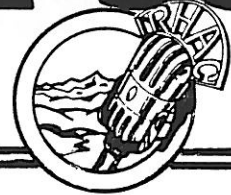


RETURN WITH US

The Radio Historical
Association of Colorado

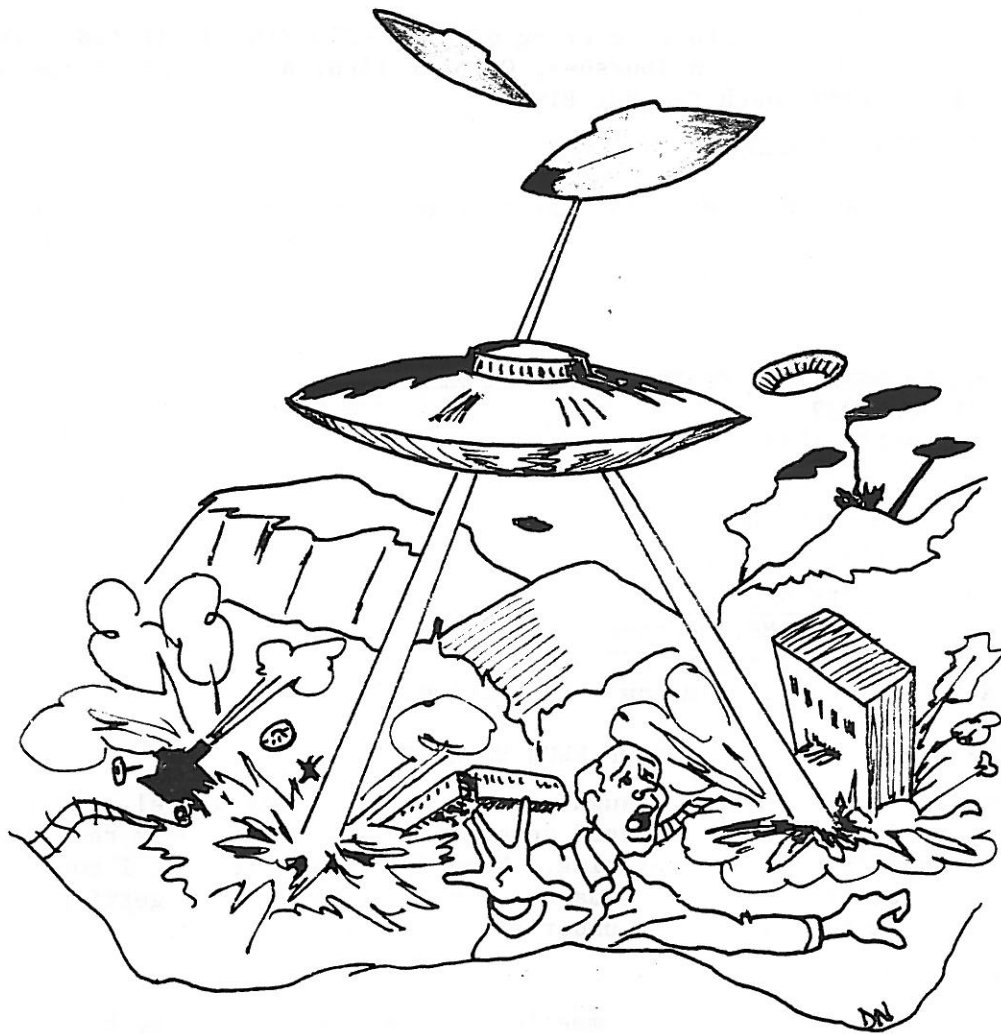
NOW...



VOLUME 7 NUMBER 4

OCTOBER 1981

INVASION



from **MARS**

Ray G. NAGY
10 Box 963
Aurora 80040

RETURN WITH US NOW

presents

Airwaves

OCTOBER MEETING

The October meeting of the RADIO HISTORICAL ASSOCIATION OF COLORADO will be held on Thursday, October 15th, at 7:30 pm at the Southwest State Bank, 1380 South Federal Blvd.

DUNNING'S OCTOBER SCHEDULE

- 10/4 BALKAGE AND THE NEWS-1944, Berlin smoldering from Allied Bombs.
MENKIN STRAUSS-News, Horrors of Euopes displaced person camps
TREASURY STAR PARADE-EG Robinson, "Saving your Gasoline"
ROCKY JORDAN-1950, The Loomis Affair
FRED ALLEN-11/15/42
- 10/11 SCREEN DIRECTORS PLAYHOUSE-Mr and Mrs. Smith
BOX TOP-1939
FRED ALLEN-1948
- 10/18 SCREEN GUILD THEATRE-Casablanca 1943
TARZAN-And the Long Journey, 1951
FRED ALLEN-Last show, with Jack Benny.
- 10/25 THE HALOWEEN SPECIAL
THE DEVIL AND MR. O-Gravest One
SUSPENSE-Frankenstein 6/7/55
X MINUS ONE-Dr. Grimshaw's Sanitarium, 7/14/55

WHY IN THE WORLD IS THIS ISSUE OF RWUN SO LATE???

On the 21st of September I caught the flu, and it got worse! Two weeks later I was hung up in bed and had missed several days of work. Only recently have I recovered, and I'm still rather sick. When I did have it bad, I couldn't do anything, and that was for approximately 6 days. I must apologize for getting this issue out so late, and ask that you might understand. Thanx, Editor.

ELECTION RESULTS

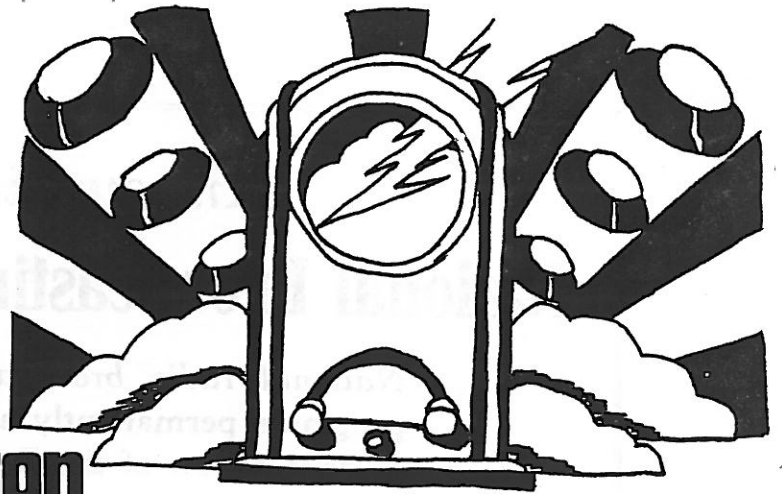
The turnout for the September meeting (I hear) was terrible, but in the finest exhibition of democracy the elections took place, the following are the new (or renewed) officers:

PRESIDENT-Barrett Benson
VICE-PRESIDENT-Glenn Ritter
TREASURER-Dick Henry

Now give them your support.

The Panic Broadcast

By Paul Anderson



THE NEXT VOICE YOU HEAR. . .

Ladies and gentlemen, I have just been handed a message that came in from Grovers Mill by telephone. Just a moment. At least forty people, including six state troopers, lie dead in a field east of the village of Grovers Mill, their bodies burned and distorted beyond all possible recognition. The next voice you hear will be that of Brigadier General Montgomery Smith, commander of the state militia at Trenton, New Jersey.

General Smith: I have been requested by the governor of New Jersey to place the counties of Mercer and Middlesex as far west as Princeton, and east to Jamesburg, under martial law. No one will be permitted to enter this area except by special pass issued by state or military authorities. Four companies of state militia are proceeding from Trenton to Grovers Mill, and will aid in the evacuation...

The night, October 30th, 1938, the show came off, there is no doubt about that. Its purpose, to dramatize an attempted invasion of our world by hostile forces from the planet mars. It succeeded.

Out of the 6,000,000 people that heard the H. G. Wells play, *THE WAR OF THE WORLDS*, it is estimated that 1,700,000 believed it to be news and 1,200,000 were frightened. The panic was wide spread, although it only concerned itself with New Jersey and New York. In the South, 80% of those who heard to dramatization were scared, in fact one Southern newspaper summoned its staff to put out an extra, while only 72% were gripped with fear in the East North Central and West North Central states.

The radio's "end of the world", as some listeners took it, had dramatic results in the United States. Samples, as researched, follow:

WOMAN TRIES SUICIDE

Pittsburgh—On returning home from work during the broadcast, a man found his wife with a bottle of poison in her hand screaming: "I'd rather die this way, than like that."

MAN OFFERS TO FIGHT MARTIANS

San Francisco—"My God! Where can I volunteer my services? We've got to stop this awful thing!" shouted an excited man while talking to the Oakland Police. Hundreds of other such phone calls were received at newspapers and Police stations, during the broadcast of the H. G. Wells play.

WOMAN "SEES THE FIRE"

Boston—A woman reported that she could actually "see the fire", and continued on to the Boston Globe, that she and many others in her neighborhood were "getting out of here!"

CONTINUED IN NEXT ISSUE

Announcing the National Broadcasting Company, Inc.

National radio broadcasting with better programs permanently assured by this important action of the Radio Corporation of America in the interest of the listening public

THE RADIO CORPORATION OF AMERICA is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories.

It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone else.

Radio for 26,000,000 Homes

The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied.

Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service.

WEAF Purchased for \$1,000,000

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of

America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of that station on November 15.

National Broadcasting Company Organized

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

The Purpose of the New Company

The purpose of that company will be to provide the best program available for broadcasting in the United States.

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

It is hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the United States.

No Monopoly of the Air

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is seeking, however, to provide machinery which will insure a national distribution of national programs, and a wider distribution of programs of the highest quality.

If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broad-

casting is apparent. The problem of finding the best means of doing it is yet experimental. The Radio Corporation of America is making this experiment in the interest of the art and the furtherance of the industry.

A Public Advisory Council

In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestion. The members of this Council will be announced as soon as their acceptance shall have been obtained.

M. H. Aylesworth to be President

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association. He will perform the executive and administrative duties of the corporation.

Mr. Aylesworth, while not hitherto identified with the radio industry or broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, has a broad understanding of the technical problems which measure the pace of broadcasting.

One of his major responsibilities will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself so promptly the morning after any error of taste or judgment or departure from fair play.

We have no hesitation in recommending the National Broadcasting Company to the people of the United States.

It will need the help of all listeners. It will make mistakes. If the public will make known its views to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service.

RADIO CORPORATION OF AMERICA

OWEN D. YOUNG, Chairman of the Board

JAMES G. HARBORD, President

This newspaper advertisement proclaimed the founding of NBC in 1926. It heralded the dawn of a new era in home entertainment and public service in broadcasting.

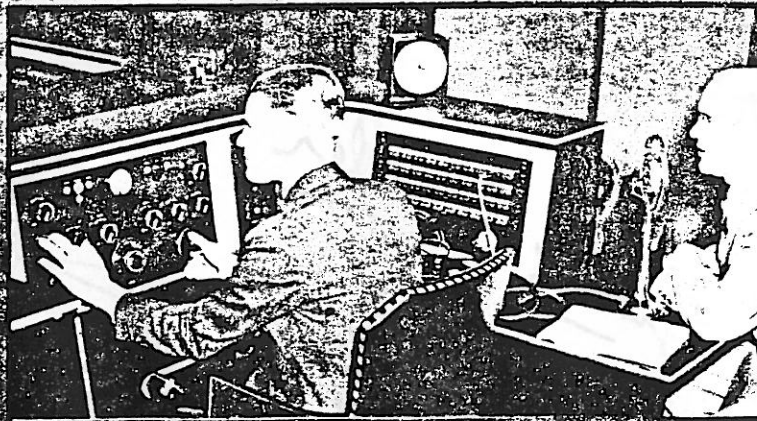
Right—John White, "The Lonesome Cowboy" and Tim Fowler, "The Old Ranger," of Death Valley Days.



Below—Behind the scenes at Radio City. Here is the group of actors broadcasting Death Valley Days in the fifth year of its outstandingly successful run.



Below—N. G. C. engineer and program production manager in studio "Control Room" at Radio City.



A MAN'S FOUR SOUVENIRS—You can't get any other folder and enclosed radio script as readable as this. It's a man's magazine, that is, the Death Valley Days script. The essential story is called "The World's Biggest Job" and concerns Boulder Dam which is depicted on the cover. Extra copies of this folder and script, which we hope you will find really interesting, are available to you and your friends. For each additional copy send the top cut from a 20 Mule Team Borax package. Address Pacific Coast Borax Company, 51 Madison Avenue, New York City.

"DEATH VALLEY DAYS"

A RADIO PRODUCTION OF
McCANN • ERICKSON, INC.

285 Madison Ave. • New York, N. Y.

EPISODE NO. "THE WORLD'S BIGGEST JOB"

DATE APRIL 11, 1935

STATION W J Z

TIME 9:00 - 9:30 P.M.

Sponsored by PACIFIC COAST BORAX COMPANY

CAST

Introductory Dialogue

Announcer
Old Ranger

Main Story (1929 - 1935)

"Sagebrush Pete," a desert rat
"Desert Charlie," another prospector
A Stranger, one of a group witnessing
the "official start of
the work on Boulder Dam."
A Government Representative
John White - Cowboy Songs

*Jim Grawley
The Old Ranger*

John Mac Bryde

*John White
"Lonesome Cowboy"*

Frank Butler

Milton C. Herman

William Adams

SOUND EFFECTS EFFECT OF GROUP OF PEOPLE OUT OF DOORS ...
MURMUR OF VOICES.

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By John Adams

There are many of us left that can remember the Radio Offers on the Kid Shows. The first offer I can recall was a Ovel-tine LITTLE ORPHEN ANNIE Shaker Mug. It took the round seal from the jar of Ovel-tine and 10¢. The mug was white bakelite with a dome cover. On one side was a picture of Orphen Annie & the other side was Sandy, Her Dog. I'm sure the sales of Ovel-tine went up for months after that. All milk drink mixes of that day were hard to mix & needed something to shake them up in. You would still find half the powder on the sides or in the bottom of the glass or Shaker. For years the mug was tucked away on the back of the top shelf in the cabinet. Oh to have it today. What a collectors item it would be.

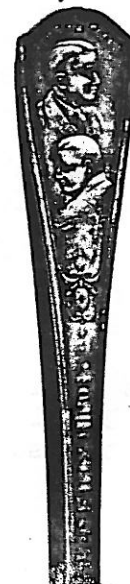
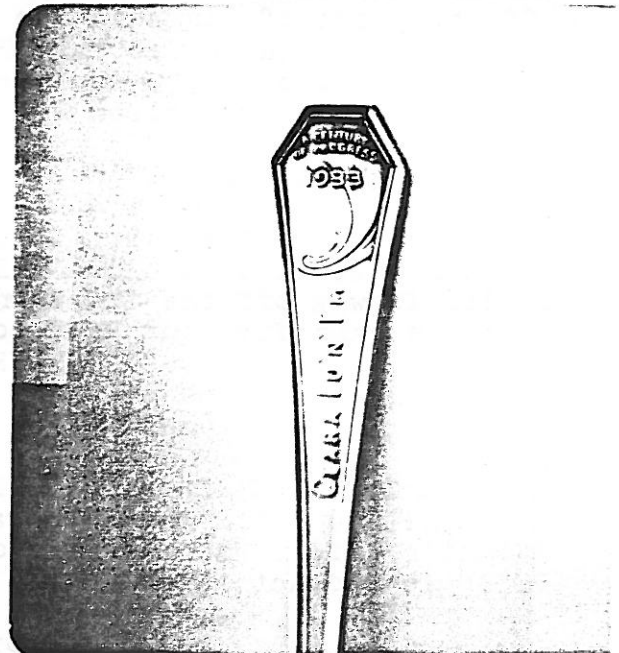
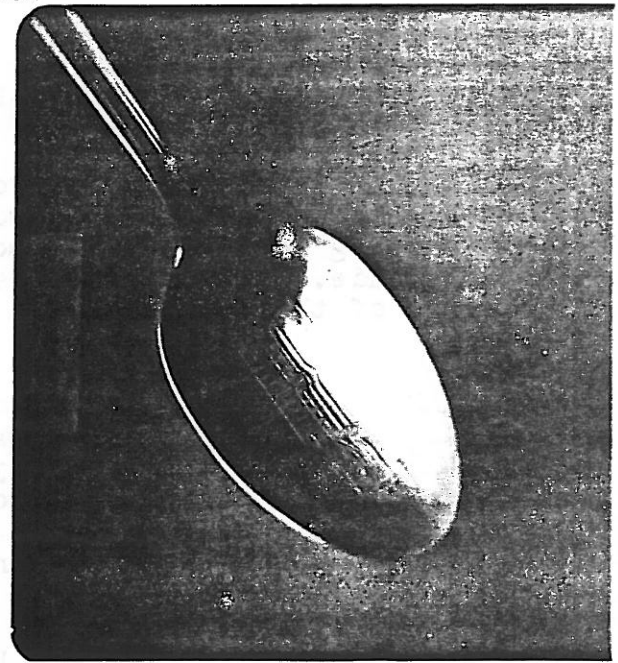
The 1930's brought out all kinds of offers to sell products to Kids. I believe the first offer was a picture of the SHADOW.

TARLAN was giving away porclin figers of Tarzan & Animals for a Special coupon packed with a well known flour. The bags were not marked if the coupon was inside so mothers had a supply of flour to last forever. Weavels got into the flour and mother had to dump it out. It was a while before I got my next offer.

I could be wrong & I'm sure that someone will correct me, but I think LITTLE ORPHEN ANNIE was the first to offer a decoder ring. The ring was adjustable in the back and many a finger was pinched in wareing it. The ring had a set of mixed Alphabet & numbers on the outside & a dial in the middle with ten numbers. At the end of the show the announcer would tell you where to set the dial & read off a bunch of letters & numbers to makeup a three or four word message about what was to happen tomorrow on the show. If you were one of the lucky ones to get a ring you would not tell a friend who didn't have one the message as they didn't belong to the club.

Rings seemed to be the most offered item, there was signal rings, Whistle rings, Decorator rings, Rings imbossed with the head of the Star of the show. Rings with Glass colored stones.

The Signal ring had a mirrow where the stone should be, You could use it two ways, see who was behiend you by holding it up or using to signal friends from the sun reflection at a block away distance. The Whistle



ring was used to call for help or signal your friends in a game.

RED HEART & Red Heart Dog Food offered a silent whistle to call your dog. Only the dog could hear the sound the whistle made. My Dog never seemed to be in range of the whistle or it never worked.

JACK ARMSTRONG offered the Pendulum for musering distance. Took a Wheaties Box Top & 25¢. If you used it on your belt it gave you one distance if you put it on your pants cuff it stood a chance of being lost & would give you another distance.

CAPTAIN MIDNIGHT of the 40's had the most offers. A set of wings to the Secret Squadern Club. A Large Decoater Badge With Letters & Numbers you could read. Even Thier own Secret Squadren Ring.

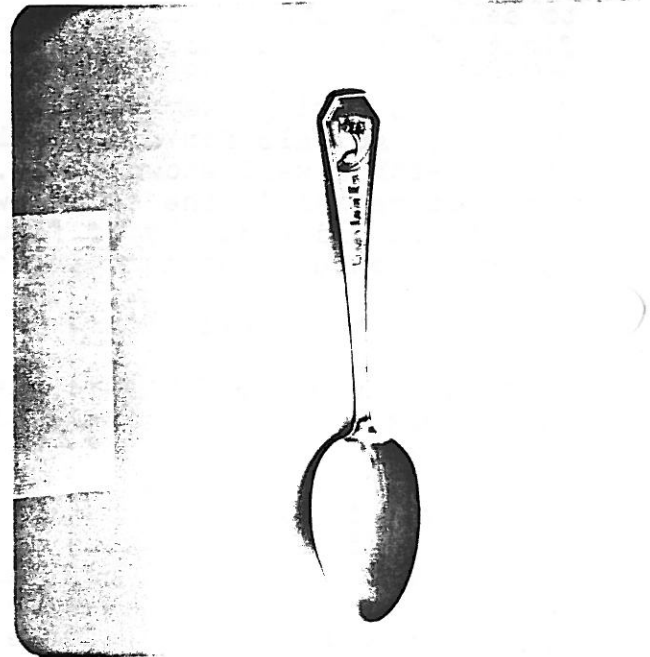
To me the best one was the instent one. FLASH GORDON Was Sponcered by Popsicles. After you had eaten your popcicle you might find a stick that had a FREE printed on it. It was off the the corner grocer, stick in hand for your FREE Popcicle. If I recall my record was 10 FREE popcicles. I would be afraid to guess at how many I paid for to win those 10 FREE ones.

TERRY AND THE FIRETS, THE LONE RANGER, EMERSONBUD, & all the kids radio shows Had it's offer. How else could a sponcer sell his product.

The Daytime Soaps had thier offers too. 14 carret Gold Rings, Brochese's Sterling silver ware. Silver Spoons embosed with figures of the stars, sometimes on the handle, other times in the Bowl of the spoon or even on both. These Sterling silver spoons were only a box-top & 25¢. One could even build a set of silverware from offers.

A trip to the public library you will find books with pictures of all the offered items. Today some of these items will bring hund of dollars In priceing the Clara Lu 'n Em Spoon I was ask \$250, it's a 1933 worlds fair souvenir Spoon. Not that I pay this price. The Gene & Glenn Quaker Early Birds Spoon was from the 1930's too. It's even more rare than the Clara Lu 'n Em Spoon. The Captain Midnight Badge is a reproduction of the original.

Collectors will buy anything. So Hang onto that junk you are about to touse out. Jans Bottles, Magazines, Books, Boxes all are in demand. Todays Junk is tomorrows treasures.



<u>REEL 196</u>	<u>AMOS 'N' ANDY</u>		1200'
1L	2-2-45	Breach Of Promise	
	2-9-45	Phony Soldier	
2L	2-16-45	Valentine Show	
	2-23-45	Jealousy	
1R	3-2-45	Income Tax - Part 1	
	3-9-45	Income Tax - Part 2	
2R	3-16-45	Lecture Bureau	
	3-23-45	Prentice Clothing	
<u>REEL 197</u>	<u>SUSPENSE</u>		1200'
1L	3-15-45	Cricket	
	6-7-45	Two Sharp Knives	
2L	7-19-45	Bank Holiday	
	9-27-45	The Earth Is Made Of Glass	
1R	10-4-45	Death On Highway 99	
	10-25-45	A Shroud For Sarah	
2R	11-1-45	The Dunwich Horror	
	11-29-45	A Week Ago Wednesday	
<u>REEL 198</u>	<u>GENE AUTRY'S MELODY RANCH</u>		1200'
1L	6-29-47	The Devil's Saint	
	9-19-48	Uncle Billy Harlow	
2L	9-17-49	Doc Reardon's Trial	
	9-30-50	The Caleb Hooten Story	
1R	6-9-51	Gene Is Held Up And Robbed	
	11-1-52	John Loves Martha	
2R	9-20-53	Church In Wilson Valley	
	1-29-56	Champion Saves Gene And Pat's Lives	
<u>REEL 199</u>	<u>GUNSMOKE</u>		1200'
1L	2-13-54	The Killer	
	2-20-54	Last Fling	
2L	2-27-54	Bad Boy	
	3-6-54	The Gentleman	
1R	3-13-54	Confederate Money	
	3-20-54	Old Friend	
2R	3-27-54	Blood Money	
	4-3-54	Mr. And Mrs. Amber	

Barrett Benson
5931 Ellis Court
Arvada, CO
80004

