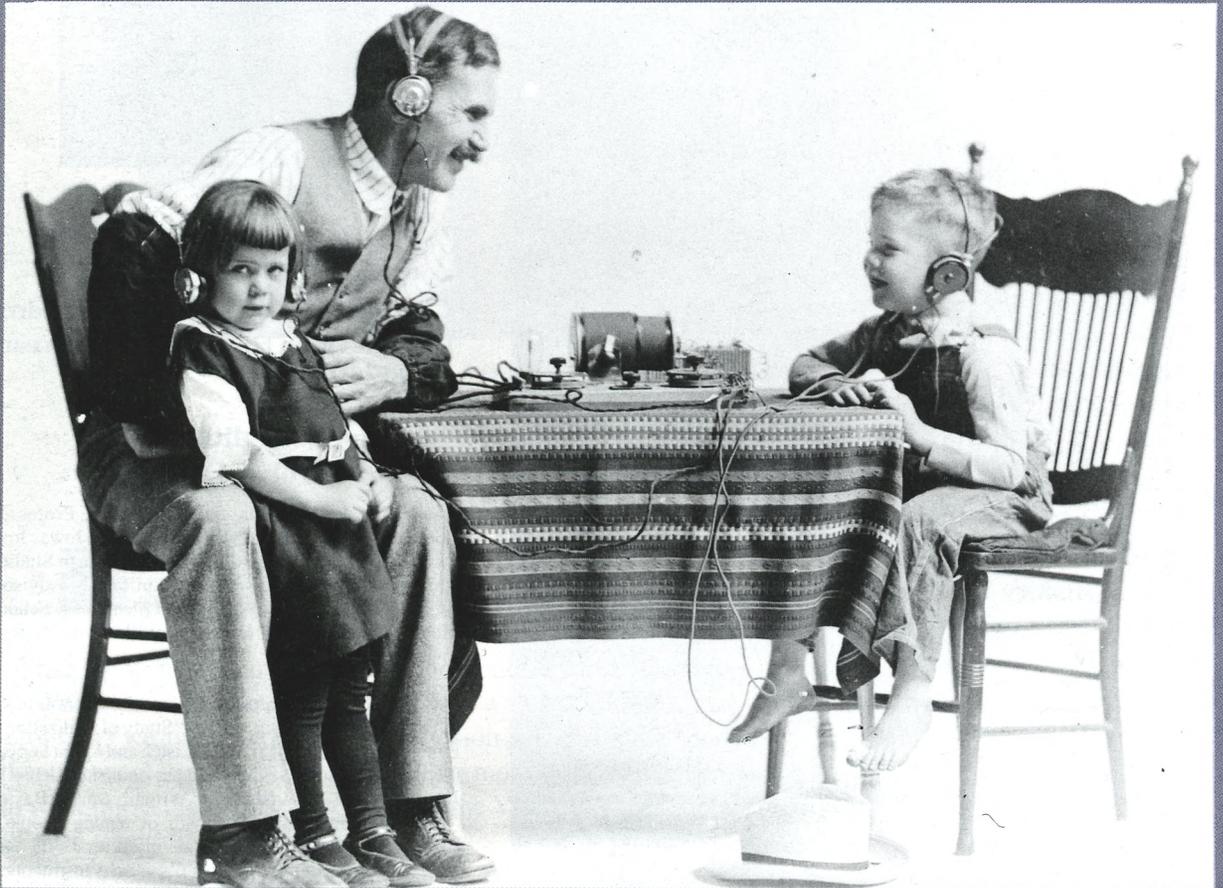


The
Goldfinch

Iowa History
for Young People
Volume 11, Number 4
April 1990



Film, Radio, and Television

The Goldfinch

Member of



Iowa History
for Young People

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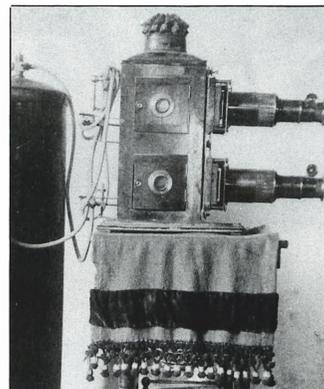
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Frank Brinton's Magic
Lantern Project, about
1900. See page 4.

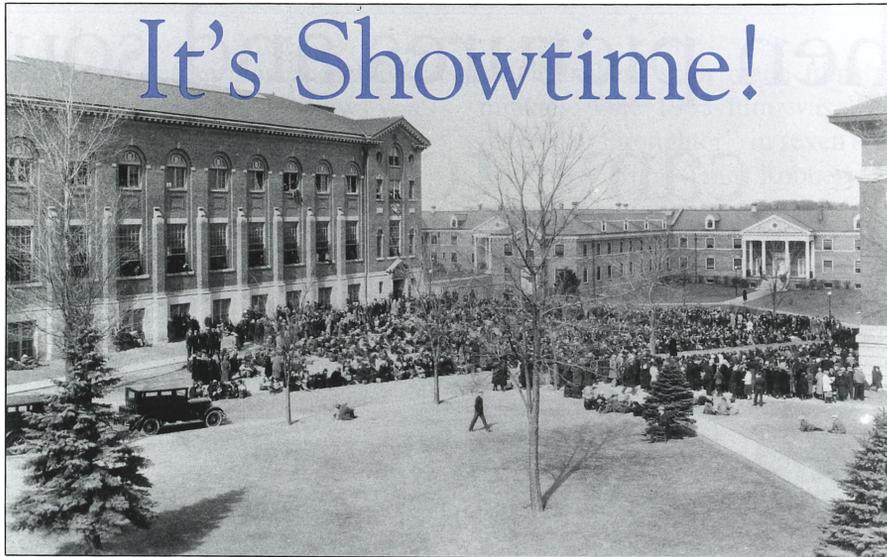
Cover: Henry Field and his children,
Letty and John Henry, listen on an early
radio.

Editor

Carolyn Hardesty

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In Dubuque, 3,000 gathered to hear President Coolidge give his inaugural address in 1924. It was the first such speech to be on radio.

■ We live in a time when we expect sound and pictures to appear at the flick of a switch.

When we want to hear music, we slide a button on a Walkman or a radio. When we want to watch a program, we twist a knob on a television set. When we want to see a movie, we pay our money and walk into a theater or flip a tape into the VCR and push a button.

These inventions bring us instant music, news, information, and entertainment. They seem so common that it is easy to forget how recently they were invented.

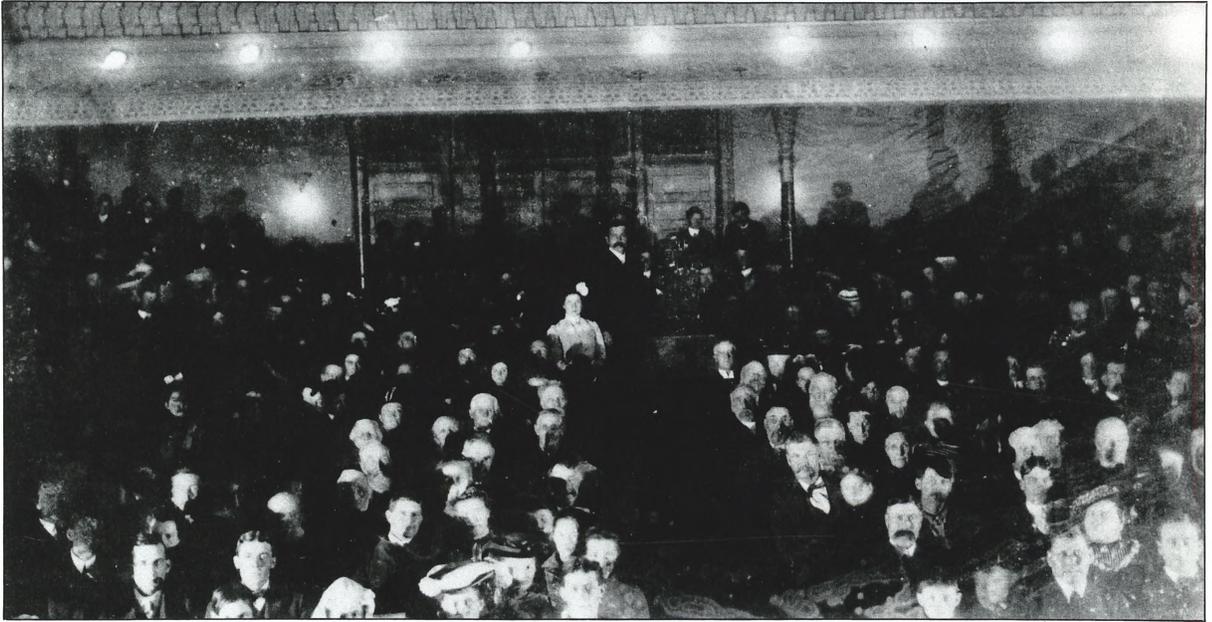
The movies that Iowans viewed in the early

1900s were short, silent, flickery, black and white, and often had no plot. Radios and TV sets have become common only during your parents' and grandparents' lives.

The devices that bring us sound and moving pictures are complex. Before anyone could invent movies, radios, or TVs, many other discoveries and inventions had to be made. This issue of *The Goldfinch* will explore the histories of film, radio, and television, and we'll learn about some of the ways our lives have been affected by them. 📺



When pictures and sound came to Iowa



A large audience watches Frank Brinton's show. In the balcony was a band.

MANY INVENTIONS AND DISCOVERIES have worked together to bring us movies, radio, and the television programs we watch and listen to.

The idea behind moving pictures is the same simple idea that makes a flip-book work. (Close this magazine and flip the lower corner to see a moving picture.)

The invention that made movies possible was a camera that took a series of photographs of

moving people or objects. When these photographs are projected on a screen at the same speed at which they were shot, our eyes see them as though the people or objects are moving, just as they were when they were photographed.

Early silent movies, which often look jerky, were shot with 16 pictures per second; sound films have 24 per second. At first, film was highly **flammable** [*quick to burn*] material, but now film is safe.

Picture entertainment before movies included glass slide shows much like the slide shows you see today except that the slides were made of glass instead of film, and they were much larger. The projector for those glass slides was called a “magic lantern.”

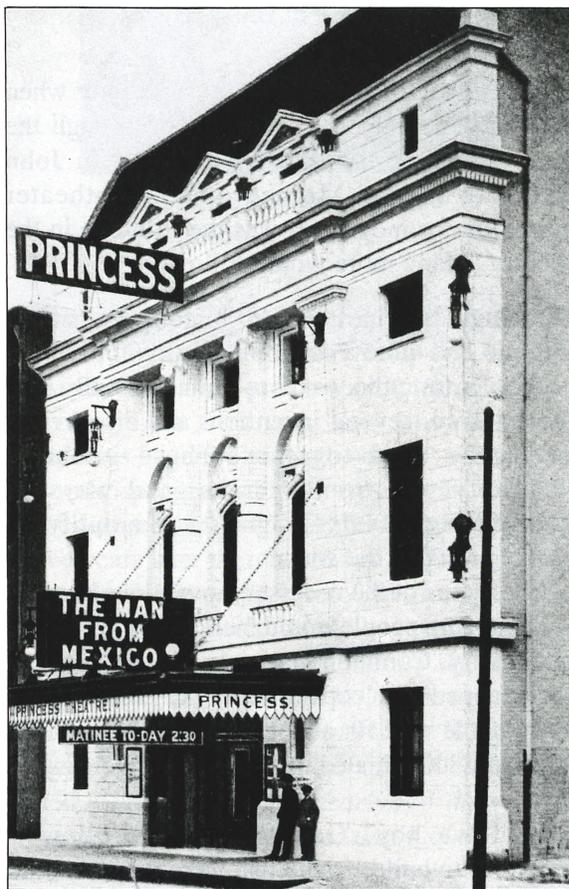
When crowds gathered

Frank Brinton and his wife, Indiana Brinton, who lived in Washington, Iowa, traveled around the Midwest with their “magic lantern” show. Frank projected light through glass slides of exotic places while Indiana modeled costumes from the countries. Another part of his show included projecting light through two glass slides. When he moved one of them, objects seemed to move—a gentleman grew fatter, a steamboat chugged down the river. Another way to project “moving” pictures was to line slides up in a row and move a light across them. Pictures were also put into a zoetrope and the image projected. [See page 31 to learn how to build your own zoetrope.]

Early films lasted about five minutes or less. These movies were shown in movie houses in New York, where the movie-making business began. People paid a penny or a nickel for the short show. That’s where the names “Penny Arcade” and “Nickelodeon” came from. Also, films were taken on the road by traveling entertainers and shown across the country in opera and vaudeville houses and tents. Fred Sweet’s memoir about the first moving picture that came to Hampton in the early 1900s is in the Bijou article, page 12.

Films were a hit, and people wanted more. The

movie-makers soon made films that lasted ten minutes. One 1903 film was “The Life of an American Firefighter” in seven scenes. This film and “The Great Train Robbery” are two early movies that are known for having stories. Many early movies simply showed actions, such as circus acts, prize fights, soldiers charging on horseback, or people just walking down the street.





The outfits of these women give you clues about the time of this picture.

Most Iowa communities saw films only when traveling entertainers brought them through the state. But that changed in 1905, when John Getchell of Des Moines opened a theater especially for movies. It was the fifth one in the country. Many more would follow.

The magic box

Radio had quite a different history.

In order for radio waves to be successfully sent and received, several inventions and discoveries had to be used together. These included electricity, electromagnetism, and ways of **transmitting** [*sending*] signals and **amplifying** [*making louder*] the sounds.

After some of the necessary inventions became well known, people could build their own sets quite easily. Common materials were an oatmeal box wrapped with copper wire, a **crystal** [*type of rock*], some wire for an antenna, and an earpiece to listen with. This equipment was quite easy to buy.

An Iowa boy, George R. Call followed directions to build a radio that were printed in his

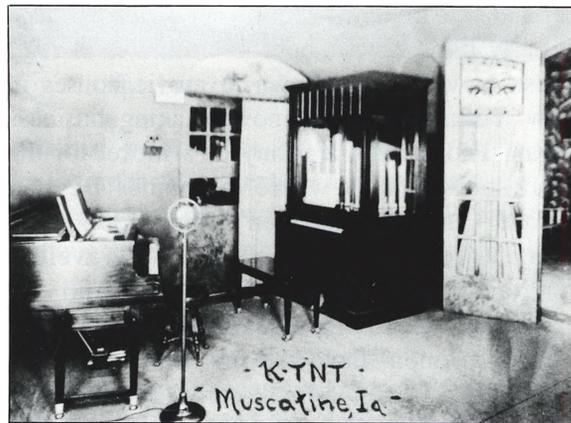
hometown newspaper, the *Sioux City Daily News*. He used his mother's rolling pin, a darning needle, tin foil from tobacco packages, and a galena crystal that he bought. For power, he used a Ford automobile engine coil hooked to a battery.

The first message George heard was sent by another boy, Ed Preston, who also lived in Sioux City. Other friends became interested. They formed a radio club and sent messages using the code of dots and dashes called the Morse Code.

When World War I began, all such "radio stations" were closed, but George and two of his friends in their late teens taught the use of radio and the code to military men in the Signal Corps.

Early radio stations had simple equipment; they couldn't broadcast very far.

One early famous Iowa station was run by a man named Norman Baker. He gave his listeners advice on how to cure cancer. The American Medical Association thought he gave bad advice, and they had his station shut down.



An early studio looked more like a living room.

Moving pictures for home

Before electronic television was successfully invented, many people tried to make a mechanical television system.

Not surprisingly, one of the many people who helped to invent television was Alexander Graham Bell. His 1876 invention, the telephone, could carry voices across long distances, so he thought he could find a way to send pictures, too.

One early method of television used a spinning disk with holes to pick up the light and dark parts of an object. This was invented by a German scientist in 1883. These signals were sent through a wire and through the air. They were then “read” by a receiver and turned into light and dark on a screen. These early screens were no bigger than your open hand, and, on some, the pictures looked pink.

Fun Facts

Broadcast used to mean tossing seeds into the field by hand. Now it means sending signals out for whoever wants to catch them.

The State University of Iowa (now the University of Iowa) in Iowa City operated a television station, W9XK, from 1933 to 1939 using the mechanical system. The station broadcast lectures and demonstrations on such topics as art, dentistry, **astronomy** [*study of the stars*], and business. Most of the time, the sound was broadcast over KSUI, the college’s radio station. Viewers had to tune in a television set and a radio set to get a whole show.



This style of television was common in the 1950s.

The invention of the electronic tube in the late 1930s brought television into a new age, with the possibility of larger pictures and clearer images.

Television stations and broadcasting companies began to produce shows—many from old radio programs. Factories began to make television sets. In 1947, 178,000 sets were made. Three years later there were 4,400,000 tv sets in America. One year later, the number was 15 million. You could think about it like this:

If you bought one television every second, it would take 49 hours or a little over two days to buy the number sold in 1947. In 1950, the same task would take almost 50 days. In 1951, you would spend nearly 174 days and nights buying televisions; that’s almost six months.

1950 & 1958

What were the kids doing?

■ HOW WE SPEND OUR TIME is how we live our lives. In Des Moines in January 1950, 5th and 7th graders were asked questions about their time with **media** [*ways of communicating to many people*]. One month later, Iowa's first television station, WOI, began to broadcast.

Eight years later, in 1958, the very same questions were asked of 5th and 7th graders. Some answers had changed a little and some changed quite a lot.

Graph warning

Graphs such as the ones below might make you

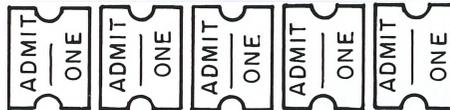
Art by Kay Chambers
think that every 5th grader in 1958 watched almost four hours of TV daily. That wasn't true. Some watched for only one half hour, and others watched for six hours. What the graph shows are **averages** [*all of the hours of watching divided by all of the children who watched*].

Some of the children who were asked the questions said "no" for an answer. They didn't read, listen, or watch that kind of media. Under each of the dates below are two numbers—the darker one is the number of children who were asked the question, the lighter one is the number who said no to that kind of media.

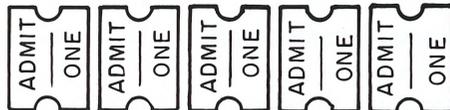
MOVIES How many movies do you see in a month?

1950
319/13

5th
graders

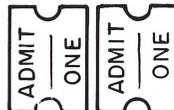


7th
graders

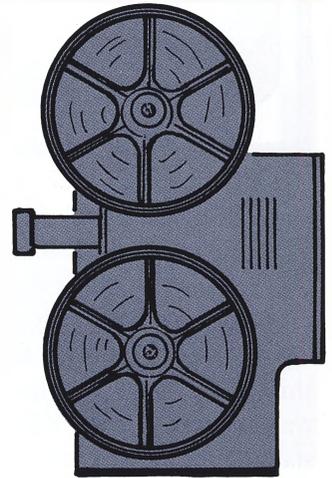


1958
563/49

5th
graders



7th
graders

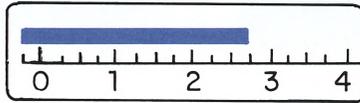


RADIO How many hours do you listen to the radio each day?

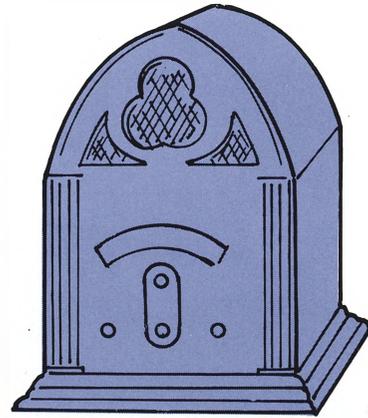
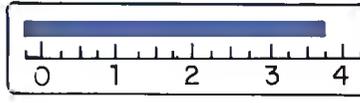
1950

163/9

5th
graders



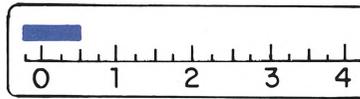
7th
graders



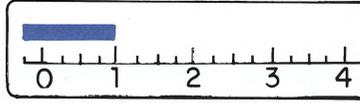
1958

296/48

5th
graders

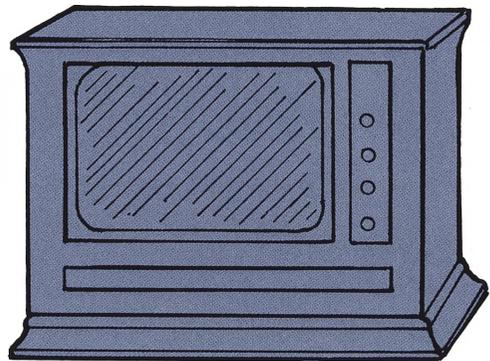
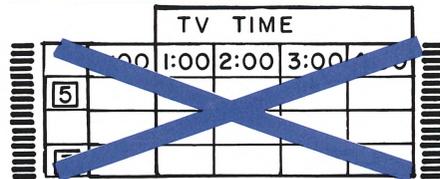


7th
graders



TV How many hours do you watch TV each day?

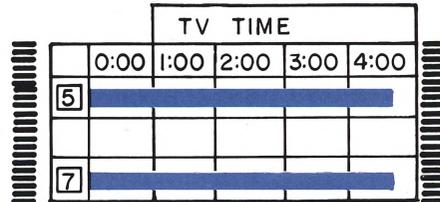
1950



1958

930/49

5th
graders



7th
graders





These children are reading outdoors about 1890.

Fun Facts

The first comic was "Famous Funnies," printed in 1934. Comics became a big business with the publishing of "Superman."

In 1958, Americans bought 50,000,000 comics every month.

COMICS How many comics do you read in a week?

1950

152/66

5th
graders



7th
graders



1958

273/20

5th
graders

7th
graders

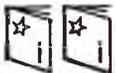
Favorite comics:

Donald Duck

Superman

Little Lulu

Romance

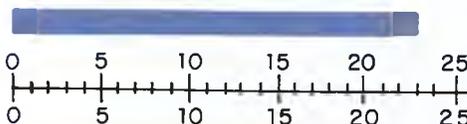


NEWSPAPERS How many minutes do you spend reading the daily paper?

1950

358/2

5th
graders



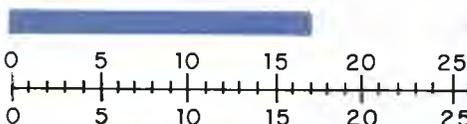
7th
graders



1958

499/70

5th
graders



7th
graders



Shurborough Collection, SJSI

H. Claude reads the *Youth Companion*, a popular paper for young people.

“Read” the graphs and answer these questions.

1. Who listened to the radio most in 1950?
2. Who saw the most movies in 1958?
3. Who spent the least time reading newspapers?
4. In which year did the most people go to movies?
5. Did any of the media grow more popular between 1950 and 1958?

What are your own habits? In February 1989, the Nielsen company, which studies tv viewing habits, said that people between ages six and eleven watched tv for an average of 15 hours and 38 minutes each week. What else do you do in your free time?



What's showing at the Bijou?

ONCE UPON A TIME, GROCERY STORES DIDN'T RENT VIDEO TAPES and television was still being invented. People enjoyed live entertainment, but other novelties drew a crowd, too.

Here are some tales from Iowa newspapers:

June 11, 1878
Scott County paper, the Davenport Democrat

The first phonograph was exhibited at the St. James theater by a sales agent.

July 3, 1878
Iowa State Register

. . . the famous Edison phonograph [drew] a large number of people . . . delighted with the wondrous machine of iron, steel and foil that can be made to talk, whistle, sing, crow, laugh or make any other vocal sound that the human voice can make.

. . . Ladies can visit it at any time as well as gentlemen.

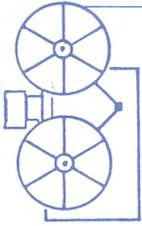
Before these devices came to the state, Iowans went to lectures, plays, and musical performances. Sometimes people modeled

costumes from distant lands while someone recited a story or told about far away places.

The first pictures that truly moved were on canvas. They were called panoramas. Hundreds of feet of canvas were painted with a scene, such as the Mississippi River or the Rocky Mountains. Tall rollers would slowly wind one side and unwind the other. While the moving canvas rolled, a reader talked about the scenery.



This man is demonstrating an Edison gramophone about 1910. The “jars” contain the cylinders that make the sounds.



Iowa City's Bijou Theater, about 1910.



Grant Wood's "movie"

Cedar Rapids students of Grant Wood's ninth grade class painted a 150-foot-long **frieze** [mural] that was 20 inches high. The painting was of castles and islands. Wood wanted to put the mural on the ugly lunchroom walls, but first he wanted to show it to the rest of McKinley school.

He built a contraption so the painting could run through a slot in the darkened school auditorium. Students sat in the large hall, and watched the moving picture as a student read: "As we sit here, we can visit in this tropical paradise, imagining that our everyday baked potatoes are the succulent seed-vessels of the magical mingo tree; that the boiled cabbage before us is the crisp and tender leaf of the Clishy-Clashy vine; that the creamed peas are the pellets of foam driven by playful waves upon a phantom beach."

An early film in Iowa

When moving pictures came to Iowa, they created a stir. Fred Sweet wrote about his childhood in Hampton in the early 1900s.

"One Saturday night I learned there was a new sort of medicine show at the opera house . . . pictures that moved. The claim seemed incredible.

"Finally a screen was let down at the front of the stage, the hall darkened, and the magic lantern threw a square of light in which there appeared a man with a fish pole actually walking beside a stream. The effect was startling. Instead of 'stills,' here was action, full of flickers of light, perhaps, but action nevertheless.

"The man with the fish pole seated himself on the end of a plank and started to fish in flowing water. He moved jerkily, but none the less amazingly. Then a second person emerged from the edge of the screen and lifted a rock that held the plank in place. There was a splash of water and the drenched fisherman foundered in the stream. Then the picture clicked off. . . . The show remained a week, and the townspeople flocked to it night after night for a repetition of the same performance."



Early theaters

Movies in Iowa had a different history than those in large cities. In New York, for example, factory workers and immigrants were the first people to enjoy the cheap entertainment at the nickelodeons. Most people with more money thought such entertainment was for poor people, and they didn't want to go.

Iowa City's first nickelodeon, which was called Brown's Nickeldom, opened in September 1907. At the time, the 8,500 citizens had many other choices for entertainment—plays, vaudeville, traveling short movies, speeches, and sports events. They could also take the train to Cedar Rapids, a town of over 20,000.

“Buster” Brown, the owner of the nickelodeon, advertised the theater's safety and comfort—“Electric fans all around the room maintain perfect circulation. The house is well provided for in the important matter of exits.” In later ads, Brown promoted a singer, hand-colored

films, and a summer movie, *Damon and Pythias*, that he called popular, instructive, and beautiful. The college newspaper reported that “the cleverness of the pictures is a special feature of Brown's Theatre.”

A few years later, Brown opened a second theater where patrons were charged a dime. There, a weekly news film was also shown.

Another man opened the Bijou, which had live acts as well as films. After a year, he sold it to the Englert family. The Englerts had live entertainment for a while, but eventually showed films. The Englert is still a popular movie theater in Iowa City.



Fun Facts

Out of every 100 homes, 97 homes have a television. Almost all of those homes have color sets.



But how safe is it?

WE DON'T OFTEN THINK ABOUT SAFETY when we turn on the TV or walk into a theater. Safety used to be a big concern. It still is for some.

From 1876 to 1903, eight major theater fires in America killed about 2,000 people. One of the largest was in Chicago in the Iroquois Theater, which had been advertised as being very safe. Nearly 600 people were killed, most from smoke and panic.

People have worried about other kinds of

dangers. In the 1940s, 9,000 Iowans were questioned to learn if listening to soap operas was dangerous to their physical or mental health.

More recently, groups like the Children's Television Network have worked for fair and nonviolent television programming for children.

Other researchers are concerned about radiation from picture tubes or hearing damage from loud speakers. Tests are still being done.

Favorite Pastimes

In April 1986, the Gallup Poll asked people how they like to spend their evenings. The drawings on the next two pages show how people in the Midwest answered. For every hundred people who were asked the question in 1986, two said, "Dancing." Can you count the people to find the other answers?

On the first page, you can see how people answered the question in 1938. How would you say times have changed?

1938

- ___ Reading
 - ___ Dancing
 - ___ Visiting with Friends
 - ___ Home with Family
 - ___ Playing Cards or Games
 - ___ Going to Movies or Theater
 - ___ Listening to Music, Radio
- (21 were doing other things)

Fun Facts

In 1950, most homes had two radios, plus one in the car.



The Fred Maurer family of Wilton Junction is gathered in their library. November 12, 1899.

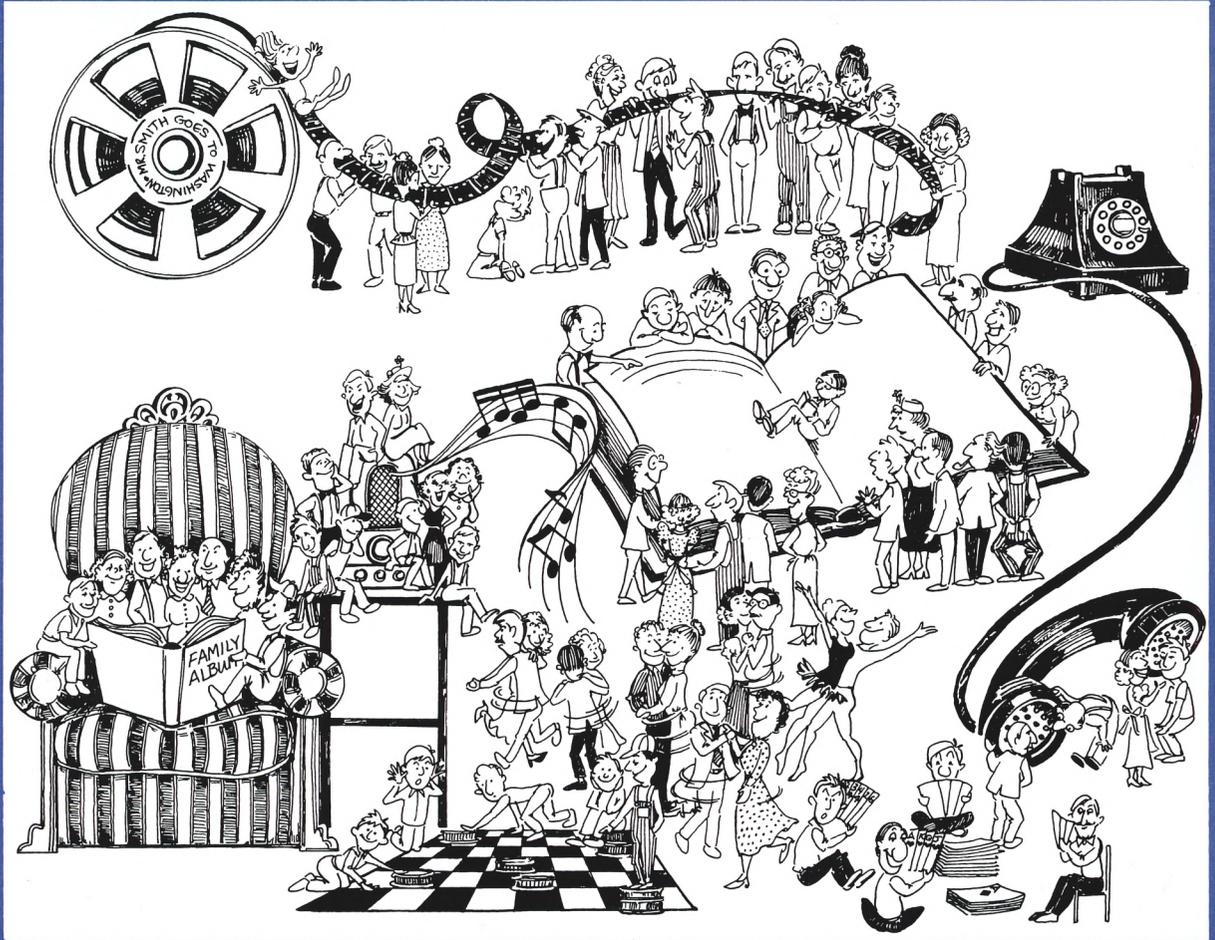
1986

- ___ Watching TV
- ___ Rest and Relaxation
- ___ Reading
- 2 Dancing
- ___ Visiting with Friends
- ___ Home with Family
- ___ Sewing or Needlework
- ___ Playing Cards and Games
- ___ Going out to Eat
- ___ Going to Movies or Theater
- ___ Doing Yardwork
- ___ Listening to Music, Radio

Turn
the
page



Favorite Pastimes



1938

(See page 15)

Favorite Pastimes



Artist: Jean Close

1986 (See page 15)



Radio comes to Iowa

by VaDonna Jean Leaf

RAUDIO WAS IMPORTANT TO EVERYONE when it came to Iowa. People could hear important and interesting news about things that were happening in their town or city, their state, the country, or in other parts of the world.

One group—the farmers—listened to weather reports, market reports and heard about new and helpful ideas. Before radio, people learned about events from newspapers, letters, and by talking to each other.

Radio and, later, television meant people could hear and learn about things *while* they were happening—“The Nishnabotna River is in flood stage” or *before* they happened—“It is expected to frost tonight.” Radio was immediate; it gave important news right away. It was also personal, like another voice in the house.

The first licensed radio station in Iowa was probably WOI, broadcasting from the Iowa State College, (now Iowa State University) in Ames in 1922.

Friendly farmer stations

In 1924, Henry Field started a radio station, KFNF, in Shenandoah in the southwest corner of Iowa. Field was in the nursery business. He sold farm and garden seeds, plants, and even chickens by mail delivery.

He used his radio station to talk about his products. He also gave farming advice and

entertained his listeners with music, jokes, and stories.

In 1925, Earl May, who also lived in Shenandoah and who also was in the nursery

STUDIO
and
BROADCASTING
STATION
K-F-N-F

The
Friendly Farmer
Station

HENRY FIELD
SEED COMPANY
Shenandoah, Iowa

PRICE TWENTY-FIVE CENTS



Lenore and Robert Rickels are listening to the radio the day after Christmas, 1927, in their home in Atkins.

business, began radio broadcasting. His station was named KMA, short for Keep Millions Advised. Earl May built a tower 488 feet tall to give listeners better reception of his station.

May built an auditorium and presented many programs before a live audience (this idea was later used by other stations). People came to watch and listen and take part in the broadcast by giving their opinions.

May was a popular announcer who was given awards for his radio work. His son, Edward May, “came on the air” to present news and information when he was only seven years old.

Soon after KFNF and KMA radio came into being, WHO radio in Des Moines, was begun, and then WMT at Davenport, and other stations.

Fun Facts

Radio and TV signals don't need air.

All stations provided information and programs. The early radio stations were on the air only for



a few minutes each day. Henry Field broadcast from 12:30 to 12:55. Earl May was on from 11:00 to noon, 6:00 to 7:00, and from 9:00 to 11:00 at night.

Crowded Air Waves

As more and more stations came on the air, times and programs overlapped. Sound was garbled and radio broadcasts were confusing for listeners.

By 1924 there were almost 500 radio stations in the nation crowded into two **frequencies** [*air spaces for radio signals*]. A meeting was held in

Fun Facts

Once, in radio, there was a ban on interrupting news shows with commercials.

A first radio

by VaDonna Jean Leaf

I remember when my grandfather brought home the first radio I ever saw.

I was a little girl about five years old. My mother and I lived with my grandparents on a farm in Hamilton County, near Stanhope. We had no electricity yet in the country, (it was the early 1930s). The radio was run by batteries.

Grandpa carried in the radio and put it down carefully on the table. The radio looked like a brown box with a round top. It had a knob for turning it on and off; a knob for tuning (the tuning knob moved a needle-like marker on a dial where there were lines and numbers); a knob to adjust the sound, either treble or bass—high or low.

On the front of the radio was a round circle covered with soft brown cloth and a cut-out grid in front to protect the cloth. Behind the cloth and grid was the speaker where sound came out.

The back of the radio was open and seemed mysterious, all full of tubes and wires. I was told to never touch anything in the back, as these things made the radio work.

At first, when Grandpa turned on the radio there were squeaks and whistles and a noise I had never heard before. Grandpa called the noise “static.”

“I will have to put up an aerial,” Grandpa said. This took a long time. He had to get a ladder and climb up to attach a thin wire to the top of the barn, on across the yard to the top of the house. Then he brought the wire down the side of the house to a window crack and into the house. He attached the wire to the back of the radio.

This aerial wire [now called an “antenna”] caught the radio waves. We could hear the

Washington, D.C. to make new rules and regulations for radio. Some laws had been in place since 1912. Later a Federal Radio Commission was formed to make and enforce rules.

One of the new rules was for all radio stations to have licenses. This and the rising fees for performers and equipment raised the cost of operating radio stations.

The problem of stations needing money for performers and equipment was solved by

advertising. The stations sold time to companies so their products could be advertised.

Now people who had a business, such as building or trucking; or who had a service, such as shelling corn or repairing tires; or who had a product to sell, such as feed, seed or machinery paid money to the radio station to tell about their services or products on the air. Advertising pays the cost of operating most radio stations. Listeners can turn the dial to any station they like and enjoy the “free” music or news. 

radio more clearly, and there was not so much static. We could not listen to the radio long at a time because it would “run the batteries down.”



Young Kenneth Happel listens to a Philco radio in the 1930s.

We lived too far away to hear the Shenandoah stations well. They would come in for a sentence or two, then fade away. WHO in Des Moines came in better. We listened to the news and markets.

Later, after we got electricity, we listened to the “Iowa Barn Dance Frolic” on WHO. For special treats, after school, I could listen to the program, “Jack Armstrong, The All American Boy.”

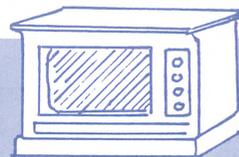
I remember special nights when the prize fights were on. Grandma and Mother stayed in the kitchen; they didn’t like boxing. But Grandpa and I did. Grandpa and I would sit close beside the radio. We would peel and share an orange and we would listen to the Joe Lewis fights.

Whenever I listened to the radio I could pretend and imagine and dream. Radio brought pictures into my mind. I thought radio was wonderful. 



How many do you know?

Greatest Hits



The following 25 television shows were picked from a list of 150 of the most popular programs on TV, going all the way back to 1950.

The letters of each word are scrambled. Arrange them in the right order to learn the

nugkmose _ _ _ _ _

de llinavsu owhs

lirwa yiesdn _ _ _ _ _

eth cyul hsw0 _ _ _ _ _

*a*s*m*h _ _ _ _ _

06 utesmin _ _ _ _ _

rethe's omcryan

het velyrbe lbliheslli

yahpp syda _ _ _ _ _

ei'v tgo a creset

tletil seouh no het rieairp

teh sonwtal _ _ _ _ _

eht velo taob _ _ _ _ _

sieasl _ _ _ _ _

names of the all-time TV hits. How many of the shows have you seen? Ask your parents about the shows that you don't know about. Your local library may have videotapes with some of the old programs. Answers on 31.

hte wrceneal klwe ws0h

teh ifel nda dnegeel fo ttwya rpea

lconfa stcre _ _ _ _ _

dalefr chckhitoc eserptsn _ _ _ _ _

eht neol ngerar

hte onbici mnaw0

teh yosnn dan rhce democy uorh

eth roids yad owsh

oruy tih radepa

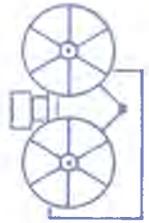
rk0m dan nymid

teh triarpedg milyfa

Iowans' Favorites

Screen Stars

Movies



In 1945, the *Des Moines Register and Tribune* asked Iowans who their favorite stars were. In 1978, it asked Iowans again.

1945

If you like to watch old movies, you may know some of these stars well.

Greer Garson
Bette Davis
Bing Crosby
Spencer Tracy
Gary Cooper
Roy Rogers
Claudette Colbert
Betty Grable

1978

Most of these actors are still making movies.

Barbra Streisand
Elizabeth Taylor
John Wayne
Burt Reynolds
Robert Redford
Paul Newman
Lucille Ball
Katherine Hepburn

In December 1977, the *Des Moines Register and Tribune* asked Iowans which movie was their favorite of all the films they'd seen that year. Some people named current movies and some named older ones.

Among those listed were these.

Rocky
Star Wars
Smokey and the Bandit
The Rescuers
For Love of Benji
Herbie Goes to Monte Carlo

Fun Facts

The radio programs you hear today grew out of what the first **amateur** [*unpaid*] people did with the very first radio broadcasts out of their homes. They played music, talked with their friends, and told about news that they had heard. Does that sound familiar?



Classrooms on the air

ALMOST FROM THE BEGINNING of broadcasting, people wanted to use radio and television for teaching.

Radio stations in Iowa used to offer college courses for adults and programs for children and teachers to listen to in their classrooms.

The first radio broadcast for instruction was in Wayne, Nebraska in 1921. Students sat, each with an ear phone, and listened to a lecture.

The station at the State University of Iowa (now the University of Iowa) in Iowa City broadcast classes for high school students in the 1920s. In the 1930s, the station ran courses on foreign languages and, in 1935, a speech clinic.

In September 1948, the first courses for elementary students were broadcast. The seven programs covered topics in geography, music, history, and common sense skills. They had titles such as “Chapter a Day,” “News and Safety,” and “Hobbies and Games.”

Many teachers in southeast Iowa used the programs. Those who didn’t said they had no time, no radios, or they were afraid that parents wouldn’t think radio programs belonged in the classroom.

American radio stations are run by business people, colleges or universities, or by churches. The business stations are called “commercial stations” because advertisers pay for their products to be talked about on the air. The

advertisers’ payments support the stations. Most commercial stations broadcast a lot of popular music, talk shows, and sports events. Stations



Courtesy F. W. Kerr Collection, University of Iowa Archives

These students at the State University of Iowa are producing a television show on campus. The time is about 1945 to 1950.

Fun Facts

In order to look normal on early black and white television screens, actors and actresses had to wear orange make-up and black or dark green lipstick.

that aren't commercial get their money from taxes and donations. They usually carry news, classical and experimental music, interviews, and educational shows.



The television screen is at the top of the box on top of the radio. The year was 1934.

Fun Facts

In 1945, more Iowa homes had radios than had:

- electricity
- power-driven washing machines
- telephones
- mechanical refrigerators
- kitchen sinks with drains
- running water



Television courses

From the time television began, many teachers have wanted to use it for teaching.

At first the shows were treated like a classroom. People stood by a desk and talked into the camera. This method, which shrank the teacher to a few inches, was fairly dull for students.

Some teachers had early hopes that students could read about an event in history, and then they could watch a program where actors, scenery, and music brought the event to life. Now such lively shows are common.

In 1952, when more laws were passed about television broadcasting, the government also set aside some of the **bands** [slices of air waves that we call channel 2 or 8, for example] for educational television. States or other groups had to apply for a station, and they had to say how they would use the station.

Iowa had WOI in Ames, which began broadcasting in 1950, as an example for educational television. WOI was the first educationally-owned station in the country. Many later stations learned from WOI.

The Power of the Screen

People who study television say that its power came into sharp focus in 1963 when President Kennedy was assassinated. That event, and the accidentally televised murder of Lee Harvey Oswald the next day, brought living history into homes in a new way. Never before had so many people been able to watch history happen.

One question about tv is how much control it has over the behavior of viewers. Many agree that





An engineer manages the modern control room at IPBN in Johnston, near Des Moines.

people learn both skills and ways of acting from television programs.

Some of the programs you may have learned from are “Mr. Rogers’ Neighborhood,” “Sesame Street,” and “Reading Rainbow.”

You may also have seen programs during school. Iowa Public Broadcasting broadcasts 114 programs on topics such as math, art, health, geography, and safety.

Like other stations, Iowa Public Broadcasting Network was on the air for just a few hours a day when it began. Now IPBN is on the air for seventeen and a half hours every day. Iowa Public Television produces over 200 hours of programs a year. The rest of its programs are bought or rented from other stations and movie companies.

Some of the newest programs include something that was common even long ago in radio—a live audience. One such show is

“Student Voices, Student Choices.” It is hosted by Tina Yothers, who played Jennifer Keaton on “Family Ties.” She talks to students in the audience about the topic of the show.

The people who decide what to put on the air at Iowa Public Television are always happy to hear from young viewers. If you want to send a message to them, write to Programming, Iowa Public Television, P.O. Box 6450, Johnston, IA 50131.



Getting Smart with IPT

Iowa Public Television educates people of all ages.

- 73% of Iowa’s elementary teachers use IPT programs in their classrooms
- 43% of Iowa’s high school teachers use the programs
- 32 courses for college credit are offered by IPT
- 22,000 Iowans have taken courses for credit

For every person officially taking a course, three to four other people watch it for the information.

Weekday programming from 9 A.M. to 3 P.M. is aimed at the student audience.

Many women in their 20s and 30s take classes for credit before they return to college to finish degree programs.

History Makers



Do a radio play

You'll need:

1. a script. You could take a favorite story and write out the dialogue.
2. a tape recorder. Any kind will do.
3. equipment for sound effects.

Here's a matching game to play before you start your play.

Sound effects are noises that are used on radio to make listeners think events are really happening. Some sounds cannot be faked, but many can. Match

the sound effect with the sound you think it makes. (You may have to test some of the actions by recording them to see how they sound on tape.) Then you'll be ready to do a radio play of your own.

Crinkle thin, stiff paper

Blow air through a straw into a container of water

Repeatedly shake an umbrella open and closed

Snap fingers

Slide one block of wood against another

Swish a lightweight cane through the air

Hit a pumpkin with a strong piece of wood

Trickle uncooked rice onto a metal cookie sheet

Crush small wooden boxes

Hail

An arrow speeding past

Furniture breaking

A person being hit on the head

A light switch

A bird's wings flapping

Fire

A window opening

A babbling brook

Seventh Grader Wins \$500

In February 1989, Jason Flockhart made a bet with his parents. One year later, Jason was \$500 richer. The bet was that he would watch no television—no TV at home, none at friends' houses, not even movies on tape.

Jason's two younger brothers tried it, too, but Saturday morning cartoons ended their effort.

Jason, who lives in Stanwood and attends Lincoln School, spent his new free time drawing, listening to the radio, playing with friends, and

working on Scout projects. He said his grades improved and "I don't mouth back as much. I used to watch TV and try to act like the people on TV, and it didn't work out. Mainly, television just wastes time and money."

His parents saw a change, too. They said he was more mature and responsible. His teachers say he gets along better in class and speaks up more often.



Courtesy Mount Vernon SUN, photo by Gail Ireland





Rosie's Star-Studded Map

The Lane sisters were part of a famous singing quartet. They sang with Fred Waring Orchestra and performed on radio many times.



INDIANOLA
Priscilla Lane
(born in 1917)
Arsenic and Old Lace



INDIANOLA
Rosemary Lane
(born in 1916)
Sing Me a Song



SIOUX CITY
McDonald Carey
(born in 1913)
Wake Island



SIOUX CITY
Constance Moore
(born in 1922)



DENISON
Donna Reed (real name:
Donna Mullenger)
(born in 1921)
It's a Wonderful Life
The Donna Reed Show



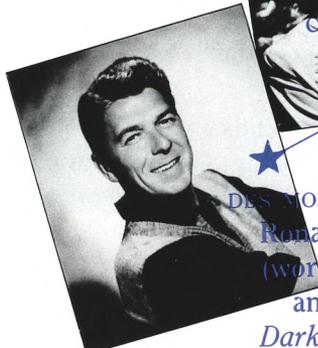
CLARINDA
Glenn Miller
(born in 1904)
Had an orchestra and invented
the Miller Sound. "Is the Mood"
Sun Valley Serenade



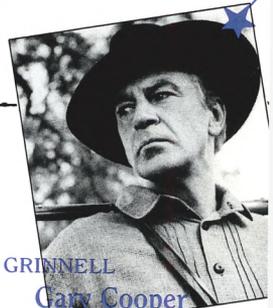
WINTERSETT
John Wayne
(real name: Marion Michael Morrison)
(born in 1907)
The High and The Mighty Oscar



CLARINDA
Marilyn Maxwell
(born in 1922)
Champion
Dr. Kildare



DES MOINES
Ronald Reagan
(worked as sportswriter
and broadcaster)
Dark Victory



GRINNELL
Gary Cooper
(college in Grinnell)
High Noon Oscar



WATERLOO

Julia Adams

(born in 1928)

Private War of Major Benson



DUBUQUE

Don Ameche

(college in Dubuque)

The Story of Alexander Graham Bell



DUBUQUE

Margaret Lindsay

(born 1910)

The Public Enemy's Wife

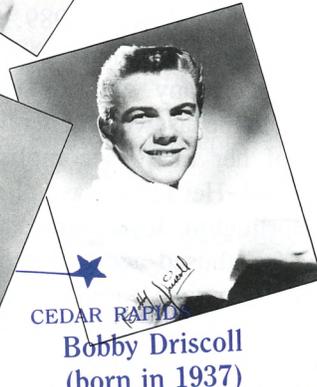


CEDAR RAPIDS

Don DeFoe

(born in 1917)

Thirty Seconds Over Tokyo

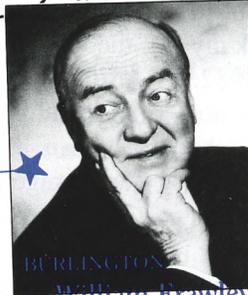


CEDAR RAPIDS

Bobby Driscoll

(born in 1937)

Treasure Island Oscar



BURLINGTON

William Frawley

(born in 1893)

Miracle on 34th St.

I Love Lucy



OSKALOOSA

Chester Conklin

(born in 1888)

Charlie Chaplin comedies and westerns



KEOKUK

Conrad Nagel

(born in 1897)

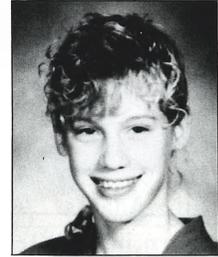
Little Women



Writing women back into history



This essay won first place in the 6th and 7th grade division of this year's "Write Women Back into History" contest. Lisa Downing, Charles City, won 2nd place, and Amy Nielsen, Battle Creek, won 3rd place.



Jessica Swats
Urbandale, Iowa

"I'm not done yet."

ANN HUENEMANN PARKS was my aunt. She died November 5, 1989, at the age of 41, after courageously fighting cancer for two years. She touched many with her sense of caring and fairness. In the last week of her life, she was asked which of her many accomplishments she was most proud. Her reply was, "I'm not done yet."

In Burlington, Iowa, Ann Parks established a shelter for abused and battered women. Before the building was found, she accepted these women into her home. She would answer the phone in the middle of the night, and go out to rescue a woman in need of help. For this work my aunt was named "Woman of the Year" in 1982. Protecting abused women and children "is not done yet."

She served on the Burlington City Council. Ten days before her election to that seat, she was told she had leiomyosarcoma—a rare and fatal cancer. Despite this diagnosis, Ann continued her campaign. Even though the public knew of her illness, she won by a large majority of votes. To her elected seat, she brought integrity,

determination, and commitment. Providing this kind of public service "is not done yet."

Ann Parks convinced the Burlington City Council to pass one of the first laws in the country distinguishing "normal" graffiti from defacements that carried hateful or racial slurs. Fighting racial hatred "is not done yet."

She was an advocate of the Equal Rights Amendment. Ann asked that policy be changed to make city code gender neutral. She also made this policy in her church regarding hymns and readings. She created access for the disabled at the church, and worked hard to make people of different backgrounds feel welcome. This work of equality for all "is not done yet."

Ann Parks' cooperation with and encouragement to her doctors during her cancer provided increased knowledge of the disease. This fight against cancer "is not done yet."

My aunt's work, life, and death have been an inspiration to all who knew her. Her story needs to be shared.

Build a Zoetrope

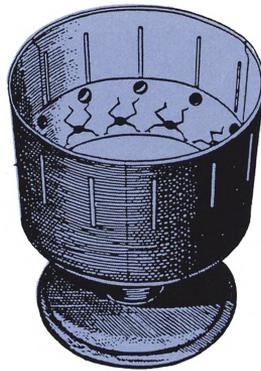
Answers for page 22

A zoetrope, or wheel of life as it was sometimes called, shows many still pictures quickly and makes you think you see motion. The discovery of this brain trick was what led people to invent movies.

Make a small zoetrope this way.

1. Clean a round, paper ice cream container.
2. Cut narrow slits for looking inside. (see drawing)
(You'll need a person who is experienced with a sharp knife to do this.)
3. Draw an object in several positions on a strip of paper.
4. Slide the paper in and put the zoetrope on a turntable. Some kitchens have them for spices. If you can use a record turntable, push a hole into the center of the bottom of the carton with a pencil. Fit this over the spindle.

Ideas for pictures include bouncing balls, the moon getting full and then slim, or a fan opening and closing. What other pictures work well?



Gunsmoke
Ed Sullivan Show
Walt Disney
The Lucy Show
M*A*S*H
60 Minutes
Three's Company
The Beverly Hillbillies
Happy Days
I've Got a Secret
Little House on the Prairie
The Waltons
The Love Boat
Lassie
The Lawrence Welk Show
The Life and Legend of Wyatt Earp
Falcon Crest
Alfred Hitchcock Presents
The Lone Ranger
The Bionic Woman
The Sonny and Cher Comedy Hour
The Doris Day Show
Your Hit Parade
Mork and Mindy
The Partridge Family

Corrections and comments on the farm issue of *The Goldfinch*

Did you find #8 in the farm photo on page 25 of the last issue? The number should have been higher on the page, and "M" on page 24, should have read "out house," not "our house."

Did you find the other photo with the family on Page 14? Look closely at the family on page 3.

We thank William Johnson of Des Moines for pointing out that in the picture on page 22, the three men are swinging scythes, not sickles.



History Mystery

The picture on the back of the last *Goldfinch* was a machine that played a film strip and a record at the same time. A company called Magnavox built it, so they called it Illustravox Junior.

The machine was owned by the Iowa Department of Education and used in the mid-1930s in classrooms.

Our History Mystery was furnished by Elise Schebler Dawson, Curator of Education, and Jack Lufkin, Museum Curator, at the State Historical Society of Iowa, Des Moines.



What is on this woman's table? If you were in this photo, would you know what to do with the strange looking object? After you read this issue of *The Goldfinch*, you'll be able to guess what the object is.

The *Goldfinch*

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