



Artifact Showcase

Buster Brown

Radio Premium

In 1944 the Buster Brown brand of shoes launched a new radio show: "The Smilin' Ed McConnell Show" on the NBC Network. It aired on Saturday mornings when kids were home from school. Those of us old enough to remember the program might recall the commercials: "I'm Buster Brown. I live in a shoe. [dog bark sound] That's my dog Tige. He lives in there, too!" And some might remember the character Froggy the Gremlin ("Plunk your magic twanger, Froggy!") If your memory is especially good, you might still be able to sing the theme song:

*I got shoes
You got shoes
Why, everybody's got to have shoes!
And, there's only one kinda shoes for me
Good ole Buster Brown shoes!*



From the 1930s through the 1950s the sponsors of many children's radio shows offered "Radio Premiums," small trinkets related to the show. Sometimes they were free, or the listener might have to mail in a dime to get one. In this case, the premium is a stamped metal pin with a bend-over metal tab to attach it to a jacket or shirt. Most such trinkets were discarded years ago. Today 1940s radio premiums can be found on eBay, and sometimes are pricey!

We appreciate your support of the museum so that historical artifacts like this one, and the stories that go with them, can be preserved for future generations.
THANKS!