

# Return with us now...

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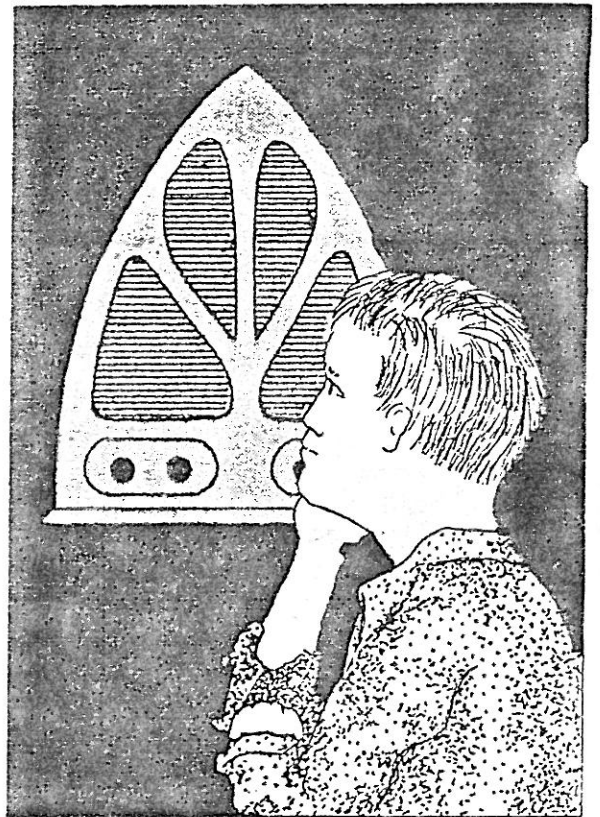
# MEETING

Our next meeting will be Sunday, April 17 at Wyatt's Cafeteria in Cherry Creek at 6 p.m. Wyatt's is just east of the mall and is on First Avenue on the south side of the street. As always, you're encouraged to bring friends, guests or even in-laws.

## KFMYL

John Dunning's April schedule:

- 4/3 THE LONE RANGER  
"Custer's Rendezvous at Little Bighorn"  
AMOS AND ANDY  
"Income Taxes"  
ACADEMY AWARD THEATRE  
"Shadow of a Doubt"
- 4/10 AMOS AND ANDY  
"More Income Tax Woes"  
TOM CORBETT, SPACE CADET 1952  
FRONTIER GENTLEMAN
- 4/17 CBS RADIO WORKSHOP  
"Subways Are For Sleeping"  
FRONTIER GENTLEMAN  
THE TED LEWIS ORCHESTRA early 30's
- 4/24 DRAGNET  
"Friday Gets Busted By Phoney Cops"  
FRONTIER GENTLEMAN  
JOHNNY DOLLAR (first show of a run)



## PEOPLE

Special thanks this month to John Adams, John Lloyd and Jack Richards. Your friendly editor will be calling on more and more members for contributions, but don't wait for him to ask.

In future newsletters we hope to publish an Escape log and feature on the show by Janet Chapman of Airwaves, stories on how our member collectors catalogue their shows, more of John Dunning's book reviews, and features on premiums, technical tips, radio magazines, bloopers, radio at war, discoveries and lots, lots more - - we hope.

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CHANNEL 6 COMES UP WITH ANOTHER GOODIE

The Best Of Ernie Kovacs, a series of 10 half-hour programs displaying the off-beat style of America's first truly original video comic, premieres at 9:30 p.m. Tuesday, April 12 on channel 6.

Originating from WTTW/Chicago Public Television, The Best Of Ernie Kovacs is an anthology of materials from an archive of videotapes and kinescopes gathered up and put in storage by Edie Adams, the late comedian's widow, after his death in a car crash in 1962.

Each of the programs will open with introductory remarks by actor Jack Lemmon, who became a close personal friend of Kovacs when the comedian was in California working in motion pictures.

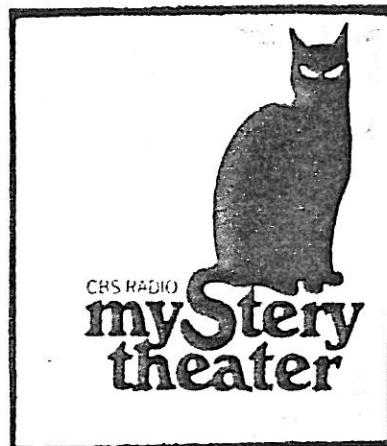
Discovered and in some cases restored to broadcast quality after lying dormant for years in a Los Angeles warehouse, some of the Kovacs material has not been seen on television since the original broadcasts in the 1950's and 1960's.

All of the programs are in black and white, color not having completely blossomed on national TV until the mid-1960's.

WTTW Producer David Erdman adopted a hands-off policy with respect to most of the Kovacs material, leaving individual comedy sketches and bits untouched while weaving them together to form a cohesive whole with each program.

AND DON'T FORGET LOWELL THOMAS

Lowell Thomas takes us to the 40's with Lowell Thomas Remembers on Channel 6 Saturdays at 8 p.m. Shows in April will focus on FDR and Truman. For sports nostalgia buffs, The Way It Was follows Lowell Thomas at 8:30. This month's offerings include the 1966 Packers/Cowboys NFL Championship, the Zale/Grazziano fight and others.



Three stories, written specially for CBS Radio Mystery Theater, will be published in paperback on November 1 by Popular Library. Titled "Strange Tales From CBS Radio Mystery Theater" and edited by Mystery Theater's producer-director Himan Brown, the book (250 pp., \$1.50) contains novelized versions of "The Only Blood" by Sam Dann, "The Black Room" by Elspeth Eric and "Time and Again" by Ian Martin.

"An entire new generation has 'discovered' radio drama and fallen in love with this new 'art' form. For earlier generations there is the equally exhilarating experience of 'rediscovery,'" says Brown in the introduction to the book. He also describes how programs are recorded for Mystery Theater which first went on the air on January 6, 1974.

Brown selected the three stories for the book from the more than 500 original scripts that have been written for the nightly series. Each of the writers novelized his own script.

"The Only Blood" is about a man with every reason to seek revenge against a powerful gangster who wrestles with his conscience when he finds himself in a position to save the gangster's life. In "The Black Room" a man, forced to live in a locked and lightless room for days on end, learns the secret of survival when all hope seems lost. A curious antique clock, in "Time and Again," contains the secret of every man's dream, but only works at dreadful expense.

# FEATURES

## THE HISTORY OF THE MUTUAL BROADCASTING SYSTEM

BY TOM DANIELS

If one were to think of ABC as a network back in 1927 (when the Blue network really began) instead of its actual takeover date in 1943, then the Mutual Network would be the youngest radio network in America. Mutual was launched in September 1934, and survived in spite of the established positions of NBC and CBS, who had the dominant high-powered stations in the major markets.

MBS filled a unique niche in the network picture. There had been several unsuccessful efforts to build a fourth chain to compete with the Red and Blue and CBS. In 1934, an advertiser who wanted to reach Chicago and New York audiences - but did not want to pay the cost of the coast-to-coast network time - approached Newark's WOR and Chicago's WGN. The idea was to air a show over both stations simultaneously, with the program originating in the East. The advertiser paid each station in full, standard card rate. On the basis of that two-station hook-up, Mutual was formed.

WGN and WOR went together on a fifty-fifty basis and sought out advertisers who wanted to use both stations. As a network, MBS was to have no corporate profit. The network officers were paid by the stations for which they worked.

The cooperative grew rapidly as giant 50-kw stations in big markets joined them. WLW, "The Nation's Station" in Cincinnati, did a lot for the chain when it became a member. WLW had a few competitors for the title of the most listened to, most respected station in the country. Its signal, at 700 on the dial, seemed to reach everywhere.

New England and Midwest stations swelled the growing mutual ranks, and when the Don-Lee broadcasting system in California joined, it gave the network a coast-to-coast reach. By 1938, Mutual had over 100 outlets.

The network didn't offer the big glamour stars who were heard often on NBC and CBS, but it did handle a good solid nuts-and-bolts business with advertisers. MBS could offer advertisers with peculiar marketing problems small "clumps" of stations in a specific national pattern. MBS could offer regional coverage its competitors couldn't. Mutual also allowed recorded programs that NBC and CBS barred. The major networks were adamant about being "live." They would not allow recorded transcription music or sound effects, so Mutual offered advertisers a practicality that was needed in certain areas of broadcasting.

Mutual became well known in the 40's and 50's for its children's and adventure shows such as "The Shadow" and "Nick Carter."

Today mutual lives at 135 West 50th Street, New York City. They do not own any of their own stations, but have 620 affiliates with 80 stations belonging to the "Black" network, a Mutual subnetwork catering to black communities.

Although MBS did have some very profitable years, their financial footing was always somewhat "shakey" even as a radio-only network, and that was one of the main reasons they were unable to follow the three major chains into television broadcasting.

NEXT: THE RIVALRY OF THE NETWORKS

## TURNING ON

Rod Button is one of our newest members, having joined RHAC just last month. Rod's main radio interests are mysteries and dramas. As was the case with a lot of us, Rod started collecting thanks to John Dunning's show, and he's been recording John since June. He looks forward to meeting all of us (that's a tip-off he's new!) and to using our lending library.

Rod collects exclusively on cassette and now has about 500 shows and 200 CBS Radio Mystery Theater shows. Rod plans to put RHAC's entire library on cassette within the next two years.

Rod lives at 3845 S. Monroe St., and his wife's name is Leta. Reach them on 985-1434.

Crossword Puzzle

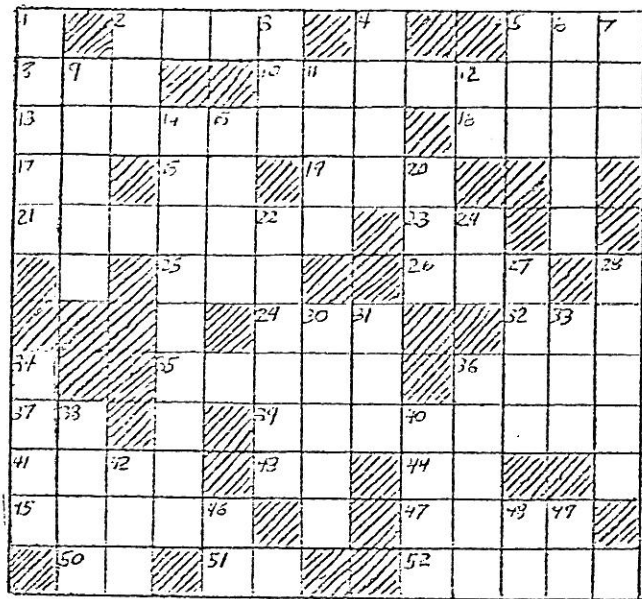
Jack Richards

Across

- 2 Morse's best
- 5 Pet rock
- 8 \_\_\_ an' Abner
- 10 Sufficient
- 13 Fake
- 16 Precipitation
- 17 Citizen Band
- 18 Acidity
- 19 Network
- 21 Stay away
- 23 Preposition
- 25 Favorite hobby
- 26 Obstruct
- 29 Estimated arrival
- 32 Egg
- 35 Growth
- 36 Nicholas
- 37 96th element
- 39 Dilate
- 41 A favor
- 43 Connecticut
- 44 Exclamation
- 45 Mistake
- 47 Honey wine
- 50 Compass point
- 51 Preposition
- 52 Fish

Down

- 1 Smooth
- 2 Sprite
- 3 Entangle
- 4 Non-woody plant
- 5 To cool
- 6 Island
- 7 Condensation
- 9 Brown



- 11 Depression
- 12 United States
- 14 Lucky
- 15 Cartridge load
- 20 Pipe
- 22 Poisoned blood
- 24 Fourth note
- 27 Italian name
- 28 Goods
- 30 Kemo Sabe
- 31 Star's movement
- 33 Duct
- 34 Bixby and Becker's "Elsie Beebe"
- 36 Giggle
- 38 Phoebe
- 40 Play
- 42 \_\_\_ Out of Seven
- 46 88th element
- 48 Arizona
- 49 Direct current

Find the hidden message and win a free tape rental.

Answer next month.

