



**RETURN WITH US  
NOW...**

RADIO HISTORICAL  
ASSOCIATION OF  
COLORADO

Volume 26, Number 07

February, 2001

## *Who is this unmasked "Gal?"*

See Page 3 for the story by Jack French.



# RADIO HISTORICAL ASSOCIATION OF COLORADO

PO BOX 1908, Englewood, CO 80150 303-761-4139

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

## RHAC Board Meeting Thursday, February 8, 2001 - 7:30 PM

At: Dick and Maletha King 900 W. Quincy Ave., Englewood, CO 80110 303-761-4139

*Old-Time Radio Is Alive in Denver!*

KLZ 560 AM	Music of the 1930's - 60's with John Rayburn	2 PM - 6 PM, Weekdays
KRMA Channel 6	Secondary Audio Program, <i>Tribute to OTR</i>	Sunday 2:00 PM
KEZW 1430 AM	<i>When Radio Was</i> weekdays	7:00 - 8:00 PM
KFKA 1310 AM	<i>Radio Memories</i> Sundays	6:00 to 12:00 PM
KUVU 89.3 FM	<i>Destination Freedom</i> Tuesday, February 20th	9:00 PM "Recorder of History" - (Story of Carter G. Woodson)

**RHAC WEB SITE** <http://www.old-time.com/rhac.html>

**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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### LIBRARIES

<b>Reference Material:</b>	Bill McCracken	7101 W Yale Ave #503	Denver, CO 80227	303-986-9863
<b>Logs &amp; Scripts:</b>	Fred Hinz	c/o RHAC P O Box 1908	Englewood, CO 80150	
<b>Open Reel Tape:</b>	Maletha King	900 W. Quincy Ave.	Englewood, CO 80110	
<b>Cassette Tape:</b>				
#1 (1-499)	Ron Gallagher	888 South Dexter #607	Denver, CO 80426	303-692-0531
#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

## RHAC Calendar of Events

*Watch here for upcoming events*

March, 2001	Possible RHAC visit to a "Live" <i>Destination Freedom</i> Broadcast
August, 2001	RHAC Picnic
December, 2001	RHAC Christmas Party

### 2001 Conventions

<b>15th Annual OTR and Nostalgia Convention</b>	Apr 20 - 21, 2001	Radisson Hotel in Cincinnati, OH
Contact: Bob Burchett, 10280 Gunpowder Rd., Florence, KY 41042	(859) 282-0333	<a href="mailto:zharadio@hotmail.com">zharadio@hotmail.com</a>
<b>12th Radio Classics Live!</b>	May 4 - 5, 2001	Massasoit Community College - Buckley Center, Brockton, MA
Contact: Buckley Center Box Office, 1 Massasoit Blvd., Brockton, MA 02302	(508) 427-1234	
<a href="http://www.radioclassicslive.org">http://www.radioclassicslive.org</a>		
<b>National Audio Theater Workshop</b>	June 18 - 24, 2001	William Woods Univ., Fulton, MO
Contact: Sue Zizza, 115 Dikeman St., Hempstead, NY 11550	(516) 483-8321	<a href="mailto:Suemedia1@aol.com">Suemedia1@aol.com</a>
<a href="http://www.natf.org/">http://www.natf.org/</a>		
<b>Radio Enthusiasts of Puget Sound Radio Showcase IX</b>	June 29 - 30, 2001	Seattle Center, Seattle WA
Contact: Mike Sprague, Box 723, Bothell, WA 98041	(425) 488-9518	<a href="mailto:HRRMIKES@aol.com">HRRMIKES@aol.com</a>
<a href="http://www.repsonline.org/01.htm">http://www.repsonline.org/01.htm</a>		
<b>26th Friends of Old-time Radio Convention</b>	Oct 25 - 28, 2001	Holiday Inn-North, Newark, NJ
Contact: Jay Hickerson, Box 4321, Hamden, CT 06514	(203) 248-2887	<a href="mailto:JayHick@aol.com">JayHick@aol.com</a>

## From The President

At the beginning of March 2001 Dick and Maletta King will be leasing out a property. The importance of this issue is that RHAC is currently storing much of the contributors library on this premises. Consequently all of RHAC's materials will have to be moved to a public storage facility. There will be approximately 100 cartons of 30+ tape boxes to move.

We are sorely in the need of volunteers who can help me and others in the following ways:

- ◆ Handle the tapes so that I can enter box titles, and other info, into a computer database
- ◆ Place tape boxes into packing cartons
- ◆ Load the packing cartons into trailers
- ◆ Be at the receiving location to help unload the cartons onto pallets for storage

We anticipate that this will take a day of effort, and are tentatively looking at Saturday, February 24th. The current storage location and the new site are both in S/E Denver, not far from Sante Fe and Hampden Aves. If you can help please contact me, Larry Weide, at (303)758-8382 or at [lweide@attglobal.net](mailto:lweide@attglobal.net).

Again, only one day of collective effort will allow us to save a significant source that will be otherwise be irrevocably lost. Thanks for whatever support you can give.

Larry

## Lonesome Gal Wasn't So Lonesome

By Jack French Copyright 2001

In the late 40s a sultry female voice stopped male listeners in their tracks....."Sweetie, no matter what anybody says, I love you better than anybody in the whoooooole world". Then, over sweet organ music, the lovely lady would croon:

"Lonesome.....I'm a real lonesome gal.

I can't stop feeling lonesome...

Heaven knows when I shall....."

As the music faded, that sexy voice continued softly....."Hi Babeeee....this is your Lonesome Gal...and I want you to sit back, kick off your shoes, and light up a pipeful of Bond Street Tobacco so you can relax with a gal that loves you...."

This unique, and quite remarkable, syndicated radio show was the product of radio producer Bill Rouseau, and his wife, Jean King, although her identity would not be revealed until 1953. It began as a local show on WING in Dayton, Ohio where King, then in her mid-30s, had perfected her show, interspersing mildly sexy chatter with instrumental music on records. John Dunning says of this show: King "spoke in as intimate a manner as radio would allow" and she soon "had more than fifty

stations and an income of six figures."

In public appearances, King wore a mask, adding to her mystery. Her local sponsors in Ohio were overwhelmed with the results of the advertising on her program. Based on her Midwest success, King headed to California again. She had originally gone to Southern California from her native Texas to look for acting work and she had minimum success in radio (a few roles on *I Love A Mystery*) and she played minor parts in grade-B movies, including some in the *Tarzan* series. After WW II, she headed for the Midwest and after two years of *Lonesome Gal* in Ohio, it was time to return to the West Coast.

King had trouble there, getting her show on the air, until her new husband, Bill Rouseau, a producer of *Dragnet*, was able to get sponsor syndication for hundreds of local stations. At one time, King was actually recording 300 of these 15 minute shows per week, all individually tailored to a particular sponsor or town. Philip Morris paid the bills in seven major markets in the U.S. King had a studio built in their home with a microphone so sensitive that, as *Time* magazine described it, it could "pick up each wisp of her breath and every sugary nuance of her voice."

Male listeners (married or not) found it difficult to pull away from this sultry siren of the airwaves. King did the whole show herself, with one engineer to play the records, nearly all of which were dreamy, instrumental love songs. Rarely did she play a record with a vocalist---no sense inviting competition into a tiny world of just her and her listener. Of course, she did all the commercials herself too, and they were written for her own special pitch.

A typical commercial, from an April 1951 show, delivered in her soft, slow, breathy voice, sounded like this:

"You know, sweetie, I hope you've got a special friend, someone that you know and understand so well that just sitting together without a word spoken is enough. I hope that you've got a friend like that and that you share another wonderful bond of friendship--Bond Street Tobacco. When you pass that mild, mellow Bond Street Tobacco over to your friend and watch him light up his pipe--that's like the old tradition of breaking bread. You see, Baby, what it amounts to is that you're sharing more than tobacco...you're sharing something precious....the experience of smoking a pipe full of pleasure--the joy of smoking Bond Street. It doesn't matter where you are--in a boat casting for salmon, or playing a game of cards, or just walking in the country. You and your friend are smoking your pipes, filled with Bond Street Tobacco, and somehow the fishing is better, the card game is more interesting, the walk is more enjoyable. So, Angel, be generous with all the things you have---share them with your friends. And there is no gesture more generous,

more friendly, than passing your Bond Street Tobacco over to your friend and saying 'Here you are--help yourself.' Because along with the pleasures of smoking he discovers, he'll discover another fine reason for saying: 'I'll Remember April'..... (And, of course, the engineer would then play the recording of "I'll Remember April" he had cued up.)

Each quarter-hour show would include one long commercial, two short commercials, and soft, sexy chatter introducing three or four short musical records. King prided herself on leading up to each song with an anecdotal story or commentary which ended with the title of the piece. Here's some samples of her dialogue and see if it isn't obvious what song will follow:

"Honey, last week I read about these two cute little dogs in a show-biz act who were dressed as bride and groom. And when waltz music started, they danced off together on their hind legs. No, it's true, really....but when I told other people about it, they didn't believe me...."

"Isn't it fortunate that talented people write these wonderful shows for the musical stage? I think of someone writing the story and the dialogue. And another person composing the songs to help us understand the story. Just think, Angel, they do all this work so that in the near future audiences can enjoy the magic of some enchanted evening...."

" Muffin, have you ever been on a scavenger hunt? Gee, I think they're fun! Every time I've been on one, I've been given a list of things that are almost impossible to obtain. Of course, that's what makes it fun. The most difficult things I every had to find were a bird's eye lash and a red curl from a bearded lady. Yes, scavenger hunts take you to some mighty far away places..."

Each show ended with a gentle good-bye, a reminder of the sponsor and an invitation to be on time for her next program. Here's a typical sign-off for *Lonesome Gal* in a late 40s show:

"Well, Sweetie, I've always said that I like everybody, but that doesn't apply to the guy that invented the clock. I no sooner get snuggled up and cozy with you and then I have to leave. But thanks to flavorful Red Top Beer, I'll be back Monday for another visit with you. Honey, I don't know about you, but weekends always make my heart grow fonder. They prove to me that your lonesome gal loves you better than anybody in the whole wide world. " Then the music theme fades in and she sings:

"If you have love to spare  
And lips to share....  
Why don't you be a pal,  
And share them.....with your lonesome gal?  
.....Good-night, baby".....

Any written transcription of King's programs cannot do justice to the warm intimacy her voice created. While she projected a sultry and thoughtful interest in her

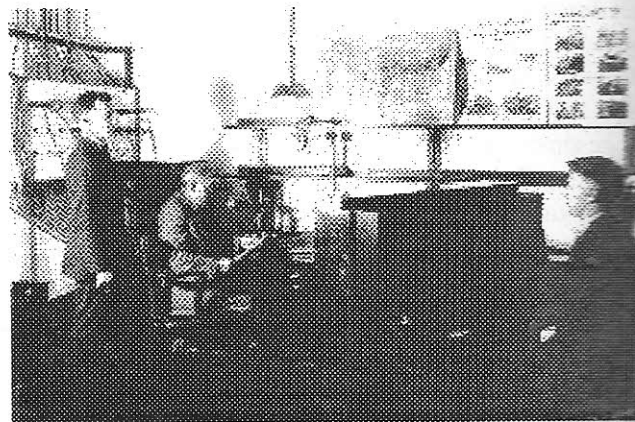
listener, there was nothing risqué or improper in her delivery or innuendo. She may have been selling sexuality, but it was freshly-scrubbed and made her audience very comfortable. Even a listener of today, half a century later, cannot help but feel some of the irresistible charm of the totality of these programs, including their commercials. *Lonesome Gal* was not only a one-of-a-kind show, it was one of lasting appeal.

King died in Aug 1993; she was 76. But we can remember her in a 50's publicity photo of her that Dunning includes in his 1976 book, "Tune In Yesterday." A total of about 27 of her 15 minute programs (most of them for Red Top Beer or Bond Street Pipe Tobacco) have survived and are in trading currency today. Listening to any one of them will convince the OTR fan that this program was truly something special.

#### Editor's Notes:

The photograph on the front page of this month's *Return With Us Now*. . . is the one mentioned in Jack's article from John Dunning's "Tune In Yesterday"

Jack French is the editor of *Radio Recall*, the Newsletter of the Metro Washington Old Time Radio Club. Jack has been collecting, researching and editing OTR-related material for over 20 years. His well-researched articles have appeared in more than half a dozen OTR publications in the U.S. including *Return With Us Now*. . . . In 1993 he won the Allen Rockford Award at the Friends of Old-Time Radio for his contributions to OTR research. Jack has conducted extensive research on radio's female crime-fighters, *Bobby Benson*, RCMP heroes on radio, *Ft. Laramie*, aviator shows and is working on the topic of Oriental roles in OTR.



## 9XM-WHA America's Oldest Station

By John Lazarus © 2000

The "oldest station in the nation" began broadcasting on 9XM early in 1917. University of Wisconsin physics students built their own transmitter. Their professor, Earle Terry, believing that radio could be put to use for

the public good, obtained support from the university's administration. The Madison station began airing voice and music across central Wisconsin. They soon added The Farm Report.

In 1918, during World War I, while other stations were ordered off the air, 9XM was authorized to continue its telephonic exchange with the U.S. Navy stations on the Great Lakes.

In 1922 the call letters were changed to WHA. That same year professor Edgar Gordon held what may be the first "sing-along" when he invited the radio audience to join in singing America on a 4th of July program.

1922 also marked the beginning of remote broadcasts, including a UW basketball game. Homemaker's Hour began in 1926. This was followed by the Wisconsin School of the Air in 1931 and the Wisconsin College of the Air in 1933, which offered university credit courses for all listeners.

In 1945 the Wisconsin Legislature created the State Radio Council which took over in order to ensure statewide broadcasting of educational and cultural programs.

A 1959 ceremony dedicated an historical marker commemorating the establishment of 9XM-WHA. Speaking at the event, internationally known electronics engineer L.M. Jansky, Jr. remarked, "Not only do I think this [oldest station] is correct in respect to WHA, but since it is well recognized that regular broadcasting started in the United States, WHA may also be credited with being the oldest broadcasting station in the world."

## **Earle C. Anthony, Incorporated**

By Lois Culver © 2001

Most Old-Time Radio show listeners have heard the sign off "Earle C. Anthony, Incorporated" in the KFI signoff. Since I worked at KFI for a number of years, I've been asked if I knew Mr. Anthony, so I thought I'd throw in a few Anthony memories. Just one fact - about his first station in Los Angeles which he, as a Packard car and truck salesman and electrical engineer, licensed as KFI in April 1922, and mainly served farmers with crystal sets. He was an announcer, and pitched his unsold Packard Clippers.

The rest about the old curmudgeon himself "as I knowed him".

Anthony was fascinated with Hawaii. He had written a song (could its name be "Coral Sea"?), named/painted the KFI studios the "colors of Hawaii" - Instead of A, B, C, D, they were: Auditorium (didn't fit with a Hawaiian name), Blue for the color of the skies, Coral, and Diamond (for Diamond Head). He often would call up late at night and say "Play <songnameIcantremember>" and no matter what was

going on at the time....that song would get played.

My office as National Traffic Manager at KFI was at a front window, and about once a week a long black car would SLOWLY pull up to the reserved space in front of my window. Anthony's driver would run around and help him out. He walked with a cane. I'd immediately phone his secretary and say "He's here!", and she'd wave the cigarette smoke away from her desk and be ready to greet him. (He kept a full-time secretary, Winnie Scott, although he was seldom there.)

He insisted that the floors be highly polished, and one of the maintenance men did just that....always back and forth, back and forth, for hours and hours, polishing floors. However Anthony never did go anywhere in the building but straight to his office. One night he slipped and fell. From that time on, the scared-to-death maintenance man used a machine that measured the polish on the floor...and kept going back and forth with that, hours and hours a day.

One Christmas Anthony bought a model train (I don't remember for whom)...but it put out REAL smoke. It was set up around his large office, and when he was not there, his secretary, some others and I would be on the floor playing with the train...but with someone standing by to phone if "He" was on his way.

I hated to have to put in a stint on the switchboard -- it was busy, and I didn't know where the night people's offices were - one of those old things with the long red cables to plug in. But one night someone caught me and I had to hold down the switchboard for an hour. Anthony had gone into his office and I was praying his line wouldn't light up...but of course it did. He grunted..."Get me Dean Martin." (Often it would be Bing Crosby, the mayor of Los Angeles or another notable.) A little black book at the switchboard had listings for Dean Martin - Home, barber shop, so-and-so's bar, etc. I finally found Dean in one of the bars and connected him with Anthony, but not after Anthony had come back online several times and grunted "Where's Dean Martin?"

He kept some small bronzed piece of equipment under glass in the rotunda of KFI -- ....from the very beginning of KFI, with a brass plate describing it. And from there was built radio stations in San Francisco and Los Angeles - a radio empire.

### **Editor's Note:**

Lois Culver is the widow of actor Howard Culver and worked at radio stations KWLK, in Longview WA 1941-1943 and intermittently at KFI, in Los Angeles 1944-1950. Her E-Mail address is: Lois Culver" <lois@chatlink.com>

This article first appeared in The OldRadio Mailing List!, Volume 01: Issue 18.

**Two Internet Old Radio Mailing Lists Available from The Nostalgia Pages!**

### *The Internet Old-Time Radio Digest!*

The oldest and largest mailing list dedicated to Old-Time Radio on the Net, this list (currently available in Digest format only) was started on September 14th, 1994 by Lou Genco, and has been going strong ever since! It's a large group, with one or more digests released every day.

To subscribe to *The Internet Old-Time Radio Digest!* send the command SUBSCRIBE in the SUBJECT of a message to

old.time.radio-request@oldradio.net

You'll receive the simple confirmation instructions within minutes!

### *The OldRadio Mailing List!*

This Internet mailing list is the place on the Internet to sit back, relax, and discuss the wonders of the Old-Time Radio Programming we all know and love. Its informal style leads to calm discussion of all things dealing with OTR! With a veritable "Who's Who" of OTR researchers as subscribers, you'll find interesting and informative postings.

This list is fully moderated by Charlie Summers, a long-time collector of Old-Time Radio programs, assuring you on-topic postings and a spam-free family-friendly environment. The moderator is involved in all aspects of Old-Time Radio collecting, making this mailing list a labor of love.

To subscribe to *The OldRadio Mailing List!*, simply put the command SUBSCRIBE in the SUBJECT of an E-Mail message to

oldradio-request@oldradio.net

You'll receive the simple confirmation instructions within minutes!



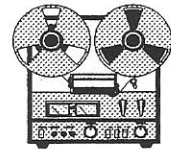
By JoAnn Bantin

The RHAC Players want to say thank you for helping make a *Christmas Carol* successful.

Many members were present and the audience was very receptive. The players really enjoyed producing this Charles Dicken's classic. On Dec 7, 2000 Kathy Melies, Fred and JoAnn Bantin shared a bit of old-time radio at Our Savior Lutheran Church. This was an more of an informative show to encourage the enjoyment of old-time radio.

March 3 and 4th, the players have been asked to do several performances for the Center of the Book at the Denver Book Fair. One of our productions will be the children's classic, Peter and the Wolf.

Other production decisions for the coming year will be announced soon. The Players are looking forward to another successful year and we hope to see all of you and your friends soon at one of our new productions.



## New in The Tape Library

By Maletha & Dick King

Our library continues with more of Red Skelton on *Avalon Time*. The writers for these shows certainly had great imagination to come up with the themes of these shows. They had Red Skelton in all kinds of roles of interesting historical characters in imaginary situations. It all works our for good entertainment.

We were then treated to a couple of shows of *Amos 'n Andy*, a *One Man's Family* Tribute, dated in April, 1952. We have a few odd adventure programs, some juvenile and some adult.

The shows for this month end with some BBC shows, which are very well done.

## A Very Special Request

We have a request for any copies of the show *Ethel and Albert*. Our club already has two reels of this show (Reels 070 and 776) and the lady that wants them already has copies of the ones we have. Later shows with this two characters were called *The Couple Next Door*; these are not the ones wanted by Peg Lynch, who wrote and played in the show.

If you can help us find any more of these shows, please let us know and we will get them to her and try to get them into the Contributors' Library.



## Articles Needed For: Your Newsletter!

Your Newsletter has enough articles for a few more issues. We will need articles throughout the coming year. Your help is needed and would be appreciated. To keep 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 what-ever 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.