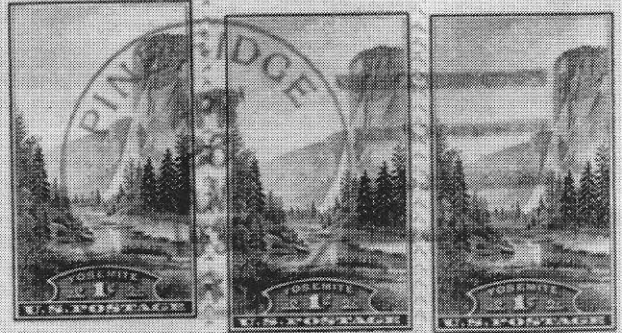
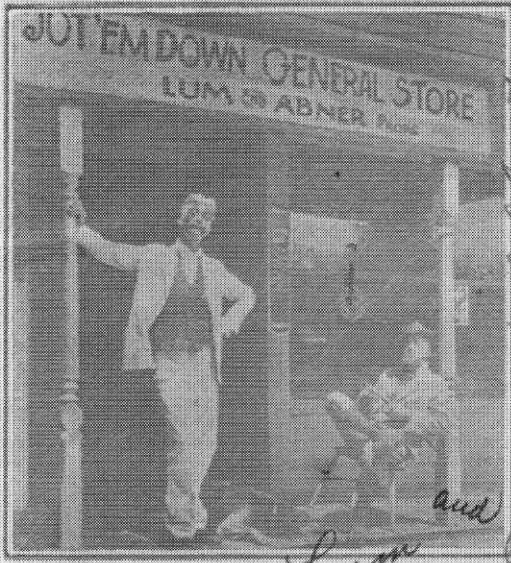


Pine Ridge, Arkansas  
 First Day, April 26, 1936



*Mr. H. E. Ambrose  
 De Queen  
 Ark.*

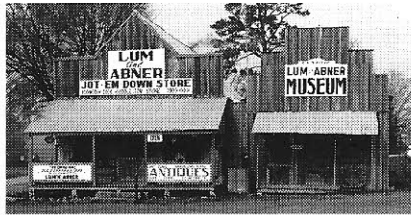
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Spring 2006

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***LUM & ABNER: THE EARLY YEARS  
VOLUME 2***  
MARCH 13, 1935 - MAY 23, 1935

***LUM & ABNER: THE EARLY YEARS  
VOLUME 3***  
MAY 24, 1935 - JULY 18, 1935

***LUM & ABNER: THE EARLY YEARS  
VOLUME 4***  
JULY 19, 1935 - SEPTEMBER 12, 1935

Send orders to the NLAS executive secretary at 81 Sharon Blvd., Dora, AL 35062.

See page 15 of this issue for a special announcement regarding FGRA and the NLAS!

# THE JOT 'EM DOWN JOURNAL

Spring 2006

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### **THE NATIONAL LUM AND ABNER SOCIETY**

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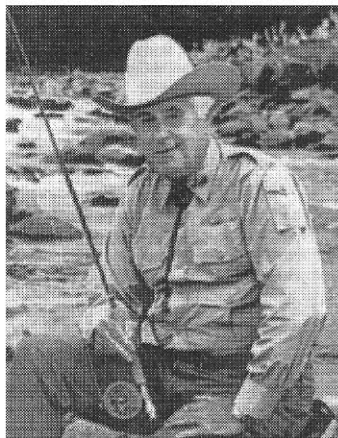
Tim Hollis

\*\*\*\*\*

*Front Cover:* This commemorative en-  
velope, with facsimile Lum & Abner auto-  
graphs, was issued on April 26, 1936, the  
first day the postmark of Pine Ridge,  
Arkansas, was used. Notice that this par-  
ticular example was also autographed by  
Dick Huddleston himself. The small photo  
shows Waters/Pine Ridge resident Cling  
Wilhite, the supposed real-life model for  
Grandpappy Spears, as he appeared at the  
name change ceremony in Little Rock.

LUM AND ABNER is a reg-  
istered trademark. Used by  
permission of Chester Lauck,  
Jr.

## **CURT GOWDY: A Tuffy Act to Follow**



There was quite a bit of media coverage about the death of legendary sportscaster Curt Gowdy at age 86 in February 2006. He had a most minor league Lum & Abner connection, which we know about more by reputation than anything else. Gowdy hosted many celebrities on his ABC-TV *American Sportman* series, and we have received repeated reports that avid hunter and fisherman Norris "Abner" Goff made at least one such appearance. We have been unable to locate the program itself, but several people have reported seeing it. Since they all ran together in the same crowd of sportsmen, L&A friends Phil Harris and Andy Devine were also known to have appeared on the series at various times.

# LUM and ABNER'S® “DEAD SEA SCROLLS”

## Part Four of a Series

Several issues ago, we explained that a previously-unknown collection of *Lum and Abner* scripts had turned up, and while the NLAS is unable to secure them for our own archives, one of our members was permitted access to them long enough to write a synopsis of each one. Our last installment ended in January 1933, and for reasons unknown, the scripts do not resume until May of that year. This is unfortunate, because somewhere in those first couple of months of 1933, Lum and Abner opened a general store that was eventually named the Jot ‘Em Down Store in a contest, and the pattern for the rest of the show’s run was set.

So, even after missing the store’s historic debut, we can still find out “what was going on down in Pine Ridge” in the late spring of that year. The first script in this batch marks the point at which sponsorship of the show was picked up by the Ford dealers of Ohio and Pennsylvania, and this fact heavily influenced the storyline. Here is how our helpful member summarized them:

### May 22, 1933

It’s night and Lum and Abner are digging for a treasure using a map found behind a broken mirror. At the close of the show they hit an iron box.

### May 25, 1933

Lum has a new car and is learning to drive it around.

**GRPAP:** *Lum course hit aint none of my bizness but fokes is a wonderin here in the cammunity. If all that money you found in that old chest you dug up was confederate money, wherbouts did you git the means to buy this car with?*

**LUM:** *Why I dont minds to tell you. I bought it on a monthly payment plan. Univrsal Credit Comapny. All I got to do is pay so much a month, law me the way they figger them payments down hit aint no trouble at tall to buy one thataway.*

**ABNER:** *Thats the way I’m goin to git mine Grandpap. I had my mouth all set fer one forever we found out that money we found wern’t no count and I doggies I aint goin to dis-sapint mysef over it.*

Dock Cook comes by.

**DOCK:** *Well she’s a beauty, I’ll say that. Bout*

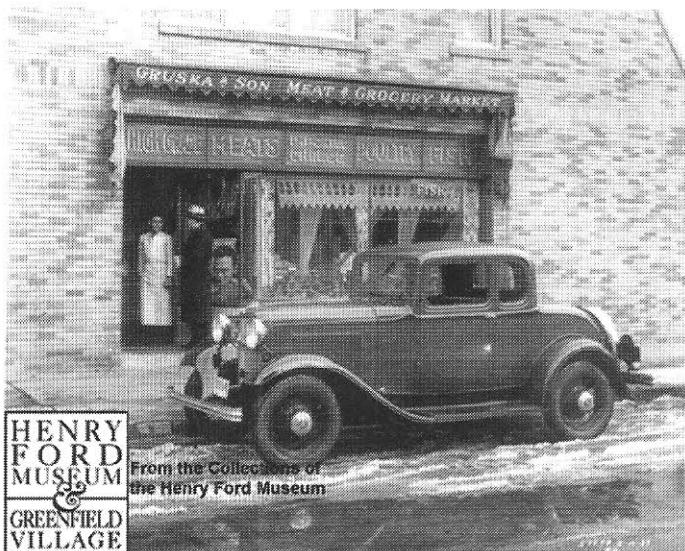
*as purty a car as I ever seen I bleave. Ford huh?*

**LUM:** *Yea, thats the new Ford V8.*

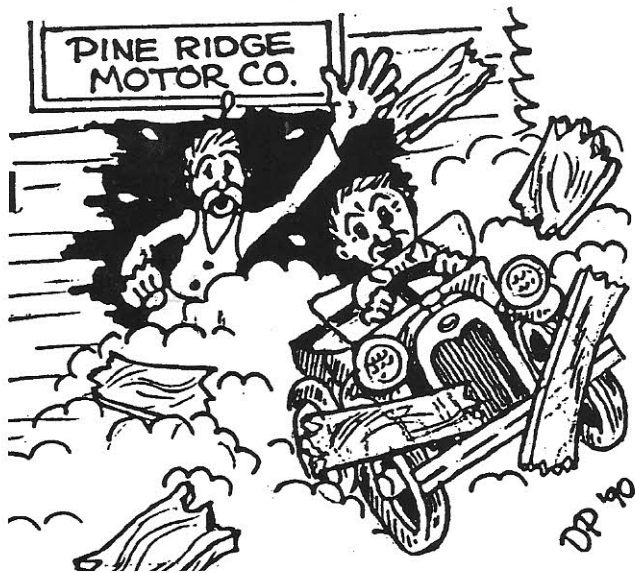
Lum asks Dock if he and Abner can borrow six thousand dollars by mortgaging their farms and the store. Script closes:

**LUM:** *Abner me and you is goin to git the Ford agency fer Pine Ridge and I grannies we’ll take that money we’ll git from Dock Cook to put in the up to datest garage they are in this part of the country.*

**ABNER:** *I doggies Lum I bleave you’ve had a idy that is a idy. I’m right with you on it.*



*This isn't the Jot 'Em Down Store, but it's the Ford V8 that Lum & Abner began advertising in May 1933.*



*Beginning in May 1933, L&A ran both their grocery store and the Pine Ridge Motor Company.*

### May 31, 1933

Script opens with:

**DICK:** *Well this looks like old times, you fellers loafin round my store here.*

**LUM:** *(L) Yea. Since we opened up the Jot Em Down Store we aint had time to git out much. We're goin to be busyier 'n ever though quick as we git that new garage opened up.*

**ABNER:** *Yea and looking after our Constablin and Jestice of the Peacin, looks like all our time's goin to be took up.*

**DICK:** *What you goin to do bout your store.*

**LUM:** *What you mean?*

**DICK:** *Well who's goin to look after it fer you? You caint—*

**LUM:** *Oh why we done made a deal with Grandpappy Spears, he's goin to run the store.*

They also agree to rent a cotton warehouse from the cooperative to use as their garage.

### June 1, 1933

They have a pet goose named Norman that hangs around the store and Elizabeth has made little red pants for him because they picked some of his feathers off.

### June 6, 1933

Lum finds out Evalena has been spending time with Frank Foster only to make Lum jealous. He heads out planning to propose to Evalena.

### June 7, 1933

Evalena turned Lum down. Lum now plans to make her jealous by writing to a matrimonial bureau, having Dick show Evalena the letters, etc.

### June 13, 1933

They are offering over the party line to give anyone who writes a card good for a free lubrication at their local Ford dealer. Script for February 10, 1932, is tucked in with the 1933 scripts. They have marked it up, modifying it to be used with their renewed matrimonial bureau storyline.

### June 21, 1933

They hire Dan Davis, whom they've known since he was a child, to sell cars. He has speaking role here and in subsequent scripts.

### July 3, 1933

Graham McNamee comes to the Pine Ridge Motor Company to interview Lum and Abner for NBC. It was at this point that the show left its status as a WTAM-only feature and returned to the network for the first time since early 1932.



*Legendary announcer Graham McNamee welcomed Lum & Abner back to the NBC network on July 3, 1933.*

### July 4, 1933

The widow who came to town as a result of Lum's matrimonial bureau request is staying at his house and driving him crazy. Her kids painted green spots on his Jersey cow. The widow had sent a picture of Joan Crawford but had scratched Crawford's name off of it. At end of episode Lum's barn is on fire.

### July 5, 1933

Abner had to rescue Lum from the burning hayloft

while they tried to put out the fire yesterday. They decide to pretend Lum's place is haunted in order to get the widow to leave.

### July 6, 1933

Plan didn't work. The widow beat up Abner, the pretend ghost.

### July 10, 1933

The widow's ex-husband is supposedly going to kill anybody who gets between him and her. Lum tries not to be scared, bragging about his boxing prowess:

**LUM:** *Abner do you think I'da ever got the name of Dinnymite Edwards if I'da went out and hid when they was a fight on.*

**ABNER:** *Dinneymite Edards? I never heard you called no sich name as that.*

**LUM:** *Oh yea when I was doin prize boxin thats what they all called me. Dinnymite Edwards the one man cyclone.*

### July 11, 1933

Dialogue between Dock Cook and Dan Davis:

**DOCK:** *Nossir Dan, when I sent you that wire to come home, I didn't think there was a chance for your mother to live.*

**DAN:** *Well I knew when I got here and found out her condition something had to be done mighty quick.*

**DOCK:** *Well I dont know as I ever had a patient improve any faster'n she has since she started drinkin that water out of that spring on Granpappy Spears place.*

**DAN:** *By the way Doctor, I've sent a sample of that spring water to a chemist a friend of mine down in Florida, I expect to get the analysis this week sometime.*

### July 13, 1933

Abner gets rid of the dangerous Hopkins by convincing him Lum is even meaner and then gets Hopkins to buy a new car to win back the widow.

### July 17, 1933

Apparently Hopkins and the widow remarried on the Friday Night Sociable. However, before they can get out of town on this episode, they've been quarantined

with possible measles.

### July 18, 1933

Water analysis is back:

**DICK:** *Thats what I wanted to see Lum about, I think the business men here in Pine Ridge ought to develop that spring and get in behind it and make this one of the greatest health resorts in the country.*

They talk about a news story in which a Pickard is taking a balloon into the stratosphere.

### July 24, 1933

A small show is passing through town, and Cedric and Abner were there to look at the animals. They only stopped because their car was broken down, and they were trying to swap a monkey for food. Abner arrives at end of episode riding a baby elephant.

**ABNER:** *YEA I SWOPPED THAT LUNSFORD USED CAR FER IT AND THEY THROWE IN A LION TO BOOT.*

As with others in these early scripts, you will recognize some of the above material as being the first versions of storylines that would turn up again in the 1940s. In our next installment, we will continue with the story of Lum & Abner's elephant and see what sort of trouble the lion can get them into. Join us then!



*Lauck and Goff were photographed at the NBC microphone during one 1933 broadcast.*

# 70 YEARS OF LUM AND ABNER<sup>®</sup>

If we could borrow the Wayback Machine belonging to Mr. Peabody (not Phinus or Abner), the spring of 1936 would be a good place to travel to for Lum & Abner fans. So much was happening within a four-month time frame that it is difficult to comprehend it all even today.

As we saw in our last installment of this series, late in 1935 there were some rumblings that the post office at Waters was considering changing its name to Pine Ridge, to reap some of the publicity being generated by its featured status on *Lum and Abner*. It was around the same time that Lauck & Goff hired a new publicity man, Jack Ryan, who was always on the lookout for ways to get his clients' names into the papers. The two campaigns meshed perfectly, and both Ryan and Dick Huddleston realized it.

On January 28, 1936, Ryan wrote to Huddleston with the following information:

*Answering your letter of January 21 relative to changing the name of the town, I think that a good day for the celebration would be April 26. This is the fifth anniversary of the first Lum and Abner radio program and I can't think of another date that would be any more suited to the dedication of Pine Ridge than that.*

*I have found that the cost of putting on a program directly from Waters would be way out of the question because of the money involved. The National Broadcasting Co. tells me that it would cost \$27,900*



*In 1936, Lauck & Goff and publicity man Jack Ryan worked out of office 1136-A in Chicago's Merchandise Mart.*

*to string lines from Waters that would tap on to the nearest trunk line, and of course that is a [h-e-double-c-k] of a lot of money in any man's language.*

*Right now I am working on NBC with the idea that we could stage the program from Little Rock. The idea would be to work in the Governor of Arkansas and various state officials as well as the residents of Pine Ridge.*

*It occurred to me that perhaps we might stage something on the Capitol steps wherein the Governor hands the city charter to the citizens of Pine Ridge or something of that nature. Since the twenty-sixth falls on a Sunday, the boys would probably be able to be there in person and if the line charges are not too great I think that this plan would be just about as valuable as a broadcast direct from Pine Ridge.*

Ryan also mentioned the highly fictionalized version of the birth of Chester Norris Garrett on Christmas Day 1935, which we covered in the Winter issue of the *Journal*: "I want to thank you very much for helping me out on the story about the Garrett family. It makes a peach of a yarn and I think that we will be able to do quite a bit with it."

On January 30, Ryan reported that NBC had decided the cost of a broadcast from Little Rock would be reasonable, and began attempting to enlist the involvement of Governor Futrell. Meanwhile, the *Mena Star* was continuing its usual coverage of L&A's doin's, totally unaware of what was brewing out at Waters/Pine Ridge. On January 31, the following article appeared:

## **Lum and Abner Buy Mena Auto License Tags**

*Mena pays tribute to Lum and Abner, two native sons who have made good over the ether waves, and Lum and Abner appreciate this tribute. That the above statement is true was made evident this week when a telegram was received by W. A. Finks, City Treasurer, asking that two Mena automobile license tags be forwarded to the two popular radio stars, which telegram was followed by a letter with a check enclosed to pay for said licenses.*

*Mena automobile licenses this year, as motorists know who have purchased their stickers, bear the slo-*

gan "The Home of Lum and Abner." Lum and Abner, upon learning of this, immediately ordered stickers for their cars and although at present residents of Chicago, the former Menaites will proclaim to the motoring public of the windy city, through their Mena license stickers, that they are still proud of their home town.

Chet and Tuffy continued to prove they were loyal Mena citizens in other ways. The very next day, February 1, the *Star* reported:

### **Lum and Abner Give Support to New Hospital**

*The Mena General Hospital is to have two rooms dedicated to "Lum and Abner," the famed radio pair of Mena boys. Will S. MacLafferty, president of the hospital board, wrote the boys, advising them the cost of equipping a room at the hospital was \$100. With the starting of the new institution, a hard pull financially, some friends had suggested that perhaps the radio team would like to equip a room or two, and as a result, Mr. MacLafferty has received a letter from Jack Ryan, secretary and publicity man for "Lum and Abner," with the welcome check for \$200. Mr. Ryan further stated the boys were deeply interested in the success of the hospital and would be glad to be advised of future plans for the hospital betterment that they might take part.*

If the city had been aware of how much attention was about to be focused on its rural community neighbor to the east, it might not have been so excited over promoting L&A, but as of February 4, another tribute had been conceived:

### **Will Send Birthday Cards to Lum and Abner**

*As the result of a suggestion recently made by Bob*



*This elegant Mena home was serving as the city's hospital when Lauck & Goff sent their \$200 support in 1936.*

*Berry regarding the birthdays of our own Lum and Abner, a committee has been appointed by the Mena Chamber of Commerce to see that these two popular radio stars are fittingly reminded of their respective natal days. The committee is composed of L. E. Gwaltney and Fred Duke and it has been decided to prepare large birthday cards for the two former Menaites, which will have an appropriate Ouachita scene on the front and to which will be affixed the signatures of all the friends who desire to wish the boys "happy returns of the day."*

*The scene will be hand painted by Miss Willie Mae Cole, local artist, and the committee will circulate the sheets for signatures. Lum, whose birthday comes first, will get the first greeting from the "County Seat," while the card for Abner will be held until later. Lum's birthday is February 9 and Abner was born May 30.*

On February 18, Lauck and Goff and Ryan had just returned from their trip to New York (where L&A had appeared on RCA's program *The Magic Key*), and Ryan reported to Dick Huddleston:

*This morning's mail brought a letter from Gov. Futrell, expressing his willingness to cooperate in presenting the charter to Pine Ridge and offering to take part in a program we might put on at Little Rock. The lineup with NBC has not been set up to this moment but I will try to get that detail out of the way by the end of this week, and you can expect a fairly definite set-up to be in your hands not later than a week from today.*

As Ryan predicted, things were shifting into high gear by the following week. On February 25, he wrote to Dick:

*Many thanks for the Pine Ridge plates. They were waiting for me in the office this morning when I got back from one of these weekend theatre dates that the boys have been playing lately.*

[We do not know whether the "plates" Dick sent to Ryan were the kind people eat off of, or if this had something to do with the Mena automobile license plates mentioned earlier.]

*The dedication of Pine Ridge is just about set. Last Friday, NBC agreed to make its networks available on April 26 for a half-hour broadcast from Little Rock. The only drawback to this business is that there are local telephone charges to be considered amounting to about \$500, but I believe the boys intend to pay this cost themselves so we'll stop worrying about that detail.*

*I am getting in touch with the Little Rock Chamber*



of Commerce today in an effort to find out what cooperation we may expect from them. In the meantime I should like you to tell me just exactly what talent you will be able to round up for a trip over to Little Rock to take part in the celebration.

Things are starting to happen now, after all the waiting around we have done, so you can expect to be receiving howls for help from this end of the line in greatly increasing numbers.

Back in Mena, the *Star* gave this report on L&A's response to the birthday greetings they had received from the city:

As most people in Mena and the surrounding territory know, a birthday greeting extraordinary was recently sent to Lum, of the popular radio team of Lum and Abner. The greeting contained a hand-painted woodland scene and 569 signatures of relatives and friends of the two former Mena boys, who sent "Greetings from the County Seat." The birthday card idea was first started by a former Mena *Star* reporter, who is now in Little Rock and refers to himself as "Yours Truly," and was taken up, worked out and carried to completion by a committee appointed by the Mena Chamber of Commerce.

Shortly after the birthday card was sent, Lum and Abner made an appearance on the RCA Magic Key program from Radio City, New York, and local admirers of the "No. 1 Comedy Team of the Air" sent a congratulatory telegram to them which bore the signatures of practically all organizations and institutions in Mena.

In response to these "pats on the back" from the "home town cheering section," as the boys put it, they have written a letter of appreciation which the *Star* is glad to publish. Realizing that it was next to impossible for them to personally acknowledge and thank everyone who signed the greetings, the general letter to their friends at Mena was resorted to:

=====

Dear Folks:

Having just gone through the experience of seeing the whole countryside rise up and give us a pat on the back, we are at a complete loss for any method of thanking each one of you adequately.

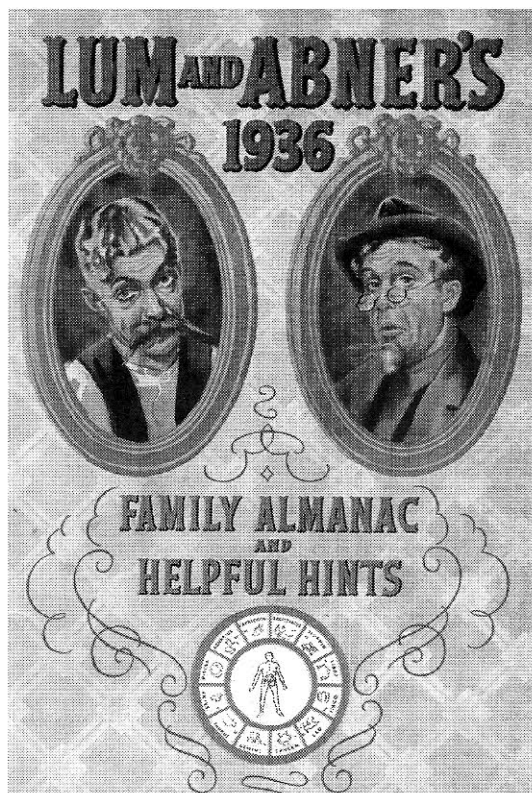
The five years that have nearly gone by since we first wandered out of Mena into the land of Radio have served more than anything else to prove that our best and most steadfast audience is the audience at home. We have played with many of you as youngsters; with some of you we have done business as young fellows growing up; others of you have been the

older folks in the community to whom we have looked for guidance in life, and still others have been relatives and neighbors – all of you are the people we have thought about during these five years. And when (as all radio must) we have directed our program at the Radio Audience – the Audience to us has been the Audience of folks back home.

The telegram from all of the people at the County Seat arrived just before we were to go on the Magic Key program, and if there had been time on the program to announce the names of all the folks who sent the telegram, that announcement certainly would have been made. One of the finest things that we have ever received during our time in the radio world was the community birthday greeting with the names of all you people written in your own hand. A card like that can't help but be a source of inspiration to us, and we want all of you to feel that this one letter is a personal expression of our heartfelt thanks to each and every one of you.

Life has its travails and troubles but with the help of the cheering section such as we have at Mena and Waters we would be breaking a public trust if we ever faltered.

Sincerely,  
LUM and ABNER



Horlick's sold the 1936 L&A Almanac to Dick Huddleston for a nickel per copy. Dick could be cleaning up on eBay today.

## Cabins and Boats for Rent



Fishing at 'Pine Ridge, Arkansas

*This may be the photo Dick Huddleston sent to William Horlick to demonstrate a good day's fishing in Pine Ridge.*

*If this price is more than you had intended to pay, kindly advise us. Our advertising agency stated that you may desire to purchase more of these in the future, and if you wish to do so, we should be pleased to fill your order as long as our supply lasts.*

*William Horlick himself got involved on April 13, writing to Dick:*

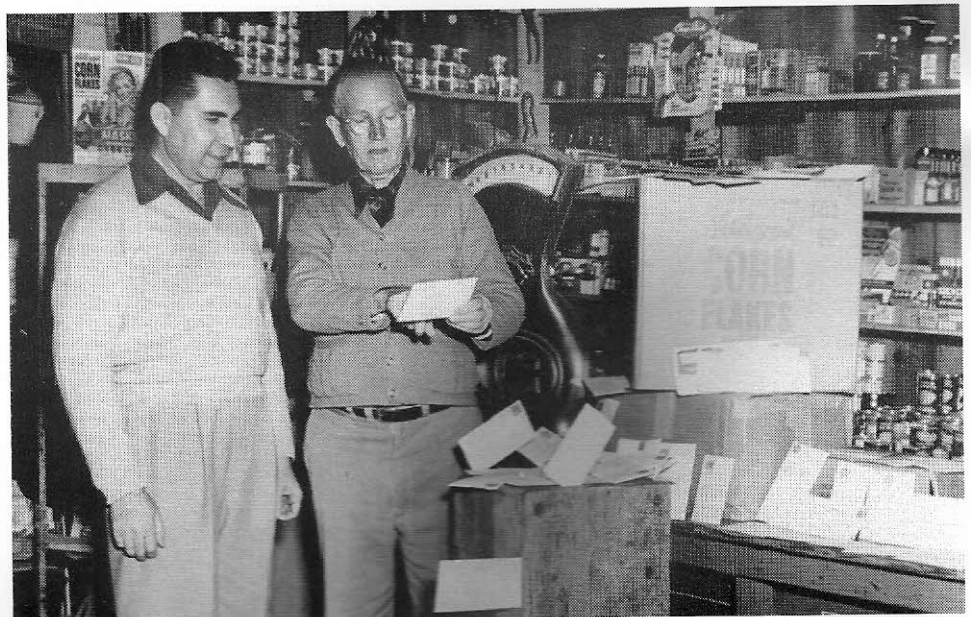
*I was pleased to receive your letter of March 19 and was much interested in seeing the photographs you sent of the interior of your store and also of a good day's catch in Pine Ridge. We note that you go in for dealing in eggs in quite a big way.*

=====  
*As another means of paying tribute to Lum and Abner, a birthday greeting, similar to the one sent Lum, was mailed to William Horlick Sr., aged sponsor of the popular radio team, on his 90<sup>th</sup> birthday which was February 23. This greeting also contained over 500 signatures but differed from Lum's greeting inasmuch as the painting on the front was Lum and Abner in character make-up. This greeting was also arranged for by the Chamber of Commerce.*

*Whether or not this birthday greeting had anything to do with it, things began stirring at the Horlick's Malted Milk plant in Racine, Wisconsin. A March 18 letter to Dick from the company does not directly address the upcoming publicity stunt, but touches on publicity of another type:*

*We have been advised by our advertising agency, Lord & Thomas, that you are desirous of purchasing some of the Lum and Abner Almanacs, since you have so many calls for them in your store. Under separate cover we are sending you a supply of fifty of these Almanacs. If you feel that you are able to dispose of these to your advantage, it will be satisfactory to us for you to pay for them at the cost price of five cents each.*

*We are following with much interest the preparations for the ceremonies which are to be reported over the National Broadcasting Company for the official changing of the name of Waters to Pine Ridge. We have heard that you plan to be present personally in Little Rock to receive the official documents, and have no doubt it will be a thrilling occasion for you. Also we were interested to know that you are one of the incorporators of the newspaper which is being published at Mount Ida and thank you for the copy which you sent. I shall be glad to receive any further notices concerning the April 26 celebration which may come to your*



*We have no idea who this tourist may be who is taking a tour of the inside of Dick Huddleston's store, but it looks like the mail has been pouring in lately.*

notice.

While all of this was going on, and probably in response to some of the Waters/Pine Ridge publicity that was leaking out, on March 24 the *Star* elected to editorialize a bit about a sore point that continues to fester today. We here at the NLAS are always ready to help correct such misinformation ourselves, so here it goes again:

**We May Get Out of the Ozarks Some of These Days**

=====

*As many local residents know, in connection with much of the publicity which is gotten out about Lum and Abner, the locale of their daily broadcasted sketches is referred to as being in the Ozark mountains. Several objections have been offered, adroitly enough so as not to jeopardize the popular radio team's standing, and apparently these letters calling attention to the fact that the mountains in this section are the Ouachitas and not the Ozarks are having their effect.*

*Recently a letter was sent to the Radio Guide, a national weekly which carries many stories about Lum and Abner. The letter is reproduced below and is self explanatory.*

*Mena, Ark. March 18, 1936*

*The Radio Guide, Chicago, Ill.*

*Gentlemen: We like your Radio Guide. We are personal friends of Lum and Abner (Chet and Norris). Have known them as long as anyone. Know their wives also. Now we want to raise a fuss with you.*

*In every article that you publish about Lum and Abner, you state that they are from the Ozarks down in Arkansas. These boys have never lived in the Ozark Mountains, only when they were in school at Fayetteville. And Pine Ridge is not in the Ozark Mountains (Believe It or Not), but a few miles from Mena, Ark., in the Ouachita Mountains, which is not a part of the Ozarks. Ask Lum and Abner, or the United States Forest Service.*

*We Mena folks do not like to be told that we live in the Ozarks. WE LIVE IN THE BEAUTIFUL OUACHITA MOUNTAINS near THE SOURCE OF THE OUACHITA RIVER – THE PRETTIEST COUNTRY IN ARKANSAS, HOME OF LUM AND ABNER.*

*Yours truly,*

*The Bunch at Jackson Drug Co.*

*J. Roy Ivey*

*This letter brought a reply right back and reading as follows, is also self explanatory.*

*Dear Mr. Ivey: Doggone! There I've put my foot in it again. I'm from Missouri originally myself and should know better than to put Mena in the Ozarks.*

*Some of these days I'm going to visit the Ouachita Mountains in order to convince myself that it's the prettiest country in Arkansas. When I do, I hope you and the Bunch at the Jackson Drug Company will forgive me.*

*Sincerely,*

*Curtis Mitchell*

So, what happened when the word finally got out about Waters becoming Pine Ridge, and the big NBC broadcast from Little Rock on April 26? The *Star* broke the news three days ahead of time, occupying much space with reports on the heroes' welcome that was to be given to Lauck & Goff. You will see the Little Rock newspaper's reports in this issue's "L&A in the News" feature.

Of course, if you want to hear what exists of the actual April 26 broadcast itself... the final ten or fifteen minutes... you can go to Tape #H-35 in the NLAS Tape Library. We had hoped to have a completely restored and cleaned-up version of this fragment available in our next set of CD's from the First Generation Radio Archives in time for its 70<sup>th</sup> anniversary this month, but time just did not allow for that. Fear not, it will be coming soon!

- Tim Hollis



*The change from Waters to Pine Ridge was a great benefit to both Dick Huddleston and Horlick's Malted Milk.*

# Lum & Abner® In The News

## REPRINTS OF PAST LUM & ABNER ARTICLES

As mentioned in the previous pages, here we present the ARKANSAS DEMOCRAT's coverage of the festivities surrounding the changing of Waters to Pine Ridge and the welcome given to Lauck & Goff on their return home. The articles span three days: April 25, 26, and 27, 1936.

**April 25, 1936**

### Many Persons Will Welcome Lum and Abner

#### Parade Will Follow Arrival of Noted Entertainers Tonight

Gov. J. M. Futrell, Mayor R. E. Overman, and 153rd Infantry Band and several hundred Little Rock and Arkansas residents will welcome Lum and Abner, Arkansas's noted radio team, to the city tonight when they arrive to present a special radio program from the steps of the state capitol Sunday afternoon.

The two entertainers, who in real life are Chester Lauck and Norris Goff of Mena, will arrive at the Missouri Pacific station at 6 p.m. A parade, headed by the Infantry Band, will form immediately and will proceed to the Albert Pike hotel. Governor Futrell, Mayor Overman, Lum and Abner, members of the official committee, and others, will participate in the parade,

The line of march for the parade will be east on Markham from the Missouri Pacific station to Main street and then south on Main to Eighth street and to the hotel.

Mrs. Lauck and Mrs. Goff will be formally welcomed by Mrs. Futrell and Mrs. Ernie Maddox, daughter of Gov. and Mrs. Futrell. Along with Mrs. Charles Lyon, wife of the NBC announcer sent here to have charge of the program, they will be presented corsages of David O. Dodd roses, official centennial flower.

At 7 p.m. they will be guests of honor at a banquet at the hotel, arranged for members of the official welcoming committee and a few old friends of the entertainers. Following the banquet, arrangements are being made to have a brief reception for Lum and Abner at the hotel.

The local chapter of the Sigma Chi fraternity, of which both were members when they attended the University of Arkansas, will entertain them with a party at the home of W. E.

Lenon Jr., in North Little Rock, following the reception.

Tomorrow's radio program will begin at 3 o'clock, lasting a half hour, but the Little Rock high school band will play a concert starting one hour before the broadcast. The KTHS barn dance band also will be on hand to play. Both bands will be heard on the broadcast along with Lum and Abner and Governor Futrell.

The program will mark the fifth anniversary of the first Lum and Abner broadcast and will also commemorate the changing of the name of the town Waters, Ark., to Pine Ridge, a name made famous by the entertainers.

Arrangements for the program are in charge of Jack Ryan, business manager for Lum and Abner, and Harlan Hobbs, centennial publicity director.

**April 26, 1936**

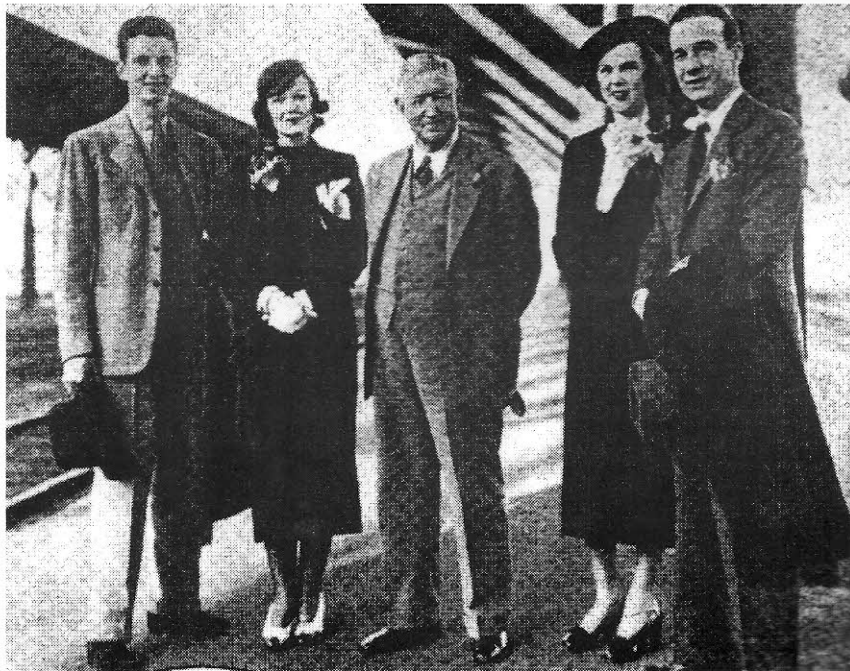
### Lum and Abner Are Welcomed By Big Crowd

#### Governor Among Fans at Station; Public Broadcast Today

Chester Lauck and Norris Goff, Lum and Abner to most people, arrived here late yesterday to be welcomed by some 1,000 persons gathered at Union Station to get a first hand glimpse of one of the nation's most popular radio teams.

The two young men who left Mena five years ago this month to gain a place among the top-rank entertainers of the country, attracted their fans to the city from all parts of the state, with Pine Ridge, or Waters, in Montgomery county, turning out almost en masse to see the "home town" boys.

It was almost a "Lum and Abner Homecoming Day" with parents of the two, many relatives and friends, former classmates at the University of Arkansas and acquaintances waiting their time to greet the men and wish them well. But they had



Governor Futrell (center) welcomes Chet Lauck, Elizabeth Goff, Harriet Lauck and Tuffy Goff to Little Rock.



*Lauck & Goff were honored by a parade from the Little Rock railroad station to their hotel.*

time for everyone despite a full schedule of events planned during their brief stay in the city.

Immediately after their arrival at 6 p.m., they were placed in cars and paraded to the Albert Pike hotel, where a buffet supper was scheduled. By the time the two finished greeting their friends, the supper began at 7:30. Then the youthful entertainers took time out to see newspaper men and assure them that "anything you say is all right with us." After that, they were guests of the local chapter of the Sigma Chi fraternity at a party at the home of W. E. Lenon Jr. on the Galloway pike.

First thing on today's schedule will be a rehearsal during the morning of their program this afternoon. Then at 3 o'clock this afternoon, they will appear at the state capitol to join Governor Futrell and others in a 30-minute broadcast over the National Broadcasting System. The broadcast will be in observance of the fifth anniversary of their first program and will mark the changing of the name of the town Waters to Pine Ridge, a name made famous by the two.

The Little Rock high school band and the KTHS barn dance band will participate in the program, which will be carried over stations from coast to coast.

Charles Lyon, noted NBC announcer, accompanied Lum and Abner here from Chicago to serve as master of ceremonies for the broadcast. The program will be broadcast from the steps of the state capitol, with the Little Rock high school band playing a concert for an hour in advance of the program.

Mrs. Lauck and Mrs. Goff, both natives of Arkansas, accompanied their famous husbands here. Mrs. Lyon was also their guest on the brief trip to Arkansas. Mrs. Lauck formerly lived at Hot Springs while Mrs. Goff's home is at Mena.

The young men were well pleased with their reception at the station and especially with the informal welcome extended them by Governor Futrell, but their first thoughts were for "their folks." Their mothers, Mrs. William J. Lauck and Mrs. R. Goff, both of whom live at Mena, were on hand to make their visit more pleasant.

Mrs. Futrell and Mrs. Ernie Maddox, daughter of Governor and Mrs. Futrell, were present to welcome wives of the two entertainers and Mrs. Lyons, H.C. ("Sport") Graham, city clerk, represented Mayor Overman and along with Governor Futrell extended a formal welcome.



*Charles Lyon was the announcer for the NBC broadcast from Little Rock.*

The fact that Lum and Abner are still in their twenties seemed to amaze many present to greet them. "Why we thought they were much older," many persons commented. And that comment, to Lum and Abner, is the highest praise they could receive. As Abner commented, "Our biggest ambition is to be as much like our characters as possible. That's because we love our characters, we know them and they are almost real people."

"Chet" took up the conversation there. "The people we portray in our sketches are the backbone of this country. They are the people who have built it to the high place it occupies among nations. They're the kind of people who would give you two slices of bacon if they only had three in the house."

"Tuffy" — that's Abner's nickname — resented the fact that he and his partner have to leave tonight to be back in Chicago Monday for their program Monday night. "Why on the way down here, passing along some of those rivers and creeks, I caught enough fish to last me two weeks. That is, in my dreams. I'd like to take about a week off and just go fishing."

Lum and Abner don't map their sketches in advance. In fact, they prepare their broadcasts just a few minutes before they go on the air. "We never know what's going to happen, that way. In fact, we honestly can't tell you what tomorrow night's broadcast will develop." However, they did guarantee that their horse is going to reach the derby and will run. Whether he'll win, "Well, we don't know about that ourselves."

Lum, taking time out from an interview, called little Nancy Ann Hall, daughter of C. G. "Crip" Hall, a former schoolmate, on the phone. It seems that little Nancy is a real Lum-and-Abner fan.

"Nancy, this is Lum," went the introduction. Amazement was registered at the other end of the wire. "Now Nancy, Squire Skimp has a few words to say to you," came over the phone in the voice of Lum. Then the voice changed to a deep bass. "Hello, Nancy; this is Squire Skimp. Now, Nancy, Cedric Weehunt wants to say hello." The voice changed to a high pitch. "Hello, Nancy; this is Cedric Weehunt. Now you go on back to bed and be a good girl." Nancy hung up the phone, apparently dumbfounded.

That conversation, or skit, characterized the visit of the two — informal. They had a pleasant word for everyone and appeared amused at the fact that anyone could enjoy their show. One well-wisher remarked; "I've missed your program the last week." The reply from Abner was, "That's your good luck."

But it was easily evident that the two are proud of their work, and the welcome that they received assured them that they are doing a good job.

**April 27, 1936**

## **Pine Ridge Is Given Place On State Map**

### **Thousands Cheer Lum and Abner at Special Program Here**

Lum and Abner's mythical village of Pine Ridge officially took its place on the Arkansas map today as a tribute to the state's native sons of the radio.

Officially launching Arkansas' Centennial celebration,



*To our knowledge, this newspaper photo is the only one actually taken during the April 26, 1936, broadcast from the steps of the state capitol.*

Governor Futrell in dedicatory exercises on the state capitol steps yesterday re-christened in the Montgomery town of Waters as Pine Ridge. For five years, Lum and Abner — Chester Lauck and Norris Goff — have built their daily radio act around the village from which many of the characters of their script are drawn.

The radio stars were central figures in the exercises viewed by several thousand persons. Three of their real characters took part in a coast to coast broadcast, the storekeeper, Dick Huddleston receiving from Governor Futrell the new charter of his home town.

"It seems to me a singularly happy circumstance that we can combine three important features in the activities of this one Sunday," said the Arkansas chief executive in his radio address. "First we are celebrating the change in name of a little town out here from Waters to Pine Ridge.

"Another reason for our being here at this particular time is that just five years ago our state sent these young fellows, Chester Lauck and Norris Goff, out to try their luck at making a name for themselves on the radio.

"All of us, I believe, are convinced that in these five years they have turned into a national institution and we are just about the proudest folks in creation today."

Lauck responded in the character of Lum, declaring it "mighty thoughty of all you folk to come over here and hold this celebrate fer us. Me and Abner want you all to know that we are deeply tetchted."

Lum and Abner in another event of the day selected Miss Edna Eberie Epperson of Amity, daughter of Mr. and Mrs. H. E. Epperson, as Dark county's Centennial queen.

A crowd of several thousand persons loudly cheered as Chet and Tuffy adopted their radio roles in the broadcast from the capitol. The crowd had gathered more than an hour in advance of the broadcast to hear a concert by the Little Rock high school band. The KTHS barn dance also stepped in from time to time to entertain. Both bands had a part on the program, the school unit playing the Lum and Abner theme song, "Eleanor" and the barn dance band offering "Arkansaw Traveler."

Charles Lyon, ace NBC announcer, who came here from

Chicago for the program, was master of ceremonies. A huge birthday cake was presented to Lum and Abner during the broadcast by station KTHS, with Douglas Hotchkiss making the presentation speech. The two Arkansas boys broadcast their first radio program over that station five years ago.

Following the broadcast, a reception was held in the governor's office with Lum and Abner greeting hundreds of old friends and autographing many more cards for their fans.

Following the reception they went to the Arkansas Theater to appear before a meeting of the Independent Theater Owners of Arkansas. Miss Epperson also was presented as were Miss Mary Tucker, Miss Wanda McMaster and Miss Marian Harmon, runners-up in the beauty contest.

The two entertainers were forced to call in Ted Morrow, president of the theater group before they could finally agree upon the contest winner. Mr. Morrow cast the deciding vote for Miss Epperson.

At 10 o'clock last night, Chet and Tuffy, their wives and Mr. and Mrs. Lyon boarded a Missouri Pacific train for Chicago from where they will go back on their nightly program tonight. Jack Ryan, their business representative, remained here last night and planned to leave today for Chicago.

The program was the initial offering of the Arkansas Centennial Celebration, and Gov. Futrell went at length to tell his radio audience about the centennial and to invite his listeners to visit the state this summer.

Will S. McLafferty of Mena, formerly Chet's law partner, represented his home city on the broadcast and extended greeting to Lum and Abner. Ed L. Goble of Pine Ridge, who furnished the inspiration for the part of Cedric Weehunt in the broadcast, and Uncle Cling Wilhite, who in the broadcast is Grandpappy Spears, had parts on the broadcast, and were introduced to the huge crowd.

The trip marked Uncle Cling Wilhite's first visit to Little Rock. Following the broadcast he attended the reception in the governor's office and at the invitation of Mrs. Futrell seated himself at the governor's desk. That was the "biggest kick" of the day for the Pine Ridge resident.



*Uncle Cling Wilhite*

# A Deal You Won't Get From **SQUIRE SKIMP**



Over the past few years, the **First Generation Radio Archives** has become known as the source for some

of the best-sounding radio programs currently available. Working with original transcription disks and master recordings, their straight-from-the-source audio restorations have become the standard for just how wonderful OTR can sound when treated with care, respect, professional standards, and state-of-the-art digital audio equipment and techniques.

And now, thanks to a new cooperative agreement between **The National Lum and Abner Society** and the Archives, NLAS members who join the Archives can also help support both current and future NLAS activities. Here's how it works:

Visit the First Generation Radio Archives website at [www.radioarchives.org](http://www.radioarchives.org) and sign up for a free, no-cost, no-obligation membership. On the membership page, when you come to the box labeled "Referral Code," enter the letters NLAS; this will ensure that the Archives knows you're joining them as a National Lum and Abner Society member.

Once you've become an Archives member, take a few minutes to browse the Archives' extensive catalog of old time radio shows on compact discs – and, in particular, note the special sale prices they offer on newly released collections. If you choose to purchase any of their CD sets, either now or any time in the future, part of the purchase price of everything



you buy from the Archives will be returned to the NLAS -- in cash!

It's truly a win-win situation for both you and the NLAS, too: you have the chance to hear some of the best sounding old time radio entertainment currently available and, at the same time, financially support the activities and goals of the National Lum & Abner Society.

Remember: there's no cost or obligation involved in joining the Archives and no purchase is ever necessary. But, if you're like many fans of old time radio, you'll soon find yourself purchasing one or more of the Archives' Premier Collections for not only yourself, but also to give as gifts.

Join the First Generation Radio Archives today and start enjoying some of the best sounding OTR you've ever heard, secure in the knowledge that you're also helping to financially support the National Lum and Abner Society.



*"Squire, we done told ya we don't need no more o' them crummy-soundin' recordin's of our show you sell! We got them nice fellers at FGRA workin' with us now!"*

# LUM AND ABNER® DAYS RETURN TO MENA, ARKANSAS

## JUNE 1-4, 2006

Even though we were unable to cobble together an official NLAS Convention for this year, those of our members who need an L&A fix this summer should be glad to know that the town of Mena is reviving its formerly annual Lum & Abner Days festival on June 1-4. This is being done under the auspices of the fine people at the **Ouachita Little Theater**, which you will recall from past conventions as Mena's former Lyric Theater. Honestly, we can't tell you exactly what all they have planned, but you can keep up with things by visiting their web site:

<http://gomenaarkansas.com/lumAbner.asp>

Or, for more personal help, you can e-mail this year's coordinator, **Judy Kropp**, at [kroppj@mena.dmsc.k12.ar.us](mailto:kroppj@mena.dmsc.k12.ar.us). Show Mena that you continue to support L&A!

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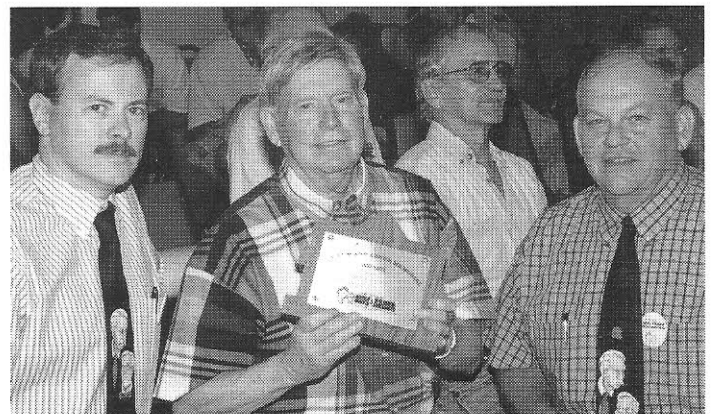
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## IN MEMORY OF DOY GRUBBS 1926-2005

The announcement above is rather ironic, considering the fact that while we were assembling this issue, we learned of the passing of Mena grocer and civic leader Doy Grubbs. He died on December 16, 2005, at age 79.

Doy well deserved his reputation as the "Dick Huddleston of Mena," not only because of his 50 years in the grocery store business but because of his involvement in civic affairs. As a longtime leader of the Mena Optimist Club, Doy was instrumental in the establishment of Mena's Lum & Abner Days in 1977. One of his greatest accomplishments from an NLAS standpoint was his spearheading the campaign to erect a monument to Lum & Abner in Mena's Janssen Park. The monument was dedicated in June 1979, with Chet "Lum" Lauck present, in company with L&A writer Roz Rogers and actors Clarence Hartzell and Opie Cates. This event was very much like an NLAS Convention five years before the organization was founded. At the 1999 convention, Doy was presented with the

Lum & Abner Memorial Award in recognition of his unflagging support of the memory of Mena's two famous performers.



*Doy Grubbs (center) receives the Lum & Abner Memorial Award from Uncle Donnie Pitchford (left) and Singin' Sam Brown (right) in 1999.*