

CHUCK SCHADEN'S

NOSTALGIA NEWSLETTER

AND
RADIO
GUIDE

DECEMBER, 1981 - JANUARY, 1982 ©



SHIRLEY TEMPLE sends holiday greetings to her fans in this publicity photo taken when she was about six years old. One of Hollywood's biggest box office draws, Shirley never made an impact on radio. In fact, in the late 1930's her parents turned down a reported \$35,000 for a single appearance before the microphone. Then, on Christmas Eve, 1939, Shirley starred on the Screen Guild Theatre version of her upcoming film, "The Bluebird." For this appearance, she was paid nothing; her salary donated to the Motion Picture Relief Fund. In 1942, Shirley was paid to star in the first edition of Junior Miss on radio.

WALTER WINCHELL

TUNE IN June, 1943

To some of his estimated twenty million radio listeners and the countless readers of his newspaper column, Walter Winchell has already become legendary. Much has been said and published about him, some of it good, and some of it uncomplimentary. But the raps have had little effect upon his following, for even Winchell's enemies would confess that they are avid readers of his column and listen faithfully to his broadcasts. Say what you like about him, the 66 important network stations that carry his Sunday night broadcast and the 856 daily and weekly newspapers which run his column, give him tremendous power and influence. You cannot compare him with other radio personalities — like everything else he does, his broadcasts are unique. He is neither a reporter nor a commentator. Actually, he is an air columnist.

In any appraisal of Winchell's career, whatever his faults or virtues may be, he must be credited with two definite achievements. One: he invented a sparkling medium of expression that has left its imprint upon the whole American scene. Two: He was among the first to sense the peril of Nazism and shout it from the housetops. The first of his contributions — the gossip column — was strongly disapproved by publishers when it first appeared in 1925 in the New York Evening Graphic. But today nearly ninety percent of America's newspapers carry such a column — either Winchell's or one that follows the same pattern. While some may question the value of his journalistic

innovation, there is no doubt that the nation owes him gratitude for his second and most important contribution: the relentless and almost single-handed crusade he has waged against the Hitler menace, both within and outside our borders.

Winchell's loathing for Hitlerism amounts to an obsession. As you talk to him, you sense that he is rapidly sizing you up as one of two kinds of people. Either you are uncompromisingly for the President and the Government's foreign policy of complete destruction of Nazism or you are not. He is so fanatical that he puts his principles above his pocketbook. Risking his job, he praised Roosevelt on the same pages in which his publisher bitterly attacked the President. He opposed the Ruml Plan, even though its adoption might have put a quarter of a million dollars in his pocket. His incessant hounding of bundists and pro-Nazis put his life and his family in a state of constant danger. He criticized powerful, important men who could have done him harm. And he threatened to quit writing for his chain of newspapers when the syndicate asked him to stop attacking isolationists and anti-New Dealers.

Fifteen years ago Winchell — although already famous — could not be deemed important. He was a wise-cracking, affluent, Broadway columnist, who did not give a hoot for world affairs. A decided change came over him on March 5, 1933, which by no coincidence is also the date



Adolf Hitler was "elected" Chancellor of Germany. Winchell, through long experience with the Broadway species, could smell a heel three thousand miles off. He immediately sized up Hitler as one, and, furthermore, a definite threat to world freedom. This was at a time when better schooled and presumably more qualified observers were pooh-poohing Hitler.

Properly slanderous items about Adolf began at once to pop up in the Winchell column. Walter, then inexperienced in commenting on state figures, treated Hitler as he would any of the seedy characters along Times Square. He played up Hitler's alleged homosexuality. "Henceforth", he wrote, "I will call him Adele Hitler". Marlene Dietrich was quoted in the column as having commented; "If Adolf Hitler can wear pants, then so can I". No insult was too gross for Hitler.

This sort of thing, while clever and amusing, was, as Winchell soon realized, not going to awaken Americans to the danger of Hitler. As news was received of the heart-rending atrocities being committed against German Jews, Winchell became increasingly chastened. He no longer had a free ear for the light hearted chatter of chorines and playboys. Editors began to complain about the comparative lack of old time gossip in his column. But Winchell brooded more and more about the Nazi cloud. Soon his editors were startled to discover that Winchell — straying ever more frequently from his Broadway beat — had declared war against Hitler's stooges in the U. S. and was devoting an increasing amount of space to serious items exposing their activities.

As early as 1934, he had scored his first important scoop. He tagged Fritz

BOOK EIGHT CHAPTER ONE DECEMBER, 1981 — JANUARY, 1982

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Kuhn "Hitler's leading agent in the United States." Hitler's own newspaper promptly honored Winchell by calling him "a notorious hater of the new Germany". NBC executives were uneasy lest Winchell's comments cause German authorities to retaliate against NBC representatives in Berlin. Hearst, Winchell's newspaper boss, was becoming distinctly restless — being the owner of a news dispensing organization which at that time did much business in Germany.

By 1938 Winchell's war against Axis agents in this country had reached a fever pitch. It took courage. Besides opposing the interests of a country with which we were still at peace, he was bucking a strong isolationist bloc in this country — a block all too eager to exploit among anti-Semitic elements the fact that he is Jewish. As early as 1936 he had been attacked by two Bundists in New York's Yorkville. A mounting number of kidnapping, murder and blackmail threats now compelled him to take out a pistol permit. Fearful for his wife and children, he did not relent in his anti-Nazi activities. But he *did* become an ace pistol shot.

His broadcasts and column continued to pound damaging evidence against that group he labels "Americans most Americans can do without." They included such suspected Axis sympathizers as Gerald L. K. Smith, William Dudley Pelley, Gerald B. Winrod, Elizabeth Dilling, Edward Lodge Curran, Major General George Van Horn Mosley and Joseph McWilliam. The U. S. Department of Justice has confirmed Winchell's suspicions in an amazingly large number of instances.

But Winchell's name-calling did not sit well with a number of newspaper editors. His column was censored and oc-

asionally omitted from several papers. In February of last year, the *Washington Times Herald*, owned by Mrs. Eleanor "Cissie" Patterson (with whom Winchell has long feuded bitterly) eliminated all but nine of 28 Winchell columns scheduled for publication. Winchell took an ad in the rival *Washington News* stating: "Attention Mr. and Mrs. Washington. A certain newspaper whose initials are the Washington T. H. omits considerable material from the column I write for King Features Syndicate. The omissions are usually about so-called Americans, pro-Nazis and pro-Japs". When Winchell's contract with the *Times Herald* expired recently, the column was dropped from that newspaper by mutual insistence.

Many powerful individuals and groups resent Winchell and will stop at nothing to get him. They have given him trying moments. Early in the war the story was passed about that Winchell was appearing at his broadcasts and in night clubs in the uniform of a Lieutenant Commander of the United States Navy. The story was not true. He did not appear in uniform while not on active duty. But Winchell *is* a Lieutenant Commander in the Naval Reserve. He has been a reserve officer since 1934 and he served as an apprentice seaman in the other war. As a family man well beyond the draft age, he could have sat this war out — and spared himself many headaches. But he chose to do otherwise. He has been officially commended for having raised many thousands of men and millions of dollars for the Navy—in his capacity as a Naval officer assigned to recruiting and also to raising funds for the Naval Relief Society. His most recent tour of duty was a secret mission to South America.

But his absence from his country reminded certain unfriendly Congressmen of a convenient fact: Winchell was a

Naval officer technically on active duty. As such he had no right, according to Navy regulations and policies, to criticize public officials. Rather than open the affair to a House investigation, however, Secretary of the Navy Frank Knox gave Winchell an inactive status and assured the House that he had no intention of calling him back to service. At first glance this looked like a comedown for Winchell, he regarded it otherwise. "Now," he exclaimed, "I can get on with my work — no longer choked by gold braid."

Winchell has ample cause to be grateful to his country — for where but America could an ex-vaudeville player rise in the space of twenty years from a twenty-five dollar a week job on the *Vaudeville News* to an income (before taxes) of nearly \$400,000 a year.

Winchell talks exactly as he sounds on the air—with incisive, rapid-fire phrases.

At 45, he is strikingly good-looking — an erect, grey-haired figure with keen blue eyes and a nervous manner. Rarely visiting his office at the New York *Daily Mirror*, he makes his headquarters at a small, inconspicuous table in the Stork Club. Arriving here at eleven in the evening, he has "breakfast", and then is shaved in the Stork's private barbershop — installed for his special use. He remains at the Club until three in the morning, taking telephone calls and receiving people he wants to see. But the few hours spent at the Stork produce the tid-bits and special items which distinguish his column from those of his numerous competitors. At no time does Winchell partake of the general revelry or the liquor. He drinks coffee — and not much of that — and drunks arouse his special contempt. The waiters, hatcheck girls and other employees at the Stork Club regard him almost as a divinity. Proprietor Sherman Billingsley has never ceased being grateful for the Winchell items which years ago turned the Stork from a non-

descript speakeasy into the world's most noted saloon.

Only a few persons have ever seen a Winchell broadcast. Observed only by his secretary and a few close friends, he broadcasts from a booth in the Blue Network's unpretentious New York newsroom. During an hour or more before he goes on the air, he is seated — with his hat on head — at a typewriter in the conference room adjoining the newsroom.

Here he polishes up the script and coins many of the Winchellisms which have enriched our slang. Rarely content with Mr. Webster's words, he substitutes Renovate for Divorce, Merge for Marry, Ratzi for Nazi, Infanticipating for Pregnant, Cinemactress for Movie Star.

A few minutes before broadcast time, he moves into the news room booth, loosens his tie and tests his voice. When he gets his cue, all his nervousness seems to vanish. Occasionally a boy slips an urgent press bulletin into his hand. He extemporizes easily and frequently ad libs — often chuckling after he has delivered what he considers a telling blow. As the conclusion of his broadcast, he sinks into an easy chair exhausted.

The telephones then come to life. Winchell is up to answer them. Few people realize that he will reply personally to calls made after his broadcast. One woman in Boston calls continually to complain that he speaks so fast she can't understand him. Winchell takes this goodnaturedly. He eludes cranks with the phrase, "Start talking Mister, It's your money". He is as unargumentative on the phone as he is argumentative on the air. To Elizabeth Dilling's telephoned indignation, he retorted merely "I'll tell Winchell when he comes in".

But to friends and foes alike, Winchell is a man to be reckoned with, one who serves his country with the best of intentions and with considerable effect. History unquestionably will note him for this.

a Memorable Christmas

RADIO and TELEVISION LIFE

DECEMBER 26, 1948

Jack Bailey, star of Mutual's "Queen for a Day": "It was back in Hampton, Iowa, when I was a kid about fifteen years old, still in high school. The man who was going to play Santa Claus for us got sick, and asked me if I would take the part. Well, I hated to see all the little kiddies disappointed, so I said I would. That Christmas we didn't have any snow and on Christmas day it started to rain. It poured all day long. I was afraid that all the kids would think that Santa Claus wasn't going to come because there wasn't any snow, so I skated down the aisle of the Methodist church in my Santa Claus suit on roller skates with an umbrella over my head. It got the biggest yuk the Methodists ever let out!"

Barbara Whiting, star of CBS's "Junior Miss": "The super holiday was the first time I was allowed to stay up all Christmas Eve to welcome the twenty-fifth. We always had a big party at our house, and the older I got, the harder it was to drive me from the festivities to my trundle bed. Took years of coaxing and pleading, and finally, maybe just out of self defense, the Whiting parties were increased by one—me."

Hal "Gildersleeve" Peary: "My most memorable Christmas was a soul-satisfying one."

"It occurred in 1941. Like millions of other shoppers, I was rushing through the mad hustle of last-minute Christmas shopping in a local department store when I stopped in the toy department to rest for a moment."

"I saw one of those typical Santa Clauses with children flocked around him and I watched him for a time. He looked tired. As I watched, a sudden thought came to me. There must be many Santa Clauses around Los Angeles, Hollywood and neighborhood cities who took these jobs because they needed the work badly. While they were exuding Christmas

cheer and jollity, few if any people realized that possibly Santa Claus himself wasn't going to have a very good Christmas."

"What if someone put on a Christmas party for all the Santa Clauses he could bring together? Why shouldn't that man be me? So I did. I postponed my Christmas celebration until later in the day and had a Christmas Day breakfast for the Santa Clauses at a Hollywood restaurant and almost fifty were on hand for the party, still wearing their Santa Claus suits! There were presents for all of them, too, and we had a wonderful time. Believe me, it was a Christmas I won't soon forget!"

Beverly Wills, of "Junior Miss": "My most memorable Christmas happened a few years ago. It was the kind of holiday you read about—carol singing, games, a big—but not too big—group, surrounded by friends. My mother (Joan Davis), my father and I were invited to one of the famous Whiting parties, and

celebrating Christmas with them, their friends and mine, was just about the nicest way possible to spend the holiday."

Jack Smith, CBS singing star: "My most memorable Christmas is due December 25, 1948. It will be the first one that I've spent in my home town of Los Angeles since I was fifteen years old. At that time, together with my singing partners, The Ambassadors, I joined Phil Harris to tour with the band. It's also the first Christmas that my whole family will celebrate together since my wife, Victoria, and I were married twelve years ago. The family gathering will include my mother, Mrs. Pauline Sullivan and my brother, Walter Reed, with his wife and two children. And I'll really feel that I'm back home."

It Takes More Than Largesse to Make Christmas Exciting. Here Are Some More Anecdotes From Radio Personalities Ready to Prove the Point

Art Linkletter of CBS's "House Party": "Christmas is for the children. This Yuletide 1948 will mean all the more to my wife Lois and me, since we have another child, Diane, born to us early in November. Our four other kiddies, Arthur, Jr., eleven, Dawn, nine, Robert, four, and two-year-old Sharon welcome this Christmas season all the more because they have a new little sister. Yes, Christmas is for the children; their joy is ours."

Gordon MacRae, star of ABC's "Railroad Hour": "How could I forget the Christmas of 1943? I was in the Army, an air cadet, and I had arranged to meet my wife in the lobby of the Gunther Hotel in San Antonio. Sheilah had to travel from New York to keep the appointment, and she was expecting a baby at the time. Nothing went right at first. When I entered the lobby Sheilah didn't recognize me in my long GI overcoat, trailing down to my ankles. Besides, I was late and had a hard time getting a pass. We just sat and twiddled our thumbs. We were tired and disappointed. And all I had was twenty-five cents. It was then that Santa Claus, quite out of uniform, showed up in the person of a matron from the Cadet Club. She had a standing offer to all married cadets—who could prove they were married, and we could—of a three-day pass, Christmas gifts and a wonderful dinner. It was a glorious, unexpected climax, and certainly made that Christmas unforgettable for Sheilah and me."

Abbott and Costello: "Our most memorable Christmas was not when Santa Claus came down our chimney but when we played Santa Claus. It was last Christmas at the Yuletide party for our 10,000 adopted kids at the Lou Costello, Junior, Youth Foundation. We never had a happier time than we did passing out prizes to those happy youngsters and entertaining them. Nothing anyone could wrap in a package and tie in pretty ribbons could compare with the thrill we received on that unforgettable evening."

J. Carroll Meish, star of CBS's "Life with Luigi": "This will be my most memorable Christmas if the show gets a sponsor. However, Christmas of 1924 was quite memorable, too. I had stayed in France following my war service and had joined various road companies there. My career as an actor was suddenly ended when the traveling company folded in Brussels, Belgium, and I was broke. I was certain that none of my family knew where I was, but I took a chance on Christmas eve and wired Paris to ask if I had any messages. To my delight, there was a message—and a one-hundred-dollar money order with greetings from my father in New York!"

Jack Carson, CBS star: "I'll never forget the Christmas of 1933 when Dave Willock and I were playing in vaudeville in Minneapolis, nor will the boys of the Civic Club there ever forget it either."

"They invited Dave and me for their private Christmas party and

added a sly, 'And bring your friends!' By the friends, of course, they meant the girls in the chorus. And, to face facts, it was the gals they wanted—not us."

"So, we arrived for the party—a really wonderful banquet of turkey and all the trimmings—with chairs conspicuously empty for 'our friends' arriving shortly."

"The toastmaster introduced us and I made a short speech thanking the club for inviting us and our friends—gave Dave, standing at a side door, a cue and said 'Here they are!'"

"The club members rose as one wolf and then stood open-mouthed as our friends trooped in and sat down at the creaking table—15 down-and-outers from Minneapolis missions!"

Howard Duff, star of CBS's "Sam Spade": "The 1948 Christmas season will be a happy one for me. I'm grateful to fans and friends for the recognition and encouragement they have given me in the past year—those votes of confidence make for a happy Christmas and a bright New Year to come."

THOSE WERE THE DAYS • WNIB- FM 97.1

SATURDAY AFTERNOONS • 1:00 UNTIL 5:00

SATURDAY, DECEMBER 5th
RADIO TO ADDRESS
CHRISTMAS CARDS BY

CINNAMON BEAR (1937) The continuing saga of Paddy O'Cinnamon and his friends as they search for the Silver Star for the top of their Christmas tree. Chapter 15 – Snapper Stick, the crocodile. (12:55)

CINNAMON BEAR (1937) Chapter 16 – Oliver the Ostrich, the clock-eating bird! (13:05)

WRIGLEY CHRISTMAS SPECIAL (12-25-48)

An all-star two-hour Christmas Day holiday gala starring Gene Autry and a galaxy of guests including Bing Crosby, George Burns and Gracie Allen, the Andrews Sisters, Eddie "Rochester" Anderson, the Mitchell Boys Choir, Bob Sweeney and Hal March, Dan Dailey, Hedda Hopper, Dorothy Shay, Pat Buttram, Cesar Petrillo and his Orchestra, and Lionel Barrymore. This is an Armed Forces Radio Service broadcast of the program which was heard in the United States on CBS, sponsored by Wrigley's Chewing Gum.

CHRISTMAS SPECIAL Part 1 – Gene Autry sings "Here Comes Santa Claus" with Bing Crosby. In a comedy sketch, Gracie Allen tries to get Gene to retire in favor of George Burns. (18:00)

CHRISTMAS SPECIAL Part 2 – Pat Buttram, Rochester and Frank Nelson discuss Jack Benny's forthcoming switch to CBS. (13:10)

CHRISTMAS SPECIAL Part 3 – Dorothy Shay, the "Park Avenue Hillbilly," Wrigley's Canadian Singing Stars, the Andrews Sisters, Bing Crosby. (15:45)

CHRISTMAS SPECIAL Part 4 – Comedy with Sweeney and March; Hedda Hopper reads the famous "Yes, Virginia, there is a Santa Claus" letter. (14:50)

CHRISTMAS SPECIAL Part 5 – Bing sings "White Christmas"; Dan Dailey with some personal words about his career in a salute to his films and vaudeville old timers. (13:45)

CHRISTMAS SPECIAL Part 6 – The Andrews Sisters sing "Winter Wonderland"; comedy sketch with Dan Dailey and Hedda Hopper; Hedda in a skit with George and Gracie. (11:00)

CHRISTMAS SPECIAL Part 7 – Lionel Barrymore stars as Ebenezer Scrooge in a radio adaptation of Charles Dickens' "A Christmas Carol"; Gene Autry sings "Silent Night." (30:30)

CINNAMON BEAR (1937) Chapter 17 – The mud-slinging Muddlers. (13:05)

CINNAMON BEAR (1937) Chapter 18 – The Cokelburr Cowboys. (13:00)

SEASON'S GREETINGS

SATURDAY, DECEMBER 12th
RADIO TO WRAP, BAKE
AND DECORATE BY

CINNAMON BEAR (1937) Chapter 19 – To the Golden Grove! (13:00)

CHARLIE MC CARTHY SHOW (1940s) Edgar Bergen with a World War II Christmas program featuring Charlie McCarthy, Don Ameche, Joan Merrill, the 1,000 voice U.S. Navy Chorus, and Ray Noble and his orchestra. Charlie tries to memorize the poem, "The Night Before Christmas." AFRS Rebroadcast. (12:20; 16:30)

CHRISTMAS SEAL CAMPAIGN SHOW (1948) Jack Carson, Eve Arden and Edmund Gwenn as Santa Claus! Jack tries to convince Eve that there is a Santa. Christmas Seals. (14:30)

CINNAMON BEAR (1937) Chapter 10 – The Grand Wunky takes the Wintergreen Witch to exile in the Looking Glass Valley. (12:55)

RED SKELTON SHOW (12-19-51) Red stars with regulars Lurene Tuttle, Pat McGeehan, Rod O'Connor and David Rose and the Orchestra. From the Skelton Scrapbook of Satire, Red and Company present "The Little Christmas Tree" featuring Junior, the Mean Little Kid, Deadeye, and Clem Kaddidhopper. Norge Appliances, CBS. (8:20; 11:00; 10:30)

CINNAMON BEAR (1937) Chapter 21 – The Land of Ice and Snow. (12:40)

GAS RATIONING SPECIAL (World War II) Jack Benny, Eddie Cantor, Dinah Shore, George Burns and Gracie Allen, Paul Whiteman and his Orchestra, and Bill Goodwin appear on behalf of the War Department in a public service program encouraging listeners to conserve fuel and observe gas rationing. (13:44)

THE WHISTLER (12-24-50) "Three Wise Guys" is the Whistler's story for Christmas, starring John Brown, Marvin Miller, Bill Forman. Story by Damon Runyon. Signal Oil Co., CBS. (11:23; 8:11; 8:14)

CINNAMON BEAR (1937) Chapter 22 – Santa Claus introduces our travelers to Jack Frost. (12:00)

THOSE WERE THE DAYS • WNIB- FM 97.1

SATURDAY AFTERNOONS • 1:00 UNTIL 5:00

SATURDAY, DECEMBER 19th
RADIO TO TRIM
THE CHRISTMAS TREE BY

CINNAMON BEAR (1937) Chapter 23 – Paddy O'Cinnamon gets stuck in a pile of Christmas stickers! (11:50)

PHIL HARRIS-ALICE FAYE SHOW (12-25-49) Guest Jack Benny joins Elliott Lewis, Walter Tetley and the regulars for this Christmas show as Phil promises his daughters they can stay up and see Santa. Rexall, NBC. (8:15; 5:25; 15:10)

CINNAMON BEAR (1937) Chapter 24 – Judy, Jimmy and Paddy attend the Christmas Tree Parade. (12:00)

SUSPENSE (12-21-53) " 'Twas The Night Before Christmas" starring Greer Garson with Anne Whitfield, Howard McNear, Herb Butterfield, Joe Kearns, and announcer Harlow Wilcox. A suspenseful holiday story. Auto-Lite, CBS. (12:25; 16:35)

OUR MISS BROOKS (12-25-49) Eve Arden stars as Miss Brooks with Gale Gordon as Mr. Conklin, Dick Crenna as Walter Denton, Jeff Chandler as Mr. Boynton; Jane Morgan as Mrs. Davis. Miss Brooks is unable to visit her relatives for Christmas, so she decides to spend a quiet holiday at home. Colgate Products, CBS. (15:45; 12:30)

CINNAMON BEAR (1937) Chapter 25 – Captain Tin Top returns the Star, but the Crazy Quilt Dragon steals it! (12:20)

BING CROSBY SHOW (12-20-53) Bing's traditional Christmas broadcast featuring Jud Conlon's Rhythmairs and John Scott Trotter and his Orchestra. Bing sings "The Christmas Song," "Rudolph," "Jingle Bells," "White Christmas" and "Silent Night." General Electric, CBS. (11:10; 16:15)

CINNAMON BEAR (1937) Chapter 26 – the final episode in the adventure. Do our heroes find the star for the Christmas tree? (12:45)

SATURDAY, DECEMBER 26th
SEASON'S GREETINGS

KRAFT MUSIC HALL (12-25-47) Al Jolson stars with guest Boris Karloff, Oscar Levant, Ken Carpenter, Lou Brink and the Orchestra. Al recalls Christmas Eve and tells of Santa's



arrival. Kraft Foods, NBC. (15:50; 13:15)

CHARLIE MC CARTHY SHOW (12-26-54) Guest Hopalong Cassidy joins Edgar Bergen, Charlie McCarthy, Mortimer Snerd, Ray Noble and the Orchestra. On this day after Christmas, Charlie tells about a dream he had when Hoppy saved Christmas by avoiding a Reindeer strike! Coca Cola, CBS. (8:25; 18:45)

LUX RADIO THEATRE (12-10-51) "The Lemon Drop Kid" starring Bob Hope and Marilyn Maxwell with Verna Felton, Jack Krushin, William Conrad. A light-hearted radio adaptation of Hope's 1951 film of the Damon Runyon story. Lux Soap, CBS. (18:25; 20:40; 19:55)

THE WHISTLER (12-27-41) "The Double Cross" is a story set in New York City on Christmas Eve as a cop investigates a robbery. Sustaining, CBS. (15:33; 14:33)

FRED ALLEN SHOW (Dec., 1947) Fred and Portland Hoffa, Kenny Delmar, the DeMarco Sisters, Al Goodman and the Orchestra, and guest George Jessell salute the Poultry Show and make plans for New Year's Eve. An Allen's Alley visit to Senator Claghorn, Titus * Moody, Mrs. Nussbaum and Ajax Cassidy. Blue Bonnet Margarine, NBC. (16:35; 13:20)

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NORTH WEST FEDERAL SAVINGS

COMING
ATTRACTIONS

If you have a fondness for the "good old days" then you're invited to enjoy some nostalgic programs at North West Federal Savings Community Center, 4901 W. Irving Park Road, Chicago. There's plenty of free parking in the large lot on Dakin street at the rear of the NWF office or CTA transportation will take you 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 of the Center.

SATURDAY, DECEMBER 5th

FLIRTATION WALK (1934), Dick Powell, Ruby Keeler and Pat O'Brien star in a musical set at the U.S. Military Academy at West Point. Cadet Dick falls in love with Ruby, daughter of an officer, against a background of wonderful production numbers. (\$1.25)

SEASONAL BREAK

We're taking our usual break over the busy holiday season, but we'll resume our Memory Movie program of good old films and other special events on January 15th with another year of Saturday night entertainment.

Best wishes for a Merry Christmas and a Happy New Year!

SATURDAY, JANUARY 15th — 8 P.M.

TWO WEEKS WITH LOVE (1950) Jane Powell, Ricardo Montalban, Louis Calhern, Ann Harding, Debbie Reynolds, Carleton Carpenter. Musical comedy set in the early 1900s. Daughter proves to her parents that she's "grown up" while on vacation in the Catskills. Debbie and Carleton sing "Abba Dabba Honey-moon." Color. (\$1.25)

SATURDAY, JANUARY 23rd — 8 P.M.

DOUBLE FEATURE

LOVE IS ON THE AIR (1937) Ronald Reagan, Eddie Acuff, June Travis, Dickie Jones, Herbert Rawlinson. Twenty-six year old Reagan in his movie debut as a crusading radio announcer being demoted to children's programming when sponsors complain to station manager. PLUS:

SECRET SERVICE OF THE AIR (1939) Ronald Reagan, John Litel, Eddie Foy, Jr., Rosalia Towne, Reagan is "Brass" Bancroft, a former army air corps pilot who joins the secret service to uncover villains operating an airborne smuggling ring bringing aliens into the U. S. (\$1.25)

SATURDAY, JANUARY 30th — 8 P.M.

MEET THE PEOPLE (1944) Lucille Ball, Dick Powell, Virginia O'Brien, Bert Lahr, Rags Ragland, June Allyson, Mata and Hari, Vaughn Monroe and his Orchestra, Spike Jones and his City Slickers. An ex-stage star tries to revive her career. (\$1.25)

SATURDAY, FEBRUARY 6th — 8 P.M.

THE SINGING MARINE (1937) Dick Powell, Hugh Herbert, Doris Weston, Lee Dixon. Powell sings his way into our hearts as a musical Marine with military and girl troubles. (\$1.25)

SATURDAY, FEBRUARY 13th — 8 P.M.

CHARLIE'S AUNT (1941) Jack Benny and Kay Francis star in a perennial comedy about the man who poses as a girl to help his roommate out of a jam. Benny at his best! (\$1.25)

SATURDAY, FEBRUARY 20th — 8 P.M.

RHYTHM ON THE RIVER (1940) Bing Crosby, Mary Martin, Basil Rathbone, Oscar Levant. A couple of successful ghost song writers try to click on their own, but only succeed in falling in love. (\$1.25)

SATURDAY, FEBRUARY 27th — 8 P.M.

READY, WILLING AND ABLE (1937) Ruby Keeler, Lee Dixon, Ross Alexander, Allen Jenkins, Louise Fazenda. Musical comedy with love and fun aplenty plus the finale with Ruby dancing on the giant typewriter! (\$1.25)

SATURDAY, MARCH 6th — 8 P.M.

RECKLESS (1935) Jean Harlow, William Powell, Franchot Tone, May Robson, Ted Healy, Nat Pendleton, Robert Light, Rosalind Russell, Allan Jones. Big production, big cast, musical numbers highlight story of a chorus girl and her effect on people's lives. (\$1.25)

HERO By Hammett

RADIO LIFE

OCTOBER 27, 1946

SAM SPADE calls everybody 'sweetheart.' Because it's an old-fashioned word, when it comes from him it becomes just about the most hard-boiled thing he could say.

"Sam frankly does a job for the money he's going to make. He says to a client, 'How much you got on you? Okay—I'll take that, and you pay me the rest when the job is done.'

"Spade is thrifty. He takes the trolley instead of a cab. And he'll put

the dime he spends on his expense account for his client to pay.

"Sam Spade doesn't let anybody stick a gun in his ribs and get away with it. He'll smile and talk easy up to that point, but when a gun is pulled on him, he gets tough and the guy with the gun finds a fight on his hands.

"Sam is no superman, not by a long shot. Just because they've hired him as a private eye, his clients aren't necessarily safe. Sam's clients get killed as many times as not.

"The police never like private eyes, and they like Sam Spade least

of all. He's always in trouble with his clients, with crooks and with the police.

"Sam likes a good drink. He drinks what he calls 'a prepared cocktail' from a bottle in his desk. When he sits down to dictate a report to his secretary, Effie, the first thing you hear is the clank of the bottles as he reaches for a drink out of his desk drawer.

"Effie doesn't get far with any romantic notions about her boss. Not that he's impervious to her charms. He isn't, nor to those of the glamorous women he meets when he's out on a case. But Sam needs a good secretary more than he needs a wife, so he keeps Effie in her place. He calls her 'sweetheart,' too. Or 'baby.'



"SAM SPADE" IS NO SUPERMAN.
His clients get killed as many times as not. The Dashiell Hammett detective hero is ether-acted by Howard Duff.

It's obvious from what producer William Spier and his secretarial assistant, Peggy Rea, say about "Sam Spade" in the above paragraphs, that they know the Dashiell Hammett hero well, and immensely enjoy bringing him to the microphone on CBS' weekly Sunday airings of "The Adventures of Sam Spade."

The dangerous devil-may-care doings of the Hammett hero are expertly scripted by Bob Tolman and Ann Lorraine, and ably enacted by veteran ether thespians, Howard Duff as "Sam," Lurene Tuttle as "Effie," and Jerry Hausner as Sam's lawyer, "Sid Weiss." This expert blending of quality ingredients is a pretty good guarantee of a fine finished product, as radio listeners agree who weekly join the fast-talking private detective on his fast-moving round of double-dealings.

Of the production of the program, black-bearded mystery fancier Bill Spier smiled broadly, "I get a kick out of doing the show. Sam's—a 'sweetheart'!"

THOSE WERE THE DAYS • WNIB- FM 97.1

SATURDAY AFTERNOONS • 1:00 UNTIL 5:00

SATURDAY, JANUARY 2nd SEASON'S GREETING

AMOS 'N' ANDY (12-26-48) Freeman Gosdan and Charles Correll star. The Kingfish receives a New Year's card from an unknown woman. Rinso, CBS. (10:30; 8:55; 9:50)

RED SKELTON SHOW (12-31-46) Red and regulars Verna Felton, Pat McGeehan, GeGe Pearson, Anita Ellis, Rod O'Connor, David Furrer and the Orchestra. Red checks over his list of New Year's Resolutions; Deadeye goes after the man who got his gal; Junior, the Mean Little Kid, discovers "The First Snow." Raleigh Cigarettes, NBC. (7:45; 10:05; 13:05)

SUSPENSE (12-28-58) "The 32nd of December" Stars Frank Lovejoy as a man who buys an unusual antique clock with the ability to control time. Sustaining, CBS. (10:10; 9:00)

ADVENTURES OF OZZIE AND HARRIET (12-26-48) Ozzie remembers when he and his brother believed their father when dad said it wouldn't snow. Cast includes John Brown, Janet Waldo and Joe Kearns. International Silver Co, NBC. (12:25; 17:20)

SWEENEY AND MARCH (12-31-47) Bob Sweeney and Hal March have fun with Hans Conried, Hy Averback and Jane Morgan as they plan a New Year's Eve block party. Sustaining, CBS. (8:30; 9:55; 11:00)

JACK BENNY PROGRAM (12-28-41) Mary Livingstone, Dennis Day, Eddie "Rochester" Anderson, Don Wilson, Phil Harris. Jack's traditional New Year's broadcast features the gang's annual play, "The New Tenant" starring Jack as The Old Man, Mary as Columbia, Phil as Uncle Sam, Don Wilson as Texas. Interesting and moving wartime broadcast following Pearl Harbor. Jell-O, NBC. (14:45; 8:40)

SATURDAY, JANUARY 9th ADVENTURES BY MORSE I

ADVENTURES BY MORSE (1944) "Land of the Living Dead" written by Carlton E. Morse, creator of the popular "I Love A Mystery." This series features Captain Bart Friday, a San Francisco detective who, with his sidekick Skip Turner, roams the world solving mysteries and seeking out dangerous adventures. The first episode of this ten-part adventure begins a tale of ancient Chicoda mysticism. Syndicated. (13:22; 12:02)

BOB AND RAY (9-5-51) Bob Elliott and Ray Goulding spoof radio commercials, radio interviews, cooking shows, and soap operas. Sustaining, NBC. (15:15)

ADVENTURES BY MORSE (1944) "Land of the Living Dead." Chapter 2. (12:40; 12:00)
JURGEN'S JOURNAL (5-18-41) Walter Winchell from his radio newsroom, with "lotions of love." A pre-war program as the famous columnist discusses saboteurs, baby births, Roosevelt and Willkie. Ben Grauer announces. Jurgen's Lotions, ABC. (15:20)

ADVENTURES BY MORSE (1944) "Land of the Living Dead." Chapter 3, "The Green-Eyed Murderess Again." (12:00; 12:40)

CLUB FIFTEEN (12-1-49) The Andrews Sisters, Evelyn Knight, the Modernaires, Dick Haymes, and Jerry Grey and his orchestra. Tunes from Walt Disney's "soon-to-be-released" picture, "Cinderella." Campbell Soup, CBS. (15:05)

ADVENTURES BY MORSE (1944) "Land of the Living Dead." Chapter 4, "The Tree That Eats Flesh." (13:05; 12:05)

BILL STERN'S SPORTS NEWSREEL (6-14-46) The great sportscaster tells some fantastic stories about dead men and famous fights that never were. Guest is Dave Elman. Colgate Shave Creme, NBC. (15:05)

ADVENTURES BY MORSE (1944) "Land of the Living Dead." Chapter 5. (12:05; 12:45)

SATURDAY, JANUARY 16th ADVENTURES BY MORSE II

ADVENTURES BY MORSE (1944) "Land of the Living Dead." Chapter 6. (14:50; 10:05)
VIC AND SADE (5-30-44) Vic, back from vacation, tells about his first day back at work and wonders if he should write an article for the local newspaper. Crisco, NBC. (13:00)

ADVENTURES BY MORSE (1944) "Land of the Living Dead." Chapter 7, "The Terror of the Sacred City." (12:35; 12:50)

JURGEN'S JOURNAL (7-15-45) Walter Winchell in a post-war program discusses the war and the political situation at home. Jurgen's Lotions, ABC. (14:35)

ADVENTURES BY MORSE (1944) "Land of the Living Dead." Chapter 8, (12:30; 12:30)

G. I. JIVE (1940s) G. I. Jill (Martha Wilkerson) spins the top tunes as requested by our servicemen around the world. Music by Tommy Dorsey, Jose Iturbe, Woody Herman, Glenn Miller. Armed Forces Radio Service. (14:16)

ADVENTURES BY MORSE (1944) "Land of the Living Dead." Chapter 9. (13:10; 11:35)

BILL STERN'S SPORTS NEWSREEL (2-7-47) Bill announces that he'll underplay the dramatics on this show which features Spike Jones as guest. Colgate, NBC. (15:45)

ADVENTURES BY MORSE (1944) The concluding chapter of "Land of the Living Dead." (11:30; 13:55)

SATURDAY, JANUARY 23rd HAIL TO THE CHIEF

SUSPENSE (3-23-50) "One and One's A Lonesome" starring Ronald Reagan with Cathy Lewis. The new manager of a lumber yard turns it into an illegal gambling joint. AutoLite, CBS. (13:50; 16:15)

WARNER BROTHERS ACADEMY AWARD THEATRE (4-3-38) "One Way Passage" stars Ronald Reagan with Gloria Dixon and Gale Gordon in a radio version of the 1932 Warner Bros. film. Tender shipboard romance between a con-man and a fatally ill young woman. Gruen Watch Co., Trans-American Broadcasting System. (14:30; 15:32)

KRAFT MUSIC HALL (4-16-42) Bing Crosby stars with regulars Mary Martin, Ken Carpenter, Victor Borge, John Scott Trotter and his Orchestra. Guests are Ronald Reagan, Sabu, Spike Jones and his City Slickers. Reagan, Crosby and Martin take a look at radio soap operas! Kraft Foods, NBC. (12:00; 17:50; 13:55; 15:25)

CAVALCADE OF AMERICA (12-12-50) "Ulysses in Love" stars Ronald Reagan as Ulysses S. Grant. In 1843 Second Lieutenant Grant falls in love with the daughter of a Colonel. DuPont, NBC. (16:03; 13:18)

SUSPENSE (3-8-54) "Circumstantial Terror" starring Ronald Reagan with Howard McNear. A witness is charged with murder. AutoLite, CBS. (12:10; 16:15)

SATURDAY, JANUARY 30th

THE SHADOW (1-21-40) "The Precipice Called Death" starring Bill Johnstone as Lamont Cranston and Agnes Moorehead as the lovely Margo Lane. Syndicated, MUTUAL. (13:48; 10:47)

THE SHADOW (1945) "The Brief Fame of John Copper." An Australian version of the show featuring an all-Australian cast. (13:55; 13:23)

DUFFY'S TAVERN (1-5-51) Ed Gardner stars as Archie, the manager, with guest Vincent Price. Archie wants to change the Tavern into an exclusive club for actors. RCA Victor, Anacin, NBC. (10:30; 11:20; 7:45)

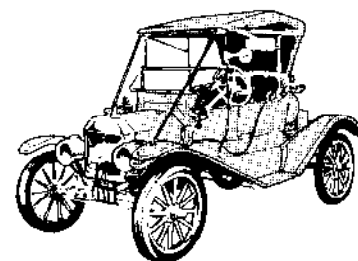
THESE FOUR MEN (9-28-41) The story of President Franklin D. Roosevelt is told in this program which is one of four in a series of broadcasts presenting the life stories of "the four men most talked about in the world today." (Can you guess the other three?) Sustaining, NBC RED. (16:05; 14:15)

INNER SANCTUM (1941) "Death For Sale" stars Boris Karloff. A man and woman plot to gain \$50,000 in insurance money. Raymond opens the creeking door. AFRS Rebroadcast. (9:15; 13:00)

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CAN YOU TOP THIS?

TUNE IN May, 1946

If you know a good joke, the chances are one of the three "wits" on a certain radio show can top it. The three gagsters are "Senator" Ford, Joe Laurie, Jr., and Harry Hershfield.

Poker faced "Senator" Ford, who owns this successful comedy show, is no Senator. The phony title is only a nickname that he took as a prop for his act. Dour and sullen offstage as well as on, Ford takes the credit for the creation of this joke-swapping program. A graduate of the school of vaudeville, the "Senator" has made his story-telling pay big dividends. Ford says he met his wife at a New Year's Eve Party. "We were both sober and still are." Typical of Ford's humor is his story about chasing a hat.

Archie was telling his friend Fritzzy of his latest experience. "Yeah, I was chasing a hat." . . . "You mean your

hat blew off in the wind?" asked Fritzzy. . . . "No," said Archie, "it wasn't my hat. It was someone else's. There was a pretty young girl under it." . . . "Did you catch it?" asked Fritzzy. . . . "I sure did!" answered Archie, "My wife caught me chasing it!"

Pint sized Joe Laurie, Jr. is a New York City boy and another vaudeville alumnus. The top yarn-spinner of the show, Joe's trademark is a genial, good natured grin. Asked about members of his family, Joe quipped, "Any police station has these records." The only relatives of any importance that he can recall are Adam and Eve. Show business and pool are his favorite hobbies. He describes the early days of radio with one word . . . "lousy."

For thirteen years a writer of newspaper articles, vaudeville acts, plays, pictures and radio programs, Joe has a fine

collection of yarns. Here is one of his favorites.

Papa Bull and Mama Bull were asleep in the pasture. When they awoke they looked all over for their little son but he was nowhere to be found. About an hour later he came running towards them. "Where have you been?" they asked. . . . "Oh, I was about two hundred miles away," he answered. . . . "That's impossible," his father said. "How could you have gone that distance in such a short time?" . . . "You know, Pa," said he, "a little bull goes a long way!"

The genial and popular Harry Hershfield completes the trio. Before cashing

in on his ability to tell jokes, Harry worked as a photographer, reporter, banquet toastmaster, and screenwriter. As a cartoonist he created the famous character "Abe Kabibble" for the comic strips. Harry has been in radio about seven years.

"Can You Top This?" which has been on the air since December, 1940, differs from the usual run of comedy shows. It represents a return to the very first type of radio program, straight telling of jokes. Listeners send in stories that are read by Peter Donald. It's up to the boys to raise the gauge on the laughmeter past the amateur's mark. They usually win out with jokes like this one of Harry Hershfield's.

There was a sign in front of a boarding house which read: "For 25c a room for the night . . . ten-course dinner . . . music . . . and a bottle of whiskey." McPherson looked at it and shook his head. The proprietor came out and asked what the matter was. "You know," said McPherson, "your sign doesn't say whether it's pints or quarts."

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