



## Unique Products Go "Poof!" On Game Show

"Poof! There Goes Perspiration"  
by Danny Goodwin

Lincoln, Me. (DG)-

Many of you remember WHAT'S MY LINE? as one of the most beloved game shows in TV history. What you may not know is that WHAT'S MY LINE? was also a radio program. Its stint on the air was short (about a year), but it was on radio, nonetheless. Like its TV counterpart, WHAT'S MY LINE? was hosted by John Daly, and the panelists were Dorothy Kilgallen, Bennett Cerf, Arlene Francis, and Hal Block.

The WHAT'S MY LINE? radio show was a completely different broadcast from its TV counterpart. Instead of the familiar Sunday evening at 10:30 PM time slot (CBS TV), radio's WHAT'S MY LINE? began its run on Tuesday evening at 10:00 PM--- on another network.

WHAT'S MY LINE? aired its first broadcast on NBC Radio as a summer replacement program for *Philip Morris Cigarettes*. Since it was a summer replacement program, WHAT'S MY LINE? had a brief stint both in this particular time slot and for NBC Radio. After it finished its summer run, the program moved to

the CBS Radio lineup on Wednesday evening at 9:30 PM, still for *Philip Morris*. This particular setup lasted until Wednesday, November 26, 1952. The following week, *Philip Morris* was replaced with a new sponsor; at least new to the radio program. It was the same sponsor its' TV counterpart had at the time, *Stopette Spray Deodorant*.

*Stopette* was the modern product of its time. Before the days of the modern deodorant products with which we are familiar today, deodorant was made in either cream or liquid. *Stopette* was a liquid deodorant, but it was known as "The Original Spray Deodorant." Why it was called a spray and not a liquid was due to the packaging the deodorant came in. It was packaging no one had ever seen before--- the flexi-plastic squeeze bottle.

For people with butterfingers, they could drop the *Stopette* bottle to their heart's content, and it would never break, leak, or spill--- but it was a pain in the neck to pick up the bottle off of the floor. It was also wonderful for grumpy people in the middle of a temper tantrum. If something just had to be thrown against the wall, the *Stopette* bottle was perfect for throwing. There was no mess on the wall--- except a small hole shaped like a *Stopette* bottle! Hanging a small picture should cover the hole with no problem.

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# 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

## Old-Time Radio is Alive and Well in Colorado!

KEZW 1430 AM	"When Radio Was", with Stan Frieberg	Weekdays, 7:00 - 8:00 PM
Pirate Radio 104.7 FM	"Radio Memories" (Greeley)	Sunday, 6:30 - 12:00 PM
and, Pirate Radio internet streaming at <a href="http://www.pirate1047.com">http://www.pirate1047.com</a>		Sunday, 6:30 - 12:00 PM
KNUS 710 AM	"Radio Revisited"	Weekdays, 10:00 - 11:00 PM
KRMA TV Channel 6	Secondary Audio Program (SAP), "Tribute to OTR"	Sunday, 2:00 PM

RHAC WEB SITE <http://www.rhac.org>

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

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	Herb Duniven	4184 S. Syracuse St. Denver, CO 80237		
Directors at Large:	David L. Michael, Herb Duniven			

## LIBRARIES

Reference Material:	Bill McCracken	7101 W. Yale Ave. #503	Denver, CO 80227	(303) 986-9863
Logs & Scripts:	Fred Hinz	c/o RHAC PO Box 1908	Englewood, CO 80150	
Open Reel Tape:	Maletha King	900 W. Quincy Ave.	Englewood, CO 80110	
Cassette Tape:				
#1 (1-499)	David Gatch	PO Box 70	Glen Haven, CO 80532	(970) 577-0805
#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	3950 W. Dartmouth Ave.	Denver, CO 80236	(303) 937-9476
CD Library:	Thomas Woessner	3240 S. Lowell Bld.	Denver, CO 80236	(303) 936-4643

## Convention Schedules

**REPS Showcase**, June 24 - 26, Theme: "The Good Old Days" (reflecting both the love of OTR and the desire of the REPS board to hearken back to warm and fuzzy showcases of the past. Location: Northwest rooms at Seattle Center, Hotel: The Inn at Queen Anne (right across the street from the meeting rooms), Contact Mike Sprague at (480) 474-4480 or E-Mail at [hrrmikes@aol.com](mailto:hrrmikes@aol.com), or Showcase Registrar Mary Fichtenberg at [fichtenberg2319@msn.com](mailto:fichtenberg2319@msn.com), Details available on REPS website at [www.repsonline.org](http://www.repsonline.org).

**30th Friends of Old-time Radio Convention**, Oct 20 - 23, 2005 at the Holiday Inn, Newark, NJ; For information contact Jay Hickerson, Box 4321, Hamden, CT 06514 (203) 248-2887 [JayHick@aol.com](mailto:JayHick@aol.com), or check our web site: <http://www.fotr.net>

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June, 2005

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Since *Stopette* was sprayed on, the only part of the human body that came in contact with the deodorant was the underarms. All it took was a gentle squeeze of the bottle under each arm, and a fine mist eliminated perspiration and stink on contact. *Stopette's* quick work was known in advertising lingo as "**Poof! There Goes Perspiration.**" The word "**Poof!**" was important to *Stopette*, and it was closely associated with the product in its advertising.

"**Poof!**" was associated with *Stopette*, but it would go one step further than other words associated with products. Dr. Jules Montenier, the originator of *Stopette*, created a second product that was the perfect companion for *Stopette*. The name of that product, you ask? **Poof! Deodorant Body Powder.** (Personally, I'm relieved *Lifebuoy Health Soap* didn't go that extra step as *Stopette* did. I doubt there would be anyone buying a product called "**B.O.**")

Like *Stopette*, **Poof!** was also packaged in a flexi-plastic bottle. It was the only bath powder that was sprayed on instead of applied. After finishing a bath or shower, the person sprayed **Poof!**'s fine powder directly onto various areas of the human body. On contact, **Poof!** eliminated any and all odors. With the unbeatable combination of *Stopette* and **Poof!**, their users were free from unpleasant odors.



Dr. Montenier didn't sit on the success of **Poof!** and *Stopette*. He created yet a third product. This product was *Finesse*, a new golden colored cream shampoo. Known as the "**Flowing Cream Shampoo,**" *Finesse* washed away the dirt and gunk from the hair without touching the natural oils that made the hair bright and beautiful. Since *Jules Montenier, Inc.* made *Finesse*, I'll bet you already know how it was packaged--- and you would be right! *Finesse* was packaged in an unusual

flexi-plastic bottle known as the "**Accordion Squeeze Bottle.**" It was specially designed this way, so when the bottle was squeezed, the right amount of shampoo was poured out--- no more, no less.

The Accordion Squeeze Bottle was an impressive creation, but there was another handy item--- its cap. Instead of removing it completely, the cap stayed on the *Finesse* bottle. Just a flip of the cap, and the shampoo was ready to come out. When finished, the cap was placed back on the top. There was no losing the cap--- unless its user misplaced the whole *Finesse* bottle.

*Finesse* was the ideal shampoo to use in the shower. The main objective of taking a shower was to clean the entire human body--- and that included the hair on top of the head. During the early 1950's, shampoo bottles and jars were made of glass that could easily fall out of wet, slippery hands. When this happened, the shower was interrupted, and the man or woman was busy picking up the large chunks of broken glass. Of course, there was still a problem of the small pieces of glass. Since the man or woman was usually attired in his or her birthday suit and the broom and dustpan were usually in another part of the house, he or she had to put a bathrobe on, go to the location where the broom and dustpan were kept, take them back to the bathroom, sweep up the remaining glass pieces, put the broom and dustpan aside, take off the bathrobe, and resume the shower. It was a hassle. With *Finesse*, all that stuff was unnecessary. The typical *Finesse* bottle could be dropped time and again without breaking. It was a little inconvenient to pick up the bottle, but it was also a definite improvement from picking up broken glass and worrying if the unprotected bare feet would come in contact with any stray glass slivers and particles (**OUCH!**).

Since their introductions, *Stopette*, **Poof!**, and *Finesse* were all very successful and popular products. Their popularity also meant copying by the competition. Before you can say "**Jack Robinson,**" there were several other brands of spray deodorant, talcum powder, and shampoo on the market--- all in unbreakable plastic bottles.

Dr. Montenier was a pioneer with his creation of *Stopette*, **Poof!**, and *Finesse*--- and for the use of plastic to package the three products. Although *WHAT'S MY LINE?* wasn't on radio very long, the radio listeners had a chance to hear about three unique products that fitted in nicely with the "modern" 1950's.

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# The Spirit of Bob Hope

May 29, 1903 - July 27, 2003



*RHAC member Paul Barringer found these wonderful quotes from Bob Hope and shares them with RWUN.*

## **THIS WILL PUT A SMILE ON YOUR FACE!**

It is a nice little tribute to a man who DID make a difference:

### **ON TURNING 70;**

"You still chase women, but only downhill".

### **ON TURNING 80;**

"That's the time of your life when even your birthday suit needs pressing."

### **ON TURNING 90;**

"You know you're getting old when the candles cost more than the cake."

### **ON TURNING 100;**

"I don't feel old. In fact I don't feel anything until noon. Then it's time for my nap."

### **ON GIVING UP HIS EARLY CAREER, BOXING;**

"I ruined my hands in the ring ...the referee kept stepping on them."

### **ON SAILORS;**

"They spend the first six days of each week sowing their wild oats, then they go to church on Sunday and pray for crop failure."

### **ON NEVER WINNING AN OSCAR;**

"Welcome to the Academy Awards or, as it's called at my home, 'Passover'."

### **ON GOLF;**

"Golf is my profession. Show business is just to pay the green fees."

### **ON PRESIDENTS;**

"I have performed for 12 presidents and entertained only six."

### **ON WHY HE CHOSE SHOWBIZ FOR HIS CAREER;**

"When I was born, the doctor said to my mother, 'Congratulations' You have an eight- pound ham'."

### **ON RECEIVING THE CONGRESSIONAL GOLD MEDAL;**

"I feel very humble, but I think I have the strength of character to fight it."

### **ON HIS FAMILY'S EARLY POVERTY;**

"Four of us slept in the one bed. When it got cold, mother threw on another brother."

### **ON HIS SIX BROTHERS;**

"That's how I learned to dance, waiting for the bathroom."

### **ON HIS EARLY FAILURES;**

"I would not have had anything to eat if it wasn't for the stuff the audience threw at me."

### **ON GOING TO HEAVEN;**

"I've done benefits for ALL religions. I'd hate to blow the hereafter on a technicality."



[Here is the latest press release from REPS regarding their upcoming (June 24-26) convention. This really sounds like a great convention! - Ed.]

### Radio Enthusiasts of Puget Sound PRESS RELEASE:

Hal Stone, Bob Hastings and Rosemary Rice, stars of the popular Archie Andrews show, will be reunited at Showcase 2005, June 24-25 in Seattle, presented by The Radio Enthusiasts of Puget Sound, (REPS). They will be joined at the Good Ol' Days celebration by Bill Idelson, Rush on Vic and Sade.

The Good Ol' Days will be a relaxed and peaceful time with top entertainment concentrated on Friday and Saturday only at the Seattle Center complex. Talking about originals in original roles here comes Art Gilmore, announcing as he did in the Golden Age, The Adventures of Frank Race. One more original is Bob Hastings in a superb X Minus One.

There will be plenty of time to relax, mingle with your favorite stars and join in as we are "just sittin' around and visiting" with them. Additional favorite stars will be Gil Stratton Jr., Anne Whitfield Phillips, Herb Ellis, Ray Erlenborn, Alice Backes, Esther Geddes McVey, Frank Buxton, Larry Albert, and Dick Beals.

Along with very funny and fresh episodes of Archie Andrews and Vic and Sade, all of this talent will be seen and heard in Imagination Theater, Escape, Lights Out and the Screen Directors Playhouse. Frank Buxton will lead a company of experienced folks to bring you Improv Radio, taking ideas from the audience and creating a show on the spot.

A new feature, Twosomes on Radio will visit with Ethel and Albert, The Bickersons, Abbott and Costello plus Stone and Hastings as Bob and Ray. Great panels, interviews and vendors will all be a part of the experience in Seattle. And, the Club will make calls to stars who couldn't attend, such as Norma Jean Nilsson and Rhoda Williams. This block of time, heard by all in the audience, is called Number Please.

The new REPS Board has emphasized many times that they have a driving determination to be sure that this event is totally fun, relaxed for all attendees,

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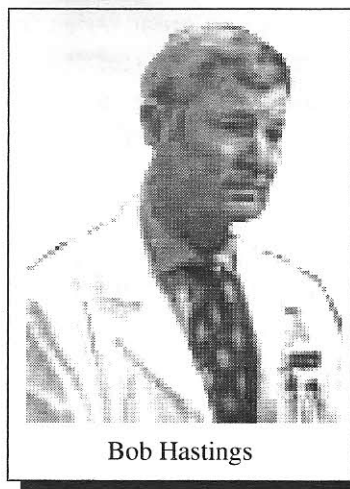
friendly and that the honorary members feel truly honored.

For information on registration, the club's website is, <http://www.reponline.org>

Or, you can contact mike Sprague at, [hrrmikes@aol.com](mailto:hrrmikes@aol.com)



REPS President - Dick "Speedy" Beals



Bob Hastings

## CRYPTOGRAM

by Jack Richards

*Cryptograms are created from quotes, catch phrases, or other sayings from OTR shows. Each letter in the cipher stands for another. After the quote, decipher the name of the show in which it appeared.*

#3 Clue: P equals G.

**"B LC JAZ MABGJHZS, LFV B DFKM  
CLFT JABRPG, IKS B MLHD QT**

**RBPAJ."**

**JAZ MABGJHZS**



## ***New in the Tape and CD Libraries***

by Maletha King

This month our additions to the CD library start with more episodes of **"Fibber McGee and Molly"** from the WWII days. We will be adding more of this popular show sometime in the future. From the McGees shows we move on to **"The Amazing Mr. Malone"**, a detective series.

We continue our offerings this month with **"The World Adventurer's Club"**, which is a very interesting series of short stories of "what might have happened" that are intriguing and yet to be taken with a grain of salt. Then it's on to **"The Sealed Book"**, which is a great series for those who want to let their imaginations run amok. Along this same line of thought, we're also adding more episodes of **"Escape"** that continue with the series offered several months ago.

We want to remind members that some of their orders may be a bit delayed during the next couple of months, as various librarians will be taking well earned time off for their vacations.

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From the Desk of  
the Editor  
by Carol Tiffany



Jack French, editor of *Radio Recall*, the newsletter of our sister club in metro Washington, D.C., has won the "Agatha" award for Best Nonfiction Book of 2004 for his book "Private Eyelashes; Radio's Lady Detectives". The award was presented to him on April 30, 2005 in Arlington, Va. at the 17<sup>th</sup> annual *Malice Domestic*, the largest mystery convention on the East Coast. This is the first time in the 17-year history of *Malice Domestic* that an OTR book has won an Agatha award. Congratulations, Jack!

This issue of RWUN features an interesting (and funny) article from Danny Goodwin about the products which sponsored radio's version of *What's My Line*. Paul Barringer has put together a great tribute to the late Bob Hope with quotes reflecting many of the milestones in Mr. Hope's life, and we have another preview of the June REPS convention in Seattle.

We are still in need of both long and short articles for the newsletter, so if you have any ideas, please send them in.

Good Listening to all . . .

Congratulations to ....

**Dads,**

**Grads,**

**and newly weds!**

Answer to the cryptogram puzzle

"I am the Whistler, and I know many things, for I  
walk by night."  
The Whistler