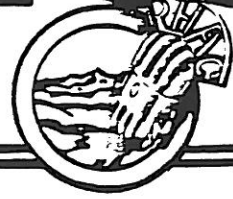


# RETURN WITH US

The Radio Historical  
Association of Colorado, Inc.

# NOW...



Volume 17 Number 4

November 1991

# LUX Radio Theater



# CECIL B. DEMILLE

**RETURN WITH US NOW...** is the official publication of the Radio Historical Association of Colorado, Inc., a non-profit organization. Cost of membership is \$20.00 for the first year with \$15.00 for annual renewal. Each member has full use of the Club resources. For further information contact anyone listed below.



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**ALL MEMBERS ARE WELCOME AND INVITED TO ATTEND AND PARTICIPATE AT THE BOARD OF DIRECTORS MEETING.** November 7th meeting is at home of Glenn Ritter at 7:30 PM.



**CLUB MEETINGS:**

THE NOVEMBER MEETING WILL BE NOVEMBER 21ST AT THE CHURCH OF THE MASTER, LOCATED AT 17TH AVE AND FILBERT COURT. OUR GUEST SPEAKER WILL BE LONG TIME DENVER FAVORITE...STARR YELLAND! MOST ALL DENVERITES KNOW STARR YELLAND FOR CHANNEL 7 AND SPORTS...NOW, COME TO THE MEETING AND LEARN ABOUT HIS RADIO BACKGROUND! WE WILL BE LOOKING FORWARD TO ANOTHER FACINATING SPEAKER.

R.H.A.C. annual Christmas party will be Saturday, December 14, 1991. Stay tuned for details.

Be sure to read in King's Roost about Second Sound's expanded facility.

Ron Bowser of Rocky Mountain Tape Co. in San Leandro, Calif. has notified us that he must increase his prices for 1800" Ampex tape. Stay tuned for details.

Bill Pierson was our guest at the October meeting. Too bad for you who missed Bill and his full bag of tricks; he brought along his great sense of humor, full memory of many unusual events at KBPI in the "May Tower," a very entertaining ability to "paint pictures with words" and a nice assortment of photos and momentos of the good old days.



Radio Historical Association of Colorado

## FROM THE KING'S ROOST

by Dick and Malettha King

We are delighted to advise the local members that we now have reserved the Village Townhouse Clubhouse for our December 14th annual Christmas Party. Be sure to mark your calendar and we will follow-up with more details next month.

We spent many hours listening to and dubbing the cassettes for the new series of AFRS music.

This is all light music and was intended to be good for the morale of our armed forces and it is certainly good for our morale. We do hope that our members will take the opportunity to hear this music by renting these tapes from our libraries.

Remember, renting from the club's libraries is a privilege of your membership, but the rules of good conduct must be adhered to and the material returned promptly so others may also enjoy them.

.....  
SECOND SOUND, 1875 S Broadway, Denver, CO 80210; Ph 303 777-4449.  
RHAC MEMBERS NOW HAVE THE OPPORTUNITY TO BETTER TAKE ADVANTAGE OF YOUR CASSETTE AND REEL TO REEL DISCOUNTS AT SECOND SOUND!

SECOND SOUND HAS EXPANDED AND HAS A SOUND ROOM DEDICATED TO HIGH-END AUDIO COMPONENTS. FEATURED NEW HIGH-END ARE: TARALABS, QUICKSILVER, PS AUDIO, MISSION, ROGERS, SUMO, AND MANY MORE.

SECOND SOUND NOW HAS ENOUGH FLOOR SPACE TO DISPLAY TRUE SURROUND SOUND AND PRO LOGIC (center channel) VIDEO COMPONENTS. THEIR VIDEO ROOM INCLUDES HIGH RESOLUTION TELEVISION, LASER DISK PLAYERS, HI-FI VCR'S, SURROUND SOUND PROCESSORS AND RECEIVERS.

AS ALWAYS, SECOND SOUND HAS A WIDE VARIETY OF USED AND FACTORY SECOND MERCHANDISE INCLUDING TECHNICS, JVC, PIONEER, PHILLIPS AND MARANTZ.

.....  
TOP TEN from *TV-Radio Life* September 10, 1954 . The top ten radio shows in the nation for the months July-August 1954 reported by pulse are:

- MY LITTLE MARGIE
- SUSPENSE
- GARY CROSBY
- THE WHISTLER
- GANGBUSTERS
- MUSIC HALL
- BILL BALLANCE
- PEOPLE ARE FUNNY
- TALENT SCOUTS
- MY FRIEND IRMA

## LUX Radio Theater

Lux Radio Theater, CBS, 9-10 PM (EDT), Monday nights has repeatedly been voted America's favorite dramatic air show.

The Lux Radio Theater has been a weekly program, except for short vacations, ever since Oct. 1, 1934, when it made its debut from New York. One year and three months later, Jan. 1, 1936, it moved to Hollywood, and has come from there, under the direction of Cecil B. DeMille, ever since.

Practically every great personality of Hollywood has at one time or another broadcast for Lux from the stage of Columbia's Music Box Theater, on Hollywood Boulevard two blocks north of Columbia Square. It's a handsome theater of Spanish design, seating a thousand people.

Producing Lux Radio Theater is the biggest undertaking in the radio business, and more persons contribute to the program than to any other on the air, because it is built partly in New York and partly in Hollywood. Ideas and plans cross the country by telephone and telegraph every day in the week.

First, the play is selected, and producing rights are purchased -- a job that sometimes involves long legal and business negotiations. Then writers George Wells and Sanford Barnett adapt the play to radio. This is no cinch either, because a play that runs two hours and forty minutes on the stage has to be reduced to forty-three minutes on the air. The script is then read by DeMille, Frank Woodruff, and Danny Danker. Woodruff is DeMille's assistant director, and Danker represents the J. Walter Thompson advertising agency. Danny Danker is a Hollywood institution, who knows the entire film colony so well he carries the unofficial title of "Mayor of Hollywood." He's the man who signs up the important stars. Probably no one else could wheedle, coax and bully so many famous people into signing on the dotted line. For a Lux guest-shot is fun, but it is also work -- Lux contracts call for a minimum of 25 hours of rehearsal, in order to insure those fine broadcasts.

There are usually about fifty people on the stage at a Lux broadcast; the stars, DeMille, the supporting cast, Lou Silvers' orchestra of 25 men, sound-effects men and technicians. Occasionally, as many as 73 persons are in the actual cast. Supporting players on Lux plays are veteran actors of stage, screen and radio, all of them competent themselves to play the leading roles in case of emergency. Some of them are: Lurene Tuttle, Lou Merrill, Edward Marr, Frank Nelson, James Eagles, Sara Selby, Florence Lake and Margaret Brayton.

Besides the play itself, the Lux Theater each week presents guests of honor in interviews with Cecil B. DeMille. These interviews are written by Sandy Barnett.

The Lux Radio Theater is an international institution now. On March 16 DeMille formally opened the Lux Radio Theater of Australia by broadcasting greetings from Hollywood to Sydney, 8080 miles away. *from Radio Mirror June 1939*

## Twenty Years of "LUX"

When "Lux" bows on September 14 it will commemorate its twentieth anniversary by presenting the "20 Greats" in the new season. The "20 Greats" planned for the 1954-55 season will be radio adaptations of twenty of the greatest pictures that Hollywood has ever produced in the past twenty years, screen vehicles that won awards and international acclaim.

Statistically look over the past twenty years of "Lux Radio Theater," 893 shows were presented with 733 of them radio adaptations of films. This constituted 606,667 man hours of writing and rehearsing. Approximately 496 motion picture stars have appeared on the program, many of them re-creating their original screen roles. In fact, those who have appeared over 20 times on "Lux Radio Theater" include Fred MacMurray (26); Loretta Young (26); Claudette Colbert (24); Barbara Stanwyck (23); Cary Grant (22); Don Ameche (21); Brian Aherne, George Brent and Ray Milland all 20 times. Approximately 40 stars have appeared more than ten times.

During the past twenty years 10,400,00 words have been written on 52,000 pages of scripts. 18,667 music cues have been given and 22,667 sound cues. Over 1500 AFTRA players have been employed, many used more than once.

*from TV-Radio Life September 10, 1954*

## TWENTY YEARS OF LUX

Lux Radio Theater came of age last fall when it celebrated its twenty-first birthday. Actually "LUX" became of age long before its chronological birthday. "Lux" has ruled the ether waves, despite its many imitators...all of whom have fallen by the wayside...since its inception. The show has always been listed in the "top ten" bracket of the rating surveys.

"It's hard to pinpoint the success formula of 'Lux Radio Theater'," says Cornwell Jackson, vice-president of J. Walter Thompson and executive producer of "Lux." "But I believe it's a combination of ingredients including a well organized competent group of men. Over the years the efforts of such men as Tony Stanford, Sandy Barnett, Rudy Schrager, Fred MacKaye and Frank Woodruff have made 'Lux' what it is today."

Normally, "Lux" is a smooth production but there have been a few near catastrophic incidents. On one occasion, Bette Davis approached the director two minutes before air time with the statement; "Don't be alarmed, but I've just taken poison!" At first, everyone thought she was joking. Then it was discovered that she had asked her chauffeur to get some aromatic spirits on ammonia. Upon drinking it she found it was household ammonia. By keeping calm and sending her agent to a nearby drug store for an antidote, she was able to play the role with a magnificence that wrung hearts.

Another close call happened when Burt Lancaster was confused about the actual air time and did not show up in time for the broadcast. Jeff Chandler, who was also in the cast, took over the Lancaster role while director Fred MacKaye took over Chandler's role. Midway through the broadcast, Lancaster arrived and the cast reverted to their proper roles. Fortunately the audience never knew the difference. Incidentally, Chandler has been on "Lux" sixty-three times. He did sixty broadcasts as the well-known AFRA-ite, Ira Grossell, and three shows as the equally well-known Jeff Chandler.

To most fans, "Lux" is successful because it represents Hollywood. Top-ranking men in the motion picture industry such as Cecil B. DeMille, William Keighley and Irving Cummings have served as hosts on "Lux Radio Theater." The movie adaptations and the film luminaries heard on the program are all part of Hollywood. In 1934, when "Lux" launched its radio dramas with "Seventh Heaven," starring Miriam Hopkins and John Boles, it started series which was soon to become identified with Hollywood. This identification and all other winning ingredients will undoubtedly keep "Lux Radio Theater" on the air for another 20 years.

*from TV-Radio Life January 7, 1955*

JOHN DUNNING  
POST OFFICE BOX 18514  
DENVER, COLORADO 80218

9-20-91

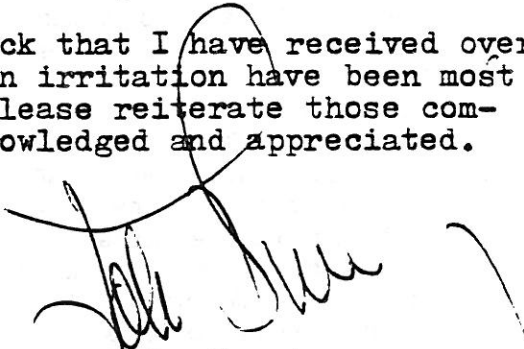
Dear R.H.A.C.

I'd appreciate it if you can find space in the newsletter for some of this.

More than 15 years have passed since the first edition of my book, TUNE IN YESTERDAY, was published by Prentice-Hall. Each year the need for an expanded, corrected edition has become more apparent. Early this year I began the work and last month my agent sold it to Oxford University Press. The book will be published, probably, in 1994. I have a delivery date of January 1993, and as of today I am well into the letter B. Obviously, much work remains to be done.

I'm well aware of the book's shortcomings. A project like this is always begun with the hope of making it perfect, but somehow along the way little mistakes creep in. This time I'm taking some precautions: I'm having a group of friends, all well-steeped in radio history, read the manuscript as I write it. I'm also asking for suggestions and corrections from the people who worked in radio and those who just love it---members of SPERDVAC, of Pacific Pioneers and members of radio organizations around the country. If there's something in that first edition that has always rankled you, now's the time to dump it on the author and get the record straight once and for all.

I appreciate the letters and feedback that I have received over the past 15 years. Even those written in irritation have been most helpful. If you've written me before, please reiterate those complaints. Each contribution will be acknowledged and appreciated.



John Dunning  
P.O. Box 18514  
Denver, CO 80218

TAPE 5196 SPOTLIGHT BANDS (AFRS)

1200'

1L 9-21-44 #158 Alvino Rey Orchestra  
 2-1-45 #237 Louis Prima Orchestra  
 9-22-44 #159 Jan Garber Orchestra  
 9-23-44 #160 Bobby Sherwood Orchestra  
 2L 9-5-44 #459 Les Brown Orchestra  
 9-6-44 #460 Louis Prima Orchestra  
 11-28-44 #531 Charlie Spivak Orchestra  
 11-29-44 #532 Ted Fio Rito Orchestra  
 1R 1-16-45 #573 Frankie Masters Orchestra  
 1-17-45 #574 Charlie Barnet Orchestra  
 3-24-45 #631 Mel Hallet Orchestra  
 3-26-45 #632 Tommy Dorsey Orchestra  
 2R 5-24-45 #683 Al Donohue Orchestra  
 5-25-45 #684 Frankie Masters Orchestra  
 7-23-45 #718 Ted Weems Orchestra  
 7-2-45 #719 Ted Fio Rito Orchestra

TAPE 5197 SPOTLIGHT BANDS / MAGIC CARPET (AFRS)

1200'

1L 12-20-44 #419 SPOTLIGHT BANDS: Vaughn Monroe Orchestra  
 3-10-45 #619 SB: Johnny Richards Orchestra  
 3-12-45 #620 SB: Tommy Dorsey Orchestra  
 3-26-47 #952 SB: Xavier Cugat Orchestra  
 2L 3-28-47 #953 SB: Harry James Orchestra  
 1-13-47 #955 SB: Guy Lombardo Orchestra  
 9-27-46 #962 SB: Harry James Orchestra  
 1-27-47 #964 SB: Guy Lombardo Orchestra  
 1R 6-16-46 #92 MAGIC CARPET: George Olsen Orchestra  
 6-17-46 #93 MC: Les Elgart Orchestra  
 7-7-46 #104 MC: Fletcher Henderson Orchestra  
 9-9-46 #379 MC: Frankie Carle Orchestra  
 2R 9-10-46 #380 MC: Xavier Cugat Orchestra  
 3-8-47 #553 MC: Jan Garber Orchestra  
 3-24-47 #572 MC: Al Donohue Orchestra  
 3-25-47 #573 MC: Orrin Tucker Orchestra

TAPE 5198 MAIL CALL (AFRS)

1200'

1L #46 Edward G. Robinson, Marion Hutton, Ann Miller, Dick Powell  
 #145 Betty Grable, the Mills Brothers, George Jessel, Arthur Treacher  
 2L #226 Chili Williams, the Page Cavanaugh Trio, Frances Langford, Frank Sinatra  
 #243 Dinah Shore, the Delta Rhythm Boys, Tony Martin, Dick Powell, Jack Carson  
 1R #267 Lina Romay, Allen Jones, Harry Gibson, Jane Powell, Groucho Marx  
 #271 Chili Williams, Mel Torme, Ginny Simms, Nelson Eddy, Sterling Holloway  
 2R #275 Chili Williams, Hoagy Carmichael, Sons of the Pioneers, Jane Powell  
 #328 Frances Gifford, Ginny Simms, Edgar Bergen, Phil Regan, Tallulah Bankhead

(Issued November, 1991)

TAPE 5199 HERE'S TO VETERANS (AFRS)

1200'

- 1L #341 Lawrence Welk Orchestra  
 #342 Gordon Jenkins Orchestra, Louis Armstrong  
 #371 Gisele MacKenzie  
 #375 Percy Faith Orchestra
- 2L #376 Ray Anthony Orchestra  
 #479 Helene Dixon  
 #480 Percy Faith Orchestra, Tony Bennett  
 #537 Andre Previn Trio
- 1R #538 Lawrence Welk Orchestra, the Lennon Sisters  
 #561 Ray Anthony Orchestra, Mamie Van Doren  
 #562 Sons of the Pioneers  
 #625 Stan Freberg
- 2R #727 Stan Kenton Orchestra  
 #732 Spike Jones and the City Slickers  
 #738 Stan Kenton Orchestra  
 #774 Stan Kenton Orchestra

TAPE 5200 G.I. JIVE / REMEMBER (AFRS)

1200'

- 1L G.I. JIVE: First song, Sunrise Serenade  
 GI: First, Opus #1  
 #1429 GI: First, String of Pearls  
 #1430 GI: First, Texas Tex
- 2L REMEMBER: Broderick Crawford First, Sunrise Serenade  
 R: Broderick Crawford First, Three Little Fishes  
 #541 R: Glenn Ford First, My Lips Remember Your Kisses  
 #542 R: Glenn Ford First, Medley of World War I Songs
- 1R #571 R: Glenn Ford First, Welcome Home  
 #572 R: Glenn Ford First, Till Then  
 #635 R: George Murphy First, Peg O' My Heart  
 #636 R: George Murphy First, I Won't Say I Will but I Won't Say I Won't
- 2R #743 R: George Montgomery First, Is it True What They Say About Dixie?  
 #744 R: Glenn Ford First, I'm Glad I Waited for You  
 #935 R: Ken Taylor First, Cherry  
 #936 R: Ken Taylor First, Hong Kong Blues

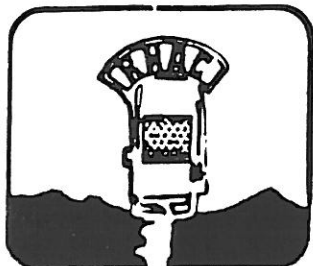
TAPE 5201 WALTZ TIME (AFRS)

1200'

- 1L 12-8-44 #62 First song, Someone to Love  
 12-15-44 #63 First, Always
- 2L 12-22-44 #64 First, Together  
 1-5-45 #66 First, More and More
- 1R 1-12-45 #67 First, Sweet Dreams, Sweetheart  
 4-13-45 #80 First, I Walked In
- 2R 4-20-45 #81 First, This Heart of Mine  
 4-27-45 #82 First, Green, Green Hills of Home

(Issued November, 1991)





Radio Historical Association of Colorado

# RADIO HISTORICAL ASSOCIATION

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RADIO HISTORICAL ASSOCIATION OF COLORADO, INC.  
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**STARR YELLAND**  
WILL BE OUR  
GUEST SPEAKER THURSDAY,  
NOVEMBER 21, 7:30 PM AT THE  
CHURCH OF THE MASTER  
17TH AVE AND FILBERT COURT