



Affiliate

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KIDDIE SHIP SAILS FOR FRANCE

Television Planned For Southern Maine

An application for a license to operate a television station in Portland was filed with the Federal Communications Commission on June 22 by WCSH — Portland's oldest radio station. The move will hasten the development of television in Maine and bring the day nearer when Maine people can see, as well as hear, their radio programs.

Under terms of the application, WCSH plans to build studios in downtown Portland, with transmitter facilities on Blackstrap-Hill.

William H. Rines, managing director of WCSH, said that construction of the new television outlet would hinge on two factors: Granting of the license by the FCC, and the availability of building material and television equipment.

Chief engineer Fred Crandon predicted that the station would transmit video images a distance of 30 to 45 miles in all directions around Portland. It is expected that the station will be in operation within one year or 18 months. It will be known as WCSH-TV.

Station WCSH made application for television only after two years of careful study and planning. The questions of studio and transmitter location were painstakingly studied, in order to bring southern Maine the best possible television reception.

The station eventually will become the northernmost point of NBC's new east coast television network. It will carry a program schedule of network programs, films, local news and entertainment.

Maine Stations Score News Beat

The Maine Network News Service upheld its reputation for speed and accuracy this past month when it covered the June primaries in Maine. With the combined news-facilities of WCSH, WRDO and WLBZ, the largest radio news-gathering organization in the state reported election returns ahead of all of its competition.

As early as 8:30 p. m., June 21, the Maine Network News Service was able to report a definite trend toward Rep. Margaret Chase Smith in her race for the Republican nomination to the U. S. Senate. As the returns poured in and were processed by a staff of twenty, her lead increased hour by hour.

Near mid-night, Governor Hildreth made a public acknowledgement of his defeat to Mrs. Smith over the Maine Broadcasting System—another election first.

The Maine Network News Service pressed its complete statewide personnel into service to cover the June primaries. This all-out effort produced the fastest report of election returns heard in Maine in recent years.



BON VOYAGE TO KIDDIE SHIP—The French trawler, "Lucien Marie," prepares to set sail on its journey to France after impressive send-off ceremonies were held on her top deck. Gaily decorated with huge Mother Goose characters and festooned with balloons, the 110-foot vessel presented a colorful picture to the scores of spectators who visited Portland's state pier to witness the ceremonies. (More pictures on page two).

Campaign Nets Some 30 Tons Of Gift Cargo

Radio station WCSH inaugurated a little Marshall Plan of its own this past month when it filled the Bath-built French fishing trawler, "Lucien Marie", with more than 30 tons of food, clothing and toys for the youngsters of Calais and Dieppe, in France. The vessel was called the "Kiddie Relief Ship", and its cargo was a gift to the children of France from the children and parents of Maine.

On June 14, impressive ceremonies were held on the top deck of the 110-foot vessel at Portland's state pier. The event was broadcast in two languages—English and French—and filmed for presentation on NBC's east coast television network. It was the first event in Maine ever televised, even indirectly.

The "Kiddie Ship" was gaily decorated for the occasion. Huge oil paintings of Mother Goose characters covered the ship's super-structure and hundreds of colored balloons were tied in the rigging.

Ship Dedicated

Dedication ceremonies were opened with an invocation by Rev. Howard O. Hough, pastor of the First Radio Parish Church of St. Paul. John R. Hogan, director of the Maine Network News Service and originator of the "Kiddie Ship", spoke briefly, explaining how the campaign for food and clothing had been conducted. William H. Rines, managing-director of the Maine Broadcasting System, officially turned over the cargo to Captain Albert Grissault of St. Malo, skipper of the ship. Father Antonio Girardin of South Portland blessed the craft.

A group of children, representing the Boy Scouts, Girl Scouts, Campfire Girls, Four-H Clubs and the public schools, told how their organizations had helped fill the "Kiddie Ship." Uncle Hezzie Q. Snow, popular downeast radio character, introduced the youngsters and praised them for their good work. Ceremonies closed with the French National Anthem and the Star Spangled Banner, played by the 395th Army Band of Waltham, Mass.

A broadcast in French by special events announcer Ellis O'Brien, was carried overseas by the State Department's Voice of America.

Fund Drive

The campaign to raise funds for the "Kiddie Ship" was started on May 5. By the first of June, listeners and organizations had contributed some \$3,200 in cash donations, and between eight and nine tons of clothing and toys. John Hogan, director of the drive, used the money to purchase food in wholesale quantities, which made up the bulk of the 30 ton cargo.

Food purchases included 300 cases of evaporated milk, 1,800 cases of baby food, 100 cases of fruit juice, cereal, jams, jellies, canned fruit and soap.

Many clubs and organizations helped put the drive across. The Calumet Club, headed by Andrew Tarte of Augusta, contributed large quantities of clothing. The French Club of Cony High School pitched in, as did other French clubs throughout the state. The Maine town of Calais collected a trailer truckload of clothing and toys, and gave nearly \$200 in cash. This special drive was conducted by Grant Campbell.

(Continued on page 2)

Worldwide Coverage

The special broadcast of Commander Donald B. MacMillan's departure from Boothbay Harbor last month was heard by listeners in Europe. A recording of the program—handled by news director John Hogan and announcer Ellis O'Brien—was aired by WRUL, the Worldwide Broadcasting Foundation in Boston. The program was beamed to short-wave listeners overseas by three powerful transmitters. It marked the first time a Mac-Millan sailing for the Arctic was short-waved to listeners abroad.

College-By-Radio Plan Revealed By National Broadcasting Co.

Plans for a vast adult education project to be undertaken by the National Broadcasting Company and its affiliated stations in cooperation with leading U. S. colleges and universities were announced recently by Ken R. Dyke, the network's administrative vice president in charge of programs and public affairs.

Institutions of higher learning are being invited to join with NBC and its affiliates in a college-by-radio plan which will provide home-study courses built around network-produced programs, supplementary guidance broadcasts by local affiliates and university stations, and assigned reading. The entire project will be under supervision of Sterling W. Fisher, manager of the NBC Public Affairs and Education Department.

To test procedures to be used later on a nationwide scale, a controlled experiment will be launched this summer at the University of Louisville, the country's oldest municipal university, which this year celebrates its 150th anniversary.

In explaining NBC's reasons for launching the project, Fisher said: "There has never been a time when

our citizens were as eager as they are now to increase their education with respect to the world at large, in order that they may act as more intelligent citizens of a democracy. However, approximately half of our 85,000,000 adults have not completed high school, and about 25 percent have not completed the eighth grade. Despite progress in adult education in recent years, the great majority of these tens of millions of responsible adult citizens at present have no means for continuing their education through formally organized classes. It is to bridge this gap that NBC is undertaking the college-by-radio experiment.

Top coverage of the G. O. P. National Convention at Philadelphia was provided this month by the Maine Broadcasting System. Through its own Washington Bureau, which moved to the Quaker City for the event, MeBS aired stories on activities of the Maine delegation. NBC's swift coverage of the entire event gave listeners a ring-side seat at one of the most important political meetings of the decade.

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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 7/48 which stands for July 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.

Top Flight Quiz Show To Originate In Portland

GALA CEREMONY SENDS OFF KIDDIE SHIP

**Dr. I. Q. Junior
Scheduled From
July 3 — August 8**



DEPARTURE FESTIVITIES—Top photo shows broadcast taking place on top deck of the French trawler "Lucien Marie"—the Kiddie Relief Ship. Mother Goose decorations and balloons gave the vessel a colorful appearance. In lower photo, participants in departure ceremonies pose for Maine Broadcaster cameraman. They are (left to right) John F. Hogan, originator of the Kiddie Ship; Ellis O'Brien, master of ceremonies; Father Antonio Girardin, who blessed the ship; William H. Rines, managing director of WCSH, and A. P. Dezustre, representative of the French Supply Commission.



DELIVERING THE GOODS—Staff members of WCSH pack clothing in jute bags for shipment overseas on Kiddie Ship. In top photo (l. to r.) Agnes Gibbs, John Hogan and YMCA official Hap Frank work with assistance of Boy Scouts. In lower photo, three tons of clothing loaded on truck ready for Kiddie Ship and journey to France.

Photo By Conley

KIDDIE SHIP SAILS

(Continued from page 1)

The YMCA in Portland provided the station with a huge room for sorting and packing the clothing. Members of the station's staff did much of the work necessary in making the clothing ready for shipment.

Outstanding Success

The "Kiddie Ship" project was an outstanding success. The vessel went to France, full to the brim. Upon its arrival in Dieppe, the ship will be unloaded by American Aid to France, Inc. One-fourth of the cargo will be distributed there, and the bulk of it sent to Calais.

News of the "Kiddie Ship" spread far and wide. Ellis O'Brien, multi-language announcer, recorded a special broadcast of the sailing ceremony, which was short-waved to France by WRUL, Boston. Pictures of the ship appeared in newspapers from coast to coast, and the story was told by the Associated and United Press all over the world.

A group of Maine's most prominent citizens endorsed the "Kiddie Ship" drive. Among them were Mrs. Horace Hildreth, Harland Ladd, State Education Commissioner; E. Carroll Bean, State Grange Master; Kenneth Lovejoy, State Four-H Club Leader; Percival Baxter, former Maine Governor; Leslie Harrison, Rotary Service Committee; Louis Lausier, Mayor of Biddeford; Andrew Tarte, President of Augusta Calumet Club; Agnes Gibbs, WCSH home economics director, and Grant Campbell of Calis.

Polio Victim Now Star

A siege of infantile paralysis determined the career of Walter O'Keefe, star of NBC's Double or Nothing. After college, he headed his own advertising firm and was on his way to a successful career when stricken. During his months of recuperation, he passed the time writing lyrics and planning a stage career. When he recovered, he came to New York, got a night club job and was on his way as an entertainer.

The Dr. I. Q. Junior Show is coming through August 7.

ing to Portland, where it will broadcast for six weeks, beginning July 3

This unusual quiz show is geared especially for the 6 to 17 year age-group, but follows the same general pattern as the famous Dr. I. Q. Program. Both programs are emceed by Lew Valentine, who has been with the show for nearly a decade.

A native Texan, he was born in San Benito in 1912 and later attended the University of Texas. He had ideas about becoming a lawyer, but an audition at a Houston radio station ended his college career and launched him on a short career as a crooner.

The step from crooner to announcer was a brief one for Lew.

Early Break

Finally opportunity knocked at the proverbial door in the form of an invitation to become a Master of Ceremonies on a little-known quiz program. But Lew knew a good thing when he saw it. Along with the originators and sponsors of the program he saw in this fledgling quiz show the makings of a great radio program. The program, of course, was the now famous Dr. I. Q. Show.

In addition to the Biographical Sketch and Famous Quotation Question which are similar to those on the Senior Show, the Dr. I. Q. Junior Show introduces a new feature—the Dr. I. Q. Mystery Players. A boy and girl are chosen from the studio audience and awarded prizes for their performance in a short mystery playlet on the basis of audience applause.

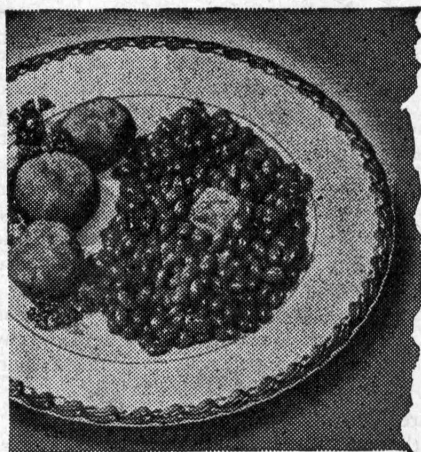
Home Contestants

The arm chair contestant also gets a chance to participate in one of two contests the show sponsors — the Word-Building Contest, which sends 30 weekly awards to lucky youngsters who can make up the longest correct list of words from a phrase read over the air by Dr. I. Q.

The Biographical Contest gives listeners with a creative bent a chance to submit sketches on famous persons, and the Junior Twister awards studio contestants money for correctly recall studio contestants, is in silver peating tongue-twisters. Payment, for dimes, instead of in silver dollars.

Portland is the fourth city to present the Dr. I. Q. Junior Show. The program will originate six weeks in succession starting July 3 from the Grand Ballroom of the Eastland Hotel and will be carried over NBC's three stations in Maine WCSH, WRDO and WLBZ.

Add to the many stars who will visit Europe this summer, the name of the 'Ol' Professor' Kay Kyser.



Save a lot on what you spend on food by treating the family frequently to the best . . . to thrifty meals of B&M Brick-Oven Baked Beans. They're the wonderfully good, old-fashioned kind, baked (not steamed) an entire day in famous B & M ovens "Down East" in Portland, Maine.

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**CUT DOWN
MEAL COSTS**

**Yet Serve
Surpassing
Flavor**

**LISTEN TO TONY AND JUANITA
MONDAY THROUGH FRIDAY 1:30 P. M.**

WCSH • WRDO • WLBZ



Double Or Nothing Now Heard On NBC In Maine



Walter O'Keefe

Walter O'Keefe Jovial Emcee Of Fast Quiz

"Would anybody here like some money?"

With these words ringing in their ears, members of the studio audience of NBC's Double or Nothing program (Monday through Friday) are apt to find themselves face to face with the paymaster-of-ceremonies, Walter O'Keefe.

O'Keefe daily steps down with his portable microphone into the audience to talk to and select about 20 persons for his quiz show. These 20 are then brought to the stage. The number is finally reduced to the six or eight contestants whom O'Keefe considers interesting enough to contribute entertainment to his NBC listeners.

The task of selecting contestants is a difficult one, and O'Keefe allows no other person to do the careful screening necessary to find those with the best of the comparatively simple requirements to compete in the quiz. Roughly the requirements are: 1. Can they speak understandable English? 2. Are they, or are they not "professionals," who try to make a living out of repeated appearances on quiz programs? (O'Keefe has the NBC Guest Relations director with him during his audience trip to point out quiz show repeaters.) 3. Do they have interesting jobs, hobbies, or stories, to tell? 4. Are they sincere and at peace with the world, or do they have an axe to grind at the expense of the listeners?

Tact and insight into human nature are two of O'Keefe's best qualities, and both are helpful in selecting the contestants. Contestants have three chances to win money during the program. First is the "Grand Slam" question, which pays \$80 to the person guessing closest to the correct answer. "Guessing" is the word to use because the questions are liable to be "How many beans in a ton?" or "How far can you see a candle flame with the new Mt. Palomar telescope?"

After the contestant guesses at that question, he has a chance to select a category of questions from a list on the studio blackboard. These are worth \$2, \$4, \$6, and \$10, in order, at which point the contestant can keep his \$10 or go "Double or Nothing" for \$20 and \$40. All money not won by the contestants is added to the "Red and White Sweepstakes," and the contestants race for this money at the end of the show.

As much as \$2,000 has accumulated in the sweepstakes money bag, but its average content is about \$200. One difficult question is asked of all contestants near the end of the program, and those with the correct answer divide the money. If there are no correct answers, the money is carried over to the following day's program.

Double or Nothing is heard in Maine at 2:00 p. m., Monday through Friday, over WCSH, WRDO and WLBZ.

They'll Do Better Next Time

During a recent electrical storm, radio station KQV in Pittsburgh was knocked off the air for three hours.

An irate, but faithful listener took the station's telephone switchboard operator to task.

"The least you could do," he complained, "is to tell your listeners you are off the air!"

Most of the announcing staff at WCSH are taking great pains these days to bring out their "pear-shaped tones". They are just getting warmed up for the Dr. I. Q. Junior Show which is due to hit Portland this month. The good doctor uses no less than four announcers for his junior quiz program. (See story on page four.)

Dean Becomes Sportscaster On New Network Program

"Dizzy" Dean, one of the most colorful figures in baseball, will become a network radio sportscaster when he starts a new weekly series on NBC, Saturday, July 3, at 5:00 p. m. The program will be heard in Maine over WCSH, WRDO and WLBZ.

Dean, who has become a favorite as a baseball announcer since his retirement in 1941 as an active player, will present his own observations on baseball in general, including anecdotes from his career as a star pitcher for the St. Louis Cardinals and Chicago Cubs.

He will be assisted on the broadcasts by Frank Eschen, special events director of station KSD, St. Louis, where the programs will originate. Guest stars will participate on occa-

sional broadcasts. The series will be written by J. Roy Stockton, sports editor of the St. Louis Post-Dispatch and author of the book, "Gashouse Gang."

Dean's popularity as a sports announcer is due, in part, to his unique version of the English language. He will continue to present daily play-by-play broadcasts of the St. Louis Browns games over a St. Louis station.

Son of an Arkansas cotton farmer, Dean is best known for his six-year career with the Cardinals, when he won 133 games for the "Gashouse Gang" and lost 66, a percentage of .667, the highest in modern-era pitching.

The Dizzy Dean series will be sponsored by S. C. Johnson and Son, Inc.

Nation's Doctors May Use Video

Television operation experiments at the American Medical Association Convention in Chicago this month were a complete success. Doctors in the convention hall watched a whole series of operations at a hospital several miles away. An intricate "blue baby" operation was televised. One surgeon lectured while others did the actual operating. In one operation, however, the surgeon actually operated and lectured with a microphone attached to his sterile mask.

The screen showed plainly the details which only a few favored students with choice seats could have seen under the old clinical theater system. Four separate cameras were used in the televising experiment.

Al Jolson is still scouting for a new and bigger home since the birth of his new baby, Ase.

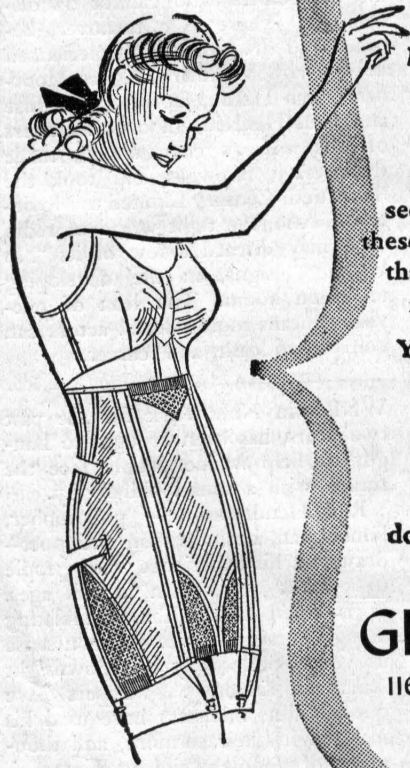
Celebrity Side-Glance

If Eddy Howard, singing band-leader on the Sheaffer Parade, was called on for a toast, he'd say: "Here's grapefruit in your eye!" And that's no joke. When he is playing night club or restaurant dates, Eddy often is asked to join guests at their tables. Eddy, whose show is heard over NBC Sundays at 3:00 p. m., learned early that a dozen or so soft drinks in an evening, six evenings a week, can wreak havoc with a person's stomach.

As a result, he always orders half a grapefruit whenever he is invited to "have a drink." His record is 15 half-grapefruit in one evening.

Paul Gill, early morning emcee, now is heard at 7:30 each week-day morning over WCSH, Portland. Titled The Late Edition Show, Gill entertains with comedy, popular recordings and songs. Announcer Bob Dargo assists with the script.

Often it's the slim girl who needs a support most!



Don't pooh-poo the idea of a scientific foundation garment just because you're slim! Especially if you tire easily, get backaches, or just can't seem to stand up straight. For these may be signals warning you that your abdominal muscles are being overtaxed.

You'll be surprised how helpful a Camp Scientific Support can be! It gives important muscles the "lift" they need... makes "slumping" well-nigh impossible. In fact, doctors often recommend or prescribe them.

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WLBZ - Bangor

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Enriched White Bread

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BANGOR BAKING COMPANY

RJP

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in Maine is the grandest time of all! Bathing, boating, fishing, hikes and PICNICS—to make every picnic a treat long remembered take along those two famous Maine delicacies! Your grocer has them

ADMIRAL
American Sardines

Rich in Nutrition
Packed in
Salad Oil



PEACOCK'S
Best Sardines

Packed in
Peanut Oil
and Spices



R. J. PEACOCK CANNING CO.

Canners & Dealers
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SARDINES . . . SMOKED & BONELESS HERRINGS
LUBEC, MAINE

THE MAINE BROADCASTER

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LINWOOD T. PITMAN, Editor on Leave of Absence

MAINE FARM TOPICS

BY "JAKE" BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

"GOOD FARM PRICES"

When farm products sell at good prices it is an advantage not only to the producer but also to the consumer. When farmers do well the nation invariably is prosperous. Farming is such a large and important industry that when prices of farm products are low, all classes suffer. In periods of prosperity prices of farm products may go a little high. The consumer will feel he is being pinched.



No one knows better than the farmer that in times of depression, prices of farm products go relatively lower than prices of other commodities. This situation has brought about a desire on the part of many

farmers for greater security. We wish we knew exactly how to proceed to keep prices on a reasonable basis and still maintain free enterprise and freedom of opportunity. We look upon freedom as one of the choicest heritages from our forefathers. The very fact that 7 per cent of the people living on 6 per cent of the land of the world are doing so much to feed peoples of other nations, should emphasize to us what it means when man is free to act wisely or foolishly.

Those who look for absolute security must remember we give our cows just that, but we do not admire the type of life they live. The person who is sent to prison has security, gets his food, shelter and clothing. The more security we extend to people living on the land, the more their freedom will be restricted.

What To Do?

The question is, "What should we attempt to do to protect the farmer from an unreasonable fall in the prices of farm products; that is, when we have a little surplus, which is not enough to amount to much but if left to run wild, does depress the prices of farm products very often below cost of production?" This is not good for the farmer, neither is it good for the man who lives in the city.

Some years ago the cooperative institutions built an organization for picking up a little surplus butter and, undoubtedly, maintained the fair prices for which butter sold at that time. It is our opinion that the cooperative institutions, perhaps in cooperation with corporations, could build up an organization, or organizations, to buy up the little surplus which may become troublesome if not placed under control.

When we do this, however, then follows a group of men who want to fix prices, don't want to let the law of supply and demand operate. When we begin to fix prices we will never get them high enough to suit all producers. Too high prices help to breed shiftlessness; don't-care spirit develops poor cows; and incompetent methods of farming are followed. None of these things is helping to build a better agriculture or a better citizenship.

We do believe, however, the discussions taking place in some of our leading farm organizations and leading cooperatives on how to handle surplus to keep it from penalizing those who produce farm products, offer a splendid chance to render a good service. But let us hope it is not for the purpose of fixing prices, for when that comes the results are apt to be worse than a short period of prices below cost of productions.

Poison Ivy

Ammonium sulfamate is the best material now on the market for destroying poison ivy. 2-4-D has done the trick in some cases, but 2-4-D is a bit dangerous to handle, for the fumes from it will kill nearby plants.

Of course ammonium sulfamate (commonly known as ammate) is not selective and it will kill out every living plant provided it comes in contact with the leaf surface or with the roots. In other words, if you have poison ivy growing on a tree trunk, you can spray ammonium sulfamate on the ivy and not hurt the trees. Another good feature is that ammate turns to fertilizer (nitrogen) and thus disappears from the soil in just a few months.

Most of the experimental work on ivy control recommends that ammonium sulfamate be used at the rate of three-fourths of a pound per gallon of water. A three or four gallon spray tank is the most practical method. Where the poison ivy is thick, one gallon should cover about 100 square feet. The ivy should be sprayed when it is growing and in full leaf. In other words, from now on. One application usually does the trick, though in some cases it's necessary to have a second application or even a third. This is especially true where the ivy is growing in deep shade.

As I said, 2-4-D can be used, but it does not seem to be so effective against ivy as is the ammate. Furthermore, you have the volatile property to contend with. 2-4-D seems to work very nicely as a selective weed killer in lawns, but other than that it's pretty dangerous stuff. Also remember that it is almost impossible to wash 2-4-D out of the container. You should use the container for 2-4-D only.

While we're on the subject of weed killing, a lot of folks ask about controlling witch grass or quack grass in the garden with chemicals. Ammate will do a good job if applied to the quack grass or witch grass in the fall of the year. I'll try to remember to give you the complete dope on that. Right now the way to get rid of quack grass in the garden is to dig out the roots.

Brunswick Fans Hear Own Show

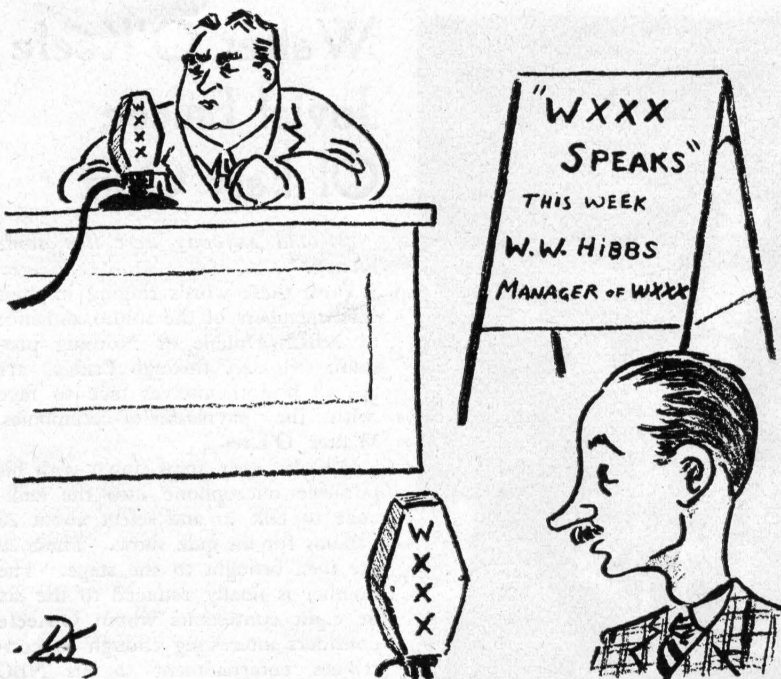
A new program for the people of Brunswick—Let's Have Music—is now being produced on WCSH, Portland. The script is designed especially for Brunswick listeners, giving them personalized radio service, plus news of business activity in the town. For other listeners, the program boosts Brunswick as one of Maine's most historic communities—a good place to work and live.

A popular feature of the program is the "Mystery Tune." Announcer Bob Dargo plays a recording, and the listening public is invited to identify it. Listeners call the sponsor's phone number with their answers. The person who guesses the tune's title first receives a prize from one of the sponsors.

The program is heard on WCSH each Tuesday and Thursday at 8:15 a. m.

Without Sound Effects

By Dan Kelly



"The opinions expressed on this program are necessarily those of the station"

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

July—warm weather—and I hope you are having fun. Yes, I mean you, homemaker, hostess, laundress, cook and all the other things you have to be in order to keep that house of yours running smoothly and your family healthy and happy. With summer here, and youngster home, it does seem as though Mother could be relieved of some of the daily chores.



When I was about eleven the general work was divided among three of us, my sister, cousin and I. There were three lists of things to do which included sweeping, dusting, laundry, dishes, table setting and helping with meals. We rotated doing a different set of things each week. One week I remember you didn't have to do a thing in kitchen and dining room and how we looked forward to that week. My brother took care of his own room and bed. It seems so silly to me to eliminate a boy from household tasks. This system still gave us time for fun and school, and as I remember it, I preferred to know exactly what had to be done instead of being called for this or that just when I was in the midst of something very important. Maybe you can use the idea with your family.

Summer salads have infinite variety and you probably have your favorites. However, here are a few which may fit into your meal planning.

1. Add sliced vienna sausage to your potato salad.
2. Arrange a canned pear cut side up on a lettuce or other salad greens. Fill the pear with a mixture of grated raw carrot chopped raisins and mayonnaise.
3. Place apricot halves cut side up on your salad greens.
4. Make a jellied tomato ring. Unmold onto shredded greens and fill the center with a mixture of shredded cabbage and diced canned corn beef into which you have folded mayonnaise.
5. Assorted salads are fun when you have company. Get out your most attractive platter or tray and arrange your individual salads on it. Each in its own nest of lettuce you might serve this variety: Plum and cream cheese—Pineapple and banana—Pears and orange—Peach, nut and cream cheese.

Plenty of hot biscuits, coffee, bowls of cottage cheese and then top the meal off with cream puffs filled with ice cream and topped with chocolate sauce. Not a hard meal to get if you have planned ahead.

Here is a delicious pudding your family will enjoy:

DATE PUDDING

1 C. chopped dates
Add:
1 C. boiling water
Cream:
½ C. shortening
1 C. sugar
Add:
1 egg—Add alternately
Sifted:
1 ¾ C. flour
1 tsp. soda and date mixture
½ C. chopped nuts
Bake in cake pan 35 to 40 minutes.
Cut while hot and serve with butter-scotch sauce or whipped cream.
That's all until August and remember have fun!

Good bye
—Agnes Gibbs
Home Economics Director

Rod Hendrickson
Heard On WLBZ

Rod Hendrickson

A new personality has been introduced to the WLBZ listening audience in the person of Rod Hendrickson. R. V. Lathrop, manager of Bangor's new W. T. Grant store, has announced the sponsorship of a program called This Business of Living, with Hendrickson.

"The voice that has moved millions" is heard over WLBZ, Monday through Friday at 5:45 p. m. The program, which has been heard over

On Getting Into
The Act

By HIMAN BROWN

Producer of NBC's "New Adventures of the Thin Man"

Any discussion of acting first must make its deferential bow to the greatest natural actors and actresses in the world: Mr. Average Man and Lady Eve everywhere.

Everybody acts, early and forever, and a formidable tonnage of "everybodies" tries to convert this natural equipment into its professional equivalent. They beat a mad tom-tom on studio doors, crowd dramatic schools and casting agencies, write letters with portrait photographs enclosed, pull wires, bring laudatory letters signed by a friend of a cousin of Agnes Moorhead's hairdresser. The life expectancy for carpeting the anteroom of an audition studio is something less than one season.

The multitude harken to their own call and few, lamentably few, are chosen. And radio, again lamentably, is the graveyard of many a dream. In many respects, radio acting is a tougher medium than stage or movies, with the absorption rate for new, inexperienced personnel probably lowest of the three.

The radio actor must be extraordinarily facile, remarkably versatile. Scratch the average radio thespian and you'll find a Frenchman, a Scot, a Latin, a Russian, an underworld ruffian and a polished gentleman, all rolled into one compact bundle of human. In the course of a single working month, our thespian may use every dialect and his whole stock-in-trade of characterizations.

He or she also must be a terrific sight-reader. A "luff" when on the air is irremediable and, according to the hard, perfectionist rule of the director, nigh unforgivable. A few black marks in the radio director's "Life-Book" can hang the "quarantine" sign on a sinning actor's door. The free space for failure in radio is as narrow as the newcomer's chances of crashing the studio gates.

Another factor limiting the chances of the aspirant is the lean turnover in acting personnel attached to the established shows.

A director is, perhaps, a severe taskmaster but he is also, first and principally, a fantastically loyal fellow. A group of actors grow up around him, and he with them, and only death or a sponsor suddenly grown ice-cold can part any of them. A script session around the big studio table looks like a gathering of the clan with the director playing benevolent patriarch to his menage.

On a closing note of reassurance to the newcomers who cannot be discouraged: There IS a turnover, sometimes, and the writer has experienced it. Richard Widmark, Agnes Moorhead, Van Heflin, Dorothy McGuire and Paul Henreid, all once members of this writer's clan, upped, made their teary farewells and took the Twentieth-Century Limited to Hollywood. Also, the tight world of radio soon may discard a few of its "No Vacancy" signs, in the developing television boom. The lean of television means more natural actors can convert to cash and career.

WNBC in New York for the past two years, has been brought to Bangor to help Maine people face the future with a sound philosophy.

Rod Hendrickson — philosopher, lumberman, business man and poet—draws on his experience with people to present a program for all ages. It is filled with clean, stimulating thought; praised for its common sense its yeasty philosophy and downright American sincerity. Papers have quoted him; ministers have used his material in their sermons, and thousands of people write to him each week.

Rod Hendrickson devotes his time and energy to This Business of Living.

Gloria Mann, who plays glamorous Veronica in the Archie Andrews Show, may be seen in the forthcoming film, "Martin Rome," opposite Richard Conte. She's a former "Our Gang Comedy" star.

Now...for the First Time...

All Zenith's Costly "Exclusives"

In Such a Beautifully Styled Radio-Phonograph
At a Price So Amazingly Low . . .

NOW YOU CAN ENJOY all the exclusive features that make an owner so proud to say: "Mine's a Zenith!" Never before could you touch such a set as the new "Regent" at anywhere near this price!

\$275



AMAZING COBRA TONE ARM
... available in no other radio at any price . . . eliminates all annoying needle or surface noise... records last over 600% longer! *Silent-Speed Record Changer* quickly automatically changes 10 inch records, 12 inch, or both sizes intermixed!

GENUINE ZENITH-ARMSTRONG FM on both bands plus *Radiorgan Tone Control*, built-in *Wavemagnet*, *Power-Line FM Antenna*, over-size *Concert Grand Speaker*, and many other advantages that only Zenith can give you.

GRACEFUL SIMPLICITY OF DESIGN makes this new Zenith masterpiece harmonize beautifully with any interior. *Glide-Out Phono Unit* and *Tilt-Out Dial* side by side—no lid-lifting or drawer-pulling.



NEW ZENITH "Century"

The first and only table model ever to have the Cobra Tone Arm, same as on big Zenith consoles! *Silent-Speed Record Changer* works by Remote Control Button on dial, too! Extra large Dial-Speaker gives amazing volume and tone richness. New "Glide-Away" cabinet lid for easy record loading. Walnut or mahogany finish.. Only \$99.95

Also ask to see the Matching Record Cabinet—holds 200 records or 40 albums, \$39.95

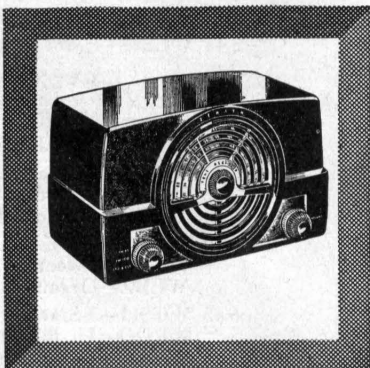


NEW ZENITH "Symphony"

Table Radio with FM on Both Bands New design makes possible the largest speaker ever used in this size radio. Both in FM and Standard reception, its quality tops many a full-size console! Built-in FM aerial and Wavemagnet. Works on AC or DC.

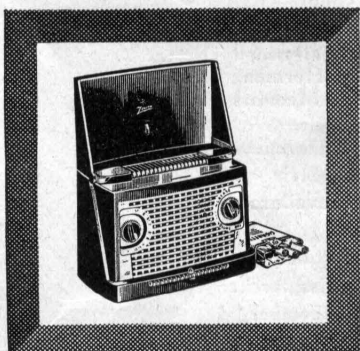
Rich swirl walnut plastic cabinet.... Only \$79.95

Also available in "soft-white" plastic, \$82.50



NEW "Zenette" **

Aristocrat of "Personal" Portables Exquisite tiny radio with powerful volume and tone. As easy to carry as a hand bag or brief case. Lift the new Switch-on-Lid—set turns on. Close lid—set turns off. Plays on self-contained battery and AC or DC current. Weighs only 5½ lbs. Rich plastic case... your choice of maroon, white, or black. Less batteries..... \$42.45



Zenith challenges comparison! These leading radio dealers invite you to come in—see—and you'll agree, no other compares with a Zenith

AUGUSTA, MAINE
Cony Furniture Company

FRYEBURG, MAINE
Trott's Hardware Company

BANGOR, MAINE
Cal's Electric Shop
Home Radio Company

LEWISTON, MAINE
Lawrence Music Company

BREWER, MAINE
Victor Perkins

PORTLAND, MAINE
Hodges Appliance, Inc.

CALAIS, MAINE
Home Radio Company

ROCKLAND, MAINE
House Sherman, Inc.

BAR HARBOR, MAINE
A. G. Jewitt

WATERVILLE, MAINE
Silver Street Service Station

Come in and choose from a variety of exciting Zenith models—combinations, table models, portables— from \$26.95 to \$675.

Note: Prices Subject to Change Without Further Notice.

ZENITH
LONG DISTANCE RADIO

30 YEARS OF "KNOW-HOW" IN RADIONICS EXCLUSIVELY

* REG. U. S. PAT. OFF.

**New Easy Terms —
Enjoy Now,
Pay As Convenient**

COMPLETE JULY 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—Olmsted and Co.
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—Waltz Time
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 WSCS—As Maine Goes
WRDO—Living—1948
WLBZ—Living—1948
5.00 ALL—To Be Announced

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—Let's Talk Hollywood
7.30 ALL—Rexall Summer Theater
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 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
WLBZ—Marjorie Mills
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 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WRDO—Believe It or Not
WLBZ—Believe It or Not
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Matinee Musicale
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 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
WLBZ—Marjorie Mills
12.30 WCSH—Marjorie Mills
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 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WRDO—Believe It or Not
WLBZ—Believe It or Not
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Matinee Musicale
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—Backstage Wife
4.00 ALL—Stella Dallas
4.15 ALL—Lorenzo Jones
4.30 ALL—Young Widder Brown
4.45 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—Sippy 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—Carmen Cavallaro
9.00 ALL—Thin Man
9.30 ALL—Call The Police
10.00 ALL—Meet Corliss Archer
10.30 ALL—Sigmund Rhomberg
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
6.05 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
7.40 WCSH—Arlyn E. Barnard
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—Inside Story
WLBZ—Music of Manhattan

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
WLBZ—Marjorie Mills
12.30 WCSH—Marjorie Mills
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 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WRDO—Believe It or Not
WLBZ—Believe It or Not
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Matinee Musicale
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—Backstage Wife
4.00 ALL—Stella Dallas
4.15 ALL—Lorenzo Jones
4.30 ALL—Young Widder Brown
4.45 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—To Be Announced
WRDO—Musical Memoirs
WLBZ—Univ. of
7.45 ALL—H. V. Ka
8.00 ALL—National
8.30 ALL—Jack Pearl
9.00 ALL—Tex and J
9.30 ALL—Mr. Distri
10.00 ALL—The Big St
10.30 ALL—To Be Ar
1.00 WCSH—Maine Ne
WRDO—World N
WLBZ—ESSO R
11.15 ALL—News of W
11.30 WCSH—Swing C
WRDO—Reserved
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
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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 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WLBZ—Believe It or Not
WLBZ—Believe It or Not
2.00 WCSH—Double Or Nothing
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WLBZ—Garden Show
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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—To Be Announced
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—Time, Place and Tune
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 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 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WLBZ—Believe It or Not
WLBZ—Believe It or Not
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Matinee Musicale
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—To Be Announced
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—Time, Place and Tune
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 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—Marine Band
WLBZ—Bill Waters
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WRDO—Believe It or Not
WLBZ—Believe It or Not
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Matinee Musicale
2.28 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—Going Places with Jean Murray
WLBZ—Garden Show
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—Salon Concert
WLBZ—Jr. C. of C. Radio Forum
8.30 ALL—To Be Announced
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 Kobblers
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 ALL—Dizzy Dean
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

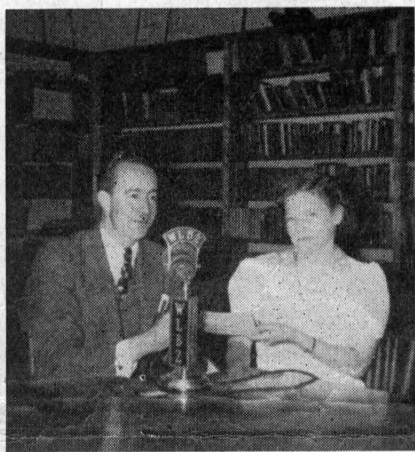
6.00 WCSH—Maine Network News
WRDO—Maine Network News
WLBZ—Eso Reporter
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Maine State News
WLBZ—Musical Interlude
6.30 ALL—NBC Symphony
7.30 ALL—Curtain Time
8.00 WCSH—Life of Riley
WLBZ—Life of Riley
WRDO—Guest Star
8.15 WRDO—Here's To Veterans
8.30 ALL—To Be Announced
9.00 ALL—Your Hit Parade
9.30 ALL—Judy Canova
10.00 ALL—To Be Announced
10.30 ALL—Grand Ole Opry
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

Pat O'Brien, Virginia Bruce Return To Summer Airways



Virginia Bruce and Pat O'Brien, co-stars of NBC's new Rexall Summer Theater.

Lee Listener Wins Quiz Kid Award



Program Director Irving Hunter presents contest award to Miss Gladys Benson, Lee Academy student.

Miss Gladys Benson, who graduated from Lee Academy this spring, received a check for ten dollars and a gold key signifying an honorary membership as a "Quiz Kid" for her entry in the nationwide contest conducted by the Quiz Kids' program to bring recognition to the teaching profession.

A total of 35,000 students took part in this year's contest. Miss Benson's entry differed from the usual ones, in that she wrote about two teachers—Mr. and Mrs. Dingley of Lee Academy.

The program on which she was presented her award was wire-recorded and re-broadcast over WLBZ, Bangor, at a later time.

Another listener in Maine has tested the mental agility of the Quiz Kids on their Sunday afternoon program. Oveid Packard of Howland asked the children to tell which cloud looks like a big wad of cotton and which cloud looks like a mare's tail.

Virginia Bruce and Pat O'Brien follow the good-neighbor policy in the mid-western town of Laketown, locale of the second annual presentation of the Rexall Summer Theater, over WLBZ, WCSH and WRDO each Sunday at 7:30 p. m.

O'Brien again portrays the civic-minded druggist, Dan Carson. Miss Bruce joined the show as the leading lady, Susan Read, head nurse in Laketown Hospital. She helps him in his work for the betterment of conditions in their home town—befriending needy people, crusading against corrupt influences, and promoting funds for the hospital, the schools and other civic institutions.

Others featured on the show are Francis X. Bushman, idol of the silent films, who plays Carson's father, and Barbara Eiler, as Dan's younger sister, Ellen.

Miss Bruce, who has appeared in more than two score movies and has made many radio guest appearances, is playing her first regular radio role as Susan Read.

O'Brien, born in Milwaukee, made his first stage appearance at the age of nine—playing an angel in a Christmas play. He was to come out of the wings in his bare feet, but prankish friends had sprinkled the stage with tacks, and he made a rather startling entrance. But, after the shock—and the scars—had disappeared, O'Brien went into other school productions.

At 18, he joined the Navy. After World War I, he entered Marquette Law School, but found it dull, and went to New York to study drama. After that came stock company roles, and then O'Brien was chosen for a leading part in "The Front Page," on Broadway. Next, he was called to Hollywood, and soon was established as a film star. He headlined his first regular radio series last year on Rexall Summer Theater.

The youthful brain trust came through with the correct answers—cumulus and cirrus, respectively.

Complete Episodes Presented Daily In New Serial



Barbara Weeks

The new NBC daytime serial, *We Love and Learn* (Mondays through Fridays, 11:15 a. m.), is so written that each day's daily episode is complete in itself.

The program has a continuing theme, but its special format makes unnecessary an opening synopsis or closing announcement to bring the story-line up to date daily. Elimination of these announcements provides almost two minutes more of script time for each broadcast. *We Love and Learn* is more comedy-drama than melodrama. It is set against the background of New York's most fashionable costume and accessory salon and a sumptuous museum-like house, both owned by wealthy Mme. Sophie DuBellay. She is the principal character of the program and provides much of the comedy.

Four Main Characters

The series revolves around four central figures and the people with whom they come in contact. Mme. Sophie, Frenchwoman who has become America's leading designer of women's clothes, is very wealthy—and extremely lonely. Barbara Weeks portrays this leading role.

In addition to Mme. Sophie, other permanent characters are played by Arthur Vinton as Paul Tracy, handsome sophisticated attorney and connoisseur of all things beautiful—with emphasis on lovely women; Sarah Burton as Laura Andrews, shrewd, calculating, coldly efficient manager for Mme. Sophie; and Ann Thomas as Dixie Blake, red-haired, "diamond-in-the-rough" model.

The starting sequence of the series concerns a girl, a boy and his mother, who harbors resentment toward the girl she thinks is stealing the affections of her son. The girl, Susan Brown (played by Sue Read), works in Mme. Sophie's shop. Jim Carlton (played by Helgeson), is a struggling young attorney, and Mrs. Carlton (played by Charmie Allen) is his long-widowed mother.

Band Of America Heard This Summer

Paul Lavalie conducted his new 48-piece Band of America in its first program early last month. The Band replaces Cities Service Highways in Melody for the summer under the same sponsorship.

For lovers of band music, this new program offers one of the most brilliant musical feats in many years. Top instrumentalists in band work will be heard throughout the summer under Lavalie's direction.

For example, Ray Crisara, youthful trumpeter of Toscanini's NBC Symphony Orchestra, will be cornet soloist in such band favorites as "The Debutante" by Clake. Some of the most brilliant marches by Sousa and Goldman will be heard frequently on the program. Maine listeners may hear Band of America each Friday at 8:00 p. m. over WCSH, WRDO and WLBZ.

Summer Playhouse Programs Pinch-Hit For Kay Kyser



STRAW HATTERS—Harry Junkin writer and director of Radio City Playhouse is shown going over the script with leading actress Jan Miner, who will play the lead in the new summer series.

High-tension dramas distinguished for their originality will be presented in a summer theater series titled Radio City Playhouse on NBC. Only plays which have been written expressly for broadcasting will be offered.

The program will start Saturday, July 3 as a summer series in the time spot of Kay Kyser's College of Musical Knowledge (Saturdays, 10:00 p. m.).

The producer of the Playhouse series will be Harry Junkin, a brilliant young newcomer to American radio. The opening bill will be Junkin's *Long Distance*, an exciting story of a woman working against time to stave off the execution of her husband for a crime he allegedly committed. Jan Miner, star of NBC's *Lora Lawton*, will play the lead.

Radio City Playhouse will be heard on Saturdays at 10:00 p. m. over the

Maine Broadcasting System. (WCSH, WRDO and WLBZ).

Junkin, a Canadian writer-director, who recently joined the NBC staff, will write several of the original plays for the series. The tall young producer, who headed the radio department of one of Canada's leading advertising agencies, says he is "making every effort to avoid the banal with his theater of the air."

Harry Junkin, who has an easy-going manner, got his start in radio on a small Canadian station where he wrote, produced and emceed his own half-hour show. His first major writing endeavor, a script about the Hudson Bay Company, was sold to the CBC. From then on, he says, the rest of his career was "accomplished with plenty of hard work and the constant help of my wife—the smartest girl I know."

Five Varied Shows For Sammy Kaye



Sammy Kaye

Five different shows a week—that is the format of the summertime NBC Supper Club starring Sammy Kaye. A tough assignment for Mr. Kaye and his "swing and sway" musicians? Not at all. Sammy has long taken pride in his band's versatility.

On Monday nights, the Supper Club features the top song hits of the day, played by Sammy Kaye's band and sung by Don Cornell, Dick Edwards, Laura Leslie, the Kaydets and the Kaye Choir. Tuesday night is serenade-time, when Sammy reads poetry against a lush backdrop of melody.

A Chance to Lead

On Wednesday nights, Sammy holds his popular So You Want to Lead a Band? contest. Listeners at

home as well as contestants in the studio audience have an opportunity to share in the fun and prizes. This is how it works. Three would-be bandleaders are picked at random from the audience to try their skill at conducting and performing in any other way they choose. A listener, reached by telephone at the conclusion of the tyro acts, is asked to pick a winner. If his selection agrees with that of the studio audience, he too wins a prize—as does the lucky studio contestant. Winning contestants are eligible to compete in Sammy's national So You Want to Lead A Band? contest which will be held at the end of the season.

Guest stars appear in the NBC Supper Club on Thursdays, when celebrities from all fields of endeavor drop in to visit Sammy. Rounding out the weekly bill is *College Night* on Fridays—each week a pretty American college girl chosen by her schoolmates to compete for the title of Miss American Coed of 1948 receives a salute from the "swing and sway" orchestra. On the thirteenth Friday of the series, Sept. 3, the winner of the competition, who will be selected on the basis of her photograph by judges—Tina Leser, designer; columnist Ed Sullivan and beauty authority John Robert Powers—will appear on the program.

All adds up to top listening pleasure throughout the warm weather months (NBC, Monday-Friday, 7:00 p. m.). A new show every evening—in the style that has made Sammy Kaye a famous bandleader and entertainer. He participates in every phase of his special presentations. The Supper Club is a lively place these summer evenings.

Perry Como and Jo Stafford will return to the Supper Club in the fall.

This varied musical show will be carried nightly at 7:00 EDT by NBC's three stations in Maine (WCSH, WRDO and WLBZ).



CALUMET CLUB KIDDIES—Small-fry members of the Augusta Calumet Club, a Franco-American organization, bring in gifts of clothing for the Kiddie Relief Ship. Andrew Tartre, president of the group, receives them.

Kennebec Journal Photo

SPECIAL PHILCO OFFER!

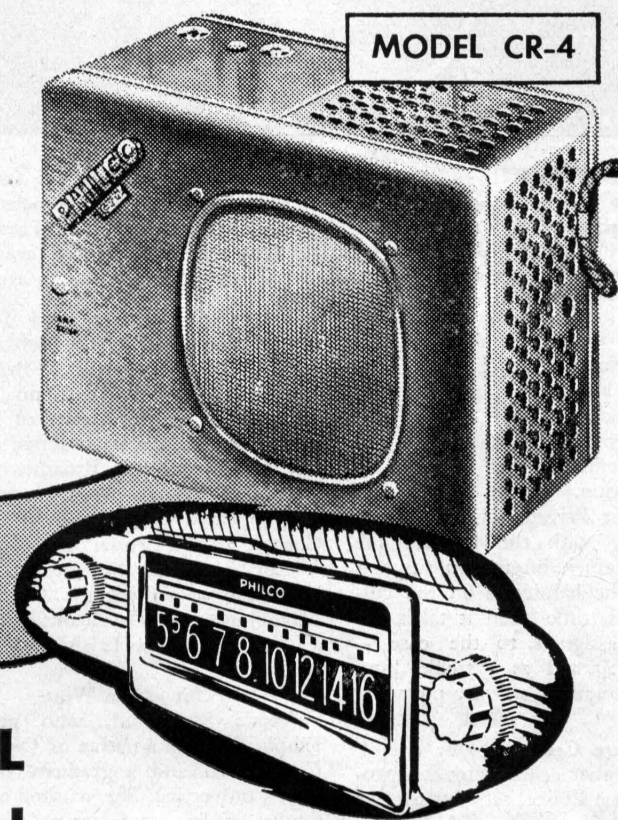
We're Giving Away
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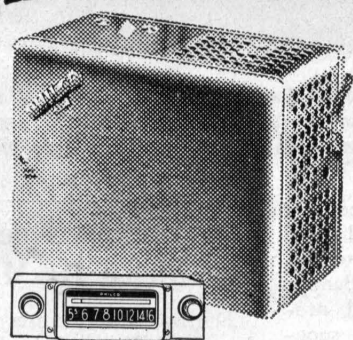
YOU GET THE PHILCO REAR-SEAT SPEAKER, THE AERIAL AND THE AUTO RADIO FOR THE PRICE OF THE PHILCO AUTO RADIO ALONE!



Here's the most sensational auto radio offer in years! Just see what you get: *Philco Auto Radio Model CR-4*... with a powerful built-in dynamic speaker and new Philco war-developed miniature tube circuit to bring you glorious, rich tone... tunes in distant stations with amazing ease... extremely efficient, easy on your car battery... custom styled to fit and match your car; *Philco Cowl or Fender Aerial*... made of

chrome-plated admiralty brass tubing of anti-rattle construction... 56-inch extension... low-loss lead-in; *Philco Rear-Seat Speaker*... provides easy listening, comfortable ear-level reception for rear seat riders... acoustically matched to your car to form a balanced sound system. **ALL FOR THE PRICE OF THE PHILCO AUTO RADIO ALONE!**

YOU GET THE PHILCO AERIAL AND REAR SEAT SPEAKER... \$17.85 VALUE... WITHOUT EXTRA CHARGE WITH ANY OF THESE 1948 PHILCO AUTO RADIOS!



PHILCO CR-6

Here's a powerful auto radio with manual tuning... 5 tubes plus rectifier in a new miniature tube circuit. Large separate speaker concealed behind instrument panel grille. Custom styled for your car.

LIST PRICE . . \$69.95
PHILCO AERIAL . . . 5.35
REAR-SEAT SPEAKER . . 12.50
TOTAL VALUE \$87.80

ALL for ONLY \$69.95

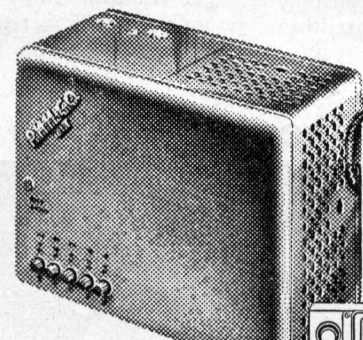


PHILCO CR-8

With all these new thrilling features: Automatic and manual tuning with 6 push buttons, provision for foot control, new miniature tube circuit, separate speaker. Custom styled for your car.

LIST PRICE . . \$89.95
PHILCO AERIAL . . . 5.35
REAR-SEAT SPEAKER . . 12.50
TOTAL VALUE \$107.80

ALL for ONLY \$89.95



PHILCO CR-12

America's finest auto radio... Philco DeLuxe CR-12... for performance comparable in tone, sensitivity, power and selectivity to finer home radios. Custom styled for your car.

LIST PRICE . . \$99.50
PHILCO AERIAL . . . 5.35
REAR-SEAT SPEAKER . . 12.50
TOTAL VALUE \$117.35

ALL for ONLY \$99.50

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Geo. E. Hewitt
714 Water Street

Phone 854

HALLOWELL, MAINE
Marquis Radio Service
192 Water Street

Phone 1380

HOULTON, MAINE
Bell's Service Station
146 Military Street

Phone 2785

PORTLAND, MAINE
Maine Hardware & Plumbing Company
618 Congress Street

Dial 3-5604

WATERVILLE, MAINE
R. E. Drapeau
Maine Street

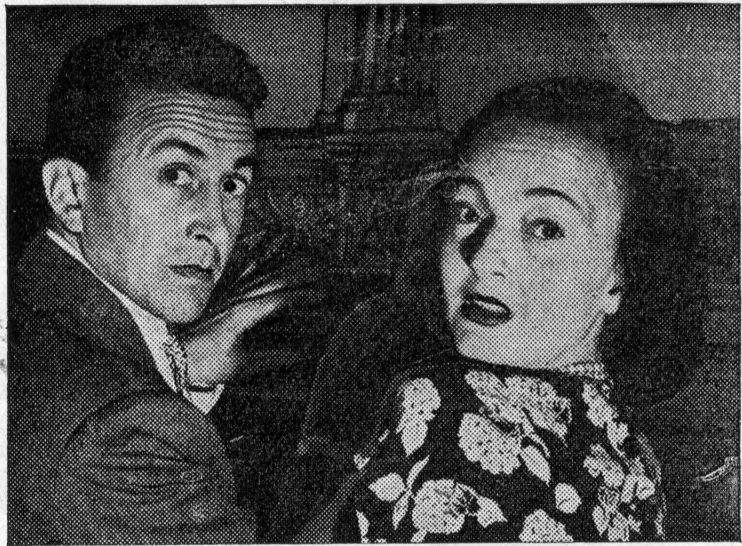
WESTBROOK, MAINE
Westbrook Hardware
827-829 Main Street

Phone 17

SOUTH PORTLAND, MAINE
Lewis Furniture Mart
20 E Street

Phone 3-9627

New Mystery Crime Program Points Up Deeds Of City Police



STARTLED SLEUTHS—George Petrie and Amzie Strickland are starred—he as Police Commissioner Bill Grant and she as assistant criminologist Libby Tyler in *Call the Police* heard on the Maine Broadcasting System Tuesday at 9:30 p. m. (WCSH, WRDO and WLBZ). The two crime experts are shown in a tense moment after discovering a secret panel, important clue in a case.

So much has been written and dramatized in crime fiction, radio mysteries and movie chiller-dillers about the astounding accomplishments of the private detective that it might seem that members of the police force are entirely inefficient in matters of crime detection.

The clever *Private Eye* invariably walks away with the honors. He studies the clues, interviews suspects and snaps the handcuffs on the culprit in less time than it takes the policeman assigned to the case—generally depicted as a stock, low-comedy character—to figure out what happened.

Where Credit Is Due

NBC's summer crime-detection program, *Call the Police*, sets out to give due credit to the work of the underestimated policeman. On the air for the second successive year as a summer series for the Amos 'n' Andy show (in a new summer time-spot, Tuesdays at 9:30 p. m.), the program emphasizes the criminal case work of the average city police department. Each week during the program a police hero somewhere in the United States is awarded a Plaque of Valor and a cash award.

Fictional hero of the dramas is Commissioner Bill Grant, who typifies the modern college-trained policeman graduated from FBI schools. One of his chief aides in crime solution is comely Libby Tyler, assistant in the criminal psychology division. Their approach to crime detection and prevention is generally through sound methods rather than high-flown dramatics.

Grant is played by George Petrie,

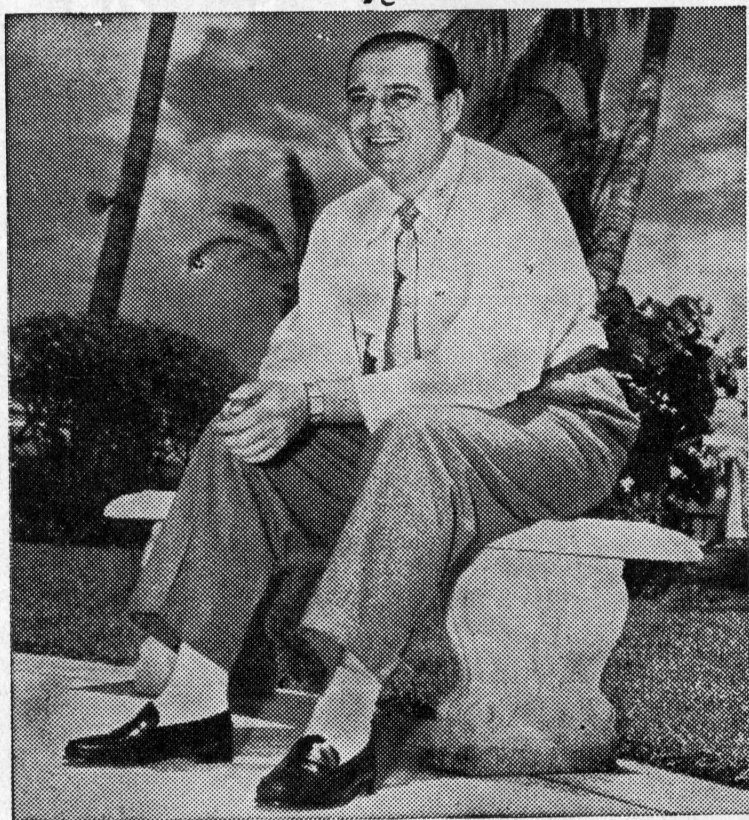
who will be remembered for his screen portrayal of the defense attorney in "Boomerang." Petrie, a native of New Haven, Conn., and a graduate of the University of Southern California, has been active in network radio and the Broadway stage since 1938. Stage plays in which he has appeared include "Brighten the Corner," "Cafe Crown" and "Winged Victory." Radio shows to his credit are numerous and include "Big Story," "Gangbusters," "Cavalcade of America," "Famous Jury Trials" and "Counterspy."

Out of the West

Amzie Strickland, who portrays Libby Tyler, is a native of Oklahoma City, Okla., and a graduate of that state's university. She worked as continuity editor, announcer and women's commentator on several local stations in Oklahoma, then spent a year in Chicago as free lance radio actress and writer. In New York, to which she came four years ago, she was active as a radio writer and assistant director on the *Blind Date* program for a year before settling down to a straight acting career. She has been featured often on *Light of the World*, *Mr. District Attorney*, *Ford Theater* and *Young Widder Brown*, and other programs. She is the wife of radio actor Frank Behrens. Amzie, who is happiest when she is acting, worked up to two days before the birth of her son Timothy 16 months ago and resumed her busy career two weeks afterward.

The Amos 'n' Andy program will return to NBC in its regular time spot (9:00 p. m., EST) on Tuesday, Sept. 28.

Morton Downey Relaxes In Rio



SOUTH AMERICAN SOUVENIR—Morton Downey brought this souvenir photo of himself back from a recent vacation in Rio. He also brought back a number of Latin American songs which he'll be trying out on his American listeners. Downey is heard each Tuesday, Thursday and Saturday at 11:15 p. m. over WCSH, WRDO and WLBZ.

Cavallaro Replaces Date With Judy Tuesday Nights



Carmen Cavallaro
(Poet of the Piano)

Though he is considered one of the most popular of contemporary pianists, Carmen Cavallaro recalls the time in his life when his desire to be the piano-playing member of an orchestra was disregarded for months.

His futile attempts occurred when he was a member of the orchestra at De Witt Clinton High School in his native New York City. Young Carmen played the drums with the group, but repeatedly asked to be assigned to the piano. However, there were five pianists in the orchestra, so his many requests were ignored.

But the young musician was patient, and one day when a particularly difficult piano passage proved too much for each of the five regular pianists, Carmen volunteered to play it. Play it he did, and so well that he was immediately made first pianist.

Cavallaro spent his childhood at the piano. He was picking out notes on a toy instrument when he was three years old, started taking regular lessons when he was five, and at 14 gave concerts in his neighborhood. He wasn't much older when he became convinced that popular music was more remunerative than the classics, so he began to play Saturday dates with various club orchestras.

Before long, he was playing the piano with Al Kavelin's orchestra—his first job with a big-name band. Cavallaro's distinctive style and ability soon led to jobs with Rudy Vallee, Enric Madriguera and Abe Lyman. Then he formed his own small band and opened in St. Louis.

Cavallaro enlarged his group to a full-size orchestra and played successful engagements at the Statler Hotel in Detroit, the Carlton in Washington, the Waldorf-Astoria in New York and an extended theater tour climaxed by a five-week stay at the New York Strand Theater. He has since appeared at the nation's finest showplaces as well as on the screen and radio.

The Carmen Cavallaro Orchestra will play a 13-week summer engagement on NBC (8:30 p. m.) in the time spot of *A Date with Judy*, which returns to the air Sept. 28. Cavallaro, "poet of the piano," will direct the orchestra and will take the spotlight playing his piano solo selections on each program.

A Song Is Born

Have you ever wondered how songs are born? Here is one answer from Johnny Mercer, who shares the limelight with Dinah Shore and Harry James over NBC Thursday nights. Coming home from a party, Mercer had to stop at a train crossing while a locomotive, its baggage cars, pullmans and club car rattled by. The steady beat of the wheels echoing against the tracks began to drum in his mind. Thus, "Atcheson, Topeka and Santa Fe" was born.

Chorale Of 30 Voices To Be Directed By Robert Shaw On Summer Show



Robert Shaw

A series of choral programs featuring the Robert Shaw Chorale of 30 voices will take the time spot of the Edgar Bergen-Charlie McCarthy program for the summer. (NBC, Sundays, 8:00 p. m.). Bergen will return to the air Sept. 5.

Robert Shaw, who is director of the Collegiate Chorale and a choral director for RCA Victor records, started his professional career with Fred Waring's Pennsylvanians. While attending Pomona College, Waring offered him a job and Shaw left California to come east with Waring.

For several years he conducted Waring's glee club.

Shaw founded his Collegiate Chorale in the belief that large choral organizations should function like symphony orchestras, giving regular concerts on their own as well as with orchestras. The success of this organization has been enormous.

Twice this season Arturo Toscanini engaged Shaw to direct the choruses for special presentations, first for the NBC broadcast of the "Ninth Symphony" and second for the benefit performance of Verdi's "Requiem" at Carnegie Hall, New York.

The "Robert Shaw Chorale" will present a diversified program for summer listening. Accompanied by a piano and also a capella, they will offer classical selections from the great choral writers, as well as hymns, spirituals, songs of the American revolutionary period and sea chanties.

Shaw's approach to choral music is quite unorthodox. A visitor at one of his rehearsals might find the singers going through calisthenic exercises. This is done to limber up the singers, since the demands of the music require physical effort as well as emotional and mental participation.

The chorale, moreover, is trained so that each singer knows not only his own part, but those of the other voices as well. Shaw finds this gives the performance more coherence and unity.

Cowboy Favorite Returns To WLBZ



FAMILY AFFAIR—"Smilin' Bill" Waters introduces a new ballad to his two children, Gladys Ann (right) and Barbara Ruth (left). The popular cowboy singer frequently auditions new songs for his family to help him line up a well-balanced program.

Soft-spoken, broad-shouldered Bill Waters, popular cowboy and folk song dispenser, has returned to the studios of station WLBZ in Bangor with a new series of musical programs. The presentations are sponsored by the Auto Rest Park in Carmel, Me.

"Smilin' Bill," as he is known to his thousands of fans, has been in the business of singing western songs for about 17 years. He strums his own guitar as he sings and announces his own tunes. In other words, "Smilin' Bill" is a one-man show—an entertainer who can handle a 15-minute program without giving production men any worries. A veteran trouper, Bill can present an entertaining program without long hours of tiring preparation and rehearsal.

His current program is heard on WLBZ every day, Monday through Saturday at 1:15 p. m., and on Sundays at 10:45 a. m. "Smilin' Bill" is one of the few performers in radio who goes on the air seven days per week—365 days per year.

Waters prides himself on his musical memory. His catalog of songs runs into the thousands, and he seldom has to look at his music during a program. A college professor once likened him to the roaming troupers of olden days—calling him their modern counterpart.

Bar Harbor Event Broadcast By MeBS

During the forest fires of last October, the stations of the Maine Broadcasting System provided their combined audiences with accurate, on-the-spot reports of that disaster which struck the State of Maine.

When the Roscoe B. Jackson Memorial Laboratory at Bar Harbor was ravaged by fire, portable recording equipment was rushed to the scene and staff members of the laboratory were interviewed. This eye-witness report was then relayed to the System outlets for public consumption.

On May 6th, 1948, the Maine Broadcasting System again presented a special broadcast from this world cancer research center. This time, marking the ground-breaking ceremonies for the reconstruction and rehabilitation of the laboratory.

Dr. Clarence C. Little, chairman of the Board of Trustees of Jackson Memorial Laboratory and its director, introduced the guest speakers. Among those taking part in the ceremonies were Mrs. Horace Hildreth, Senator Owen Brewster, Dr. David E. Price, Acting Director, National Cancer Institute, Bethesda, Maryland and Dr. Frank E. Adair of the Memorial in New York City.

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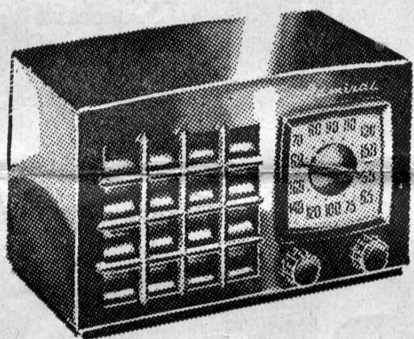
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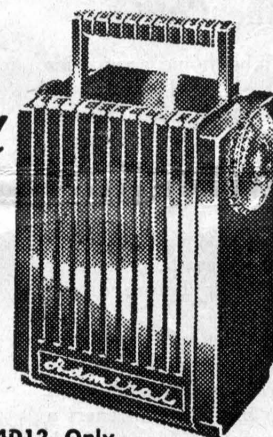
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Tex And Jinx Headline Summer Show



PRESENTING "TEX AND JINX"—Jinx Falkenberg and Tex McCrary (Mr. and Mrs. McCrary) return to the NBC network on their Tex and Jinx show in the time spot of Duffy's Tavern for the summer. She's the cover girl and former actress; he's a former newspaperman. They'll interview important guests from many fields, and there'll be instrumental music by Johnnie Guarneri and his quintet.

Marine Cuisine

Agnes Gibbs, home economics director of WCSH, presented one of her Maine Kitchen programs this past month from the galley of the Bath-built French fishing trawler, "Lucien Marie." The broadcast was recorded for later presentation while the vessel was tied up at the State Pier in Portland, just before sailing for France.

With the assistance of announcer Ellis O'Brien, who translated the chef's remarks into English, Agnes was able to bring her listeners a picture of French cooking methods aboard ship.

Television News

Officials of radio networks are predicting that television's spectacular coverage of the Republican National Convention in Philadelphia this past month has increased the popularity of the new medium by at least one-thousand per cent. Millions of Americans witnessed a national convention for the first time, spelling the practical value of television in large letters. The convention coverage spurred the purchase of thousands of new video receivers in areas where television can be seen.

Phil Johnson—production manager of WCSH—returned the latter part of June from a two week's vacation in Littleton, N. H.

One of the busiest husband-and-wife teams in radio and television will play a return engagement in the NBC Duffy Tavern time-spot when the Tex and Jinx Show takes over for the summer. "Duffy's" will return Oct. 6.

Tex and Jinx, heard in a summer series in the "Duffy" period last summer, will bring back the same successful program they used then—ad lib exchanges with prominent guests from many walks of life, capsule editorials on the day's top news by Tex, and musical interludes by pianist Johnnie Guarneri and his instrumental quintet.

Jinx Falkenberg, born in Spain, grew up in South America, where she made her mark as an amateur tennis champion and an expert swimmer.

When the family moved to Hollywood, Jinx became a cover girl—and still is—and played many movie roles. She met Tex while she was on a wartime USO tour of the Mediterranean.

Texas-born John Regan McCrary is a Yale graduate. At 23, he was chief editorial writer of a New York paper. Later he became a newsreel writer and commentator. During World War I, he served in several capacities in the Army.

Clever Contestant Now Quizmaster Of 'R.F.D. America'



Ed Bottcher

Here is a man who knows all-well, almost all—of the answers. He knew so many answers on a farm quiz show that he finally became quizmaster.

It all started when 41-year, Ed Bottcher, an Alabama farmer, appeared as a contestant on NBC's R. F. D. America (Sundays, 2:30 p. m.). Ed was so smart that he won, hands down, for eight consecutive weeks. When the original quizmaster, Joe Kelly, had to give up the assignment because of conflict with his duties on NBC's Quiz Kids, Ed Bottcher was selected to succeed him.

Since then the tall, ex-Army captain has been commuting week-ends from his 153-acre farm near Hanceville, Ala., to Chicago for the Sunday broadcasts. Ed, who has been farming for 18 years, is a graduate of Alabama Polytechnic Institute with a Bachelor of Science degree in agriculture. He has two daughters and two sons.

Ed has a reputation of being quite a wit. He seldom has been stumped by a question, and often spices his answers with quick quips.

R. F. D. America will be carried in Maine by WCSH, WRDO and WLBZ at 2:00 p. m., EDT.

Lucille MacIntyre—WCSH's career-girl engineer—took time out late in June for a fishing trip with her husband in Northern Maine.

Portland Public Library

MacMillan Departure Heard On MeBs Third Consecutive Year

The departure of Commander Donald B. MacMillan for the Arctic was covered last month (June 19) by a special broadcast from Boothbay Harbor. The program was heard on WCSH, Portland, at 1:30 p. m., just before actual departure of the schooner "Bowdoin." The same broadcast was aired over WRDO, Augusta, and WLBZ, Bangor, at 3:00 p. m., by means of a delayed transcription. Thus, Commander MacMillan and his crew were able to listen to a description of their departure after they were well out to sea.

The noted explorer was interviewed during the broadcast, as was his wife, who made the trip with him to the far north.

Special telephone lines were in-

stalled at the landing, alongside the "Bowdoin" to enable engineer Roy Morris to set up microphones on the deck. The broadcast started aboard the "Bowdoin" but was completed on the dock, as the trim, Arctic schooner put out to sea.

The MacMillan pick up marked the third consecutive year that the Maine Broadcasting System has covered the sailing.

The weekly news program, As Maine Goes, presented an interview recently with Sidney Greenbie of Castine, Me. Greenbie is the author of a dramatization of the history of Castine, which is presented each summer in the town hall by local residents.

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