



September, 2009

Colds and flu were 2 very annoying adversaries - and ones the radio sponsors didn't necessarily conquer. Since the only cure was to let them run their course, the best the products could do lessen its discomforts. Despite this "no win" situation, a large number of radio sponsors were more than willing to do battle. On the radio, the listeners heard Vicks VapoRub, Hill's Cold Tablets, Kriptin, Tabcin, Anahist, Bayer Aspirin, and Dreft participate in the

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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!

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KRMA TV Channel 6 Secondary Audio Program (SAP), "Tribute to OTR" Monday, 5:00 - 6:00 AM

RHAC Web Site - <http://www.rhac.org>

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Hear RHAC on the web, 4th Saturday of every month, at 9:30pm Mountain time at;

"OTR From The Rockies" - <http://www.yesterdayusa.com/saturdaylive.htm>

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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. Any mention of a product in **RETURN WITH US NOW...** does not constitute an endorsement by RHAC.

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#2 (500-999)	"	"	"	"
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#4 (5001-up)	Mika Rhoden	3950 W. Dartmouth Ave.	Denver, CO 80236	(303) 937-9476
CD Library:	Thomas Woessner	9693 W. Euclid Dr	Littleton CO 80123-3192	(303) 936-4643

2009 Convention Schedules

34th Friends of Old-time Radio Convention; Oct 22 – 25, 2009 at the Holiday Inn, Newark, NJ; Info; Jay Hickerson, 27436 Desert Rose Ct, Leesburg, FL 34748 (352) 727-6731, JayHick@aol.com, or web site <http://www.fotr.net>

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RETURN WITH US NOW...

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September, 2009

fight against colds and flu.



You should already know Dreft is a washday detergent, but you might be wondering why I mentioned it with the other cold relieving products. No, Dreft didn't exactly relieve the discomforts of colds and flu, but it did protect healthy family members by doing what it does best - wash dishes "Healthfully Clean." During cold and flu season, Dreft aired some sobering and shocking commercials concerning washing dishes and health. These commercials featured a grim reality on why soap products should not be used for washing dishes.

After washing with soap, the dishes looked clean, but were they really clean? In this case, appearances were very deceiving. While the dishes looked clean to the human eye, there were breeding cold and flu germs on the glasses, dishes, and silverware just waiting for someone to catch them. Although soap is associated with cleanliness, there was a health risk for every member of the family who ate or drank from (supposedly) clean dishes. The source of the problem was the soapy layer on the surface of the dishwasher. When the dishes were submerged into the dishwasher, they were actually free of germs for that moment. Unfortunately, when it was time to rinse the dishes, they had to go through that soapy layer again--- with the cold or flu germs going along for the ride. Even vigorous rinsing of the dishes didn't get rid of the germs.

A possible solution to this problem was to leave the dishes submerged in the dishwasher for life. They wouldn't have a single germ on them, but since they were permanently submerged, they couldn't be used in the future! In about 30 years, the dishwasher might be a little disgusting - but the dishes were still free of cold and flu germs. Not very practical, is it?

The practical solution was to wash the dishes with Dreft. Since it wasn't soap, Dreft didn't have that nasty soapy layer on top of the dishwasher. When the dishes were washed, they could be taken out of the dishwasher without any germs clinging on. In

other words, what was clean and germ free under the dishwasher was also clean and germ free out of the dishwasher. Washing dishes with Dreft helped to protect the family's health. If any family member was to catch a cold or flu, he/she had to do this elsewhere. Sadly, it wasn't very hard to do this!

The term "tattle tale" wasn't exactly a very nice name to associate with people who intentionally got a friend, acquaintance, family member, and even adversary in trouble. It also wasn't a very nice name for the laundry, either.

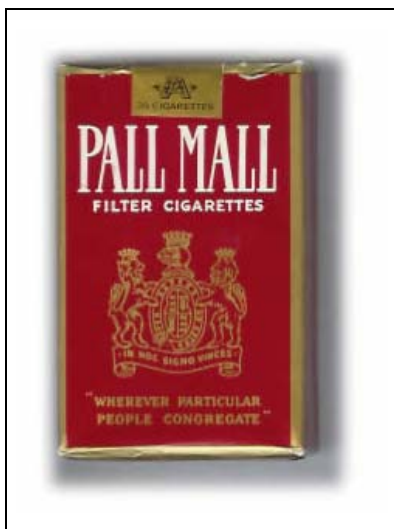
Husbands immediately knew their wives were washing the laundry with inferior soap. How did they know? Their (supposedly) white shirts were an awful shade of "Tattle Tale Gray." When this happened, husbands weren't bashful in letting their wives know about the error of their ways - in a less than happy manner. Although Tattle Tale Gray wasn't the major reason for divorces back then, it sure did make life miserable.



This dingy looking color was awful, but it could easily be dealt with. Actually, there were 2 possible solutions for the wife. First (and it's an excellent thought), let hubby wash his own shirts. Guaranteed, it prevented him from complaining further on this subject, but it didn't exactly solve the overall problem of Tattle Tale Gray. The practical solution was to wash the laundry with Fels-Naptha. It didn't matter if it was the original Fels-Naptha Soap Bar or Fels-Naptha Soap Chips - as long as it said Fels-Naptha on the wrapper or box. When Fels-Naptha was used, the white clothes were actually white. That meant white shirts and happy husbands. With Tattle Tale Gray an unpleasant, but distant memory, husbands and wives were getting along very well, thanks to Fels-Naptha.

If "Cigarette Hangover" had an advantage over the hangover from drinking too much, the person didn't suffer the ill effects the following morning. However, Cigarette Hangover was anything but pleasant. The cause of this unpleasant adversary was the smoking of a harsh cigarette. Instead of giving

its smokers pleasure, the harsh cigarette was really making his/her life miserable. To begin, the taste was hot and bitter. When the smoker finished the cigarette, his/her throat was sore and scratchy, and his/her nose was painfully sensitive. With the exception of not smoking at all, the obvious solution of curing Cigarette Hangover was switching to Philip Morris. Since harshness wasn't in Philip Morris' vocabulary, its smokers noticed a huge difference from the old brand they used to smoke.



The makers of Pall Mall Famous Cigarettes introduced "Throat Scratch" in its radio commercials. It was similar to Cigarette Hangover in its effects and for making life unpleasant. Not only was Throat Scratch awful for cigarette smokers who suffered with it, the very name sounded awful to every radio listener who heard about it. Like Cigarette Hangover, Throat Scratch was self-inflicted by smoking an inferior quality cigarette. According to the Pall Mall radio commercials, it made a difference not only in the quality of tobacco used, but also the cigarette's longer length. This unbeatable combination gave its smokers pleasure, while gradually eliminating that awful Throat Scratch.

Just like colds and flu I mentioned earlier, dirt was an adversary all the cleaning products heard on the radio took on and conquered. For most people, dirt is dirt - there aren't different variations of it. Guess what? The Gold Seal Company, the makers of Glass Wax, begs to differ.

According to the Glass Wax radio commercials, there were 30 different kinds of dirt. Each type of dirt either laid on or stuck on all surfaces around the house. Since there were 30 kinds of dirt, Glass Wax eliminated all of them in 30 seconds. As Arthur Godfrey stated on his morning show, "Wipe it on!

Wipe it off!" As quick as saying that, the dirt was gone and the surface was clean.



Although the product said Glass Wax on the can, it was a versatile cleaner. In addition to windows, Glass Wax cleaned away those 30 nasty forms of dirt from mirrors, silverware, metal, porcelain, metal lamps, and venetian blinds. You name it - Glass Wax cleaned it!

We conclude with an adversary women could easily do without - Dry, Lifeless, Middle Aged Skin. Despite its name, this adversary did its dirty work with women of all ages. Dry, Lifeless, Middle Aged Skin was the result of washing the face with soap. Although the soap was mild to the complexion, it also had an uncanny ability to dry up the face. Instead of a soft, smooth, and glowing complexion, it was dry, tight feeling, and rather blah. The solution was to switch to Palmolive Soap. Yes, Palmolive was a brand of soap, but it was also the only soap made with olive oil. This bland olive oil combined with a gentle soap and washed away the dryness on the face. The result was Palmolive's famous "Schoolgirl Complexion Look." In other words, a soft, smooth, and younger looking complexion. Women of all ages could have the same result by using Palmolive instead of the soap they were using.

Although the product and the adversary were bitter enemies, they both had a common goal in selling the product on the air. The adversaries were usually defeated, but they were winners as far as classic radio advertising was concerned. For Pink Tooth Brush, Tattle Tale Gray, and the rest, they would happily settle for that.

The Radio and Television Institute of Chicago

by Ryan Ellett



The 1930s saw a wave of radio institutes and training programs come into existence, some at recognized universities and others of the mail-order variety. Examples of the latter type include the National Radio Institute and Sprayberry Academy of Radio, both located in Washington DC, and RCA Institutes, Inc., Write-Way Radio and Television Institute, Chicago Radio Institute, YMCA Radio Institute, and the Radio and Television Institute.

Little remains of these for-profit organizations seeking to cash in on the rapidly growing popularity of radio. Some literature remains, especially among antique radio enthusiasts, and of course advertisements in newspapers of the time. One unique relic of this study-at-home phenomena are two episodes of a series called *Radio and Television Revue*, associated with the aforementioned Radio and Television Institute in Chicago.

Beyond an air date sometime in 1931, nothing seems to be known of this program. Jay Hickerson identifies two episodes in circulation. The program runs fifteen minutes, consists primarily of musical numbers, and is “ostensibly one long advertisement for a home-study course.” The program’s house band is Paul Specht and his Orchestra, no small achievement for the new Institute.

Specht recorded extensively through the 20s on a variety of labels and with a number of different backing orchestras. His band plays four different numbers during the show: “Strike up the Band,” “On the Beach With You,” “There’s No Other Girl,” and “The Answer is Me,” all typical “sweet” songs. Interspersed between the tunes is an unnamed announcer extolling the benefits of studying with the Radio and Television Institute of Chicago. It’s the only course of study, he proclaims, that is indorsed by top manufacturers (all unnamed) and supervised by qualified men in the radio industry (also unnamed).

The earliest advertisement found for the Radio and Television Institute is January 22, 1931 in the Chicago Tribune. The ad reiterates their broadcast information: that the Institute is “recommended by

13 [unnamed] leading radio mfgs.” and students are “supervised by [unnamed] engineers.” The program cost is five dollars a month, or “pennies a day” per the announcer. If the Institute’s course of study was like that of other home radio courses the student received a number of softcover pamphlets, each focused on a particular aspect of radio broadcasting. Notice the ad advises readers to listen to KYW Sundays, 8:15; WENR, Mondays, 8:30; WBBM, Wednesday, 9 p. m. What the listener might have heard is unknown; the radio listings to which I have access don’t give any insight.

The National Radio Institute (NRI), a competitor of the Institute of Chicago, had a few dozen booklets in its study-at-home course. They began with simpler topics such as “How Radio Programs are Sent From the Studio to Your Home” and “Simple Radio Circuits and Meters” and progressed to more challenging lessons like “Low-Frequency Amplifiers for Sound and Television Receivers” and “How Signal Currents are Kept in Correct Paths.” After each booklet was digested the student completed a paper test which was submitted to the company for grading. The courses were not insignificant; one could get a good grasp of radio concepts with them. I’ve learned much about radio technology - especially 30s and 40s era sets from my collection of NRI material. However, how useful the learning would be for a man seriously interested in a radio career is debatable. It was a different world then, and formal training may not have been a prerequisite for entry into the industry.

The final advertisement for the Radio and Television Institute of Chicago this author could find was in the October, 13, 1931 edition of the Tribune. It’s possible the Institute adjusted its name after that point, or perhaps the company spent all its capital financing the Revue and Paul Specht’s band and really did disappear both from Chicago and from the ether.

Sources:

Kay, Brad, “Dream Radio Shows from 1931,” *The Old Radio Times*, no. 19 (June 2007), 3-4.

www.mgthomas.co.uk/dancebands/American%20Visitors/Pages/Paul%20Specht.htm

National Radio Institute, Washington D.C. *Pioneer Home Study Radio School*. Copyright 1941; 1949 edition.

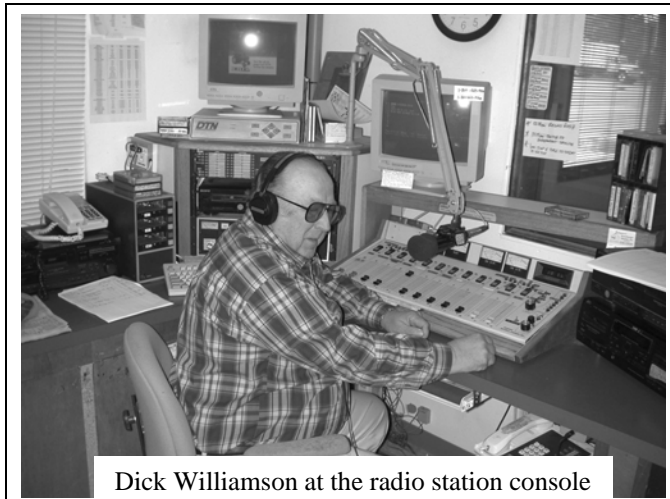
Audio copy *The Radio and Television Institute Revue* from Old Time Radio Researchers Singles and Doubles Collection at - www.archive.org/details/OTRR_Certified_Singles_Doubles

Information that readers can supply to supplement this research is greatly appreciated. Send to; _OldRadioTimes@yahoo.com.

“Why Old Time Radio is Important to Me”

by John Magee of Greeley, Colorado

(A few years ago, RHAC member Dick Williamson, host of a six-hour long Sunday night OTR radio show, held a contest for his listeners asking that they answer the question; “Why is Old Time Radio important to me?” This was the second prize winner.)



Dick Williamson at the radio station console

Listening to the radio programs of decades ago brings back the best of my childhood memories. Reminiscing time - past, something listening to old time radio allows, is a great importance to me today. Not only does listening to the programs of the 30s and 40s bring back childhood memories, but listening to them on an antique radio with that special sound old radios provide – static included – makes those memories even more vivid.

Although we did not have a lot of money, we did have a radio. This radio brought the family together in the evenings. Even though we each had our favorite programs, we would all gather around the radio after dinner. For me, the Saturday night show Gangbusters was my favorite; although I enjoyed The Shadow and the funny show Great Gildersleeve. I recall how in preparation for these evenings, we made popcorn from corn we grew. I was the lucky one to pop the corn kernels by shaking them in a frying pan on the stovetop. Once all the preparations were done, we would gather in the family room where the one radio was kept (back then “family room” actually meant a room where the entire family spent time together). My mother would always sit in the rocking chair with a sock or shirt in hand to mend, while my father would relax in an overstuffed chair. I preferred sitting on the floor where I could draw pictures or play with cards while listening to the radio shows.

Old time radio offered something that today’s television does not; without the visual images provided, one had to use his or her imagination. Not only was it interesting for me to try to imagine what the characters looked like, I was also fascinated by the sound effects.



New in the Tape and CD Libraries

by Maletha King

The end of summer is here and we all can look forward to changing our life styles from trying to keep up with summer’s chores to getting ready for snow and all that it brings with it. We have a great advantage for passing time by having so many entries to listen to in our many libraries, and we really don’t have to go out into the bad weather - we can just sit back and listen to OTR shows that have been assembled for your pleasure.

This month we have a couple dozen CDs of “The Weird Circle” and a great selection of “Mystery is My Hobby” that Bill McCracken has prepared and put in order for you to enjoy.

You may not have the time to listen to all of these shows now but you will be pleased to have them in your collections when the weather is bad and can just sit back and enjoy listening to them. They certainly will remind of the times when these programs were all that we had for home entertainment.

We are still looking for a RHAC member to help with the mailing of the newsletter. It only takes a couple of hours each month and it will sure help us out if you would volunteer. Please contact me for further information.

RADIO HISTORICAL ASSOCIATION of COLORADO

ORDER BLANK FOR CASSETTE LIBRARY #4 5001-UP

Librarian - Mika Rhoden

3950 W. Dartmouth Ave., Denver CO 80236

(303) 937-9476

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Enclosed is my check or money order for the sum of \$_____ to cover the ONE MONTHS Rental charge of \$2.50 per set for the cassettes ordered. You are allowed to order 5 cassette sets at one time although you may only have 5 cassette sets from this library at one time.

Minimum order is \$7.50

Cassette number:

Title:

1 _____

2 _____

3 _____

4 _____

5 _____

Alternates:

1 _____ 4 _____ 7 _____ 10 _____

2 _____ 5 _____ 8 _____ 11 _____

3 _____ 6 _____ 9 _____ 12 _____

Ship To: _____ Date _____

Address: _____

City _____ State _____ Zip Code _____

I do hereby agree to abide by the RHAC rules and agree not to sell or use library materials for monetary gain and *I will return the tape on time.*

SIGNATURE

PHONE NUMBER

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PO BOX 1908 ENGLEWOOD, CO 80150**

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