

I Know...I Was There

Reminisce on Your TV!

**America's favorite nostalgia magazine presents a
personal look at the 1940s!**

On DVD!

By Clancy Strock, Contributing Editor

FOR 16 YEARS, Reminisce has come to you in magazine form. Paper and ink. And that's not going to change.

But now, there is a new way to enjoy the best elements of Reminisce: in sound and color on your television set!

Remember the early days of television, when the networks produced what they called "spectaculars"? They haven't done that for years, but now the Reminisce staff and a renowned video-production company in Denver called Memory Lane (the same group that created "Baby Einstein®") have teamed up to create a 6-hour "spectacular" you will enjoy and treasure for years.

The first DVD set in this planned series is called The 1940s. We decided to start with this decade because so many of you experienced those years firsthand, and it was also a world-changing era, jam-packed with monumental events, of which World War II was only one.

Those were the years when we won the biggest war ever. Women took on new, important roles in the workforce, and the GI Bill gave men and women returning from military service a chance at college educations. We also invented a concept now called suburbia and produced the baby boom.

How do we take the Reminisce magazine experience to the next level—as something you can watch and listen to on your own TV screen?

OUR FIRST mission was to go back through 16 years of Reminisce and Reminisce EXTRA and examine everything that readers had sent us about their lives in the 1940s. (Let's see...that's 16 years, now 12 issues per year, 68 pages per issue: Unless my calculator just exploded, that's about 13,000 pages of memories to sort through. Whew!)

We felt like miners in a diamond mine and ended up with more than 1,200 incredible photos and dozens of stories. Then we asked readers to send us their home movies, and we got thousands of feet of incredible, moving scenes from the 1940s...warm memories of weddings, jobs, parties, picnics, family reunions, life in the military service and much, much more.

Now came the question of how to present this treasure trove of gems. We knew that the end product had to reflect the high standards of both Reminisce and Memory Lane. After all, this was going to be your “spectacular,” and we didn't want to disappoint the readers who made it all possible.

It soon became clear that this production would best be presented on three DVDs.

The first lively disc is a 60-minute overview of the entire decade, with fascinating narrative and music of the era, plus anecdotes and pictures from readers (and a few of my own). Some of the stories are hilarious, and others will put a tear in your eye.

Meanwhile, we kept true to the Reminisce mission of bringing back the good times through personal memories. This isn't a history documentary focusing on bombs and bullets; many excellent programs have already been produced on this important subject.

We included poignant stories from men and women who served, of course, but much of our “war years” segment focuses on how we as a nation pulled together—Democrats and Republicans, men and women, all without thought of religion or race—and ended up with a better, safer world.

It’s about wartime rationing and war bond rallies and USO troops and victory gardens and 3,000,000 women entering the work-force to build desperately needed planes and ships and weapons.

It’s also about the postwar years, when the GI Bill helped thousands get an education that otherwise might have been beyond their budgets. And with it also came the scramble as 13,000,000 young families needed housing that didn’t exist. And how we invented suburbia to solve the problem.

If you were part of that generation, these stories and pictures (and music) will bring back lots of good memories. And if you came along later, you’ll discover that it is the very best kind of personal history—as proudly told by those who lived it.

Even your grandchildren will become absorbed by this program.

That’s Disc One, The Decade.

Which brings us to Disc Two, Our Photos. This treasure presents 10 different topics, each with a brief narrated introduction. It totals 1,200 of your favorite photos, more than 2 hours of heartwarming pictures made doubly enjoyable by a background of appropriate music.

Here’s what this giant “photo album” includes: Front Lines; Home Front; What We Wore; At Work; At Play; In Love; Driving; Shopping; At Home; and At Ease.

But there’s much more. Disc Three, Our Stories, is a fascinating presentation of on-camera interviews with actual Reminisce

readers who were there in the '40s. The best of their stories, anecdotes and musings are woven together by topic. This is true Reminisce—real stories you can relate to, shared by real people... but now you can see and hear the readers as clearly as if you were chatting at the kitchen table.

Here's what they reminisce about: In a Word; Home Front; In Love; Shopping; At Work; At Play; Boom Years; What We Drove; What We Wore; and Where Were You?

Plus!...a first-ever 20-minute fireside chat with Roy Reiman, the founder of Reminisce.

These three DVDs add up to over 6 hours of precious memories and personal history. It was fascinating to work with Reminisce and Memory Lane during the many months it took to create this new type of window on the past. Now I've seen the finished product, and it's even better than I had hoped for.

It's the sort of keepsake you'll want to share with children or grandchildren. Just fix a big bowl of popcorn, pour glasses of apple cider, and watch any one of the DVDs—or all three—as the evening's substitute for trash television.

I promise that you'll thoroughly enjoy this unique history of a magnificent decade in this thrilling new form. If you love Reminisce, you'll be elated with The 1940s.

I know...I was there.

STEP BACK TO THE VICTORY ERA!

To order Reminisce Through the Decades: The 1940s, our three-DVD set of real-life stories from the '40s, use the special insert in this issue, call, toll-free, **1-800/558-1013** or order on-line at www.CountryStoreCatalog.com. Specify Suite 9066Y and item 37067.