

Wednesday, October 20, 1999



Associated Press

# DIALING in the past

## IF YOU GO

Experience the radio programs of the past, from noon to 5 p.m., Saturday, Oct. 30, at the Yellowstone County Museum.

Radio-buff Vince Long will give an hour-long presentation beginning at 1:30 p.m. For information call, 256-6811.

Left, Vince Long, a technology teacher at Billings Senior High School, collects old-time radios and has several thousand radio programs. Above, A shirt-sleeved Orson Welles delivers a radio broadcast from a mundane New York studio in 1938. He starred in the first airings of "The Shadow," and created history with the broadcast of "War of the Worlds."

Gazette photo/KEN BLACKBIRD

By DONNA HEALY  
Of The Gazette Staff

**M**usic from the 1940s drifts through the basement of Vince Long's West End home.

The sound travels from an MP3 compressed audio file in his personal computer, through a cable, to a transmitter a few feet away. From there, the sound emerges from a vacuum tube radio that Long salvaged from a thrift store.

He broadcasts the music so that he can hear the sounds of old-time radio shows on an old-time 1940s radio.

Long, who teaches technology education at Billings Senior High, uses today's technology in service of a bygone era. From his collection of nearly 7,000 old-

time radio programs, he puts two shows each week on his Internet Web site, available to download using the MP3 technology.

His Web site is one of about 40 sites that provide access to the old radio shows.

"I like to mix the new tech with the old tech," says Long, who switched to teaching after working in engineering and construction in Long Beach, Calif.

He began teaching in 1991 at Billings Senior High and is working on his master's in education technology. Long won the 1999 Milken Family Foundation National Educator Award this month for his ability to motivate students and his innovative use of technology.

He started collecting radio shows on reel-to-reel tapes in the mid-1960s.

Among the old-time shows, his

favorite is "The Shadow," a mystery that combined elements of horror and fantasy. Orson Welles starred in the first episodes of the radio drama, which aired from 1937 to 1954.

Part of the attraction, Long says, is that the show ran for so long.

"Today a TV show's a success if it doesn't get canceled after 13 weeks," he says.

Several radio shows, such as "Gunsmoke," "The Lone Ranger," "Dragnet" and "The Jack Benny Show" made the leap from radio to television.

Long plans to provide the programming to turn the Yellowstone County Museum into a radio listening parlor for an afternoon on Oct. 30. Visitors will be able to hear the old shows from noon to 5 p.m. at the museum.

The date marks the 61st anniversary

of the broadcast of "War of the Worlds." The radio drama, done by Orson Welles' Mercury Theater on the Air, touched off a panic in 1938 when the fictional program described an alien invasion of New Jersey by men from Mars.

Because the radio drama was done using an on-the-spot-news format, large numbers of people believed the invasion was taking place.

Long uses analogies to television to describe the power of early-day radio broadcasts. During the Golden Age of Broadcasting, from the 1920s through the 1940s, families gathered around their radios at night to hear everything from dramas to comedies and music.

Famous band leaders, such as Duke Ellington and Benny Goodman, per-

(More on Dialing, Page 2B)

# Appetite for packaged goods, household appliances grows

By BEVERLY BUNDY  
Knight Ridder Newspapers

The 1910s began with a roar and ended with a whimper. It was a tempestuous decade of high living, high prices, the introduction of income taxes, women's suffrage, World War I, an influenza pandemic that killed between 20 million and 50 million people, and — as if to put a lid on this Pandora's box — the proclamation of Prohibition.



This is the first in a multiweek look at the changes in what we eat and how we prepare it in the 1900s. Albertson's has partnered in presenting the package that puts food trends and introductions, along with introductions of new appliances and technologies, into context with social and other changes in the century.

Watch Your Life each week, now and into December, for a nostalgic and informative look at the way we were and how we went from having foods almost exclusively homegrown and cooked from scratch to the thousands of choices we have now on grocery shelves.

edge could be a dangerous thing. One system of judging malnutrition, the Dumerline Scale, ranked height, weight, eyesight, breathing, muscularity, mental alertness and rosiessness of complexion as benchmarks of health. This worked fine for British and German children but was inappropriate for olive-skinned Italians, Greeks, Turks and Jews.

Convinced of widespread malnutrition, the school lunch program ballooned, but the American food ideal wasn't necessarily that of the immigrant.

Italian immigrant John Fante recognized the two worlds of his food. "American Mercury" magazine in the 1930s, Fante recalled: "At the lunch hour I huddle over my lunch pail, for my mother doesn't wrap my sandwiches in wax paper and she makes them too large and the lettuce leaves protrude.

"Worse, the bread is homemade; not bakery bread, not 'American' bread. I make a great fuss because I can't have mayonnaise and

other 'American' things."

And Fante's family no doubt drank wine with its meals — unlike nonimmigrant families. But that, too, was about to change.

Secretary of State William Jennings Bryan, a Prohibitionist, served Welch's grape juice instead of wine at a 1913 dinner for the British ambassador. The next year, Secretary of the Navy Josephus Daniels ordered that the Navy's rum grog be replaced with Welch's grape juice.

By 1919, the Temperance League had won out and the sale and distribution of alcohol was banned. In 1920, saloons were shuttered and distilleries closed, and America would begin its Noble Experiment.

The early 1900s saw the introduction of such modern-day staples as the hot dog and hamburger.

America's economy was chugging along, having evolved from agrarian to industrial. Immigration was at full throttle. The number of house servants, who often came from the newly arrived masses, continued to decline as immigrants found jobs in factories and mines.

Through the end of the decade, the number of domestic servants dropped from 1.8 million to 1.4 million while the number of households rose from 20.3 million to 24.4 million.

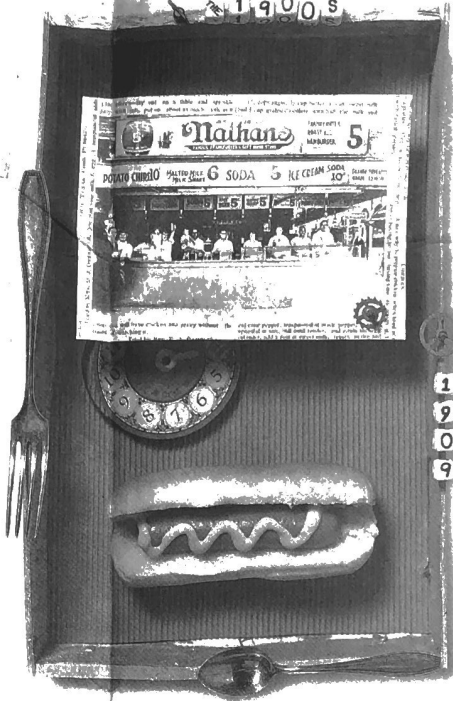
This meant that homemakers, once the managing directors of housework, became responsible for the hands-on duty. But industry was there to offer a helping hand.

This was the decade that saw the first big introduction of household appliances.

But all was not progress.

A depression in 1914-15 led the nutrition reformers to poke their noses into the eating habits of immigrants and the poor. Concern was valid, as many immigrants lived in cramped quarters in large Eastern cities where disease was rampant.

But food was one area where a little knowl-



Hot dogs were among foods that came into popularity early in the 20th century.

## YEAR BY YEAR

### 1910

Seventy percent of U.S. bread is baked at home, down from 80 percent in 1890. Processors employ more than 68,000 people to can 3 billion cans of food in factories per year.

The first refrigerated tank car for wine brings California wine to the East, but most Golden State wine is shipped by steamer around Cape Horn in oak barrels.

### 1911

The first canned chili and tamales are produced in San Antonio by William Gebhardt. The term "tamale pie" first appears in print.

Procter & Gamble introduces Crisco, the first solid vegetable shortening. The product is a hard sell to women who had been taught to cook with butter and lard. To promote its product, the manufacturer suggests glazing sweet potatoes with brown sugar, and Crisco or spreading sandwiches with Crisco mixed with an egg yolk.

Worcestershire sauce, lemon juice and vinegar.

Orthodox Jews, however, love

the shortening because it is neither meat nor dairy, so it can be used at any kosher meal. Crisco has better luck late in the decade, when lard and butter become scarce because of the war effort.

### 1912

Ohio chocolate manufacturer Clarence Crane develops LifeSavers as a "summer candy" that can withstand heat better than chocolate. The next year, he sells the rights to the peppermint candy to Edward Noble for \$2,900. Noble develops tin-foil wrappers to keep the mints fresh (they had been packed in cardboard rolls).

Nabisco introduces Oreo Biscuits to compete with the Hydrox "biscuit bonbons" rolled out in 1910.

New York deli owner Richard Hellman begins packing his mayonnaise in glass jars. The product is such a success that he gives up the deli in 1915 and devotes his energy to manufacturing.

### 1913

General Electric markets toast-

ers, irons and an electric range.

### 1914

The first electric refrigerator is introduced for commercial use, but it's not until after World War I that the miracle machines are widely available.

By 1937, more than 2 million American households have new refrigerators.

Campbell's promotes its soups as a recipe ingredient to help the much-burdened housewife. Lettuce, asparagus, watermelons, cantaloupes and tomatoes grown in irrigated fields in California are transported 3,000 miles away in refrigerated rail cars.

The Reuben sandwich is created at Reuben's Restaurant in New York City. This claim, however, is hotly disputed by Cornhuskers. Nebraskans believe the sandwich was created in 1922 by grocer Reuben Kolakofsky during a poker game at the Blackstone Hotel in Omaha.

The outbreak of war in Europe leads to the expansion of U.S. pasta production.

Until now, most of the macaroni and spaghetti have come from Naples, Italy.

### 1915

Per-capita consumption of white sugar doubles from 1880 levels as Americans move away from molasses and brown sugar.

### 1916

The invention of the fortune cookie is attributed to George Jung, founder of the Hong Kong Noodle Co. in Los Angeles.

Piggly-Wiggly opens in Memphis, Tenn., and becomes the first supermarket chain.

U.S. food prices jump 19 percent because of crop shortages, rail car shortages and increased demand from war-strapped Britain. By 1917, prices increase result in riots in Boston, New York and Philadelphia.

Cosmetics for women are frowned upon, unless the woman is of a certain age and so can perk up her faded looks with a bit of rouge. Most "cosmetics" are homemade —

such as lemon juice to lighten and soften hands, as promoted by the Sunkist cooperative.

Quaker Oats promotes its product as "making flesh rather than fat, but enough fat for reserve force."

### 1917

The hamburger becomes a "liberty sandwich," and sauerkraut is "liberty cabbage" during World War I.

### 1918

President Woodrow Wilson orders a 1,700-piece service of Lenox china, the first U.S.-made porcelain to be used in the White House.

Coca-Cola goes public. A \$40 investment, with dividends reinvested, is worth \$7.5 million in 1999.

Seeking to move beyond supplying the U.S. Navy and commercial bakeries, KitchenAid produces a domestic version of its mixer. Four a day roll off the Ohio assembly line and are sold by a female sales force that takes the 65-pound product door to door. The model sells for \$189.50.

## Sample flavors of early 20th century

Knight-Ridder News Service

Here are some recipes from the 1910-1919 years to sample:

### GREEN CORN, CREOLE STYLE

- From Campbell's
- 2 cups corn kernels cut from cob
- 1 cup tomato soup
- 4 tsp. butter
- 4 tsp. flour
- 1 tsp. salt
- 1 tsp. onion juice
- 2 tsp. chopped green bell pepper
- 1 tsp. chopped parsley

Melt butter and cook pepper in it until tender. Add flour, blend, and add tomato soup. Stir until smooth. Add seasonings and corn, heat thoroughly, and serve at once. 4 servings.

### FRENCH CHERRY DRESSING

From "White House Cook Book" by Hugo Ziemann and Mrs. F.L. Gillette (Saalfeld Publishing Co., out of print)

- 1/2 tsp. salt
  - 1/4 tsp. pepper
  - 2 tsp. olive oil
  - 2 tsp. vinegar
  - 2 tsp. maraschino cherry juice
  - 2 or 3 maraschino cherries, mashed fine
- Combine all ingredients and stir thoroughly before pouring over lettuce. Yields about 1/3 cup.

### POTATO CARAMEL CAKE

From "Bewley's Best" recipe pamphlet

- 4 eggs, separated
- 2 cups light-brown sugar
- 2/3 cup shortening
- 1/2 cup milk
- 1 cup chopped nuts
- 1 cup hot potatoes, cubed
- 3 squares baker's chocolate, melted
- 2 cups all purpose flour
- 1/2 tsp. salt
- 1 tsp. cloves
- 1 tsp. cinnamon
- 2 tsp. nutmeg
- 2 tsp. baking powder

Filling/rosting: 1 cup half-and-half, 1/2 cup butter, 2 cups brown sugar, 1 tsp. vanilla. Cream sugar, egg yolks and shortening; add milk, then melted chocolate beaten in white hot, and the cubed potatoes.

Reserve 1/4 cup flour and nuts. Add rest of flour, salt, baking powder and spices sifted together, fold in floured nuts and stiffly beaten egg whites. Pour into greased and floured cake pans and bake at 375 degrees for 20 minutes. To make filling, cook cream, butter and sugar together until it forms a soft ball in cold water, remove from fire, add vanilla, beat until creamy. When cool, spread between layers and on top. Serves 10-12.

## Dialing

From Page 1B

formed live remote broadcasts, while comedians including Bob Hope and the comedy team of George Burns and Gracie Allen gained fame. During World War II, Americans turned to radio for the latest war news.

The shows offer insight into how the average Joe saw events of the

day, Long says. Each spring, he talks to the high-school media-analysis class about the effect of early-day radio on public perceptions.

Long, who is 47, was in seventh grade when he first listened to broadcasts of "The Shadow" on a Los Angeles radio station.

Like youngsters from an earlier era, he got hooked. "I would lay in front of the radio and stare at the speaker grill, but I wasn't seeing the speaker grill," he says. Long compares the experience to being read to as a youngster.

Now he listens with his sons,

ages 8 and 12. He has tied his interest in radio into his high-school technology class, using the history of radio to talk about how the technology evolved.

In his technology class, he plays little bits and drips of radio shows to illustrate the history of radio. Many of the teenagers have never heard the old shows.

"The skill of listening is something that's gone. They don't know what to do with their eyes," Long says.

Long also uses TV to build an audience for radio. Through

Community 7, the cable television community-access channel, he airs a show called "Watching the Radio." While the radio programs air, the television picture shows an image of an old radio.

Long participates in computer forums for connoisseurs of the old shows and belongs to SPERDVAC, the Society for the Preservation and Encouragement of Radio Drama

Variety and Comedy. He estimates that 150,000 of the old radio shows are still in existence. He started his collection using reel-to-reel technology, switched to cassettes, and then to the computer. Using the current technology, he can fit 100 shows on a \$2 blank compact disc.

Long has also used his radio archive to provide a glimpse into more recent history.

In 1966, when he got his first tape recorder, he started taping his favorite rock 'n' roll music off of Los Angeles area radio stations. A communications professor at Purdue University recently listened to the tapes from the 1960s to do research work on the rise of fast-talking radio disc jockeys.

Long's internet Website is [www.mcn.net/~vlong](http://www.mcn.net/~vlong).

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