



THE MAINE BROADCASTER



Affiliate

PUBLISHED AS AN AID TO BETTER RADIO LISTENING

VOL. IV, No. 9

Portland, Maine, September, 1948

Price Five Cents

FALL PROGRAMS ANNOUNCED BY NBC

Maine Woman Wins Robin Hood Prize—Shiny, New '49 Ford

Mrs. Frederick A. Ward of Thorndike, a pretty, young Maine housewife, was awarded a new 1949 Ford sedan at her farm home this month by the International Milling Co., the millers of Robin Hood Flour. Mrs. Ward won the new car by coining a name for the Robin Hood mystery rolls in a recent national contest which she heard about over the radio.

The award of the new, completely-equipped blue four-door Ford was made to Mrs. Ward by a special awards committee. Present at the ceremony were grocer E. Sam Farrell, winner of \$100 for helping Mrs. Ward with her entry; First Selectman Norman Ward of Thorndike, who presented the car keys to the young housewife; Roger Stewart, Sales Manager of the Belfast Ford Auto Sales Company, and Carl L. Poline, Maine Manager for Robin Hood Flour.

Mrs. Ward was almost speechless when the awards committee arrived with her prize. She could only remark, "Is it really mine?.....I just can't believe it.....It's beautiful."

After the ceremony, Mrs. Ward was driven to Augusta for another thrill. On the lawn of the Blaine House, she received the personal congratulations of Governor Hildreth.

The attractive mother of one boy is one of the first major prize winners of a national contest to be chosen from Maine.

The contest, which closed on June 15, required the contestants to think up a name for the Robin Hood mystery rolls. After she had baked the rolls with Robin Hood Flour, Mrs. Ward's family helped her coin the name which won her national recognition and a shiny, new Ford. The prize-winning name was not disclosed by the company.

Marilyn Day, young pop singer who recently made her network radio debut as a guest on NBC's New Faces of 1948, has been signed for "Small Wonder", a Broadway musical show now in rehearsal.



BRIGHT FIND — Patricia Bright, song satirist and comedienne. Well-known to the patrons of smart New York supper clubs, is a regular on the new Salspie Maxie Show, presented Fridays at 10:00 p.m. over WCSH, WRDO and WLBZ. (See story on back page).

Gen. Bryant E. Moore On "As Maine Goes"

Major General Bryant E. Moore of Ellsworth, Me., new head of Army's Public Information Program, was heard last month on WCSH's "As Maine Goes". In an exclusive interview with Washington correspondent Don Larrabee of Gorham, General Moore spoke to Maine listeners from the famed Pentagon Building, the seat of America's national defense establishment.

The Maine General, who commanded Trieste shortly after the war, told an inside story of the Army's program of public information as it will be handled during the forthcoming peacetime draft. He promised that no news would be withheld from the public, whether or not it was detrimental to the Army.

Each week, Larrabee interviews a Maine official in Washington for the special WCSH program. "As Maine Goes" is heard Sunday at 4:35 p.m.

Private Radio Stations Available To Public

Camera-sized private broadcasting stations—"The Citizens' Radio"—will be on the market soon.

Patterned after the wartime "walkie-talkie," the two-way radio is expected to reach quantity production in the near future. The Federal Communications Commission says it will begin licensing citizen-broadcasters shortly.

The FCC says it will accept suggestions on regulations governing the new "stations" until Oct. 1. Each set will require an FCC license.

The 10 to 50-watt power output will give the radios a maximum about equal to the distance the average man can see.

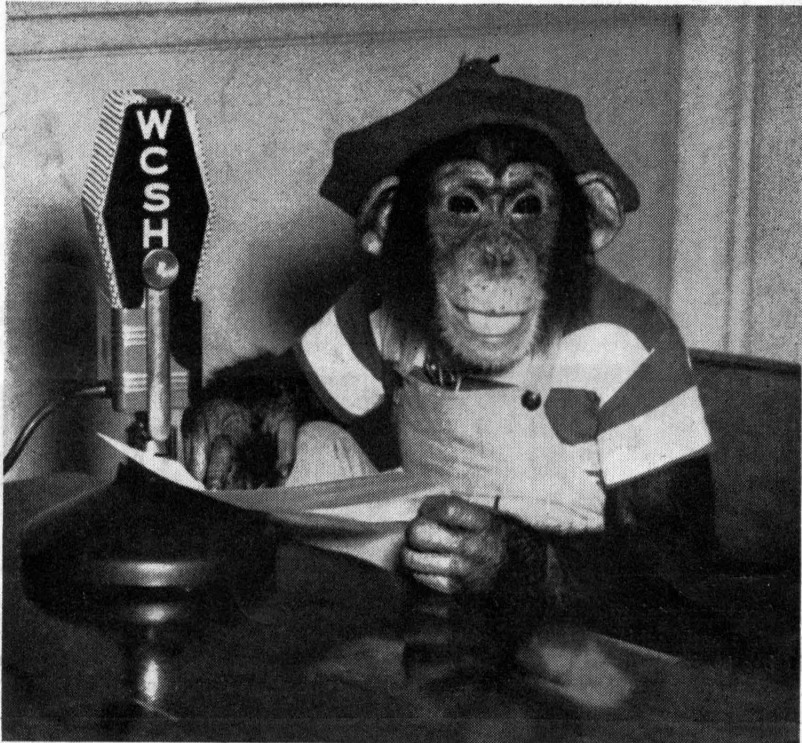
From Verse To Quiz

Twenty-one years ago there was a terrifying earthquake in the Imperial Valley of lower California; New York to London telephone service had just been inaugurated; Babe Ruth signed a contract at \$70,000 a year for three years to play ball for the N. Y. Yankees; a parrot in London laid an egg on its 100th birthday.

And Bob Hawk, rapid-fire ad-libber and quipster who headlines his own NBC quiz show (Thursdays, 10:00 p. m.), was just getting into the swing of radio. He was reading the lyrical effusions of American poets over a small broadcasting station in the heart of Chicago—and receiving nothing for his trouble.

Some time later, opportunity tapped him on the shoulder again and gave him a chance to announce programs and read news flashes. Then Hawk went on to describe polo games, air races and the arrival of the Graf Zeppelin. Ad-libbing such as he had to do then prepared him for future success as a quizmaster. A veteran of that art, he is today considered one of the best in the business.

Jack Berch, popular NBC singer, is going through the "George Washington Slept Here" stage by remodeling an old farmhouse. The NBC vocalist sold his home at Mt. Kisco, N. Y., and is re-doing one at Yorktown Heights, N. Y.



MONKEY BIZ—It may be easy to make a monkey out of an announcer, but when WCSH tried recently to make an announcer out of a monkey, the station had a job on its hands. This chimp, the first one to audition, didn't get mike fright, but insisted on reading only banana and pop corn commercials.

Uncle Hezzie Named Chairman Of War Dads' Fund Campaign



FOR A GOOD CAUSE—Uncle Hezzie Q. Snow raps out a favorite melody on his home-made barnyard "orchestra" during a recent Trading Post program.

Uncle Hezzie Q. Snow, always alert to a good cause, has turned his talents over to the American War Dads of Maine. He is honorary chairman of a special committee to raise funds for the purchase of electric-driven wheel chairs for disabled Maine Veterans of World War II.

With the campaign scarcely a month old, Maine's popular downeast radio character already has raised enough money to purchase four chairs, which have been given to helpless ex-G. I.'s. The chairs, which are operated by simple hand controls, cost \$420 each.

Distribution of the chairs to veterans is based on recommendations by officials and doctors of the Veterans Administration. In every case, those veterans whose condition warrants a psychological boost are given the chair first. They become the personal property of the veterans, with no strings attached.

Uncle Hezzie has pitched into this fund-raising campaign with his usual enthusiasm and vigor. He tells his daily listeners about the disabled vet-

erans' great need for moral encouragement which these chairs provide. Pleas for funds are heard regularly on his Trading Post program (WCSH at 9:00 a. m.) and on his Visit with Uncle Hezzie (WRDO and WLBZ at 5:30). He informs his listeners that contributions may be sent to the American War Dads, in care of the Casco Bank and Trust Co., Portland.

Hezzie says he plans to continue his part in the campaign until enough money is donated to purchase chairs for every disabled veteran in Maine.

Favorite Stars In Rehearsal With New Shows

A gala come-back of top NBC shows will parade across the airwaves during September and October. Most of the old-timers—the big names in comedy, music and drama—will inaugurate their new programs of the 1948-49 season, and NBC program officials promise that the new shows will be refreshingly different.

The "big-three" of comedy—Allen, Benny and Hope—have put their new programs into rehearsal. They'll be back on the air in this order: Bob Hope, Tuesday, Sept. 14 at 10:00 p. m.—Jack Benny, Sunday, Oct. 3 at 7:00 p. m. — and Fred Allen on the same date at 8:30 p. m. Allen has added an as-yet-unannounced feature to his program, while Hope has signed-up blond singer Doris Day to add musical spice to his show.

Newcomers

Most of the top entertainers are scheduled to return to NBC this fall, and a few newcomers to the network have been added. One new program which is expected to find favor with NBC fans is "The Adventures of Ozzie and Harriet" Starring Sunday, Oct. 3 at 6:30 p. m., the program will feature bandleader Ozzie Nelson and his charming wife, Harriet Hilliard. A family comedy act will be written into each presentation.

As for the old-timers—the programs which are always popular—NBC has made plans to bring back all of last year's shows. Here is the latest "return" schedule, as prepared by the NBC program department.

Cavalcade of America, Monday, Sept. 13 at 8:00 p. m.—Date with Judy, Tuesday, Sept. 28, 8:30 p. m.—Amos 'n' Andy, Tuesday, Oct. 5 at 9:00 p. m.—Fibber McGee and Molly, Tuesday, Sept. 21 at 9:30 p. m.—and People Are Funny, Tuesday, Sept. 7 at 10:30 p. m.

On Wednesday, three shows are scheduled for early return. They are The Great Gildersleeve, featuring Hal Peary, on Sept. 8 at 8:30 p. m.; Duffy's Tavern, Sept. 29 (tentatively) at 9:00 p. m., and Curtain Time, Oct. 6 at 10:30 p. m.

More Come-Backs

Other shows scheduled at this time are George Burns and Gracie Allen, Thursday, Sept. 30 at 8:30 p. m.—The Sealtest Village Store, Thursday, Sept. 9 at 9:30 p. m.—Screen Guild Theater, Thursday, Oct. 7 at 10:00 p. m.—Cities Service Highways in Melody, Friday, Sept. 10 at 8:00 p. m.—Eddie Cantor Show, Friday, Oct. 1 at 9:00 p. m.—and a Day in the Life of Dennis Day, Saturday, Aug. 28 at 10:00 p. m.

Edgar Bergen and Charlie McCarthy are scheduled to return on Sunday, Oct. 3 at 8:00 p. m. and a new program, Saturday Night Serenade, will make its debut Oct. 2 at 7:30 p. m.

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 12.

For instance, subscriptions expiring this month are dated 9/48 which stands for September 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.

Great Gildersleeve Resumes NBC Program

MeBS Display At East Boothbay



FUN AT FISHERMAN'S FAIR—Scene of constant gaiety at the Maine State Fisherman's Fair at East Boothbay last month was The Maine Broadcasting System's Booth, which featured television receiver and wire recorder. In above photo, singers Tony and Juanita entertain booth visitors. Phil Johnson (right) acted as emcee while Mrs. Johnson (seated far right) manned wire recorder. Some 5,000 persons visited the booth during the three-day event.

Electronics Put To Extensive Use

The science of electronics, which includes radio and television, has developed many new techniques helpful to mankind. For example, electronics are being put to work to discover the microscopic causes of polio, cancer and other dread diseases. Electronics are being used to aid in crime detection. Surgical operations are being televised for study by medical students. And there are many industrial applications, too, as a recent survey disclosed—showing that more than 17,000 electronic devices are in use in 800 plants.

Frank Parker Musical Program Scheduled On Bangor Station

Long a favorite of radio audiences, the celebrated tenor, Frank Parker, supported by a sparkling array of musical talent, is now heard over WLBZ (beginning September 5) each Sunday at 6:15 p. m.

The Frank Parker Show is presented by the Home Radio and Furniture Company of Bangor. This transcribed quarter-hour features the voice of the veteran tenor Frank Parker, backed by the music of Paul Baron and his orchestra. Paula Kelly and the Modernaires, formerly featured with Glenn Miller and his orchestra; Bea Wain, Kay Lorraine and musical comedy star Dolores Gray make fre-

quent guest appearances on the Frank Parker show.

This delightful package of musical entertainment is emceed by Andre Baruch, one of radio's top announcers and best known voices.

Frank Parker has been starred with Jack Benny, Burns and Allen, the American Album of Familiar Music and other popular radio shows. For fifteen melodic minutes of music and song it's the Frank Parker Show, Sunday evening at 6:15 over WLBZ in Bangor.

Jinx Defies Jinx Of Friday The 13th

Mr. and Mrs. Tex McCrary (Jinx Falkenberg) defied superstition recently and proved that Friday the thirteenth doesn't mean a thing. They became the parents of a son—their second—on that prize voodoo day in August. The eight pound, nine ounce boy was born at Polyclinic Hospital in New York.

Jinx, who was up and at it a few days after the birth of her first baby, two years ago, appeared on the Tex and Jinx Show of Aug. 18—just five days after the baby was born.

Jinx says she always tries to live up to her name, but hadn't planned on baby's arrival on Friday the thirteenth.

Rev. Hough Dedicates Limington Monument

The Rev. Howard O. Hough, founder and pastor of the First Radio Parish Church of America, made the dedicatory address last month for a new monument, erected to honor soldiers from Limington, Me., who died in World War II.

The event marked the start of a week-long celebration by Limington citizens.

Rev. Hough is heard each Sunday at 10:00 a. m. over WCSH, WRDO and WLBZ.

Weather News

Complete state-wide weather reports, including a detailed coastal forecast for mariners, are broadcast at the close of each summary of the Maine Network News Service. The summaries are heard over WCSH, WRDO and WLBZ each day at 8:00 a. m., 1:00 p. m., 6:00 p. m. and 11:00 p. m.



Hal Peary

Brofee Named Radio Director For Convention

"Jake" Brofee, agricultural director of the Maine Broadcasting System, has been named Radio Chairman of the National Grange Convention in Portland next November. Brofee will coordinate all radio broadcasts from the convention, which is expected to bring some 30,000 persons into Portland for a five day period.

Chosen for the job by officials of the Maine Grange, Brofee says he will seek to provide listeners in Maine and the nation with a comprehensive coverage of events during the gathering. A day-to-day report of the convention will be carried on Brofee's own program and several national network programs are expected to feature news of the convention. Brofee says he will name a committee of radio people to assist him in planning radio coverage of the meeting.

Long Story

A recent check on the amount of news tape used in a Western Union machine in the WCSH news room revealed that in the past year, more than six miles of paper have gone through the printing mechanism. This phenomenal amount of news copy represents stories from some 20 Maine correspondents and the Maine Network News Service Washington Bureau.

Jovial Hal Peary Returns From Summer Theatre

Hal Peary, slimmed down and in better shape than ever before, returns to NBC on Wednesday, Sept. 8 (8:30 p. m.) to take up the role of the Great Gildersleeve. He'll be heard on WCSH, WRDO and WLBZ.

Fresh from his successes of the summer when he played the tragic figure of Tony Patuchi, loveable old Italian vineyard keeper, in a Santa Fe stock production of "They Knew What They Wanted," Peary is nevertheless happy to return as Gildersleeve. After all, the role of Tony was, to Hal, merely an experiment in stage acting again after a long absence from the theater. The part of "Gildy," well, Peary has played the character for so many years that being "Gildy" seems natural and simple.

Hal was glad for the opportunity to act again on the legitimate stage, however, and in so doing, indulged a whim that had been his for 20 years. Since 1928, when he became a staff artist in NBC's San Francisco studios, Peary had stuck closely to radio and consistently resisted all outside overtures. Active from the moment he began his radio career, he had never found time to keep up with a second medium—until this summer.

Before the saga of mythical Summerfield, home town of "The Great Gildersleeve," went on the air, "Gildy" was a character on the "Fibber McGee and Molly" program. He proved so popular that Peary as "Gildy" was soon given a program of his own in 1941. The cast remains the same as it has in years past with Walter Tetley playing Leroy, Louise Erickson as Marjorie, Lillian Randolph as Birdie, Earle Ross as Judge Hooker, and Richard LeGrand as the delightful druggist, Peavey. With the exception of Peavey, who came along a year or so after the "Gildersleeve" show began, the characters are the same as when the show went on the air. Since "Gildy" has always had a love interest, it will probably be provided in the person of Adeline Fairchild, the southern charmer, who made her appearance on the show last season. She is portrayed by Una Merkel.

Connie Motherwell, WCSH receptionist, has just concluded a vacation at Highland Lake with her family.

R J P

Treasures of the sea---packed at the peak of their goodness!

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Best Sardines
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Peanut Oil
and Spices

ADMIRAL
American Sardines
Rich in Nutrition
Packed in
Salad Oil

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Your Independent Grocer
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Bangor Baking Company

Proudly Announce the
Opening of the

6th Consecutive Year
of Continuous Broadcasting

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"THE KORN KOBBLERS"

WLBZ - 12 NOON
Monday thru Saturday

**MOTHER'S
Enriched White Bread**

Sold by Independent Grocers

BANGOR BAKING COMPANY

Actress Writes First Novel--- A Hollywood 'Spring Riot'

Jay Presson, one of the brightest of the new voices on NBC's New Faces show (Thursdays, 8:30 p. m.), insists that this acting business is strictly an avocation as far as she is concerned. To be truthful, says Jay, she is a novelist.

No idle dream this, for a book scheduled for October release should prove to all disbelievers that the girl is as much a writer as she says she is. The novel is "Spring Riot," which has a Hollywood locale.

Miss Presson knows Hollywood having lived there six years before coming to New York a year ago. In brief, she began her stage career as a member of a touring cast of "The Drunkard" that played nearly all the tank towns and cattle train stops in the west. "Mad Agnes" was Jay's role, and—the way she tells it—in San Diego, Cal., she got mad enough to leave "The Drunkard" and switch to a Shakespearean repertory company.

She portrayed some of the Bard's great ladies—Rosalind, Ophelia, Koate, Desdemona. Then she settled down in Hollywood to stay, or at least until she planned to make her next move—east.

Jay, who says she's happy with life in New York, likes to crop her blonde hair short and wear her skirts as long as fashion decrees. In her search for higher education, she attended Southern Methodist University, the University of Texas, the University of Arizona and Miss Hockday's Finishing School for Young Ladies in Dallas. A Texan by birth, Miss Presson wouldn't exactly admit she got tired of life in her home state, but will allow that she would get restless staying in any one place too long.



Jay Presson
(New Faces Actress)

Her home is a rather Victorian East Side brownstone that once was an undertaking establishment. It has 15 bedrooms, with three roomers whom she inherited when she took over the lease. Jay calls it "Chez Morgue."

Ernest Chappel and Claudia Morgan could boast of having one of radio's most unusual and undoubtedly the shortest husband-and-wife act in the field. Chappel, who announces NBC's Big Story, is the last voice heard on the show. The next one—after the station break—is that of Mrs. C. (Claudia), opening the New Adventures of the Thin Man in the role of Nora Charles.

Kaltenborn Refuses To Relax---At 70

Most people celebrate their seventieth birthdays by indulging in a big sigh, sitting down in a large easy chair and relaxing.

Most people, that is. But not H. V. Kaltenborn, the noted NBC commentator and the acknowledged dean of radio news analysts. He celebrated his seventieth birthday by cleaning up his final preparations for a fact-finding tour of Europe with Mrs. Kaltenborn. On July 9 he became 70. On July 23 he and his wife boarded a plane and set out for England, first stop on the tour.

There is something about relaxing that doesn't sit well with Kaltenborn. Last year Mrs. HVK talked him into taking his first full-fledged vacation in more than 10 years. They spent it in Jamaica, usually regarded as an ideal spot for doing nothing but lying on the beach and gazing at the sea. But Kaltenborn had other ideas.

His wife found that most of his time was being spent interviewing government officials, labor leaders and workers in the British possession, gathering information for later broadcasts when he returned to the U. S. Between interviews, he played tennis and joined three alligator hunts.

It Never Rains....

Actress Rita Colton appeared on an NBC television show. The next morning, producer George Abbott called and asked her to sign up for a Broadway show he was producing. It never rains, but it pours. Rita, under contract to do an immediate picture for Hal Wallis, had to turn down the offer!



TIME TO TALK — Anne Elstner (left), who plays the title role on NBC's Stella Dallas program, pauses for a chat during rehearsal with Vivian Smolen, who portrays her daughter, Laurel. Miss Elstner, who created the role of "Stella", has played it since the daytime serial began 11 years ago. Vivian has portrayed Laurel almost as long. The program is heard over WCSH, WRDO and WLBZ.

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.



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THE MAINE BROADCASTER

THE MAINE BROADCASTER is published monthly by Radio Stations WCSH, Portland; WLBZ, Bangor; and WRDO, Augusta - Comprising the Maine Broadcasting System.

Publication and editorial offices are at WCSH, Portland

Entered as second-class matter April 12, 1946, at the Post Office at Portland, Maine, under the Act of March 8, 1879.

The subscription price is fifty cents a year, payable in advance
JOHN F. HOGAN, Acting Editor

MAINE FARM TOPICS

BY "JAKE" BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

Fast Growing Vegetables, And Weeds, Make Plenty Of Work In The Garden In Late Summer And Fall.



This is the time of year that Mother Nature is in a hurry. All the late Summer and Fall plants are growing just as fast as they can to beat the Winter that is just around the corner. It sure doesn't seem possible, but the cool nights, the crickets singing, the golden rod and other things tell us that Summer is on its way out and Fall will soon be here. Spend just a few days away from your garden and when you return you will hardly recognize it.

Weeds will take over whenever they have a chance, the corn will have doubled in size, the tomato plants will be a veritable forest and the squash vines have crawled over the nearby vegetables.

Weeds

"Where in the world do all the weeds come from?" This is a question that is asked frequently by gardeners of all kinds. Well there must first be a seed, and if you will just examine a good husky weed that is going to seed you will not wonder any longer, for you will find that each plant produces thousands of seeds. And this is the time of year weeds get a chance to sneak into our garden and go to seed. Many kinds of weeds can start in September and still develop a good crop of weeds. Most gardeners are careful to keep the weeds under control in the Spring, but when it comes late Summer and Fall, they lose interest in doing any weeding and although they do not realize it, the weeds come in and fill their garden soil with seeds.

I have heard good gardeners say, "Oh, well, the frost will soon kill those weeds, so I should worry". Unfortunately they will do some worrying and wondering next year, for everyone of "those weeds" will spread its thousands of seeds over their garden.

Tomatoes

If you have trouble with your tomato fruits cracking or softening pick them when they first show some red color and ripen them in your pantry—but not on the window sill.

If your plants are growing altogether too large don't hesitate to nip off some of the young suckers. The larger the plant the more suckers you can safely remove. A sucker is the new shoot which comes out between the main stalk and the leaf stalk.

Large green tomato worms will clean off your tomato leaves before you realize it. You will notice some bare leaf stalks, keep looking and you will find the culprit hanging on to the under side of a leaf or stalk. They blend in so well with the plant that it may take you several minutes to find each one. There is no satisfactory spray or dust for them while the tomato fruit is ripening. Knock them off and step on them. If they have some white cocoons on their back, leave them alone, as these are parasites which will soon finish them off anyway.

Tomato late blight has not been reported as causing much trouble in the South. We probably will not have much in New England but it hardly pays to take any chances. First signs are a rotting of the fruits. Recommended preventive measure is to keep the leaves and fruits covered with a light coating of copper. Spray is best

but dust can be used if applied oftener. Spray with neutral copper or bordeaux once a week. Dust with a copper-lime dust or neutral dust every five or six days. A light application is all that is needed.

Gradual dying of a tomato plant may be due to any of a dozen reasons. Some diseases are difficult to diagnose and could not be either controlled or even prevented if you knew just when they were going to appear. Drying of leaves on a plant from the bottom up or a wilting of the whole plant is usual due to "wilt". There is no treatment other than to pull up the plant.

Farm Equipment Picture

The American Farmer is on his way to deserting old Dobbin forever. The same transformation that changed American from the horse and buggy to the automobile has taken place on the nation's farms.

In 1910, the nation's farmers were using about one-billion dollars worth of machinery. The figure now is closer to seven-billion dollars.

War and peacetime prosperity have been the biggest boom to the farm equipment industry. Both war and prosperity give the farmer more money—but they also present him with a critical labor shortage. And a demand for more farm products.

What is the farm equipment picture now? And what can we expect in the future?

Well, farm machines of all types are being produced in the greatest volume in history—but the demand far exceeds the supply. Equipment manufacturers say a lot of farmers who never used anything mechanical before are turning to many types of small equipment, and even to larger pieces.

Some farmers are using machines previously manufactured almost exclusively for the contracting profession. In the grain belt, for instance, the tremendous demand for our grain products throughout the world has caused farmers with manpower problems to seek machines.

The implement and tractor industry is engaging in more research than ever before. To meet the needs in the cattle feeding and dairy areas, for instance, manufacturers are developing barn cleaners, special feed craining and feed mixing equipment, pneumatic elevators and other types of equipment. These machines handle the feed so efficiently, the farmer can practically eliminate use of the shovel in his feeding operations.

Great advances also are being made in the mechanization of field operations—particularly the development of hydraulic lifts operated by finger-touch controls. These machines make the job easier in the field. New tractor attachments are controlled in this manner. They are easily attached and detached when changing from one operation to another is necessary.

Equipment manufacturers are trying hard to keep pace with demand. But some farm machinery spokesmen say they hardly can keep up with replacement orders—let alone take on any new customers. One large manufacturer says it will be two years before his firm can fill orders for new customers.

However, most equipment makers agree the situation is clearing up on small machinery, such as light horsepower garden tractors. One industry spokesman says the demand and supply for most small items may be nearly equal by the end of 1949. But he agrees with other manufacturers that the market on large items—like combines, thrashing machines, corn pick-

Without Sound Effects

By Dan Kelly



"Ladies, stay thin the easy way. Drink Vito - Juice!"

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

September again and with it school and for many of you those everlasting dinner boxes. I hope you will refer back to the August Broadcaster for sandwich filling suggestions.



Don't forget apples can be a real life saver in meal planning from apple sauce, to a casserole of shredded cabbage, sliced apple and sausage meat. Put them into a casserole in layers ending with sausage. Brown the sausage slightly first. Season each layer with salt, pepper and just a dash of sugar on the apples. Use some of the sausage fat too. Cover the casserole and bake in a 350° oven until cabbage is done - about ½ hour. Uncover the casserole and allow it to bake another 15 minutes. Serve this main dish with baked potatoes, sliced tomatoes and top the meal off with gingerbread and whipped cream.

Cranberries will be coming into our markets soon and they combine beautifully with our Maine apples. Ten minute cranberry sauce is another of my favorites for the skins stay tender. Here are the recipes:

BAKED CRANBERRY APPLES

Pare, quarter and core apples; arrange in glass baking dish. Add juice drained from Ten-Minute Cranberry Sauce to cover. Cover dish; bake in moderate oven (350°F.) until apples are pink and clear. Serve cold, garnished with whole cooked cran-

berries from Ten-Minute Cranberry Sauce. For flavor variation, add chopped fresh mint, cinnamon stick, pinch nutmeg, whole cloves or candied peppermint sticks (finely crushed).

TEN-MINUTE CRANBERRY SAUCE

2 cups sugar
2 cups water
4 cups fresh cranberries
Boil sugar and water together 5 minutes. Add cranberries and boil, without stirring, until all the skins pop open - about 5 minutes. Remove from heat; cool sauce in saucepan. Makes 1 quart sauce.

Speaking of apples, Waldorf Salad should appear on our table often. Plentiful apples and celery, a few walnuts and a creamy dressing served on crisp lettuce can serve as salad or dessert. Here is a variation you may like to try. In this Waldorf Salad, all ingredients are in the mayonnaise except the shiny, red apples.

Start with 1 cup of mayonnaise. Add to the mayonnaise, 4 tablespoons of chopped peanuts, ½ cup chopped celery or raisins and a few drops of lemon juice. That's all. Simple isn't it, but see what it does for your Waldorf Salad.

Here are a few suggestions about brushes. Take good care of your brushes if you want to have them a long time. Even the best brushes will soon show wear and tear if not properly cared for.

The experts offer these suggestions for you to follow: always hold a hairbrush by the handle without touching the bristles. Wash the hairbrush in tepid soapy water—not soda, and don't dry it in the strong artificial heat. The hot sun method of drying is not recommended, either.

Nail brushes should never be placed in boiling water. And when drying, they should be placed bristles downward so that the water can drain off.

Toothbrushes should never be placed in strong disinfectant. They should be hung up vertically to dry. It is better to have two toothbrushes in use, one for morning and one for evening, so that you always have a dry, stiff brush.

Well that's all for this month. If you have any suggestions to improve this column or ideas you want to share with our readers send them to me here at WCSH, Portland.

Until next month—Good bye

—Agnes Gibbs,
Home Economics Director

Horace Heidt, master of ceremonies of NBC's Philip Morris Night with Horace Heidt, paints all of his automobiles red, white and blue. His latest is grey-white with red wheels and a blue stripe around the body.

Page From The Editor's Note Book

Don't be surprised if Ralph Edwards concocts a stunt involving beetles when his "Truth or Consequences" program returns to the air. Latest reports from his office reveal that he has assigned production assistant Fred Carney to the task of finding out everything there is to know about beetles. Carney is spending the remainder of his vacation in the Los Angeles public library, boning up on the habitats and life spans of various species of beetle. Inside sources tell us that Ralph has a stunt which calls for the use of four of the little creatures which must be kept alive for five weeks.

A "ten o'clock town" can burn the midnight oil on occasion, especially when a favorite daughter's scheduled to sing on the radio.

Farmington, N. H. is a typical early-to-bed village except when Betty Norman, George Olsen's vocalist, has a late broadcast. Then the place is a pocket edition of Broadway. Ten minutes before the broadcast begins, lights begin to go on all over town and by the time the show starts every house is wide awake. And as soon as Betty starts to sing all of the neighbors blink their lights—the signal to Mrs. Norman that the home folks are all listening to her little girl.

If a ten-year-old Brooklyn, N. Y., miss has her way, NBC will change the time of the Corliss Archer broadcast from 10:00 p. m., EDT, on Thursdays to at least 9:00 p. m. The young lady wrote a fan letter to Janet Waldo, who plays the lead role, and asked that the time be changed "because I have to go to bed at 9:30 every night."

The Thirst Of The Soul

By

REV. KENNETH C. HAWKES,
Superintendent of The Universalist Church of Maine.

"As the heart panteth after the water brooks, so panteth my soul after Thee, O God."

In these familiar words, the Psalmist expresses a universal longing of mankind. Indeed as St. Augustine declared, "Thou has made us for thyself, O God, and our hearts are restless until they find their rest in Thee." "Be still," say the Scriptures, "and know that I am God."

In the press and haste of this twentieth century, there is little opportunity to be still. Few of us are sure of God. The Psalmist, out there in the fields tending his flock by day and by night, had ample opportunity for worship and meditation. No telephone calls or police sirens distracted him; no traffic roars disturbed his reveries. But for the harassed mind and soul of modern man it is different. Most of us have neither the wit nor the leisure to nourish the devotional life by ourselves. We are driven of necessity to the church for guidance in our spiritual life.

With her spires pointing heavenward and her prayers ascending Godward, the Church calls to us, "come unto me all ye that labor and are heavy laden and I will give you rest." Helping us to shut out the clamor and discord of life for a while, the church encourages us to call up from the depths of our own souls that latent spiritual energy which is in truth the very Power and Presence of God. Troubled hearts are quieted as prayers of repentance are offered. Dull lives are made happy as talents are rededicated to the higher promptings of the spirit. The hurts of life are healed and noble aims are strengthened.

Men need the church today. The world cries out for the practice of the way of life which she proclaims—a way of life that can take all the burden and the heart ache of existence and by its mystic chemistry of love transform the kingdoms of this world into the Kingdom of God in our midst. With this ideal and this promise, the church in your community invites you. Go to church next Sunday.

NEW PORTABLE RADIO

triumphs by



NEW! ZENITH "POP-OPEN" UNIVERSAL*

AC-DC OR BATTERY

NEW

Pop-Open Button—Just press it, and the doors pop open, the Wavemagnet pops up, and the set begins to play.

NEW

Pop-Up Wavemagnet*—Improved to be even more powerful and efficient—detachable to permit operation in trains, planes, ships, etc.

NEW

DialSpeaker—Permits larger, more powerful speaker and big, easy-to-read dial.

NEW

Metal-and-Plastic Design—Extra sturdy for rugged use, yet 18% lighter for easy portability.

See it . . . hear it . . . and you'll want a Zenith "Pop-Open" Universal for your own, to take with you wherever you go. A Zenith portable will play practically *anywhere* . . . with *extra* power, *rich* tone, *superb* performance. Operates on AC, DC, or its own long-life battery pack.

*Reg. U. S. Pat. Off.

\$54⁷⁰

less batteries



WORLD FAMOUS! ZENITH AC-DC-BATTERY Standard - Shortwave "TRANS-OCEANIC"

The aristocrat of portables. Super-powered for performance practically anywhere in the world. Tropic treated against humidity.

\$124⁴⁰

less batteries



NEW! ZENITH AC-DC and BATTERY Personal Portable "ZENETTE"*

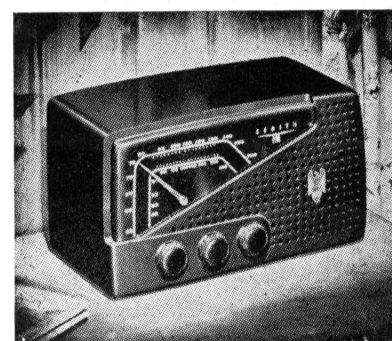
The mightiest tiny radio you've ever seen—or heard. Offers extra volume and rich tone in a radio so small you can easily take it with you wherever you go.

\$42⁴⁵

less batteries



See this new ZENITH FM-AM Table Model



A new Zenith AC-DC table radio, featuring genuine Zenith-Armstrong static free FM and long range AM reception. Newly-developed "Cut-Away" dial affords more convenient tuning and lends strikingly different appearance to the radio's styling.

- Zenith-Armstrong FM
- Long Range AM Reception
- Built-in FM-AM Antenna
- Automatic Volume Controls
- Precision-fitted Control
- 7 Tubes, plus Rectifier
- New "Cut-Away" Dial

Model 7H22

\$49⁹⁵

Easy Terms

ZENITH DEALERS IN MAINE

BANGOR, MAINE

Cal's Electrical Shop

BAR HARBOR, MAINE

A. G. Jewett

FARMINGTON, MAINE

A. G. Barker

FRYEBURG, MAINE

Trott's Hardware & Variety Store

GREENVILLE, MAINE

Ralph H. Given

KENNEBUNK, MAINE

Greene's Garage

LEWISTON, MAINE

Lawrence Music Company

PORTLAND, MAINE

Hodges Appliance, Inc.

WATERVILLE, MAINE

Silver Street Service Station

WILTON, MAINE

Davis and Rolfe

COMPLETE SEPTEMBER PROGRAM SCHEDULE

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 WCSH—Church in Wildwood
WRDO—Church in Wildwood
WLBZ—News in Summary
9.15 WCSH—Hear O'Israel
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
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—Salon Music
12.15 WCSH—London Column
WLBZ—Christian Science Program
12.30 WCSH—Anderson Family
WRDO—Eternal Light
WLBZ—Here's to Veterans
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—First Piano Quartet
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—Author Meets Critics
5.30 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 Theater
7.00 ALL—Let's Talk Hollywood
7.30 ALL—Rexall Summer Theater
8.00 ALL—Robert Shaw Chorale
8.30 ALL—R. F. D. America
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 WLBZ—Dave Garraway Show
WRDO—Sign Off
WCSH—Sign Off
12.00 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 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Let's Have Music
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—We Love and Learn
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—Noonday 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
WRDO—Believe It or Not
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Matinee Musicale
2.30 ALL—Today's Children
2.45 WCSH—Light of The World
WLBZ—Melody Lane
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
WLBZ—Rod Hendrickson

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—Musical Program
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—Appointment with Music
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—Astor Roof 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—Slim Bryant
7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Let's Have Music
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—We Love and Learn
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—Noonday 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
WRDO—Believe It or Not
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Matinee Musicale
2.30 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
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 Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell
WLBZ—Rod Hendrickson

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—Mel Torme Show
8.30 ALL—Carmen Cavallaro
9.00 ALL—Jane Picken's Show
9.30 ALL—Call The Police
10.00 ALL—Bob Hope Show
10.30 ALL—People Are Funny
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—Waldorf Astoria 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
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Let's Have Music
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—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Music

AFTERNOON

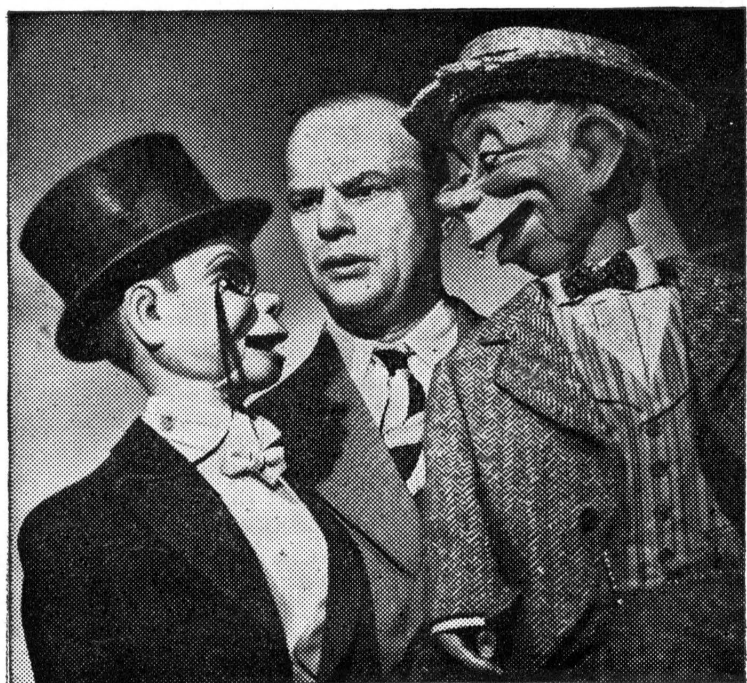
12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noonday Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
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
WRDO—Believe It or Not
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Matinee Musicale
2.30 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
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 Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell
WLBZ—Rod Hendrickson

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—Guest Star
WRDO—Musical Memoirs
WLBZ—Rollini
7.45 ALL—To Be Announced
8.00 ALL—To Be Announced
8.30 ALL—Great Gilday
9.00 ALL—Tex and the Big Boy
9.30 ALL—Mr. Distractions
10.00 ALL—The Big Show
10.30 ALL—To Be Announced
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—Surf Club
12.00 ALL—News

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MORNING	MORNING	MORNING	MORNING
6.00 ALL—News	6.00 ALL—News	6.00 ALL—News	6.00 ALL—News
6.05 ALL—Paul Gil	6.05 ALL—Paul Gil	6.05 ALL—Paul Gil	6.05 ALL—Paul Gil
6.25 ALL—News	6.25 ALL—News	6.25 ALL—News	6.25 ALL—News
6.30 ALL—Maine Farm Topics	6.30 ALL—Maine Farm Topics	6.30 ALL—Maine Farm Topics	6.30 ALL—Maine Farm Topics
7.00 WCSH—News	7.00 WCSH—News	7.00 WCSH—News	7.00 WCSH—News
WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News
WLBZ—Sacred Heart Program	WLBZ—Sacred Heart Program	WLBZ—Sacred Heart Program	WLBZ—Sacred Heart Program
7.15 WRDO—Radio Reveille	7.15 WRDO—Radio Reveille	7.15 WRDO—Radio Reveille	7.15 WRDO—Radio Reveille
WLBZ—Slim Bryant	WLBZ—Slim Bryant	WLBZ—Slim Bryant	WLBZ—Slim Bryant
WCSH—Sacred Heart Program	WCSH—Sacred Heart Program	WCSH—Sacred Heart Program	WCSH—Sacred Heart Program
7.30 WCSH—Late Edition	7.30 WCSH—Late Edition	7.30 WCSH—Late Edition	7.30 WCSH—Late Edition
WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News
WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille	7.35 WRDO—Radio Reveille	7.35 WRDO—Radio Reveille	7.35 WRDO—Radio Reveille
WLBZ—Program Highlights	WLBZ—Program Highlights	WLBZ—Program Highlights	WLBZ—Program Highlights
7.45 WRDO—Morning Roundup	7.45 WRDO—Morning Roundup	7.45 WRDO—Morning Roundup	7.45 WRDO—Morning Roundup
WLBZ—Musical Clock	WLBZ—Musical Clock	WLBZ—Musical Clock	WLBZ—Musical Clock
8.00 ALL—Maine Network News	8.00 ALL—Maine Network News	8.00 ALL—Maine Network News	8.00 ALL—Maine Network News
8.15 WCSH—Let's Have Music	8.15 WCSH—Let's Have Music	8.15 WCSH—Let's Have Music	8.15 WCSH—Let's Have Music
WRDO—Roger Nye	WRDO—Roger Nye	WRDO—Roger Nye	WRDO—Roger Nye
WLBZ—Happy Kitchen	WLBZ—Happy Kitchen	WLBZ—Happy Kitchen	WLBZ—Happy Kitchen
8.30 WCSH—Here's Agnes Gibbs	8.30 WCSH—Here's Agnes Gibbs	8.30 WCSH—Here's Agnes Gibbs	8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day	WRDO—Thoughts for the Day	WRDO—Thoughts for the Day	WRDO—Thoughts for the Day
8.45 ALL—Maine Network News	8.45 ALL—Maine Network News	8.45 ALL—Maine Network News	8.45 ALL—Maine Network News
9.00 WCSH—Trading Post	9.00 WCSH—Trading Post	9.00 WCSH—Trading Post	9.00 WCSH—Trading Post
WRDO—Honeymoon in New York	WRDO—Honeymoon in New York	WRDO—Honeymoon in New York	WRDO—Honeymoon in New York
WLBZ—Easy Aces	WLBZ—Easy Aces	WLBZ—Easy Aces	WLBZ—Easy Aces
9.15 WCSH—Tello-Test	9.15 WCSH—Tello-Test	9.15 WCSH—Tello-Test	9.15 WCSH—Tello-Test
WLBZ—Church in Wildwood	WLBZ—Church in Wildwood	WLBZ—Church in Wildwood	WLBZ—Church in Wildwood
9.30 ALL—Melody Theater	9.30 ALL—Melody Theater	9.30 ALL—Melody Theater	9.30 ALL—Melody Theater
10.00 ALL—Fred Waring	10.00 ALL—Fred Waring	10.00 ALL—Fred Waring	10.00 ALL—Fred Waring
10.30 ALL—Road of Life	10.30 ALL—Road of Life	10.30 ALL—Road of Life	10.30 ALL—Road of Life
10.45 ALL—Joyce Jordan	10.45 ALL—Joyce Jordan	10.45 ALL—Joyce Jordan	10.45 ALL—Joyce Jordan
11.00 ALL—This is Nora Drake	11.00 ALL—This is Nora Drake	11.00 ALL—This is Nora Drake	11.00 ALL—This is Nora Drake
11.15 ALL—We Love and Learn	11.15 ALL—We Love and Learn	11.15 ALL—We Love and Learn	11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show	11.30 ALL—Jack Berch Show	11.30 ALL—Jack Berch Show	11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton	11.45 WCSH—Lora Lawton	11.45 WCSH—Lora Lawton	11.45 WCSH—Lora Lawton
WRDO—Trio Time	WRDO—Trio Time	WRDO—Trio Time	WRDO—Trio Time
WLBZ—Norm Lambert	WLBZ—Norm Lambert	WLBZ—Norm Lambert	WLBZ—Norm Lambert
AFTERNOON	AFTERNOON	AFTERNOON	AFTERNOON
12.00 WCSH—Noontime News	12.00 WCSH—Noontime News	12.00 WCSH—Noontime News	12.00 WCSH—Noontime News
WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News
WLBZ—Korn Kobbler	WLBZ—Korn Kobbler	WLBZ—Korn Kobbler	WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News	12.05 WRDO—Maine Radio News	12.05 WRDO—Maine Radio News	12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue	12.10 WRDO—Noontime Revue	12.10 WRDO—Noontime Revue	12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club	12.15 WCSH—Luncheon Club	12.15 WCSH—Luncheon Club	12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News	12.20 WLBZ—Maine Radio News	12.20 WLBZ—Maine Radio News	12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills	12.30 WCSH—Marjorie Mills	12.30 WCSH—Marjorie Mills	12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills	WLBZ—Marjorie Mills	WLBZ—Marjorie Mills	WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo	12.45 WRDO—Radio Rodeo	12.45 WRDO—Radio Rodeo	12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News	1.00 ALL—Maine Network News	1.00 ALL—Maine Network News	1.00 ALL—Maine Network News
1.15 WCSH—Maine News	1.15 WCSH—Maine News	1.15 WCSH—Maine News	1.15 WCSH—Maine News
WRDO—Luncheon with Lopez	WRDO—Luncheon with Lopez	WRDO—Luncheon with Lopez	WRDO—Luncheon with Lopez
WLBZ—Bill Waters	WLBZ—Bill Waters	WLBZ—Bill Waters	WLBZ—Bill Waters
1.20 WCSH—Agnes Gibbs' Date Book	1.20 WCSH—Agnes Gibbs' Date Book	1.20 WCSH—Agnes Gibbs' Date Book	1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita	1.30 ALL—Tony and Juanita	1.30 ALL—Tony and Juanita	1.30 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies	1.45 WCSH—Manhattan Melodies	1.45 WCSH—Manhattan Melodies	1.45 WCSH—Manhattan Melodies
WLBZ—Believe It or Not	WLBZ—Believe It or Not	WLBZ—Believe It or Not	WLBZ—Believe It or Not
2.00 WCSH—Double Or Nothing	2.00 WCSH—Double Or Nothing	2.00 WCSH—Double Or Nothing	2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing	WLBZ—Double Or Nothing	WLBZ—Double Or Nothing	WLBZ—Double Or Nothing
WRDO—Matinee Musicales	WRDO—Matinee Musicales	WRDO—Matinee Musicales	WRDO—Matinee Musicales
2.30 ALL—Today's Children	2.30 ALL—Today's Children	2.30 ALL—Today's Children	2.30 ALL—Today's Children
2.45 WCSH—Light of the World	2.45 WCSH—Light of the World	2.45 WCSH—Light of the World	2.45 WCSH—Light of the World
WLBZ—Melody Lane	WLBZ—Melody Lane	WLBZ—Melody Lane	WLBZ—Melody Lane
WRDO—Going Places with Jean Murray	WRDO—Going Places with Jean Murray	WRDO—Going Places with Jean Murray	WRDO—Going Places with Jean Murray
3.00 ALL—Life Can Be Beautiful	3.00 ALL—Life Can Be Beautiful	3.00 ALL—Life Can Be Beautiful	3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins	3.15 ALL—Ma Perkins	3.15 ALL—Ma Perkins	3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family	3.30 ALL—Pepper Young's Family	3.30 ALL—Pepper Young's Family	3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness	3.45 ALL—Right To Happiness	3.45 ALL—Right To Happiness	3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife	4.00 ALL—Backstage Wife	4.00 ALL—Backstage Wife	4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas	4.15 ALL—Stella Dallas	4.15 ALL—Stella Dallas	4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones	4.30 ALL—Lorenzo Jones	4.30 ALL—Lorenzo Jones	4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown	4.45 ALL—Young Widder Brown	4.45 ALL—Young Widder Brown	4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries	5.00 WCSH—When A Girl Marries	5.00 WCSH—When A Girl Marries	5.00 WCSH—When A Girl Marries
WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News
WLBZ—Shoppers' Variety Revue	WLBZ—Shoppers' Variety Revue	WLBZ—Shoppers' Variety Revue	WLBZ—Shoppers' Variety Revue
5.05 WRDO—1400 Club	5.05 WRDO—1400 Club	5.05 WRDO—1400 Club	5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life	5.15 WCSH—Portia Faces Life	5.15 WCSH—Portia Faces Life	5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue	WLBZ—Shoppers Variety Revue	WLBZ—Shoppers Variety Revue	WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.	5.25 WLBZ—Standard Shoe Pgm.	5.25 WLBZ—Standard Shoe Pgm.	5.25 WLBZ—Standard Shoe Pgm.
5.30 WCSH—Just Plain Bill	5.30 WCSH—Just Plain Bill	5.30 WCSH—Just Plain Bill	5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie	WRDO—A Visit with Hezzie	WRDO—A Visit with Hezzie	WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie	WLBZ—Visit With Hezzie	WLBZ—Visit With Hezzie	WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell	5.45 WCSH—Front Page Farrell	5.45 WCSH—Front Page Farrell	5.45 WCSH—Front Page Farrell
WLBZ—Rod Hendrickson	WLBZ—Rod Hendrickson	WLBZ—Rod Hendrickson	WLBZ—Rod Hendrickson
EVENING	EVENING	EVENING	EVENING
6.00 ALL—Maine Network News	6.00 ALL—Maine Network News	6.00 ALL—Maine Network News	6.00 ALL—Maine Network News
6.15 ALL—Sports Journal	6.15 ALL—Sports Journal	6.15 ALL—Sports Journal	6.15 ALL—Sports Journal
6.25 WCSH—Maine State News	6.25 WCSH—Maine State News	6.25 WCSH—Maine State News	6.25 WCSH—Maine State News
WRDO—Sports Story and Error	WRDO—Sports Story and Error	WRDO—Sports Story and Error	WRDO—Sports Story and Error
WLBZ—Musical Interlude	WLBZ—Musical Interlude	WLBZ—Musical Interlude	WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita	6.30 WCSH—Tony & Juanita	6.30 WCSH—Tony & Juanita	6.30 WCSH—Tony & Juanita
WRDO—Keep On Keepin' On	WRDO—Keep On Keepin' On	WRDO—Keep On Keepin' On	WRDO—Keep On Keepin' On
WLBZ—Organ Tones	WLBZ—Organ Tones	WLBZ—Organ Tones	WLBZ—Organ Tones
6.45 WCSH—3-Star Extra	6.45 WCSH—3-Star Extra	6.45 WCSH—3-Star Extra	6.45 WCSH—3-Star Extra
WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News
WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News	6.50 WRDO—Maine Radio News	6.50 WRDO—Maine Radio News	6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News	WLBZ—Maine Radio News	WLBZ—Maine Radio News	WLBZ—Maine Radio News
7.00 ALL—Supper Club	7.00 ALL—Supper Club	7.00 ALL—Supper Club	7.00 ALL—Supper Club
7.15 ALL—News of the World	7.15 ALL—News of the World	7.15 ALL—News of the World	7.15 ALL—News of the World
7.30 WCSH—Flight with Music	7.30 WCSH—Flight with Music	7.30 WCSH—Flight with Music	7.30 WCSH—Flight with Music
WRDO—Flight with Music	WRDO—Flight with Music	WRDO—Flight with Music	WRDO—Flight with Music
WLBZ—Quintet	WLBZ—Quintet	WLBZ—Quintet	WLBZ—Quintet
7.45 WLBZ—Richard Harkness	7.45 WLBZ—Richard Harkness	7.45 WLBZ—Richard Harkness	7.45 WLBZ—Richard Harkness
WCSH—Memorable Music	WCSH—Memorable Music	WCSH—Memorable Music	WCSH—Memorable Music
WRDO—Music	WRDO—Music	WRDO—Music	WRDO—Music
8.00 ALL—The Time, The Place, The Tune	8.00 ALL—The Time, The Place, The Tune	8.00 ALL—The Time, The Place, The Tune	8.00 ALL—The Time, The Place, The Tune
8.30 ALL—New Faces of 1948	8.30 ALL—New Faces of 1948	8.30 ALL—New Faces of 1948	8.30 ALL—New Faces of 1948
9.00 ALL—Nelson Eddy	9.00 ALL—Nelson Eddy	9.00 ALL—Nelson Eddy	9.00 ALL—Nelson Eddy
9.30 ALL—New Sealtest Village Store	9.30 ALL—New Sealtest Village Store	9.30 ALL—New Sealtest Village Store	9.30 ALL—New Sealtest Village Store
10.00 ALL—Fred Waring	10.00 ALL—Fred Waring	10.00 ALL—Fred Waring	10.00 ALL—Fred Waring
10.30 ALL—Time, Place and Tune	10.30 ALL—Time, Place and Tune	10.30 ALL—Time, Place and Tune	10.30 ALL—Time, Place and Tune
11.00 WCSH—Maine Network News	11.00 WCSH—Maine Network News	11.00 WCSH—Maine Network News	11.00 WCSH—Maine Network News
WRDO—World News	WRDO—World News	WRDO—World News	WRDO—World News
WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter
11.15 ALL—Morton Downey	11.15 ALL—Morton Downey	11.15 ALL—Morton Downey	11.15 ALL—Morton Downey
11.30 WCSH—Swing Circle	11.30 WCSH—Swing Circle	11.30 WCSH—Swing Circle	11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing	WRDO—Reserved for Dancing	WRDO—Reserved for Dancing	WRDO—Reserved for Dancing
WLBZ—Jones Beach Orchestra	WLBZ—Jones Beach Orchestra	WLBZ—Jones Beach Orchestra	WLBZ—Jones Beach Orchestra
12.00 ALL—News	12.00 ALL—News	12.00 ALL—News	12.00 ALL—News

Scandinavian Accent Charlie's Chief Concern As He Returns From Sweden With Bergen



PEACE, PLEASE! — Charlie McCarthy exchanges a few harsh words with Mortimer Snerd as Edgar Bergen cautions his two wooden-heads to restore peaceful relations, in preparation for their return to NBC Sunday, Oct. 3, after their vacation in Europe.

When Edgar Bergen and his favorite wooden friend return to "The Charlie McCarthy Show", Sunday, Oct. 3 (NBC, 8:00 p. m., EST), Charlie may speak with a sugat Scandinavian accent or he may even answer to the name of "Axel".

The accent will be due to his summer vacation, but the name was bestowed by the skipper of the ship on which he sailed to Sweden. The captain thought Charlie would be able to live up to the many honors bestowed upon him by the Swedish government, if his name were more in keeping with Bergen's native land, and he was carried on the ship's passenger list as "Axel McCarthy".

Bergen and his wife, Frances, accompanied by Charlie McCarthy and Mortimer Snerd, spent their vacation on a tour of Sweden, Norway, Denmark, France, England and Germany.

While in England, they played a two-week engagement at the famous Palladium, where Charlie and Mortimer delighted the English with the same brand of humor they send out over the air. The troupe became the first to break through the Russian blockade of Berlin to entertain U. S. troops in the German capital, and in Frankfurt, Mannheim and Heidelberg.

Mrs. Bergen was the instigator of the trip to Paris—for the usual woman's reasons—new fashions.

While in Sweden, they took part in the parade and celebration in honor of the 90th birthday of King Gustav, the Swedish monarch.

"Travel is great", Charlie said as he came down the gangplank in New York, "but that gal with the torch looks mighty good to me."

Horace Heidt Keeps Picture Cake

One of the most unusual gifts ever received by Horace Heidt, emcee of the NBC touring talent test show which bears his name, was a three-layer cake which reproduces his features — life sized.

The cake was made by Mrs. Henry Gould of Panesville, O., and required three days to create. The top of the cake is a portrait of Heidt, in natural colors, reproduced from an autographed picture of the star-maker.

Although the cake, baked from a Betty Crocker recipe, is edible, Heidt has decided to keep it as a museum piece. How this can be done he does not reveal, but evidently Mrs. Gould knows the secret of preserving cakes indefinitely. Her son, now 18, still has the cake which his mother made for his fifth birthday.

Jan Miner Learns About Farming—In New Hampshire



Jan Miner

Jan Miner, title player of the NBC serial drama, Lora Lawton, decided to heed the old proverb, "Make haste slowly".

Here's why.

Jan has a 100-acre farm in Meredith, N. H., near Lake Winnepesaukee. It's a fascinating place, to Jan at least, a really functional farm, complete with livestock, and the actress hopes sometime to operate it profitably. She's not altogether a visionary city slicker with a "Mr. Blandings" complex, either, for she was brought up in a suburban area outside her native Boston and spent her childhood summers at girls' camps in northern New England.

However, New Hampshire is not a handy weekend destination for a busy radio actress, and Miss Miner isn't able to get there as often as she would like.

Recently she was delighted when a friend with a plane offered to deliver her with such speed that she would have a couple of days on the farm. They set off, but were grounded in Norwalk, Conn., where they sought overnight haven with friends. Then off again next morning.

The weather was bad again, and this time they landed in Rochester, N. Y., where they had to spend the night. Next day, without having seen the farm, even from the air, Jan had to return to New York for a broadcast.

Lora Lawton (Mondays through Fridays, 11:45 a. m.), now in its sixth year on the air, explores the facets of the life of a talented woman photographer in post-war Washington. Lora, first a housekeeper, then the wife of shipbuilder Peter Carver, always has subordinated her own talents and interests to his. Currently she is loyally struggling to help him regain both his physical and mental health while he is a patient in a hospital.

MacVane To Cover UN's Paris Meeting

John MacVane, NBC's chief United Nations correspondent, will leave on the S. S. America Sept. 13 with the United States Delegation to the United Nations to cover the sessions of the U. N. General Assembly, which convenes in Paris, Sept. 24. MacVane is a native of Portland, Me., the son of Dr. and Mrs. W. L. MacVane of 211 State St.

MacVane will broadcast a weekly series on the activities of the General Assembly as well as spot broadcasts on NBC's 7:15 and 11:15 p. m. News of the World broadcasts. In addition to these programs, MacVane plans to broadcast direct from the S. S. America on the way to France.

Quiz Kid Magazine

Youngsters who have appeared on the Quiz Kids program, at one time or another, keep in touch with each other through a yearly magazine, "The Ex-Quiz Kids Resume." Many of the former Quiz Kids are now grown, married or in good positions. The magazine is edited by master of ceremonies, Joe Kelly.

Beryl Davis Studies Shorthand As Sideline To Singing Career

As if Beryl Davis' bright future wasn't already well assured, the songstress is studying shorthand and typing as a matter of "job insurance."

"It never hurts a girl to develop a second skill," says Beryl, wisely. "In show business, there's no telling how long the public will like you, and no matter how popular you are, you never know when the time will come that you'll be looking for another job."

Beryl is the lucky girl who sings opposite Frank Sinatra on NBC's Your Hit Parade each Saturday at 9:00 p. m. Her records are among RCA Victor's best sellers. Her program is aired in Maine over WCSH, WRDO and WLBZ.

She is pretty and gracious, as well as she is practical. Just to look at her and hear her sing should convince anyone with even the most apathetic interest in entertainment that Beryl need not worry about her future in show business.

But Beryl has other reasons. She enjoys going to school. Back in England, where she was born and raised, she began her singing career at such an early age that her education was of necessity rather hit-and-miss. She was much too busy to apply herself very seriously to studies then, but now that she is an established star, she is grateful for the opportunity to spend her leisure time in catching up on her learning. Beryl's school is Hollywood High, where she attends evening adult education classes. Several other courses have attracted her, and are on the waiting list until after she finishes secretarial study. Just for "self-improvement," says Beryl, she would like to take courses in ceramics, musical sign-reading, American history and French literature.



Beryl Davis

ical sign-reading, American history and French literature.

The singer enjoys writing articles, too, and finds her newly acquired skill as a typist a great help in putting together in record time the occasional pieces she writes for publication in her native England.

One dollar will bring you 24 issues of the Maine Broadcaster.



BROFEE AND POTATO QUEENS—"Jake" Brofee, agricultural director of the Maine Broadcasting System, joins potato blossom queens, past and present, at the recent Potato Blossom Festival in Van Buren. Left to right: Miss Elsie Winter, Yam Queen of Lake Charles, La., who visited the event; Miss Katherine Briggs of Caribou, 1948 Maine Queen; Brofee, and Miss Betty Greene of Presque Isle, retiring Potato Blossom Queen.

Staff Slants

John Wellington, WLBZ staff announcer, will spend part of his vacation traveling with his family in Canada, enjoying the scenic attractions of our neighboring country to the north.

Another member of the announcing staff, George Chapman, will take part of his vacation time at Saratoga in northern New York State.

Canada was also the destination of Miss Charlene Meisner of the WLBZ secretarial staff, with Nova Scotia as the principal point of interest.

Congratulations are in order to the Gordon Kelleys on the birth of their daughter, Brenda Jean, on July 26th. "Bud" Kelley is a member of the WLBZ Sales Department.

Roy Morris, WCSH engineer, is planning a vacation trip during September to Boston, Worcester and other Massachusetts points.

Albert Willard Smith, national sales manager of WCSH, was confined to Maine General Hospital a few days during August for a physical check-up. His physicians pronounced him in perfect physical shape.

News Service Covers

Human Interest Yarn

The Maine Network News Service carried a running story last month on the adventures of Mrs. Marjorie Furio, 28, of Ellsworth who set out to hitchhike to California to join her soldier husband, Tony.

Reporters met her in Old Orchard Beach and got the story of her decision to remain there until her husband could join her. Night news editor Victor Best was on the scene at the reunion and made a tape-recording of the arrival of her husband at Old Orchard Beach. This was aired on "As Maine Goes," Sunday feature of the Maine Network News Service (WCSH at 4:35 p. m.).

Program director Arthur Owens of WCSH is back at his desk after a three-week's vacation at his year-round residence at Higgins Beach in Scarborough.

Jim MacConnochie of the WCSH sales staff has returned from a brief vacation at Pelham, N. Y. where he visited his parents.



FASHION FORECASTER—Signed to comment on the "Paris Calvacade of Fashions" is winsome Faye Emerson, wife of Elliott Roosevelt and co-star of the current Broadway success, "The Play's The Thing". Paris Calvacade is televised over NBC every Friday for 20 minutes, presenting motion pictures taken in the leading fashion salons of Paris. Films are produced by World Video, Inc.

Fan Club Fanatics

"Mel's Little Hot Shots," the Los Angeles branch of the Mel Torme Fan Club, descended on NBC's Hollywood studios attired in the club costume of white blouses, dark skirts and jockey caps with Mel's name in red. They made Barbara Eiler, John Brown and Sidney Miller honorary members of the club, since they appear on Mel's program. They also used the occasion to inform the "Velvet Fog" that a special meeting of the club would be held to decide whether they should change the club's name to "Mel's Belles."

Video Box Score

Television is certainly taking over by leaps and bounds. It is estimated that there are 450,000 television sets in use today with an audience of 2,000,000. It is predicted that by the first of 1949, that number of sets will be doubled.

News Color

Countess Alexandra Tolstoy, head of the Tolstoy Foundation, an anti-communist group, was interviewed on NBC Television shortly after she figured so prominently in the Kosenkina case. She appeared in an exclusive interview, explaining her part in the so-called "kidnap-rescues" of Mrs. Kosenkina and Russian teachers, Mr. and Mrs. Michael Samarin.

New Affiliate

A new television station in Baltimore—WBAL-TV—has joined the NBC east coast video web. Owned and operated by Hearst Radio, Inc., the station has been in operation since March 11 of this year. Signing of the affiliate contract now gives NBC stations in six large cities—New York, Philadelphia, Schenectady, Washington, Boston and Baltimore.

Although the deer hunting season is a couple of months away, engineers Fred Crandon and Ralph Buckley of WCSH are laying plans for a hunting trip in York and Oxford counties. The two have been hunting in the Shapleigh section for a number of years.

Harold Peary, who portrays the Great Gildersleeve on NBC, has been appointed honorary Water commissioner of New Mexico by Governor T. J. Mabry. Peary is currently playing at El Teatro in Santa Fe, New Mexico.

Tony and Juanita, WCSH entertainers, are spending the summer and fall at their cottage at The Basin, Sebago Lake. The singers commute from camp to radio station for their daily shows.

Morton Downey doubles into New York's Copacabana night club from his NBC musical programs. His salary for the engagement there is reported to be the highest night club salary he ever has received for a club date.



THE WANDERER—Lois Lennstrum, who plays various roles on NBC's Meet the Meeks program, makes traveling her hobby. The 22-year old actress has visited 47 states, Canada, Mexico, Sweden, Germany, Norway, Finland and Denmark.

Elaine Malbin, (she'll be 18 on May 24) has had enough kidding about her age. She now carries a photostat of her birth certificate at all times—and when someone asks how "a kid of your age could be on the radio and in concerts for five years", Miss Malbin simply arches her eyebrows and produces the photostat.

Storyteller Nelson Olmstead is still chuckling about a note he received from one of his listeners. She wrote and asked him how a certain story he read on the air had ended. It seems she had been listening to his program when her house caught fire—and consequently never heard the end of the story.

Peggy Lee, songstress who scored such a hit on the Jimmy Durante Show, is making a tremendous success at Chicago's State-Lake Theater, where she and her husband, Dave Barbour, are playing for the remainder of September. Then, she will come to New York with her well-known "Manana" and "Carramba."

Bill Stern, NBC's director of sports, was one of three American sportscasters who did the commentary for color films of the 1948 Olympic games at Wembley Stadium. Working with Stern were Red Barber and Ted Husing. Stern covered the Olympics for NBC from London.

The BIG 3 In Maine Radio!



the Maine Network News Service



Maine's only independent radio news gathering organization with more than a hundred reporters throughout the State gathering on-the-spot news for delivery over the stations of the Maine Broadcasting System. Clear, concise and up-to-the-minute news is yours because the editors appreciate the value of time . . . they know WHAT makes news . . . they know WHEN it's news.

the Maine Broadcaster



The only publication of its kind! Devoted exclusively to good radio listening, giving its thousands of readers all the news about the radio programs they love and the people who make them. Published monthly, the Maine Broadcaster also contains COMPLETE radio program schedules of the three stations of the Maine Broadcasting System, WCSH, Portland, WLBZ, Bangor, and WRDO, Augusta. It contains not only news of your favorite NBC programs but little bits and anecdotes about the local people on your favorite Maine station. You'll know radio personalities better, you'll enjoy your radio more by subscribing to the Maine Broadcaster.

the Maine Broadcasting System



The Maine Broadcasting System serves the State of Maine with programs in good taste . . . fine music . . . programs in the public interest . . . comedy and drama to fit every ear. In short radio at its best for Maine people. Within the Maine Broadcasting System organization are men with 10, 15, yes, 20 years of broadcasting experience working together to bring you the best in radio.

WCSH
PORTLAND

WLBZ - WRDO
BANGOR AUGUSTA

Television Topics - - Video Views

Maine Textile Company Buys Television Show On NBC Net

Television history was made this past month by the Bates Manufacturing Company, a Maine textile concern. Bates Fabrics, Inc. became the first firm in Maine to sponsor a weekly video program on NBC's east coast television network. It also became the first important textile manufacturer in the United States to use television as an advertising medium.

The new Bates program will be called *Girl About Town*, a 52-week series beginning Wednesday, Sept. 8, from 8:00 to 8:20 p. m. It will advertise Bates home furnishings, bedspreads, draperies, piece goods and finished products — all of which are manufactured in Bates mills at Lewiston, Augusta and Saco.

Singing Star

Girl About Town will be produced in the New York studios of NBC-Television. It will star Kyle MacDonnell, who is currently appearing in the Broadway musical "Make Mine Manhattan," and who has had her own video show, "For Your Pleasure," for the past several months on NBC. Also featured on the program will be Johnny Downes and the Norman Paris Trio.

Miss MacDonnell will portray the activities of a New-York girl-about-town, introducing the video audience to the places she goes and the people she meets. She will also sing the latest popular songs, accompanied by the Norman Paris Trio. Johnny Downes, well known to Broadway and Hollywood, makes his television debut on the new program. His part will be that of a press agent.

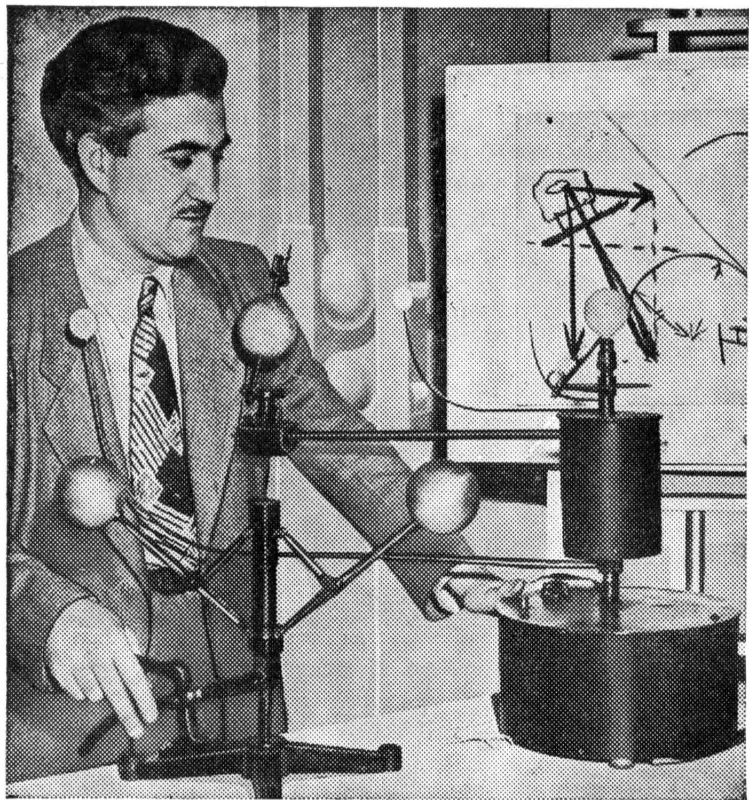
The agency representing Bates Fabrics is James P. Sawyer, Inc. The NBC account executive is Robert W. Saroff.

Bates Fabrics is the trade label for textile products manufactured by the Bates Manufacturing Co. of Maine. This concern is known throughout the world for its quality bedspreads, draperies and other cloth products. The company employs 7,500 textile workers in its five Maine mills.

Visual Quiz Programs Brought To Television

NBC's popular "Telepun" quiz show is a good example of the kind of quiz programs being shown on television screens in the large metropolitan centers.

"Telepun" is an audience-participation charade program in which episodes are acted-out on the stage for the benefit of contestants both in the studio and at home.



THE NATURE OF THINGS—Dr. Roy K. Marshall, director of Fels Planetarium of the Franklin Institute, Philadelphia, uses an "Orrery" or mechanical planetarium to demonstrate the motion of planets, during his NBC Television program, "The Nature of Things". Dr. Marshall presents data on nature and scientific-developments in layman's language.

Janet Waldo—She's Corliss—Looks To Television Career



Janet Waldo

Thus far, 1948 has been a year of experiments for pretty Janet Waldo, star of NBC's *Meet Corliss Archer* (Thursdays at 10:00 p. m.).

Current and most important on the list is Janet's experiment in television. Just for fun, and with a far-seeing and hopeful eye on her own ambitions in the new medium, Janet has been doing a series of television shorts for a Los Angeles station. The scripts were written by Janet's husband with the NBC actress playing a Scotch lass with a slight but understandable burr.

Just as Janet's friends expected, she was as pert and pretty on the television screen as she sounds on radio airwaves. Her ambition for television now is to do a Claudia-type role to balance her younger and more exuberant antics as the delightful Corliss Archer.

She was married last Spring to writer-producer Bob Lee. Her first domestic experiments were in cooking, at which she has since become quite adept.

The young bride had never indulged in any decorating more complicated than her fingernails. But, after returning from her honeymoon, there was a modern apartment to be decorated, so Janet's next experiment was home decoration.

The experiment is well on the way to accomplishment, what with the new handsome gray carpet and the installation of a raspberry six-foot sofa in the living room. Their friend screen star George Montgomery, presented the happy pair with end tables, coffee table and library table in pale magnolia wood.



VIDEO VOICE — NBC Television staff announcer Ray Forrest is one of video's "oldsters" in spite of his youth. He is telecasting his first full-time announcer, having joined WNBT, New York, in 1939 when it was just an experimental station called W2XBS.



LOVE STORY—A revival of the Broadway production of "Berkeley Square" was one of the recent presentations on the Kraft Television Theater over the NBC video network. In this scene are (left to right) Margaret Phillips, who played the lead role of Kate; and Louise Prussing, Leon Shaw and Ralph Nelson. The Kraft Company presents hour-long plays on the NBC Television Network Wednesday nights.

Video Price Boost

A radio and television manufacturer — Farnsworth of Fort Wayne, Ind.—reports that higher prices on television sets are inescapable. This manufacturer asserts that a poor supply of glass-blanks for television viewing tubes is the greatest factor in higher costs.

The manufacturer reports however that radio prices probably will remain at the present level because of overproduction and large inventories in stores.

Meeting Place

The rehearsal studio of the NBC television vaudeville show, "Texaco Star Theater," (East Coast television network. Tuesdays, 8:00 p. m.) rapidly is becoming the Shubert Alley of television. Just as stage people hang out in the narrow theatrical lane in the Times Square area, and radio personnel haunt the third floor lounge of the NBC studios—just so are the show people interested in television kibitzing at rehearsals of "Texaco Star Theater." Seen in one afternoon, for instance: radio commentator Norman Brokenshire, radio and television producer Martin Stone ("Author Meets the Critics"), and comedians Georgie Price, Milton Berle and Henny Youngmann. Even the production staff is getting stage-struck by the show. Gordon Duff, stage manager of the program, submitted to being a stooge in a recent production. Wearing a long nightgown and other sleeping gear, he endured being the butt of Sid Stone's verbal and physical barrage in the latter's delivery of his well-known pitchman commercial.

Screen Guild Resumes Plays On Television

In response to numerous queries, Norman Blackburn, national program director for NBC Television has announced that arrangements are in progress between NBC and the Theatre Guild for resumption of the Guild's hour-long television program on the NBC network with the opening of the fall season.

Blackburn said that the Guild, which had been offered the Sunday 9:00 to 10:00 p. m. time-spot on the video network, had been forced to decline in order to avoid conflict of time with the "Theater Guild on the Air" radio program, which continues at its regular 9:30 to 10:30 p. m. time period on Sundays over NBC.

The Theatre Guild has produced a series of hour-long programs on NBC since Nov. 9, 1947, when the series—the first attempt by a legitimate theater organization to bring major stars and plays to television—started with the television adaptation of St. John Ervine's "John Ferguson," starring Thomas Mitchell and Joyce Redman. The last Guild production before the series went off the air for the summer was Thornton Wilder's "Our Town," starring Raymond Massey, June 6. Other plays in the series have included "Angel Street," "The Late George Apley" and G. B. Shaw's "Great Catherine," starring Gertrude Lawrence.

Video Honors Ruth

The NBC television news department presented a film obituary of Babe Ruth last month shortly after the baseball hero died.

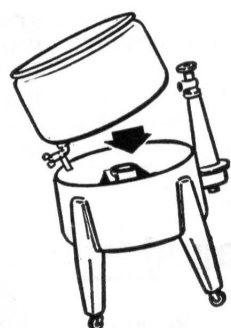


TELEFORMERS—John K. M. McCaffery and Millicent Fenwick are shown on the NBC television program, *Screen Magazine*. McCaffery is also the moderator on the radio show, *Author Meets the Critics*, heard Sunday at 5:00 p. m. Miss Fenwick, an editor of *Vogue Magazine*, is an expert interviewer who appears frequently on television shows.

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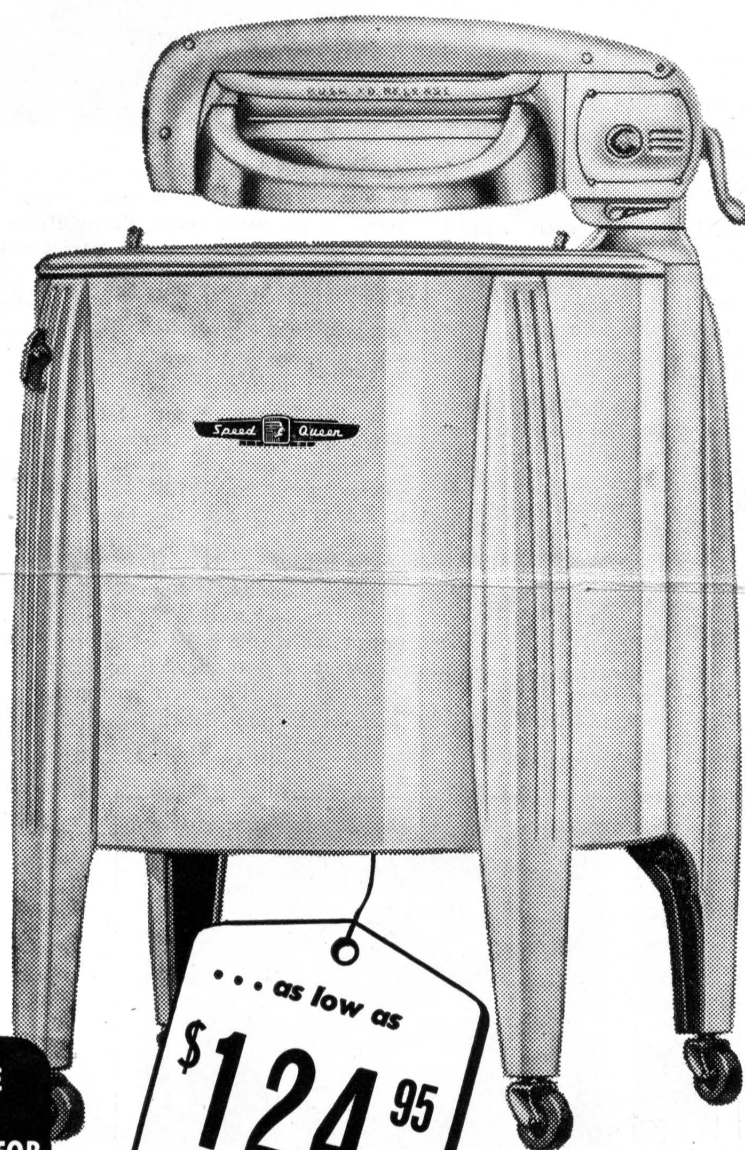


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'Slapsie Maxie', Ex-Ring Champ, Now In Radio

Prize Fighter Turns Comedian On NBC Program

"Slapsie" Maxie Rosenbloom, former light heavyweight boxing champion who gave up the ring for the stage, has now found a new niche in radio. The ex-pug's language and fondness for six-bit words has put him in that special league of people who are affectionately known in radio as "characters".

Maxie is helped along in this regard on NBC's new Slapsie Maxie Show (Fridays, 10:00 p. m.) by a competent stooge in the person of Benny Rubin. Rubin, a Palace Theater contemporary of Eddie Cantor, George Jessel and Lou Holtz, was Jack Benny's popular radio stooge back in 1936.

A third member of the comedy program contributes to the weekly talent roster of the new "Slapsie Maxie Show", a young miss who has made quite a name for herself in smart New York supper clubs. She is Patricia Bright, an aptly named girl who specializes in song satires and impressionisms. Pat got off to a flying start at the age of 19 on NBC's "Air Breaks" — a program of a few years ago designed to introduce unknown talent. She had been playing bit parts on the network, sang a song on the air for the first time, and went over, in the words of the trade, "but big".

Scripts for the comic threesome of the "Slapsie Maxie Show" are written by Floria Vestoff and Benny Rubin himself. It is directed by Kenneth MacGregor and guided musically by Norman Cloutier.

Renew your subscription to the Maine Broadcaster now.



'SLAPSIE' AND STOOGUE—'Slapsie' Maxie Rosenbloom (left), former light heavyweight boxing champion, listens—but not always so attentively—to the advice of his comic stooge Benny Rubin on NBC's new Slapsie Show. Maxie has been a familiar figure in movies and on the nightclub circuit since he gave up the ring for a career as an actor. The program is heard Fridays at 10:00 p. m. over WCSH, WRDO and WLBZ

Cook's Tour

Agnes Gibbs, home economics director of WCSH, recently featured an unusual interview on her Maine Kitchens program (WCSH, Saturdays at 8:30 a. m.). She tape-recorded a talk with the cook and kitchen staff of the Pine Tree Society's Home for Crippled Children at Bath, Me. The show was recorded on a Thursday and presented the following Saturday, giving those interviewed an opportunity to hear themselves on the air.

New Hezzie Show

Uncle Hezzie Q. Snow, favorite downeast radio character, is now heard in an additional swap program over WCSH, Portland. His Trading Post has long been a popular morning feature.

The new program is heard at 7:55 a. m., sponsored by the Wayside Furniture Co. of Scarborough. It was inaugurated to give early morning listeners an opportunity to swap articles on the air.

Uncle Hezzie is now on the air over WCSH at 7:55 a. m. and 9:00 a. m., Monday through Friday.

Vocalist Angy Orr Switches Careers, Turns To Drama

No one was much surprised when Angelyn Orr switched careers, from singing to acting. Least surprised of all was Angelyn herself, since she had long planned and aspired for a place in radio as a dramatic actress.

Angelyn was born in Davis, W. Va., Aug. 12, 1912. She proved to her parents that entertaining would be her career when she so easily and eagerly took to lessons in dramatics, piano and the organ when she was but five years old.

During her high school days, Angelyn played the lead in every school dramatic and musical production. When she was 22, she took two more steps toward her goal when she received a degree in dramatics from Blackstone College, Blackstone, Va., and made her debut as a vocalist over a Richmond radio station.

Although successful as a radio singer, Angelyn held to her original ambition to become an actress and moved to Chicago, where she met immediate approval with her first dramatic audition. She has since appeared in such NBC shows as "Betty Crocker", "Curtain Time" and often is heard in supporting roles on NBC's "Meet the Meeks" (Saturdays, 11:00 a. m.).

Angy is a licensed pilot and spends much of her spare time off the air in the air. She is a capable yachtswoman and excellent swimmer, too. However, most of her time away from the studios is spent with her 11-year old son, Douglas.

NBC Welcomes Move By FCC To Probe Give-Away Programs

The National Broadcasting Company issued the following statement this month: "The National Broadcasting Company welcomes the action of the Federal Communications Commission in proposing definite standards for the determination of the legality of "give-away" programs.

"The Communications Act of 1934 prohibits the broadcasting of any program which constitutes a lottery.

"The legal uncertainties created by this provision have troubled the industry ever since its enactment and the Commission's present action to clarify the law is based upon its authority to deal with questions arising as to the application of the act.

"Until the Commission has had an opportunity to clarify the situation by the adoption of final rules or other procedure, the National Broadcasting Company will accept no additional programs of the type questioned by the FCC.

"This is in accordance with the National Broadcasting Company's long-standing policy of stressing the entertainment, educational and news values of its programs and in recognition of its belief that programs which depend primarily upon elements other than those for their acceptability are a detriment to the broadcasting industry".

Hildegard III

The night club and radio singer, Hildegard, is in a clinic in Rome, Italy, with a bronchial lesion which resulted from an influenza attack. Her manager, Miss Anna Sosenko, says the entertainer is out of danger, but will have to stay in bed for some time.

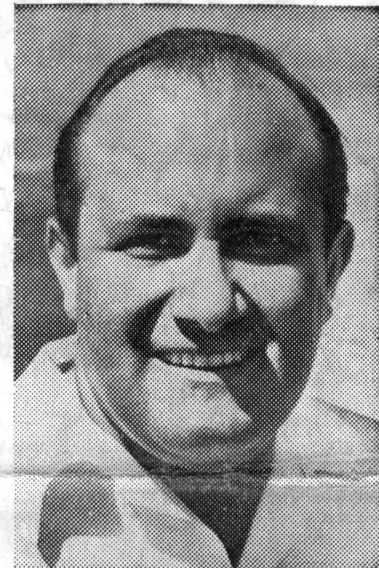
A recent visitor to the WLBZ studios was Bernard Kellom, former chief engineer of the Bangor station. Kellom is now Chief Engineer of a new station in Newark, New Jersey.

Dennis Day Program Returns To Airwaves

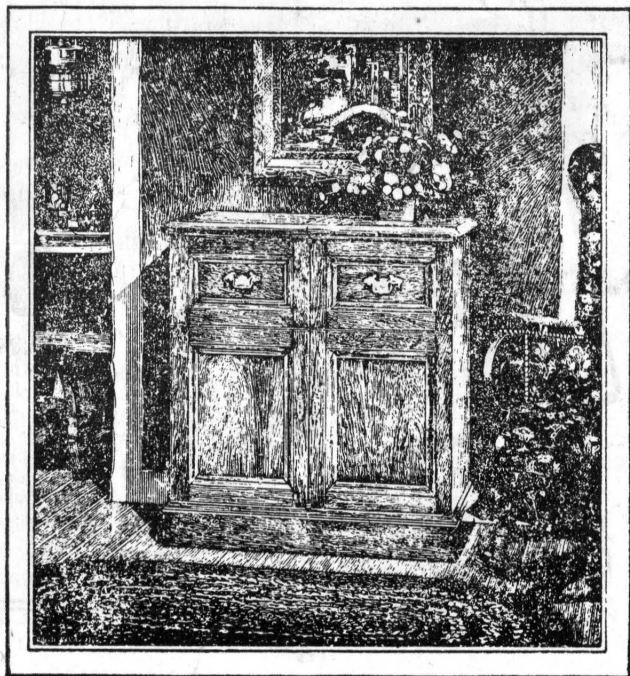
Dennis Day and his comedy-musical program, A Day in the Life of Dennis Day, returned to the air over NBC on Saturday, Aug. 28. Return of the program, forced time changes for two other network shows.

Grand Ole Opry moved to its old time-spot at 10:30 p. m., Saturdays, and Radio City Playhouse was shifted to Mondays at 10:30 p. m.

The Dennis Day program will feature Barbara Eilers as Mildred Anderson, Dennis' girl friend, and Charles Dant and his orchestra will continue to provide the music for Dennis' songs.



SINGS OF THE SEA — Leonard Warren, baritone, will be heard on the RCA Victor Show Sept. 5 while Robert Merrill is on a brief vacation. Warren will sing a group of sea chanteys for which he is famous.



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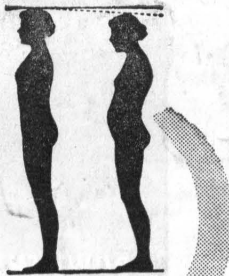
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