

CHUCK SCHADEN'S

# NOSTALGIA NEWSLETTER

AND  
**RADIO  
GUIDE**

FROM THE HALL CLOSET • BOX 421 • MORTON GROVE, IL 60053

BOOK FIVE

CHAPTER THREE

MARCH, 1979



EVE ARDEN as OUR MISS BROOKS was America's favorite English teacher. The show began a nine-year radio run on CBS in 1948 and made an easy transition to television, with most of the radio cast intact. An interview with Eve Arden may be heard on **THOSE WERE THE DAYS**, March 3.

# HI-YO SILVER

REPRINT  
from  
RADIO GUIDE  
January 6, 1940



Here is "The Lone Ranger" as young listeners picture him riding down the trail on his good steed Silver to make life miserable for thieving bad men

**H**IS voice is as well known as the President's and his ability as a radio actor is generally recognized, but if Earle W. Graser lost his present job tomorrow, he'd probably look a long, long time before he landed another job. As a matter of fact, there are few people, in or out of the radio industry, who know Mr. Graser, but the magic name of "The Lone Ranger" is a household word not only here in America, where his "Hi-yo, Silver" has become a sort of juvenile greeting whenever one boy meets another, but in England and Europe, as well, where cowboys and Indians are even more enthusiastically acclaimed.

You see, Mr. Graser is the Lone Ranger, and because he is his voice would be of little value in any other role. Too many people know it, and even if he were cast as Romeo, and played it very well, the chances are his balcony speech would draw a "Hi-yo, Silver" rather than enraptured "oh's" and "ah's" from his listeners. That's the price he's had to pay for his success. There is probably no better-known radio character than the Lone Ranger and no more anonymous radio personality than Mr. Graser, who has breathed the breath of life into him.

Unlike most radio shows, which are put together, given a trial and, if they succeed, find their way eventually to the networks and national popularity, "The Lone Ranger" was no hit-or-miss affair, but a well-planned, time-tried piece of showmanship based upon long experience in the theater. Oddly enough, too, "The Lone Ranger" is largely the product of a man whose name is seldom heard in connection with it, and yet he owns the Ranger



Lone Ranger fans will be astonished at the huge cast used in staging this radio classic, for the Lone Ranger (No. 2) and Tonto (No. 1) dominate the program. Yet all those pictured above are regular members of its cast

body and soul. Piece by piece, the Ranger and his companions—Silver and Tonto—were put together and sent out to ride the range in behalf of righteousness and lawfulness by the almost cold, analytical design of George W. Trendle, one-time president of a motion-picture-theater chain in Detroit and now part owner of radio station WXYZ, in Detroit, and of the Lone Ranger Corporation, for the Lone Ranger is incorporated.

Back in 1930, when the bite of depression caused customers to stay away from his theaters in carload lots, Mr. Trendle started casting about for some field in which to recoup his losses.

"People still wanted entertainment," he decided, "and the form of entertainment that reached the greatest number of people at the least expense to them was a cinch to click. Radio was the only answer. The movie fan has to go to the theater to be entertained, but the radio fan has his entertainment brought right home to him. So I figured radio was my field." In April Trendle and his associate, John H. King, bought Detroit's station WXYZ.

At the time, WXYZ was losing seven hundred dollars a week—a situation which would have discouraged most prospective purchasers—but Trendle had definite ideas. When you wanted to fill your theater, you ran a serial and got the kids. What sort of a serial? Any showman could give the answer to that one—a western. As it happened, Mr. Trendle had on file some correspondence from a young free-lance writer in Buffalo who—with a wife and a youngster and another on the way—was seeking a steady connection. In this correspondence, Fran Striker—now widely known as the author of "The Lone Ranger"—had given just one thought that truly interested Trendle. He had heard from a pioneer uncle—who'd tended bar in the early mining-days of Denver—many tales of the early West. These tales, he wrote, could be woven into a splendid radio serial that would have a wide juvenile appeal. These thoughts being identical with those held by Trendle, a deal was made and the youthful Striker set to work to make the Ranger come true.

In the spring of 1932, the Lone Ranger

## "The Lone Ranger" becomes young America's favorite legend and a breadmaker's gold mine

first mounted his famous Silver and started down the rocky—and often ambushed—trail to the heart of juvenile America. But the rocky riding was only in the script. The Ranger was a success from the start. There was no reason why it shouldn't be, based as it was upon the tried formula of Robin Hood translated into the near-at-home atmosphere of the early West. It was first heard as a sustaining program on WXYZ, but in a few months the combined shoutings of hundreds of street-corner Rangers in Detroit had penetrated through to the ears of a bakery's promotion manager. He bought the program. Soon the bakery was working overtime to keep up with the orders. The same bakery bought the program for other cities in which it had branches, with the same results. In Chicago storekeepers were forced to hide that particular brand of bread in order to sell other brands which they had stocked.

Such sales records are not hidden under a bushel—at least not by George Trendle and Charles Hicks, veteran theatrical promotion-man who had come to WXYZ with Trendle. The Michigan network was formed largely as an outlet for the Ranger, with Trendle as president. At WXYZ, they say the first interconnection of stations which later became the Mutual Network was made for the same reason.

Shirley Temple has often admitted that "The Lone Ranger" is her favorite radio show. Mrs. Roosevelt, wife of the President, wrote in her column: "The other evening I offered to read aloud to Buzz until bedtime, but there is a program on the air called 'The Lone Ranger' which seems to be entirely

satisfactory . . ." Today "The Lone Ranger" is heard—in the flesh—on seventy-nine stations from Coast to Coast. On transcriptions it is heard on more than fifty additional stations, which makes it heard on the largest network of stations used for any commercial program.

**T**HE wide appeal of the Lone Ranger for children is not—any more than was the character's creation—a matter of guesswork. Before a program is taken to the studio, Fran Striker tries it out on his two sons, eight and six years of age. The two-year-old of the family has not yet met the Ranger. From these two, he learns whether interest has been sustained, while from Mrs. Striker he gets the mother's slant—things to be avoided or emphasized in character-building. This testing is supplemented by a thick file of fan letters from both adults and children.

Striker, thirty-five, tall, with deep, grayish-brown eyes and brown hair, watches his mail carefully for ideas and criticisms. Graser, to whom most of the mail is addressed as the Lone Ranger, doesn't answer his mail but it is all turned over to Striker. As a matter of fact, so anonymous is Graser that even his next-door neighbors don't know who he is.

His most touching letters have been from—or concerned—children. The day

I was in Detroit to see him he had just opened a letter from a mother.

"Dear Lone Ranger," it had started. "It might interest you to know that one of your Lone Ranger Scouts is riding now the long, long trail. He wears that beautiful Ranger pin of blue and silver

just as his own hands placed it in a new blue-and-silver tie just a few days ago. Your Lone Ranger program was the very last program he listened to over the radio just before he died . . ."

Striker can shed unashamed tears at a letter like this, and his file is filled with them. He has no exaggerated idea of his writing ability, but he does know that his influence upon children is as great as any other one person's. He has tried to make his programs character-building in that right conquers over might, and he stresses safety at every opportunity. His programs have frequently received various national safety awards for this effort. No Ranger will carelessly cross streets, use fire or swim. Carelessness will result in a Ranger losing his badge.

Oh, yes. These badges. With the Ranger's wide popularity, it was only natural that other developments should follow. And follow they have. A children's publishing-house wanted a book about the Lone Ranger and Striker wrote it. A sequel quickly followed. He plans another book for adults, built around the same character. The movies then became interested and Republic Pictures have made two full-length serials which jam neighborhood theaters wherever they're shown. A third will be released shortly. A comic strip built around the Ranger by Striker now is seen in 120 papers from Coast to Coast and in a number of foreign papers.

The deluge had started. All kinds of novelties began to appear with the Ranger as their motif. There are cowboy hats, chaps, chewing-gum, soap, dolls, fountain pens, pencils, first-aid kits, make-up kits, masks, ice-cream cones, coin banks, spoons, knives and forks, tableware, combs, tooth-brushes, tooth-paste, balloons, rocking-horses and others. In all, sixty-four different manufacturers of children's clothing and novelties and games have been licensed to use the magic name of the Lone Ranger.

Lone Ranger, Inc., was set up with Trendle as president and principal stockholder to handle the large volume of business that followed the appear-

ance of the Lone Ranger, and it is well on its way to becoming radio's first million-dollar idea. Last year, from the motion-picture serials, the corporation received approximately \$60,000. The cartoon strip, syndicated by King Features, paid \$100,000. Another \$100,000 poured in from the various licensees who manufacture Ranger novelties and goods. Together with the radio income of the program, this makes its receipts for the past year well above \$400,000.

Fran Striker, who still handles the script with the aid of two assistant writers, receives \$10,000 a year for his labor, Graser gets \$150 a week for playing the part. The Lone Ranger, Inc., also produces two other serials which are anxiously awaited by the juveniles—"The Green Hornet" and "Ned Jordan, Secret Agent." These, too, are under the supervision of Striker. "The Lone Ranger" is presented three times a night from WXYZ in order that children in various parts of the country may hear it at bedtime. Two studios and a multitudinous mass of sound-effects are used. The clop-clop-clop of Silver's hoofs are made with two plumber's plungers beating in a pile of sand. The thud of the villain falling under the Ranger's deadly aim is actually soundman Ernest Winstanley falling to the floor. He'll show you the bruises to prove it.

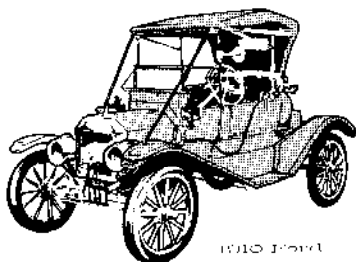
**I**N BALTIMORE a hundred thousand kids—and plenty of adults—in ten-gallon hats paraded downtown streets when the Lone Ranger made his debut on WBAL. In San Francisco an aged couple speeding through the Broadway tunnel were haled into court, where they told the judge that there was no radio reception in the tunnel and it was time for "The Lone Ranger." The case was dismissed.

The fact remains that the Lone Ranger is important both as an industry and as a legend which, as imperishably as Robin Hood, may become radio's first contribution to that Americana which includes Paul Bunyan, John Henry, Mike Fink and Casey Jones.

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## TELEVISION TRIVIA



BY GARY SCHROEDER

My wife and I came across an August, 1962 copy of TV WEEK while cleaning out a closet last month. This weekly magazine and program listing was published by the **Chicago Tribune** and featured a cover photo of Jack Brickhouse along with a two page story describing his hectic broadcasting schedule. Another article covered the new Joey Bishop situation comedy, a third was a gossip column, and of course a "letters to the Editor" page.

While glancing through the television program listings we noticed that "Amos 'N' Andy" was still in reruns; "Surfside Six" and "My Mother the Car" hadn't been cancelled yet, and that Harry Morgan from the cast of "December Bride" was starring with Cara Williams in a Spin-off called "Pete and Gladys". Since then Harry Morgan has worked as Det. Gannon in the most recent "Dragnet" series and is currently a cast member of "M\*A\*S\*H".

We started discussing past favorite situation comedys: dramas; westerns and adventure series and some of the characters who inhabited them. Many of these programs were current hits in 1962, some are older and some are newer, but most have been in weekday reruns on Channel 9 or one of the UHF's.

We've compiled a list of characters names and ask that you identify the series with which they were associated. Score one point for each correct answer and one additional point if you know the name of the actor or actress who played the part.

### CHARACTER'S NAMES

Cathy Anderson	Uncle Tanoose
Eddie Haskell	Hazel Burke
Bently Gregg	Josh Randall
Ethel Mertz	Capt. Binghampton
Arnold Ziffel	Sock Miller
Mr. French	Schultzie
Aunt Bea	Wilbur Post
Steve Douglas	Millie Halper
Uncle Fester	Dr. Richard Kimball
Thalia Menninger	Dr. Smith
Ben Cartright	Dr. Zorba
Thurston Howell	Mary Stone
Gunther Toody	Lieutenant Tragg
Chester Goode	Johnny Yuma
Nelly Belle	Sonny Drysdale

## ANSWERS TO TELEVISION TRIVIA

**CATHY ANDERSON** — The youngest daughter in the "Father Knows Best" series played by Lauren Chaplin.

**EDDIE HASKELL** — Older brother Wally's contiving friend from "Leave It To Beaver".

**BENTLY GREGG** — John Forsythe, currently the unseen Charlie of "Charlie's Angels", was the "Bachelor Father".

**ETHEL MERTZ** — If you don't know Vivian Vance as "I Love Lucy's" best friend and landlord you shouldn't have bothered with this quiz.

**ARNOLD ZIFFEL** — A ringer: Arnold was a pig on "Green Acres".

**MR. FRENCH** — The second butler/nursemaid to Buffy and Jody on "Family Affair" was Sebastian Cabot.

**AUNT BEA** — Frances Bavier moved to Mayberry to help out with the house on the "Andy Griffith Show".

**STEVE DOUGLAS** — Fred MacMurray was the head of the house on "My Three Sons".

**UNCLE FESTER** — Former child actor Jackie Coogan appeared as a member of the "Adams Family".

**THALIA MENNINGER** — Tuesday Weld was the girl chased but never caught by "Dobie Gillis".

**BEN CARTRIGHT** — Lorne Green, who has since appeared as a spy and now in a space series was ranch owner and father in "Bonanza".

**THURSTON HOWELL** — The millionaire stranded with several others on "Gilligan's Island" was Jim Backus.

**GUNTHER TOODY** — Joe E. Ross played Francis Muldoon's (Fred Gwynne) partner on "Car 54 Where Are You".

**CHESTER GOODE** — Dennis Weaver, whose most recent series was "McCloud" appeared as the original deputy on "Gunsmoke".

**NELLY BELLE** — Another ringer. Pat Buttram's cantankerous Jeep from the "Roy Rogers" series.

**UNCLE TANOOSE** — Hans Conrard played the aged relative on "Make Room for Daddy" with Danny Thomas.

**HAZEL BURKE** — Shirley Booth took care of the Baxter Family as "Hazel" the maid.

**JOSH RANDALL** — Steve McQueen went on to much bigger things after "Wanted Dead or Alive".

**CAPT. BINGHAMPTON** — Joe Flynn was the base commander for "Michele's Navy".

**SOCK MILLER** — Was Mayor Peoples eventual son-in-law in "People's Choice" as played by Jackie Cooper.

**SCHULTZIE** — The photographer's assistant in the "Bob Cummings Show" was Ann B. Davis.



## SCORING

- 50 OR MORE:** With a Memory like that you don't need a video recorder, but probably have one.
- 30 to 49:** You just spent a pleasant 20 minutes and could make up a good quiz of your own.
- 15 to 29:** Obviously you don't watch the independent stations and are missing out on commercials for K-Tel, Ronco, and Veg-O-Matic.
- 14 or LESS:** Throw out your TV set!

**WILBUR POST** — A horse was Allan Young's co-star in "Mr. Ed".

**MILLIE HALPER** — The Petrie's next door neighbor in New Rochelle was played by Ann Morgan Guilbert on the "Dick Van Dyke Show".

**DR. RICHARD KIMBALL** — Never pried his trade as "The Fugitive" in pursuit of the one-armed man, Richard Jansen did catch him in the last episode.

**DR. SMITH** — A coniving cowardly stow away from "Lost in Space" as played by Jonathan Harris.

**DR. ZORBA** — "Ben Casey's" frizzy-haired son was Louis Nye on the "Beverly Hills Billies".

**JOHNNY YUMA** — The title character of this western was played by Nick Adams.

**SONNY DRYSDALE** — The banker's playboy son was Louis Nye on the "Beverly Hills Billies".

# THOSE WERE THE DAYS • WNIB- FM 97.1

## SATURDAY AFTERNOONS • 1:00 UNTIL 5:00

**SATURDAY, MARCH 3rd**

**FIBBER MC GEE AND MOLLY (10:30-45)** Jim and Marion Jordan and the entire cast broadcasting from Canada to promote the 9th Victory Loan Drive. Billy Mills and the Orchestra, the King's Men, Harlow Wilcox, Arthur Q. Brian, Gale Gordon. Fibber has entered a sculpturing contest and is after the \$100 first prize. Johnson's Wax, NBC. (10:30; 10:35; 6:40)

**ADVENTURES BY MORSE (1944)** Chapter One of "The Cobra King Strikes Back" — beginning a 10-part series by Carlton E. Morse, creator of "I Love A Mystery," "One's Man Family" and other radio classics. Dr. Carter, Celia Carter, Professor LaBrun and Perry Mills are on the first leg of an expedition to Cambodia. En route they meet Captain Bart Friday (played by Elliott Lewis) who is taking a prisoner to Saigon. Syndicated. (11:40; 14:22)

**LOUELLA PARSONS (1946)** Hollywood news presented by Tinsel Town's leading columnist. Guest is actor Spencer Tracy. Announcer is Marvin Miller. Woodbury, ABC. (5:40; 9:30)

**THE WHISTLER (1940s)** "The Golden Penny" is a luxury yacht to be used in the getaway in a theft scheme. Armed Forces Radio Service (AFRS) rebroadcast. (11:35; 16:20)

**OUR SPECIAL GUEST** will be **EVE ARDEN** reminiscing about her career in radio and television. (23:00)

**OUR MISS BROOKS (1-8-50)** Eve Arden stars as Connie Brooks with Gale Gordon as Mr. Conklin, Richard Crenna as Walter Denton and Jeff Chandler as Mr. Boynton. Walter writes a speech to welcome new members of the school board. Colgate, Drene, Palmolive, CBS. (9:30; 19:50)

**ADVENTURES BY MORSE (1944)** "The Cobra King Strikes Back" — Chapter Two: "Something About the Hooded Snake." Sustaining. (13:00; 13:00)

**SATURDAY, MARCH 10th**

**AMOS 'N' ANDY (5-18-48)** The Kingfish looks to unload on Andy a dumpy cabin in the mountains. Freeman Gosden and Charles Correll star. Rinso, NBC. (11:15; 7:50; 9:05)

**ADVENTURES BY MORSE (1944)** "The Cobra King Strikes Back" — Chapter Three: "The Mad King of Ankar." Sustaining. (13:25; 12:50)

**ZERO HOUR (5-7-74)** "Escape to Nowhere" stars Jackie Cooper, Karl Swenson, Ann Whitfield and Lurene Tuttle. Rod Serling intro-

duces this mid-1970s attempt to revive dramatic radio. Participating sponsors, MUTUAL. (9:15; 5:30; 5:55)

**KRAFT MUSIC HALL (3-4-48)** Al Jolson stars with regulars Oscar Levant, Ken Carpenter and Lou Bring and the Orchestra. Guest is Cary Grant and Al gives Cary pointers on courting a girl. Kraft, NBC. (10:20; 9:00; 11:35)

**LIGHTING JIM WHIPPLE (1940s)** Whoever heard of this program? Jim and his deputy Whitey Larson investigate a robbery in Pecos. Syndicated. (14:50; 13:35)

**HAVE GUN, WILL TRAVEL (7-17-60)** John Dehner as Paladin is asked to help stop a range war. Cast includes Joe Kearns, Ben Wright and Virginia Gregg. Participating sponsors, CBS. (12:35; 10:10)

**ADVENTURES BY MORSE (1944)** "The Cobra King Strikes Back" — Chapter Four: "Temple of Gorillas." Sustaining. (12:15; 12:45)

**SATURDAY, MARCH 17**

**HALLMARK PLAYHOUSE (3-17-49)** "Our Own Kind" stars Barry Fitzgerald in a St. Patrick's Day story. Hallmark, CBS. (13:04; 15:05)

**ADVENTURES BY MORSE (1944)** "The Cobra King Strikes Back" — Chapter Five: "The Living Image of Cambodia." Sustaining. (12:30; 13:28)

**OUR SPECIAL GUEST** is actor **PAT O'BRIEN** reminiscing about his long career on the stage and screen. (13:05)

**HALLMARK PLAYHOUSE (10-28-48)** "O'Halloran's Luck" stars Edmund O'Brien in a story" combining the atmosphere of old Boston and the expanding west." Tim O'Halloran comes to Boston to marry Kitty Malone but her parents have other ideas. Hallmark, CBS. (14:05; 14:50)

**OUR SPECIAL GUEST PAT O'BRIEN** continues his show business memories. (16:05)

**ACADEMY AWARD (6-22-46)** "The Front Page" stars Pat O'Brien and Adolph Menjou in a radio version of their hit 1930 film. A crack reporter becomes involved in the escape of a man about to be hanged. House of Squibb, CBS. (16:45; 13:00)

**OUR SPECIAL GUEST PAT O'BRIEN** continues to reflect on his career. (11:50)

**ADVENTURES BY MORSE (1944)** "The Cobra King Strikes Back" — Chapter Six: "Terrors of the Hallow Mountain" Sustaining. (13:35; 12:48)

# THOSE WERE THE DAYS • WNIB- FM 97.1

## SATURDAY AFTERNOONS • 1:00 UNTIL 5:00



**PAT O'BRIEN IS OUR SPECIAL GUEST ON OUR St. Patrick's Day Program, March 17th.** He'll recall his long career in show business in an encore broadcast of the 1971 interview.

**SATURDAY, MARCH 24th**

**GREAT GILDERSLEEVE (5-13-44)** Gildy and Judge Hooker have opposing views on the subject of juvenile delinquency and agree to a debate on the subject. Hal Peary stars as Throckmorton P. Gildersleeve with Earle Ross as Judge Hooker, Walter Tetley as Leroy, Richard Legrand as Peavy. AFRS rebroadcast. (12:45; 12:40)

**ADVENTURES BY MORSE (1944)** "The Cobra King Strikes Back" — Chapter Seven: "The Face of a Beast." Sustaining. (13:30; 12:35)

**SPOTLIGHT REVUE (3-12-48)** Spike Jones and His City Slickers, Dorothy Shay, the Park Avenue Hillbilly, Doodles Weaver and guest Jack Smith broadcast from New York. Professor Feedlebaum sings "Sonny Boy." Coco Cola, CBS. (10:55; 8:55; 9:45)

**GUNSMOKE (8-9-52)** William Conrad is

Marshall Matt Dillon with Parley Baer as Chester Goode, his deputy. A mountain girl asks Matt to arrest her father. Sustaining. CBS. (12:32; 16:30)

**WALTER WINCHELL (1-11-48)** The Jergens Journal with the nationally syndicated columnist talks about a lax cut and Tokyo Rose. Jergens Lotion, ABC. (13:00)

**COMEDY CARAVAN (11-16-45)** Jimmy Durante ("The Nose") and Garry Moore ("The Haircut") in a comedy-variety show with Howard Petrie, Roy Bargy and the orchestra, singer Jeri Sullivan. Jimmy and Garry in sketches about lady football players and a scientist experimenting with Uranium. AFRS rebroadcast. (7:00; 7:30; 8:20)

**ADVENTURES BY MORSE (1944)** "The Cobra King Strikes Back" — Chapter Eight: "It was Not Cannibalism." Sustaining. (14:45; 11:15)

**SATURDAY, MARCH 31st**

**RED SKELTON SHOW (2-25-47)** The Skelton Scrapbook of Satire discusses "Travel to Hawaii" and features Junior, the mean little kid and Clem Kadiddlehopper. GeGe Pearson, Anita Ellis, David Forester and the orchestra, Rod O'Connor. Raleigh Cigarettes, NBC. (9:10; 10:30; 12:25)

**ADVENTURES BY MORSE (1944)** "The Cobra King Strikes Back" — Chapter Nine: "The Fangs and Teeth of the Enemy." Sustaining. (14:10; 11:57)

**THE LIFE OF RILEY (11-10-50)** William Bendix is Riley, Paula Winslow is Peg, John Brown is Digby O'Dell and Gillis, Barbara Iler is Babs and Bobby Ellis is Junior. Riley tries his luck in a "guess the number of beans in a bowl" contest. Pabst Blue Ribbon, NBC. (12:40; 13:05)

**THE BIG STORY (12-15-47)** "The Case of the Final Curtain" stars Les Tremayne as Aubrey Maddocks of the Hartford Daily Current whose "big story" is dramatized. Pall Mall Cigarettes, NBC. (15:40; 13:00)

**PHILCO RADIO TIME (6-2-48)** Bing Crosby with the last show of the 1947-48 season. Guests are violinist Joe Venuti, cartoonist Ham Fischer and comedian Fred Allen. Philco, ABC. (8:18; 10:58; 10:40)

**ADVENTURES BY MORSE (1944)** "The Cobra King Strikes Back" — Chapter Ten and the concluding episode: "The Amazing End of an Expedition." Sustaining. (12:30; 13:15)



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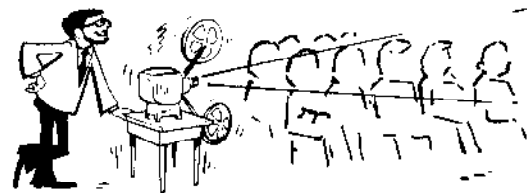
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PERSONALITY  
RECORDINGS**



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FEDERAL**



**MEMORY  
MOVIES**

If you have a fondness for the "good old days," then you're invited to enjoy a **MEMORY MOVIE** on Saturday evenings at the North West Federal Savings Community Center Auditorium, 4901 W. Irving Park Road, Chicago. There's plenty of free parking in the large lot at the rear of the NWF office on Dakin street and CTA transportation to the door. Enter the Community Center thru the parking lot. Visitors who arrive by CTA should walk south along the side of the NWF building, then turn west to the entrance to the Center.

**MEMORY MOVIES** begin at 8 p.m. and doors to the auditorium open at 7:30 p.m. Donation is usually \$1.25 per person with all proceeds being donated to recognized charities.

**ADVANCE TICKETS** to all **MEMORY CLUB** movies are available at any office of North West Federal Savings or at the Saturday night showings.

Here's the line-up of coming attractions:

The **CHICAGOLAND THEATRICAL TROUPE** will present a live stage production of **FINIAN'S RAINBOW** in the NWF auditorium during the first three weekends of March. Performances will be held at 8:15 p.m. on Friday and Saturday and at 2 p.m. on Sunday from March 2 thru 18. Tickets are \$4 per person or, when purchased in a series with **GYPSY** (which the Troupe will present in May), you can see both shows for \$7.

**SATURDAY, MARCH 24th**  
**'TILL THE CLOUDS ROLL BY (1946)**  
M-G-M's all-star Technicolor musical extravaganza based on the life and music of Jerome Kern. Cast includes Robert Walker (as Jerome Kern), Judy Garland, Van Heflin, Dinah Shore, Van Johnson, June Allyson, Angela Lansbury, Cyd Charisse, Tony Martin, Kathryn Grayson, Lena Horne, Virginia O'Brien, Johnny Johnson and Frank Sinatra. Wonderful Kern music, too: "Make Believe," "Can't Help Lovin' That Man of Mine," "Ol' Man River," "Till The Clouds Roll By," "They Didn't Believe Me," "The Last Time I Saw Paris," "I Won't Dance," "Why Was I Born," "Smoke Gets In Your Eyes," "Who?" "Look For the Silver Lining," "Long Ago and Far Away," "A Fine Romance," "All the Things You Are" and many more. In the 1940s M-G-M used to boast, "More Stars Than There Are in The Heavens" and this film proves they were right! Don't miss it! (\$1.25)

**SATURDAY, MARCH 31st**  
**AN EVENING WITH SHERLOCK HOLMES—**  
A SPECIAL EVENT — An audio-visual excursion into the exciting world of the most famous detective of all time. Swirling yellow fog, ghostly gas lamps, rattling Hansom cabs, and lurking danger at every darkened street corner form an appropriate background for this multi-media presentation of **BOB HAHN**,

one of the world's foremost experts on the life and times of Sherlock Holmes.

Follow the fabulous career of Holmes from the day he first shook hands with Dr. Watson to that poignant moment more than three decades later when, with the world trembling on the brink of war, Holmes drew Watson out on the terrace for what he felt would be the last quiet talk they would ever have.

Many strange and terrifying cases were presented to Holmes in that familiar, almost hallowed sitting room at 221B Baker Street. Join Holmes as he encounters such masters of evil as Dr. Grimesby Roylott, John Clay, Abe Slaney, Killer Evans, Col. Lysander Stark, Col. Sebastian Moran and, of course, that monumental villain Professor Moriarty.

Thrill to these cases and many others as **BOB HAHN**, aided by films, slides and audio tapes, leads the way through the narrow, dark streets of London and across the fog-shrouded moors of Devonshire.

"Come to North West Federal on March 31 if convenient. If inconvenient, come all the same." (\$1.25)

**SATURDAY, APRIL 7th**  
**THE FIREFLY (1937)** Jeannette MacDonald and Allan Jones star in a film version of the Rudolf Friml operetta. It's the "Donkey Serenade" musical! (\$1.25)

**SATURDAY, APRIL 14th**  
**IN JAIL WITH LAUREL AND HARDY —**  
An evening with Stan and Ollie as we present three of their best comedies, each with a prison theme: **PARDON US (1931)**, **LIBERTY (1929)** and **HOOSGOW (1929)** (\$1.25)



# YIPPIE YVONNE!

REPRINT from MOVIE GOER MAGAZINE, June, 1946

**T**HE truth is—the way to know Yvonne De Carlo is to know how to ride horseback.

The early morning mists still clung to the San Fernando Valley's broad fertility and to the low white bungalow set behind a green, tree-studded lawn, fenced off by white pickets. A Pekinese (Jolie) and a gray Angora (Mitzi) were sleeping happily in each other's paws on the front steps.

Yvonne, not shimmering in her famous gauze costume of *Salome*, but wearing a battered looking pair of riding pants, a faded gray wool shirt and boots that looked like refugees from last year's football scrimmage, opened the door of her house—the first home she has ever owned.

"Hi—come on in!" The Valley's newest land owner exhibited a living room that was big and equally bare, its only decoration an enormous painting of Yvonne. Through a door a dining room could be glimpsed with only a few pieces of furniture to clothe it.

"It's so new I haven't had time to furnish these two rooms yet, but I'm doing fine with the rest of the house. Here's the den. I can show this off."

"Leathery and Western," Yvonne describes it. It is. There is a leather bar with three gay stools, and a fireplace, and lamps with shades made of calfskin. "I'm hunting now for calfskin rugs to match the lamps."

The entire De Carlo estate consists of six rooms. After the den comes her mother's bedroom,

then Yvonne's, feminine with four-poster bed and huge canopy, burgundy-colored drapes at the windows and a dressing table with white and burgundy ruffles trailing off it. All this is set on a snow-white carpet and framed by walls of light blue.

"Isn't it dreamy?" Yvonne dreams. "When I get into that big bed at night I feel like a princess. It's everything I ever wanted, this house—and as soon as I get the three mortgages paid off, it'll be all mine!"

The stables where Yvonne boards her horse is—with Yvonne at the wheel of her car—a breeze away from the white house. The horse was bought long before the house—with her first star's pay check. His name is Little King and he is bigger than the law should allow. Fortunately, the stables provide more normal-sized horses for guests of the non-De Carlo temperament.

A typical De Carlo canter consists of a rough workout in the corral and then setting out on a long, long ride on a Valley trail. How else is a gal who has won eleven prizes in rodeos as a champion horsewoman going to keep in condition?

"I usually ride alone on the mornings I'm not working," Yvonne screams chattily through locks of her hair as she races ahead. "Riding is great for serious thinking. Or for singing practice—I've sung my pet song, 'Laura,' over miles of these trails. Or else I memorize my lines aloud while I ride."

**S**HE rides with the grace movie-goers are struck by when they see her on the screen. Now, miles away from pavements, carbon monoxide and make-up, the whiteness of her skin against the almost-black hair and the blue-gray eyes produce a

sense of magic, a dream of nature's come into being with this blend of girl and horse racing across the earth.

"Want something to eat?" she calls breathlessly. "There's a barbecue stand over the hill." And on the way the trail leads past the motel where Yvonne lived while she was playing her first starring role in "*Salome*." This tiny cabin she had shared with her mother (they hadn't been able to find anything else in the housing shortage) was occupied again. Laughing, Yvonne points out where the owner of the auto camp had once hung a sign, "A Movie Star Lives Here," and which had, of course, kept the De Carlo cabin ambushed by autograph hounds.

But now Yvonne is reining in her steed at a barbecue stand. Inside, she perches on a stool at a gleaming counter. The attendant knows Miss De Carlo of old. "Hi, Yvonne!" he grins. "What'll it be—the usual prime ribs and a strawberry milkshake?"

"Sure," she grins back. "And make it two of both. My riding partner should try your specialties."

"Riding makes you hungry," Yvonne says briskly. She then adds that, except when she is dieting for a picture, she always eats excessively. "And even when I'm in a picture, the studio can set its watches by my afternoon trip to the commissary for a strawberry milkshake—the waitress starts the shaker going at a regular hour every day." She chews happily on her prime ribs, and adds, "When I'm not eating ribs, I'm eating fried chicken. Can't make up my mind which I like best."

As she leaves the barbecue stand, she suddenly gives a shriek of triumph and points at the candy shelf behind the counter. "Licorice candy! I want all you'll sell me!" It seems that she has found licorice candy very hard to buy during the war years; so she limited herself to three luscious pieces a day.

On the ride back to the stables, the inevitable question is asked (in a loud yell from horse to horse): What are her romantic tendencies these days? Who's her top man? Howard Hughes, Turhan Bey, Philip Reed, or Rod Cameron? Or a dark horse?

"Is that a pun about my riding?" she giggled, and it is obvious that her love life is going to remain her own. But she chatters glibly about her women friends. "I certainly am glad that Universal brought me and Marjorie Rambeau together—there's a fine woman," she yells. "We go out to her ranch a lot and go riding. And Helen Walker's a fine girl, too."

The strawberry milkshake seems to have really started her talking, and all the way back to the stable and then to her home she goes on—about the vacuum cleaner she longs to buy; the airplane she wants to own some day (with her as pilot, natch!); her favorite possession, a little



YVONNE DE CARLO

white Bible given her by her mother when she was confirmed. And about her big business ambition: Soon she wants to own a string of beauty parlors with the name Yvonne De Carlo over them. She wants to build them, specially designed, and to supply them with her own ideas on hair styles—and her own cosmetics.

**S**HE heartily agrees with Wordsworth's famous line, "The world is too much with us, late and soon,"—and lives up to her belief. As much of the time as possible, she is alone—and contentedly, busily alone. She likes to paint, write, listen to her collection of symphonic records, and read—books on Greek mythology and the theater, and Shakespeare's plays.

Back at her quiet little French house, she had one last surprise. Yvonne doesn't drink or smoke, yet pulled a gold cigarette case out of her riding pants' pocket and offered a cigarette. "Oh, I carry 'em for my smoking friends," she says.

But then Yvonne isn't ordinary. The Mystery Siren, the girl who "has a way of unwearing clothes," sets heads spinning. What with her honesty about mortgages; her love of licorice, strawberry milkshakes and horses, what with everything about De Carlo, it's bewildering.

But maybe we've forgotten something. Maybe we've forgotten that exotic Yvonne De Carlo's real name is Peggy Middleton. Perhaps that explains everything!

# AL JOLSON LENDS FAME A HELPING HAND

REPRINT  
from  
RADIO GUIDE  
October 22, 1938



**T**HOSE radio listeners who tune in on Al Jolson when he sings Dr. Robert Katscher's composition, "When Day Is Done," will be hearing not only the composer's own love song but Jolson's tribute to the man in whose heart it was born when he was being sorely troubled by the grim aftermath of the World War. For Al has not forgotten that Dr. Katscher, the Viennese music-maker, also wrote "Wonderbar," in which he scored such a hit on both stage and screen. Too, the theme of that song strikes a responsive chord in Al's love for his actress-wife, Ruby Keeler, to whom he has been happily married for the past ten years. Like the composer's real-life love, Agnes Thomas, who inspired him to write the song which has brought him not only fame but fortune, Al's love for Ruby gave him a new lease on life, helped him to win back a failing health and climb to greater success. At fifty-two, Al is still a mixture of big boy and serious businessman. He loves sports—all of them, from wrestling to racing—and is invariably found in the front row, yelling the loudest at any contest. At parties he is always in the thick of things, singing and joking. Bubbling over with energy and good spirits, he refuses to write letters and is forever hopping in and out of telephone booths and telegraph offices.

**W**HEN professional engagements separate him from Ruby, he keeps a telephone line open by the hour. It was while Al was making a picture in Hollywood that he began sending flowers to the present Mrs. Jolson with a card attached saying, "Guess Who?" He had met her in Chicago while she was playing in "The Sidewalks of New York," but it wasn't until Ruby's company reached San Francisco that Al proposed. Born in what was then St. Petersburg, Russia, Al's real name is Asa Yoelson. He emigrated to America when a small child, and Father Yoelson became a cantor in a Washington, D. C., synagogue. Trained to be the seventh in a direct line of Yoelson cantors, popular tunes appealed to Asa more, and he forthwith planned a career of his own. He ran away from home and finally landed in an army camp, where he became mascot for a Spanish-American War regiment. Back in Washington, young Asa sang in cafes, did odd jobs, then became a "super" in a show that folded. Shoved out of a burlesque troupe because of his youth, Asa stuck around Washington until his first long-pants suit arrived; then, with his present name, he toured the country in vaudeville. Al arrived in San Francisco shortly after the fire in 1906, started entertaining in cafes, where he introduced the informal style that has since made him famous: standing on the piano, talking verses, kneeling for sad parts and putting emotion into a song. Broadway met Jolson in 1911 after an old Negro dresser suggested that he sing his songs in black-face, and the Shuberts signed him for the new Winter Garden. Always a headliner, Jolson's "Jazz Singer" made film history as the first successful talking picture. Drawn to radio, Al decided to retire from the screen after "Wonderbar" in 1934; but the movie was such a hit that he was induced to make one picture a year in addition to heading his own musical-variety radio show.



**ARLINGTON HEIGHTS**—Nothing has changed! Still the best four hours on radio is WNIB, one to five, on Saturday afternoons! Thanks!  
—CHUCK ROEHL.

**MORTON GROVE**—Many thanks for putting my request in the Newsletter last month (January) for the Hardy Boys book. I got it today from Mary Little, the girl you told me who had it. Again, thanks, happy new year, and keep up the good work for all of us middle-aged folks who like to remember the 40s and 50s.—BOB MAGINTY.

**CHICAGO**—I am a thirteen-year-old old-time-radio nut, thanks to you. I first heard your show when I was eight years old and have been tuning in every week since. I really enjoy all the services such as the Metro-Golden-Memories Shop and your Memory Movies. So, really all this is, is a thank you note for bringing all the programs and things I never heard or saw. And don't worry, as long as you're on the air, I won't touch that dial! A faithful listener  
—TOM SWIETLIK.

**GARY, INDIANA**—I am constantly amazed at how much more enjoyable Saturday afternoons have become since listening to your shows. Your program selections are just great. I especially enjoyed the pulp-oriented mysteries, such as Nick Carter and The Shadow. Recently in reading an article on one of my favorite pulp heroes, Doc Savage, I found out he was the subject of a short-lived radio show. It ran from September, 1934 to March, 1935. My question is, are any of these 23 episodes available either for programming or for sale as cassette copies?—JOHN GERARD BODNAR.  
(ED. NOTE—Talk about obscure programs! Sorry, we have not been able to uncover any material about Doc Savage on the air nor have

we ever seen a Doc Savage program listed in any old-time-radio collections. But, we've uncovered many obscure radio programs — and series — from the early-to-mid 1930s and we'll keep an eye out for your favorite.)

**CHICAGO**—What does "AFRS" and "Sustaining" mean in regard to the programs listed in the Newsletter?—MRS. R. RODGERS.

(ED. NOTE—"AFRS" means "Armed Forces Radio Service" and that designation following a program listing in our Newsletter means that we will present an Armed Forces rebroadcast of a show that was originally heard in the United States. Most often those shows will be from the World War II years, but AFRS did continue to offer rebroadcasts to our servicemen and women for many years after the war.

AFRS always edited out any commercials and sponsor references. Therefore, a 30-minute stateside broadcast would be edited down to perhaps 27 minutes when rebroadcast. To fill this time, AFRS editors would add a musical selection or two to bring the show back to its original 30 minute playing time. This is called "AFRS Fill" and our Those Were The Days engineers usually eliminate it from our Saturday afternoon programs.

"Sustaining" means simply that the program was carried by the network without a national sponsor. In some cases this was done to give the program exposure while trying to line-up a sponsor and in other cases, it means that the program was special to the network for some reason — often prestige — and the network was willing to carry it without a sponsor.

In the early days of radio a "sustaining" program did not pay as much money to the actors or musicians as a "commercial" program. A great many of the big band remotes in the 1930s were sustaining shows and the networks carried them simply to fill time at the end of a broadcast day and to provide the excitement of a dance hall for the listeners. The bands — and the ballroom owners — were glad to cooperate, because radio exposure meant added business . . . for the ballroom and for the band when it came to your town.)

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**Tony Randall, Mercedes McCambridge,  
Russell Thorson and Jim Boles**

**"Bury Your Dead, Arizona"**

Jack (Russell Thorson), Doc (Jim Boles) and Reggie (Tony Randall) of the A-1 Detective Agency are in a freight yard . . . in an empty box car . . . trying to leave town so neither the police, nor some small town hoods can find them. Why? Doc lost their \$25,000 reward money to hoods in a poker game, then drew a gun on them and took the money back when he discovered the game was crooked. The police want them to testify in a case. And now trouble begins. The story involves beautiful Natcha, the Maestro, Jumping Jack, and several others in the town of Bury Your Dead. It's a fun show. **COMPLETE STORY.**

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