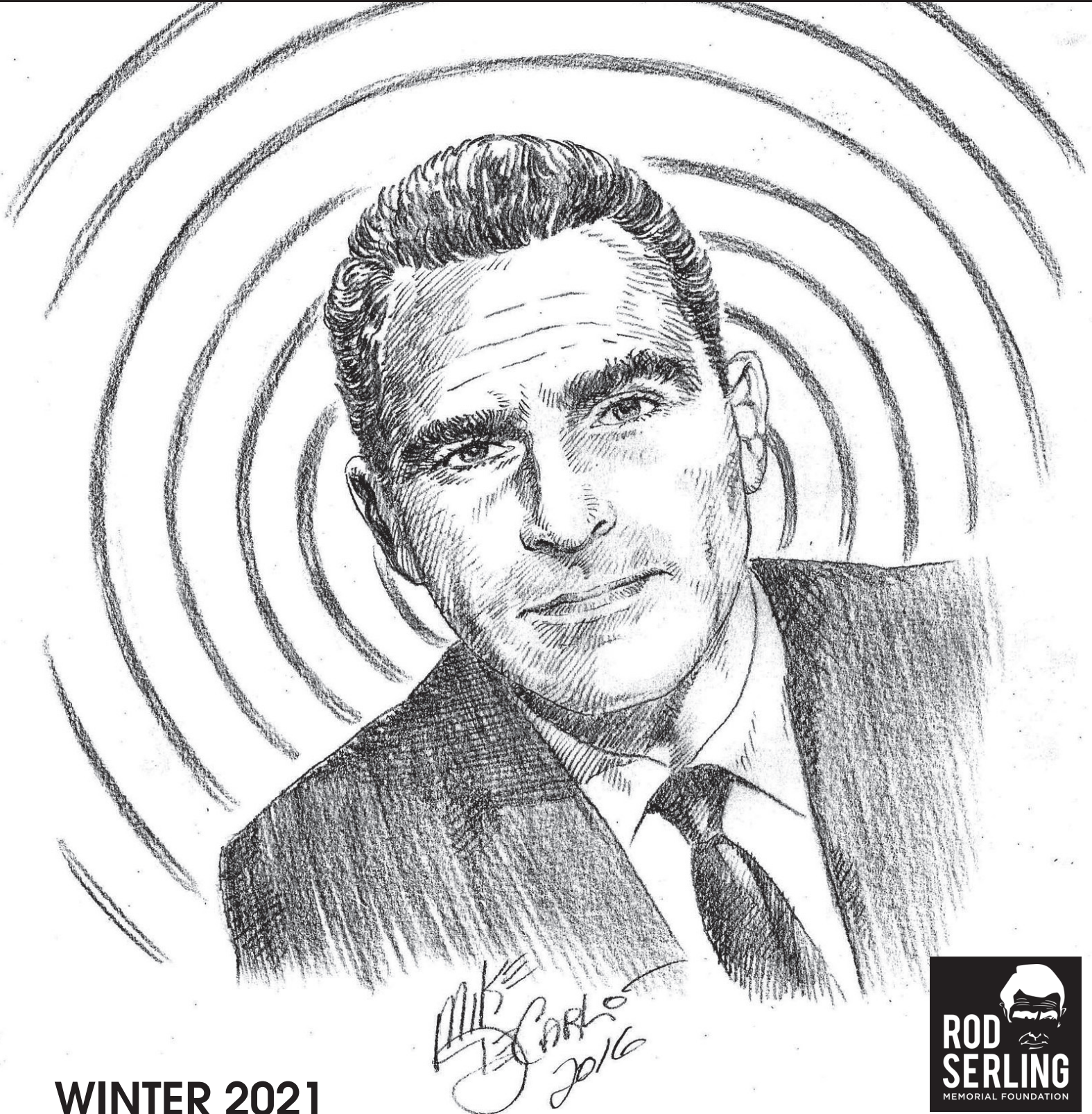
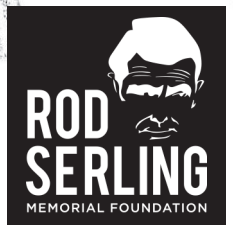


DIMENSIONS OF IMAGINATION

The Official Newsletter of the Rod Serling Memorial Foundation



WINTER 2021



FOUNDATION

NOTES FROM NICK

An Update from RSMF President Nick Parisi

Hello everyone, and welcome to our Winter 2021 newsletter. After a year that even Rod Serling would have had trouble imagining, we hope that the change in the calendar has given each of you a reason for optimism. We are certainly taking an optimistic view of our plans for 2021. In that light, we very much hope to hold an in-person SerlingFest in

Binghamton sometime this year. The ultimate decision is, of course, out of our hands, but we are optimistic! A healthy dose of optimism drives another of our projects: our long-time goal of erecting a statue in Rod Serling's honor in Binghamton.

With the blessing and support of Binghamton's mayor, Richard C.

David, we are moving forward with plans to realize this long-overdue recognition not only of Rod's tremendous contribution to the Arts, but as a testament to his love for his hometown.

Of course, this ambitious project will need funding. To that end, the Foundation is planning an online

fundraiser for the very near future – so please keep an eye on our website, Facebook page, and Twitter feed for news! With your help, we will make this happen (remember, optimism!).

Nick Parisi
President, The Rod Serling
Memorial Foundation

LETTERS TO ROD SERLING

By Amy Boyle Johnston

In the Fall of 1959 Connie Olmsted, Rod Serling's personal secretary, wrote a memo to Serling about the cards/letters he was receiving concerning The Twilight Zone. CBS and Serling had heard complaints by its sponsors, Kimberly-Clark and Sanka, that the show, still in its infancy, was considered too intellectual for the viewing public. Ms. Olmsted was enlisted to help counter the claims by assembling

what Serling was receiving in the mail.

According to the two page memo the majority of letters came from, "housewives, but a sizeable amount of responses came from professional people (doctors, dentists, ministers, vets.) as well as teenagers, farmers..."

Under COMPLAINTS, Ms. Olmsted first mentioned that all were minor, with the first being that

some "disliked" the show's name. In all caps she wrote, "ALL VIEWERS WERE INCENSED THAT THE SHOW WAS CONSIDERED TOO INTELLIGENT FOR THEM."

For APPROVALS, Ms. Olmsted listed this comment: "Practically all the responses were intelligent, well-thought out answers - not merely 'it's a great show.' All viewers were extremely appreciative that this kind of program was now on view." She continued: "All doubted the accuracy of the ratings and most had never been polled." Ironically, Serling -- who felt professionally stymied over demands of sponsors -- received letters from viewers saying they "...would never buy the sponsor's products if the show was dropped."

For SUMMARY, Serling's secretary wrote, "Even 12-year-olds who wrote in understood the show and welcomed the opportunity to have something to discuss - thus showing that TV should be a medium not only of entertainment but education and stimulation as

well. All viewers insisted the show was not over their heads...there is a full page of quotes taken from the letters sent to Mr. Serling, some of which read:

"Suppose TWZ is only watched by 20 million people. Are not those 20 million people entitled to some consideration? We buy the products too and that ought to interest the sponsor."

"It is so refreshing to be entertained at an adult level."

"TWZ stands out like an aristocrat among mongrels."

Today The Twilight Zone is considered one of the best television shows ever written. Serling's words and screen portrayals have endured, not because of sponsors or even CBS. It has lasted for over 60 years because it is still refreshing and continues to invite "the opportunity to discuss" issues such as racism, conformity, anxiety and loneliness — just to mention four that matter to humankind.



OUR PLEDGE

Rod Serling's achievements in playwriting, speech making and broadcasting are considerable and important. As members of The Rod Serling Memorial Foundation, we dedicate ourselves to promote and preserve this great man's contributions to the Arts and Humanities.

We pledge to educate the public about Rod Serling's genius and his passion, hoping that they will understand and appreciate his mastery of the creative arts, his unique understanding of human relationships, his esteem as a writer, his generosity as a speaker in and around Binghamton, and his uncompromising commitment to quality.

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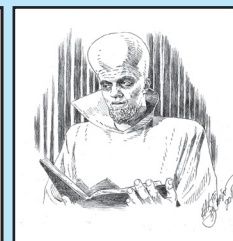
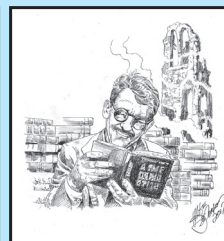
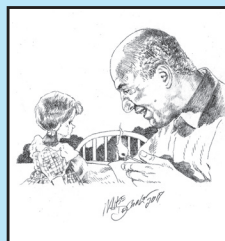
NEWSLETTER EDITOR

Gordon C. Webb

NEWSLETTER DESIGNER

Gail Flug

ON THE COVER



THANK YOU to illustrator Mike DeCarlo for donating his original artwork of Rod Serling for our cover. With over 40 years of experience as a commercial artist, Mike has done work for many of the leading animation/comic companies including The Simpsons, Archie, Marvel, DC Comics, Boom Studios, Disney and Warner Bros. In addition, he enjoys creating custom artwork for fans and collectors.

Visit his website at www.MikeDeCarloArt.com

Rod Serling Memorial Foundation
Box 2101, Binghamton, New York USA 13902-2101

www.RodSerling.com

NON-PROFIT PLEDGE The Rod Serling Memorial Foundation is operated exclusively for the above and other non-profit purposes, and is registered with the IRS as a non-profit entity. No part of any net earnings shall inure to the benefit of any private member.

FOUNDATION

RSMF PROFILE

Nick Parisi - President

Since being named to our board of directors in January 2017, Nicholas Parisi has been the driving force behind the Foundation's yearly SerlingFest celebrations, most recently appearing on-camera for eight-hours as host of a Virtual SerlingFest on Facebook -- in August 2020. He was elected Foundation president in June 2020.

Nick is the author of ROD

SERLING: HIS LIFE, WORK, AND IMAGINATION, published by the University Press of Mississippi. This all-encompassing look at Rod's work was, according to Nick, "the product of four years of writing and research, preceded by more than thirty years of 'research' in the form of repeatedly watching episodes of THE TWILIGHT ZONE." Readers' reviews attest to the book's reception by Serling fans: "It gives awesome insight into the time frames, struggles, and

triumphs that he experienced on his journey to becoming the legendary writer he is today."

"Clearly a labor of love, the author seems to have ferreted out every last bit of information he could..."

Nick is an accomplished musician and vocalist and he is currently working on a musical inspired by Rod Serling's work.



RSMF ARCHIVE

A Personalized Pen Set Belonging to Rod Serling

by Andrew Polak

A great piece of Serling history! This personalized pen stand that belonged to Rod Serling was donated to our archives by Carol Serling in 1987. This hefty three and a half pound black marble pen stand was made in Fort Madison, Iowa by the W. A. Sheaffer Pen Company, which is still in business today.

Can't you just imagine Rod signing his beautifully crafted correspondence with one of these fine fountain pens? We are honored to be the keepers of this piece of Serling memorabilia.

Top right, Rod Serling's pen stand, lower right, the felt covered bottom with original price tag.



RSMF MERCHANDISE



The RSMF has teamed up with Muckles Ink - a retail & commercial screen-printed apparel company owned and operated by Binghamton University Alumni - to print and distribute our official shirt! Proceeds will benefit the Rod Serling Memorial Foundation. It's a great conversation starter to meet fellow fans and a rewarding way to show your support for Rod's legacy!

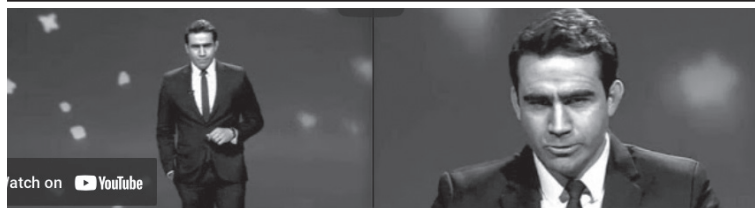
Details:

- 52/48 Airlume combed and ring-spun cotton/polyester
- Unisex sizing
- Coverstitched collar and sleeves
- Shoulder-to-shoulder taping
- Retail fit, side seams
- Tear-away label

Available in black with white print or grey with black print; sizes S to 4X - \$22.00 plus shipping.

Muckles also offers a wide range of Binghamton and Binghamton University shirts and tote bags.

Go to www.mucklesu.com, scroll down to the Merch section.



2020 WINNERS

Narrate Your Own Twilight Zone Competition

The contest required inventing a new episode and writing Rod Serling's Opening and Closing narrations. [Watch the 2020 winners—and read all the entries on the RSMF website.](#)

IN MEMORIAM - Serling Alumni Lost in 2020

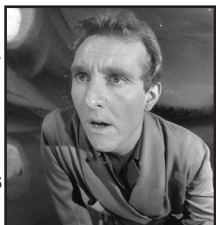
by Gail Flug

The RSMF wishes to acknowledge those within the Rod Serling realm who passed away in 2020. Also included are two significant actors lost while compiling this issue.



Carolyn Kramer Serling (February 3, 1929 - January 9, 2020) was married to Rod Serling from 1948 until his untimely death in 1975. They met as students at Antioch College in Yellow Springs, Ohio, where she graduated with a bachelor's degree in psychology and education. Throughout Rod's writing career, she read, advised, and edited his scripts before they were submitted. Carol was an active volunteer for the PTA, a suicide prevention center, the Fair Housing Council, and the League of Women Voters. After Rod's death, Carol kept his legacy alive as a consultant and advocate for his vast body of work. An extensive tribute, including words from their daughters, Jodi and Anne, friends, RSMF board members, and colleagues, is featured in the [RSMF Winter 2020 newsletter](#).

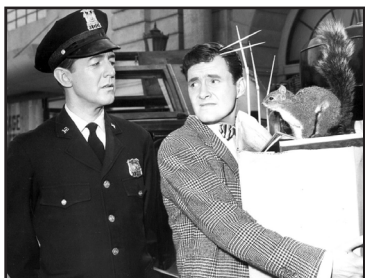
Robert Sampson (May 10, 1933 - January 18, 2020) portrayed Chris Wilson, the father character in "Little Girl Lost." He worked steadily in television as a guest and in regular roles up until the late 1990s, and in movies including RE-ANIMATOR, THE DARK SIDE OF THE MOON, and ROBOT JOX. STAR TREK fans will remember his role as Sar 6 in the first season episode, "A Taste of Armageddon."



Kirk Douglas (December 9, 1916 - February 5, 2020) portrayed Colonel Casey in the movie, SEVEN DAYS IN MAY; he later cited it as one of the roles he was most proud of during his career. Rod Serling was a partner on the film, as director John Frankenheimer wanted its screenwriter to be



involved in its production. In addition to acting, Douglas had a big part in getting the film completed, as it was produced through his own company, Joel Productions. He was already established as a leading man when the movie was released in 1964, and he sits at No. 17 on the American Film Institute's list of greatest male screen legends. Douglas received three Academy Award nominations, an Academy Honorary Award for Lifetime Achievement, and the Presidential Medal of Freedom.



Orson Bean (July 22, 1928 - February 7, 2020) played the title character in "Mr. Bevis," an episode which Rod Serling had originally written as a series pilot. In his long career, he amassed over 100 credits on stage, radio, movies, and television. While most of his roles were guest appearances, he had recurring roles on several series including DR. QUINN: MEDICINE WOMAN; NORMAL, OHIO; and DESPERATE HOUSEWIVES. Besides his acting roles, he is said to have been one of Johnny Carson's favorite guests, as evidenced by his 200 appearances on THE TONIGHT SHOW. Bean was killed after being struck by two vehicles while walking in the Venice section of Los Angeles.



Marge Redmond (December 14, 1924 - February 10, 2020) played a secretary in "The Bard," alongside her husband Jack Weston, but was best-known on television as

Sister Jacqueline in THE FLYING NUN, which earned her an Emmy nomination. Her vast stage, screen and television credits include THE TROUBLE WITH ANGELS, THE FORTUNE COOKIE, FAMILY PLOT, and MANHATTAN MURDER MYSTERY. Her last major television roles were opposite Andy Griffith on MATLOCK as his housekeeper.

Ben Cooper

(September 30, 1933 - February 24, 2020) played a Confederate soldier named Dauger in "Still Valley." He was best known for his work in western movies and television shows and won a Golden Boot Award in 2005. He began his career in radio having voiced thirty-four radio serials.



Forrest Compton

(September 15, 1925 - April 4, 2020) who played an ASW Officer in "The Thirty-Fathom Grave" died from complications from coronavirus. During the 1960s, he was a regular on GOMER PYLE, USMC, as Lieutenant Colonel Edward Gray, yet is best known as attorney Mike Karr on the long-running soap opera THE EDGE OF NIGHT.



Jacqueline Scott (January 1, 1932 - July 23, 2020) played Helen Gaines in "The Parallel." This was just one of her 100 television appearances between 1958 and 2009, with most roles as a guest star on series including GUNSMOKE; HAVE GUN, WILL TRAVEL; PERRY MASON; and BARNABY JONES. Her professional career started on Broadway, before her screen debut in William Castle's MACABRE in 1958. It was during the production of the film where she met her husband, Gene Lesser.



Peter Mark Richman (April 16, 1927 - January 14, 2021) was the Highway Patrol trooper, Robert Franklin, in "The Fear." His vast career includes 30 films and hundreds of television appearances, and he is best recognized for recurring characters on THREE'S COMPANY, BEVERLY HILLS: 90210, SANTA BARBARA, and DYNASTY. He was an accomplished playwright, novelist, stage actor, voice-over artist, as well as a successful painter; Richman's work was shown in seventeen critically acclaimed one-man exhibitions. He also sat on the board of trustees of the Motion Picture and Television Fund, which awarded him the Silver Medallion For Outstanding Humanitarian Achievement in 1990.



Cloris Leachman (April 30, 1926 - January 27, 2021) is known to Twilight Zone fans as Agnes Fremont, the long-suffering mother in the classic episode "It's A Good Life." She reprised the role for a sequel, "It's Still A Good Life," in 2003 for one of the TZ revivals, and appeared on NIGHT GALLERY in the Serling-penned segment, "You Can't Get Help Like That Anymore." These dramatic roles are a contrast to her extensive notoriety in television comedy. Her iconic role as Phyllis Lindstrom on THE MARY TYLER MOORE SHOW and its spin-off series PHYLLIS earned her two Emmy awards. In film, Leachman won an Academy Award in 1971 for THE LAST PICTURE SHOW, yet is most memorable as Frau Blücher in Mel Brooks' 1974 classic YOUNG FRANKENSTEIN. During her seven-decade career, she received 22 Emmy nominations, 8 Primetime Emmy Awards, one Daytime Emmy Award, and was inducted into the Television Academy Hall of Fame in 2011.

More Selections For Your Serling Library

The first feature film to be produced from a script written by Rod was 1956's PATTERNS. Adapted from his own award-winning teleplay, PATTERNS is readily available in both DVD and Blu Ray formats. The television version, first performed live on KRAFT THEATRE on January 12, 1955, has also been released, most prominently as part of the Criterion Collection's "Golden Age of Television." That collection also includes the PLAYHOUSE 90 productions of "Requiem for a Heavyweight" and "The Comedian," along with priceless interviews with many of the people involved in the productions. A motion picture adaptation of REQUIEM was released in 1962, and is available



Two of Rod's very early productions can be found in the collections SUSPENSE: THE LOST EPISODES COLLECTION 3 and LOST MYSTERY CLASSICS: THE SHADOW OF THE CLOAK. The former includes Rod's "Nightmare at Ground Zero" from 1953, a creepy story about a puppeteer who seems a bit too attached

In 1994, Forest Whitaker starred in an HBO movie, *THE ENEMY WITHIN*, a remake of 1964's *SEVEN DAYS IN MAY* (the credits read: "Based on the motion picture "Seven Days in May" screenplay by Rod Serling, and the novel by Fletcher Knebel and Charles W. Bailey II"). Whitaker, of course, went on to host the 2002 incarnation of *THE TWILIGHT ZONE*.

From the time that Rod began appearing on-screen during THE TWILIGHT ZONE's second season, he made frequent cameo appearances on various series. He also capitalized on his distinctive speaking voice by narrating or hosting countless films and television shows. A list of DVDs that include Rod's extensive work as an actor, narrator, and even a game show host, will have to wait for next time.



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When you join AmazonSmile you can make a donation to the Rod Serling Memorial Foundation every time you shop. Amazon will donate 0.5% of eligible purchases to us. Sign up at www.smile.amazon.com

ROD SERLING

The Rod Serling Award Collection

By Gordon C. Webb

It's ironic that Rod Serling -- the writer with the most awards under his belt in television history -- felt that Oscars, Emmys and other shiny statues don't really mean much. The creator of THE TWILIGHT ZONE gave his last interview in March 1975 and proclaimed

that Hollywood's parade of annual award-giving was "kind of a strange, backslapping ritual that we go through in this town where you get awards for almost everything. For surviving the day you're going to get awards. So I can't suggest that those things represent any pinnacle of achievement."

The author of hundreds of TV scripts, movies and short stories often said that "good writing, like wine, has to age well, and my stuff has been momentarily adequate." Well, lots of time has passed since his untimely death at the age of 50, and nearly half a century later Serling's contributions to popular culture are far more than adequate. The

awards shown here are testament to Serling's skill at weaving words into powerful visual stories that are more than purely entertaining.

Most of these awards are held in the Rod Serling Archive at Ithaca College -- where Serling taught advanced screenwriting from 1967-1975.



Clockwise from top left: Hall of Fame, Academy of Science Fiction TV Awards, 1979-80; tape recorder used for dictation; Rod at home with his six Emmys; Display case (including pictured awards and more); One of two Sylvania Awards (Requiem for a Heavyweight"- PLAYHOUSE 90), 1957; Hugo Award, Best Dramatic Work (THE TWILIGHT ZONE), 1961; Emmy Award, Best Original Teleplay ("Patterns"- PLAYHOUSE 90), 1956; Plaque - George Foster Peabody Awards ("Requiem for a Heavyweight" - PLAYHOUSE 90), 1957; bound original screenplays. The display case also contains the Emmy Award for Best Original Teleplay ("Patterns"- PLAYHOUSE 90), 1956 and several other unidentified awards.

FANDOM

The Twilight Zone Art Of Ed Montalvo

by Steve Schlich

A charming aspect of Rod Serling fandom is discovering how people express their connection to The Twilight Zone and Rod's other works through their own art. Ed Montalvo takes this a step further by interacting with the actors he portrays.

It's a fascinating process. Ed burns into wood a scene from a Twilight Zone episode that he really likes. But that's just the beginning. Ed sends the art to the actor who he's portrayed, with money to pay for an autograph and postage to send it back. He is nearly always repaid with warmest regards inscribed on the art.

This is the fan-artist relationship at its purest: Ed-the-fan transforms into Ed-the-artist to express his feelings, then becomes Ed-the-fan again to secure the autograph and wish the

actors well. The actors-- artists themselves-- receive compensation for the value of their autographs, and perhaps more important: the knowledge that their art remains alive in the hearts of fans.

That's a solid win-win.

Ed sells his art and supplements that income with work as a Senior Business Systems Analyst. He has a B.S. degree in Mechanical Engineering Technology from Purdue, and an M.B.A. from Keller Graduate School of Management. What's especially wonderful here is his blend of a fan's persistence with a committed



artist's technique.

At Ed's page on the RSMF website, you can feast your eyes on his work, burned into wood, signed by the actors portrayed, and full of clever Easter Eggs. Also included are his notes on the inspiration for his work, the details of his correspondence with the actors portrayed, and a list of the Easter Eggs he placed in the art. Ed's fandom is the happy and fruitful obsession that we all crave!

[Visit Ed's page on the RSMF website](#)

CALLING ALL FANS

Do you have a one-of-a-kind item, tattoo, original artwork or an extensive collection of anything Serling related? We want to see it! Send a photo, along with your name and location to gailfug@rodserling.com. Placement in the newsletter is not guaranteed and will be decided by our board of directors. NOTE: This is open to RSMF members only.



Pictured above: The legal license plate of RSMF president Nick Parsi.

Several Hours in January

By Tony Albarella

In the early-to-mid 1960's, the political climate was much as it is now: heightened, divisive, perilous, rife with paranoia and tumult. Both eras endured spikes in the level of distrust in democratic and governmental institutions, and both eras grappled with the political fallout of relatively new mediums of communication: in the 60's, television, which pumped constant and enduring images of war and civil rights strife into American living rooms; in 2021, the influence of the Internet, social media, and 24/7 cable/streaming news channels, which deliver ubiquitous "niche" coverage and effectively further the polarization of public opinion. And both eras have struggled with the realization that America's greatest threats, at those respective moments in history, were internal rather than external.

Rod Serling channeled the political climate into his screenplay of the 1962 novel *SEVEN DAYS IN MAY*, written by Charles W. Bailey II and Fletcher Knebel. The movie, released in 1964, chronicled an attempt to overthrow a U.S. administration led by "weak" Democratic president Jordan Lyman (Fredric March). Burt Lancaster played Chairman of the Joint Chiefs of Staff James Mattoon Scott, a charismatic Air Force general and leader of the military coup, opposite rugged Kirk Douglas as "Jiggs" Casey, the U.S. colonel who stumbled onto Scott's plan. Rod Serling, whose service in World War II gave rise to his service of world peace, was intimately familiar with America's uneasy marriage of military strength and democratic ideals; recipient of the Bronze Star and numerous Emmy awards, this "pacifist with a purple heart" was a perfect choice to adapt *SEVEN DAYS IN MAY* to the big screen.

The movie dramatizes a fictional story, but it sprang repeatedly to my mind on January 6, 2021, as a similar event played out in real life. On that day, prompted and directed by sitting U.S. President Donald J. Trump, a mob of insurrectionists stormed the U.S. Capitol Building and, for several hours, occupied the seat and symbol of democratic power. Their goal, unattained, was to halt the certification of the Electoral College votes by Congress, the penultimate step of the democratic process (awaiting



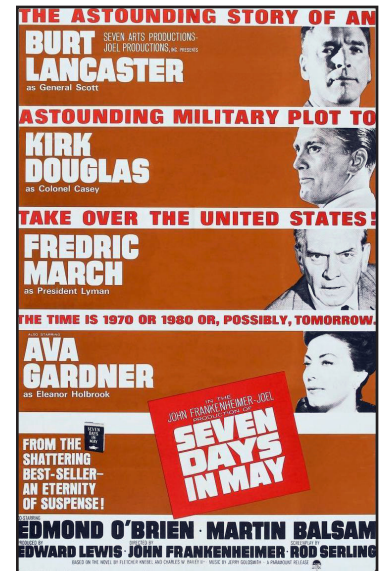
Above, two stills from the film, *SEVEN DAYS IN MAY*.
Top right, an original movie poster, bottom right, the Blue-ray edition

only the swearing-in ceremony) that marks the official election of Joseph Biden as Trump's replacement. At the time of this writing, four days after the event, this violent, failed coup attempt has resulted in the loss of five lives, a permanent stain on America's history, a country shaken by the fragility of its democracy, and as-yet untold political ramifications.

Life, in this case, hasn't followed art to the letter, but instead has presented a sort of mirror image. "History doesn't repeat itself," as goes the oft-quoted Mark Twain maxim, "but it often rhymes." *SEVEN DAYS IN MAY* recounts a failed coup attempt on a Democratic administration that backs globalism and nuclear disarmament, while the January 6th Capitol uprising -- so new to history that it doesn't yet have a defining moniker -- was orchestrated to illegally retain power for a Republican president with autocratic leanings and a xenophobic, isolationist philosophy.

The pseudo-parallels even filter down to the movie's supporting roles. Presaging Trump's demagoguism and his use of Twitter and right wing media, *SEVEN DAYS IN MAY* attributes General Scott's rise to power, in part, to the blind allegiance of Harold McPherson (Hugh Marlowe), an influential TV personality who provides Scott with a platform of mass communication. And here's the striking of another familiar note: the day before the real-world January 6th insurrection, a historic dual win in Georgia's run-off election delivered to the Democrats a governmental hat trick: control of the House and Senate to go along with the presidency. In *SEVEN DAYS IN MAY*, Senator Ray Clark, a key character in rooting out the coup, hails from the great state of -- you guessed it -- Georgia.

In both stories, fictional and non-fictional, democratic institutions successfully withstood direct assault. In *SEVEN DAYS IN MAY*,



President Lyman obtained proof of the planned coup before it could take place and purged the government of its conspirators. On January 6th -- or, to be exact, January 7th -- Congress returned to the Senate chamber, which had been cleared of pro-Trump rioters, and at 3:45 AM confirmed President-elect Joe Biden and Vice President-elect Kamala Harris as winners of the 2020 presidential election. Democracy in these United States, shaken but unbowed, lived to see another day.

But will this always be the case? Serling's 57-year-old script and our nation's four-day-old drama reinforce the reality that what we have, with apologies to Benjamin Franklin, is a republic...if we can keep it.

(The views and opinions expressed are those of the author and do not necessarily reflect the official policy or position of the Rod Serling Memorial Foundation).

Horrific, True Story From Serling-Inspired Writer

As a young man, Mark, whose well-received novels include *EINSTEIN'S BRAIN*, *UNNATURAL CAUSES*, *BLOOD RACE*, and *THE EDGE*, enjoyed a close relationship with Rod Serling, who became Mark's friend and mentor during the last decade of the great writer's life. It is a relationship that still influences Mark's outlook, career, and choice of subject matter.

By Mark Olshaker

For my latest book with John Douglas, the FBI's criminal profiling pioneer with whom I have collaborated since *MINDHUNTER*, our first book together, we decided to tackle the case of Joseph Paul Franklin, a mission-oriented and brutally efficient serial killer who targeted African Americans, mixed-race couples, and Jews in a nationwide spree in the late 1970s and early 1980s. Franklin killed at least 22 victims, gravely wounded civil rights leader Vernon Jordan, and left *Hustler* magazine publisher Larry Flynt permanently paralyzed. Given the current divisiveness, racism, proliferation of conspiracy theories, and far-right-wing extremism plaguing our nation and others, we felt this would be a frighteningly relevant and instructive topic.

As soon as we set out on this project, though, I began hearing another voice in my head—the voice that long ago had inspired me to become a professional writer:

"Portrait of a bush-league fuhrer named Peter Vollmer, a sparse little man who feeds off his self-delusions and finds himself perpetually hungry for want of greatness in his diet. And like some goose-stepping predecessors he searches for something to explain his hunger, and to rationalize why a world passes him by without saluting. That something he looks for and finds is in a sewer. In his own twisted and distorted lexicon, he calls it faith, strength, truth. But in just a moment Peter Vollmer will ply his trade on another kind of corner, a strange intersection in a shadowland called. . . THE TWILIGHT ZONE."

This is the opening monologue from Rod's script for "He's Alive," first aired in *TWILIGHT ZONE*'s fourth season on January 24, 1963, almost exactly 58 years ago as I write this. And it so perfectly describes Joseph Paul Franklin—born James Clayton Vaughn, Jr., a man so mixed up in his perceptions and values that he changed his name to commemorate Nazi propaganda minister Paul Joseph Goebbels and American Founding Father Benjamin Franklin—that I used it as our book's epigraph. Rod



(Left to right) Mark Olshaker with co-author John Douglas, the inspiration for the show *MINDHUNTER*

instinctively knew this man and what made him tick, even though his murderous spree hadn't even begun when Rod left us in 1975.

Like the vast majority of serial killers of all stripes, Franklin came from an abusive and dysfunctional family environment, and held within him a deep-seated sense of inadequacy, warring with an equally powerful feeling of grandiosity and entitlement. This ongoing conflict was triangulated by lack of empathy for other human beings and resentment against society in general for his lack of personal success or privilege. While John and I have not examined every member of the modern white supremacist and neo-Nazi movements, and the overwhelming majority of them will not evolve into the kind of violence Franklin did, we feel safe in asserting that this psychic description fits the vast majority of them, as it does the delusional insurrectionists and thugs who stormed the U.S. Capitol building on January 6, 2021.

I realized that everything we were going to examine in a book-length work about this horrific true-crime story had been anticipated and articulated by my great friend and mentor Rod Serling all those

years ago. And the thing that was most resonant, most haunting, actually, was that the disorder Rod noted in the human condition and examined in an hour-long television film back then, with a supernatural element, is no less true today, and the message no less urgent.

Joseph Paul Franklin was executed at the Eastern Reception, Diagnostic and Correctional Center in Bonne Terre, Missouri, on November 20, 2013. But in the epilogue to *THE KILLER'S SHADOW*, we describe some of his spiritual children, including 21-year-old

Dylann Roof who, on June 15, 2015, killed nine of the African American worshippers who had welcomed him into the historic Emanuel African Methodist Episcopal Church in Charleston, South Carolina. Like Franklin, Roof hoped to initiate a race war. Unfortunately, the full list of Franklin's spiritual progeny is far too long to enumerate here.

The point is, though Franklin is dead, the shadow this killer cast is long and dark without the need for any supernatural element; so, as Rod warned us, the sunlight to eradicate that shadow must be even brighter and stronger. And that is why I also chose to open the book's epilogue with Rod's equally prophetic closing monologue from the same episode:

"Where will he go next, this phantom from another time, this resurrected ghost of a previous nightmare—Chicago; Los Angeles; Miami; Vincennes, Indiana; Syracuse, New York? Anyplace, everywhere, where there's hate, where there's prejudice, where there's bigotry. He's alive. He's alive so long as these evils exist. Remember that when he comes to your town. Remember it when you hear his voice speaking out through others. Remember it when you hear a name called, a minority attacked, any blind, unreasoning assault on a people or any human being. He's alive because through these things we keep him alive."

An overview of *THE KILLER'S SHADOW* is featured on the following page

A FOOTNOTE

There is a carving on the west end of the Great Hall of the Folger Shakespeare Library in Washington, DC, quoting the 19th to 20th century critic William Winter's commentary on the greatest writer the world has ever known:

*"There is not anything of known trial
That ever love deplored or sorrow knew,
No glad fulfillment and no sad denial
Beyond the pictured truth that Shakespeare drew."*

While no one else is, or ever will be Shakespeare, to this day I continue to be amazed by how much Rod had to say that applies so profoundly to so much of our own current, and seemingly eternal human condition. How many times has each of us experienced or read about a triumph, defeat, crisis, or life-altering experience and said to ourselves, "Oh, yeah—I saw that on 'The Twilight Zone'!"

THE BOOKSHELF

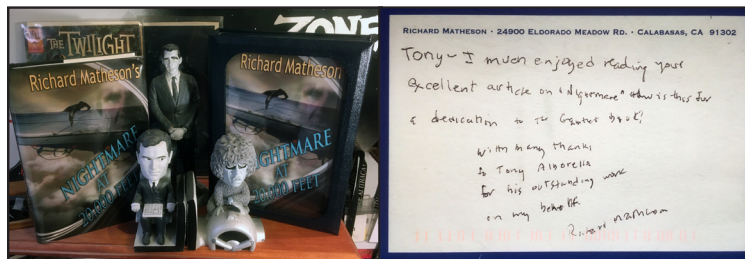
A Complete Nightmare

By Tony Albarella

In our last newsletter, Nick Parisi provided an excellent recap of all the Twilight Zone teleplays available in print. Richard Matheson's "Nightmare at 20,000 Feet" was naturally included, in the Gauntlet Press dual-volume release of Matheson's TZ script volumes, but you might not be aware that Gauntlet also issued an infinitely more comprehensive, stand-alone "Nightmare" release.

Back in June, 2009, as I was working on the seventh volume of AS TIMELESS AS INFINITY: THE COMPLETE TWILIGHT ZONE SCRIPTS OF ROD SERLING, Gauntlet Press owner Barry Hoffman approached me to edit another TZ scripts project: a collection of all incarnations of Matheson's aeronautical ordeal, scheduled as a 2010 release, to be titled RICHARD MATHESON'S NIGHTMARE AT 20,000 FEET. I was thrilled. I had worked with the incomparable Matheson on several occasions; he signed and wrote an introduction for the first volume AS TIMELESS AS INFINITY, and I contributed several interviews and essays to various Gauntlet releases of Matheson's non-TZ work. To again support one of my all-time favorite writers and, at the same time, add to the legacy of Twilight Zone and Matheson books in print was both an honor and a personal privilege.

When Barry pitched this tome as the definitive edition of Matheson's seminal story, he wasn't kidding. It was made available in all specialty formats except paperback (since the teleplay had already been released, by Gauntlet's paperback imprint Edge Books, in the two-volume set of Matheson's TZ scripts).



Left: The editions of the book, TZ figures; Right: handwritten note

These new formats, all hardcover, included an unsigned numbered edition, a numbered edition signed by Richard, and a limited lettered edition signed by the participants, including Matheson, Richard Christian Matheson, Carol Serling, Rockne S. O'Bannon, and Director Richard Donner.

As to the contents, the book provides unprecedented examination of all iterations of the tale. We started, of course, with an unabridged reprint of Matheson's original short story, first published in 1961. Next is Matheson's teleplay for the original 1963 Twilight Zone episode. The complete Richard Matheson/George Miller script for the "Nightmare" segment of 1983's TWILIGHT ZONE: THE MOVIE is also included, followed by the storyboard artwork from the production, a visual and archival treat running over 125 pages. These features are all bookended by exclusive essays provided by Carol Serling, Richard Christian Matheson, Rockne S. O'Bannon, Richard Donner, and the iconic William Shatner. Rounding out the book are two photo galleries, another wonderful cover by artist Harry O. Morris, and an introduction essay I wrote to document the history of this Twilight Zone classic.

That essay includes commentary

from William Shatner and John Lithgow and new, exclusive interview content from Matheson and Richard Donner. An added bonus of the project was my opportunity to interview Donner. The spirited director, perhaps best known for helming THE OMEN (1976), 1978's SUPERMAN, and all four LETHAL WEAPON movies, spent the first phase of his career in television, and directed six episodes of the original Twilight Zone. Conversation with him was a joy and he shared many enlightening, useful memories about the "Nightmare" shoot and his other TZ work.

Working again with Richard Matheson was a pure delight. He was helpful, warm, and supportive in our telephone conversations and letters. (Richard didn't do email; he hand-wrote all of his correspondence, as he did in crafting his incredible and extensive body of fiction and non-fiction work.) I have fond memories of all aspects of the project, but one in particular stands out above all else.

When the volume was in the final layout stages, I sent Richard my introduction to review, and also asked him the question that all editors present to a living author when nearing completion of a collaboration: "To whom would you like to dedicate the volume?"

I expected him to choose any or all of the truly great talents who had helped shape the television and movie productions of "Nightmare at 20,000 Feet." Instead, he shot me off a note which read:

Tony – I much enjoyed reading your excellent article on "Nightmare." How is this for a dedication to the Gauntlet book? With many thanks to Tony Albarella for his outstanding work on my behalf. – Richard Matheson

And so it was that the legendary Richard Matheson, deemed Grand Master by both the Horror Writers Association and the World Fantasy Association, who had won practically every major writing award in multiple fields, a man whose work I had been reading and viewing and admiring my entire life, dedicated a book... to me! When the shock wore off, I realized that the gesture was perfectly in line with Richard's humble and gracious personality. It was simply in his nature for the master to acknowledge a lowly pupil. The experience remains a highlight of both my personal and professional life.

Richard Burton Matheson passed away on June 23, 2013, and the world became a slightly more melancholy place without his presence. I still miss his gentle voice and soft demeanor, and cherish my opportunities to work with him. If you collect Twilight Zone or script books, or consider "Nightmare" a favorite episode, or just hunger to know the complete story behind a beloved tale from a beloved author, consider climbing aboard RICHARD MATHESON'S NIGHTMARE AT 20,000 FEET. I promise you an exhilarating flight.

The Killer's Shadow

A legendary FBI criminal profiler and his international bestselling coauthor have collaborated again with a new book that, as 2021 begins, couldn't be timelier or more relevant.

In THE KILLER'S SHADOW: The FBI's Hunt for a White Supremacist Serial Killer, former FBI Special Agent John Douglas and RSMF board member and Emmy Award-winning filmmaker Mark Olshaker tell a tale that goes to the heart of U.S. extremism and domestic terrorism. THE KILLER'S SHADOW details Douglas's chilling pursuit of, and eventual prison confrontation

with, Joseph Paul Franklin, a lone wolf white nationalist serial killer—one of the most disturbing psychopaths Douglas has ever encountered.

Douglas and Olshaker explore this disturbing serial killer, whose prolific activity and mobility—murdering at least 22 victims across 11 states—reached the highest levels of the Bureau, which was fearful Franklin would become a presidential assassin. Franklin

haunted Douglas for years to come, as the threat of copycat domestic terrorist killers increasingly became a reality.

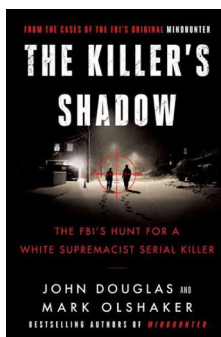
Detailing the dogged pursuit of Franklin that employed profiling, psychology, and meticulous detective work, the authors relate how the investigation was a make-or-break test for the FBI's still-experimental Behavioral Science Unit and revealed a new type of determined, mission-driven serial killer whose

only motivation was hate.

Other work by the writing team of Douglas and Olshaker includes MINDHUNTER (the inspiration for the hit Netflix television series), THE CASES THAT HAUNT US, and THE KILLER ACROSS THE TABLE: Unlocking the Secrets of Serial Killers and Predators with the FBI's Original Mindhunter.

[THE KILLER'S SHADOW is available at amazon.com](#)

See related article by author Mark Olshaker on the previous page.



Sam Serling – Binghamton Entrepreneur

By Gordon C. Webb

Rod Serling is one of the few television writers whose "fan base" rivals that of a famous movie star. But, as the future creator of THE TWILIGHT ZONE was growing up in Binghamton, New York, in the 1920's and 30's, it was his father Sam who was making a name for himself. He entered the grocery business as a newly-married man with a family to support, but an extensive search of the Binghamton Press archives reveals Sam Serling's career as a successful entrepreneur in this medium-sized industrial city along the Pennsylvania border.

Samuel Lawrence Serling was born in Detroit, Michigan in 1892 – the son of Russian-Jewish immigrants. By 1900, the U.S. Census shows the family had moved to Syracuse, N.Y., where, in 1914 he married Esther Lillian Cooper. Esther was born in Russia but emigrated to the U.S. and became a naturalized citizen through her father, Meyer Cooper, who was a successful grocery merchant based in Auburn, N.Y.

By 1917 the Serlings were living in Cortland, N.Y., with Sam operating a small grocery owned by his father-in-law. Their first child Jerome Robert was born there, and after a few years Esther's father moved Sam to his Syracuse store, where Bob's baby brother – Rodman E. – was born on Christmas Day, 1924.

Looking for a better way to support his growing family, Sam Serling yearned to operate his own business. He had his sights set on Binghamton, N. Y. – becoming known as the "Valley of Opportunity" – where industries like Endicott Johnson Shoes, Ansco Film and General Electric provided jobs for an ever-increasing number of European immigrants. According to Mike Pipher, Archivist/Historian at the Rod Serling Archive at Binghamton's "Bundy Museum," Sam visited this area often – "scouting" good locations for his own market.

In 1925 – leaving "baby Rod" and the rest of his family back in Syracuse – Sam moved to a small apartment within walking distance of his father-in-law's "Cooper's Grocery" store at 58 Court St. Within a year he fulfilled his dream by purchasing the store and renaming it "Serling's Market Sanitary." The family joined him in Binghamton shortly after, and over the next 20 years, Sam Serling would operate businesses at four locations in Binghamton – always keeping "freshness and quality" as a hallmark of his business philosophy.



Samuel and a 19-year-old Rod Serling

This was the "Roaring Twenties" and by 1927 Serling's market was doing so well that Sam leased the old Globe Store property at 161 Washington St. – with an option to purchase within two years.

The April 1 edition of the Binghamton Press contained nearly two full pages of ads for the new meat market, and for the many local businesses who were anxious to promote their role in renovating the location for Sam's "grand opening." (Pictured on next page with text.)

Business was good over the next few months, and in September, a fruit and vegetable department was added. The new location seemed ideal, and in October, Serling's Market provided hot dogs and rolls as Binghamton celebrated new pavement and lighting on Washington St. It's easy to imagine three-year-old Rod watching the parade as it passed in front of his father's store. The family now lived in a home purchased by Sam at 67 Bennett Ave.

However, within two years – with the "Great Depression" looming – businesses across the country were closing, including "Serling's Market Sanitary." A classified ad in the Binghamton Press on October 23, 1929 – two months before Rod's fifth birthday – shows Sam selling off his equipment. The stock market crashed the next day!

Times were tough, but Sam Serling bounced back – quickly. Within a year, he was operating a wholesale meat market at 287 Water St. – and he protected his business by incorporating in 1932. Always the entrepreneur, Sam became the distributor for a huge, modern, sanitary meat packing house in nearby Hallstead, Pa. According to a 1938 newspaper article, Sam "had never seen in all of his experience so complete and modern a meat packing

establishment." The plant's close proximity to Binghamton provided Sam with immediate delivery of fresh products which he passed on to retailers, resulting in increased business. By 1939, a newspaper ad puts Serling's Wholesale Market back on Washington St. – a better location than Water St., along the Susquehanna River.

Two years later, the Japanese attack on Pearl Harbor drew the U. S. into World War II. Rod was nearly 17, and within a year – late January 1943 – he graduated from Binghamton Central High School, and enlisted in the army the next day.

In Binghamton, life went on, and Serling's Market managed to stay afloat despite rationing and prices being regulated by the Wartime Office of Price Administration. Sam had a heart condition and needed help at the store, and in late 1944 he placed an ad offering "a steady position with pleasant working conditions. Man must be a good butcher, steady and sober." (Pictured on the next page.) Then, almost exactly a year later, with his son fighting a war in the Pacific, Sam – now 52 – suffered a fatal heart attack. Rod wasn't granted emergency leave for the funeral, and according to his daughter Anne, this was "a loss of such magnitude that he will never truly recover."

Rod Serling would turn these memories, and the horrors of war, into powerful stories... and he became one of the most prolific and well-respected writers in television and film. But, like his father, his career would be short-lived. After suffering a major heart attack in 1975, he died during surgery in Rochester, N.Y. – at the age of 50.

Special thanks to Mike Pipher for providing some of the information used in this article.

Leases Old Globe Store

Serling May Buy Property at 161 Washington Street Within Five Years

Negotiations were completed this morning by Hiram Goldsmith, well known realty man, for a five-year lease of the old Globe store property at 161 Washington street to Samuel L. Serling, proprietor of Serling's Market Sanitary, now located at 58 Court street.

The lease contains a provision, or option, for the purchase of this property at a figure said to be more than \$100,000, at any time during the life of the lease. It is understood that Serling contemplates its purchase within two years or less. The property is owned by H. S. Freedman of the Sanitary Bedding and Furniture Co.

The work of altering the property at 161 Washington street already has begun, and the market will be removed to its new location as soon as conditions warrant such action. The Washington street property, 30 feet wide and 139 feet deep, will provide a far greater amount of space than is available at the present location on Court street.

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Top: Clipping and text from Binghamton Press, Feb 23, 1927.

Serling's New Modern Market Sanitary opens Tomorrow

Serling's fine new Market sanitary will officially open tomorrow at 161 Washington Street, opposite the Binghamton Light, Heat and Power Co. office. The new market is without a doubt one of the finest, cleanest and most modernly equipped markets to be found anywhere in this section. For the past seven years, the proprietor Samuel Serling, is well known as one of Binghamton's prominent store proprietors, first at the store known as Cooper's Market on Court Street and then with changing the name to Serling's Market Sanitary.

Under his guidance the store progressed rapidly until new quarters were needed to take care of the growing business. In the new market every modern facility for handling meats under the most sanitary conditions have been installed. The ice machine is a new 8-ton York Automatic separate refrigerating system which takes care of the icing from counter to window. A special ventilating system has been installed and the new lighting fixtures will make this one of the best illuminated stores anywhere. Mr. Serling stated in the very near future he is planning to add a grocery department which will bring everything to eat under one roof.

Only the best quality in meats, vegetables and fruits are handled at the lowest possible prices, and Serling service is a feature which is particularly stressed both in the store and in the quickness and efficiency of delivery service.

The store at 161 Washington Street was completely remodeled to meet the requirements of this new and modern market, that work being by W.S. Lusk and Sons, contractors, while H.T. Hunt of 14 Smith street furnished the lumber for the market. The fixtures and wiring were furnished and installed by William Spencer of 103 Griswald street, and the Columbia Mirror Works furnished and placed all the plate glass. The decoration was done by S DeSacia. W.S.C. Smith did all the plumbing work for the new store. The work on the mechanical refrigeration was done by C. E. Scudder, who is the only one within 80 miles thoroughly acquainted with this work. Pierson Bros., of 154 State street, furnished all the new office equipment. In respect to moving George E. Treyz moved the store in one night which is a feature in itself. Konick & Fisher supplied the material as well as doing the sheet metal work. They are now at 1 Hawley street. After April 10, the new address will be at 44 DeRussey street.

Serling's Market Moves to 161 Washington Street

Serling's New Modern Market Sanitary Opens Tomorrow

One Dead, One Injured as Hotel Fire Crashes

The Decorating in the New Serling Market

W. Warick DeSacia

USD PRESS WANT AD

ALL SIGNS
and Lettering for the New **SERLING Market** By **HOBBART**
28 Hawley Street Phone 4412 M

WE CONGRATULATE THE NEW SERLING MARKET
Upon the Opening of Their New, Modern, Up-to-date Store THE OFFICE EQUIPMENT, PAPER CUTTERS, AND THE WRAPPING PAPER FURNISHED BY
PIERSON BROS.
Wholesale and Retail Stationery Office Equipment and Supplies
154-156 STATE STREET TELEPHONE 5078

ANNOUNCING
The OFFICIAL OPENING of the NEW and FINER PURE FOOD STORE of
Serling's Market Sanitary
AT THE NEW HOME
161 Washington St.
Opposite Light, Heat & Power BETWEEN COURT AND HENRY—THE HEART OF BINGHAMTON

Only One of Our **OPENING SPECIALS**
PORK LOINS **25¢**

Fancy, Fresh, Home Smoked **CALA HAMS lb. 19¢**

POULTRY
of our excellence will be prepared at all times. We are always glad to accept all orders ready for pot or party, at no charge.

OUR BEEF
Always U. S. Inspected and Prime Quality

DUCKS 35¢

CHICKENS 39¢

REMEMBER: Official Opening Tomorrow Morning—April 2nd
Come in and see our establishment survey, whether you make a purchase or not, and get your worthwhile souvenirs.

Serling's Market Sanitary
NEW ADDRESS
161 WASHINGTON STREET

AS USUAL THE COLUMBIA MIRROR WORKS
Furnished all the **PLATE GLASS**
FOR THE NEW SERLING'S MARKET
It can supply all your glass and mirror needs.
COLUMBIA MIRROR WORKS
THE MIRROR SAVERS
FURNISHING—REPAIRING—SHOWCASES OF ALL KINDS

Build
REPAIR or REMODEL
You will want a contracting firm that can build what you want, and at a price that is within reason. Right material, right workmanship and right prices are the rules by which this firm has received much work as
Serling's New Market
We master what you are planning on building or repairing you will benefit in more ways than one by first consulting us.
Building materials PLUS men of experience are at your command.
W. S. LUSK & SON
General Contractors
W. S. Lusk, Garrett H. Lusk
103 Griswald Street B. Hawley Street
Bing. Phone 1786

Plug in
ON THIS **ELECTRIC SERVICE**
Whether it be just an extra outlet or a complete wiring job, you will not make a mistake in looking your request over to
SERLING'S NEW MARKET
We can take care of your needs on hand prices and with the best of service.
W. H. SPENCER
Electrical Contractor
103 Griswald Street Phone 1786

With Best Wishes From

Serling's

Market Sanitary

'MEAT' us at our New Home

Serlings' Market Sanitary
(Formerly Cooper & Sons Co., Inc.)
53 Court Street

WHOLESALE MEATS, PROVISIONS AND FISH

Binghamton, N. Y., July 6, 1926

Bureau to Gail
Collins St. City

MOVING a Whole Store in ONE Night

That was our agreement with the
Serling Market

AND WE DID IT!

Whether you have a store or one piece to move we can move it when you want it and where you want it, day or night, with careful hands and padded trucks.

GEO. E. TREYZ & CO., Inc.

Phone 4446 Moving and Storage Phone 4446

BUTCHER

There is a steady position with pleasant working conditions open. Man must be a good butcher, steady and sober.

SERLING'S MARKET

117 Washington St., Binghamton.

CARPENTER for small inside job.

Top: The April 1, 1927 edition of the Binghamton Press announcing the grand opening of the new meat market, with notices of local businesses promoting their role in renovating the location; bottom left: receipt from the Court St. market; bottom right: help wanted ad for new butcher for the market