11. John Hodiak            | _____ k. Abner Peabody             |
| 12. Norris Goff            | _____ l. Fibber McGee              |
| 13. Raymond Edward Johnson | _____ m. Nick Carter               |
| 14. Lon Clark              | _____ n. Casey, Crime Photographer |
| 15. Dick Powell            | _____ o. Great Gildersleeve        |

## THE NEWSREES . . . . . by TOM DANIELS

History of CBS, Part 3 - the Entertainment Programs, 1940 & 50's ---The nation was thrust into World War II on December 7, 1941. Between that date and the end of the war on September 2, 1945, CBS had broadcast some 35,700 war programs in the news and entertainment field, the equivalent of nine solid months of war programming. The top favorites in the 40's on CBS were: The Hit Parade, Suspense, Inner Sanctum, Lux Radio Theater, Molly Goldberg, and Edward R. Murrow with his rooftop reports during the London Blitz. Bill Paley believed that the only way to establish CBS as the equal of NBC was to build up a formidable in-house roster of talent and, whenever possible, do it at the competitor's expense. NBC had all the big stars in those days; Jack Benny, Phil Harris, Fred Allen, Edgar Bergen, Amos N' Andy and the list went on and on. The theory being in those days, that people listened to the network or the station and not necessarily the star or the performer. Bill Paley didn't think so and was willing to risk his entire network on that idea. Since Benny was in the No. 1 spot in the ratings, Paley went after Jack first. Paley called Benny and offered him \$3.2 million plus free parking in the CBS parking lot (everybody at NBC had to pay a quarter in those days). Since General David Sarnoff, President of NBC, believed the above theory that people went to the theater and not the play, he didn't care if Benny left or not as Sarnoff saw talent only as a necessary evil, a means of keeping radio alive to sell RCA radios. When Sarnoff did pay attention to programming, he took most pride in live coverage of major events - Joe Louis fights, Winston Churchill's speeches. In fact, Sarnoff had never even met Benny in person. So Paley and Benny, during a telephone call, agreed he would switch. The American Tobacco Company had some say also (Benny's sponsor at the time) in that Paley had to guarantee them \$3,000 per point per week for every point Benny fell below his Hooper rating which at the time of the switch was a formidable 24 plus. Paley could cost CBS a fortune if his theory about listeners was wrong.

CBS launched a major advertising campaign and the switch took place on January 2, 1949, right in the middle of the radio season. Meanwhile, NBC moved Howard Koffler into "The Number One Spot in Radio" and as the two shows were aired together, both sides awaited the rating decision. The result: Jack Benny pulled a 27 plus - a full three points over his rating on NBC. There was a hero, Paley was a bigger hero. True to his word, Benny kept a promise he'd made to Paley if the switch worked and spent the rest of the year persuading his other friends to come over to CBS where their talents would be appreciated. Burns and Allen, Edgar Bergen, Bob Hope, and Andy all came over as the great talent raid continued. Even Bing Crosby, who had once left CBS for NBC, was wooed back, and, as was Benny never had to pay another line to park. Sarnoff finally realized he had been wrong and put a halt to the wholesale defections by giving Fred Allen and Phil Harris big money deals. Jack Benny did finally meet General Sarnoff years later and the two of them became close and warm friends. Jack once said that if he'd known Sarnoff back before the switch, there wouldn't have been one. In the 1950's, television did to radio what CBS had done to NBC in radio in the 40's. Most of the once great radio shows moved over to TV and the end of the great era began. A few CBS radio shows remained after 1955 such as: Yours Truly, Johnny Dollar, Suspense, Gunsmoke (which, by the way, was Bill Paley's favorite program). A few new programs were started such as Frontier Gentleman, Love Gun, Will Travel (the only TV show to ever go to radio) and the excellent Stan Freberg show (NBC's most highly budgeted show in the 60's). A few soap operas, Arthur Godfrey and a Bing Crosby-Rosemary Clooney music show were still around to entertain also.

HEARST HISTORY: The History of CBS. Part 4 - The Entertainment Programs, 1960's and 70's.

### Answers to Trivia Quiz:

1-d, 2-h, 3-f, 4-b, 5-n, 6-i, 7-l, 8-e, 9-o, 10-a, 11-g, 12-k, 13-c  
14-n, 15-j

### HOOD LISTENING

John Dunning's schedule for March is:

- MARCH 7 - Suspense - The Dream Song with Henry Morgan from 1947  
The Bickerson's  
Manhattan Merry Go Round
- MARCH 14 - Keep 'Em Rolling with Myron Power  
The McCoy with Howard Buff - Audition show  
Fibber Delfec and Dolly - First show for Pat Milk
- MARCH 21 - Stan Freberg - First show from 1957  
Dimension X-Dwellers in silence  
Escape-Occurrence at Alresk Bridge
- MARCH 28 - Lux Radio Theater - Voice of Bugle Ann  
Mr. President with Edward Arnold from 1953