

# RETURN WITH US NOW...

The Radio Historical  
Association of Colorado, Inc.



Volume 19 Number 5

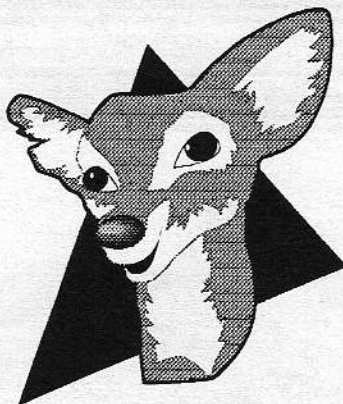
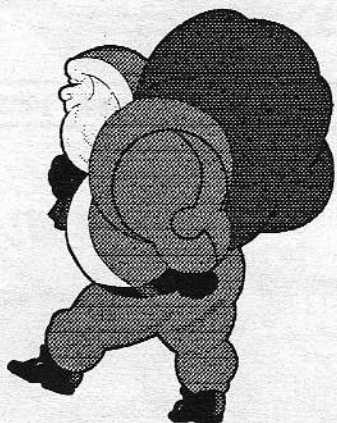
December, 1993



Virginia Payne, Murray Forbes, and Charles Egelston in "Ma Perkins."



**BOARD OF DIRECTORS MEETING:** There will be a board meeting on January 6, 1994.  
 ALL MEMBERS are welcome and invited to attend and participate at the Board of Directors Meeting.  
 The January 6th meeting will be at the home of Dick King at 7:30 PM.



**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 renewal.  
 Each member has full use of the club resources. For further information contact anyone listed below.



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*From the*

## *King's Roost*

(Continued from November)  
...We are both from Western areas and listened to the "coastal" shows.

\* \* \* \*

Thanksgiving is over and we hope that all of you were able to enjoy the fellowship of family and friends. We always seem to end our year with many pleasant gatherings. First it was FOTR at Newark in October, then SPERDVAC at Los Angeles in November; now we are ready for the traditional holidays.

We had a real blast of unseasonal cold, but very little snow, and the weather is now in the 50s during the days, so the snow will soon be gone in our area. From the national weather news we noticed that most of the country had it a lot worse than we did, except for you people in Arizona and Southern California. We have been able to do a lot of inside things for a few days and are ready to enjoy a nice trail ride and a breath of fresh air. We are not skiers, so we settle for horseback riding. We meet a lot of people walking in the park, enjoying the same pleasures. This past week we rode several times and encountered bands of mule deer twice. They are moving in bands of six or seven at this time, and most of the bucks

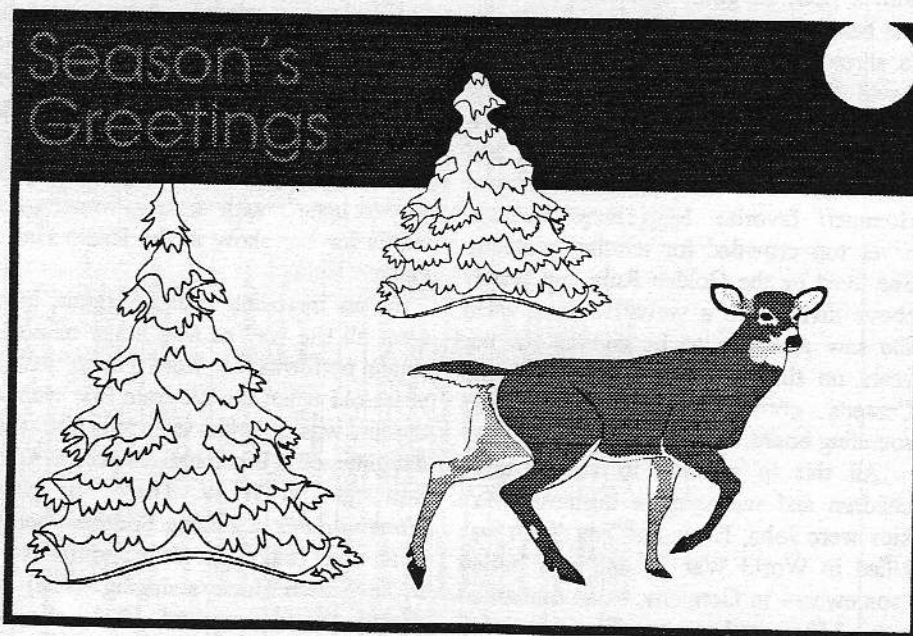
are still staying alone. All winter we will see the deer in bands, probably for the safety in numbers, but they will drop out in the Spring when the new fawns begin showing up. Yes, we ride all winter long here, and why not? Our ground may have a few inches of snow in some areas, and the weather is mild in the days, so, we just enjoy it.

Our librarians are mailing out lots of shows for our members to enjoy, and we are listening to many new entries as Dick records the cassettes. Many of the shows we hear were not available to us in the Western part of the states, and many were not the ones we selected to hear when we could have heard them. It sure is nice to have taping options now so we can enjoy more than one show that is aired at the same time. Time marches on. Too bad that the minds of

the writers of today's shows are so small.

In September we enjoyed the chance to introduce Dick Beals to our horses and set him thinking that he might enjoy taking up our hobby. He even mentioned that at SPERDVAC's convention. We have had the chance to meet and enjoy many people in the entertainment business. We try to concentrate our associations among people to those who have positive attitudes. We have found that the people who have managed to survive in the entertainment business are positive minded people and strong individuals. Hence, most always, meeting these people is a very pleasant and enjoyable experience.

Don't forget to send an R.H.A.C. membership to your "hard-to-buy-for" relatives and friends for Christmas and give them access to many hours of listening pleasure.



## Ma Perkins

Ma Perkins brought to listeners the world over Oxydol's "mother of the air." This program was first heard as a local feature on WLW, Cincinnati, August 14, 1933. After a three-month trial, sponsor Proctor & Gamble brought the serial to Chicago in a coast-to-coast NBC slot. It started on NBC December 4, 1933, and was also sold to CBS in 1942. *Ma Perkins* had rare double network status for six years, doing a 1:15 P. M. stint for CBS and the NBC show two hours later. At the height of its fame, the serial was also heard in Canada, Hawaii, and throughout Europe via Radio Luxembourg.

Among the great homespun philosophers of old-time radio, none is remembered with more affection and pathos than Ma Perkins. Flowing into kitchens each afternoon to a slight variation of "My Old Kentucky Home," *Ma Perkins* was one of radio's most important daytime serials, spanning almost the entire life of network broadcasting. This Frank and Anne Hummert creation was a softer show than others more closely identified with the Hummerts. Certainly less melodramatic than *The Romance of Helen Trent*, it followed the life of a widow who managed a lumber yard in Rushville Center, U.S.A. Ma was a tough old bird with a heart of gold, described by *Time* just before her twenty-fifth anniversary as "a shrewd combination of Dr. Christian, David Harum and Tugboat Annie." She was another of radio's great commoners, a woman's answer to *Just Plain Bill*, and even more durable than that perennial Hummert favorite. Ma's busy life was never too crowded for another problem. She lived by the Golden Rule, but wasn't above diving into a verbal slugfest when she saw a wrong to be righted. In her years on the air, Ma became Rushville Center's conscience, its best-beloved sounding board, its guide.

All this in addition to raising three children and managing a business. Ma's kids were John, Evey, and Fay. John was killed in World War II, and was buried "somewhere in Germany, in an unmarked grave." Evey, rather a gossip snip at times, married Willie Fitz, who became manager

of Ma's lumber yard, and they had a son named Junior. Fay, Ma's pet, married Paul Henderson while she was "still a girl." He died, leaving her to raise their daughter Paulette alone.

Rounding out the cast of regulars was Shuffle Shober, Ma's partner. Shuffle possessed many of Ma's personal qualities: tough honesty combined with instinctive understanding of the human spirit. Though he was not as articulate as Ma, Shuffle often saw through deceit much faster. Ma subscribed to the principle that all people deserved trust until they proved otherwise. With Shuffle it was often the other way around.

Many's the night they sat together on Ma's Rushville Center porch, philosophizing about their loved ones and the world around them. On those warm wartime evenings they would often talk until—one by one—the lights on the block

***Virginia Payne went all the way as Ma, never missing a single performance.***

went out and the night sounds rose up around them. Then, with the problems still unsolved but somehow easier to bear, Shuffle would shuffle off, leaving Ma with a feeling of contentment and thankfulness for the blessings of life.

*Ma Perkins* had its share of dark moments. When son John was killed, the network was deluged with letters addressed to "Ma" carrying heartfelt messages of sympathy. People were killed, divorced, and disgraced on *Ma Perkins*. Ma was cheated by unscrupulous cousins, and once worked overtime to expose a baby black market. Through it all, she carried herself with dignity, winning high marks for her show in the Radio Hall of Fame.

In an incredible stint, Virginia Payne went all the way as Ma, never missing a single performance. Miss Payne, just 23 years old when the program first went on the air, was 50 when it ended. She was a daughter of a Cincinnati doctor, breaking into radio at WLW. There, she played *Honey Adams*, a singing Southern heroine in an early radio epic (Jane Froman is said to have been Honey's singing voice) and, during the summer of 1933, she was tapped for *Ma Perkins*.

Unlike her fictional heroine, Virginia Payne was highly educated. She held two degrees from the University of Cincinnati. Her performance as Ma Perkins was convincing and real from the beginning, boosting sales of Oxydol and soaring to ratings marks that competed with nighttime shows. Whenever she appeared in public, Miss Payne dressed up as Ma Perkins and played the role.

CBS acquired sole possession of the show in 1948, and *Ma Perkins* continued there until its demise on November 25, 1960. And when her show was finally canceled, it was Virginia Payne who summed it all up, touching the highlights in an emotional farewell.

"Ma Perkins again. This was our broadcast 7,065. I first came to you on December 4, 1933. Thank you for all being so loyal to us these twenty-seven years.

The part of Willie has been played right from the beginning by Murray Forbes. Shuffle was played for twenty-five years by Charles Egleston,

and for the past two years by Edwin Wolfe, who was also longtime director. The Fay you have been hearing these past few years has been Margaret Draper, and the part was played for many years by Rita Ascot. For fifteen years our Evey has been Kay Campbell; Helen Lewis plays Gladys, and Tom Wells has been played by John Larkin and Casey Allen. Our director is Richard Leonard. Our writer for more than twenty years has been Orin Tovrov.

Ma Perkins has always been played by me, Virginia Payne. And if you'll write to me, Ma Perkins, at Orleans, Massachusetts, I'll try to answer you.

Good-bye, and may God bless you."

*Tune in Yesterday* by John Dunning  
Prentice-Hall, Inc. 1976

**27 Years...  
7,065  
Broadcasts**

All Times Below Are EASTERN TIME; For Correct CENTRAL STANDARD TIME, Subtract One Hour

**SUNDAY**

**MONDAY**

**TUESDAY**

**WEDNESDAY**

A.M.	MBC	MBS	ABC	CBS
6:30	Time Together	Earl Wild	Carolina Calling	
7:00	Chamber Music Society	Barbara Manning Concert Hall	Wrestling	Local Programs
7:30	Wrestling and Music		E. Power Biggs	CBS News of America
8:00	Wrestling and Music		Tri-State Choir of St. Paul's Chapel	Barney Follis
8:30	Wrestling and Music		Church of the Air	
9:00	National Radio	Message of Israel	Church of the Air	
9:30	Wrestling and Music	Five Arts Quartet	Church of the Air	
10:00	Wrestling and Music	Hour of Faith	Church of the Air	
10:30	Wrestling and Music	Christians Return to Church	Church of the Air	
11:00	Wrestling and Music	Reviewing Stand	Church of the Air	
11:30	Wrestling and Music	Reviewing Stand	Church of the Air	
12:00	Wrestling and Music	Reviewing Stand	Church of the Air	

A.M.	MBS	MBC	ABC	CBS
8:00	Do You Remember News	Do You Remember News	Breakfast Club	Local Programs
8:30	Do You Remember News	Do You Remember News	Breakfast Club	CBS News of America
9:00	Do You Remember News	Do You Remember News	Breakfast Club	Barney Follis
9:30	Do You Remember News	Do You Remember News	Breakfast Club	
10:00	Do You Remember News	Do You Remember News	Breakfast Club	
10:30	Do You Remember News	Do You Remember News	Breakfast Club	
11:00	Do You Remember News	Do You Remember News	Breakfast Club	
11:30	Do You Remember News	Do You Remember News	Breakfast Club	
12:00	Do You Remember News	Do You Remember News	Breakfast Club	

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11:30	Do You Remember News	Do You Remember News	Breakfast Club	
12:00	Do You Remember News	Do You Remember News	Breakfast Club	

**AFTERNOON PROGRAMS**

12:00	Eternal Light	Alan Lomax	Immiration to Learning
12:30	America United	Lathrop Hour	People's Platform
1:00	Chicago Round Table	William L. Shirer	Sam C. March
1:30	WBC University Theater	Edward "Ted" Weeks	Elmer Hooper
2:00	One Man's Family	Richard Vesper	Tell It Again
2:30	News Living-1948	Army Air Force	Lunging Sym-
3:00	The Quiet Keds	Bill Connelahan	Van Ars There
3:30	News Living-1948	Ernie Lee Show	N. Y. Philharmonic
4:00	News Living-1948	Arvella Jay	Symphony
4:30	News Living-1948	News of Mystery	
5:00	News Living-1948	True Detective	
5:30	News Living-1948	The Shadow	Skyway to the Stars
6:00	News Living-1948	Quick As A Flash	Festival Song
6:30	News Living-1948	David Harding	Shine It Rich
7:00	News Living-1948	David Harding	
7:30	News Living-1948	David Harding	
8:00	News Living-1948	David Harding	
8:30	News Living-1948	David Harding	

**AFTERNOON PROGRAMS**

12:00	Local Programs	Wendy Warren	Local Programs
12:30	Local Programs	Helen Trent	Local Programs
1:00	Local Programs	Big Sister	Local Programs
1:30	Local Programs	Young Dr. Malone	Local Programs
2:00	Local Programs	Second Mrs. Barton	Local Programs
2:30	Local Programs	This is News Draks	Local Programs
3:00	Local Programs	David Harman	Local Programs
3:30	Local Programs	David Harman	Local Programs
4:00	Local Programs	David Harman	Local Programs
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6:00	Local Programs	David Harman	Local Programs
6:30	Local Programs	David Harman	Local Programs

**EVENING PROGRAMS**

7:00	Family Hour of Stars	Drew Pearson	Family Hour of Stars
7:30	The Family Hour of Stars	Don Gardner	The Family Hour of Stars
8:00	The Family Hour of Stars	Don Gardner	The Family Hour of Stars
8:30	The Family Hour of Stars	Don Gardner	The Family Hour of Stars
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12:00	The Family Hour of Stars	Don Gardner	The Family Hour of Stars

The February 1949 Radio-TV Guide

listed all the radio programs for a

typical week of radio program

All Times Below Are EASTERN TIME; For Correct CENTRAL STANDARD TIME, Subtract One Hour

### THURSDAY

### FRIDAY

### SATURDAY

It's Here!

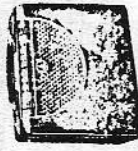


Stewart-Warner is now marketing a good looking, inexpensive console radio-phonograph combination that will fit in with many types of furnishings. Finished in, walnut, the New Minirel, also features the center panel slides and a tone changer. It retails for \$149.00.

For the economy-wise buyer, the adaptable "New Minirel."

An exclusive new feature on Stromberg-Carlson sets is the Chromatic Tone Selector for all in tone selection. The variable shading of the color band from red to blue provides a guide to fine adjustments of the separate bass and treble controls. Changing either or both controls to blends of these color schemes gives comparable tone blending to suit the listener's pleasure for any type of program.

Newest of the Emerson three-way portable sets is the model 568. In addition to the new electronic and engineering features, the set is encased in a highly polished maroon plastic cabinet, in modern "Bretco" design.

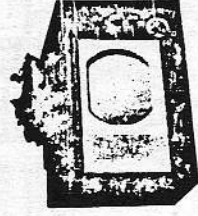


Emerson's Model 568, with the latest improvements.

For those situated in the truly rural areas, RCA Victor has designed a farm-battery radio for quick changeover to electric power. The set, model 8-F-43, includes as standard equipment an electricifier unit. When electricity comes to an area, the purchaser can convert the battery set into an electric radio, by removing the battery and plugging in the electrifier.

U. S. Television's "Giant Ten" is a table model television receiver with a 10-inch direct view tube, and an actual picture size of about 7 by 9". The receiver covers all 13 channels. The cabinet size is 22 1/2" wide, 19" deep and 14" high. Price is slightly over \$400.

U. S. Television's "Giant Ten," a bargain for \$400.00.



A.M.	NBC	MBS	ABC	CBS
8:00	Mind Your Manners	Paul Wallace, News	Shoppers Special	CBS News of America
8:30	Coffee in Washington	Dark Valley Falls		Barney's Fall
8:45				Garden Gate
10:00	Mary Lee Taylor	Albert Warner, News	Concert of America	Red Barber's Club
10:30	Archie Andrews	Misc. Programs	This is For You	Home Remedy
10:45			Saturday Strings	
11:00	Meet the Meeks	Movie Matinee	Abbott and Costello	Let's Pretend
11:30	Smilin' Ed McConnell	Teen Timer's Club	Don Gardner	Junior Mile
11:45			Round-up Rhythm	

A.M.	NBC	MBS	ABC	CBS
8:00	Do You Remember	Do You Remember	Breakfast Club	Local Programs
8:30	Homey Men in N. Y.	Homey Men in N. Y.		CBS News of America
8:45	Clevelandaire	Clevelandaire		Barney's Fall
9:00			My True Story	Musie For You
9:15	Fred Waring	Fred Waring	Betty Crocker, Magazine of the Air	Arthur Godfrey
9:30	Read a Life	Read a Life	The Listening Post	
9:45	The Brighter Day	The Brighter Day	Kay Kyser	
10:45	This is Nora Drake	This is Nora Drake	Ted Malone	Grand Slam
11:00	We Love and Learn	We Love and Learn	Kierman's Corner	Rosemary
11:15	Jack Birch	Jack Birch		
11:30	Lena Lawton	Lena Lawton		
11:45				

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10:15	Jack Birch	Jack Birch		
10:30	Lena Lawton	Lena Lawton		
10:45				

#### AFTERNOON PROGRAMS

12:00	Arthur Barrault	Lived Hampton	Junior Junction	Theatre of Today
12:15	Public Affair	Campus Salute	American Farmer	Grand Central Station
12:45	Frank Merrill	Sneaky Mr. Hayris	Nazajic McNeill	County Fair
1:00	Ed Tulliamson	Report From Europe	Metropolitan Opera	Give and Take
1:30				
1:45				
2:00	Time For The Moment	Time For Melody		Stars Over Hollywood
2:15		Music, Opera		
2:30				
2:45				
3:00				
3:15	Local Programs			Local Programs
3:30				
3:45				
4:00	Local Programs			Local Programs
4:15				
4:30	Local Programs			Local Programs
4:45				
5:00	Lease Show			Chuck Foster's
5:15				Musie Way For Youth
5:30				
5:45				

#### AFTERNOON PROGRAMS

12:00	Wendy Warren	Welcome Travelers	Wendy Warren	Wendy Warren
12:15	Aunt Jenny	Kate Smith Sings	Aunt Jenny	Hilltop House
12:30	Our Old Sunday	Luncheon At Sard's	Our Old Sunday	Musie For You
12:45	Magie Mitchell	Magie Mitchell	Magie Mitchell	Arthur Godfrey
1:00	Bill Bauhaage	Codic Foster	Big Sister	
1:15	Happy Gang	Happy Gang	Young Dr. Malone	
1:30	Robert McCormick	Robert McCormick		
1:45	Jack Kilby	Jack Kilby		
2:00	Double or Nothing	Double or Nothing	Second Mrs. Burton	
2:15	Today's Children	Today's Children	Perry Mason	
2:30	Light of the World	Light of the World	This is Nora Drake	
2:45			What Makes You Tick?	
3:00	Life Can Be Beautiful	Life Can Be Beautiful	David Harum	
3:15	Ma Perkins	Ma Perkins	Hilltop House	
3:30	Right to Happiness	Right to Happiness	House Party	
3:45				
4:00	Sketches With	Sketches With	Hint Hunt	
4:15	Lorenzo Jones	Lorenzo Jones	Winner Take All	
4:30	Young Widder Brown	Young Widder Brown	Treasury Bandstand	
4:45	When A Girl Marries	When A Girl Marries	The Chicagoans	
5:00	Poria Faces Life	Poria Faces Life	Alta Seltzer Time	
5:15	Just Plain Bill	Just Plain Bill		
5:30	Front Page Farrell	Front Page Farrell		
5:45				

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12:45	Magie Mitchell	Magie Mitchell	Magie Mitchell	Arthur Godfrey
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1:15	Happy Gang	Happy Gang	Young Dr. Malone	
1:30	Robert McCormick	Robert McCormick		
1:45	Jack Kilby	Jack Kilby		
2:00	Double or Nothing	Double or Nothing	Second Mrs. Burton	
2:15	Today's Children	Today's Children	Perry Mason	
2:30	Light of the World	Light of the World	This is Nora Drake	
2:45			What Makes You Tick?	
3:00	Life Can Be Beautiful	Life Can Be Beautiful	David Harum	
3:15	Ma Perkins	Ma Perkins	Hilltop House	
3:30	Right to Happiness	Right to Happiness	House Party	
3:45				
4:00	Sketches With	Sketches With	Hint Hunt	
4:15	Lorenzo Jones	Lorenzo Jones	Winner Take All	
4:30	Young Widder Brown	Young Widder Brown	Treasury Bandstand	
4:45	When A Girl Marries	When A Girl Marries	The Chicagoans	
5:00	Poria Faces Life	Poria Faces Life	Alta Seltzer Time	
5:15	Just Plain Bill	Just Plain Bill		
5:30	Front Page Farrell	Front Page Farrell		
5:45				

#### EVENING PROGRAMS

6:00	Peter Roberts	Specks Parade	Jack Bell	News From Washington
6:15	Art of Living	Bands For Bonds		News From Lake Superior
6:30	NBC Symphony	Hawaii Calls		Saturday Sports
6:45		Robert Hurleigh		Larry Labeau
7:00	Vic Damone, Hollace Shaw	Robert Hurleigh	Treasury Bond Show	
7:15		New Alien		
7:30				Camel Caravan with Vaughn Moore
7:45				Sing It Again
8:00	Hollywood Star Theatre	Twenty Questions	Famous Jury Trials	
8:15	Truth of Consequences	Life Begins at 80	The Amazing Mr. Malone	
8:30				
8:45	Year Hit Parade	Gabriel Heatter	Gang Busters	Winner Take All
9:00	Judy Canova Show	Larry Ross	What the Boss	It Pays To Be Incontinent
9:15				
9:30	Day in the Life of Grand Old Opry	Theatre of the Air		HomeTown Reunion
9:45				
10:00				National Guard Military Ball

#### EVENING PROGRAMS

8:00	Eric Seward	Eric Seward	Eric Seward	Eric Seward
8:15	"You and ..."	"You and ..."	"You and ..."	"You and ..."
8:30	Lewell Thomas	Lewell Thomas	Lewell Thomas	Lewell Thomas
8:45	Beatnik	Beatnik	Beatnik	Beatnik
9:00	Headline Edition	Headline Edition	Headline Edition	Headline Edition
9:15	Emmerich	Emmerich	Emmerich	Emmerich
9:30	Luna Rapp	Luna Rapp	Luna Rapp	Luna Rapp
9:45	Edward R. Murrow	Edward R. Murrow	Edward R. Murrow	Edward R. Murrow
10:00	Jack Carson Show	Jack Carson Show	Jack Carson Show	Jack Carson Show
10:15	Mr. Ace and Jane	Mr. Ace and Jane	Mr. Ace and Jane	Mr. Ace and Jane
10:30	Ford Theatre	Ford Theatre	Ford Theatre	Ford Theatre
10:45	Philip Morris Playhouse	Philip Morris Playhouse	Philip Morris Playhouse	Philip Morris Playhouse
11:00	Spotlight Review	Spotlight Review	Spotlight Review	Spotlight Review

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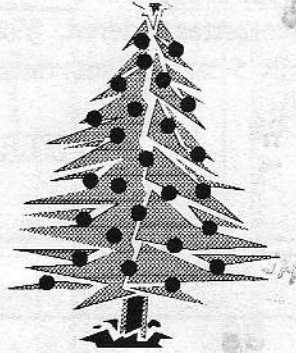
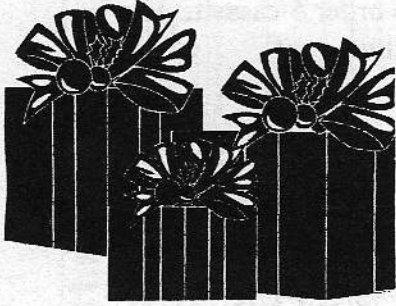
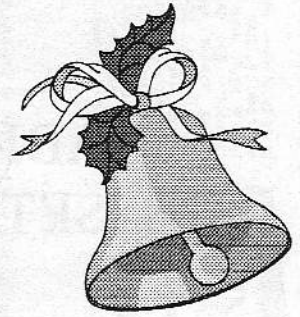
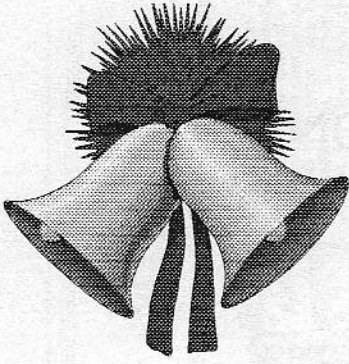
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