

# SPERDVAC



Vol. XV, No. 2

The Society to Preserve and Encourage Radio Drama, Variety and Comedy

February 1989

## Dahlstead Recalls Radio

Radio announcer Dresser Dahlstead was the SPERDVAC featured guest at our January 14th meeting in Thousand Oaks.

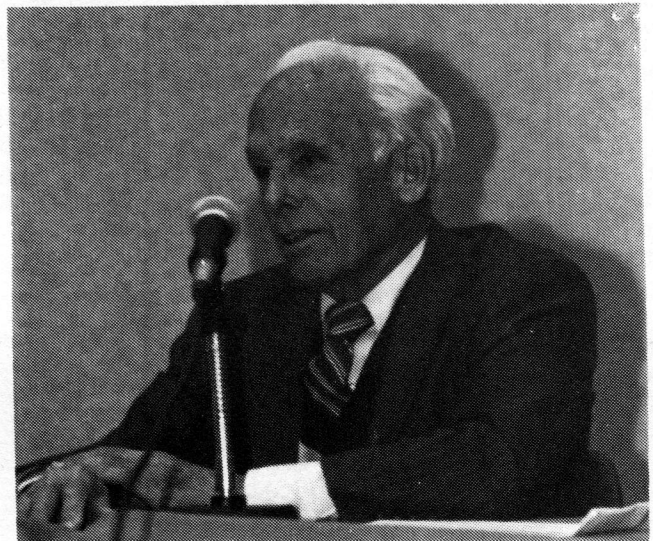
Dahlstead started out as a college student of electrical engineering but drifted into radio work at a small Ogden, Utah station. He liked doing voice work rather than electrical work, but when winter came and his folks beckoned from San Francisco he moved there, eventually getting a job with NBC in San Francisco.

In the early 30's, NBC had the Blue and Red networks. He was able to do some announcing for both. At that time, SF was the West Coast headquarters of NBC. Soon after NBC's move south to Hollywood, Dahlstead followed. He joined Ralph Edwards on Truth or Consequences spending about thirty years with Edwards on radio and TV.

He says he knew nothing at all about TV when Edwards asked him to join his TV operations but that he learned fast and soon became an assistant producer. In the present, he hasn't worked in two years, but does some consulting work and records tapes for the blind.

He was an animated guest and answered several questions. A couple of his anecdotes follow: He was doing an announcing job in one studio but was assigned to periodically run down the hall to another studio to announce a station break and ring the NBC chimes. The gang there sabotaged him by placing a very large man in the narrow corridor. Dahlstead tried but could not get by the big grunt. *"Of course I panicked. I thought, there goes my job."* Some one else did the station break for him, however.

In the 30's at NBC in San Francisco, the engineer sat in the booth with a notepad and a board with switches that lit up when thrust "on." Now, the announcer had before him an identical board. Part of the announcer's, not the engineer's job, was to flip the switches to send the program to the listed locations, and to ring the NBC chimes. (Any body's guess why the engineer didn't do these things). Engineers just loved to put an announcer on report if he made an error in switch flipping. Dahlstead says the whole wretched set up must have been "the product of some diabolical engineer."



Mr. Dahlstead was associated with ABC Radio for many years. One of his best remembered announcing jobs was on Carlton E. Morse's *I Love Adventure*.

### Lux Show Delayed

#### MARCH ADVANCE

Radio Dinner Theatre, scheduled for March 11 at the Crown Plaza Hotel has been CANCELLED ..... it seems the hotel "over-booked" and SPERDVAC was left high and dry !!

### IT'S ELECTION TIME

Time to VOTE next month! Let us not let the faithful 166 be the only ones to vote this year. They carried on for us while we sat back and did not express our choices. All of us need to take an active part in SPERDVAC. We are all interested in the basic premise of preserving Old Radio. So are the people who have given their time or the people who want to. ONE WAY WE CAN ALL PARTICIPATE IS BY VOTING! Read what the candidates have to say and vote for the ones you like. Get your ballots filled in and mailed. VOTE!!! *Amen, we say!*

# FROM THE PRESIDENT

by Larry Gassman

## Election Coming

Enclosed in this *Radiogram* is your ballot for voting for those running for the Board. Ballots were sent to members who were eligible as of January 15th. We ask that you take a few minutes and vote. Please return the ballots by mail to the election chair, Catherine Passarelli. They should reach her no later than Friday, March 10th: 10615 Butterfield Rd., Los Angeles, CA 90064 - (213) 838-6894.

Our laws of incorporation state that we must have an annual membership meeting where a brief overview of the corporation is explained. It is also a time when members with ideas or complaints may be heard. Our election rules state that ballots which are brought to this meeting must arrive by 12:15 PM.

The major purpose of the March meeting is to elect a new Board; it will begin at noon. The ballots will be counted and the new Board and Officers will be announced; committees will make reports; we will hear from any member who wishes to address the board.

## Picture This

Imagine a SPERDVAC convention with a large crowd plus workshops, re-creations, banquets, and much more. Now imagine the excitement when the pictures taken at the convention come back. You discover that the film covering part of the convention has been pre-exposed and all of those pictures are lost! Now, you may be aware of how we felt when this mistake was discovered. If you took pictures of the many events and people at our convention in November please call us. We would like to borrow them and make copies for our archives. In addition, if you have pictures from the past of other SPERDVAC functions which you think would be of value to us, please call (213) 947-9800 and let us know.

## Volunteers Needed

In any organization, there is a certain amount of volunteer turn-over. Most Librarians, for example, last for three to four years and then ask to be replaced. Many Board Members have been active as both officers and members of the Board for 8, 9 and 10 years. There comes a time when the individual decides it is time to step down and watch from the sidelines. SPERDVAC is now experiencing this type of attitude from several Board members, including yours truly.

SPERDVAC now serves over 1400 members. Our greatest source of income is our libraries. We are beginning to see a greater number of people borrowing tapes. However, we have not seen the list of volunteers grow. In order for SPERDVAC to continue to function efficiently we must see a growth pattern in volunteers not only for Board and officer positions, but also for copying and librarian projects. We have a list of dubbers but we need more. Those who have not been contacted, soon will be.

Our membership growth is rapidly outnumbering the few who attempt to serve them. We must see a shift in this regard soon. I've already

# Acquisitions Column

by John Gassman

Long time radio director Bob Steel wonders if anyone knows how he might reach radio writer, Nelson Gidding. Mr. Gidding wrote for Bob Steel programs such as **THE SHADOW** and **AUNT JENNY**. If you can help, call or write SPERDVAC (see The Directory, this issue).

SPERDVAC needs a tape coordinator right now! The General Library has been tape abused for many years. Tapes are broken or accidentally erased and need to be repaired. As SPERDVAC grows larger we find that multiple copies of popular shows must be recorded for an increasing number of library users. We need someone living in Southern California to see to it that these things are accomplished. Remember, I said that the coordinator would delegate these tasks, he or she does not necessarily have to physically record and repair all the tapes. I have a long list of nice people from all over our country who have offered to dub tapes for SPERDVAC. We would like to put them to work. We can only do so with your help.

As Acquisitions Chairman, I can not and will not fill this coordinator position any longer. If we do not hear from a new tape coordinator volunteer soon, the number of tapes of the General Library will grow larger, thus making it even more difficult for impatient listeners to receive long awaited orders. PLEASE HELP SPERDVAC now. If you have questions or would like more information, I would be happy to talk to you, call me at (213) 947-9800. I look forward, as does SPERDVAC, to hearing from you soon.

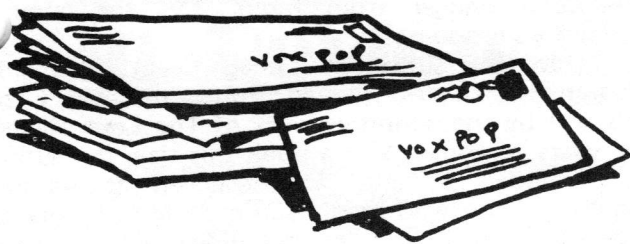
<b>SPERDVAC MEETING</b>	Saturday February 18th 12 Noon
GUEST IS JEAN VANDER PYL	
Buena Park Library 7150 La Palma Ave (at Knott), Buena Park	

spoken to some members. If you are interested, and can devote some time please write or call me and I will go into great detail with you about a specific position.

The many committee chairs and officers enjoy what they are doing. We meet many fine people through our radio hobby. We also like to think that the policies we have instituted have made a difference. I will keep you updated as to our success rate in finding a solution to this growing problem of reduced volunteerism in future issues of the *Radiogram*.

After reading this, don't forget to vote - and please think about lending your time and energies to SPERDVAC as a volunteer and/or a Board member in 1990. Until next month, please keep in touch.

# VOX POP



Dear John and Larry Gassman,

You may recall my correspondence from February 1988 in which I said I was gathering information for a book on the CBS "War of the Worlds" radio broadcast. When it became apparent that no publisher was even slightly interested in such a book, I put that project I was working on, on the back burner.

In its place, I HAVE gotten publisher interest in another project and once again I am writing to you for assistance. Here is the topic of the book, briefly: During World War II, the Special Warfare branch of the Office of Naval Intelligence was engaged in a super-secret project known as the "Norden Broadcasts." These were propaganda messages, recorded in German by an American Naval Reserve Commander whose *nom de guerre* was "Fregatte Kapitän Robert Lee Norden." For more than two years, Commander Norden broadcast factual but carefully worded programs to the U-boat crews at sea and the German Maritime High Command in Europe. The broadcasts were successful in helping to undermine U-boat personnel crew morale, and encourage those captured as POWs to divulge considerable material to their interrogators.

The Norden Broadcasts were researched and written by people assigned to the Special Warfare branch of ONI. However, the glass transcription discs were recorded at the Department of the Interior, then shipped or delivered to New York, where the Overseas Branch of the Office of War Information got them broadcast over the transmitters operated by NBC's International Division.

I have spent a couple of years in research on this project and have seen nearly every declassified document that pertains to the "Norden" project. I still am hoping to get information about the following. In writing to SPERDVAC I hope that some of your members might be able to respond directly, or steer me on to others who would have knowledge of, or information about, this project, as follows:

1. I would like to contact anyone who has knowledge about the World War II period recording/broadcasting facilities at the Department of the Interior, in Washington, DC.
2. I would like to contact anyone who worked for NBC or CBS during this period; in particular, for these networks' international/overseas divisions.
3. William H. Cullinan was the Officer-in-Charge

of the Special Warfare branch that produced the Norden Broadcasts. I know only that his rank was Commander in the Naval Reserve, that he came from Boston, and had a pre-war career as a broadcaster and writer of travel articles. I would appreciate any information concerning his whereabouts today.

Hope to hear from you and your members soon.  
Sincerely: J. Wandres, 624. Randall Way - Matawan,  
NJ 07747-1918 - (201) 566-7594.

**Al Kozeliski, Klamath Falls, OR** - How about getting together a list of stations/frequencies and times radio drama is presented on those particular stations.

**Raleigh E. Barker, Montgomery, TX** - Since I am retired I have free time. By March 1st I will have a computer and will be glad to prepare lists or sort data, as needed.

**Wendell Basista, Haughton, LA** - Thanks! You volunteers don't get enough recognition. You folks keep OTR fans, like me, happy. Keep up the good work!

**Rob Glass, Hillsboro, OR** - I would like to see a new, updated list of the *unavailable* reels from the libraries so I stop trying to order them. I would also like to see the reel boxes marked to indicate what's inside, i.e. "The Shadow" instead of just "Reel 101."

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# RADIO IN REVIEW

by Chris Lembesis

Welcome again! This month we take a look at a radio favorite from two different authors, memories of a box top and a dime, a look back at radio and TV history from a different angle, where to go to research your favorite area of radio history, and a look at the accomplishments of a great performer who contributed to radio's Golden Age.

**FROM OUT OF THE PAST: A PICTORIAL HISTORY OF THE LONE RANGER.** By Dave Holland. *The Holland House. 1988. \$100 Leatherbound Collector's Edition of 250, numbered and signed. \$40 Clothbound. (17142 Index Street - Granada Hills, CA 91344).*

This is the story of **The Lone Ranger** as I have never heard or seen before. With all due respects to those who have written some wonderful books on a certain aspect of the Ranger (**WHO WAS THAT MASKED MAN?**) by David Rothel, 1976 and 1981; **GEORGE W. TRENDLE** by Mary Bickel, 1971; **HIS TYPEWRITER GREW SPURS** by Fran Striker, Jr., 1984; **THE MYSTERY OF THE MASKED MAN'S MUSIC** by Reginald Jones, 1987), we have a monumental work that will set the record straight for all time about which *Time* magazine called "...the greatest hero ever created on the air."

This is a work of deep and meticulous research. We take a look at the development of **The Lone Ranger** on radio, films, TV, the pulps, comics, recordings, premiums, and more. The author's style is informative and lively, based upon a love and respect for this radio legend, and as he puts it "...I have wanted for so long to see in one book the many faces of the man whose face we were not supposed to see, the many guises and disguises over the years, the many masks."

I had the pleasure to meet the author last year when he was finishing up his work for this book. His dedication and research with an attention to detail shines throughout this work. Did you know that the Ranger played the guitar and sang at one time on radio? Announcer Fred Foy was Brace Beemer's understudy and, lo! DID play the Ranger on the air!

**air! Was The Lone Ranger** created by George W. Trendle, Fran Striker, or Harold True? Find out how all played a part.

Fascinating stories, reminiscences by many who were a part of the program, rare photographs and script samples make this a well-rounded portrait of **The Lone Ranger**. For you TV buffs, there is a synopsis of all 221 productions and a fond look at the two movie serials and three film versions of the Masked Man. In another interesting section of this book are the film locations you can visit and how to get there, shown with some great color photography. Tonto gets his own chapter and we find out he had a

life before he met the Ranger. The collectors and what is collectible has its own section. I did not realize how many commercial tie-ups there were with the Lone Ranger from radio, TV, the comic premiums, and so on.

How do I sum up this magnificent and highly recommended work? Simple. Forget the cost, I feel this will be the definitive work of **The Lone Ranger** for years to come. With a book this size, the author has included a large acknowledgement section, thanking those who assisted in putting this work all together. That list is large, including some of us from SPERDVAC. We thank the author for that recognition. If you can attend the next few SPERDVAC gatherings, this book will be on display and, hopefully, the author will be available to autograph your copy and answer your questions about **The Lone Ranger**.

**THE LONE RANGER PICTORIAL SCRAPBOOK.** By Lee Felbinger. *Countryside Advertising. 1988. \$25 Softbound. (Box 159, Badman Road - Green Lane, PA 18054).*

What is this, another Lone Ranger book? You bet, and a nice one at that. Unlike the above work, which is a history of the character, this work represents a complete guide to collecting memorabilia. Of course, there is some overlap between the two books but, in my opinion, not much.

In the foreword by Bob Beemer, Brace's son, he tells us what it is like to be the son of a famous radio star. The author sets the tone with his Yesterday Hereos intro, and then goes into the various media the Lone Ranger appeared in: radio, TV, films, etc. The photos are interesting, especially the ones where the radio lone Ranger (Brace Beemer) and the TV Tonto (Jay Silverheels) make personal appearances together! Another interesting photo spread is **The Lone Ranger** Frontier Town Celebration in Cheyenne, WY. on June 30, 1948. We have a recording of that celebration of **The Lone Ranger's** 15th year on radio in our archives catalog. Now you can see what you only heard unless you were there back then!

The last half of the book is the most interesting, and that consists of the toys, premiums and giveaways that **The Lone Ranger** offered. Unfortunately, except for the back cover, all the collectible photos are in black and white, and an area like this screams for color because the items are unique and colorful. The author indicates the item by when it came out and the value it has today on the collector's market.

An interesting book this, for those of you who want to start or expand your collection. The author himself is a collector of Lone Ranger memorabilia and is well qualified to write on such.

**ILLUSTRATED RADIO PREMIUM CATALOG AND PRICE GUIDE.** By Tom tumbusch. Tomart Publications. 1989. \$36 Hardbound. (409 East Stroop Road, PO Box 2101 - Dayton, OH 45429).

# Radio in Review



Ask almost anyone who really remembers those Golden Days of Radio what stands out most in his memory. Some will say a certain show or a particular star, but many will proudly say it was the premiums offered that made him a loyal fan of that show. Remember eating some of that breakfast food we hated to save that box top to get that premium, and then patiently waiting everyday for the mailman to deliver it?

Our impatience subsided when we saw that postmark that said Chicago 77. Captain Midnight didn't let us down! But something happened. We got older and lost our interest and those premiums. Many of us wish we hadn't. We want them back and the memories of a time that came with them that is no more. But, fortunately, some of us saved these gems and enjoy sharing with us what they were and what they mean today.

That is my premise for a delightful work written by an expert in the field. The author has three previous editions of this work, but this one is his best and most thorough. He has put together a book with over 2,000 illustrations, and that includes two eight-page sections in full color. Because this is a work that will be used by collectors as a guide and to you who want to know more about the world of collecting radio show premiums, the samples presented via black and white or color photography have to be sharp, and in this volume they are.

In this work we meet the author in his Foreword about the world of premium collecting. Then, he follows with a market report and why we want them and are willing to pay "premium" prices. You will learn about the rarest premium, how many of the various items were mailed and the most requested. We find out what collectors consider to be the ten most sought after and ten rarest available premiums. The sponsors backgrounds and the roles they played are discussed, and we find it all a marketing dream - a great way to test a new product, or help move an old one. Here the key was to reach mom and show that the product was nutritious. It worked!

Time out gang! What was the most successful premium? That's easy! The Lone Ranger Atomic Bomb Ring. From 1948 to 1957 over six million were made. Still have yours? This book abounds with fascinating statistics, all documented.

We meet Sam Gold, who was an important part of radio's history. The box top boys would hire him to come up with the premiums they needed to increase cereal sales. We meet the designers and find out about the Einson-Freeman Company and how the prototypes were produced. Premiums were big business.

This opus also tells us about the store displays, and window dressing used to promote a product. Informative backgrounds about the shows that

offered the premiums are discussed and, notice, the author tells us that kid shows were not the only type that offered premiums. The daytime serials, comedy and dramatic shows, and even newscasters had something to offer. Here is something I didn't realize, but the same writing team of Robert Burt and Willfred Moore who gave us **THE AIR ADVENTURES OF JIMMIE ALLEN**, also created **CAPTAIN MIDNIGHT**, and later penned **HOP HARRIGAN** and **SKY KING**.

Except for some show dates, this is a very accurate and enjoyable work. Is every last premium ever offered from radio's Golden Days in this volume? I would say almost, perhaps 98%. And the author welcomes any additions or corrections. I found only a few book premiums not shown, such as Bob Hope's **THEY GOT ME COVERED**, which was a Pepsodent premium you may have. The work concludes with a look at local New York kids' shows from 1928 to 1934, and collectors' ads. Get this book!

**ON THE AIR: PIONEERS OF AMERICAN BROADCASTING.** By Amy Henderson. Smithsonian Institution Press. 1988. \$27.20 Softbound. (470 L'Enfant Plaza, Suite 7100 - Wash., DC 20560).

With SPERDVAC starting its 15th year, many memories may have come back to some of us, including yours truly. But, of all the accomplishments we have experienced, perhaps the article by member Leonard Maltin that appeared in the March 1987 issue of the Smithsonian has the most meaning. Entitled "They're Tuned In to the Thrilling Days of Yesteryear," it brought national attention to our organization and its goals and, happily, our greatest source of new membership.

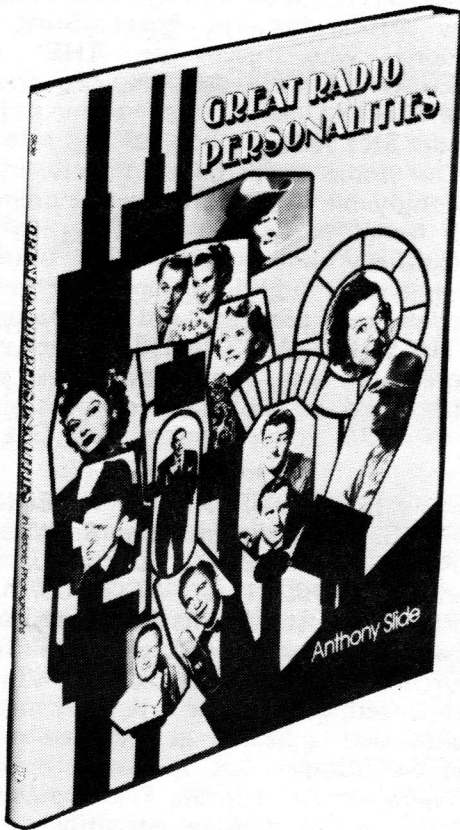
A recent exhibition at the National Portrait Gallery in Washington, DC has brought back the Smithsonian for another look at radio and TV history and the basis for this book. With contributions from the Museum of Broadcasting and other sources we have a look at the history of radio and TV with some very insightful commentary by those who were a part of it, along with some fascinating photos, some previously unpublished.

This is a very enjoyable work, which is about 2/3 radio and 1/3 TV for those of you who wish to know how it leans. This is a work not rushed together, and time and care was exercised in covering all the facets of early radio and TV accomplishments.

The areas covered are Inventors and Entrepreneurs; High Culture; Comedy; The Rise of Broadcast Journalism; Variety; Drama; Sitcoms and Serials; Children's Shows; Politics and the Media. Each of the above categories includes capsule biographies of those who were a part of it and it is well done.

This is an excellent work to introduce the younger set to radio history and I commend the author for presenting it as such. The cover used could not be a better choice. It is from an original watercolor by Miguel Covarrubias titled Radio Talent, painted in 1938. Our thanks to Lisa Mincey and Heidi Lumberg for bringing this work to our attention. Recommended.

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 Drama; Mystery; Detective; Science Fiction.

Austin, Jerry                4312 Pearl Court    Cypress CA 90630                    (213) 865-2684  
 Reel-to-Reel; Cassette; Turntable.    No Catalog  
 Mayor of Town; Silver Theatre; Radio Reader's Digest; Hermit's Cave; Others in Good Sound.

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Block, Al                    735 Cedar Avenue    San Bruno CA 94066                    (415) 588-0686  
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Drisko, George              24 Oak Street    Springvale ME 04083                    (207) 324-8606  
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 Fred Allen.

Dunn, Gary A.              1039 West Roses Road    San Gabriel CA 91775                    (818) 281-2852  
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Easter, David L.            1900 Angleside Road    Fallston MD 21047                    (301) 877-2949  
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 Reel-to-Reel; Cassette.                    Catalog Available  
 Comedy; Science Fiction.

Gallard, Marjorie            1741 West 26th Street    San Pedro CA 90732                    (213) 831-0549  
 Cassette.                                      No Catalog  
 Comedy; Detective.

Graham, Linda              110 South Mayflower Street    Monrovia CA 91016                    (818) 357-5137  
 Cassette.                                      No Catalog  
 Lum & Abner; Amos & Andy; Fibber McGee & Molly.

Haefele, Dan                4366-D 136th St.,    Hawthorne, CA 90250                    (213) 973-5060  
 Reel-to-Reel; Cassette; Turntable.    No Catalog  
 Various programs -- Good Sound Quality Only.

Holmes, Charles E. 1111 San Juan Drive Charleston SC 29407 (803) 571-1729  
 Reel-to-Reel; Cassette; Turntable. Catalog Available  
 Any except big bands and variety-type shows.

Jones, Scott 4741 East Grant Fresno CA 93702 (209) 255-5467  
 Reel-to-Reel; Cassette. Catalog Available  
 All kinds of shows.

Olsen, R. E. P. O. Box 643 Madison NJ 07940 (201) 635-7817  
 Reel-to-Reel; Cassette. No Catalog  
 Drama; Mystery (I Love A); Serials; Dance Band remotes.

Palmer, Jack L. 145 North 21st Street Battle Creek MI 49015 (616) 962-8807  
 Reel-to-Reel; Cassette. Catalog Available  
 Country Music (Barn Dance, Opry, etc.); Comedy; Vic & Sade.

Palmer, David L. 7681 Buckthorn Drive NE Bremerton WA 98310 (206) 692-5675  
 Reel-to-Reel; Cassette. No Catalog  
 I Love A Mystery; General interest in all other shows.

Papp, John P. 58 Woodlawn Street Schenectady NY 12306 (518) 355-1364  
 Cassette. No Catalog  
 The Bickersons.

Richards, Frank 323 Waverly Street Shillington PA 19607 (215) 775-3734  
 Cassette. No Catalog  
 Dragnet; Yours Truly, Johnny Dollar.

Sayles, Ron 4278 N. 53rd Street Milwaukee WI 53216 (414) 462-5600  
 Cassette. No Catalog  
 Science Fiction; Gunsmoke; Drama; Mystery.

Seltzer, Greg 39 Martin Cook Road Richmond NH 03470 (603) 239-6261  
 Cassette. No Catalog  
 Fred Allen; The Whistler; All other shows; SPERDVAK Salutes.

Stevens, Gene 5810 North 37th Street Paradise Valley AZ 85253 (602) 955-8758  
 Cassette. No Catalog  
 Big band remotes; Abbott & Costello; Amos & Andy; Lux Radio Theatre; Others.

Sullivan, John J. Townhs #8 241 Lexington St Woburn MA 01801 (617) 938-6291  
 Cassette. Catalog Available  
 All types; Favorites: Mystery, Drama.

VanderDoes, Ray 1073 21st Street Ogden UT 84401 (801) 399-5363  
 Reel-to-Reel; Cassette. Catalog Available  
 Suspense; Gunsmoke; Lux Radio Theatre; The Great Gildersleeve; Escape.

Ward, Dave 11955 Walbrook Drive Sarasota CA 95070 (408) 252-9150  
 Reel-to-Reel; Cassette. No Catalog  
 Jack Webb (Anything except Dragnet); Lum & Abner; Lorenzo Jones; Fibber McGee.



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Vote for seven or less; mark and "X" by your choice:

___ LARRY GASSMAN	___ DON MC CROSKY	___ JERRY WILLIAMS
___ RICHARD GLASBAND	___ MICHAEL PLETT	___ _____ (write-in)
___ BOBB LYNES	___ BARBARA WATKINS	___ _____ (write-in)

Please return this ballot to: SPERDVAC Ballot  
c/o Catherine Passarelli  
10615 Butterfield Road  
Los Angeles, California 90064

All ballots must be received at the above address NO LATER than midnight, Friday, March 10, 1989. The word "Ballot" should be clearly marked on the envelope. Ballots delivered in person must be taken to the Annual Membership Meeting on Saturday, March 11, 1989. No ballots will be accepted after 12:15 P.M. on this date.

A quorum for the election of directors is 10% of the membership.

(detach on dotted line)

CANDIDATES' STATEMENTS

JERRY WILLIAMS

It is election time again! SPERDVAC has had one of its most successful and productive years since we began 15 years ago. I was there when we began and am proud to still be an active part of growth. I wish to continue to represent you as a member of the board. Please vote!

\*\*\*\*\*

BARBARA WATKINS

Since I have not submitted a campaign statement for my past two terms as director, most of the newer members do not know what a vote for me would mean.

I support the upgrading and expansion of the General Library and any necessary expenditures for equipment to accomplish these objectives. This library is an important source for programs for beginners in the hobby of trading tapes and establishing trading relationships, as well as listening enjoyment for all.

I support the preservation of transcriptions and other original recordings and any necessary expenditures to ensure that the thousands of discs available to SPERDVAC be transferred to tape before the original recordings are lost forever.

BARBARA WATKINS (continued)

\* I will support the establishment of a video library in 1989 so that members who live out of the area can rent video tapes of our meetings and conventions and other radio-related videos.  
\* I support SPERDVAC's goal to seek out and honor those individuals who worked in radio during its golden age, and to preserve their memories of radio for future generations.

I believe SPERDVAC must do much more to encourage the production and broadcast of new radio drama.

Your support will be much appreciated. Please vote!

\*\*\*\*\*

MICHAEL PLETT

\* Well, here it is election time once more. In the past year I have worked to improve the club along with my fellow board members. We have corrected the problems with the Archives Library and it is now better than ever, and we have split the General Library in two to serve you better.  
\* I, as Hollywood Museum Librarian, have worked to give you good service and will always do so.  
\* This year we have brought you the best convention yet, and we have acquired much new material for the libraries. I would like to

(continued)

MICHAEL PLETT (continued)

continue to work for you. Please let us know what you want us to do for your club. We need your support. Please vote, vote, vote. Take a moment to fill out and mark your ballot and mail it, bring it in, but VOTE! VOTE! VOTE! Thank you all.

\*\*\*\*\*

DON MC CROSKY

I have just completed a year as a member of the Board and would be pleased to continue in this capacity.

I can be an asset to SPERDVAC not only because of my interest and support of the preservation of Old Time Radio Programs, but also because of my experience in the broadcast engineering field since 1943.

The Society is at an awkward age. Our expanding membership challenges the all-volunteer nature of our services. Acquiring and maintaining the various collections is a very labor intensive undertaking. The library services are the most visible part of the Society to the majority of our membership, and so require ongoing attention to sustain their quality. Additional services, such as a perpetual indexed catalog on computer disks have been introduced, but need further development to meet the needs of serious collectors and researchers.

The search for volunteers to help with all the nitty-gritty tasks must be implemented if the Society is to be assured a stable future. Many members have indicated a willingness to participate. We must make a concerted effort to use these talents.

If elected, I would vigorously encourage action on these concerns.

\*\*\*\*\*

BOBB LYNES

Fellow Members-

I am taking this opportunity to announce my candidacy for membership on the SPERDVAC BOARD OF DIRECTORS FOR 1989-90.

I've been a long-time (14 years) volunteer for SPERDVAC. I've served on the B.O. D. for 12 years, including terms as Vice-President, President, and now back to Vice-President again!

I'm currently working as H.M. Reel (Archives) Librarian and chair the Graphic Arts Committee, in addition to

BOBB LYNES (continued)

serving as a Director.

I've seen our Society grow and have been responsible for a lot of that growth. There is still a great deal to be done to realize all of our Society's goals, and I want to do all I can to help this happen. I thank you for your support in years past and ask for your votes this time.

\*\*\*\*\*

RICHARD GLASBAND

You might ask why I would want to be on the Board of Directors? I think that as an active participant in SPERDVAC I should take the next logical step. I should join in the decision-making process. During the last year and a half I have been and continue to be a SPERDVAC librarian. I am the corporate secretary of SPERDVAC. I go to all the BOD meetings and participate in the operation and planning. Most recently I handled publicity for the convention. I devised the theme for this year, "A Salute to CBS Radio." I handled convention registration, seating, and was a general assistant to the convention chairman throughout. I have been a member of SPERDVAC since February 1975, which makes me just about the oldest active member around. I think that I am qualified and have the general business and personal background to make me an asset to the SPERDVAC Board of Directors. And....I really love SPERDVAC!

\*\*\*\*\*

LARRY GASSMAN

As we begin 1989 and SPERDVAC's 15th year, we continue to see a steady growth in membership. We observe the libraries are booming with borrowers. Again SPERDVAC has been very fortunate with excellent media coverage. The organization is on a very strong financial footing.

We still have some major problems to overcome.

- 1. A large portion of our libraries survive with one copy of each show. We need multi-copies of many of our more popular shows.
- 2. Many of our volunteers are reaching the stage where it will soon be time to step back and let someone else take over the reins.

We must address and improve upon these problems. I hope I can depend on your vote and another year of service to SPERDVAC.

# Hugh's Hues *by Hugh Anderson*

The month of February brings us hearts, presidents, the first modern disc jockey, revival of the Columbia Workshop and Rudy Vallee, plus a couple of Didjacks:

## First DJ?

On February 3, 1935, Martin Block, a WNEW announcer, thought about filling the air time between bulletins from the famous Lindbergh kidnapping trial and decided to play some Clyde McCoy records (McCoy, a native son of Greenville, SC, don'tchaknow!). Because of this, most books refer to him as the first disc jockey. However, in 1910, an engineer, Dr. Frank Conrad, played records by request on his experimental radio station. Block obtained his first sponsor, Retardo (a reducing pill) and he was an immediate success with the new program which he called "Make Believe Ballroom." As a salesman he became a legend; he sold 300 refrigerators for Bamberger's Department Store during a 1938 blizzard. Later, during WW11, he asked for donations of pianos to the USO and got 1500.

## "Homecoming"

-- Starring Will Greer was the first program of the revival of Columbia Workshop, broadcast February 2, 1946. Workshop, one of the early experimental theatres of the air, originated July 18, 1936 and ran into 1941. Among the many young who were to become great that were involved with the original run were William Robeson, Norman Corwin, Orson Welles and Bernard Herrmann. Les Crutchfield's first radio play, "Path and Door," was broadcast on August 25, 1946.

February 1928, WABC in New York was the scene of a musical series that starred Rudy Vallee. Vallee was involved in a series of engagements around New York City when, during the third week in December 1927, he met Bert Lown who had been doing society work for coming-out parties and social affairs. The two discussed Vallee taking a job "if I could lead the band." Lown said that was possible and Vallee indeed did lead the small orchestra at the Heigh Ho Club at 35 East 53rd Street - just below the Stork Club - beginning January 8, 1928. The evening introduced Don Dickerman, owner of the posh silver and gold leaf Heigh Ho Club. The group played three or four numbers with Jules DeVorzon singing two of the songs. Dickerman did not like the singer so Rudy was elected to sing the chorus of "Rain," his next number. Dickerman said "you do the singing!" And that command was to change Rudy's life.

### MOVING SOON?

Please let SPERDVAC know your new address as soon as possible. Otherwise, you may not receive your Radiogram and other important information on time.

everybody, this is Rudy Vallee announcing and directing." At first they broadcast three nights a week, then every night. Five weeks later, WOR wanted to broadcast them. Then WMAC at the McAlpine called. A year later Rudy was on NBC nationally. Later, that little station, WABC, was to become the flagship station of the Columbia Broadcasting System for William Paley.

## Announcer Award Established

In 1941, Durward Kirby, NBC announcer on the staff of WENR, Chicago, was the first national recipient of the H. P. Davis Announcer Award. In 1933, the award had been created by the widow of the Westinghouse pioneer who had encouraged early radio development. Until Kirby's award, the recipients were limited to announcers on Westinghouse stations. Kirby also received \$300 and a gold medal.

In 1944, Bert Parks (who goes on forever), was serving in the infantry in China, engaging in reconnaissance and establishing underground radio stations behind Japanese lines. On one assignment, Bert spent three weeks in enemy territory working with a wire recorder.


## Vallee goes from Valley to Mountain Top

Near the end of February, Lown informed Vallee that a small radio station, WABC, the Atlantic Broadcasting System, with offices in Steinway Hall in New York City, was to broadcast the orchestra from the Heigh Ho Club. Next, Rudy was informed that there was no money for an announcer so he was it! The doorman would greet you with "Heigh Ho" (old English greeting) as you exited your vehicle to enter the club. So Rudy decided to Say "Heigh Ho,

CONTINUED ON PAGE EIGHT

# RADIOGRAM

## Friends

SPERDVAC  
**RADIOGRAM**  


MARTHA E. BROOKS	
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ANDY RUSSELL	
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JUNE FORAY	ANDY RUSSELL
ART GILMORE	JIM KING

We are so grateful to the many RADIOGRAM friends and supporters who have contributed \$50 or more to help defray costs of printing our monthly newsletter. The above members have donated funds during the past year.

## DIDJAKNOW?

During 1940, Lorne Greene was chief news announcer of the Canadian Broadcasting Corporation. He was known as "The Voice of Doom" ..... Fifty years ago this month a new microphone came on the market. It was Western Electric's cardioid mike .... "Frontier Gentleman" starring the venerable John Dehner, hit the airwaves on February 9, 1958. This program has been called the last important show to premier on radio. It was created by Anthony Ellis of Gunsmoke and Escape, among others. The beautiful trumpet theme of the show was the responsibility of Wilber Hatch and Jerry Goldsmith. Supporting players are familiar to all of us: Joe Kearns, Jack

I'm goin' back to the wagon, boys. These shoes are killin' me!

## SPERDVAC DIRECTORY

SPERDVAC RADIOGRAM, Vol. XV, No. 2 All articles and artwork © 1989 by SPERDVAC, unless otherwise indicated. Published monthly by the Society to Preserve and Encourage Radio Drama, Variety and Comedy, a California non-profit public benefit corporation. Membership is open to all U.S. residents. Dues are \$25 for the first year and \$15 for renewals. Annual subscriptions to the *Radiogram* ONLY are \$15 in the U.S., Canada and Mexico, and \$20 to other countries. RADIOGRAM EDITOR: Marty Kallenberger, 11782 Loraleen St., Garden Grove, CA 92641.

SPERDVAC INFORMATION AND OFFICIAL BUSINESS: Box 1587, Hollywood, CA 90078 - (213) 947-9800.

MEMBERSHIP AND RADIOGRAM SUBSCRIPTIONS: Duane Harding, 443 Appletree Court, Camarillo, CA 93010

### LIBRARIES:

GENERAL LIBRARY - Cassettes 1 - 499: Bob Steinmetz, PO Box 669, Manhattan Beach, CA 90266

GENERAL LIBRARY - Cassettes 500 and up: John Madigan, Box 3777, La Habra, CA 90632-3777

GENERAL LIBRARY - Open Reels, No. 1 thru 499: Don Keith, Box 5861, Glendale, CA 91201

GENERAL LIBRARY - Open Reels, No. 500 and up: Richard Glasband, 7700 Santa Monica Blvd., West Hollywood, CA 90046

ARCHIVES LIBRARY - Cassettes: Bruce Miller, 1616 Harper Ave., Redondo Beach, CA 90278

ARCHIVES LIBRARY - Open Reels: Pam Hanson, Box 5205, North Hollywood, CA 91616

HOLLYWOOD MUSEUM LIBRARY - Open Reels: Bobb Lynes, Box 628, South Pasadena, CA 91030

HOLLYWOOD MUSEUM LIBRARY - Cassettes: Michael Plett, PO Box 3101, Van Nuys, CA 91407

PRINTED MATERIALS LIBRARY: Duane Harding, 443 Appletree Court, Camarillo, CA 93010

AUDIO RADIOGRAMS: Send C-90 cassette in returnable mailer to Stuart Lubin, 627 N. Fuller Ave., Los Angeles, CA 90036.

AUDIO SPERDVAC CATALOGS: Contact Bob Herman, 437 Curtis St., NE, Grand Rapids, MI 49505

MEMBERSHIP BADGES: Send \$5.00 each to Don Keith, Box 5861, Glendale, CA 91201

ACQUISITIONS: (Discs and Tapes): John Gassman, Box 1163, Whittier, CA 90604 (213) 947-9800 for both the General and Archives Libraries.

PRINTED MATERIALS ACQUISITIONS: Jerry Williams 13861 Rayen, Arleta, CA 91331, (818) 892-1446

## AUDIO RADIOGRAM FOR SIGHT IMPAIRED

Blind members do not need to look for a sighted reader in order to hear the *Radiogram* monthly. This is one of the many services that SPERDVAC provides to its members.

If you want to receive the *Radiogram* on cassette, please send a C-90 in a postage-free-for-the-blind mailer to Stuart Lubin (address in directory). Actually, this service has been available for some time, and we are merely reminding you again. Also, Bob Herman similarly offers the service of sending catalogs on cassette (address in directory).

Before I began recording, dubbing and mailing the audio editions, Bobb Lynes would read them, and Barbara Watkins would dub and mail them. I believe that we owe these two dedicated volunteers a belated thank you for having done this in addition to all the other efforts that they put forth for SPERDVAC.

### COMING ATTRACTIONS

Bea Wain and Andre Baruch will be guests of the Gassmans and Dan Haefele on Sunday evening, February 26th at 6 PM over KPCC 89.3 FM in Pasadena, CA. The couple will discuss their radio careers, take phone-in in questions and play some samples of their radio work.

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by Barbara J. Watkins

**FOR SALE OR TRADE:** A Sony TC-352D, 3-head, 4-track tape deck, very clean and in almost new condition, records and plays fine, \$150.00 or offer. Also an Akai X-2000SD, an unusual unit; included all in one cabinet are a complete reel-to-reel deck, cassette deck, and 8-track deck. Can dub from reel to cassette, or 8-track. Reel-to-reel plays fine, as does cassette, but cassette only records on one channel. Allows half time transfer of reels to cassettes (ie: 1 hour on reel to cassette in half-hour), \$75.00 or offer. All units plus shipping. Would also consider trade for old radios. Contact: Jim Watson, PO Box 104, Coarsegold, CA 92614.

**WANTED:** Memorabilia on Fred Allen and Fibber McGee and Molly, and want to find a copy of *Heavenly Days* by Tom Price. I have an extra copy of *Treadmill to Oblivion*, in very good condition, with dust jacket in fair to good condition. If interested, contact Roger Chambers, 8316 Hanon Drive, Fort Worth, TX 76108.

**WANTED:** BBC version of "War of the Worlds", "Radio Arcade" episode No. 3; X MINUS ONE: "The Embassy", "Marionettes Inc.", "Dr. Grimshaw's Sanitarium"; Bob and Ray's Public Radio Show series; BEST PLAYS "Arsenic and Old Lace"; and any episodes of THE BLACK MASS. Will trade or supply blank tape. Contact: Jim Allen, 3886 Willow Crest Ave., No. 5, Studio City, CA 91604 - (818) 769-5603.

**WANTED:** Any information on William Powell (his life and career) for a book I am writing. Would like to compile a complete listing of all of his radio appearances. Anyone with radio shows on which he appeared, or who has any other source of information, please contact: Tom Collins, 1015 Gayley Ave., No. 315, Los Angeles, CA 90024 - (213) 469-8796.

**FOR TRADE:** I have hundreds of old radio broadcasts, however would like **MY FAVORITE HUSBAND** comedy shows with Lucille Ball, **BURNS AND ALLEN**, and **SUSPENSE** shows. Contact: A. M. Delagado, 2206 26th St., Sacramento, CA 95818.

Member Alan Ellis is looking for the *White Cliffs of Dover* starring Lynn Fontaine. If you can help, please call Alan at (312) 792-6731 and leave a message on the machine.

Send your non-commercial, radio-related ads for McGee's Closet to Barbara J. Watkins, PO Box 561, South Pasadena, CA 91030. This is a free service for our members, honorary members, and subscribers only. Commercial ads should be sent directly to SPERDVAC at PO Box 1587, Hollywood, CA 90078.

Hats off to the *Old Time Radio Club* in Buffalo, New York for their most informative January issue of their monthly newsletter, "Illustrated Press." Regular features and columns were pre-empted to make room for an entire issue dedicated to helping the new old-time-radio hobbyist get started correctly. In thirteen pages, the following topics are covered: Is OTR collecting expensive? What is OTR? Is joining a club necessary? Is it possible to get a specific show from a series? Who is OTR collecting for? Other topics are: shortcuts to building a sizeable collection quickly; different modes of collecting; how to start trading with someone; advice on which shows to collect; shortcuts for dubbing tapes; how to store tapes; how to mail tapes; information on logs; buying used tapes; do's and don'ts in making and trading OTR shows; should you buy from dealers; and recording tips and techniques. For information on how you might purchase a copy of this issue, write to their editor, Richard Olday, 100 Harvey Drive, Lancaster, NY 14086. Be sure to include a self-addressed, stamped envelope.

If you are interested in joining the club send \$17.50 for the first year membership to Jerry Collins, 56 Christen Ct., Lancaster, NY 14086. You will receive a tape listing, library listing, monthly newsletter, and an annual magazine.

One of our renewing members recently expressed an interest in **VIC AND SADE**. We haven't mentioned the *Friends of Vic and Sade* in this column for some time. This is an organization dedicated to the enjoyment and appreciation of this classic series created and written by Paul Rhymer. Members receive access by mail to the tapes of **VIC AND SADE** in the club's library which includes most of those known to exist, and periodic mailings of all sorts of **VIC AND SADE**-related news and scripts of some of the shows. If you would like to join, or want more information on the group, send a self-addressed stamped envelope to Barbara Schwarz, 7232 N. Keystone Ave., Lincolnwood, IL 60646. Tell her you read about it here.

Does anyone know of a club formed for those of us who are great fans of **ONE MAN'S FAMILY**? I once read of someone who wanted to hear if anyone was interested in forming a group, but this was at least five or six years ago. Did it happen? Would you like to make it happen?

Honorary member Les Tremayne received yet another award of recognition of his talent; this time by his peers at Pacific Pioneer Broadcasters. He was awarded the prestigious Diamond Circle Award on January 20, 1989. Congratulations!

Please send your news or questions for this column to: Information Please, Barbara J. Watkins, PO Box 561, South Pasadena, CA 91030. "Til next time, spaceman's luck!"

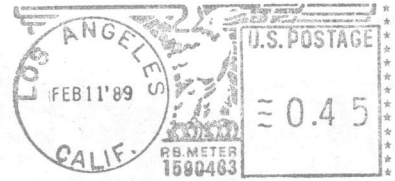
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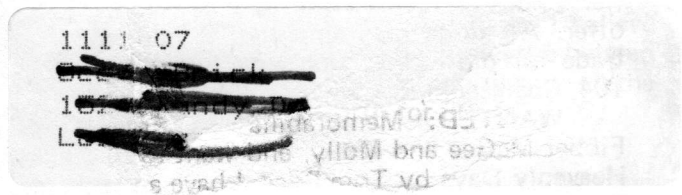
The Society to Preserve and Encourage Radio Drama, Variety and Comedy

## SPERDVAC RADIOGRAM

c/o Marty Kallenberger  
11782 Loreleen St.  
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### FIRST CLASS MAIL



## DEADLINE

MARCH ISSUE  
February 14, 1989

## From Under the Green Eyeshade

A propos of Hugh's Hues, Clyde McCoy's most famous record featured his johnny plunger-muted trumpet on Sugar Blues, but didja ever try the other side? Tinny as hell as was much of his other stuff.

Re the "first D.J.", I remember hearing an old geezer being interviewed on an L.A. station in the late 50's who claimed to be the first DJ ever. Said he played mostly Caruso records over KQEW, San Jose, CA, in 1902. Can't remember his name. Anybody out there to add to or challenge Hugh and ed on this?

Since there was no write up on Gale Storm's appearance, we'll ramble along a bit with some remembered highlights here. Out of the interview with her and husband Masterson come these tidbits: KNX began at 5939 Sunset Blvd. (now restaurant Old Spaghetti Factory) to be replaced later by KMPC; 30 April, 1938 KNX moved into Columbia Square; familiar became the announcement "KNX, Lohss Angeless, the Voice of Hollywood" --V of H went out of use sometime in 1942; Columbia Pictures was

across the street; Britenhaus was the 'on the square' restaurant frequented by radio people.

Some anecdotes the couple related are: On the Archibald Chiselbury show with Frank Watanabe, a live performance, some wag put a flashbulb in a light bulb socket -- cast had to ad lib for about five minutes.

Art Gilmore got hiccups a half hour before his 5:30 pm show. Went to Britenhaus bar; bartender ladled him a teaspoon of vinegar; hiccups went away -- on with the show.

Lastly, Mz. Storm related that she had done some radio acting with live animals and was terrified on most occasions. Finally she put her foot down upon being asked to appear on mike with a kangaroo. "No, no, not a chance, will I work with this animal!" Director tried to assure it was okay, the kangaroo was gentle, etc., etc., "No!" At that final moment the kang swung a left jab and landed followed by a short hop and a right cross on the director. End of Mz. Storm's career with animal actors.

For the finale, back to Hues -- "Retardo" a reducing pill? You male readers (and perhaps some female readers) may recognize this as a slangie for "retarder." Read you next, ciao, RMK.