

Quick

Vol. 7, No. 11
SEPTEMBER 15, 1952
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BOB AND RAY: KIDDERS AT LARGE

Two young fugitives from a Boston radio station, Bob Elliott and Ray Goulding (*back cover*) were proving that radio—and some 15 million listeners—could take anything. In exchange for lampooning radio's most sacred cows—soap operas and commercials — Bob and Ray now had four separate radio shows (two on NBC's network; two on NBC's New York station), were on the air five days a week.

Cheerfully Refunded

Sandwiched between platter-spinning and such satires as *Mary Backstage*, *Noble Wife*, are the Bob and Ray gag commercials. ("Just write to NBC and your letter will be cheerfully refunded.") These have included: the Kind Hunter's Kit (for soft-hearted people who love to hunt but hate to kill—contains bullets that drop to the ground and are packed with animal vitamins); Limpo Mickeys (to make the over-active child sluggish, dull and compliant); the Home Surgery Kit; a 10-day course on

how to become a 97-pound weakling; 300 pounds of sliced onions.

The Smithsonian Institute complained after getting 1,000 requests for the Handy Bob and Ray Home Wrecking Kit.

Dilemma: now that Bob and Ray have real sponsors, they're having difficulty persuading listeners to take some of the commercials without the usual grain of salt.



Bob and Ray

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