



TOBY DAVID COLLECTION

1930's – 1970's
Primarily 1935-1964

Accession Number: 2001.024

Size: 1 linear foot

Number of Boxes: 2 archival boxes

Box Numbers: BIO-5-D1 to BIO-5-D2

Object Numbers: 2001.024.029 to 2001.024.393

TOBY DAVID COLLECTION

- ACQUISITION:** Donated to the Detroit Historical Museum by Gerald David in 2001.
- OWNERSHIP & COPYRIGHT:** The Detroit Historical Society except where copyrights for publications, manuscripts, and photos remain in effect.
- ARRANGEMENT:** Organized, researched, and cataloged with a finding aid prepared by Lauren Aquilina, Wayne State University practicum student, in January – April, 2019.
- ACCESS & USE:** Opened to researchers and other interested individuals in 2019 without restriction except where physical condition or technology precludes use.

BACKGROUND

HISTORY of COLLECTION

This collection contains mostly photographs as well as some papers and ephemera of Toby David during his career in radio and television spanning from 1935 to 1964. David was born in New Bern, North Carolina, on September 22, 1914, and moved to the Detroit area with his family in the mid-1920s. He attended Ford Trade School in Highland Park before getting a job at Chrysler where he performed in their amateur talent shows. His first radio job was at CKLW in Windsor, Ontario, on *The Early Morning Frolic* beginning in 1935.

In 1940, David moved to Washington, D.C., with Larry Marino. Together, they were a comedy duo known as *The Kibitzers*. While in D.C. during World War II, David organized Treasury bond shows, entertained servicemen, and emceed President Roosevelt's birthday celebrations three years in a row. In 1943, David and Marino moved to New York City where David worked for WJZ before finding freelance voice work. Frustrated by the inconsistency of jobs, David moved back to Detroit in 1946.

Once back in Detroit, he again found regular radio work. In 1946, he had a show on WJR where he would read the comics as "Uncle Toby." In 1947, he hosted a morning show on WWJ with Minnie Jo Curtis. In 1948, he took over CKLW's morning show after Ralph Binge and Joe Gentile, previously of *The Early Morning Frolic*, had left. In 1954, CKLW branched out into television. David hosted the *Dollarama* quiz show and the *Uncle Toby Show* where he again read comics to children.

In 1957, CKLW acquired the rights to Popeye cartoons and sought talent to introduce them. David was chosen to perform as Captain Jolly, a character he had created, on weekdays. The

Captain Jolly show took place on a dock-themed set with his sidekick, "Poopdeck Paul" (Paul Allan Schultz), and involved a number of puppets and other animal characters who could be heard from off screen. The show was a success with an estimated one million viewers a week.

In 1963, David ended his radio career to focus on *Popeye and Pals* as well as his philanthropic efforts and leadership roles which included serving as president of the Adcraft Club in Detroit. In 1964, *Popeye and Pals* was cancelled by CKLW. David hoped to continue his character and filmed a pilot titled "The Adventures of Captain Toby." However, it was ultimately unsuccessful.

In 1971, David retired to Arizona with his family. In his retirement, he hosted several local TV shows and became Assistant Director of the Arizona Bar Association. He passed away on September 14, 1994.

TIMELINE of COLLECTION

- 1935 – Toby David begins work at CKLW in Windsor on *The Early Morning Frolic*
- 1940 – David moves to Washington, D.C., and forms *The Kibitzers* with Larry Marino
- 1943 – David moves to New York
- 1946 – David returns to Detroit and hosts morning shows for WJR, WWJ & CKLW
- 1954 – CKLW moves to television, David hosts *Dollarama* and *The Uncle Toby Show*
- 1958 – David is Captain Jolly on *Popeye and Pals*
- 1964 – *Popeye and Pals* is cancelled

CONTENTS

SCOPE and CONTENT NOTES

Physical Description

The bulk of this collection consists of photographic prints of Toby David throughout his career in broadcasting. There are also papers and ephemera from this time. The collection is generally in good condition unless otherwise noted. All written portions are in English.

Series Description

Items are filed in the following series:

- I. Photographs
- II. Papers and Ephemera

Editorial Discussion

As original order had already been disrupted, items were arranged into chronological sections of David's career and then by subject within. Twenty-eight objects (including puppets, props, films, and records: 2001.024.001-.028 & 2001.024.394) are stored separately from the collection. One negative (2001.024.092) is also stored separately from the collection.

SERIES BOX LIST

SERIES I: Photographs

255 photographs covering Toby David's radio, television, and philanthropic career from the late 1930s to the 1960s.

SUBSERIES A – Pre-1940

Photographs documenting Toby David's time at CKLW in the late 1930s, including his time on *The Early Morning Frolic*.

Box BIO-5-D1

2001.024.029-.039 David and other personalities from CKLW's *Early Morning Frolic* program

SUBSERIES B – 1940-1945 (Washington, D.C. & New York)

Photographs documenting Toby David's time in Washington, D.C. and New York working alongside Larry Marino as *The Kibitzers*.

Box BIO-5-D1

2001.024.040-.059 & .153-.155

Toby David and/or Larry Marino performing and socializing

SUBSERIES C – 1946-1956 (Detroit Return)

Photographs documenting David's return to Detroit before his time as Captain Jolly.

Box BIO-5-D1

2001.024.060-.064 David's work at WJR Radio
2001.024.065-.070 David hosting *Dollarama*
2001.024.071-.074 David standing with CKLW microphones or cameras
2001.024.075-.077 David and the "120 foot letter"
2001.024.078-.079 David seated with two radio guest for WJR
2001.024.080 *Uncle Toby Show*
2001.024.081-.085 Toby David reading the comics

SUBSERIES D – 1957-1964 (Captain Jolly)

Photographs documenting David's Time as Captain Jolly at CKLW-TV.

Box BIO-5-D1

2001.024.086-.104 David as Captain Jolly in the CKLW studios
2001.024.105-.119 David as Captain Jolly performing at various parks
2001.024.120-.123 Fans waiting to see Captain Jolly at the Fox Theater
2001.024.124-.126 David as Captain Jolly with Miss Spirit Detroit
2001.024.127-.128 Orchestra and crowd at Boblo Island Dance Hall
2001.024.129-.131 David as Captain Jolly in parades
2001.024.132-.133 David as Captain Jolly advertising Double Cola
2001.024.134 David as Captain Jolly with a pageant winner
2001.024.135-.145 David as Captain Jolly with groups of children
2001.024.146 David as Captain Jolly on stage
2001.024.147-.150 David as Captain Jolly visiting sick children
2001.024.151-.152 David as Captain Jolly performing at a Christmas show

SUBSERIES E – Adcraft

Photographs of Toby David's time as Adcraft vice-president and president.

Box BIO-5-D1

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|-------------------|---|
| 2001.024.153 | Adcrafters standing with a banner in an airport |
| 2001.024.154-.184 | Toby David and others presenting Adcraft silver trays to various recipients |

SUBSERIES F – Celebrity Photographs

Photographs of celebrities collected by Toby David, often addressing him directly with a short note and signature.

Box BIO-5-D1

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|-------------------|---|
| 2001.024.185-.208 | Celebrity headshots and press photographs |
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SUBSERIES G – Miscellaneous

A miscellaneous selection of photographs of or involving Toby David.

Box BIO-5-D1

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|-------------------|--|
| 2001.024.209-.215 | Professional headshots of David |
| 2001.024.216-.217 | David in studio |
| 2001.024.218-.219 | Professional photographs of David around Detroit |
| 2001.024.220-.221 | David in studio with a conductor's hat |
| 2001.024.222 | David with papier-mâché insects |
| 2001.024.223-.240 | David socializing |
| 2001.024.241-.247 | Barber photographs |
| 2001.024.248-.251 | CKLW reunion |
| 2001.024.252-.254 | David on stage |
| 2001.024.255-.265 | David presenting and receiving awards |
| 2001.024.266-.268 | David at the auto show |
| 2001.024.269-.271 | David with groups of children |
| 2001.024.272-.278 | Cakes and celebrations |
| 2001.024.279-.285 | David at the race track |
| 2001.024.286-.294 | David with members of the military |

SERIES II: Papers & Ephemera

99 items (mainly papers, letters, press releases, and advertisements) relevant to David's career in broadcasting and as president of the Adcraft Club of Detroit.

SUBSERIES A – Kibitzers Letters, Press Releases, and Advertisements

Papers documenting David's time in Washington D.C. and New York working with Larry Marino as the comedy duo *The Kibitzers*.

Box BIO-5-D2

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|-------------------|---|
| 2001.024.295-.299 | Letters, drafts, and images relating to an advertising agreement between <i>Family Circle Magazine</i> and <i>The Kibitzers</i> |
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- 2001.024.300-.321 Letters, press releases, programs, and advertisements for *The Kibitzers*
- 2001.024.322 15-page report on *The Kibitzers* advertising abilities and rates
- 2001.024.323-.350 Copies of the *Blue Network News* newsletter with sections dedicated to *The Kibitzers*

SUBSERIES B – CKLW Letters, Advertisements, etc.

Press releases related to Toby David's time at CKLW as well as a CKLW yearbook and programs of events David visited as Captain Jolly.

Box BIO-5-D2

- 2001.024.351 Book showcasing employees of CKLW from 1941
- 2001.024.352-.358 Letters and press releases about CKLW-TV and Captain Jolly
- 2001.024.389-.390 Printed photographs and a program for David's appearances at events as Captain Jolly

SUBSERIES C – Captain Jolly Letters

Letters from fans to Captain Jolly as well as from Toby David to others.

Box BIO-5-D2

- 2001.024.361-.373 Letters thanking David for appearances
- 2001.024.374 Letter written by David to McGraw Hill Book Company
- 2001.024.375 Copy of "The Land of the Lost" by Isabel Manning Hewson with a note addressed from Hewson to David
- 2001.024.376 Note, written by David, about "Radio's Golden Age"

SUBSERIES D – Captain Jolly Advertisements

Coloring books, headshot prints, and print advertisements for Captain Jolly.

Box BIO-5-D2

- 2001.024.377 Captain Jolly coloring book
- 2001.024.378-.381 Pre-signed headshot prints of David/Captain Jolly
- 2001.024.382-.383 Print advertisements for CKLW-TV and Cadillac Life Insurance Company utilizing Captain Jolly's image

SUBSERIES E – Adcraft and Miscellaneous

Articles, lists, and drawings some associated with Toby David's time at Adcraft.

Box BIO-5-D2

- 2001.024.384-.385 Articles clipped from *The Adcrafter* featuring David
- 2001.024.386 Listing of the Officers and Directors of Adcraft Detroit
- 2001.024.387-.388 Illustrations of David

SUBSERIES F – Magazines

Magazines with articles featuring David.

Box BIO-5-D2

- 2001.024.389-.393 Magazines with articles featuring David

BIBLIOGRAPHY

Castelnero, G. (2006). TV Land Detroit. *Captain Jolly and Poopdeck Paul* (pp. 31-39). Ann Arbor, MI: University of Michigan Press.

Holey Moley! It's Captain Jolly! (n.d.). Retrieved from: http://detroitkidshow.com/toby_david.htm

KEY WORDS/SEARCH TERMS

Adcraft

Captain Jolly

CKLW

CKLW-TV

David, Toby Salem

The Early Morning Frolic

Gentile, Joe

The Kibitzers

Marino, Larry

Popeye and Pals

Schultz, Paul Allen