

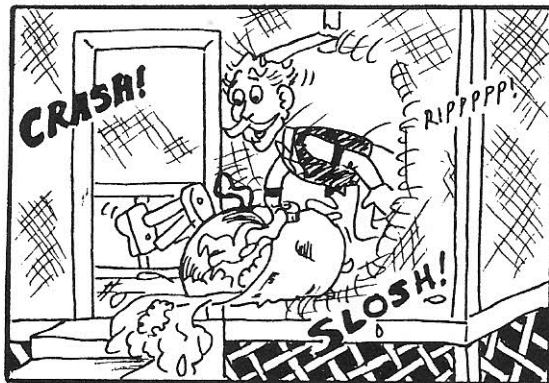
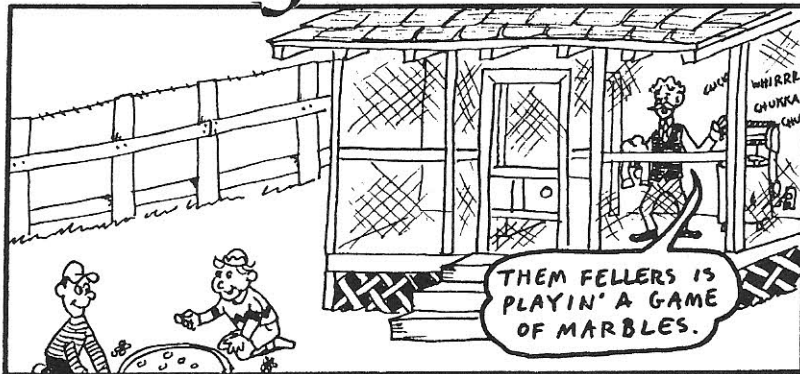
LUM & ABNER

BY CHET LAUCK

February 1990

# The Golden Era

by Gary Stivers



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 Volume 6, Number 4, February  
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# THE JOT 'EM DOWN JOURNAL

## February 1990

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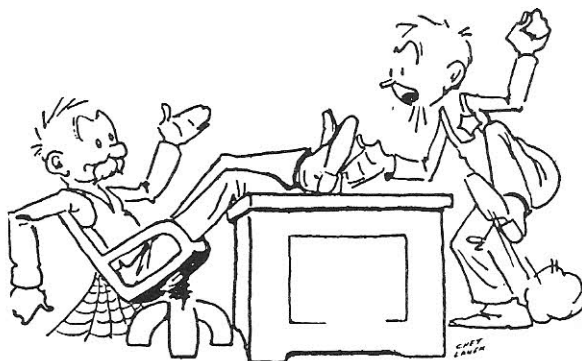
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COVER: An original sketch of  
 Lum and Abner by Chester Lauck  
 himself; reprinted through the  
 courtesy of Mrs. Harriet Lauck.

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ABOVE: ILLUSTRATION BY CHET LAUCK  
 FOR BOOK LUM & ABNER & THEIR  
FRIENDS FROM PINE RIDGE, 1932

# LUM AND ABNER

and their Sponsors

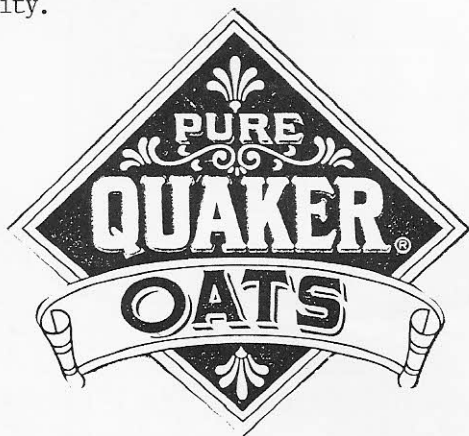
## PART 1 OF A SERIES



In the days of radio, the sponsor was the all-powerful guiding force behind the programs ... unlike today, when most of the creative control rests with the TV networks. Therefore, the Lum and Abner show was shaped to a large degree by its changing sponsors over the years; in this new series of articles, we shall be looking at these sponsors & the effect that each had on the program's development. Just to start things off on the right track, here is a quick run-down on the companies and the years they sponsored "Lum and Abner":

Quaker Oats (1931-32), Ford Motor Co. (1932-34), Horlick's Malted Milk (1934-38), Postum/General Foods (1938-40), Miles Laboratories (1941-48), Frigidaire (1948-49), and Ford Motors again (1949-50). After that point, various local sponsors in different parts of the country began paying the bills.

The story of how L&A obtained their first sponsor begins with the success of their initial appearances on KTHS in Hot Springs. The station manager, Cam Arnoux, was so impressed with their routines that he prepared a letter of introduction for them to present at the NBC Network offices in Chicago, and Chet & Tuffy (with their wives in tow) took off for the Windy City.



Elizabeth Goff remembers that their allotted time in Chicago was almost up before the two husbands actually got up the nerve to audition. But they finally made their way over to the Quaker Oats Company; according to Mrs. Goff, they actually had a double purpose for choosing the oatmeal company: Tuffy's father, being in the wholesale grocery business, wanted them to talk to Quaker Oats about getting a

private label of oats for his company. While at the headquarters, they happened to mention that they were in Chicago in the first place to audition a radio program, and Quaker wanted to hear what they had to offer. In a 1966 interview, Tuffy Goff explained what came next:

"They were having a Board of Directors meeting, and all these old gray-haired men were sitting there in these tremendous big chairs. So we told them, 'We don't need a mike...we'll put the show on here.' So we asked them to turn their backs to us. And I never will forget all these old men getting up and lifting these heavy chairs, and turning them around. When all that would have been necessary was for Chet and I to spin around and turn our backs to them. But they bought the show that day!"



THE FIRST OFFICIAL NBC PHOTO OF THE BOYS, 1931



This was highly unusual at the time, since the normal procedure for selling a radio program called for going through the advertising agency that handled the account. But in this case, Quaker Oats themselves bought "Lum and Abner," and the Laucks and Goffs went back to Mena to prepare for the big move. Within a few days, Lord and Thomas (Quaker's advertising agency) began calling to find out just what kind of show their client had purchased without their knowledge! No one at Quaker could tell them, because they had heard only the one routine in the Board of Directors room, and Chet & Tuffy couldn't tell them because they never thought of planning any of their act out ahead of time. But finally they made it back to Chicago, in time for "Lum and Abner" to make its network debut on July 27, 1931, as a two-week summer replacement for another comedy team, "Gene and Glenn."

Needless to say, documentation of L&A's period of history under Quaker sponsorship is sketchy at best. Of course, no recordings from that period are known to exist, but we do know a few bits and pieces here and there. The original series did NOT concern the Jot'Em Down Store; in its original format, Lum was the Justice of the Peace and Abner was the town constable, operating jointly out of the same office. Most of the other major characters seem to have also been introduced during the first year, with Squire Skimp seeming to have been the last to appear. Of storylines we know nothing, except that there seems to have been an early incarnation of the "synthetic rubber/sweetgum & stretchberries" storyline that was later used in 1943 on both the radio program and in

the movie SO THIS IS WASHINGTON.

The main source of information about the 1931-32 L&A activities is the voluminous research done by the late Ray Poindexter for his 1974 book Arkansas Airwaves. Through the courtesy of his widow, Mrs. Hazel Poindexter, we are able to determine the following:

After the initial two-week run of "Lum and Abner" as an early-morning feature ended, Chet & Tuffy returned to Mena until the series resumed on August 24. During their brief return to the old home town, a special party was held in their honor at the Elks Home (the lodge hall?); just before midnight during the party, a local cafe owner served complimentary bowls of Quaker Oats and cream to all in attendance.

Mr. Poindexter found that by October 1931, "Lum and Abner" was being headquartered at two stations in Texas, WBAP ( Ft. Worth ) and WFAA ( Dallas ). ( The daily broadcasts alternated between the two stations; coincidentally, WBAP was sharing the same frequency with KIHS in Hot Springs! ) During this period of time, the sponsor continued to promote the show; for public appearances in the Dallas/Ft. Worth area, Chet and Tuffy drove a special company car inscribed on the side, "LUM & ABNER: QUAKER OATS' GREETERS."

By February 1932, they had returned to Chicago; but this early success was not to last forever. According to Elizabeth Goff, early in 1932 Quaker Oats surrendered to the general economic pressure of the Great Depression, and cancelled all of their radio acts, including "Gene & Glenn" and "Lum and Abner." Out of work, a period of intense financial crisis

# LUM AND ABNER



## AND THEIR FRIENDS FROM PINE RIDGE

BY THEMSELVES

### DEDICATION

..

**B**EING unable to find an individual who would consent to having this debris dedicated to him, we have decided to take advantage of those who cannot defend themselves. Therefore, we do hereby and herewith, without malice aforethought, dedicate the following pages to those few brave souls who so patiently listen to the daily episodes of Lum and Abner over their radios, yea, even to those who nonchalantly turn their dials to other stations for bigger and better programs.

We have derived a great amount of pleasure in preparing for you these photographs and word pictures of the various characters that we have attempted to make real to you over the radio, and only hope that we succeed in making them as real to you as they are to us.

The inspiration for the continued portrayal of Lum and Abner and their friends from Pine Ridge will come from the enthusiasm of our unseen audience and our entire efforts will be directed to that end.

COVER AND DEDICATION PAGE FROM  
LUM & ABNER AND THEIR FRIENDS FROM  
PINE RIDGE, 1932

for our heroes began.

During this time, since they had been forcibly relieved of the daily task of broadcasting, Chet & Tuffy used the time to produce a small, thin hardback book, Lum & Abner & Their Friends From Pine Ridge. It was illustrated with Mena photographer Oscar Plaster's portraits of the various citizens of Waters, Arkansas, posing as the radio characters, with a humorous running text by Lauck & Goff themselves. Eventually, Chet & Tuffy persuaded their old haunt, WBAP, to allow them to go on the air on a sustaining basis in order to sell their book. The sustained show began on August 1, 1932; "Then we sat back and waited for money to come in from the book; we existed on that," Mrs. Goff says today.

Times may have been hard then, but before many months had passed, "Lum and Abner" would have picked up a new sponsor and would be heading toward heights the Quaker Oats Company never dreamed of. See our next installment for the whole story!

- Tim Hollis

## LUM AND ABNER

WBAP, FORT WORTH, TEXAS

### Howdy Everybody:

Listen! Lum and Abner have "Writ" a book.

We want to thank you for the letter of encouragement you wrote us some time ago. We have taken a brief absence from the Radio for the past few weeks for the purpose of writing a book on Lum and Abner and their friends from Pine Ridge. In this book we have published actual photographs accompanied by a character sketch of each character portrayed and referred to in our program, in addition to the pictures of ourselves as we look in everyday life.

The book contains pictures of Lum and Abner's law and constable office, Dick Huddleston's store, the school house where Evalena holds sway, and fifteen actual photographs of such characters as Dick Huddleston, Sister Simpson, Grandpappy Spears, Evalena, Ezra Seestrunk, Elizabeth, Cedric Washunt, and all the others with whom you are more or less familiar.

Beginning Monday, August 1 we renewed our broadcasts from WBAP at Fort Worth, Tex. We will be on at 9:45 p.m. Mondays, Wednesdays and Fridays, and at 7:15 p.m. Tuesdays and Thursdays. We trust that we may again have you as one of our listeners.

If you have enjoyed our past programs, we know that you will be delighted with our book, and we want you to have one. It has been specially prepared for our Radio listeners for their enjoyment and that they might better be able to follow and understand the daily episodes of Lum and Abner. It will make a splendid gift but you will certainly want to keep one for your own library table, as we have spared no expense in our efforts to bring you a true word and photographic picture of Pine Ridge community.

We have published only a limited number of these books and we would suggest that you fill in the attached form and mail it in to us at once to insure prompt delivery.

Thanking you in advance and trusting that you will be even a greater friend and enthusiast after reading our book and seeing all our pictures, we are

Your Radio friends,  
Lum and Abner

Lum and Abner  
c/o WBAP, Fort Worth, Texas

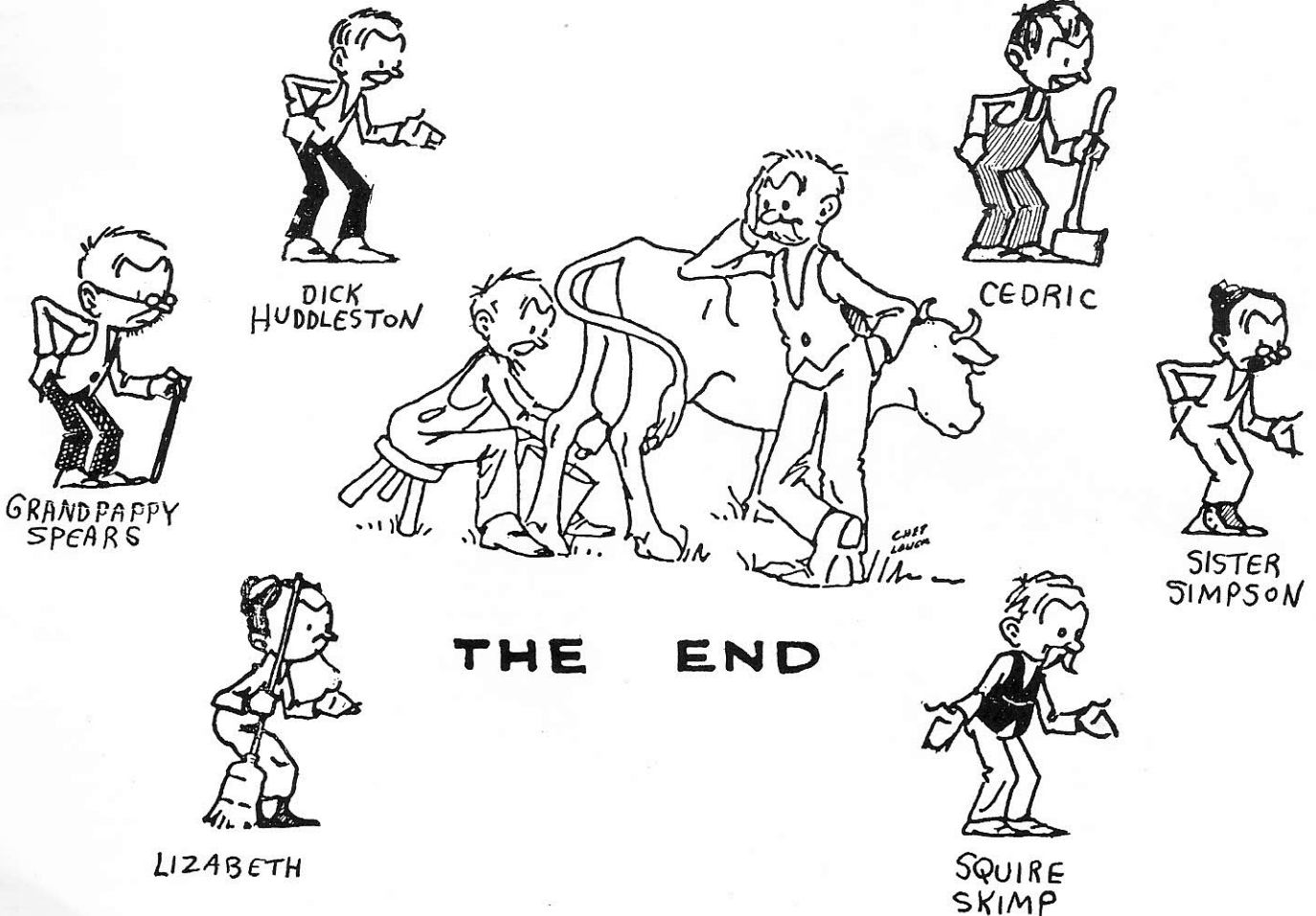
Enclosed find my \$1.00 for which please send me prepaid your book, "Lum and Abner And Their Friends From Pine Ridge."

Name \_\_\_\_\_  
Street \_\_\_\_\_  
Town or City \_\_\_\_\_  
State \_\_\_\_\_

(Write Name and Address Plainly)

BELOW: MORE CHET LAUCK ILLUSTRATIONS  
FROM LUM & ABNER & THEIR FRIENDS

LETTER SENT FROM WBAP PROMOTING  
L & A'S BOOK, AUGUST 1932



THE END

# The Strange Voyage Of The

## Dreaming Out Loud

During the course of the Lum & Abner program, the two lovable old codgers got themselves into and out of some pretty astounding situations. But, just to prove that "truth is stranger than fiction" (an ole Eddards sayin'), during the past few months the NLAS itself has been enmeshed in a mystery that sounds pretty unbelievable as well.

If you recall, in the June 1987 issue of The Jot 'Em Down Journal we published some remarks given by Rev. Bobs Watson, who, as a nine-year-old boy, appeared with L&A in their first movie, "Dreaming Out Loud" (1940). Rev. Watson told how he became enamored of a certain prop toy sailboat which was part of the set that was supposed to be his bedroom in the film. After filming was completed, Chet & Tuffy bought the boat from the movie studio, autographed it, and presented it to him as a souvenir. He decided to call the boat the DREAMING OUT LOUD, so Chet used a pen to personally letter the name on both sides of the boat. Needless to say, the toy boat became one of Rev. Watson's most prized possessions from his years as a child actor.

And now, our story jumps ahead nearly 50 years, to the spring of 1989. Rev. Watson, now a Methodist minister, changed his pastorate from the church at Sun City, California, to another church in Montrose, California. During the move, a storage unit containing several of the family's personal belongings was stolen. Among the items in it was (you guessed it) the DREAMING OUT LOUD, and Rev. Watson resigned himself to the loss of one of his irreplaceable mementoes.

Then....one day late in October 1989, NLAS Zekatif Seketerry Tim Hollis received a rather odd letter among the usual daily delivery of the Society's mail. The letter, poorly handwritten, was from an individual (known herewith as Mr. X) in Marina del Rey, California. Mr. X was informing Hollis that he had in his possession an item he had bought in a Hollywood thrift shop during the summer: a large toy sailboat, lettered DREAMING OUT LOUD on both sides and autographed with an inscription that appeared to read, "To Babe [sic] From Lum & Abner." Mr. X did not offer to sell the boat; he merely wanted to know if the NLAS could tell him what its significance was.



(It remains a mystery to this day how he ever knew to contact the NLAS in the first place; a good guess might be that he heard about us on Bobb Lynes' popular old-time-radio-rerun program in Santa Monica.)

Hollis was quite frankly baffled by the letter, because at that point neither he nor any of the other Ossifiers was aware that the boat had ever been stolen from Bobs Watson. A quick phone call to Rev. Watson filled in that blank, and Hollis informed the NLAS honorary member that his prized boat had finally been tracked down!

Since the boat was his property, Rev. Watson chose to pursue the situation on his own, with the NLAS on standby to provide any necessary documentation or other help that might be needed. Rev. Watson contacted Mr. X by mail (since Mr. X had no listed phone number), and all parties concerned waited tensely for a possible legal confrontation.

But all ended well! Mr. X, upon learning the story behind the boat, made a personal trip to Montrose to deliver the boat to Rev. Watson in person. (He has since failed to respond to any NLAS letters asking for more details as to how he happened to have the boat.)

According to Rev. Watson, the boat apparently went through some rough waters during the six months or so that it was out of his hands. One of its masts was snapped off during one of southern California's recent earthquakes, while some of the blue paint on the bottom of the boat had flaked off from someone trying to sail it (it was never intended to be put in water, being made strictly for movie prop use).

By even stranger coincidence, Rev. Watson was already scheduled to be the guest speaker at our next NLAS Convention in Mena, Arkansas, to be held this year on JUNE 30. (The theme will be the 50th Anniversary of "Dreaming Out Loud"'s world premiere in Mena.) In preparation for that event, Rev. Watson is now making repairs and restoring his boat to its original appearance, and it will be on display for all to see during the Convention. Begin making your plans now to attend!



# The Many Faces Of Mousey Gray

The visualization of radio characters has been a subject of much fascination; as evidence, witness the profusion of publicity photos and motion pictures featuring radio performers that appeared during the 1930's and 1940's. I&A and their associate characters, while often left up to the listeners' imaginations...part of the great appeal of radio...were depicted visually literally from their first weeks on the air until the show's demise, and then afterward. In this series of articles, created by Uncle Donnie Pitchford and Squire Rex Riffle, we will be exploring these various depictions of the I&A characters.

In this issue, we look at that low-key Pine Ridge milquetoast, Llewelyn Snavelly "Mousey" Gray.

Prez Uncle Donnie Pitchford describes his mental image of Mr. Gray this way: "I picture him as shorter than Abner, maybe about five feet tall ... very, very small in stature, with a rather roundish face and head. I see him as being in his early 20's, with light-colored hair. Very large, perhaps sad, eyes... small hands...maybe he walks around with his hands in his pockets quite a bit, and cowers a little when talking to anyone..he only perks up when he describes one of his great ideas. When he reads a poem, I see him as very much like Henry Gibson on the old 'Laugh-In' show, even though he doesn't look that much like him."

Zekatif Seketerry "Mousey" Tim Hollis, as you might suppose, has a rather unique perspective on the character: "For some reason, I have always seen Mousey as looking a lot like myself," he says. "When you take into consideration that I am around 5'6" tall, and my normal weight runs somewhere under 110 pounds, I think you'll have a pretty fair concept of what my mental picture of Mousey Gray looks like." ( See photos of Hollis in past issues of the Journal to get a better idea of his supposed resemblance to Mr. Gray. )

Squire Rex Riffle's thoughts, detailed as usual, run this way: "Mousey is very small and thin. He

wears a lot of khaki or brown-colored work clothes that always look like they are too big for him. His pants legs drag slightly on the ground at the back of his heels. His tan-colored snap-brim cap is also too large for him. Mousey is clean-shaven and youngish, with extremely large, almost deer-like eyes. He rarely ever smiles, unless he is the Masked Muskrat or Operator X-19."

( We should not neglect the following description



#1 (CA. 1942)



of Mousey as given by Lum in one episode: "narrow eyebrows, a little head, and thin, mouse-colored hair.")

Since Mousey made his debut much later than the other major characters (first appearing on December 18, 1941), there were far fewer commercially-released depictions of him. Of course, he was not a part of the 1932 series of Oscar Plaster photos, nor did he appear in any of the L&A Almanacs. Even after the Lum & Abner movies began production, he was not included in any of them. Indeed, the one and only item to be released was a postcard sold by Dick Huddleston in his store (#1).

For this photo, some Pine Ridge resident had to be picked as the prototype for Mousey. A soft-spoken gentleman, Claude Lee, was supposed to be the model upon whom the character was based; this is highly doubtful, since Mousey was actually the first continuing character to be created by L&A's new writer, Roz Rogers, who had no particular individual in mind. At any rate, when the time came for the postcard photo to be made, Mr. Lee was not available (perhaps Gussie was making him wash the dishes?), so another local resident, Will Chambers, was pressed into service. It is unlikely that Mr. Chambers fit anyone's idea of Mousey, but it was his likeness that graced Dick Huddleston's postcards forever after.

Mousey had to wait over 40 years for NIAS artists Donnie Pitchford and Gary Stivers to get their hands on him. D.P.'s version (#2) pretty much follows Lum's description of Mousey, while Stivers' rendition (#3) took a slightly different approach.

(Just to be complete, perhaps we should note that apparently Mousey was envisioned as a somewhat older character when he was first introduced...L&A discuss the 18 years that he has been employed as a night watchman at the saw mill. But as the months progressed, Mousey seems to have gotten younger and younger, until by the time of his final broadcasts in the mid-1940's, he was to all appearances about the same age as Cedric!)

In our next installment, we will look at that combination real-life and fictional character, Dick Huddleston himself!



#2 (1985)



#3 (1989)

-----Advertisement-----

*Visit* **The Lum and Abner Museum**  
*and* **Jot 'Em Down Store**

LOCATED ON LUM & ABNER HIGHWAY 88  
PINE RIDGE, ARKANSAS 71966  
PHONE (501) 326-4442  
OPEN MARCH THROUGH NOVEMBER



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# LUM and ABNER® In the News

## REPRINTS OF PAST LUM & ABNER ARTICLES

(As difficult as it is to believe, February 1990 marks the 10th anniversary of the death of Chester Lauck. Of course, the NLAS did not yet exist when that sad event occurred, but we now present the following tribute as a memorial; these thoughts...by some individuals who were later instrumental in forming the NLAS... were originally published in the Montgomery County (Arkansas) News, 2/28/80.)

# His many friends say: 'So long, Lum'

## Two of the best players

By Ethel Huddleston Ball

PINE RIDGE — When I think of not seeing Lum's handsome, smiling face anymore, my heart is saddened. I knew him before the "Lum and Abner" days and had an occasion to hear him speak and to be with him after his retirement.

There was never anything phony about Chet Lauck. He always was down to earth and had a ready sense of humor to go with a special twinkle in his eye.

Two years ago my husband and I sat with him in his box at the races. A man who looked like a bum walked up from the track and whispered in Chet's ear. When he left, Chet said, "I think we have us a longshot."

The three of us bet a bundle on the horse. It came in last. Chet said, "I couldn't see a thing wrong with the horse; it just couldn't run." He always took everything in stride regardless of how it turned out.

Like Will Rogers, Chet will always be remembered for his originality, the happiness he brought to others, and the relationship to their own lives through the characters he and Norris Goff played.

I was referred to as "Dick's girl" (the late Dick Huddleston, proprietor of the "Jot 'em Down Store") on the radio shows. I wish to say goodbye to my friend, "Lum"

I'm sure that Heaven now has two of the best checker players that ever came out of the hills of Arkansas.

## We won't forget

## Lum 'N Abner

By Kathy Stucker

PINE RIDGE — As you would expect, Chet Lauck felt right at home in the "Jot 'Em Down Store" here in Pine Ridge, Arkansas. The highlights of each year were always his visits when he'd sit by the pot-bellied stove or in the barber chair and repeat his famous stories.

It's hard to really believe that "Lum" will no longer be walking through the squeaking, banging doors. His unmistakable voice will no longer give away his identity.

People who visited the store when he was here had to hear only a few lines to recognize him and were thrilled to have seen and heard the real "Lum". Of course, they all felt like they knew him, and they really did, from his radio show.

Chet would re-tell word for word complete radio programs, favorite jokes, hilarious anecdotes. He was thrilled himself that anyone still remembered or cared.

Every visit enriched not only the collection of

memorabilia and information in the Lum and Abner Museum, but also, all of our lives. His personality was the sort that made everyone feel better. He cared about people.

He especially missed his partner and friend, "Abner" (Norris Goff). Much of his conversation in recent years was about their lives together.

The longtime residents of Pine Ridge are talking today about how young Chet Lauck and Norris Goff played good first base and pitcher for a Mena baseball team. They talked about how Chet checked the lumber trucks they drove to his father's lumberyard in Mena. The oldtimers can still see him - dressed in striped overalls.

And the oldtimers remember how Norris Goff delivered the groceries to the little general stores for his father's wholesale grocery business. The people appreciate how much the two men helped Arkansas and never forgot their roots.

The fictional "Pine Ridge and Jot 'Em Down Store" were fictional in their radio show, but now both are fact. They still exist, not only in Arkansas, but in everyone's hearts.

The memory of "Lum 'N Abner" is carried on in the collection displayed in the museum. The old buildings of Pine Ridge are still standing, echoing with the sounds of the past and proudly housing the memories of a way of life that's gone, but not so far in the past that its forgotten.

Chet Lauck and Norris Goff, our own "Lum 'N Abner" will never be forgotten, especially in Pine Ridge.

## 'He influenced my life'

By Joe Riddle

I sat in the passenger side of our Ford on Highway 270 East, heading towards Hot Springs and listening to a "Lum and Abner" tape, enroute to paying our last respects to a man who meant so much to me and had such a large influence on my life.

Chester H. Lauck, better known as "Lum" of Lum and Abner, helped a lot of people laugh their way out of depression. I'm too young to remember Lum and Abner when they were first on the radio, you see I was born in 1961.

Like many persons about 18 years of age I "discovered" Lum and Abner not so long ago. I was at my grandmother's house in Tulsa, Okla. on a hot summer evening in 1974 and I was trying to tune in a distant radio station on an old radio.

Suddenly KEEF, in Coffeyville, Kansas, came on and I heard a man's voice, smooth but countryfied, talking to someone called Grandpappy Spears. I called my gran-

mother in to tell her of my discovery and she told me that was "Lum and Abner". I listened for a moment and was entertained like never before! After that I listened every evening at 6:15 for Lum and Abner.

I enjoyed the show very much and saved up my money from my paper route to buy a tape recorder. I recorded the show for 28 weeks. I wrote several letters to people around the country and found out that Chester Lauck was in Hot Springs, Ark.

I called the operator and the man I had come to look up to so much was listed in the phone book. I still remember how much I was shaking when I dialed the number. It rang three times and a now familiar voice answered, "Lauck's residence."

I was almost speechless. Somehow I was able to say to Mr. Lauck that I enjoyed his radio show. He laughed and calmed me down, and then took 15 minutes of his time to tell a 14-year-old stranger about Lum and Abner.

After I hung up, I couldn't believe I had actually talked to my Lum!

I called Mr. Lauck a few months later and told him that I too wanted to get into radio and that my parents and

everyone I knew was against it. He told me to try hard and to do what I thought I wanted to do and I would be successful.

With that encouragement from Lum, I made my decision to go into radio.

I finally met Chet Lauck on our nation's 200th birthday, July 4, 1976. I was literally awed by his presence.

I finally did get into radio and am now the morning producer for Oklahoma's Number One rated morning show on KRMG in Tulsa. Without Mr. Lauck's encouragement, and help, I am sure I would not be where I am today.

I have been privileged to interview him many times on radio. His interest in me never stopped, and of course, Mr. Lauck always impressed me.

When I learned of his death, I could only think of how he helped me in my career and how nice he always was to me. I was sitting at my desk at the station when the UPI wire copy carried the notice of his death.

A few tears ran down my cheek and I knew I had lost a very good friend.

Chet - I love you and I'll miss you.



ABOVE: DRAWING BY GEORGE FISHER, PUBLISHED IN THE ARKANSAS GAZETTE, FEBRUARY 22, 1980. (COURTESY OF LUM AND ABNER MUSEUM)

# The Secretary's Desk

And now, let's look in on the Zekatif Seketerry's madcap office and see what sort of news has been coming in of late.

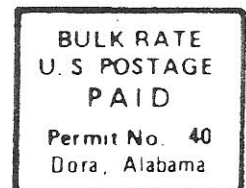
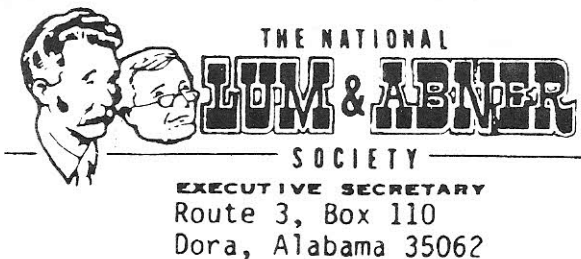
Bill Bragg, of the National Broadcast Museum in Richardson, Texas, has been a long-time promoter of the NLAS. He scored more points in our favor on December 11, when his show featured as a call-in guest NLAS Vice-Prez Sam Brown! "Ole Singin' Sam" and Mr. Bragg talked about I&A and the Society for nearly 30 minutes. Bragg's "Yesterday USA Superstation" can be picked up by satellite dish on Satcom 4, Channels 15 and 21, Audio 6.2. (HUH? Rack them up an' shoot agin, Lum, I musta jumped th' track thar somewheres!)

From producer Forrest Owen and writer Roz Rogers we received word of the recent death of Jeff Wade at age 71. Wade had a little-known but important role in I&A's history; it was he who was president and principal owner of the Wade Advertising Agency, whose major client for over 50 years was Miles Laboratories. It was through the Wade Advertising efforts that Miles Labs sponsored the Lum & Abner broadcasts for so many years, as well as "The National Barn Dance," "The Quiz Kids," and "The Alka-Seltzer News Of The World." In the 1950's, Jeff Wade created the character of Speedy Alka-Seltzer for his client, moving

Miles into the television age, where they sponsored such classic shows as "The Flintstones," "Bonanza," and "The Rifleman." It is certain that I&A's on-air careers would have been drastically different if not for the Wade Advertising Agency!

In the past, several members have written to say that if we would hold our annual convention at some time other than Father's Day weekend, they would be able to attend. Well, this year you get your wish! Our 1990 activities will be held on Saturday, June 30, at the Lime Tree Inn in Mena, Arkansas (as usual). As you may have seen elsewhere in this issue, our theme will be the 50th anniversary of the first I&A motion picture, "Dreaming Out Loud," and our guest will be that film's child star, Bobs Watson. Many special events are being planned to commemorate this anniversary, and we'll be telling you more about them in the next issue of the Journal ... but for now we wanted you to know that you should start making your plans to be with us. If you have already been to one of our Conventions, you can rest assured that this one is going to be quite different from all previous meetings ... and if you have never attended, well, I doggies, you jest ain't got no idees what you've been missin'! See you in Mena on June 30!

- Tim Hollis, Zec Sec



## ADDRESS CORRECTION REQUESTED

12 Dr. Hal Skinner  
1293 Hurlbut Avenue  
Sebastopol, CA 95472

