

TELEVISION: 1950s CHILDREN'S SHOW

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Smilin' Ed McConnell & His Buster Brown Gang

Buster Brown was a comic strip character created in 1902 by Richard F. Outcault. Adopted as the mascot of the Brown Shoe Company in 1904, Buster Brown, his sweetheart, Mary Jane, and his dog, Tige, an American Pit Bull Terrier, were well-known to the American public in the early 20th century. The character's name was also used to describe a popular style of suit for young boys - the Buster Brown suit that echoed his own outfit.



Buster got his name from then child star "Buster Keaton"



Creator Richard Outcault first created "The Yellow Kid"



A Buster Brown radio series began in 1943 with "Smilin' Ed McConnell."



The show moved to television in 1950 with McConnell and Froggy - the Gremlin, Midnight - the cat, and Squeaky - the mouse. Andy Devine took over after McConnell's death in 1955 and the show was renamed, "Andy's Gang".



Buster Brown Suits
At the St. Louis World's Fair of 1904, Outcault sold a license to Brown Shoes to use the name, "Buster Brown".



"That's my dog, Tige. He lives in a shoe. I'm Buster Brown. Look for me in there too."