



Artifact Showcase

Renfrew of the Mounted Radio Premium

Today's senior citizens who enjoyed children's radio programs of the 1940s may recall listening to the very popular "Challenge of the Yukon" with Sergeant Preston of the Royal Canadian Mounted Police and his wonder dog King, which aired from 1938 to 1955. (It was renamed "Sergeant Preston of the Yukon" beginning in 1951.) Preston's saga was modeled after a very similar but lesser-known program called "Renfrew of the Mounted," about Mounties Inspector Douglas Renfrew. It aired from 1936 to 1940, sponsored by Wonder Bread.



Radio premiums (trinkets obtained by mailing in perhaps a dime and package labels from the sponsor's products) related to Sergeant Preston are more common than those featuring Renfrew. This little stamped metal badge is in good condition. One recently sold on eBay for \$13.

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!