



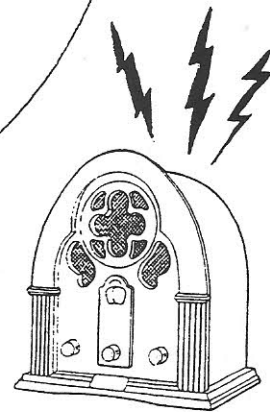
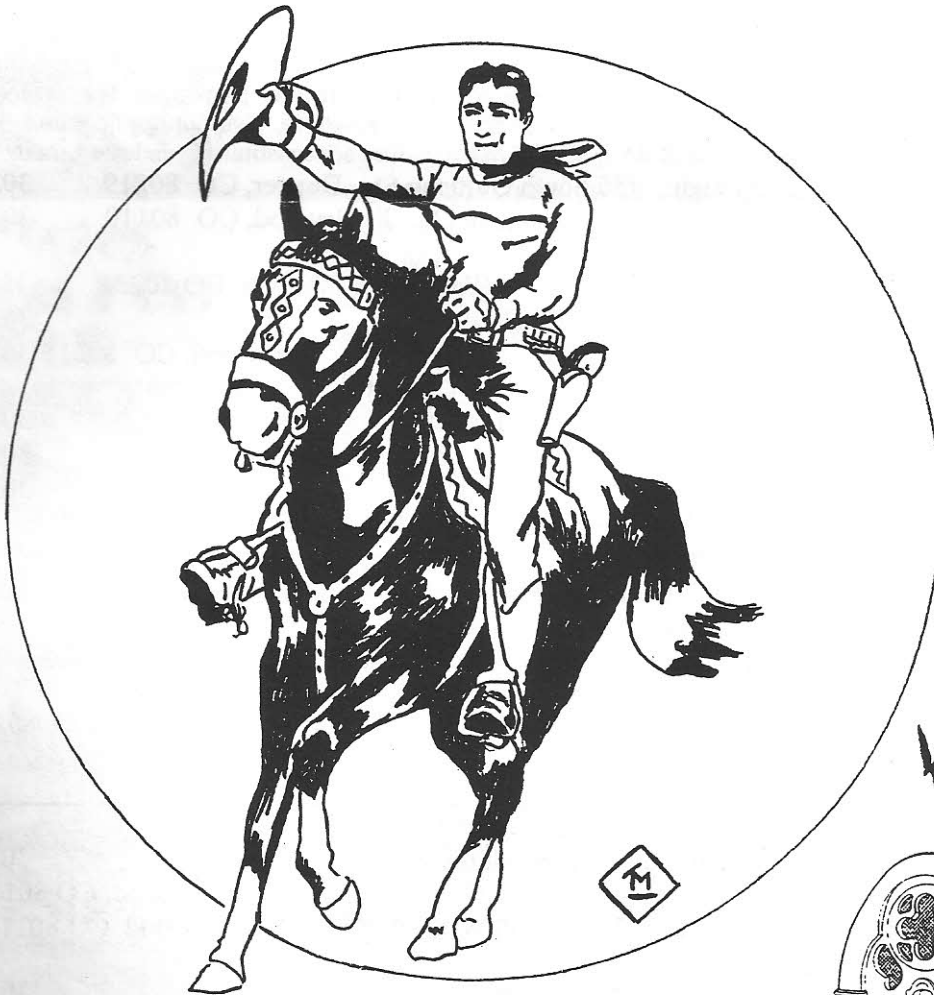
# RETURN WITH US NOW...

RADIO HISTORICAL  
ASSOCIATION OF  
COLORADO

Volume 25, Number 9

April, 2000

## Tom Mix



# RADIO HISTORICAL ASSOCIATION OF COLORADO

Dedicated to the preservation of old time radio programs and to making those programs available to our members.

**RHAC Board Meeting Thursday, April 6, 2000 - 7:30 PM**

At

**Guy Albright, 786 South Quitman St., Denver, CO**

**303-934-0184**

**Old time radio is alive and well in Denver!**

KRMA Channel 6 Secondary Audio Program, RHAC's show *Tribute to OTR* Sunday 2:00 PM

KEZW 1430 AM *When Radio Was* weekdays from 7:00 - 8:00 PM *Radio Movie Classics* Sundays 5:00 - 6:00 PM

KFKA 1310 AM *Radio Memories* Sundays 6:00 to 12:00 PM

KUVO 89.3 FM *Destination Freedom* 3<sup>rd</sup> Sunday of the month 7:30 PM - **BROADCAST LIVE!!!!**

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**RHAC WEB SITE**

The RHAC web page and catalog is on the World Wide Web:  
<http://www.old-time.com/rhac.html>

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**RETURN WITH US NOW.** . . is the official publication of the *Radio Historical Association of Colorado, Inc.*, a nonprofit organization. Cost of membership is \$25.00 for the 1st year with \$15.00 for renewal. Each member in good standing has full use of the club resources. For further information contact anyone listed below.

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Dick King See Above

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## LIBRARIES

**Reference Material:** Bill McCracken, address above 303-986-9863

**Logs & Scripts:** Fred Hinz, c/o RHAC, P O Box 1908, Englewood, CO 80150

**Open Reel Tape Librarian:** Maletha King, 900 W. Quincy Ave., Englewood, CO 80110

### Cassette Tape Librarians:

#1 (1-499) Marilyn J. Turner 2299 S. Sable Blvd., Aurora, CO 80014 303-751-4325

#2 (500-999) David Gatch PO Box 70, Glen Haven, CO 80532 970-577-0805

#3 (1000-2000) Dave Logan 5557 S Sherman Cir., Littleton, CO 80121 303-730-1430

#4 (5001 up) Mika Rhoden 3950W Dartmouth Ave., Denver, CO 80236 303-937-9476

# Volunteer Needed!!!!

Our librarian for Cassette Library #1 will no longer be available to care for the Library. Her library is for cassettes 001 through 499.

This is a very popular library since many members start there and enjoy the shows available from RHAC. It is not a very large number of cassettes and we furnish the shelving.

Marilyn has done a great job for us and set a great example for her successor, but it will be a pleasant job for the member that picks up the ball. Anyone interested should call Dick or Maletha at 303-761-4139.



## Articles Needed For: YOUR NEWSLETTER!

We are running *VERY, VERY LOW* on articles for the YOUR Newsletter, your help is needed and would be appreciated. To keep *Return With Us Now...*, the RHAC newsletter interesting, articles from our members are needed on a regular basis.

You don't have to be a professional writer to submit an article. Write about your favorite Old-Time Radio series, personality, or on whatever radio-related topic you want. *But, please write!*

Send your articles to Stewart Wright, Newsletter Editor. My addresses, regular & E-Mail, are listed on page 2 of the Newsletter.



By JoAnn Bantin

"The House That Time Forgot", presented on March 2nd at Aurora Central High School, seems to have been a great success. After the performance, students came up and visited with the players, teachers thanked us, several interested students wanted to join the radio club, and *The Players* have just received lots of thank you letters from many of these students. This is what makes all that time and trouble worth while. This is what *The Players* are all about, getting people of all ages interested in old time radio.

"The Iron Box" will be presented for a second time with the performance on Sunday afternoon 2:00p.m., May 7, 2000, at the VFW on South Broadway. The same cast will be performing and John Licht is the director. It is nice to have been asked to do this performance and all *The Players* are excited. Rehearsals will be at 7:00 P.M. on Wed May 3rd and Fri, May 5th at the VFW.

Dates and readings for the upcoming productions, which will include summer, fall, and Christmas will be scheduled soon. There is some transcribing to do and Francie Maesel will be very busy working on "Arsenic and Old Lace" for the Fall production in which John Licht is the director. Larry Weide is busy with the final touches to his script of "The Amulet of Nefertiti" which will be presented hopefully in the early summer. The Christmas production is yet to be chosen.

Please check our article each

month for upcoming events. Hope to see all of you again soon.

## Radio's Moments Of The 20<sup>th</sup> Century *The One Hundred Greatest Moments in Old-Time Radio*



by Elizabeth McLeod  
©1999 Elizabeth McLeod  
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80. *Bob and Ray Present The CBS Radio Network 1959-60*

The best-loved satirists of their era, Bob Elliot and Ray Goulding rose out of local Boston radio in the late forties to epitomize the postwar approach to radio comedy. Inspired by the works of Stoopnagle and Budd and Raymond Knight twenty years before, Bob and Ray kidded radio with a unique, stream-of-consciousness sensibility, and their 1959-60 series for CBS presented them at the peak of their creative powers.

79. *The Rise of Jessica Dragonette 1930-31*

No one who listened to the "Cities Service Concerts" series in the early 1930s will ever forget her fragile soprano voice -- but the woman behind that voice was a tough, no-nonsense professional who firmly stood her ground in battles with sponsors and the network over program formats and choice of material. Her appeal crossed the boundaries of popular and classical music, and though her career was compromised by conflicts, her legend remained.

78. *The Great Gildersleeve Spins Off 1941*

The term "spin-off" really didn't come into wide use until the early 1970s --

but the seeds for the concept go back to Fibber McGee's puffed-up neighbor. While "Gildersleeve" wasn't strictly the first program to "spin off" from another if you think in terms of variety-hour derivatives like "The Aldrich Family" and "We The People," it was the first important series to be based on a supporting character from another program -- and it was also the most enduring. Harold Peary's textured performance in the title role (until 1950), a solid supporting cast, and brilliant writing -- especially by the team of John Whedon and Sam Moore -- helped give "Gildersleeve" the longest first-run life of any "spin off" series, radio or TV.

77. *The Rise and Fall of the Liberty Broadcasting System 1948-1952*

It all started with the mercurial Gordon McLendon, and his need to fill time on his Dallas radio station, KLIF. Looking for cheap, appealing programming, he decided to feature recreated Major League baseball games. But he didn't figure on the results -- in an era in which the westernmost Major League clubs were located in St. Louis, the entire western half of the United States was hungry for big league action. McLendon began to line up regional affiliates, and by 1951, his operation had gone national. McLendon was an innovator, no question about it -- but he was also, to put it bluntly, a pirate. He had no legal right to air the games he was airing -- and Major League Baseball went after him in court. Liberty was driven into bankruptcy, but McLendon was a survivor -- who would go on to be one of the innovators of the "Top Forty" Format.

76. *Hollywood Speaks on the Dodge Victory Hour 3/29/28*

As the "talkie revolution" terrorizes the film capital, a phalanx of Hollywood's biggest names faces the

microphone: Mary Pickford and Douglas Fairbanks, Charlie Chaplin, D. W. Griffith, John Barrymore, Dolores Del Rio, Norma Talmadge, and Gloria Swanson. Fairbanks was MC, Chaplin told Jewish and Cockney dialect jokes, Barrymore offered a scene from Hamlet, Del Rio performed a song, and the others delivered short talks -- as millions of Americans heard the voices of these film favorites for the first time. And judging from the reviews, many of those listeners weren't at all impressed. Nonetheless, the show marks the start of a long liason between Big Time Radio and Hollywood.

75. *Gunsmoke and the rise of the Adult Western 1952*

The heroes don't wear white hats or shoot silver bullets. The villains don't snarl and twirl their mustaches. And the endings are rarely happy. Norman MacDonnell and John Meston gave radio a searingly-realistic drama: a western for people who hate westerns, and perhaps the most relentlessly adult program of the entire OTR era -- and its success contributes to a final "golden age" flurry of quality radio drama.

74. *A Fireside Mystery Chat 10/17/36*

A paid political broadcast over CBS by the Republican National Committee takes the art of "negative campaigning" to new heights; as Senator Arthur Vandenburg conducts a mock debate -- pitting himself against out-of-context recordings of President Roosevelt. The program itself is controversial and is made even more so by the fact that CBS cuts it off the air -- not on political grounds as charged by the GOP, but on the grounds that the use of recordings violates the network prohibition on transcriptions! Nevertheless, the program pioneers

the use -- and abuse -- of political "sound bites."

73. *The Rise and Fall of "Pot O' Gold" Fall-Winter 1939/40*

A venal twist on the old carnival wheel-of-fortune gimmick, this big-money quiz is the first network program to offer large sums of money to listeners waiting by their phones at home. The series becomes a national craze before NBC decides it's too close to a lottery for comfort. The basic concept would resurface on ABC after the war as the infamous "Stop The Music."

72. *Unemployment Relief Program 10/18/31*

Stars join forces for a spectacular dual network program urging the "haves" to help the "have-nots" as the Depression nears rock bottom. President Hoover delivers a speech stressing his belief that relief is the responsibility of the states and local charities and not the federal government -- and Will Rogers doesn't sound like he's smiling as he delivers an uncharacteristically bitter critique of the American Way Of Doing Business.

71. *Hugo Black Defends Himself 10/1/37*

For the first time, an embattled national political figure uses radio to directly answer charges against him. A decade before, this Supreme Court nominee had belonged to the Ku Klux Klan -- and over an all-network hookup, he came before the American people to explain himself and to repudiate the organization. Black went on to a career as one of the court's most distinguished liberals -- and his speech set a take-it-to-the-people precedent that would be followed in years to come by such figures as Richard Nixon and Bill Clinton. Elizabeth McLeod is a journalist,

researcher, and freelance writer specializing in radio of the 1930s. She is a regular contributor to *Nostalgia Digest* magazine and the *Internet OldRadio Mailing List*, maintains a web site, Broadcasting History Resources, and is presently researching a book on Depression-era broadcasting. Elizabeth is always looking for 1930s radio recordings in all formats -- uncoated aluminum or lacquer-coated discs, vinyl or shellac pressings, or low-generation tape copies.

You can contact her at:  
lizmcl@midcoast.com

## Tom Mix

By Paul Barringer  
© 2000 Paul Barringer

At 2:00 p.m. Saturday, October 12, 1940 on a lonely highway, 18 miles from Florence, Arizona, a green custom-built Cord Roadster was headed for Phoenix when, suddenly, the driver came upon a work crew on the highway. The driver swerved to avoid the highway crew and the car drove down a dry wash (the dry bed of a stream) and continued up the other side where it turned over, pinning the driver beneath the car. The driver's Western apparel was practically uncreased or crumpled, but by the time the highway crew removed the driver's shattered body, he was dead.

The driver in all likelihood never knew that the metal suitcase on the back ledge of the car broke his neck on impact.

The driver was reported to have \$1,500 in traveler's checks and \$6,000 in cash on his body when removed. He was wearing a 10-gallon Stetson hat, cowboy boots, and a diamond-studded belt buckle, the driver was. . . Tom Mix.

Tom Mix was a legend in his own time. There were so many stories of Mix that it is almost impossible to separate fact from the legend. His

real life was, at times ambiguous by his mythical acts of daring and heroism. There were stories of Mix being a Texas Ranger, a sheriff, a United States Marshal, an English teacher, and other stories — some fact, some legend.

Tom Mix was born January 6, 1880 at home in a small frame house in Western Pennsylvania, not in El Paso, Texas as was broadly proclaimed.

On April 26, 1898, the day after war was officially affirmed against Spain, using his father's middle name instead of his own, and lying about his birth date, Tom joined the Army. After the Spanish-American War ended, Tom was reportedly involved in the Philippine Insurrection, and later the Boer War. Fact or legend? Later, after working in the *Miller Brothers 101 Real Wild West Show*, Tom started making motion pictures. He became an innovator of many movie stunts, including numerous escapes from Death and using real, live ammunition while filming. Realizing the dangers involved, the studios later changed the ammo to blanks when filming.

You have probably heard of Tom's many injuries such as gunshot and knife wounds, broken bones, etc. including a premature dynamite explosion during the filming of a motion picture. Tom was also injured during the filming of another motion picture when his horse, Tony, stumbled and threw him. In making over 300 pictures, Tom never used a stunt double, which resulted in many stitches in his body, not to mention over 30 broken bones and cracked ribs. In later years, Tom would be plagued by arthritis in his shoulder and back as a result of his injuries.

Tom was twelve when he escaped his first brush with Death, while doing a bit of target shooting with a friend. He was wounded in the

left leg above the knee when his friend was trying to remove a stuck cartridge from the chamber of an old, single-shot pistol with a knife. The gun discharged, hitting Tom. Unable to remove the bullet, Tom tied a rag around his leg and went home. Tom's mother cleaned and bandaged the wound after her inability to find and remove the bullet. Some twenty-five years later, the bullet was found and removed when Tom's leg started to bother him. At his death, Tom was reported to have 3 bullets still in his body.

With Tom's fame and popularity, it was inevitable for there to be a *Tom Mix* radio program — 1933-1951. As I remember it was broadcast on KFEL in Denver and I think KCSJ in Pueblo on Mondays, Wednesdays, and Fridays. During its run on radio, a number of actors portrayed Tom: Artellis Dickson, Jack Holden, Curley Bradley, and Russell Thorson. (Thorson was on *I Love A Mystery* as Jack Packard and as late as the 1960's, during the final demise of radio, was on *Yours Truly Johnny Dollar*.) The one I remember most was Curley Bradley, who played Pecos on the show earlier.

During the radio run, many premiums were offered. See if you remember any of them; I sure had my share of them.

Offered were wooden replicas of Tom's six-shooter, a super-magnetic compass gun and signal whistle that glowed in the dark, glow-in-the-dark cowboy spurs, the signal arrowhead that allowed you to signal your friends in 22 ways (which included a 4-tube train whistle, a 2-tone fire signal, detective glass that enlarged objects 3 times bigger, a magic lens that reduced things to look tiny — all in one handy pocket piece — the cost was only 15 cents and one Shredded Ralston boxtop), a golden plastic bullet telescope, an Indian blowgun

with 4 darts and a target, a magnetic ring, and a magic tone bird call.

Not to be forgotten was *The Secret Manual of the Tom Mix Ralston Straight Shooters*. The *Manual* included membership in the R.S.S.A. (Ralston Straight Shooters of America), an official decoder badge, instructions on how to form a Straight Shooters Club in your neighborhood, along with an official scroll to list the members of your R.S.S.A. Club. The 16-page booklet also included the illustrated life story of Tom Mix and a chart showing Tom's scores of bullet and knife wounds, and other injuries. You got the whole ball of wax free for only one Ralston Blue Seal — the blue seal from the pouring spout of a Ralston box.

In the forties there was a series of comic books published about Tom Mix. For some reason they never went over big, so not many of them were published, making them very collectable today.

There were two jingles at the start of the program. The one I remember was. . .

Shredded Ralston for your breakfast  
starts the day off shining bright  
gives you lots of cowboy energy  
and a flavor that's just right.  
It's delicious and nutritious  
bite-sized and ready-to-eat.  
Take a tip from Tom, go tell  
your mom  
Shredded Ralston can't be  
beat!

The other jingle was about Hot Ralston and went somewhat the same as the above.

If you were a member of the R.S.S.A., this was the pledge you took:

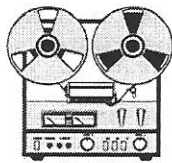
I promise to shoot straight with  
my parents by obeying my  
father and mother.  
I promise to shoot straight with

my friends by telling the truth  
always,  
by being fair and square at  
work and play,  
by always trying to win, but  
being a good loser if I lose.  
I promise to shoot straight with  
myself  
by striving always to be at my  
best by keeping my mind alert  
and my body strong and  
healthy.

I promise to shoot straight with  
Tom Mix  
by regularly eating good, old  
Hot Ralston,  
the official Straight Shooters  
cereal,  
because I know Hot Ralston is  
just the kind of cereal  
that will help build a stronger  
America.

Sounds corny? Well, maybe, but it seemed to work way back then.

*Author's Note:* Information in this article was researched from various magazines, books, the public library, and memory.



## New in The Tape Library

By Maletha & Dick  
King

This month's entries into the library are more of *The Magnificent Montague*. This will conclude this series with Monty Woolley and Anne Seymour as his wife, Lily Boheme, and Pert Kelton plays the maid, Agnes. This delightful series is well worth the time for listening.

## New Cassettes Available



One member, Dave Clow, has been making cassettes for use by the Radio Reading Service of the Rockies. These shows are taken from the RHAC a Libraries and digitally-enhanced for broadcast by the blind

for the blind. Anyone wanting to borrow some of these cassettes should send to RHAC (PO Box 1908, Englewood, CO 80150) for a complete listing of the shows available. They are packaged in books of 8 cassettes and can be ordered by the set only. Packaging and shipping will be in the range of \$4.00 to \$6.00 and there will be no other charge made for the rental of the sets.

They will have the same 30-day use rule as the rest of library. We will send a listing of shows available to anyone requesting it. Just drop a note to RHAC PO Box 1908, Englewood, CO 80150 or call 303-761-4139 and Maletha will send you a copy.

## OTR Conventions 14th Annual OTR and Nostalgia Convention

Apr 28 & 29  
Radisson Hotel  
Cincinnati, OH  
Contact: Bob Burchett  
10280 Gunpowder Rd  
Florence, KY 41042  
(606) 282-0333

## 11th Annual Radio Classics Live May 5 & 6

Massasoit Community College  
Brockton, MA 02402  
Contact: Bob Bowers  
Massasoit Community College  
1 Massasoit Blvd.  
Brockton, MA 02302  
(508) 588-9100 ext 1906

## Kate Smith Festival XIII

June 2, 3 & 4  
Lake Placid Resort  
Lake Placid, NY  
Contact: Sarah De Natale  
157 Tacoma Ave.  
Buffalo, NY 14216

Continued on Back Page

## **OTR Conventions**

### **20<sup>th</sup> Anniversary of the Midwest Radio Theater Workshop**

June 5 - 10  
Fulton, MO  
Contact: Sue Zizza  
115 Dikeman St.  
Hempstead, NY 11551  
(516) 483-8321

### **16th Annual Lum and Abner Society Convention**

June 23 & 24  
Mena, Arkansas  
Contact: Tim Hollis  
81 Sharon Blvd.  
Dora, AL 35062  
(205) 648-6110

### **PEMCO/REPS Showcase VIII (Radio Enthusiasts of Puget Sound)**

June 30 & July 1  
Seattle Center  
Seattle, WA  
This year's theme is *OTR  
Treasures*. This year's first-time  
guests are Norman Corwin, Paul  
Herlinger, Jane Webb, and Jack  
Edwards. There are many  
returning guests.

Contact: Mike Sprague  
Phone: (425) 488-9518  
E-Mail: hrrmikes@aol.com  
Additional information on the  
Showcase is also available at  
the REPS Web site:  
<http://www.repsonline.org>

### **25th Friends of Old-Time Radio Convention**

October 19 - 22  
Holiday Inn-North  
Newark, NJ  
Contact: Jay Hickerson  
Box 4321  
Hamden, CT 06514  
(203) 248-2887  
JayHick@aol.com

### **17th Annual SPERDVAC Convention**

November 10 - 12  
Crowne Plaza Hotel,  
Los Angeles, CA  
More information later

**RADIO HISTORICAL ASSOCIATION of COLO.**  
**P O BOX 1908 ENGLEWOOD, CO 80150**

**FIRST CLASS MAIL**



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WA 99212

