

NO. 1 • THE HOLIDAY EDITION • OCTOBER, NOVEMBER AND DECEMBER

# THE RADIO DAYS GAZETTE

**FREE!**  
...and worth  
every penny

**DON'T GET MAD. GET THE RADIO DAYS GAZETTE!**

**THE SHADOW  
KNOWS IT'S  
HALLOWEEN!**



**26 CHAPTERS  
OF THE  
CINNAMON  
BEAR!**



**MIRACLE ON  
34TH STREET,  
FIVE TIMES!**



Bah. Hum. Bug.  
Wait. Is. This.  
A. Three-Part.  
Serial?

THE GHOST OF  
HALLOWEEN PAST

THE GHOST OF  
THANKSGIVING PRESENT

THE GHOST OF  
CHRISTMAS YET TO COME

## ALBERT'S CHRISTMAS CAROL

**HALLOWEEN • THANKSGIVING • CHRISTMAS ON THE RADIO**

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# The RADIO DAYS GAZETTE

News from the dial, for listeners of Radio Days at [audioadventure.net](http://audioadventure.net)

## THE HOLIDAY EDITION

October, November and December 2026

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The Radio Days Gazette is free in the Radio Days app at [audioadventure.net](http://audioadventure.net). Every show in this issue plays in Radio Days.

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# The Shadow Knows It's Halloween

*Radio's spookiest nights, from the Shadow and his friends*



Bret Morrison. Radio Days Museum Archive.

No show haunted Halloween like The Shadow. Radio Days has 40 Shadow stories on its Halloween station, more than any show but Suspense.

Bret Morrison played the Shadow longer than any other actor: about ten years, in two runs, 1943-44 and 1945-54. Before him came Orson Welles and William Johnstone, and you can hear all three on Halloween weekend:

| Aired              | Story                       | The Shadow and Margo                  | What happens                                                                 |
|--------------------|-----------------------------|---------------------------------------|------------------------------------------------------------------------------|
| October 31, 1937   | <b>The Three Ghosts</b>     | Orson Welles and Agnes Moorehead      | A scheme to frighten a woman to death.                                       |
| October 30, 1938   | <b>The Isle of Fear</b>     | William Johnstone and Agnes Moorehead | Voodoo in Haiti, the same night as The War of the Worlds.                    |
| September 26, 1943 | <b>The Gibbering Things</b> | Bret Morrison                         | Morrison's first show as the Shadow: a mad scientist and his evil creatures. |
| October 31, 1948   | <b>Murder by a Corpse</b>   | Bret Morrison and Grace Matthews      | A ghost bent on murder, hidden bonds and an insane asylum.                   |

## More Halloween Favorites

**The Tell-Tale Heart** · Inner Sanctum, August 3, 1941 Boris Karloff in Poe's tale of a beating heart.

**A Corpse for Halloween** · Inner Sanctum, October 31, 1949 A tiger hunt in the jungles of New York City.

**Cat Wife** · Lights Out, April 6, 1938 Karloff again, as a man whose wife is turning into a cat.

**The Thing on the Fourble Board** · Quiet, Please, August 9, 1948 Something climbs up the pipe from deep under an oil field.

**Calling All Souls** · Quiet, Please, October 31, 1948 A condemned killer gets to talk with his victims.

**The Shrunk Head** · The Whistler, June 13, 1942 An heiress, her old uncle, and his collection.

**The Queen of the Cats** · The Mysterious Traveler, July 2, 1944 A man marries a strange woman devoted to cats.

» All of these play on the Halloween station, all October long: 292 shows, under Special Programs, then the Holiday Channel.

Sources: Wikipedia, "Bret Morrison"; casts from RadioGOLDIndex.

# The Cinnamon Bear

*Twenty-six chapters, from Thanksgiving to Christmas*

The Cinnamon Bear was made in 1937 to be played every day from Thanksgiving to Christmas, 26 chapters in all. It first aired from November 26 to December 25, 1937, a chapter every day but Sunday, and stations still play it every year.

Judy and Jimmy Barton find the Silver Star for the top of their tree is missing. A little stuffed bear named Paddy O'Cinnamon says the Crazy Quilt Dragon took it, and off they go to Maybeland. Chapter 26, on Christmas Day, brings them home.

Glanville and Elizabeth Heisch wrote the story and songs in six weeks.

## A Bear That Sold Christmas

Stores and bakeries bought the show to bring in Christmas shoppers. In 1937 its distributor's salesmen carried life-size cutouts of the characters and offered sponsors story books to give away. Los Angeles' downtown merchants hung the characters over the streets in 1939, and Paddy rode the streetcars. A bakery in Lynn, Massachusetts, signed up 751 new customers with it, and Sears in Spokane sponsored it four years running.

In Portland, Lipman's department store had a costumed Cinnamon Bear every Christmas into the 1990s.



*Paddy O'Cinnamon and Santa, from a 1941 story on Sears in Spokane. Radio Showmanship, October 1941, page 321.*

## Who's Who in Maybeland

|                                 |                          |                            |                        |
|---------------------------------|--------------------------|----------------------------|------------------------|
| Paddy O'Cinnamon                | <b>Buddy Duncan</b>      | Oliver Ostrich             | <b>Gale Gordon</b>     |
| Judy Barton                     | <b>Barbara Jean Wong</b> | Santa Claus                | <b>Lou Merrill</b>     |
| Jimmy Barton                    | <b>Bobby La Manche</b>   | Slim the Cowboy            | <b>Howard McNear</b>   |
| Mrs. Barton                     | <b>Verna Felton</b>      | Snappersnick the Crocodile | <b>Hanley Stafford</b> |
| Crazy Quilt Dragon, King Blotto | <b>Joseph Kearns</b>     | Captain Tintop             | <b>Frank Nelson</b>    |
| Wintergreen Witch               | <b>Martha Wentworth</b>  | Penelope the Pelican       | <b>Elvia Allman</b>    |

*Announcer: Bud Hiestand. Produced and directed by Lindsay MacHarrie; music by Felix Mills.*

**» All 26 chapters, in order, on The Cinnamon Bear station in the Kids' Channel (Stories and Make-Believe). Play one a day through the holidays, the way listeners heard it in 1937.**

*Sources: Wikipedia, "The Cinnamon Bear"; cast from RadioGOLDIndex; Radio Daily, September 17, 1937; Radio Showmanship, October 1941 (Internet Archive).*

# A Christmas Carol

Orson Welles and Lionel Barrymore as Scrooge



Orson Welles. Radio Days Museum Archive.



"Campbell's fifth annual presentation": a newspaper ad for the Sunday broadcast, Welles directing and Barrymore as Scrooge.

Two weeks after The Campbell Playhouse went on the air, Orson Welles played Ebenezer Scrooge himself (CBS, December 23, 1938). It was the fourth year he had done it on the air. Mercury players Joseph Cotten, Alice Frost, Frank Readick and Hiram Sherman are in the cast, and Ernest Chappell announces.

A year later, on Christmas Eve 1939, Welles directed and Lionel Barrymore took the role on the same show. Both broadcasts are in Radio Days.

## Radio's Scrooge



Lionel Barrymore in costume at a CBS microphone. Radio Days Museum Archive.

Year after year, Christmas on the radio meant Barrymore's Scrooge. RadioGOLDIndex lists him in the part on The Campbell Playhouse (1939), Rudy Vallee's Sealtest show (1941, announced as the seventh Christmas production), The Mayor of the Town (1943 to 1946) and Mutual (1949, announced as his fifteenth year, and 1950 for A. O. Smith Water Heaters).

Hallmark carried it in 1952 and 1953; the 1953 show was announced as his nineteenth. Barrymore died November 15, 1954, and that December Hallmark played his Scrooge once more.



A Chicago plumber's ad for the Carol on WGN, December 23, from an A. O. Smith dealer.

» Hear Welles's 1938 Carol and Barrymore's 1939 Carol on the Christmas station, under Special Programs, from Thanksgiving to New Year's Day.

Sources: RadioGOLDIndex (dates, casts, sponsors); The Campbell Playhouse series note, Wikipedia. Ads and photos: Radio Days Museum Archive.

# Miracle on 34th Street

Five times on the air



Edmund Gwenn at the microphone. Radio Days Museum Archive.

A kindly old man who says he is Santa Claus goes to work at Macy's, and has to prove it in court. Radio Days has five broadcasts of the story, and Edmund Gwenn is in the cast of every one:

| Show                       | Network and date       | In the cast                                            |
|----------------------------|------------------------|--------------------------------------------------------|
| Lux Radio Theatre          | CBS, December 22, 1947 | Edmund Gwenn, Maureen O'Hara, John Payne, Natalie Wood |
| Lux Radio Theatre          | CBS, December 20, 1948 | Edmund Gwenn                                           |
| Screen Directors Playhouse | NBC, December 23, 1949 | Edmund Gwenn, Natalie Wood                             |
| Screen Directors Playhouse | NBC, December 21, 1950 | Edmund Gwenn, with Bing Crosby and Bob Hope            |
| Lux Radio Theatre          | CBS, December 21, 1954 | Edmund Gwenn                                           |

» All five are on the Christmas station, under Special Programs, from Thanksgiving to New Year's Day.

Sources: RadioGOLDIndex (dates and casts).

# A Monday Night in 1948

NBC, CBS, ABC and Mutual, half hour by half hour, Eastern time

| Time | NBC                         | CBS                      | ABC                    | Mutual              |
|------|-----------------------------|--------------------------|------------------------|---------------------|
| 7:00 | Chesterfield Club           | Mystery of the Week      | Headline Edition       | Fulton Lewis, Jr.   |
| 7:30 | Manor House Party           | Bob Crosby Show          | <b>The Lone Ranger</b> |                     |
| 8:00 | <b>Cavalcade of America</b> | <b>Inner Sanctum</b>     | You Bet Your Life      | Scotland Yard       |
| 8:30 | Voice of Firestone          | Talent Scouts            | Opie Cates             | <b>Charlie Chan</b> |
| 9:00 | Telephone Hour              | <b>Lux Radio Theater</b> | On Stage America       |                     |
| 9:30 | Dr. I. Q.                   |                          | Sammy Kaye             | Did Justice Triumph |

From Radio Mirror's "Inside Radio" listings, January-June 1948 (Internet Archive). Shows in red are in Radio Days.

» Press the network buttons under the dial any Monday night to hear an evening like this one.

## Four Networks on One Dial

NBC came first. RCA launched it with a gala broadcast on November 15, 1926, and on January 1, 1927 started a second chain led by WJZ. The original chain, led by WEAf, became the Red network and the new one the Blue. One explanation for the colors is the colored-pencil circuit maps drawn by Bell System engineers.

CBS began in 1927 as a rival chain started by New York talent agent Arthur Judson; the Columbia record company put money in, and the name stuck. By September 1928 young William S. Paley owned a majority of it.

Mutual was different. Four stations, WOR in Newark, WGN in Chicago, WXYZ in Detroit and WLW in Cincinnati, organized it in 1934 as a cooperative that shared its members' own programs. The Lone Ranger started there, The Shadow came in 1937, and Superman flew on Mutual from 1942 to 1949.

In 1941 the FCC decided one company shouldn't run two networks. NBC sold the Blue to candy maker Edward J. Noble in 1943 for \$8 million, and on June 15, 1945 it became the American Broadcasting Company. So by 1948 the dial held four networks: NBC, CBS, ABC and Mutual, the same four buttons under the dial in Radio Days.

| Network  | On the air         | Began as                                           |
|----------|--------------------|----------------------------------------------------|
| NBC      | November 15, 1926  | RCA's network, led by WEAf (the Red)               |
| NBC Blue | January 1, 1927    | RCA's second chain, led by WJZ                     |
| CBS      | September 18, 1927 | Arthur Judson's chain, with Columbia records money |
| Mutual   | 1934               | A cooperative of WOR, WGN, WXYZ and WLW            |
| ABC      | June 15, 1945      | The old Blue Network under a new name              |

Sources: Wikipedia: NBC Radio Network, CBS, Mutual Broadcasting System.



Starting in 1940, Fibber McGee opened his hall closet and NBC's sound men, Ed Ludes and Virgil Rhymer, let it all fall. Nobody outside the studio ever knew exactly what was in there. This is how we picture it. The crash always ended the same way: one tiny hand bell, and Fibber:

*"I gotta get that closet cleaned out one of these days."*

Art: Radio Days Gazette. Every sound in this picture can be heard in Radio Days.

# How They Made the Sounds

*Cellophane, coconut shells and a box of cornstarch*

Radio drama went out live, and so did most of its sounds. Beside the actors stood the sound men, with doors, bells, gravel, water tubs and turntables. Records handled the big sounds, like engines, crowds and cannon fire; the small ones were made by hand, in time with the actors. In 1938 the CBS sound department at KNX had filled three storerooms, including seven kinds of doors, each built in the network's own shop.

## The Tricks of the Trade

| The sound                | How they made it                                         |
|--------------------------|----------------------------------------------------------|
| A crackling fire         | Cellophane crunched near the microphone                  |
| Galloping horses         | Coconut shells clapped on a board or in a bed of gravel  |
| Footsteps in snow        | A box of cornstarch squeezed in the hand                 |
| Thunder                  | A sheet of metal, shaken                                 |
| A gunshot                | One board slapped against another                        |
| Walking through grass    | The thin end of a corn broom, crushed                    |
| An airplane motor        | An electric massager buzzing on a drum                   |
| Crickets                 | A fingernail run along a pocket comb                     |
| A rattlesnake            | A paper cup with a few BBs inside, shaken                |
| Climbing into the saddle | A new leather wallet, twisted                            |
| Breaking glass           | A handful of small sheet-metal pieces dropped on a board |

## The Closet and the Vault

Radio's best-known sound gag started March 5, 1940, when Molly opened Fibber McGee's hall closet looking for the dictionary and was buried in his stuff. NBC's Hollywood sound men Ed Ludes and Virgil Rhymer made the avalanche, and it always ended the same way: one tiny hand bell. They were careful not to wear it out; the closet rarely crashed two weeks running. Ludes and Rhymer also made Jack Benny's vault alarm, a racket of whistles, sirens and bells that always ended with a foghorn. Benny's old Maxwell sputtered from a real junkyard motor, and when a sound man once missed the cue, Mel Blanc did the engine with his voice.

## The First Lady of Sound

Ora Nichols and her husband Arthur came to radio from vaudeville and silent movies, and at CBS they started the first sound effects department at an American network. Ora ran it, the first woman to hold such a job. She made a lawn mower out of an egg beater and a spaceship door out of a twisted pan lid, and she worked on Orson Welles's Mercury Theatre.

## Behind the Mike

In 1940 the Blue Network let listeners in on radio's own secrets. Behind the Mike, hosted by Graham McNamee, toured the business from the inside, starting September 15, 1940, with a woman who had sat in the audience of some 32,500 broadcasts. The eighth show, on November 3, 1940, was Sound Effects. All 30 minutes survive, so you can hear it for yourself.

» **Hear it in Radio Days: Fibber McGee's Cleaning the Hall Closet (February 2, 1943) and Man's Untapped Energies (March 11, 1947), when the closet stays silent; Jack Benny's Violin Lesson and the Vault (December 7, 1947); The War of the Worlds (Mercury Theatre, October 30, 1938); and Behind the Mike: Sound Effects (November 3, 1940).**

Sources: The Torrance Herald, September 15, 1938; Jack French, "Old-Time Radio Sound Effects" (Old Time Radio Researchers, 2004); Wikipedia: Fibber McGee and Molly, The Jack Benny Program, Ora Nichols; RadioGOLDIndex (Behind the Mike); Internet Archive, OTRR Behind the Mike.

# Halloween, Thanksgiving and Christmas

Your holiday listening guide. Find these on the Holiday Channel, under Special Programs.

## OCTOBER: HALLOWEEN

The Halloween station plays all October: 292 ghost, witch and monster shows.

**Dracula** · The Mercury Theatre on the Air, July 11, 1938 Orson Welles leads Bram Stoker's tale in the Mercury's very first broadcast.

**The House in Cypress Canyon** · Suspense, December 5, 1946 A young couple's new house, and something howling in the closet.

**Three Skeleton Key** · Escape, March 17, 1950 Vincent Price and two other lighthouse keepers, trapped on a rock by a swarm of rats.

**Halloween Party** · The Great Gildersleeve, October 31, 1943 Leroy gets into mischief while Gildy bobs for apples.

**Jack Goes Trick-or-Treating** · The Jack Benny Program, October 31, 1948 Jack and the Beavers make the rounds.

## NOVEMBER: THANKSGIVING

The Thanksgiving station runs from November 1 to Thanksgiving Day: 70 shows.

**Jack Dreams He Is a Turkey** · The Jack Benny Program, November 21, 1943 Jack buys a live turkey, then dreams he is one.

**Servicemen for Thanksgiving** · The Great Gildersleeve, November 16, 1941 Gildy tries to get some soldiers to share his turkey.

**A Humble Thanksgiving Dinner** · Our Miss Brooks, November 27, 1949 One small squab, and everyone is coming to share it.

**The Path of Praise** · Cavalcade of America, November 25, 1952 The history of Thanksgiving.

## DECEMBER: CHRISTMAS

The Christmas station plays from Thanksgiving to New Year's Day: 313 shows.

**The Wizard of Oz** · Lux Radio Theatre, December 25, 1950 A Christmas Day tradition: Dorothy goes over the rainbow on Christmas night.

**A Christmas Carol** · The Campbell Playhouse, December 23, 1938 Orson Welles plays Scrooge, the fourth year he did it on the air.

**Miracle on 34th Street** · Lux Radio Theatre, December 22, 1947 The kindly old man who says he's Santa Claus goes to work at Macy's.

**.22 Rifle for Christmas** · Dragnet, December 22, 1949 A missing boy and the rifle he was supposed to get for Christmas.

**Christmas Shopping** · The Jack Benny Program, December 12, 1937 Jack and Mary hit the department store, the start of a yearly tradition.

Also new: *The Greatest Story Ever Told* (46 broadcasts, in Faith and Inspiration) and *The Air Adventures of Jimmie Allen* (130 episodes, on the Kids' Channel).

# Birthdays and First Broadcasts

October, November and December: who was born and what went on the air

## Happy Birthday

|               |                                                                 |               |                                                                 |
|---------------|-----------------------------------------------------------------|---------------|-----------------------------------------------------------------|
| <b>Oct 1</b>  | <b>Everett Sloane (1909)</b> <i>The Goldbergs</i>               | <b>Nov 23</b> | <b>John Dehner (1915)</b> <i>Have Gun - Will Travel</i>         |
| <b>Oct 2</b>  | <b>Barton Yarborough (1900)</b> <i>Dragnet</i>                  | <b>Nov 23</b> | <b>Ken Christy (1894)</b> <i>The Great Gildersleeve</i>         |
| <b>Oct 6</b>  | <b>Carole Lombard (1908)</b> <i>Lux Radio Theatre</i>           | <b>Nov 27</b> | <b>J. Scott Smart (1902)</b> <i>The Fat Man</i>                 |
| <b>Oct 7</b>  | <b>Andy Devine (1905)</b> <i>Wild Bill Hickok</i>               | <b>Nov 28</b> | <b>Elliott Lewis (1917)</b> <i>Phil Harris-Alice Faye</i>       |
| <b>Oct 10</b> | <b>Paul Dubov (1918)</b> <i>Yours Truly, Johnny Dollar</i>      | <b>Nov 28</b> | <b>Harry Bartell (1913)</b> <i>Gunsmoke</i>                     |
| <b>Oct 14</b> | <b>Russell Thorson (1906)</b> <i>I Love a Mystery</i>           | <b>Nov 30</b> | <b>Richard Crenna (1926)</b> <i>Our Miss Brooks</i>             |
| <b>Oct 16</b> | <b>Linda Darnell (1923)</b> <i>The Screen Guild Theater</i>     | <b>Dec 6</b>  | <b>Agnes Moorehead (1900)</b> <i>The Shadow</i>                 |
| <b>Oct 17</b> | <b>Rita Hayworth (1918)</b> <i>Lux Radio Theatre</i>            | <b>Dec 9</b>  | <b>Douglas Fairbanks Jr. (1909)</b> <i>Cavalcade of America</i> |
| <b>Oct 20</b> | <b>Barney Phillips (1913)</b> <i>Yours Truly, Johnny Dollar</i> | <b>Dec 10</b> | <b>Dorothy Lamour (1914)</b> <i>Lux Radio Theatre</i>           |
| <b>Oct 21</b> | <b>Hy Averbach (1920)</b> <i>The Line-Up</i>                    | <b>Dec 12</b> | <b>Edward G. Robinson (1893)</b> <i>Suspense</i>                |
| <b>Oct 22</b> | <b>Joan Fontaine (1917)</b> <i>Lux Radio Theatre</i>            | <b>Dec 12</b> | <b>Frank Sinatra (1915)</b> <i>Rocky Fortune</i>                |
| <b>Oct 28</b> | <b>Herb Butterfield (1895)</b> <i>Lux Radio Theatre</i>         | <b>Dec 13</b> | <b>Mark Stevens (1916)</b> <i>Lux Radio Theatre</i>             |
| <b>Nov 2</b>  | <b>Burt Lancaster (1913)</b> <i>Screen Directors Playhouse</i>  | <b>Dec 14</b> | <b>Lillian Randolph (1898)</b> <i>The Great Gildersleeve</i>    |
| <b>Nov 4</b>  | <b>Shirley Mitchell (1919)</b> <i>Fibber McGee and Molly</i>    | <b>Dec 15</b> | <b>Jeff Chandler (1918)</b> <i>Our Miss Brooks</i>              |
| <b>Nov 5</b>  | <b>Forrest Lewis (1899)</b> <i>Yours Truly, Johnny Dollar</i>   | <b>Dec 18</b> | <b>Betty Grable (1916)</b> <i>Command Performance</i>           |
| <b>Nov 5</b>  | <b>Ralph Moody (1886)</b> <i>Gunsmoke</i>                       | <b>Dec 20</b> | <b>Irene Dunne (1898)</b> <i>Bright Star</i>                    |
| <b>Nov 11</b> | <b>Pat O'Brien (1899)</b> <i>Family Theater</i>                 | <b>Dec 25</b> | <b>Humphrey Bogart (1899)</b> <i>Bold Venture</i>               |
| <b>Nov 12</b> | <b>Griff Barnett (1884)</b> <i>Lux Radio Theatre</i>            | <b>Dec 27</b> | <b>Cathy Lewis (1916)</b> <i>Suspense</i>                       |
| <b>Nov 14</b> | <b>Dick Powell (1904)</b> <i>Richard Diamond</i>                | <b>Dec 27</b> | <b>Marlene Dietrich (1901)</b> <i>Lux Radio Theatre</i>         |
| <b>Nov 19</b> | <b>Gene Tierney (1920)</b> <i>Lux Radio Theatre</i>             | <b>Dec 30</b> | <b>Jeanette Nolan (1911)</b> <i>Cavalcade of America</i>        |
| <b>Nov 23</b> | <b>Boris Karloff (1887)</b> <i>Inner Sanctum</i>                | <b>Dec 31</b> | <b>Richard Kollmar (1910)</b> <i>Boston Blackie</i>             |

## First on the Air

|                     |                                                                                       |                     |                                                               |
|---------------------|---------------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------|
| <b>Oct 1, 1948</b>  | <b>Great Scenes from Great Plays</b> <i>Cyrano de Bergerac</i> , Mutual               | <b>Oct 31, 1948</b> | <b>Rocky Jordan</b> <i>The Bartered Bridegroom</i> , CBS      |
| <b>Oct 3, 1948</b>  | <b>The Damon Runyon Theatre</b> <i>Tobias the Terrible</i> , Syndicated               | <b>Nov 5, 1950</b>  | <b>The Big Show</b> <i>Fred Allen and Jimmy Durante</i> , NBC |
| <b>Oct 3, 1937</b>  | <b>The Silver Theater</b> <i>First Love</i> , CBS                                     | <b>Nov 7, 1937</b>  | <b>Dr. Christian</b> <i>Operation in a Shack</i> , CBS        |
| <b>Oct 4, 1953</b>  | <b>Stroke of Fate</b> <i>Robert E. Lee</i> , NBC                                      | <b>Nov 9, 1942</b>  | <b>Ceiling Unlimited</b> <i>Flying Fortress</i> , CBS         |
| <b>Oct 4, 1948</b>  | <b>The Railroad Hour</b> <i>Good News</i> , ABC                                       | <b>Nov 15, 1942</b> | <b>Hello Americans</b> <i>Brazil</i> , CBS                    |
| <b>Oct 4, 1953</b>  | <b>Theatre Royal</b> <i>The Queen of Spades</i> , NBC                                 | <b>Nov 18, 1951</b> | <b>Whitehall 1212</b> <i>The Blitz Murder Case</i> , NBC      |
| <b>Oct 5, 1946</b>  | <b>The Adventures of Frank Merriwell</b> <i>The Riddle of the Wrong Answers</i> , NBC | <b>Nov 23, 1958</b> | <b>Have Gun - Will Travel</b> <i>Strange Vendetta</i> , CBS   |
| <b>Oct 6, 1953</b>  | <b>Rocky Fortune</b> <i>Oyster Shucker at the Fifty Fathoms</i> , NBC                 | <b>Nov 26, 1937</b> | <b>The Cinnamon Bear</b> <i>Chapter 1</i>                     |
| <b>Oct 9, 1935</b>  | <b>Cavalcade of America</b> <i>No Turning Back</i> , CBS                              | <b>Dec 2, 1946</b>  | <b>Crime Club</b> <i>Death Blew Out the Match</i> , Mutual    |
| <b>Oct 16, 1946</b> | <b>Philco Radio Time</b> <i>the first show, guest Bob Hope</i> , ABC                  | <b>Dec 9, 1938</b>  | <b>The Campbell Playhouse</b> <i>Rebecca</i> , CBS            |
| <b>Oct 20, 1950</b> | <b>The New Adventures of Nero Wolfe</b> <i>Stamped for Murder</i> , NBC               | <b>Dec 15, 1950</b> | <b>Hear It Now</b> <i>the first show</i> , CBS                |

» Watch the top of the Stations page: on many of these days, Radio Days puts up a birthday or first-broadcast tile. Tap it to hear the star or the very first show.

Each star is followed by one show to hear them in. Birth dates from Wikidata; first broadcasts are the earliest shows in Radio Days, dated by RadioGOLDIndex.

# The Shadow Blue Coal Glow Ring



*From the Radio Days Museum collection.*

The Shadow's sponsor was the D. L. & W. Coal Company, which used the show to sell its branded anthracite, blue coal, to families. In 1941 it gave listeners something to send for. The Blue Coal Ring was offered on November 23, 1941, in the episode The Ring of Light, and it cost a dime.

The ring was cast in white plastic that glowed in the dark, with a blue plastic chunk of "coal" mounted on top. Each side band was embossed with a full-figure Shadow in his pulp-magazine look, .45 automatic in hand. It often came with a paper certificate enrolling the owner in The Shadow Stop-Crime Club.

» **Hear The Ring of Light (November 23, 1941) on The Shadow's station, and see every Shadow premium in the Radio Premiums slide show there.**

*Blue Coal and The Shadow are trademarks of their owners; named here for history only.*

**ON THE AIR**

VOICE CONTROL  
RADIO TECHNIQUE  
SCRIPT READING  
ROBOT ETIQUETTE

**ON THE AIR**

**AMAZING NEW HOME-STUDY COURSE!**

## ALBERT'S SCHOOL OF BROADCASTING

**LEARN TO TALK LIKE A ROBOT!**

- ⚡ Speak in **ONE. WORD. AT. A. TIME.**
- ⚡ Never get excited. Not even about Martians.
- ⚡ Free tube with every lesson!

**GUARANTEED\* OR YOUR STATIC BACK!**

\*Not guaranteed!

**BEFORE**

**AFTER**

**YES!** Send me Lesson 1 at once!

Name \_\_\_\_\_

Planet \_\_\_\_\_

Mail to: ALBERT, c/o THE RADIO DAYS GAZETTE

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# Brought to You By...

## Radio's longest partnerships

In radio's golden age, one sponsor often paid for a whole show, and some stayed for years. Here is how long they stayed, going by the recordings you can hear in Radio Days.

| Sponsor       | Show                   | On the air          | Shows |
|---------------|------------------------|---------------------|-------|
| Lux           | Lux Radio Theatre      | Oct 1935 - Mar 1955 | 427   |
| DuPont        | Cavalcade of America   | Oct 1935 - Mar 1953 | 123   |
| Auto-Lite     | Suspense               | Jun 1942 - Feb 1959 | 247   |
| Vaseline      | Dr. Christian          | Nov 1937 - Dec 1953 | 160   |
| Kraft         | Kraft Music Hall       | Apr 1934 - May 1949 | 131   |
| Wheaties      | Jack Armstrong         | Jan 1934 - Mar 1948 | 101   |
| Kraft         | The Great Gildersleeve | Aug 1941 - May 1954 | 416   |
| Blue Coal     | The Shadow             | Sep 1937 - Apr 1949 | 91    |
| Johnson's Wax | Fibber McGee and Molly | Jan 1940 - May 1950 | 335   |
| Jell-O        | The Jack Benny Program | Oct 1934 - May 1942 | 233   |

## Jell-O

Jell-O's name is on Jack Benny's shows in Radio Days from October 14, 1934 to May 31, 1942: 233 of them. That fall Grape-Nuts Flakes, another General Foods product, took over, and from October 1944 Lucky Strike stayed until 1953.

## Campbell's Christmas



Campbell's Soups made Dickens part of its Christmas. In this magazine ad, Bob Cratchit carries Tiny Tim, and Barrymore's Scrooge is billed as "a Christmas present to you" from the makers of Campbell's: Christmas Day at 5, coast to coast on the Columbia network.

RadioGOLDIndex credits Campbell's on 36 Campbell Playhouse shows in Radio Days, December 9, 1938 to March 31, 1940, including both Christmas Carols.

## Rinso

Amos 'n' Andy carried Rinso from 1944 to 1953 in our recordings, often sharing the bill with Lifebuoy soap and Spry.

*Dates are the first and last sponsored recordings in Radio Days, with sponsors as listed by RadioGOLDIndex; the real partnerships may have run longer. Product names are trademarks of their owners; no sponsor paid for or endorses this article.*

# Serials and Cereal

*Who paid for the after-school adventures*

The kids' adventure shows had a favorite kind of sponsor: the breakfast table. Here are the cereal makers whose names are on the kids' shows in Radio Days, and how long they stayed, going by our recordings.

| Cereal                  | Show                                 | In Radio Days                                                               |
|-------------------------|--------------------------------------|-----------------------------------------------------------------------------|
| Wheaties                | Jack Armstrong, the All-American Boy | 1934 to 1948 · 101 shows                                                    |
| Kellogg's Pep           | The Adventures of Superman           | 1943 to 1947 · 545 chapters, often with Variety, Krumbles or Shredded Wheat |
| Quaker                  | Challenge of the Yukon               | 1948 to 1955 · 308 shows                                                    |
| Kellogg's               | Wild Bill Hickok                     | 1952 to 1954 · 162 shows, with Rice Krispies and Sugar Pops                 |
| Ralston                 | Space Patrol                         | 1952 to 1954 · 70 shows                                                     |
| Post Cereals            | The Roy Rogers Show                  | 1951 to 1953 · 58 shows                                                     |
| Kellogg's               | Tom Corbett, Space Cadet             | 1952 · 36 chapters                                                          |
| Cheerios, Wheaties, Kix | The Lone Ranger                      | Cheerioats and Kix in 1945; Cheerios and Wheaties to 1956                   |
| Cheerios and Kix        | The Green Hornet                     | 1947 to 1948 · 34 shows, from General Mills                                 |
| Quaker                  | Dick Tracy                           | 1938 · 23 chapters                                                          |
| Ralston                 | Tom Mix                              | 1939 to 1949 · 17 chapters                                                  |
| Cream of Wheat          | Let's Pretend                        | 1944 to 1952 · 10 shows                                                     |
| Nabisco Shredded Wheat  | Straight Arrow                       | 1948 to 1951 · 5 shows                                                      |

## Prizes from the Museum Case

Shows like these offered prizes on the air. These three were offered, and all three are in the Radio Days Museum collection.



Space-O-Phone, 1952. Space Patrol, a Ralston show.



Sergeant Preston's totem poles, 1952. Challenge of the Yukon, a Quaker show.



Treasure map, 1952. Wild Bill Hickok, a Kellogg's show.

» **Pour a bowl and listen: most of these shows are on the Kids' Channel, and many of their stations have a Radio Premiums slide show from the museum.**

Dates are the first and last sponsored recordings in Radio Days, with sponsors as listed by RadioGOLDIndex; the real runs may have been longer. Product names are trademarks of their owners; no sponsor paid for or endorses this article. Premium photos: Radio Days Museum collection.

# Jimmy Stewart In Film Role, Twice!

## ON YOUR DIAL

LUX RADIO THEATRE CBS, 1947

SCREEN DIRECTORS NBC, 1949

THE SIX SHOOTER NBC, 1953

RADIO DAYS ANY NIGHT

Jimmy Stewart steps back into his screen role as George Bailey, the man who gets to see what the world would be like if he had never been born, when Stewart, Donna Reed and J. Carrol Naish do "It's a Wonderful Life" on "Lux Radio Theatre" (CBS, March 10, 1947).

Two years later he plays George again on "Screen Directors Playhouse," with director Frank Capra himself as host (NBC, May 8, 1949).

## More Jimmy on the Air

Radio Days has 82 of Stewart's broadcasts. His own show was The Six Shooter: he played Britt Ponset, a drifting cowboy in the last days of the Old West, on NBC in 1953 and 1954, and whispered his narration in the tense moments. Radio Days has 37 of them.

On Lux Radio Theatre he did ten plays from 1937 to 1952, among them The Philadelphia Story, The Stratton Story and Winchester '73. The Screen Guild Theater has six more, including The Shop Around the Corner (1940) and The Philadelphia Story again (1947). He told two- and four-part stories on The Silver Theater in 1937 to 1939, and three on Suspense.

He dropped in on the comedians too: four times with Bing Crosby, twice with Jack Benny, once with Bob Hope, and in 1954 he took a nature hike with Fibber McGee.



Jimmy Stewart at the CBS microphone on Lux Radio Theatre. Radio Days Museum Archive.

## Now in Theaters: Jimmy

A new movie about Stewart, Jimmy, opens in theaters November 6, 2026, from Fathom Entertainment, with KJ Apa as Stewart and Aaron Burns directing. It follows him from his Academy Award for The Philadelphia Story into World War II, where he flew twenty missions over Europe as a combat pilot and rose to colonel, and home again to the role of George Bailey.

» **Hear the real thing: The Philadelphia Story (Lux, 1942) and It's a Wonderful Life (Lux, 1947) are in Radio Days, and from November 1 to 15 a Jimmy Stewart tile at the top of the Stations page plays his radio shows.**

Sources: RadioGOLDIndex (broadcasts); Wikipedia, "The Six Shooter" and "Jimmy (2026 film)"; Fathom Entertainment.



Don't open that closet!  
**FIBBER McCREE and MOLLY**

FROM 79 WISTFUL VISTA  
579 shows, and the closet's still full!  
ANY NIGHT YOU LIKE · RADIO DAYS ·  
AUDIOADVENTURE.NET

For grown-ups only!  
**GUNSMOKE**  
WILLIAM CONRAD as MATT DILLON  
Dodge City, 1870s  
463 EPISODES · 1952-1961  
ANY NIGHT YOU LIKE · RADIO DAYS ·  
AUDIOADVENTURE.NET

Tune in!  
**BOLD VENTURE**  
in Havana, on the water!  
DRAMA! ADVENTURE! CALYPSO!  
ANY NIGHT YOU LIKE · RADIO DAYS ·  
AUDIOADVENTURE.NET

Episode counts as of October 12, 2026; update from the app before each issue.

# KLONK SILVER POLISH

Makes ANYTHING Shine Like Silver!

Hold. Still. Almost. Done.

Take your time.

Works on spoons, spurs and anything with four legs!

Now with 30% less elbow grease!

Even robots use it!

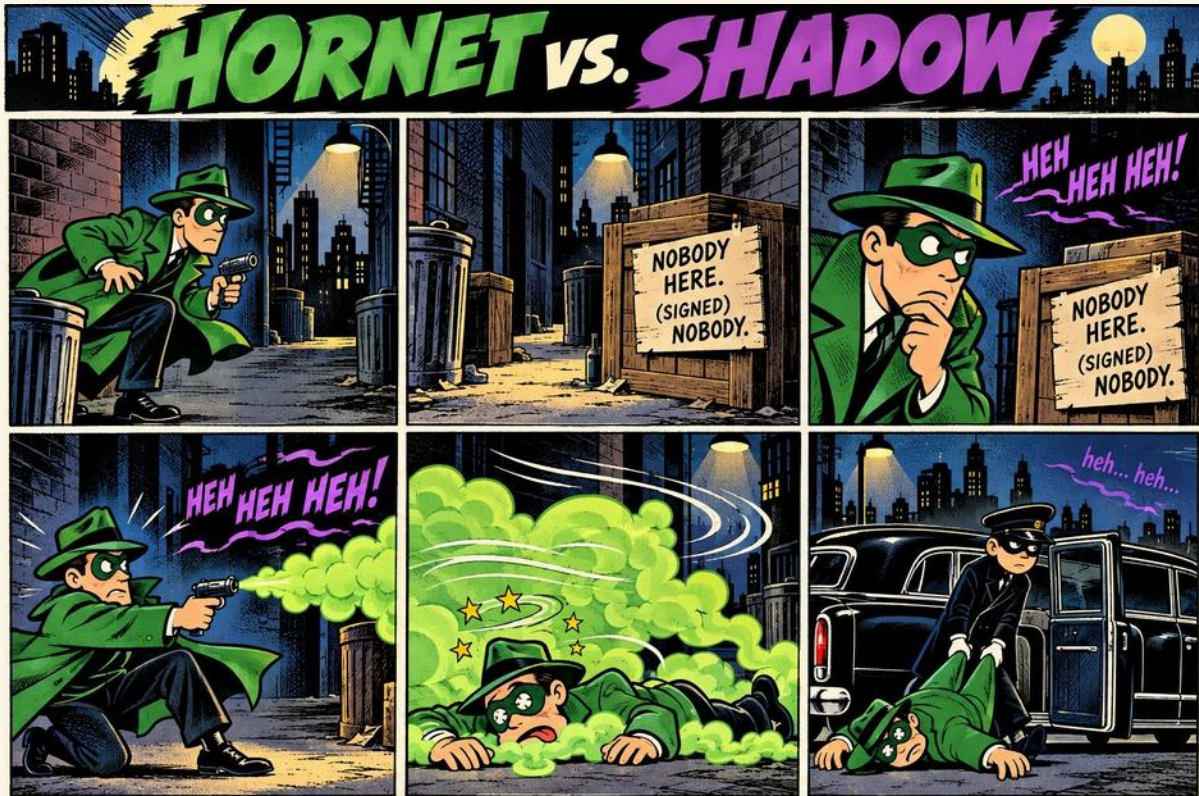
**GET A TIN TODAY!**

**KLONK SILVER POLISH**

Do not polish the horse. Klonk is not responsible for blinded cowboys.

A MADE-UP PRODUCT FROM THE RADIO DAYS GAZETTE • HEAR REAL WESTERNS AT [AUDIOADVENTURE.NET](http://AUDIOADVENTURE.NET)

# Hornet vs. Shadow No. 1: "Nobody Here"



Art: Radio Days Gazette. A parody; The Green Hornet and The Shadow are trademarks of their owners.



Art: Radio Days Gazette. Albert's Christmas Special. How the real sounds were made is on page 9.

## Holiday Word Search

|   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|
| W | T | H | P | I | A | O | P | C | R | S | M |
| C | W | U | R | C | P | I | I | C | C | I | I |
| S | W | E | R | E | W | O | L | F | A | H | R |
| C | G | H | V | K | O | P | G | S | R | M | A |
| R | C | P | W | J | E | B | R | A | O | U | C |
| O | V | V | G | C | U | Y | I | N | L | E | L |
| O | K | I | V | Y | J | U | M | T | T | E | E |
| G | H | O | S | T | A | P | S | A | B | P | I |
| E | W | D | H | A | L | L | O | W | E | E | N |
| Y | C | H | R | I | S | T | M | A | S | G | W |
| P | J | Y | R | J | O | O | O | T | R | E | E |
| D | S | G | J | D | R | A | C | U | L | A | C |

Find: HALLOWEEN · CHRISTMAS · DRACULA · SCROOGE · TURKEY · PILGRIMS · GHOST · SANTA ·  
MIRACLE · CAROL · WEREWOLF · TREE

Every word is in a holiday show on this season's Holiday Channel. Words run across, down and diagonally.

## Crossword: Fill In the Show



### Across

2. The Life of \_\_\_
3. My Friend \_\_\_
5. Our Miss \_\_\_
6. The \_\_\_ Hornet
7. CBS adventure anthology, 1947-54
9. Yours Truly, Johnny \_\_\_
11. The Jack \_\_\_ Program
12. The Halls of \_\_\_

### Down

1. Life with \_\_\_
4. Lum and \_\_\_
8. Amos 'n' \_\_\_
10. X Minus \_\_\_

Answers to both puzzles in the next issue. Every show in the crossword plays in Radio Days.

# Meet the Curator: Dennis Wright

*Keeping the theater of the mind alive*



On the air at KSTK, Wrangell, Alaska.



On the air at KSTK, Wrangell, Alaska.



At Sun Studio, August 1, 2023.

Dennis Wright was sixteen, working the night shift milking cows on a dairy farm, when a rerun came over the radio and changed his life. The first old-time radio show he ever heard was *The Hitchhiker*. He has been listening, and collecting, ever since.

## A Voice on the Air

Radio became his trade as well as his hobby. He started as a volunteer at KSTK in Wrangell, Alaska, in 1979, graduated from the Ron Bailey School of Broadcasting in 1981, and took his first job at KLAM in Cordova, Alaska. He went on to KTEL in Walla Walla, Washington, selling airtime, and to KRSC in Othello. On the air across Alaska and the Pacific Northwest he was known as Dennis Russell.

## A Collector's Batcave

In 2003 he started Audio Adventure, an old-time radio business, and his collection kept growing. Today his workspace, which he calls the Batcave, holds more than 100,000 episodes, along with the premiums, scripts and memorabilia that went with them: Dick Tracy Secret Service Patrol badges, the 1947 Green Hornet ring, sixteen-inch transcription discs of Speed Gibson and Magic Island, and a silver bullet given away by Brace Beemer, the Lone Ranger himself. The Lone Ranger and Batman were his boyhood heroes; *The Green Hornet* is his favorite series; his favorite Gunsmoke is "Never Pester Chester."

## The Radio Days Theater of the Mind Museum

In 2016 Dennis opened the Radio Days Theater of the Mind Museum in Sutherlin, Oregon, and ran it for more than eight years. KPNW in Eugene interviewed him there twice. The museum's doors are closed now, but [radiodaysmuseum.org](http://radiodaysmuseum.org) is still online, and its collection lives on in the premiums, photos and recordings you find in Radio Days.

## Radio Days

Radio Days is the next chapter: a free app at [audioadventure.net](http://audioadventure.net), built so anyone can tune in the shows he grew up loving, on a phone, in the car or at the kitchen table, the way families once gathered around the set. It follows his earlier app, *Superhero Academy Radio*, and it runs the same way, free to listen, with no ads. This Gazette is part of it too.

Dennis is an author and publisher as well, at Wright House Press in Sutherlin. But ask him what he does and the answer comes back to the same thing: keeping the theater of the mind alive, one listener at a time.

# HEAR THE REAL THING



## Radio Days AUDIOADVENTURE.NET

32,030 episodes · 324 shows · free to listen

*The Radio Days Gazette comes out four times a year, free in the app.*

*Wright House Press · Sutherlin, Oregon*