



THE MAINE BROADCASTER



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SUMMER PROGRAMS ANNOUNCED BY NBC

Former 'Baron Munchausen' To Be Heard Again In New Series

Jack Pearl, famed comedy star of stage and radio, and his perennial side-kick Cliff Hall, will return to NBC to headline "The Jack Pearl Show," beginning Wednesday, June 9 (8:30 p. m.).

Pearl returns to the air under the sponsorship of the U. S. Treasury Department to which NBC has donated this time period.

The comedian was best known on NBC — from 1932 to 1937 — as "Baron Munchausen," whose exaggerated accounts of his own exploits and adventures marked him as possibly the most famous comedy figure in the annals of the "tall story." Pearl's "Baron" was based on an actual 18th century baron of North Germany. Straight-man Cliff Hall played the part of "Charlie" whose credulity, when challenged, repeatedly brought forth from the Baron the words that were to become a household phrase, "Vas you dere, Charlie?"

Jack's former characterization in comic German dialect will be retained but he will play the part under his own name. His difficulties will arise not so much from getting caught up in his own tall stories as from com-

plications which arise from his duties as manager of his own business.

"The Great Gildersleeve" program now heard in this time spot leaves the air for the summer with the June 2 broadcast.

Scripts will be written by Paul S. Harrison, Joseph O'Brien and Bernie Gould. Paul S. Harrison will direct.

Music will be supplied by the four harmonizing Kelly Sisters, and a 25-piece orchestra under direction of Milton Katims.

Colonna Gets Title From Gold Miners

The Forty-Niners Association has elected NBC comedian Jerry Colonna honorary president and selected him as the Gold Miner of 1948. Colonna attended the Centennial Gold Rush Celebration last month at Auburn, California.

The Association consists of gold miners, geologists, sourdoughs and historians of California's famous Gold Country. They bestowed the honor on Colonna after he had attended a special sourdough and placer mining party.



LONESOME LADY—Barbara Eiler (above) portrays Mildred Anderson, the patient, helpful girl friend on NBC's A Day in the Life of Dennis Day. Here she waits—as usual—for the boy friend, who is late for an appointment at the beach.

Many Old Timers Will Make Bid For Come-Back

A galaxy of stars and programs will be added to the NBC summer schedule within the next few weeks. Comedy, drama, variety, music and quiz shows are among the newcomers to commercial and sustaining program spots.

RFD America joins the NBC schedule on Sunday, June 6 (2:00 p. m.). Ed Bottcher, an Alabama farmer, will be the quizmaster. The agricultural question-and-answer show will originate in Chicago, with farmers selected from a different state each week as contestants.

Carmen Cavallaro and Orchestra will be presented Tuesdays at 8:30 p. m., beginning June 29, as a summer series in the time spot of A Date with Judy.

The "Amos 'n' Andy" program time (Tuesdays, 9:00 p. m.) will be taken over by the dramatic series, Call the Police, on June 1. This new program will move to the 9:30 p. m. spot on June 8 when the Eddie Cantor Show (now on Thursdays at 10:30 p. m.) goes to the 9:00 p. m. Tuesday period. Cantor's summer vacation begins after his June 15 broadcast, and on June 22 his sponsor will present The New Adventures of the Thin Man, a romantic comedy, in the 9:00 p. m. spot on Tuesdays. The Tuesday schedule will be altered further on June 15 when Meet Corliss Archer, a dramatic program, starts as the summer series in the "Bob Hope Show" time period at 10:00 p. m.

At 8:00 p. m., Wednesdays, beginning July 7, the National Minstrels, with an all-Negro cast, will take over the time of A Day in the Life of Dennis Day for the summer. The 8:30 p. m. spot Wednesdays, usually occupied by The Great Gildersleeve, will be assigned to "The Jack Pearl Show," which will promote Savings Bond sales for the United States Treasury Department, starting June 9.

Starting June 17, the Kraft Music Hall at 9:00 p. m. will feature two noted vocalists, Nelson Eddy and Dorothy Kirsten, in place of the vacationing Al Jolson.

The Cities Service Band of America, conducted by Paul Lavalie, will be heard in his Highway in Melody period Friday nights at 8:00 p. m., beginning June 4.

The Radio City Playhouse, a dramatic series, will take over the Saturday 10:00 p. m. time of Kay Kyser's College of Musical Knowledge beginning July 3.

A new 11:15 p. m. Tuesday, Thursday and Saturday series, Songs by Morton Downey, will be launched Tuesday, June 8.

Samuel Chotzinoff, manager of NBC's Music Division, has been appointed by Mayor O'Dwyer to the Mayor's Committee for the Golden Jubilee Celebration of New York.

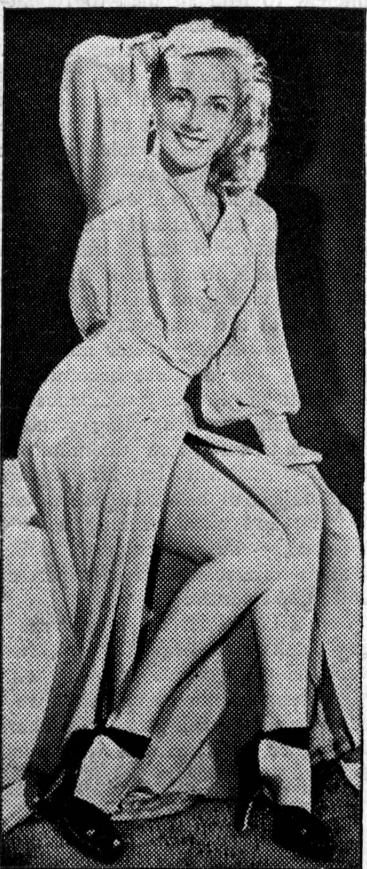
Ray Noble Booked On Summer Engagement

Ray Noble will preside over an all-musical summer series, beginning Thursday, July 15 at 9:30 p. m. The show will replace Jack Carson and the Sealtest Village Store during the summer months.

Noble, emcee and orchestra leader, will be supported by a 30-piece orchestra and singer Ilene Woods, as well as guest stars.

Charles Herbert will produce the program which will be called Sealtest Presents Ray Noble with Ilene Woods.

The Sealtest Village Store will return to the airwaves on Sept. 9.



SHE'S CLAUDIA — Beautiful Barbara Fuller plays the part of Claudia in One Man's Family, the perennial story of Mother and Father Barbour, their children and grandchildren. The program is heard in Maine over WCSH, WRDO and WLBZ on Sundays at 3:30 p. m.

Kay Kyser's Family Plans Father's Day Celebration



PAPA'S PETS—The three girls in the family of NBC's Kay Kyser are all comely and blond. They're Mrs. Kyser (the former Georgia Carroll) and the two little Kyseres. Two-year old Kimberly Ann poses with Baby Carol.

For a man who remained a bachelor until he was 39, the Ol' Professor, Kay Kyser, has become a devoted family man.

Father's Day this year takes on special significance for Kay. He has two children — two-year-old Kimberly Ann and Baby Carol — to help him celebrate on June 20.

The three women in the Kyser household — the children and Mrs. Kyser (the former Georgia Carroll) — have been holding private confer-

ences on plans for the big day. Their schedule will include a visit to papa's Saturday night NBC show, "The College of Musical Knowledge," (10:00 p. m.).

On other occasions, when Mrs. Kyser and Kimberly Ann visited the show, the studio audience was well aware of the fact, because Kay would look at them to catch their reaction to the program.

"After all, they are my family," he says, "and I've got to please them."

Dwight Weist, announcer on the Aldrich Family, has invented a floating dock to make it easier for landings of Seabee amphibian planes. He has one of the planes himself and uses it in commuting.

All of you listeners who wrote letters to the People Are Funny Raleigh Riddle contest will be glad to hear that 100,000 of these letters will be included in CARE packages which will be sent to Europe.

Kiddie Ship Pics Next Month!

A complete picture-story of the Maine Broadcasting System's Kiddie Relief Ship will be featured in next month's issue of The Maine Broadcaster. The French fishing trawler "Lucien Marie," which is carrying the gift-cargo of food, clothing and toys to the children of Calais, France, left Portland harbor just after this issue had gone to press.

The ship was made possible through the generosity of radio listeners, leading merchants, Maine's school children, 4-H Club members, Boy and Girl Scouts, church groups and scores of other agencies. To all who gave so unselfishly, our sincere thanks.

Tex And Jinx To Return To NBC

Tex McCrary and Jinx Falkenburg, who replaced the Duffy's Tavern Show last summer, will return this summer with their Tex and Jinx show on Wednesday, June 30, at 9:00 p. m.

The couple, in private life Mr. and Mrs. McCrary, will follow the same type program presented last season—an impromptu exchange between them and their guests, a glance at the headline news with capsule analysis by newspaperman Tex, and musical interludes by Johnnie Guarnieri and his quintet.

Check Your Subscription Date, Please!

For some of our subscribers, this month marks the expiration of their subscriptions. An easy way to check is by noting figures at the right of your name and address on Page 8.

For instance, subscription expiring this month are dated 6/48 which stands for June 1948. Check your figures NOW. This may be your last issue under your present subscription. If so, and you wish to renew, simply clip off the top of the page, including the printed box, your name and address and the expiration date at the right. Check whether you wish to renew for one or two years, and mail the clipping with the correct remittance, to your nearest MeBS station - WCSH, Portland; WRDO, Augusta or WLBZ, Bangor.

THE MAINE BROADCASTER

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JOHN F. HOGAN, Acting Editor

LINWOOD T. PITMAN, Editor on Leave of Absence

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

Since these are strawberry days, let's not forget about the shortcake grandma used to make. . . a real old fashioned shortcake. The 1 teaspoon salt, 1 tablespoon sugar, 4 tablespoons shortening, 2 eggs, recipe calls for: two cups sifted flour, 3 teaspoons baking powder, one-half cup milk.



Sift together flour, baking powder, salt and sugar. Cut in shortening. Beat one whole egg and one egg yolk, keeping out one white for the top. Add milk to beaten eggs, and add all to flour mixture.

Stir only enough to make dough hold together. Turn out on lightly floured board and knead a half minute. Roll out to fit eight-by-eight-by-two-inch pan. Brush with white of egg and sprinkle with sugar. Bake in moderately hot oven — 425 degrees Fahrenheit — twelve to fifteen minutes. Turn out of pan immediately, split, and butter while hot. Fill with sugared juicy strawberries. Replace top of shortcake—and of course top with more sugared strawberries. Whipped cream too if you wish, but the shortcake and berries alone is how grandma got her reputation as a cook!

Here is another good strawberry recipe:

FRESH STRAWBERRY ROLLS

2 cups all-purpose flour
2 teaspoons baking powder
1 teaspoon salt
¼ C. butter
1 egg
3 tablespoons milk

Sift flour, measure and sift with salt and baking powder. Cut in butter. Add well beaten egg whites and milk to flour mixture to make a soft dough. Roll out on a floured board into a thin sheet about 12 inches square. Spread with softened butter, about two tablespoons. Wash and stem strawberries. Cut in half if large. Spread berries over dough and sprinkle with one-half cup sugar. Roll up as for a jelly roll. Cut into six slices. Add one tablespoon milk to one beaten egg yolk and pour over rolls. Sprinkle tops with sugar. Place on a lightly greased baking pan, bake for about 30 minutes in a 375°F. oven, cool slightly and serve with sugar and cream or sweetened whipped cream. Blueberries or raspberries work equally well.

Summer is sneaking up on us and

with pleasant days ahead you had better stock the pantry with a variety of canned meats and you'll be sitting pretty when unexpected guests arrive. Canned meats are easy to use as the meat is cooked and ready to serve. With the addition of several ingredients, canned meats can be converted into interesting dishes. For instance, here are just a few of the many tempting ways to use *Canned Luncheon Meat*. To serve it *A La King* on toast or in mashed potato nests, add diced luncheon meat to a cream sauce along with some slightly cooked celery and green pepper and a bit of grated cheese. Or grind canned luncheon meat and mix with leftover mashed potato, minced parsley, chopped onion and a little tabasco sauce. Then shape mixture into cakes and broil or pan fry.

Two quick and easy menus call for frankfurters — split the "frank" and insert a slice of cheese and broil. Serve with parsley potatoes, carrots, stuffed prune salad, cake. Or bake franks on top of canned baked beans; serve with cabbage and pineapple salad, corn bread and fresh fruit.

Resolve to plan things ahead this summer so you can entertain friends without much effort and so you can pick up the "making" of a picnic at a moment's notice.

Use all the time savers you can. Remember last summer, I suggested that you make a quart or more of white sauce at a time and keep it in the refrigerator for hurry up meals. Hard cooked eggs — ice cookies in the refrigerator ready to bake and a cookie jar filled. Keep biscuit mix — the commercial kind or your favorite recipe on hand all ready for the addition of milk. Make your own pie crust mix the same way if you wish. All these will help ease the meal planning load.

Is your canning bulletin ready at a moment's notice? Get the new Maine Extension Bulletin on canning meat and fish. The fruit and vegetable processing times have not change so your last year's bulletin is OK.

A friend of mine has tacked her time table to the cupboard door during the canning season. It doesn't get mislaid there.

Have a happy summer, won't you? Until next month.

Good Bye—Agnes Gibbs



KITCHEN INTERVIEW—Agnes Gibbs, home economics director of WCSH, (right) conducts her Maine Kitchens' program in the kitchen of Portland's Mercy Hospital. She discusses food problems with kitchen director Sister Mary Daniel (center) and Miss Mary McCann, the hospital's dietitian. The WCSH tape-recorder can be seen on table in the foreground.

MAINE FARM TOPICS

BY "JAKE" BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

Turning Cows to Pasture

Just about this time every spring, dairymen get a new set of problems . . . those connected with turning the cows out to pasture. There's a problem of chilling the udders . . . there's off-flavored milk . . . and then the laxative effect of spring pasture on the cows . . . and others.



Here are some of the answers to these problems that confront the Maine dairymen at this time of year.

When the cows are turned out to pasture, they are not hardened to out door temperatures and when

they lie down, the udder becomes chilled from contact with the cold ground. Until the cows become acclimated, they should be turned out to pasture for short periods and should be taken back to the barn to lie down in the stalls or a pen on plenty of bedding. Every day, as the ground becomes warmer and the cattle become hardened to outside conditions, they can be left out for longer periods until they can be left out all day.

Now about the problem of off-flavored milk. By taking the cattle off pasture at least three hours before milking time, the off-flavor will not show up in the milk in most cases.

The laxativeness of early pasture I think is a very serious problem. This can be cut back by feeding dry hay with the pasture. When the cows are brought in off the pasture to lie down, they should have access to hay. When the cows are left out on the pasture all the time, you can provide hay racks in the pasture and keep them filled with dry hay.

Experiments with cattle on excellent pasture show that when the cows have access to hay racks in the pasture they produce more milk and carry more flesh than do cattle on similar pasture without hay.

The reason given for this improvement in production and flesh is that the hay slows up the movement of the grass through the cow's digestive system, thus allowing more nutrients to be used by the cow.

The final decision to establish milk prices under the new formula will be a great help to dairymen. For the first time the herd owner can plan ahead with assurance that his unit price for milk will be in line with business conditions, labor, and feed cost. The size of the milk checks for late spring and summer will depend on the dairymen's ability to get the herd production up and avoid loss of condition in the early pasture season, which would cause a slump in late summer.

It is too early to anticipate this season's pasture and hay yield, but with a good crop in 1947 and a dry fall we need not look for too good a bumper crop of hay and pasture this spring.

The usual slump in milk flows

comes five or six weeks after turning out time. The observation of careful feeders for many years has been that higher temperatures and maturity of pasture grasses resulted in the lower intake. This deficiency has been made up by supplemental barn feeding of hay and grain or both.

On lush pasture it is difficult to get the necessary grain into cows on night feeding. After a full day of grazing, the cows are "rounded out" when they come into the barn at night, too full to eat much from the manger. This can be partially overcome by heavier grain ration in the morning and haying at the rate of five or six pounds per cow in a rack in the pasture.

Even on the best pasture, cattle will eat dry hay if offered daily. Cattle will digest their feed to prevent pasture shrinkage. This has been observed where pastures have been clipped and the clippings left to dry. In three or four days these clippings have been eaten at various times through the day to sandwich in between grazing periods on the growing herbage.

The grain feeding on pastures will pay at present levels of milk and feed. Good producers should be so fed as to keep them in flesh. A low protein feed will often be better relished since pasture grasses carry twice or more protein content of dry roughage. By feeding two thirds grain ration at the morning milking, a higher feed intake can be secured.

On most farms good pasture is unequalled when it comes to supplying the best feed at the lowest cost. The green forage in pastures is succulent and palatable and also rich in minerals, vitamins, and proteins. Recent research indicates that there is a "grass juice factor" in green crops not found in other types of plant feed.

Cows on pasture harvest their own feed, produce milk at low cost, enjoy health due to the sunshine and open air—and do not require labor or feeding, bedding, and barn cleaning. There is no manure to be hauled. A proper succession of pasture crops grown on fertile soil will permit keeping a cow on a small amount of land during the season. With these many advantages plus the fact that other types of feed can be purchased more readily, certainly proves that a considerable portion of the crop land should be devoted to pastures.

By the time this issue reaches you, Maine farmers will be preparing for the haying season. Remember dairy farmers of Maine the cow is a great roughage consumer. She really enjoys eating good hay and she converts such roughage into milk with remarkable ability. Where possible, I believe cows should have hay in front of them at all times — whether in the

Notice To Subscribers!

Regular readers of The Maine Broadcaster will note that with this issue, the publishers have opened its columns to advertisers. This action was taken because of the rising cost of publication, and because the publishers did not wish to pass on those costs to the reader. A limited number of select advertisements will appear in future issues.

Through this advertising, the publishers hope to increase the number of pages in order to bring readers a larger, more comprehensive publication of radio events in Maine and the Nation.

With Tapering Spire

By REV. PAUL BARKER
of the United Baptist Church, Saco

Behold a spire whose "silent finger points to heaven." Ah! what a mute warning to restless men who know neither stability nor heavenward glance. As Wordsworth has said,

"Could field or grove, could any spot of earth

Show to his eyes an image of the pangs

Which it has witnessed; render back an echo

Of the sad steps by which it hath been trod!"

But Our Church is more than a reminder of the awful past or of the gaping void between good and bad men. Our business here is hardly one of comparison, let alone contrast. We dare not measure the good within us with the bad all about us. Rather we are certain that our immediate concern is with our own confessions before God and man of intrenched evil within. After that, our mission is to instruct and lead a countless searching band to the light which all men seek but ignorantly miss amid the darkened way.

The Church leads only inasmuch as draws together and crystallizes in articulate speech what all people believe in their deepest, unexpressed selves. This is evangelism. This is a mission — to secure a soul in the hour of insecurity.

The Church does not compel. For there is no compulsion capable of saving a soul except the personal motivation that comes from man crying for God. The Church must make no dogma a test for personal adequacy before the Heavenly Father. This test must be made by the individual himself. His creed must be upon his lips and from his soul but it is his own and not another's. The fellowship of believers is therefore of necessity a generous one. From divergent minds there emerges a confession, uttered in a variety of tones, that Jesus is the Son of God. Upon this confession we have built. But its sons and daughters have felt no human pressure from without. The inner urge is sufficient to lead all men to repentance and to the incomparable joy and adjustment that we call true religion. This is the simple way. But we trust it is God's way. We will not attempt to coerce it but rather to encourage it. Religion here is a response and not a compulsion. For those who see the spire through illumined eyes, meaning arises and doubt is abandoned. If the visible exterior of Our Church can strike an inner response in any man, then he is well upon his way toward seeing all of life as an outward manifestation of some greater inner experience. The universe becomes his sacrament and the holy ordinances of the Church his own living symbols of unseen realities. Every communion and baptism will be his wordly reaffirmation of heaven's grace; each wedding and each offering a holy sacrament — an attestation of belief in the visible revelation of a part of God's good nature.

This is Our Church: a spire spanning earth's and heaven's void, forever bridging man's despair with man's desire. If there is a better way, we believe man will know it; if there is a higher God, that He will reveal Himself.

barn, or on good pasture — the cows like it and will pay you for it. The cows like the best hay that you produce on your farm. My advise to all dairy farmers is to cut their hay as early as possible. Good hay carries a large percentage of vitamins and minerals which are valuable in milk production and will pay you dividends next winter.



MAIL CALL—President Charles S. Morrill and advertising director William G. Northgraves of the Burnham and Morrill Company inspect part of the tremendous mail response to the Tony and Juanita program picture offer made recently over the three stations of the Maine Broadcasting System. The "Sweethearts of the Air" are sponsored by Burnham and Morrill and are heard Monday through Friday at 1:45 p. m. over WCSH, WRDO and WLBZ.

RADIO GETS SET FOR BIG EVENTS



NEWS ROOM STAFF—The NBC newsroom crew is headed by three top-flight newsmen who have had years of experience in both newspaper and radio journalism. They are (left to right) Joseph Myers, Adolph Schnieder and Burroughs Prince.

The Lassie Show

FAMOUS DOG IS FEATURED
IN NEW SERIES STARTING
JUNE 5 ON NBC

When it was announced that Lassie, famous dog of the movies, would star in a radio show of her own, there was considerable speculation among listeners as to whether the talented collie could "make good" on the air.

Wags in the listening audience — no pun intended—said that the program would probably "lie down and roll over" before Lassie could bark "Jack Robinson" or its equivalent. On the other hand (or paw,) they added, if Lassie really could say "Jack Robinson" or, better yet, recite the Gettysburg Address, the show might have a chance.

Well, although Lassie still doesn't speak a word of English, in her year on the air she has certainly answered her critics, for even they concede that the famed dog heads up one of the most novel and pleasing shows on the air.

The "Lassie Show," a new series beginning Saturday, June 5 on NBC (5:15 p. m.) hurdles the "diction" obstacle very neatly. Rudd Weatherwax, Lassie's owner, serves as narrator and does most of the dog's "talking" for her. But Lassie can and does speak for herself on occasion, and there is never any doubt as to what she has "said." Limited to barks, whines, whimpers, growls and groans, the dog manages to convey virtually every canine emotion demanded in the script.

Lassie, as befits a star, travels to and from the NBC studios in a swanky station wagon. She has little trouble with autograph hounds or, for that matter, stage-door rovers.

She even has a couple of understudies on hand at the studio — vocal sound effects men who are experts at making dogs talk. They play the parts of "other dogs" on the show, but are ready to take Lassie's lines, too, if she misses a cue—which, it should be said, happens very rarely.

Music Of Manhattan Presented By WRDO

The Music of Manhattan program has won and held more listeners than any other recorded musical feature on the air, according to a recent nationwide survey. The program is one of universal appeal with rhythm and melody to match the mood of every member of the radio family.

The orchestra has 28 star musicians and is directed by Norman Cloutier, who originate the unique musical style. Vocals are supplied by mellow Louise Carlyle and baritone Willard Young.

The program is presented to central Maine listeners every Friday at 6:30 p. m. over WRDO by Kinsman and Co. of Augusta.

Political Conventions Hold Spotlight

For both radio and television, the biggest foreseeable news events of 1948 will, of course, be the national Presidential nominating conventions and the general election in November.

NBC's news staff will be in Philadelphia for the Republican convention starting June 21, and the Democratic gathering which begins July 12. From each convention, NBC will present between 20 and 30 hours of specially scheduled on-the-spot reporting by radio, and probably even more by television.

Political parties in recent years have adapted convention procedure more and more to the needs of, first, radio—and now, television.

Television Factor

One of the important considerations in the selection of Philadelphia by both parties was its strategic location in the center of the East Coast television network. NBC's six-station video web will carry views of the conventions to well over a million persons.

As in past conventions, it will be NBC engineers who will supervise the setting up of the convention hall's public address system (including 48 microphones on the floor of the hall, one for each state delegation).

It will be a radio man who, on opening day, gives the signal for the convention chairman to rap his gavel, calling the session to order. It will be because of radio and television that convention leaders will arrange for all important speeches, all major decisions, to be made during listening hours.

Next month's issue of The Maine Broadcaster will contain the second in a series of articles called, Broadcasting in Other Lands. Last month, the British Broadcasting Corporation was featured. Next month, readers will be introduced to radio in Switzerland.

Summer listening on Maine's three NBC stations will be the best in many years. NBC officials have booked several new programs which may become permanent fixtures, while others are old, established shows which have not been heard for a number of years. All in all, good listening is guaranteed on NBC this summer.

Paul Kreness, head of the North American Service of the French Broadcasting System, spoke on WCSH last month. He congratulated the station for its Kiddie Relief Ship drive which ended recently.

Powers Originates Novel Sports Show

It must pay to be sick—at least that's what Don Powers, program director of WRDO, thinks after originating one of the most novel sports shows on the air while confined to his bed with a severe cold last month.

The show is called, A Sports Story and an Error, and is heard over WRDO at 6:25 p. m., Monday through Friday, sponsored by the Sears-Roebuck Company, Catherine's Candy Shop, the Snell Tire Co., Vale Motors and the Tri-City Electric Co.

Staff announcer Will Whitten gives a five-minute summary of great sporting events of the past, but in each story there is one glaring error—some fact has been changed. When the fans spot the error, they send a postcard to the station. The first correct answer received, gives the writer a gift certificate at one of the five sponsoring stores.

Announcer Ellis O'Brien will be heard in France on a special Voice of America broadcast on the event of the sailing of the Kiddie Relief Ship from Portland. The broadcast, entirely in French, will be short-waved to Paris for rebroadcast by the French Broadcasting System.

Jack Benny, Mary Livingstone and Phil Harris will open an engagement at the Palladium in London on July 19. The troupe leaves New York on July 1 after Benny's final broadcast of the season on June 27.



AT THE SCHOOL DESK—News Manager Frank McCall and William Brooks (right) bring in overseas short wave news report in NBC news room. The control panel is built into an old school desk. Brooks is NBC Vice President in charge of News and International relations.



COMMENTATORS—H. V. Kaltenborn (left) and Richard Harkness (right) confer with News Manager Frank McCall.

BIG SAVING IN MEAL COSTS



Serve More Often This Flavorful Old-Time New England Feast

Want to save important money on what it costs to feed the family? Then enjoy frequently this hearty and wonderfully tasty New England style B & M Old Fashioned Beef Stew. It's priced so reasonably that it cuts average meal costs in half. It's delicious with an extra-large amount of selected beef chunks, choice potatoes, carrots, balanced seasonings, all drenched in lots of flavorful rich sauce. You'll like it too, as an exceptionally good meat pie. Simply place it in casserole, cover with baking powder biscuit, or pastry top crust and bake in 400 degree oven 30 minutes, or until top is brown. This savory, "low cost" meal is "hand made" for you in famous B & M kitchens "Down East" in Portland, Maine.



**LISTEN TO TONY AND JUANITA
MONDAY THROUGH FRIDAY 1:45 P. M.
WCSH • WRDO • WLBZ**

COMPLETE JUNE PROGRAM SCHEDULE FOR

SUNDAY

MORNING

8.00 ALL—NBC News
8.05 ALL—Organ Recital
8.30 ALL—Church School
8.45 ALL—Maine Network News
9.00 ALL—Book of Books
9.15 WCSH—Music and Make Believe
WRDO—Story to Order
WLBZ—Story to Order
9.30 WRDO—Cameos of Music
WLBZ—Eternal Light
9.45 WCSH—D. & H. Miners
WRDO—Southland Music
10.00 ALL—First Radio Parish Church of America
10.30 WCSH—News
WRDO—Voices Down The Wind
WLBZ—Voices Down The Wind
10.45 WCSH—Organ Interlude
WLBZ—Bill Waters
10.50 WCSH—State Street Church
11.00 WRDO—Words and Music
WLBZ—World News
11.05 WLBZ—Church Service
11.30 WRDO—News Summary
11.45 WRDO—Voice of the Army
WLBZ—Red Cross Program

AFTERNOON

12.00 WCSH—News
WRDO—Church in Wildwood
WLBZ—Here's To Vets
12.15 WCSH—London Column
WLBZ—Christian Science Program
12.30 WCSH—Patterns in Melody
WRDO—Eternal Light
WLBZ—Southland Singing
12.45 WLBZ—Newport Playhouse
1.00 ALL—Maine Network News
1.15 WCSH—Salon Strings
WRDO—Safety Program
WLBZ—Men Behind The Melody
1.30 ALL—University of Chicago Roundtable
2.00 ALL—R. F. D. America
2.30 ALL—RCA Victor Show with Robert Merrill
3.00 ALL—Sheaffer Parade
3.30 ALL—One Man's Family
4.00 ALL—The Quiz Kids
4.30 ALL—Bob Trout
4.35 WCSH—As Maine Goes
WRDO—Living—1948
WLBZ—Living—1948
5.00 ALL—Ford Theater

EVENING

6.00 WCSH—News
WRDO—Catholic Hour
WLBZ—News
6.15 WCSH—Arlyn E. Barnard
WLBZ—Guest Star
6.30 ALL—Hollywood Star Preview
7.00 ALL—Jack Benny Show
7.30 ALL—To Be Announced
8.00 ALL—Robert Shaw Chorale
8.30 ALL—Fred Allen Show
9.00 WCSH—Manhattan Merry - Go-Round
WRDO—Manhattan Merry Go - Round
WLBZ—Allen Roth Symphony
9.30 WCSH—Am. Album of Familiar Music
WRDO—Am. Album of Familiar Music
WLBZ—Memorable Music
10.00 ALL—Take It or Leave It
10.30 ALL—Night With Horace Heidt
11.00 ALL—Maine Network News
11.15 ALL—Clifton Utley and The News
11.30 WCSH—Dave Garroway Show
WLBZ—Dave Garroway Show
WRDO—Sign Off
12.00 WCSH—News
WLBZ—News

MONDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Highway of the Spirit
WLBZ—Slim Bryant
7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—To Be Announced
WRDO—Do You Remember
WLBZ—Happy Kitchen
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Easy Aces
9.15 WCSH—Tello-Test
WLBZ—Devotional Service
9.30 ALL—Melody Theater
10.00 ALL—Fred Waring
10.30 ALL—Road of Life
10.45 ALL—Joyce Jordan
11.00 ALL—This is Nora Drake
11.15 ALL—Katie's Daughter
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Inside Story
WLBZ—Music of Manhattan

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Luncheon with Lopez
WLBZ—Bill Waters
1.20 WCSH—Agnes Gibbs' Date Book
1.30 WRDO—Robert McCormick
WLBZ—Fashion Parade
1.45 ALL—Tony and Juanita
2.00 ALL—Double or Nothing
2.28 ALL—Today's Children
2.45 WCSH—Light of the World
WLBZ—Garden Show
WRDO—Going Places with Jean Murray
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Sports Story and Error
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Sweet & Swing
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 ALL—The Favorite Story
8.00 ALL—Cavalcade of America
8.30 ALL—Voice of Firestone
9.00 ALL—The Telephone Hour
9.30 ALL—Dr. I. Q.
10.00 ALL—Contented Program
10.30 ALL—Fred Waring
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—News of World
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—The Click Orchestra
12.00 ALL—News

TUESDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Highway of the Spirit
WLBZ—Haymakers
7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—To Be Announced
WRDO—Do You Remember
WLBZ—Happy Kitchen
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Easy Aces
9.15 WCSH—Tello-Test
WLBZ—Church in Wildwood
9.30 ALL—Melody Theater
10.00 ALL—Fred Waring
10.30 ALL—Road of Life
10.45 ALL—Joyce Jordan
11.00 ALL—This is Nora Drake
11.15 ALL—Katie's Daughter
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Norm Lambert

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Luncheon with Lopez
WLBZ—Bill Waters
1.20 WCSH—Agnes Gibbs' Date Book
1.30 WRDO—Robert McCormick
WLBZ—Fashion Parade
1.45 ALL—Tony and Juanita
2.00 ALL—Double or Nothing
2.28 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—Going Places with Jean Murray
WLBZ—Dr. Harry McNeil
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Backstage Wife
3.55 ALL—Stella Dallas
4.10 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Sports Story and Error
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Sweet & Swing
WLBZ—Organ Tones
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Skippy Hollywood Theater
WRDO—Lennie Herman Quintet
WLBZ—Musical Memoirs
7.45 WRDO—Little Show
WLBZ—Richard Harkness
8.00 ALL—Call For Music
8.30 ALL—Date With Judy
9.00 ALL—Thin Man
9.30 ALL—Call The Police
10.00 ALL—Meet Corliss Archer
10.30 ALL—Red Skelton
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—Morton Downey
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Roosevelt Grill Orch.
12.00 ALL—News

WEDNESDAY

MORNING

6.00 ALL—News
6.00 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Highway of the Spirit
WLBZ—Slim Bryant
7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.40 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—To Be Announced
WRDO—Do You Remember
WLBZ—Happy Kitchen
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Easy Aces
9.15 WCSH—Tello-Test
WLBZ—Church in Wildwood
9.30 ALL—Melody Theater
10.00 ALL—Fred Waring
10.30 ALL—Road of Life
10.45 ALL—Joyce Jordan
11.00 ALL—This is Nora Drake
11.15 ALL—Katie's Daughter
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Inside Story
WLBZ—Music of Manhattan

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Luncheon with Lopez
WLBZ—Bill Waters
1.20 WCSH—Agnes Gibbs' Date Book
1.30 WRDO—Robert McCormick
WLBZ—Fashion Parade
1.45 ALL—Tony and Juanita
2.00 ALL—Double or Nothing
2.28 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—Going Places with Jean Murray
WLBZ—Dr. Harry McNeil
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Backstage Wife
3.55 ALL—Stella Dallas
4.10 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Sports Story and Error
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Sweet & Swing
WLBZ—Organ Tones
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Skippy Hollywood Theater
WRDO—Lennie Herman Quintet
WLBZ—Musical Memoirs
7.45 ALL—To Be Announced
8.00 ALL—National
8.30 ALL—Jack Pearl
9.00 ALL—Duffy's Ten
9.30 ALL—Mr. District
10.00 ALL—The Big Show
10.30 ALL—Jimmy Dean
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—News of the World
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Meadow
12.00 ALL—News

WEDNESDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.15 WRDO—Radio Reveille
WLBZ—Haymakers
WCSH—Sacred Heart Program
7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—To Be Announced
WRDO—Roger Nye
WLBZ—Happy Kitchen
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Easy Aces
9.15 WCSH—Tello-Test
WLBZ—Church in Wildwood
9.30 ALL—Melody Theater
10.00 ALL—Fred Waring
10.30 ALL—Road of Life
10.45 ALL—Joyce Jordan
11.00 ALL—This is Nora Drake
11.15 ALL—Katie's Daughter
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Norm Lambert

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Luncheon with Lopez
WLBZ—Bill Waters
1.20 WCSH—Agnes Gibbs' Date Book
1.30 WRDO—Robert McCormick
WLBZ—Fashion Parade
1.45 ALL—Tony and Juanita
2.00 ALL—Double or Nothing
2.28 ALL—Today's Children
2.45 WCSH—Light of the World
WLBZ—Garden Show
WRDO—Going Places with Jean Murray
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.
5.30 WCSH—Just Pain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Sports Story and Error
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Keep On Keepin' On
WLBZ—Organ Tones
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 ALL—New England Round Table
8.00 ALL—Aldrich Family
8.30 ALL—New Faces of 1948
9.00 ALL—Nelson Eddy
9.30 ALL—Sealtest Village Store
10.00 ALL—Bob Hawk Show
10.30 ALL—Eddie Cantor Show
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—Morton Downey
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Piano Quartet
12.00 ALL—News

THURSDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.15 WRDO—Radio Reveille
WLBZ—Haymakers
WCSH—Sacred Heart Program
7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—To Be Announced
WRDO—Roger Nye
WLBZ—Happy Kitchen
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Easy Aces
9.15 WCSH—Tello-Test
WLBZ—Church in Wildwood
9.30 ALL—Melody Theater
10.00 ALL—Fred Waring
10.30 ALL—Road of Life
10.45 ALL—Joyce Jordan
11.00 ALL—This is Nora Drake
11.15 ALL—Katie's Daughter
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Norm Lambert

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Luncheon with Lopez
WLBZ—Bill Waters
1.20 WCSH—Agnes Gibbs' Date Book
1.30 WRDO—Robert McCormick
WLBZ—Fashion Parade
1.45 ALL—Tony and Juanita
2.00 ALL—Double or Nothing
2.28 ALL—Today's Children
2.45 WCSH—Light of the World
WLBZ—Garden Show
WRDO—Going Places with Jean Murray
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.
5.30 WCSH—Just Pain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Sports Story and Error
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Keep On Keepin' On
WLBZ—Organ Tones
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 ALL—New England Round Table
8.00 ALL—Aldrich Family
8.30 ALL—New Faces of 1948
9.00 ALL—Nelson Eddy
9.30 ALL—Sealtest Village Store
10.00 ALL—Bob Hawk Show
10.30 ALL—Eddie Cantor Show
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—Morton Downey
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Piano Quartet
12.00 ALL—News

FRIDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.25 WCSH—News
WLBZ—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Rev. Howard O. Hough
WLBZ—Slim Bryant
7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—To Be Announced
WLBZ—Happy Kitchen
WRDO—Do You Remember
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Easy Aces
9.15 WCSH—Tello Test
WLBZ—Friday Devotions
9.30 ALL—Melody Theater
10.00 ALL—Fred Waring
10.30 ALL—Road of Life
10.45 ALL—Joyce Jordan
11.00 ALL—This is Nora Drake
11.15 ALL—Katie's Daughter
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Inside Story
WLBZ—Joyce Robinson

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Marine Band
WLBZ—Bill Waters
1.20 WCSH—Agnes Gibbs' Date Book
1.30 WRDO—Robert McCormick
WLBZ—Fashion Parade
1.45 ALL—Tony and Juanita
2.00 ALL—Double or Nothing
2.28 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—Going Places with Jean Murray
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit with Hezzie
5.45 WCSH—Front Page Farrell

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Sports Story and Error
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Music of Manhattan
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—New of the World
7.30 ALL—Yankee Yarns
7.45 WCSH—To Be Announced
WRDO—H. V. Kaltenborn
WLBZ—H. V. Kaltenborn
8.00 WCSH—Band of America
WRDO—Longine Symphonette
WLBZ—Jr. C. of C. Radio Forum
8.30 ALL—Can You Top This
9.00 ALL—People Are Funny
9.30 WCSH—Waltz Time
WRDO—Waltz Time
WLBZ—Musical Comedy Gems
10.00 WCSH—Mystery Theater
WRDO—Mystery Theater
WLBZ—The Haunting Hour
10.30 WCSH—Sports Newsreel of the Air
WRDO—Adventures in Research
WLBZ—Decision Now
10.45—ALL—Pro and Con
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—News of World
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—World's Great Novels
12.00 ALL—News

SATURDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WLBZ—Sacred Heart Program
WRDO—U. P. News
7.05 WRDO—Radio Reveille
7.15 WCSH—Rev. Howard O. Hough
WLBZ—Haymakers
7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WCSH—Morning Melody Parade
WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—To Be Announced
WRDO—Dick Liebert
WLBZ—Organ Recital
8.30 WCSH—Maine Kitchens
WRDO—Thoughts for the Day
8.45 WCSH—News
WRDO—Decision Now
WLBZ—4-H Clubs
9.00 WCSH—School Librarian
WRDO—Story Shop
WLBZ—Story Shop
9.15 WCSH—Tello-Test
9.30 ALL—Mind Your Manners
10.00 WCSH—Recess Time
WRDO—Frank Merriwell
WLBZ—Frank Merriwell
10.30 ALL—Archie Andrews
11.00 ALL—Meet The Meeks
11.30 ALL—Smilin' Ed, McConnell

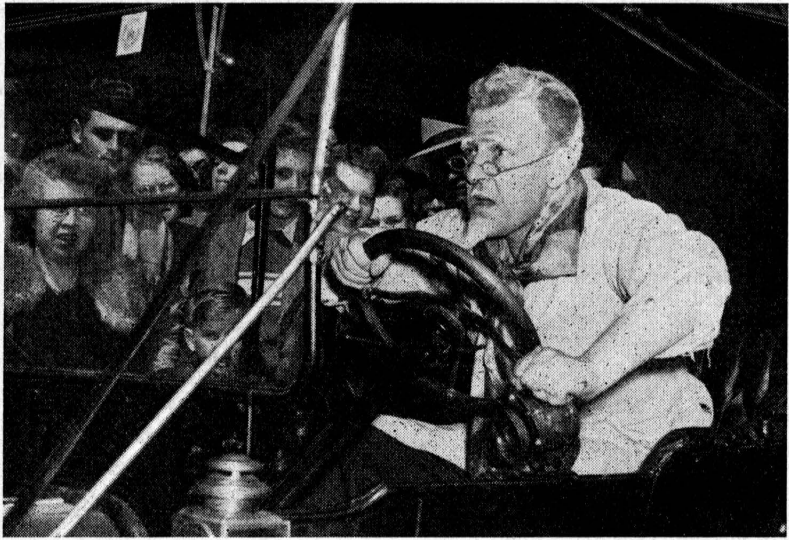
AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Dairy Chat
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—4-H Club
WLBZ—Coffee with Congress
WRDO—Meet the Mike
12.45 WCSH—Music In Marchtime
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Don Rix
WLBZ—Bill Waters
1.20 WCSH—Salon Strings
1.30 ALL—National Farm and Home Hour
2.00 WCSH—To Be Announced
WLBZ—Music for the Moment
WRDO—Proudly We Hail
2.15 WCSH—The Tenth Man
2.30 ALL—Veteran's Journal
3.00 ALL—To Be Announced
4.00 ALL—Doctors Today
4.30 ALL—1st Piano Quartet
5.00 WCSH—Swanne River Boys
WRDO—U. P. News
WLBZ—Swanne River Boys
5.05 WRDO—1400 Club
5.15 ALL—Lassie
5.30 WCSH—Dr. I. Q. Jr.
WRDO—Tenth Man
WLBZ—Bright Land
5.45 WRDO—Dick Cookson
WLBZ—To Be Announced

EVENING

6.00 WCSH—Maine Network News
WRDO—Maine Network News
WLBZ—Eso Reporter
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Maine State News
WLBZ—Musical Interlude
6.30 ALL—NBC Symphony
7.30 ALL—Curtain Time
8.00 WCSH—Life of Riley
WLBZ—Life of Riley
WRDO—Guest Star
8.15 WRDO—Here's To Veterans
8.30 ALL—Truth or Consequences
9.00 ALL—Your Hit Parade
9.30 ALL—Judy Canova
10.00 ALL—Kay Kyser
10.30 ALL—Grand Ole Oprey
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—Morton Downey
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Saturday Nightcap
12.00 ALL—News

Uncle Hezzie Tries Yankee Tradin' On Portland Women



WOMEN'S DAY—Here Hezzie arrives in front of Rines Brothers' Store in his ancient Model T to the delight of spectators.



"BARGEN" TOWER—Hezzie poses momentarily for photographers as he offers Women's Day bargains to Rines' customers.

Uncle Hezzie Q. Snow, Maine's favorite 'down-east' radio character, paid his annual visit to Rines Brothers' Department Store last month on the event of "Women's Day". This year, instead of arriving at the store with his mare "Bonnie-Belle," Hezzie came chugging into town in a 1910 model Ford.

Confounding the city's traffic cops, as usual, Hezzie did a hairpin turn in the center of Congress Street, coming to a stop in a "no parking" zone in front of Rines' Bargain Tower.

There, atop the portable steel tower, Hezzie offered bargains to the women shoppers every hour, on the hour.

Broadcasting briefly during the day, "the swain's man in sixteen counties" invited radio listeners to come to the store for real 'Tradin' Post' bargains—and judging from the crowds, a good many listeners heeded his invitation.

Every year, Uncle Hezzie makes it a practice to put in an appearance at

Rines' "Women's Day" sale. On that day, the women employees take over, and no men are allowed in the store. Uncle Hezzie is an exception however. He's the handy man who hangs around to do any odd jobs required by the ladies.

Late Edition Show Gets Time Change

Later this month, the Late Edition Show with Paul Gill will change time from 8:15 a. m. to 7:30 a. m. over WCSH. With the time-change, the zany character, Gill, will have a full half-hour at his disposal, antics and general Tom-foolery.

Gill has made a name for himself in the field of radio comedy at the local level. With Bob Dargo as stooge, the show is one of the few comedy programs produced outside of network studios.

Night news editor Victor Best, who also is an amateur sculptor, is putting the finishing touches on a three-foot clay figure. He plans to cast it in plaster within a few weeks. The product of his art is a large female figure which he will call "Woman in Chains."

The program, As Maine Goes, on WCSH, presented several news exclusives last month. Ralph A. Leavitt of Portland, who has been mentioned prominently as a nominee for the U. S. Maritime Commission, was interviewed concerning National Maritime Day. U. S. Rep. Robert Hale of Portland made an exclusive speech from Washington on the Mundt-Nixon Communist - curb measure. Michelle Decre, French Boy Scout from Nantes, France, was interviewed in connection with the Maine Broadcasting System Kiddie Relief Ship for the children of Calais, France.

Sweet Talker

UNA MERKEL TAKES UP ROMANTIC PURSUIT OF BACHELOR 'GILDY'



SWEET ADELIN—Una Merkel of stage and screen has joined the cast of NBC's The Great Gildersleeve, in the role of Adeline Fairchild, the romantic lady from Dixie. Studying script with her is Harold "Gildy" Peary.

Una Merkel found it smart to play dumb. The sweet-talking actress from the South turned a talent for successful take-offs of the so-called "dizzy blonde" into a comfortable livelihood.

Miss Merkel, who has been a screen actress since the early "talkies," was first drafted into radio seven years ago when she played a daffy woman journalist in "Nancy Bacon Reporting." Now she is back on NBC as Adeline Fairchild, the southern vamp on The Great Gildersleeve (Wednesdays, 8:30 p. m.), still a sweet-talker but not quite so dumb.

She "allows" that it's a happy change of pace to play a calculating lady who is not totally frill and froth. What Adeline has in mind, of course, is to finish the work started by Leila Ransome, her cousin twice removed—the subtle breakdown of Gildy's valiant efforts to remain Summerfield's most eligible bachelor. Una says she is "pleased as punch" with the new role and the opportunity to develop a good radio character.

Miss Merkel, who was born in Kentucky, received her formal education in Pennsylvania and New York, then attended a dramatic school in Cincinnati which was run by Tyrone Power's mother and sister. Shortly after graduation, she won a part in "World Shadows," in which Lillian Gish was starred. Thereafter, she played on the New York stage for five years, in such shows as "Coquette" with Helen Hayes and "Abraham Lincoln" with Walter Huston, before going to Hollywood.

Joe McCarthy Speaks On Augusta Station

Just about every baseball fan in the country wants to hear Joe McCarthy, and WRDO is now carrying the program, Joe McCarthy Speaks, for sports fans in the Augusta area.

In a new series of five-minute shows, the new manager of the Boston Red Sox tells inside, "club house" stories about the great stars of today and yesterday. No one but the great McCarthy, with his 40 years of baseball experience, could have collected such an interesting group of anecdotes. And Joe's personality and sincere manner makes every show doubly interesting to the listener.

The nightly program also includes the day's latest major league scores.

Heard Monday through Friday at 5:55 p. m., the program is sponsored by the E. A. Manson Co. of Winthrop, and by the Maine Willy's Sales Co. of Augusta.

The Tello-Test Show on WCSH suffered an adversity recently when announcer Bob Dargo started his program, only to find that his telephone was out of order. Hasty work by the engineering staff set up a special mike in an office where he could resume his program with a phone that worked.

Durante's Campaign Aided By Peggy's And Victor's Support



KIDDIN' ON THE KEYS—Comedian Victor Moore and songstress Peggy Lee of the Jimmy Durante Show take time out during a rehearsal for a bit of close harmony. Miss Lee, who also writes songs, is right at home—and Moore seems happy to be her stooge for the impromptu act.

Jimmy Durante is an unusual type of politician. He's running for vice-president, but he doesn't worry about having his name entered in any primary.

Each Wednesday night, on his show (10:30 p. m.), he takes his campaign into the voters' homes. He has been astute enough to choose two campaign assistants with great popular appeal.

They are comedian Victor Moore and Peggy Lee, the beautiful blonde who writes songs—and then sings them better than the next girl.

Veteran Showman

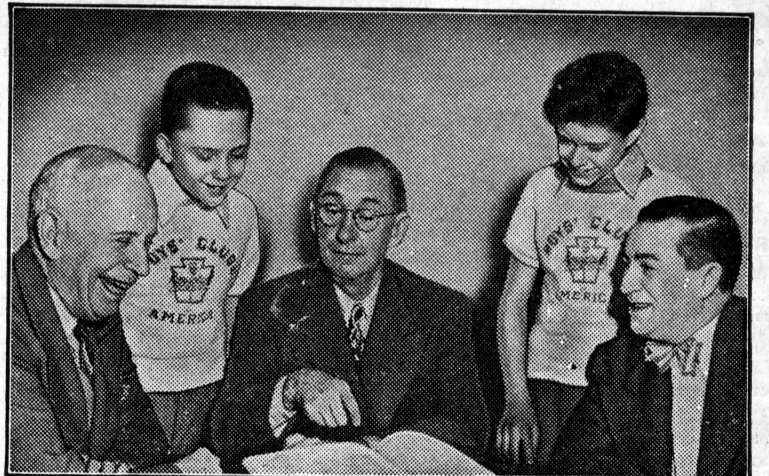
Victor Moore's record of show hits goes back to 1905, when he was starred for two years in George M. Cohan's "Forty-Five Minutes From Broadway." In the 30's he was starred in "Of Thee I Sing" and "Let 'em Eat Cake," and has been seen in many

motion pictures and heard on numerous radio programs since.

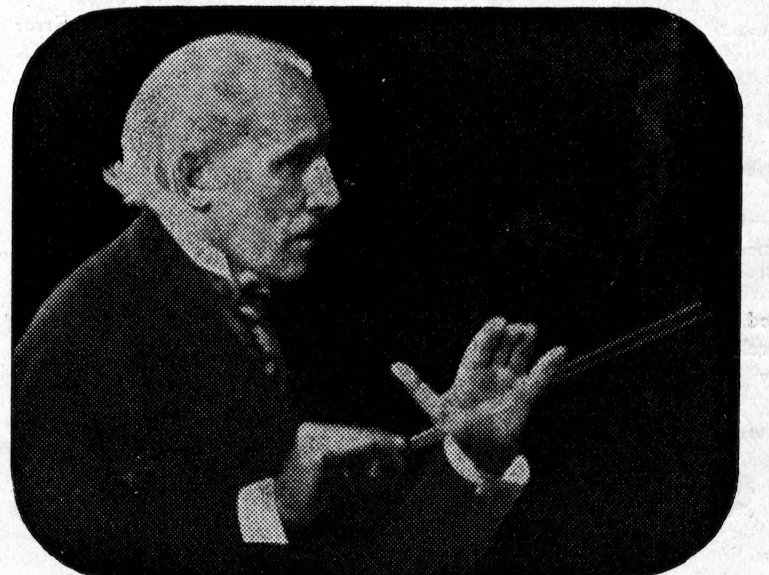
Peggy, who's only 27 now, works well with veteran showmen like Durante and Moore, but she's not exactly a rookie herself. Back in 1941, she signed with Benny Goodman in a Chicago night club, and his records with her vocals sold faster than ever. The first big hit was "Why Don't You Do Right?" and she has been on her way since. Now she and husband Dave Barbour write songs themselves—the smash hit "Manana," "It's a Good Day," "I Don't Know Enough About You," "You Was Right, Baby" and others.

With Durante's humor, plus Peggy's songs and Moore's comic assistance, the campaign rolls merrily along.

The Durante Show is heard each Wednesday at 10:30 p. m. over WCSH, WRDO and WLBZ, the three NBC stations in Maine.



A GAG'S A GAG—So claims Ed Ford as he shows two members of the Boys' Clubs of America, Nick Sullivan (left) and Georgis Rose how some of the jokes heard on NBC's Can You Top This program can be traced back to Joe Miller's original joke book. Aiding the Senator in his historical research are Harry Hershfield (left) and Joe Laurie, Jr. (right). The gagsters helped celebrate Boy's Club Week last month.

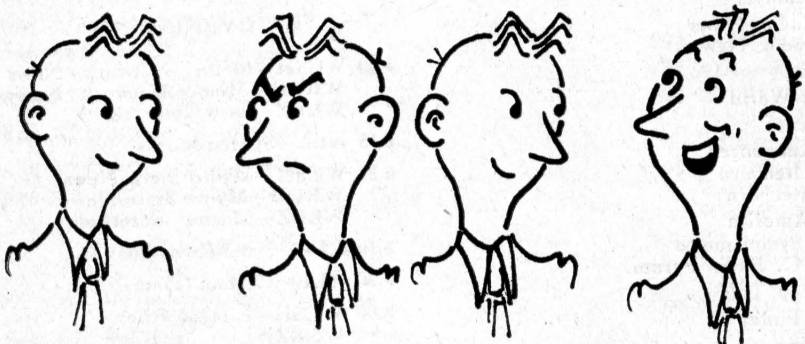


TOSCANINI TELEVISED—The noted NBC conductor, Arturo Toscanini, was presented on television last month during his Anniversary performance of the NBC Symphony Concert. Here is an actual photo of Toscanini taken from a television receiver.

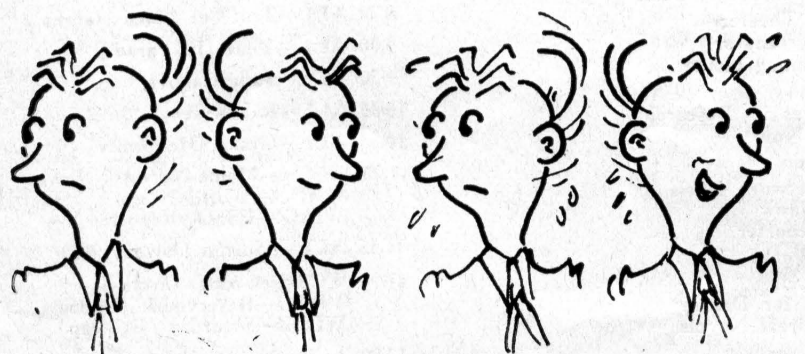
Television Topics

By Dan Kelly

HOME RUN!



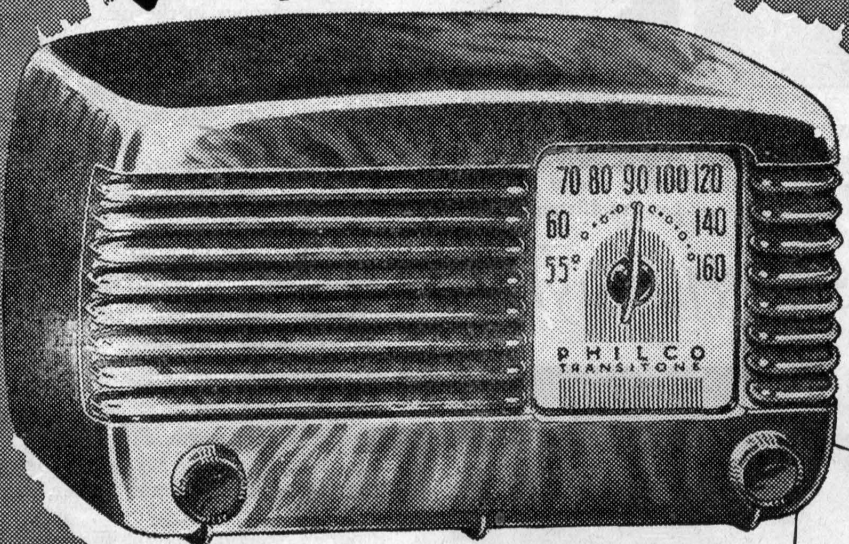
TENNIS!



PHILCO

*Radio
Riot*

At
YOUR PHILCO
DEALER'S



THE VALUE-LEADER
OF ALL SMALL RADIOS

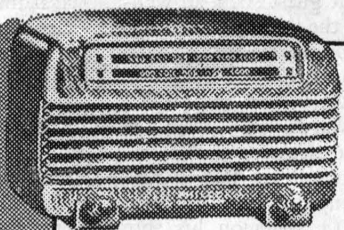
PHILCO "200"

Combining Big Set
Tone with Compact Beauty

\$19.95

EASY TERMS

Here's a gem of a radio . . . a real PHILCO in every way . . . at a sensationally low price! Its beautiful walnut plastic cabinet houses a powerful superheterodyne A.C.-D.C. circuit, using the famous Philco Loktal tubes . . . four of them, plus rectifier. Large, permanent magnet dynamic speaker for amazing tone. Beam power audio system gives it mighty power for a small set. Underwriter Approved! Also available in ivory plastic.

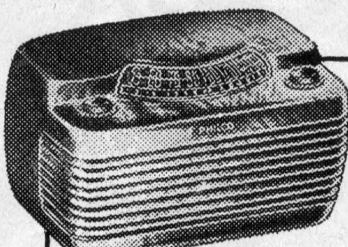


PHILCO "250"

EASY TERMS

\$27.95

Another Philco value-leader . . . a full-power compact Philco superheterodyne in a beautiful stream-lined plastic cabinet. Operates on A.C. or D.C. current. Built-in aerial system. A highly sensitive compact radio.



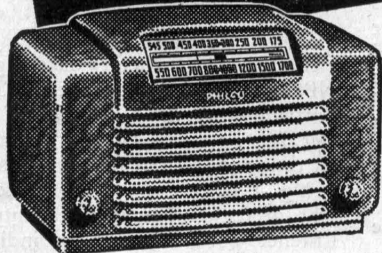
PHILCO "460"

EASY TERMS

\$34.95

The big radial dial gives this smart new PHILCO the "new look" . . . makes it easy to tune no matter where you place it! Super-powered, A.C.-D.C. Superheterodyne. Brown plastic cabinet. Underwriter Approved! Also available in ivory plastic.

Sensational New
**PHILCO FARM
RADIO VALUE!**



NOW WAITING FOR YOU!

PHILCO 131. In this beautiful new plastic cabinet of modern design Philco brings you the finest farm radio ever offered at the price. Superb tone and performance. Low drain. 1½ volt circuit; long-life battery. Yes, it's a sensational value you'll want to snap up! Hear it today—before they're gone!

LESS BATTERY

\$39.95

EASY TERMS

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Charles E. Downing Company

265 WATER STREET

BATH, MAINE

Stewart's

129 Front Street

Phone 1535MK

BRUNSWICK, MAINE

Victor Fortin

CALAIS, MAINE

Borden Motor Company

HOULTON, MAINE

Bell's Service Station

146 Military Street

Phone 2785

PORTLAND, MAINE

Maine Hardware & Plumbing
Company

618 Congress Street

Dial 3-5604

ROCKLAND, MAINE

The Radio Shop

517 Main Street

Phone 844

SOUTH PORTLAND, ME.

Lewis Furniture Mart

20 E. Street

Phone 3-9627

WATERVILLE, MAINE

R. E. Drapeau

Main Street

WESTBROOK, MAINE

Westbrook Tire & Appliance
Company

919 Main Street

Phone 1390

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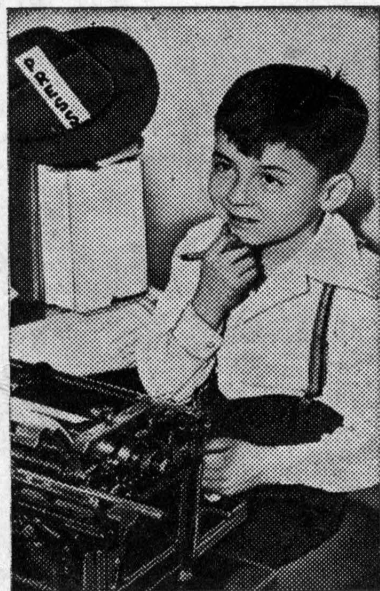
Page Eight

THE MAINE BROADCASTER

June, 1948

"LUXURY LISTENING" MONDAY NIGHTS ON NBC

Ambitious Quiz Kid Plans To Become Sports Columnist



Bobby Burns
 (He's a Baseball Expert)

From the first "Play Ball!" till the last "Yer Out!" this baseball season, the Burns household will be a house divided, with Quiz Kid Bobby Burns rooting for the Cleveland Indians and father John supporting the Chicago White Sox.

The young baseball expert was a loyal White Sox fan until this year, when he decided to cast his lot with the Indians—a better club, he says, than his home-town White Sox. Dad has promised to take Bobby to Comiskey Park when the Indians visit—and Bob has announced that he will "yell louder than my Pop".

Bobby, who could quote big league batting averages and Big Nine college diamond standings before he could do his multiplication tables, doesn't confine his enthusiasm to baseball. He's a devotee of almost every other sport, from tennis to football.

The black-haired, black-eyed Quiz Kid hopes to become a sports writer, and he's typical of the children who appear on the show. They're all ambitious, with careers already in mind.

Others on the show are such "old-timers" as Joel Kupperman, 11, who first lisped his way through Quiz Kids program almost six years ago, and wants to be a lawyer "so I can correct the bad laws that have been passed"; Naomi Cooks, now 9, who aspires to be an actress and playwright; Ruthie Duskin, 13, author of "Chemi, the Magician," a best-selling children's book, who plans to make writing her life's work; and Jack Rooney, 15, who wants to be a writer — or criminologist.

The Quiz Kids seem to like the professions—law, medicine, writing or other contributions to culture.

Fred Allen Saves \$40

It's Jack Benny's turn to kid Fred Allen for being—er— "over-thirty."

The May issue of Cosmopolitan magazine features an article by Jack Haley which reveals that Allen deposited \$40 in the Provident Bank of Boston in 1914. And, Haley says, it's still there, drawing interest. The article, titled "I Knew Fred Allen When," is part of the magazine's series on famous personalities in various professions.

Wednesday nights are tough ones for Florence Halop. The NBC actress has only one hour to change her voice and dramatic style from the Brooklynese Miss Duffy on Duffy's Tavern to the sultry-voiced "Hot Breath Houlihan" on the Jimmy Durante Show.

New Faces Show Slated On NBC

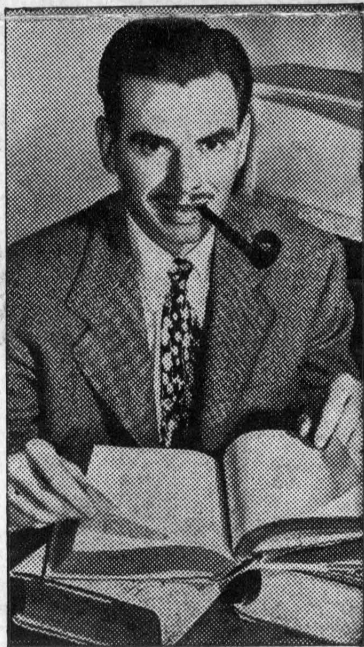
Leonard Sillman, Broadway singer, actor, dancer and producer, will present his "New Faces of 1948" as an NBC summer series for "Maxwell House Coffee Time," while George Burns and Gracie Allen, are on vacation. It starts Thursday, June 17 (8:30 p. m., EDT) and will be heard through Sept. 23.

The radio program, like the stage show, will comprise original satirical revue sketches set to music written especially for the show. Regular performers in the cast will be, in addition to Sillman himself, George Hall, June Carroll, Gene Martin, Eleanor Jones, Jack Williams, Frank Milton and Jay Presson.

There will also be a series of guests on the program. Orchestral music will be by Al Roth and his musicians. Regulars also will be the Skyriders quartet — Pat Easton, Janie Martin, Chris Leighton and Burt Taylor.

Sillman will produce and also will act as host in presenting the weekly guests. Writers will be James Shelton, June Carroll, George Hall, Arthur Siegal and Jeff Bailey. Ken Burton will direct.

Olmsted Welcomes An Argument --- For Variety's Sake



Nelson Olmsted
 (He Reads and Tells)

There are two things that make Nelson Olmsted irritable. The first is to have to spend an evening playing bridge. The second is to have someone ask him if reading is his hobby.

"When my wife wants to precipitate an argument," he said, "all she has to do is accept an invitation to one of those silly yat-a-te-yating bridge parties. An evening spent playing cards always ends in an argument for us."

It isn't that Nelson, young, tweedy and a pipe-smoker, or Lynn, slim and sleek housewife, like to quarrel. They don't.

"It's just that we get along so well, confessed Nelson, "that an occasional argument gives us a little variety."

Olmsted narrates a half-hour storytelling program on Sundays at 2:00 p. m. over WCSH, WLBZ and WRDO. It takes a lot of research to keep him in material. The Sunday show is a complicated production in which Nelson tells a short story, Norman Cloutier directs the orchestral background and Tom Scott sings the folk songs.

"I read at home, on the train and at lunch," said Nelson. "Reading is my business, not my hobby."



FOR FUN AND MUSIC—Jane Wilson, Fred Waring and Joan Wheatley (l. to r.) all join in the musical gaiety on the Fred Waring Show, heard Monday nights at 10:30 p. m. The fast-paced evening show is one of the musical programs featured during NBC's Monday nights of Luxury Listening.

Eve Arden Sets The Style



FASHION FOR TWO—Latest in mother-and-daughter outfits is modeled by Eve Arden, comedienne of NBC's New Sealtest Village Store, and her young daughter, Liza. The suits are light-weight wool in a pastel shade with color accents in the ribbons on the hats. Eve's program is aired every Thursday at 9:30 p. m. on Maine's three NBC stations.

Pipe Collector

Eddy Howard, who heads the "Band of the Year" heard on NBC's Sunday afternoon "Sheaffer Parade," spends his off moments browsing around tobacco stores looking for choice specimens to add to his collection of pipes. The pipe-fancying Mr. Howard has more than 700 meerschaums, clays and porcelains in his collection. Incidentally he doesn't smoke.

Bob Trout, NBC reporter, did a double take recently when he read a news item about a Caribbean storm, and that Gregory Peck and mystery writer Leslie Charteris were reported missing aboard a chartered yacht. Reason—the yacht was chartered from none other than Bob Trout, who subsequently spent two unhappy days before it was reported that Peck, Charteris and the yacht were safe.

Who's Boss Now?

They're telling a new short-short story on radio row. During a recent Charlie McCarthy broadcast, Edgar Bergen dropped his script and had to ad-lib frantically while an assistant tried to put the scattered pages together. The annoyed producer grabbed another script and rushed out of the control room onto the stage. He went right by Bergen and put the script in front of Charlie, and was pointing out the place to the dummy when Bergen finally grabbed it and went on with the program.

Who says the wooden-headed little guy isn't the star of that program?

Jimmy Durante has a double in Troy, N. Y. He is William Arnold, who worked for the New York Highway Department until recently. Incidentally, the songstress on Durante's show, blonde Peggy Lee, was sweetheart of the annual U. C. L. A. dance last month at the Los Angeles Casino Gardens.

Music, Drama And Quiz Shows Highlighted

Monday night is stay-at-home night for thousands of Maine families—for the three solid hours of music, drama and light entertainment presented on Maine's three NBC stations.

From 8:00 to 11:00 p. m. every Monday, NBC offers "luxury listening"—dramas with noted guest stars, music of the masters presented by distinguished soloists and famous orchestras, songs in the modern tempo, the fast-paced Fred Waring show and a quiz program which pays off in fun and Silver Dollars.

The "luxury listening" starts with Cavalcade of America—stories of the courageous trail-blazers in American history. Leading roles in these accurate, entertaining dramas are played by stars of stage and screen. Recent stories have been based on the lives of Washington Irving, Robert E. Lee, Rebecca Lukens and Babe Ruth. The program is now in its thirteenth year on the air.

At 8:30 p. m., the Voice of Firestone takes the dial spotlight. This luxury musical program features the voices of Christopher Lynch, young Irish tenor, and Eleanor Steber, star of the Metropolitan Opera. It is a program of serious music, interspersed with lighter classics and popular airs. The program started Dec. 3, 1928 and is one of the oldest commercial shows on the air, retaining all of its original popularity.

Telephone Hour

Another popular musical program is the Telephone Hour, featuring the 67-piece Bell Symphonic Orchestra directed by Donald Voorhees. The program presents a variety of important guest stars, all well-known names in the musical field. The Telephone Hour is heard at 9:00 p. m., each Monday.

At 9:30 p. m., Dr. I. Q. offers rich rewards in silver dollars. Maine Broadcaster readers need no introduction to this popular radio personality. Lew Valentine, who is Dr. I. Q., puts on his show in theaters from coast to coast.

Good music takes over on NBC at 10:00 p. m. Baritone Buddy Clark is heard as featured soloist on the Carnation Hour. Orchestral music is supplied by Ted Dale. The program started in Chicago on Jan. 4, 1932, but Buddy Clark joined the permanent cast only last year. The show originates now in Hollywood.

One of the most unique musical programs on the air is heard at 10:30 p. m., rounding out NBC's Monday night of luxury listening. Fred Waring and his Pennsylvanians present their evening program. Waring's soloists are all specialists. There's Jane Wilson, for example, who sings ballads and light operettas. Other stars are Daisy Bernier, Joan Wheatley and Joe Marine, all musical specialists.

Three Top Hours

Monday Night luxury listening on NBC is heard in Maine over WCSH, Portland; WRDO, Augusta, and WLBZ, Bangor. These programs—all time-tested radio features—provide a high-type of variety for listeners who prefer the best in entertainment. Listener polls and surveys indicate, year in and year out, that these Monday features hold top place with radio audiences in Maine.

The announcing staff of WCSH is finding the new triple-studio arrangement much more convenient. When two or more announcers are on the job, each has a separate studio mike and control panel.