



Affiliate

THE MAINE BROADCASTER

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Price Five Cents

Farm Programs Featured On MeBS

Victor Best Named To Post On Boston University Faculty



Victor S. Best

Victor S. Best, assistant news director of WCSH in Portland for the past two years, has been named an instructor of radio at Boston University's School of Public Relations. He assumed his new duties Sept. 27.

Best will instruct courses in radio broadcasting, including lecture and work-shop periods in announcing, radio news, special events and production.

The 30-year old newsman is a native of Chicago. He was educated at the University of Toronto, where he received his B. A. degree. He came to WCSH from Albuquerque, New Mexico, where he was news editor of station KGGM. Prior to that time, Best was employed by various radio stations throughout the country, including WFBL, Syracuse, N. Y.; WHLD, Niagara Falls, N. Y., and WCAX, Burlington, Vermont. For several months during the last war he was a free-lance newscaster in Chicago.

World Traveler

Best's international background would be the envy of any newsman. In his youth, he lived in Rio de Janeiro, Brazil, where his father was a resident engineer employed by an American company. He later traveled in Europe, living for various lengths of time in France, Italy, England and Germany. He speaks Portuguese fluently and is familiar with several other foreign languages.

While employed by the Portland station, Best became identified with two daily news broadcasts—the 6:00 p. m. and 11:00 p. m. news. He also was heard on special events broadcasts and appeared frequently on As Maine Goes, the weekly news program of the Maine Network News Service.

Best's hobbies in addition to his radio work are current events and sculpture. In the latter field, he studied under the world-renowned sculptor William Zorach, and has created several figures in clay and marble.

Tape-Recordings Of UNESCO Public Forum

The WCSH news show, As Maine Goes, presented tape-recordings of a UNESCO public forum at Symphony Hall, Boston, last month. One of the discussion leaders was Senator-elect Margaret Chase Smith. The recordings were made by international short wave station WRUL and made available to the Portland station by the World-wide Broadcasting Foundation, operator of WRUL, a non-profit, non-commercial organization.

Bangor Woman Wins On Network Program

Mrs. Michael Smart of 161 York Street, Bangor, has been named a winner on the NBC Let's Talk Hollywood program. As her reward, Mrs. Smart was offered the choice of either a new television set, worth approximately 1-thousand dollars installed or an RCA combination radio-phonograph and \$100 worth of Victor records and a year's free admission to her favorite local theater.

This was all a very pleasant surprise to Mrs. Smart as she was not listening to the program on the particular night the news was announced, and she was notified of her good fortune by a WLBZ staff member.

She decided upon the radio-phonograph as her prize.

The American Tobacco Company, sponsors of Let's Talk Hollywood, also sent a large supply of free Lucky Strike Cigarettes to the Veterans Administration Hospital in Northampton, Massachusetts.

WLBZ To Broadcast Maine Home Games

When the University of Maine opened its 1948 football season against the Rhode Island Rams, September 25, WLBZ began a series of play-by-play presentations of the Maine home games with John McKernan and Eddie Owen at the microphone.

WLBZ will take part in the State Series broadcasts as a member of the Maine Broadcasting System.

The Maine Bears are playing a seven game schedule, with Northeastern, New Hampshire, Connecticut, Bates, Colby and Bowdoin listed as gridiron opponents.



MISS MAINE AND MR. BROFEE—Miss Muriel Appleby of Enfield, "Miss Maine of 1948," shows a picturesque cake to "Jake" Brofee at the Eastern States Exposition in Springfield, Mass. The attractive University of Maine Senior later appeared as a special guest on Brofee's program, Maine Farm Topics.

Linwood T. Pitman Resumes Post As Public Relations Director

Linwood T. Pitman, veteran Maine broadcaster, has returned to his desk at WCSH as Public Relations Director of the Maine Broadcasting System. For the past 15 months, he has served as Administrative Assistant to Governor Horace A. Hildreth at Augusta. Among various other duties at the Portland station, Pitman will resume editorship of The Maine Broadcaster, monthly publication of MeBS.

Pitman has been associated with WCSH longer than any other staff member. His was the first voice heard on the station when it started broadcasting in 1925. Through the years he has served as announcer, salesman, program director, commercial manager and general manager. He was named to his present position as public relations director in 1945.

He was educated at the University of Maine, where he received an A.B. in Journalism. Upon graduation, he

was employed by newspapers in Portland, Me. and Fitchburg, Mass. Later, he joined the Associated Press and was made night bureau chief of the AP in Pittsburgh.

Realizing the potentialities of radio, which was then in the experimental stage, Pitman deserted newspaper work to devote his career to the new medium. It was then that he became associated with WCSH. He has remained with the station continuously since 1925, except for a brief period during the recent war in the newspaper field, and his more recent tour of duty as Governor Hildreth's Administrative Assistant.

He served in the army during World War I. He is married with two grown children, a son and daughter.

Old Radio Friends Reunited On WRDO

Once again, radio listeners in Central Maine are thrilling to the backstage story of Myrt and Marge, two lovely chorus girls whose adventures were eagerly followed for ten years by millions of fans all over the nation. This series of the new adventures of "Myrt and Marge" is presented at 2:45 p. m., Monday through Friday, by Marquis Radio of Hallowell, in cooperation with Philco.

The original cast is supporting Alice Yourman as "Myrt" and Alice Goodkin as "Marge," the two girls who meet during rehearsals of "Hayfield's Pleasures," a musical extravaganza created by Francis Hayfield. "Myrt and Marge" become inseparable friends, and their story is one which fascinates all of their old friends and captures many more.

Brofee Confers With Republican Standard Bearer

During September, the Maine Broadcasting System went all out to bring its rural listeners complete coverage of agricultural events in New England and the nation. The intensified farm coverage centered around "Jake" Brofee, agricultural director of the network, and his regular early morning show, Maine Farm Topics.

The week of Sept. 20, Brofee aired his program from Springfield, Mass., scene of the giant Eastern States Exposition. A special line from Springfield to Portland was set up to carry Brofee's broadcasts to Maine listeners.

The programs originating from Springfield featured Maine agricultural experts attending the Exposition as well as contestants from the Pine Tree State. Maine listeners heard a special interview with State Agriculture Commissioner A. K. Gardner, conducted by Brofee. They were introduced to Howard O. Selby, President of the famed Eastern States Exposition, and Prof. Cy Terrill of the University of New Hampshire's Animal Husbandry Department, a widely-known judge in Maine.

Brofee devoted two of his programs to Maine's rural youth. He presented a broadcast for 4-H members and another for the Future Farmers of America.

Meets Dewey

The weekend before the Eastern States Exposition opened, Brofee was the guest of Gov. Thomas E. Dewey at Pawling, N. Y. The Maine farm broadcaster was invited by the GOP standard-bearer to join other agricultural broadcasters and writers for a discussion of America's farm policy. Brofee was carried by special car, under police escort, from New York to Dewey's Pawling farm. There at the Pawling Grange Hall, Brofee joined a discussion of major problems now confronting the nation's farm economy. He was escorted by the New York Governor on a tour of Dewey's farm.

From Pawling, Brofee flew to Springfield, to be on hand for the colorful opening of the Eastern States Exposition.

While in Springfield, Brofee participated in many activities other than his regular broadcasts. He recorded a summary of Maine farm news, which was broadcast by WJZ, New York, on that station's early morning farm program, and he appeared on a special Eastern States' television program.

Brofee was a virtual ambassador of good will for Maine agriculture. He touted the virtues of Maine-grown products to thousands of out-of-staters who visited the huge Exposition.

You get 12 issues of the Maine Broadcaster for 50c.



GARRY GETS THE POINT—A Los Angeles fireman, Jack Ellison of Engine Co. 27, demonstrates the proper reaction on seeing NBC quizmaster Garry Moore smoking in bed. Moore, emcee of NBC's Take It or Leave It, knows better, and explains that he is trying to show what NOT to do during Fire Prevention Week, Oct. 3 to 9—or any week in the year.

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 10/48 which stands for October 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.

Duffy's Tavern Set To Reopen On NBC October 6th

Archie, Eddie And Finnegan Back With Show

Five regulars will return to the air-planes on "Duffy's Tavern" Wednesday, Oct. 6, 9:00 p. m.) over the NBC network. They are the star, Ed "Archie" Gardner; Charles "Clifton" Finnegan" Cantor, Eddie "The Waiter" Green, Matty "Maestro" Malneck and Jay Stewart, announcer.

In addition to the five old favorites, Ed Garner plans many surprises and extra attractions for "Duffy's Tavern" this year.

Last year's guest list—which included such names as Gregory Peck, Dorothy Lamour, Edward G. Robinson, Carmen Miranda, Jimmy Stewart, Lotte Lehman, Alan Ladd and Rise Stevens — will be augmented for the invitation performer spots this season.

And then there's the ever romantic, ever hopeful Miss Duffy.

The line-up of Miss Duffys through the years reads like a Who's Who in radio. Just for the record, here they are: Shirley Booth was the first and portrayed the role from March 1941, to June 1943. The second was Florence Halop, the same girl who last season returned to the role; she played Miss Duffy from October, 1943 to March, 1944. Helen Lynd was third and remained from April to May, 1944.

Two top radio comediennes played the role once each — Doris Singleton on May 9, 1944, and Sara Berner on May 23, 1944. Then Connie Manning took over the role and remained to the end of that season.

Florence Robinson played the part from September to November, 1944, when Sandra Gould took over to remain until June, 1947. Helen Eley was heard from October to November, 1947, and Margie Liszt from November, 1947, until Florence Halop returned. And this year it's Miss Halop again.

Engineer Roy Morris of WCSH has returned from a three-week vacation in Massachusetts. He visited relatives in Worcester.



FUN ON WEDNESDAY NIGHTS—Two top Wednesday night programs on NBC are Mr. District Attorney and Duffy's Tavern. In top photo, Mr. D. A. (center) points a warning finger as if to say, "Crime Does Not Pay!" Ace detective Harrington (left) and secretary Miss Miller (right) focus their icy stares at any would-be criminal. The program is heard each Wednesday at 9:30 p. m. In lower photo, "Archie" of Duffy's Tavern engages in customary argument with customer Finnegan. This program is heard Wednesdays at 9:00 p. m.

Red Skelton: Sure, sure, I went to college. After a four-year loaf on my father's dough . . . instead of being a well-bred man, I turned out a CRUMB —NBC's "Red Skelton Show"



Jimmy Durante
(The Piano-Crusher)

Comic Alan Young To Join Durante

Jimmy Durante, the little man with the big nose, came up from the gas-lit corridors of the 90's to the bright lights of Broadway and Hollywood with such finesse that few people realize he was a hard-working piano player when Woodrow Wilson was elected President.

Jim was a bright-eyed lad with a quick wit when William Howard Taft left the White House in 1913 to make way for Wilson, but it was not until he formed his long-term vaudeville partnership as a member of the Clayton - Jackson - Durante team that he was able to trade saloon sawdust for salon stardust.

He gained stature when he joined the great Ziegfeld in 1929 for "Show Girl," then moved into the legitimate theater in a big way. Later — stardom in films and radio. His rasping voice, gargantuan nose and glib patter had become part of the American entertainment scene on stage and air.

In 1943, Durante chose a fresh young comedian named Garry Moore as his radio partner, and they became one of the country's favorite airline teams.

This year, another young comic, Canadian-born Alan Young, is joining Durante for his new Friday night NBC series, which starts Oct. 8 (8:30 p. m.). Jimmy plans a new format for his programs, but the old scene stealer will come in for his share of laughs, regardless of what happens.

Trusting Subscriber

One subscriber to the Maine Broadcaster places a high value on his monthly copy of the publication. A renewal order came to WLBZ containing a ten dollar bill. Now we feel that the Broadcaster is worth that amount from an informative and entertaining viewpoint, but the usual low price remains the same and the gentleman in question received his receipt and nine dollars change.

When Jimmy Durante appeared at NBC's New York photo studios recently, one of his poses called for him to bob for apples for a Halloween shot. Jimmy went into his act so thoroughly that he nearly drowned, then inquired: "Can't we hire an ant-eater from the zoo for this act?"

Portland Station Gets Exclusive From George Allen

George V. Allen, Assistant Secretary of State for Public Affairs who heads the Voice of America foreign broadcasting service, was heard in an exclusive interview this past month over WCSH, Portland. The interview was part of the weekly news feature, As Maine Goes.

Allen was interviewed by news director John Hogan in Washington. During the broadcast, Allen said that the Voice of America tells only the truth about this country in its short wave programs overseas.

He said that an expansion program was underway which would provide future short wave broadcasts about America to several additional countries. Most of the broadcasts, Allen asserted, are informational in character. He said that the State Department would not use government funds to entertain the world.

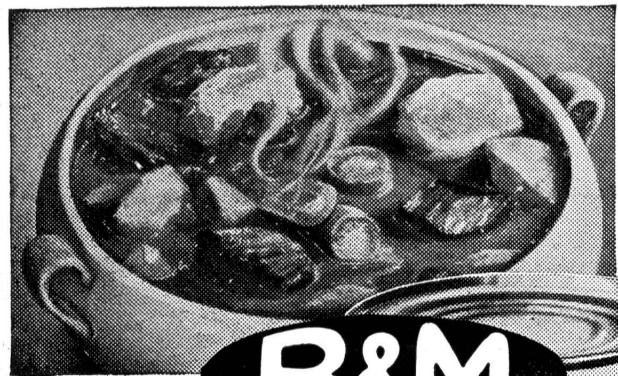
Radio Supports U. N.

Cooperating with the National Broadcasting Company in its nationwide observance of United Nations Week, Oct. 17-24, will be the American Association for the United Nations and the National Education Association. The various special programs scheduled will be carried by the three NBC stations in Maine — WRDO, WCSH and WLBZ.

Memory Lane

Back in 1935, Jim and Martin Jordan (Fibber McGee and Molly) played in NBC's Kaltenmeyer's Kindergarten. Marian was giggling Gertie Gump and Jim portrayed tough little Micky Donovan.

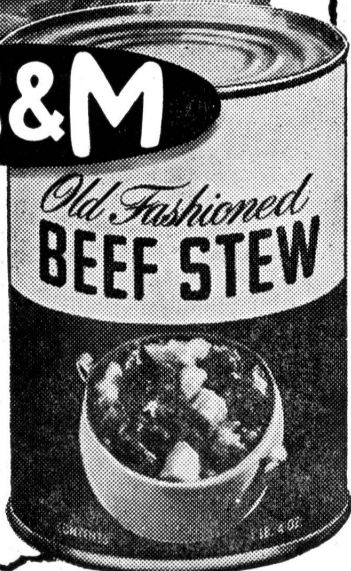
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This Delicious BEEF STEW

Here's a meal superbly combining New England thrift with the unsurpassed goodness of New England cookery . . . B & M Old-Fashioned BEEF STEW. It's wonderfully good, wonderfully satisfying with an extra-large amount of selected beef chunks, choice potatoes, carrots, balanced seasonings, all drenched in flavorful, rich sauce. This "light-on-your-food-budget" meal comes "hand made" for you from famous B & M kitchens "Down East" in Portland, Me.

Another top-grade, low-cost meal—
B&M Brick-Oven BAKED BEANS



LISTEN TO TONY AND JUANITA
TUESDAYS AND THURSDAYS 1:30 P. M.
WCSH • WRDO • WLBZ

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Chock full of "Down East" goodness—
rich in vitamins and tempting flavor!

PEACOCK'S
Best Sardines
Packed in
Feanut Oil
and Spices

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American Sardines
Rich in Nutrition
Packed in
Salad Oil

Sold and recommended by
your favorite grocer

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SARDINES . . . SMOKED & BONELESS HERRINGS
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Phil Harris And Alice Faye Return With Comedy Show

Even when his band isn't making music, it is apparent that Phil Harris has turned being a brash baton-weilder into a good thing. The perpetually tanned, athletic-looking maestro has come a long way from the time he and the home-town boys of Nashville, Tenn., clambaked under the name, "The Dixie Syncopaters."

Though Phil is now recognized principally as a comedian by reason of his witty demonstrations on NBC's Jack Benny Show and the NBC "Phil Harris-Alice Faye Show," on which he co-stars with his movie queen wife, he looks back with appropriate respect to the days when he merely fronted a band. He learned a lot about the give-and-take of show business in those days.

Phil began his career during boyhood vacations from school. His dad taught him drumming and took him along on the family's innumerable theater and carnival appearances. Then came the "Dixie Syncopaters," the group with which Phil acquired the dialect for his popular "ham hocks and black-eyed peas" southern singing style.

The little band played at the Princess Hotel in Honolulu for a year, then disbanded. Winning a contract to play at the Palais de Dance in Melbourne, Australia, Upon returning home, he filled several successful engagements at the Coconut Grove and the old Los Angeles Wilshire Bowl.

During this time, Phil also appeared in musical film shorts, one of which won an Academy Award. Jack Benny signed him for his NBC program in 1936. And 10 years later, still an important radio entertainer via the Benny program, Harris started his own comedy show with Alice Faye, his pert, blonde spouse. The "Harris-Faye" program will return to its NBC time-spot on Sunday, Oct. 3 (7:30 p. m.).

After a half-hour's bantering on the Benny show, which returns to NBC on the same date (7:00 p. m.), Phil will again cross the corridor to another studio to join Alice in their domestic comedy series.

And as before, at the conclusion of their show, the Harrises will hurry home to Encino to be with Alice, Jr.,



TRAPPED — Up to his old tricks, Phil Harris is caught by wife Alice Faye sneaking a peek at the comics. Alice had instructed Phil to improve his vocabulary before their show went back on the air.

six, and Pryllis, four, before the children's slumber time.

Every time there's a practice session at home for the songs which Phil and Alice sing on the air, it is done to the raucous screechings of the family pet, a cockatoo Phil bought during his early days in Australia. Phil gave it to the musicians union in San Francisco on his return, but missed the bird so much that he asked for it back a short time later.

September was an especially eventful month for Norman Lambert of WLBZ. His daughter, Norma Lee became the bride of Clifford Reynolds of Bangor. Reynolds is employed by station WGUY in Bangor.

Announcer Scott Colton of WCSH, Portland, is awaiting delivery of a new rifle for use during the deer hunting season this fall. Scott plans to spend his vacation in Phillips, Maine, where he owns a 400-acre tract of woodland.

Jet-Speed Flight Described On WLBZ

An unusual type of special events program was broadcast over WLBZ recently from Dow Air Force Base in Bangor. A speed run from Portland to Bangor by an Air National Guard pilot in an Army jet was described by Irving Hunter of WLBZ and by the flyer himself. The jet was in communication with the Air Base via plane-to-ground radio.

From the time the F-80 Shooting Star left Portland until it zoomed over Dow Field, approximately eleven minutes later, the spectators and radio audience heard the pilot of the speedy jet plane and the operator of the communications equipment conversing as the pilot reported his position and flying speed at frequent intervals.

Many of the listeners in the path of the plane's course tuned in their radios and listened to the broadcast while watching the speeding jet pass overhead at more than 500 miles an hour. It took the pilot a longer period of time, transported by a jeep after landing, to reach the WLBZ microphone for an interview, than the bee-line flight from Portland to Bangor.

During the post-flight interview, the pilot spoke of the speed-test as merely a routine flight.

Bob Hope Back For His Tenth Year On NBC



Bob Hope

Britain's loss was America's gain when London-born Bob Hope was brought to the United States by his family.

Comedian at two and still going strong four decades later, Bob can remember when his gags paid off not in cash, but in spankings by father Hope. This situation has however, been happily remedied and many thousands of people are at their radios to welcome him back to NBC for his 10th consecutive year on the network.

Doris Day, formerly with Les Brown's Orchestra, will be featured as vocalist on the Hope show. Doris won the coveted spot after being enthusiastically received by the audience when she guested several times with Bob last year.

Bob has been the recipient of countless awards for his many appearances in behalf of charities, Government bond drives, and entertainment for members of the armed forces. With his NBC troupe, Hope has been in every theater that was occupied by American troops, and has played to over 10,000,000 men.

Hope has four adopted children, part interest in a major baseball club, and plays a fine game of golf. However, unlike his friend Bing Crosby who can duplicate all of these assets, Bob has never been the possessor of a string of "also ran's" at Santa Anita.

Jack Benny Returns To Radio After Entertaining Troops Abroad



BOUNTIFUL BENNY—Rochester touches Jack Benny to the quick: "How's for a quick touch for a dime, boss? High cost of living you know." Thrifty Benny comes through with a stern reminder that it's a down payment on Rochester's salary. Benny and his gang will return to NBC on Sunday, Oct. 3, heard in Maine over WCSH, WRDO and WLBZ.

Jack Benny is back from Europe, rested, refreshed and ready to resume his Sunday radio show. The premiere broadcast on Sunday, Oct. 3 (7:00 p. m.) will mark the beginning of Benny's sixteenth year in radio and on the NBC network.

The time between last season's doleful rendition of "Love in Bloom" and this fall's familiar opener, "Hello, again, this is Jack Benny," was spent on foreign shores. But rest, like home, is what you make it. For Benny's vacation was spent entertaining the millions abroad who clamored to hear him.

Before Jack, his wife, Mary Livingstone; Phil Harris and songstress Marilyn Maxwell sailed for Europe, he and the troupe broke attendance records in Detroit and Cleveland theaters. When they reached England, a two-week engagement at the famous Palladium brought them one of the greatest ovations ever accorded performers in London. The story of "standing room only" and "shattered attendance records" was repeated.

Benny and the gang then went on to Germany to give shows for enthusiastic American GIs stationed in cities from Frankfurt to Munich. During the performances in Germany, Alice Faye, who accompanied her husband Phil Harris abroad, also participated.

Jack harbors only one regret concerning his trip. Says thrifty Jack, "I should have gone to Scotland. It's

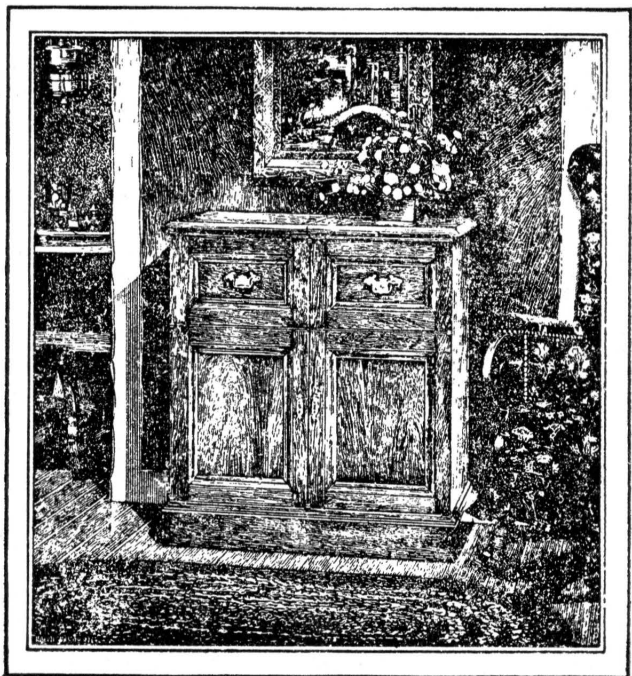
always a pleasure to meet other sound financial minds."

When the comedian returns on Oct. 3, the happy combination of talents on last year's show will be on the air again, including Dennis Day, Rochester, Don Wilson, Mary and Phil. The successful format of the show, of course, remains unchanged.

Jack has always had the ability to recognize quickly the public's tastes, and has somewhat ruefully accepted the same public's decision of his violin-playing. There's a story that some time back, Jack was invited to a meeting of prominent business men in the middle west, to help raise \$25,000 for a local charity. Benny made his plea, with the result that an enthusiastic audience oversubscribed the quota by four times. Appreciatively, Jack rose again, expressed thanks and offered to entertain them with his violin. Immediately the audience subscribed another \$10,000 to the fund — to keep Jack from playing it.

Musical Assist

A celebration was in order when the Maine Central Railroad opened its new and modern freight shed in Bangor, and to add melody to the festivities, WLBZ Musical Director, Norman Lambert was present with the station's Hammond electric organ to entertain the many prominent Bangor business men who were guests of the Maine Central Railroad.



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one of fourteen distinctively different models. Flawless furniture with a mellow hand-rubbed finish to delight the eye. Your ear will thrill to fresh horizons in musical enjoyment! Incomparable Magnavox tone, fully automatic record changer with noiseless feather-touch pickup, 12-inch Magnavox speaker, powerful 10-watt receiver and amplifier chassis. In mahogany, walnut or maple . . . **249.50**
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Porteous, Mitchell and Braun

Portland, Maine



LOVELY LASSIES—Joe Stafford (left) and Peggy Lee compare warblings in tune-up for weekly appearances on the Chesterfield Supper radio show. The top gal singers alternate with Perry Como on his fifteen minute evening program, heard at 7:00 o'clock, Monday through Friday on WCSH, WRDO and WLBZ.

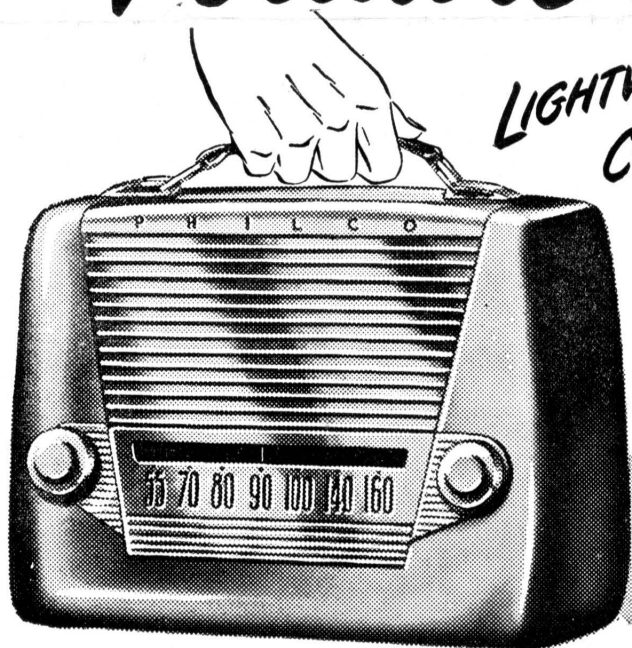


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PHILCO

Portable Radios

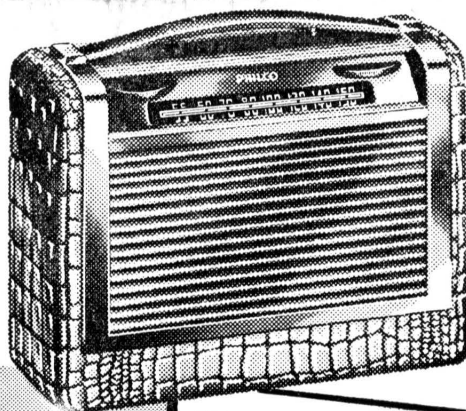


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COMPACT!**

PHILCO 602. Sensationally low priced... with quality performance. And it's lightweight in its compact, plastic cabinet. AC, DC or battery operated. Choice of colors... ivory, tan, maroon and green.

\$ 29.95
Less Batteries

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Terms*

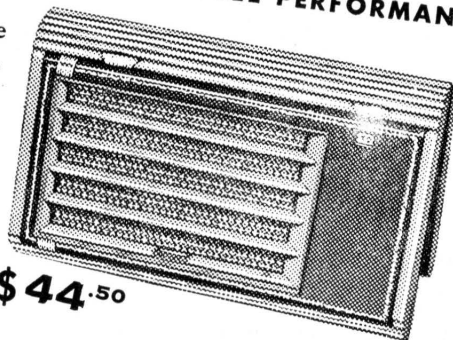


PHILCO 607. Here's an amazing portable radio that gives you remarkable power and tone. Uses war-developed miniature tubes. Operates on AC, DC or on its own self-contained, long-life battery. Lightweight, alligator-grain luggage case that's really compact.

\$ 54.95
Less Batteries

NEW PHILCO TRAVEL RADIO WITH FULL PERFORMANCE

Philco brings you the ultimate in a compact, travel radio... with full performance... jewel case design. No bigger than a lady's handbag, but the Philco 603 has 5 to 10 times greater power than other travel sets... and it has amazing tone. Take it with you everywhere... just plug it in and it plays.



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Victor Fortin

PORTLAND, MAINE

Maine Hardware & Plumbing Co.

WESTBROOK, MAINE

Westbrook Hardware Co.

DAMARISCOTTA, MAINE

Wheeler's Radio Shop

RICHMOND, MAINE

Russell A. Ring

SOUTH PORTLAND, MAINE

Lewis Furniture Mart

COMPLETE OCTOBER 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 ALL—Book of Books
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—NBC Anniversary Theater
3.00 ALL—Music For Today
3.30 ALL—One Man's Family
4.00 ALL—The Quiz Kids
4.30 ALL—Bob Trout
4.35 WCSH—As Maine Goes
WRDO—Living—1948
WLBZ—Living—1948
5.00 WCSH—Longine Symphonette
WLBZ—Jane Pickens Show
WRDO—Jane Pickens Show
5.30 ALL—RCA Victor Show

EVENING

6.00 WCSH—News
WRDO—Catholic Hour
WLBZ—News
6.15 WCSH—Romance of Famous Gems
WLBZ—Guest Star
6.30 ALL—Ozzie and Harriet
7.00 ALL—Jack Benny Show
7.30 ALL—Alice Faye and Phil Harris
8.00 ALL—Charley McCarthy
8.30 ALL—Fred Allen Show
9.00 WCSH—Manhattan Merry - Go-
Round
WRDO—Manhattan Merry Go -
Round
WLBZ—Allen Roth Symphony
9.30 WCSH—Am. Album of Familiar
Music
WRDO—Am. Album of Familiar
Music
WLBZ—Memorable Music
10.00 ALL—Take It or Leave It
10.30 ALL—Night With Horace Heidt
11.00 ALL—Maine Network News
11.15 ALL—Clifton Utley and The
News
11.30 WLBZ—Dave Garroway 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—Three-A Safety Man
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
7.55 WCSH—Uncle Hezzie
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—Songs of Our Times
9.15 WCSH—Tello-Test
WLBZ—Devotional Service
9.30 WCSH—To Be Announced
WLBZ—To Be Announced
WRDO—Going Places, Jean Murray
9.45 WRDO—According to the Record
9.55 WRDO—U.P. News
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—The Brighter Day
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—Marine Band
WLBZ—Contrasts
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Jean Murray
2.15 WRDO—Matinee Musicale
2.30 ALL—Today's Children
2.45 WCSH—Light of The World
WLBZ—Melody Lane
WRDO—Myrt and Marge
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—Symphony of Melody
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
7.45 WCSH—Pleasure Parade
WLBZ—H. V. Kaltenborn
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—Henry Wallace
10.45 ALL—To Be Announced
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—Biltmore Hotel 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—Three-A Safety Man
WLBZ—The Haymakers
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
7.55 WCSH—Uncle Hezzie
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—Songs of Our Times
9.15 WCSH—Tello-Test
WLBZ—Church in Wildwood
9.30 WCSH—To Be Announced
WLBZ—To Be Announced
WRDO—Going Places, Jean Murray
9.45 WRDO—According to the Record
9.55 WRDO—U.P. News
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—The Brighter Day
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—U. S. Navy Band
WLBZ—Luncheon with Lopez
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Jean Murray
2.15 WRDO—Matinee Musicale
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—Myrt and Marge
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—Symphony of Melody
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 WCSH—Sippy Hollywood Theater
WRDO—The Smoothies
WLBZ—Musical Memoirs
7.45 WRDO—Little Show
WLBZ—Richard Harkness
8.00 ALL—Mel Torme Show
8.30 ALL—Date with Judy
9.00 ALL—Bob Hope Show
9.30 ALL—Fibber McGee and Molly
10.00 ALL—Big Town
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
6.25 ALL—News
6.30 ALL—Maine
7.00 WCSH—News
WRDO—U.
WLBZ—Sac
7.05 WRDO—Rac
7.15 WCSH—Thr
WLBZ—Slin
7.30 WCSH—Late
WRDO—U.
WLBZ—ESS
7.35 WRDO—Rad
WLBZ—Prog
7.45 WRDO—Ma
WLBZ—Mus
7.55 WCSH—Unc
8.00 ALL Maine
8.15 WCSH—Let
WRDO—Do
WLBZ—Hap
8.30 WCSH—Her
WRDO—Tho
8.45 ALL—Maine
9.00 WCSH—Tra
WRDO—Hon
WLBZ—Son
9.15 WCSH—Tel
WLBZ—Chu
9.30 WCSH—To
WLBZ—To
WRDO—Go
9.45 WRDO—Ac
9.55 WRDO—U.
10.00 ALL—Fred
10.30 ALL—Road
10.45 ALL—Joyce
11.00 ALL—This
11.15 ALL—We L
11.30 ALL—Jack
11.45 WCSH—The
WRDO—Ins
WLBZ—Mu

AFTERNOON

12.00 WCSH—Noon
WRDO—U.
WLBZ—Kor
12.05 WRDO—Ma
12.10 WRDO—No
12.15 WCSH—Lun
WLBZ—ESS
12.20 WLBZ—Mai
12.30 WCSH—Mar
WLBZ—Mar
12.45 WRDO—Mu
1.00 ALL—Maine
1.15 WCSH—Mai
WRDO—Mu
WLBZ—Lunch
1.20 WCSH—Agr
1.30 ALL—Tony
1.45 WCSH—Ma
WRDO—Bel
WLBZ—Mat
2.00 WCSH—Dou
WLBZ—Dou
WRDO—Jea
2.15 WRDO—Ma
2.30 ALL—Today
2.45 WCSH—Ligh
WLBZ—Mel
WRDO—My
3.00 ALL—Life
3.15 ALL—Ma Pe
3.30 ALL—Peppe
3.45 ALL—Rigt
4.00 ALL—Backst
4.15 ALL—Stella
4.30 ALL—Loren
4.45 ALL—Youn
4.50 WCSH—Wh
WRDO—U.
WLBZ—Sho
5.05 WRDO—140
5.15 WCSH—Por
WLBZ—Sho
5.30 WCSH—Just
WRDO—A V
WLBZ—Visi
5.45 WCSH—Fro
WLBZ—Rod

EVENING

6.00 ALL—Maine
6.15 ALL—Shell
6.25 WCSH—Mai
WRDO—Gro
WLBZ—Mus
6.30 WCSH—Ton
WRDO—Cor
WLBZ—Nor
6.45 WCSH—3-St
WRDO—U.
WLBZ—ESS
6.50 WRDO—Mai
WLBZ—Mai
7.00 ALL—Suppe
7.15 ALL—News
7.30 WCSH—Gue
WRDO—Mus
WLBZ—Rol
7.45 WCSH—To
WRDO—H.
WLBZ—H.
8.00 ALL—Blond
8.30 ALL—Great
9.00 ALL—Duffy
9.30 ALL—Mr. I
10.00 ALL—The B
10.30 ALL—Curtai
1.00 WCSH—Main
WRDO—Wor
WLBZ—ESS
11.15 ALL—News
11.30 WCSH—Swi
WRDO—Res
WLBZ—Mea
12.00 ALL—News

THURSDAY	FRIDAY	SATURDAY
<div>MORNING</div> <div>6.00 ALL—News 6.05 ALL—Paul Gil 6.25 ALL—News 6.30 ALL—Maine Farm Topics 7.00 WCSH—News WRDO—U. P. News WLBZ—Sacred Heart Program 7.15 WRDO—Radio Reveille WLBZ—The Haymakers 7.15 WCSH—Three-A Safety Man 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 7.55 WCSH—Uncle Hezzie 8.00 ALL—Maine Network News 8.15 WCSH—Let's Have Music WRDO—Roger Nye WLBZ—Happy Kitchen 8.30 WCSH—Here's Agnes Gibbs WRDO—Thoughts for the Day 8.45 ALL—Maine Network News 9.00 WCSH—Trading Post WRDO—Honeymoon in New York WLBZ—Songs of Our Times 9.15 WCSH—Tello-Test WLBZ—Church in Wildwood 9.30 WCSH—To Be Announced WLBZ—To Be Announced WRDO—Going Places, Jean Murray 9.45 WRDO—According to the Record 9.55 WRDO—U.P. News 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—The Brighter Day WRDO—Trio Time WLBZ—Norm Lambert</div> <div>AFTERNOON</div> <div>12.00 WCSH—Noontime News WRDO—U. P. News WLBZ—Korn Kobblers 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—Luncheon with Lopez 1.20 WCSH—Agnes Gibbs' Date Book 1.30 ALL—Tony and Juanita 1.45 WCSH—Manhattan Melodies WLBZ—Believe It or Not WLBZ—Matinee Revue 2.00 WCSH—Double Or Nothing WLBZ—Double Or Nothing WRDO—Jean Murray 2.15 WRDO—Matinee Musicale 2.30 ALL—Today's Children 2.45 WCSH—Light of the World WLBZ—Melody Lane WRDO—Myrt and Marge 3.00 ALL—Life Can Be Beautiful 3.15 ALL—Ma Perkins 3.30 ALL—Pepper Young's Family 3.45 ALL—Right To Happiness 4.00 ALL—Backstage Wife 4.15 ALL—Stella Dallas 4.30 ALL—Lorenzo Jones 4.45 ALL—Young Widder Brown 5.00 WCSH—When A Girl Marries WRDO—U. P. News WLBZ—Shoppers' Variety Revue 5.05 WRDO—1400 Club 5.15 WCSH—Portia Faces Life WLBZ—Shoppers Variety Revue 5.25 WLBZ—Standard Shoe Pgm. 5.30 WCSH—Just Plain Bill WRDO—A Visit with Hezzie WLBZ—Visit With Hezzie 5.45 WCSH—Front Page Farrell WLBZ—Rod Hendrickson</div> <div>EVENING</div> <div>6.00 ALL—Maine Network News 6.15 ALL—Sports Journal 6.25 WCSH—Maine State News WRDO—Great Moments in Sports WLBZ—Musical Interlude 6.30 WCSH—Tony & Juanita WRDO—Keep On Keepin' On 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 WCSH—Flight with Music WRDO—Art Van Damme Quintet WLBZ—Maine Sports 7.45 WLBZ—Richard Harkness WCSH—Political Program WRDO—Music 8.00 ALL—Aldrich Family 8.30 ALL—Burns and Allen 9.00 ALL—Kraft Music Hall 9.30 ALL—New Sealtest Village Store 10.00 ALL—Screen Guild Theater 10.30 ALL—Fred Waring 11.00 WCSH—Maine Network News WRDO—World News WLBZ—ESSO Reporter 11.15 ALL—Morton Downey 11.30 WCSH—Swing Circle WRDO—Reserved for Dancing WLBZ—Roosevelt Grill Orchestra 12.00 ALL—News</div>	<div>MORNING</div> <div>6.00 ALL—News 6.05 ALL—Paul Gil 6.25 ALL—News 6.25 WCSH—News WLBZ—News 6.30 ALL—Maine Farm Topics 7.00 WCSH—News WRDO—U. P. News WLBZ—Sacred Heart Program 7.05 WRDO—Radio Reveille 7.15 WCSH—Three-A Safety Man 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 7.55 WCSH—Uncle Hezzie 8.00 ALL—Maine Network News 8.15 WCSH—Let's Have Music WLBZ—Happy Kitchen WRDO—Do You Remember 8.30 WCSH—Here's Agnes Gibbs WRDO—Thoughts for the Day 8.45 ALL—Maine Network News 9.00 WCSH—Trading Post WRDO—Honeymoon in New York WLBZ—Songs of Our Times 9.15 WCSH—Tello Test WLBZ—Friday Devotions 9.30 WCSH—To Be Announced WLBZ—To Be Announced WRDO—Going Places, Jean Murray 9.45 WRDO—According to the Record 9.55 WRDO—U.P. News 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—The Brighter Day WRDO—Inside Story WLBZ—Music of Manhattan</div> <div>AFTERNOON</div> <div>12.00 WCSH—Noontime News WRDO—U. P. News WLBZ—Korn Kobblers 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—Marine Band WLBZ—Marine Band 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—Jean Murray 2.15 WRDO—Matinee Musicale 2.30 ALL—Today's Children 2.45 WCSH—Light of the World WLBZ—Music Hall of Fame WRDO—Myrt and Marge 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</div> <div>EVENING</div> <div>6.00 ALL—Maine Network News 6.15 ALL—Shell Journal 6.25 WCSH—Maine State News WRDO—Sports Story and Error WLBZ—Musical Interlude 6.30 WCSH—Tony & Juanita WRDO—Music of Manhattan WLBZ—Norm Lambert 6.45 WCSH—3-Star Extra WRDO—U. P. News WLBZ—ESSO Reporter 6.50 WRDO—Maine Radio News WLBZ—Maine Radio News 7.00 ALL—Supper Club 7.15 ALL—New of the World 7.30 ALL—Yankee Yarns 7.45 WCSH—Pleasure Parade WRDO—H. V. Kaltenborn WLBZ—H. V. Kaltenborn 8.00 WCSH—Highways in Melody WRDO—Salon Concert WLBZ—Xavier Cugat Music 8.30 ALL—Jimmie Durante Show 9.00 ALL—Eddie Cantor 9.30 ALL—Red Skelton 10.00 ALL—Life of Riley 10.30 WCSH—Sports Newsreel of the Air WRDO—Adventures in Research WLBZ—Decision Now 10.45 ALL—To Be Announced 11.00 WCSH—Maine Network News WRDO—World News WLBZ—ESSO Reporter 11.15 ALL—News of World 11.30 WCSH—Swing Circle WRDO—Reserved for Dancing WLBZ—World's Great Novels 12.00 ALL—News</div>	<div>MORNING</div> <div>6.00 ALL—News 6.05 ALL—Paul Gil 6.25 ALL—News 6.30 ALL—Maine Farm Topics 7.00 WCSH—News WLBZ—Sacred Heart Program WRDO—U. P. News 7.05 WRDO—Radio Reveille 7.15 WCSH—Sacred Heart Program WLBZ—The Haymakers 7.30 WCSH—Late Edition WRDO—U. P. News WLBZ—ESSO Reporter 7.35 WRDO—Radio Reveille WLBZ—Program Highlights 7.45 WLBZ—Musical Clock 8.00 ALL—Maine Network News 8.15 WCSH—Let's Have Music WRDO—Homes on The Land WLBZ—Dick Liebert 8.30 WCSH—Maine Kitchens WRDO—Thoughts for the Day 8.45 WCSH—News WRDO—Decision Now WLBZ—4-H Clubs 9.00 WCSH—School Librarian WLBZ—Story Shop WRDO—Story Shop 9.30 ALL—Mind Your Manners 10.00 WCSH—Frank Merriwell WLBZ—Frank Merriwell WRDO—Proudly We Hail 10.30 ALL—Archie Andrews 11.00 ALL—Meet The Meeks 11.30 ALL—Smilin' Ed. McConnell</div> <div>AFTERNOON</div> <div>12.00 WCSH—Noontime News WRDO—U. P. News WLBZ—Korn Kobblers 12.05 WRDO—Maine Radio News 12.10 WRDO—Noonday Revue 12.15 WCSH—Dairy Chat WLBZ—ESSO Reporter 12.20 WLBZ—Maine Radio News 12.30 WCSH—4-H Club WLBZ—Coffee in Washington WRDO—Meet the Mike 12.45 WCSH—Music in Marchtime 1.00 ALL—Maine Network News 1.15 WCSH—Maine News WRDO—Pigskin Parade WLBZ—Marine Band 1.20 WCSH—Salon Strings 1.30 ALL—National Farm and Home Hour 2.00 ALL—Football Game 5.00 ALL—To Be Announced 5.15 WCSH—To Be Announced WLBZ—To Be Announced WRDO—Speaking of Sports 5.45 ALL—Lassie</div> <div>EVENING</div> <div>6.00 WCSH—Maine Network News WRDO—Maine Network News WLBZ—Esso Reporter 6.15 ALL—Sports Journal 6.25 WCSH—Maine State News WRDO—Maine State News WLBZ—Musical Interlude 6.30 ALL—NBC Symphony 7.30 ALL—To Be Announced 8.00 ALL—Hollywood Star Theater 8.15 WRDO—Here's To Veterans 8.30 ALL—Truth or Consequences 9.00 ALL—Your Hit Parade 9.30 ALL—Judy Canova Show 10.00 ALL—Dennis Day 10.30 ALL—Grand Ole Opry 11.00 WCSH—Maine Network News WRDO—World News WLBZ—ESSO Reporter 11.15 ALL—Morton Downey 11.30 WCSH—Swing Circle WRDO—Reserved for Dancing WLBZ—Saturday Nightcap 12.00 ALL—News</div>

Ozzie And Harriet's Comedy Show On NBC



Ozzie and Harriet

Dorothy Lamour, Variety Show Star, To Share Spotlight With Guests In Comic And Dramatic Skits

Dorothy Lamour, who became a screen siren via her career in radio, is back at the old stand again with NBC. The singer-actress is star and femcee of the new Sealtest variety program (NBC, Thursdays, 9:30 p. m.).

It was on NBC that she made her bid for fame. Miss Lamour had been singing with Herbie Kay's dance band on cross-country tours when NBC offered her a sustaining program over the eastern network.

She welcomed the chance, and her singing built a large following of listeners in and around New York. Company executives were so impressed with the reams of letters that flooded their mail rooms that they wanted to put Dottie on a coast-to-coast sustaining broadcast.

There was only one catch — she would have to go to Hollywood to do the show. That was okay with Dottie, and out west she came. She sang, and the people west of the Great Divide loved her, too. She got a singing spot on the then-famous "Shell Hour" and soon screen executives were thoughtfully looking at her pictures in fan magazines.

They proposed a screen test, then a contract, and then the lead role in her famous first—"The Jungle Princess." From there on, her rise to movie stardom was a cinch.

On the Air Again

It's back to radio again for the glamorous singer-actress, and the same men will head up the direction and music department for her new show as they did on the rousingly successful NBC "Front and Center" series. Henry Russell's music will furnish the settings for the songstress, and Glen-hall Taylor, veteran radio producer, will oversee the new program.

Every week, top personalities of the entertainment world will join Dottie at the mike. Under a novel arrangement with the American Federation of Radio Artists, Dottie's sponsor will pay a sum every week into the welfare fund of the union to establish a health insurance plan for radio performers. In return, the top stars of America will participate with the beautiful mistress of ceremonies in comedy and dramatic sequences.

Of course, there'll be plenty of favorite tunes sung by Dottie Lamour—as always.

Younger listeners to the Fred Waring morning programs should be pleased to know that four of the stories by Uncle Lumpy on The Amazing Adventures of Little Orly have been recorded and now are on sale throughout the country.



Dorothy Lamour

New Sports Feature Heard In Augusta

The big sports events and personalities, the spice of the sports menu, is served up by Will Whitten every afternoon at 5:55 on WRDO.

Called "Speaking of Sports," it's the latest addition to the WRDO schedule designed to bring listeners more human interest stories of their favorite stars of the sporting world.

Sponsored by a long-established clothing firm in Augusta, The J. B. Farrell Co., and the Maine Willys Sales Co., "Speaking of Sports" is prepared by United Press sports editors all over the country, and presents sports fans with a closer acquaintance of top athletes by spinning inside stories of their attitudes and actions both on and off the playing field.

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.

Fred Allen, who so often derides California in general and Hollywood in particular, was in the movie capital for a brief vacation and visit with friends this past month.

Mr. & Mrs. Team Bases Script On Real Life

The door-mat has been swept clean and the door knocker polished to a high lustre at radio's fictional 1847 Rogers Road, home of a favorite American couple, Ozzie and Harriet.

The merry Nelsons welcomed NBC listeners in Maine to their fall premiere broadcast Sunday, Oct. 3 (6:30 p. m.). Their program—The Adventures of Ozzie and Harriet—is a comedy of family life which is actually based on the real life experiences of the title characters and their sons, David and Ricky.

After hectic years on the road, during which Ozzie conducted his orchestra and Harriet appeared as featured vocalist, a home in Hollywood and their own fireside had far more appeal to the well-traveled couple. The two, quickly won over to the side of domesticity, were so amused at their own household crises and the escapades of their children that the idea of a radio show began to take shape in their entertainment-slanted thinking.

And so it happens that today actual tree-climbing tumbles and swimming-hole adventures of young David, 11, and Ricky, 7, eventually turn up in the scripts of The Adventures of Ozzie and Harriet. When Harriet sets out to buy Ozzie a new sport shirt and comes home with three new bathing suits for herself, that incident eventually appears in the radio script, too.

Ozzie and Harriet are assisted in their air adventures by two young radio actors, Tommy Bernard and Henry Blair, who portray David and Ricky, respectively, Vivacious Janet Waldo plays the cute next-door chatterbox, Emmy Lou, and John Brown is heard as another Nelson neighbor, Will Thornberry, who has a penchant for getting into scrapes.

The Nelsons actually have a neighbor by the name of Thornberry who, contrary to his radio counterpart, is a fine neighbor and never remotely involved in any of the difficulties which are copied from life insofar as the Nelsons are concerned.

The Adventures of Ozzie and Harriet, which closely parallels the daily successes and mishaps of the Nelson family—with allowances for a few literary liberties—is under the personal supervision of Ozzie himself, who does much of the writing and heads the production staff.

Phil Johnson, former WCSH production manager, has started teaching duties at Boston University's school of practical arts and letters. He resigned his radio job this past summer to accept the post on BU's faculty.

Ezra Stone Starts 2nd Decade As 'Aldrich' Star After Busy Summer



HALO EVERYBODY!—The angelic cherubs are Henry (Ezra Stone, left) and Homer (Jack Kelk) as they visualize themselves just before the opening of school. They and the rest of the NBC Aldrich Family have resumed their air sessions.

Starting its 11th season on the air, NBC's The Aldrich Family has returned from its annual summer vacation to take the 8:00 p. m. time-spot each Thursday night on WLBZ, WCSH and WRDO.

Ezra Stone, who created the role of Henry in the play on which the radio program is based, has played the radio Henry all these years.

Although Stone is a serious farmer and works hard at it, he didn't make use of his vacation from radio to get some rest. Instead, he put in a strenuous summer on the productions of the Veterans Hospital Camp Shows for a fall and winter series of productions for 100,000 men in 109 Army, Navy and Veterans' Administration Hospitals all over the country.

Stone directed "This Is the Army" during his tour of duty as a G. I. and also wrote a book on his experiences as a soldier. He and Jack Kelk, who plays Homer in "The Aldrich Family," last year toured the hospital circuit and got a line on the type of entertainment the hospitalized veterans would like. Among the acts is a revue written by patient who lampoon hospital life.

Last winter Stone not only played Henry and operated his farm but he also acted in a Broadway play and directed two others. He hopes to maintain the same pace this season.

Despite this rigorous schedule, Stone remains chubby, bright eyed and even tempered. He never reneges on a promise, never is late for an appointment and never turns down a personal appearance request for any worthy cause.

George And Gracie Look To Radio With Zest After Holiday



George Burns and Gracie Allen

While many of NBC's stars have this year given way to their spirit of wanderlust complete with the excitement of travel abroad and the involvements of visas, George Burns and Gracie Allen have been sipping iced coffee in their own Beverly Hills backyard. An easy-going diet of summer relaxation made both George and Gracie impatient for Thursday, Sept. 30 (8:30 p. m.) to roll 'round with premiere time for the new fall series of Maxwell House Coffee Time.

Now that the program is back on the air over WCSH, WLBZ and WRDO, George and Gracie feel that life is worth living again.

If the implication was made that summer has been a quiet time for the Burns family, it's quite true—or was quite true until the two young Indians that also belong with the household arrived home from camp last week. Both 13-year-old Sandra and 11-year old Ronnie almost had to be roped and tied to get them out of the wilds and back into the sedate tree-lined streets of Beverly Hills.

Small crisis in the family was averted during the summer by the simple expedient of a trip to the grocer, co-operation of the cook and the purchase of stamps and wrapping paper. It seems that Ronnie, always reluctant to write more than a paragraph, cut his efforts to a pair of subtle sentences in one literary effort: "There is a very spoiled boy in our cabin. He gets a package every day."

To assuage the neglect of poor Ronnie who was sent only one each week, a very special package of cookies, cake and cheese was promptly dispatched.



DENNIS DAY pleads with his girl friend, Mildred Anderson, played by Barbara Eilers in Saturday evening comedy show A Day in the Life of Dennis Day.

Luck For Dinah

VOCALIST, GRATEFUL FOR FIRST BREAK, RETURNS TO EDDIE CANTOR SHOW



Dinah Shore
(In 'Eddie Cantor Show')

Some people carry a rabbit's foot and others touch wood. But for singer Dinah Shore the NBC "Eddie Cantor Show" is her lucky talisman.

Dinah, who first became widely known while singing with Eddie, returns to the network when the "Eddie Cantor Show" comes back to the air Friday, Oct. 1 (9:00 p. m.). Stage and screen comedienne Billie Burke will be one of the regulars this season.

Harry Von Zell, who started out as an announcer and developed into a first-class comedian on the program, also will be back on the show this fall. Cantor himself who spent the summer with Ida on a motor tour of the Scandinavian countries, has been making personal appearances in the east, looking over television and displaying as much vigor and bounce as ever.

Dinah got her big break when she was fired from a radio show because the sponsor wanted a song stylist with an entirely different technique. But Eddie Cantor had heard her on the program. Here's the way Dinah tells it:

"But unknowingly I had a lucky break — Eddie Cantor, one of the greatest showmen in the business, had heard me. He liked my singing style and signed me for his program. There followed three of my most memorable years in radio, working with Eddie."

Here's how she feels about returning to the show that gave her her start: "Nothing could make me happier than to be back with Eddie again when his show opens . . . It will be like old home week for me and I know I'll enjoy every minute of it."

Senator Claghorn To Have Russian Accent

Ken Delmar is busy cultivating his already-good Russian accent for the new Fred Allen series, starting in October. Cast in the past as Senator Claghorn, the ebullient southern statesman with a cure for everything; he will play Claghorn this season only through the heat of the political season. Thereafter, he is most likely to show as Sergei Stroganov, as Russian who takes the steppes in stride.

Girl: I'd like to marry you.

Jimmy Durante: I'm not marrying you.

Girl: Why not?

Durante: Well, my grandfather married my grandmother and my father married my mother. Why should I marry a stranger?

—NBC's "Jimmy Durante Show"

Geranium: Honey, when I catch a cold I always go to a dance.

Judy Canova: How could that help a cold?

Geranium: I do a rumba and shake it off.

—NBC's "Judy Canova Show"

Law Breaking Follows Seasonal Trend Says 'Mr. D. A' Producer

Crime follows seasonal trends almost as predictably as other forms of news, says Ed Byron, producer-director and co-author of NBC's realistic anti-crime program, "Mr. District Attorney".

Byron, who began his career as a newspaperman, evolved this theory while checking a newspaper editor's

year book. He became increasingly aware of the way certain news events tied in with the seasons—floods in the spring, forest fires in late summer, and the like. When he began producing "Mr. District Attorney" he concentrated his survey on crime news and found that the same thing happened in the underworld.

"For instance," says Byron, "The confidence games come up in the springtime because they (the criminals) have been working up the suckers all winter. Then in the summer, when kids get out of school, there is a sharp rise in juvenile delinquency, because of the lack of discipline."

"Along about the August dog-days, freak stories break in crime just as they do all over the rest of the newspapers. And in the fall, you find a lot of domestic troubles following vacations—the wife fell in love with the lifeguard or the husband got himself mixed up with someone in town while his wife was in the country."

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



TELEVISION TREAT—Video critics agree that lovely Kyle McDonnell has what it takes to give television a big boost forward. She's star performer on *Girl About Town*, a video musical sponsored by the Bates Manufacturing Company of Maine on the NBC television network. In top photo, Miss McDonnell is caught in a reflective mood as she waits for her cue during rehearsal. In lower picture, the blonde singer performs before cameras during actual presentation of her show.

Football Games To Be Televised

Ten of the major football games to be played in the East, including the first ever televised from the Yale Bowl in New Haven and Harvard's Soldiers' Field in Cambridge, will be seen on NBC Television this season.

Bob Stanton, NBC television sportscaster, will give the play-by-play description and Bob Meyer, football analyst, will be technical advisor. This is the fourth year that NBC has televised outstanding collegiate games in the East. The schedule follows:

Sept. 25 Army-Villanova, West Point; Oct. 2 Harvard-Columbia, Boston; Oct. 9 Yale-Columbia, New Haven; Oct. 16 Army-Harvard, West Point; Oct. 23 Yale-Vanderbilt, New Haven; Oct. 30 Navy-Nat're Dame, Baltimore; Nov. 6 Army-Stanford, Yankee Stadium; Nov. 13 Yale-Princeton, New Haven; Nov. 20 Princeton-Dartmouth, Princeton; Nov. 25 Penn-Cornell, Philadelphia.

Radio Stations Still On Rise In United States

The use of radio communications in the United States has taken a pronounced rise, according to figures released by the Federal Communications Commission. The FCC announced last month that more than 635,000 separate broadcasting stations had been authorized up to June 30—an increase of nearly 90,000 during a 12 month period. Not all of the authorized stations have started actual broadcasting.

Stations handling broadcast services—those heard or seen by the general public—are now just short of the 4,000 mark, up 400 from the total on June 30, 1947.

The non-public stations, such as marine, industrial and public safety stations, now exceed 126,000. More than 78,000 amateur stations are operating.

The number of authorizations for principal broadcast services on June 30, 1948 included 2,034 standard radio stations, 1,020 FM stations, 109 commercial television stations and 124 experimental television stations.

NBC Movie Soon Available To Public

Various Maine groups soon may have opportunity to view the topical motion picture "Behind Your Radio Dial," produced during the past summer by the National Broadcasting Company in collaboration with RKO Pathe. The film already has been previewed by representatives of NBC network stations in convention. It will not be shown in theaters but will be available for presentation before clubs and organizations throughout the country.

The picture, which runs 25 minutes, is said to be complete documentation of the people, organization and operations that produce NBC radio and television programs. It opens and closes with view of Arturo Toscanini conducting the NBC Symphony Orchestra, and H. V. Kaltenborn narrates the newsroom sequence, highlighted by some of NBC's historic news broadcasts. Operations of such departments as Guest Relations, Communications, Mail and Information are shown, with Ben Grauer, the film's narrator, explaining their part in the procedure.

Replaces Victor Best

Bill McCrory, formerly with station KSO, Des Moines, Iowa, has joined the news staff of WCSH, Portland. McCrory comes to Maine after several years association with stations in the mid-west. He will replace Victor Best, recently resigned night news editor, who is now a member of Boston University's faculty.

Life And NBC To Collaborate On Nov. 2 Election Telecast

Life magazine and the National Broadcasting Company will continue their collaboration which began with the national political conventions earlier this year, and will unite their news-covering facilities to televise the highlights and results of the national election Nov. 2. Plans have been announced by Andrew Heiskell, publisher of Life, and William F. Brooks, NBC vice president in charge of news and international relations.

The highlights will include interviews with candidates and ranking personalities in the political field, special pickups from the major parties' headquarters in New York, and from Washington. Special visual aids are being created to help viewers follow the election results.

To the coverage of election activity by the NBC news and television staffs, Life will add its own large group of journalists presenting interviews with important personages, periodic resumes, sidelights and special events. Ben Grauer and John Cameron Swayze will be chief commentators on the telecast, which will be carried over NBC's East Coast television network, including WBZ-TV, Boston.

Dramatic Broadcast On Bangor Station

Deputy Sheriff Frank P. Gerry of Brewer, who had a narrow escape when a woodsman resisting arrest fired a pistol at him, Sept. 17, told of his experience on a wire recorded broadcast over WLBZ's evening edition of the Maine Radio News Service.

Deputy Gerry explained how he escaped and drove his wounded companion, Deputy Sheriff Claude Kimball, to a Bangor hospital, where Kimball died of gunshot wounds. WLBZ immediately broadcast frequent descriptions of the alleged slayer—Peter Braidis—to aid police in Eastern Maine's greatest manhunt in many years. Braidis later was shot and killed by police near the spot where Kimball was fatally wounded.

Television Not Hurting Radio---Trammell

Niles Trammell, President of the National Broadcasting Company, said Sept. 21 that the radio industry is not ready for the oxygen tent because of the growth of television. Trammell told 300 delegates from 130 NBC affiliated stations that the radio industry is in a generally healthy state. He said there has been a substantial increase in radio revenue this year.

The NBC executive said that television would develop new advertising revenue just as radio did.

Trammell predicted that by 1953 there would be about 11,500,000 television receivers in operation in the United States.

He spoke to the NBC representatives at the network's annual convention at Sun Valley, Idaho.

Bar Harbor Phone Operators Honored At Special Ceremonies



PLAQUE PRESENTATION—Erskine N. White, Vice President and General Manager of the New England Telephone and Telegraph Co., presents plaque to Bar Harbor employees. The special ceremonies were broadcast over the Maine Broadcasting System.

The destruction of last October's forest fires is still a vivid memory in the minds of the citizens of Maine. In recognition of their efforts during the disaster, telephone operators in Bar Harbor were awarded the Theodore N. Vail memorial plaque for noteworthy service throughout the emergency.

Presentation ceremonies were held last month in Bar Harbor with various officials of the New England

Telephone and Telegraph Company and other dignitaries taking part in the program. The services took place at the Bar Harbor Club and were broadcast over the facilities of the Maine Broadcasting System.

The monthly publication of the New England Telephone and Telegraph Company, "Telephone Topics," recorded the event in the September issue.



POLL TIME IN THE ALLEY—Pencil in hand, Fred Allen questions the residents of that strange street, Allen's Alley, on current issues. Kenny Delmar (at Allen's left) is first to answer. Minerva Plous, Peter Donald and Parker Fennelly (at right) await their turns to reveal their peculiar wit and wisdom. The "Fred Allen Show" returns to NBC for its sixteenth consecutive year Sunday, Oct. 8.

Will Bond Listeners Against Loss

NBC comedian Fred Allen has announced he will bond his listeners against losing money during "give-away" shows while they are listening to his program. The top-flight radio comic says that "give-away" programs are stifling the growth of real radio talent in America.

Two Recent Weddings Announced

Wedding bells have sounded for two WCSH staff members. Miss Margaret McCurdy, station secretary, became Mrs. Charles S. Cook at marriage ceremonies in Lubec. Announcer Bob Dargo wed Miss Jean Briggs during the latter part of September.

'Meet The Mike' Inaugurates Fourth Year Over WRDO



MEET THE MIKE FESTIVITIES—This candid photo of a Meet the Mike broadcast over WRDO shows Gordon Drew, owner of Drew's Dairy, standing beside "Creamy Rich," the famous talking milk bottle. Emcee Dan Kelley (center) conducts the program, while contestants Connie Hubert and Joan Fowes (right) vie for program honors.

The popular feature, Meet the Mike, is back on the air this fall over WRDO, Augusta. Sponsored by Drew's Dairy, the program is heard each Saturday at 12:30 p. m.

Meet the Mike, well-known to radio listeners of Central Maine, opened its fourth consecutive year of broadcasting Saturday, September 18, with Emcee Dan Kelly and Mrs. Marador Woodman at the piano. Gordon Drew, owner of Drew Dairy, was a special guest on the first program, and inaugurated this season's series of programs. A unique feature of this year's show is "Creamy Rich," the Talking Milk Bottle. The voice of "Creamy Rich" as portrayed by Billy Bolger, youthful Meet the Miker, lends infectious enthusiasm and variety to the commercial announcements.

Meet the Mike even boasts of an homogenized theme song with special lyrics written by Dan Kelly, extolling the merits of Homogenized Vitamin D milk.

Meet the Mike features talented vocalists, instrumentalists, and any and all talent that is adaptable to the microphone. A silver half dollar quiz contest, group vocalsthenics, radio games, and Holiday Parties round out the activities of this perennially popular radio program which lives up to its unofficial motto, "Everybody Meets the Mike" each and every Saturday over WRDO.

Maine Network Airs Swiftest Election Returns

The Maine Network News Service led all other news-gathering organizations in Maine Sept. 13, in reporting the results of the September election. Election returns were broadcast by WCSH, Portland; WLBZ, Bangor, and WRDO, Augusta, within minutes after they were tabulated at the polling places.

The strong trend in favor of Congresswoman Margaret Chase Smith in the Senate race was apparent as early as 9:00 p. m., when only a few precincts had reported. At 11:15 p. m. a news summary was originated in Portland for the full NBC network in which Mrs. Smith acknowledged her victory. News director John Hogan voiced the summary which was punctuated by a statement from Mrs. Smith in Skowhegan.

Other winning candidates made victory statements at mid-night over the Maine Broadcasting System. They were Governor-elect Frederick G. Payne and Representative Robert Hale of Portland.

Church Council Presents New Program Series

Plans for two interesting series of Sunday broadcasts have recently been completed by the Maine Council of Churches and are being brought to the attention of readers of the *Maine Broadcaster* by its Radio Chairman, the Rev. Clifford H. Osborne, minister of the Pleasant Street Methodist Church of Waterville.

On Sunday September 12, the Fall series of the Church School of the Air began, being heard as usual over the network at 8:30 each Sunday morning. The current series will deal with stories of heroes and heroines of Christian history, featuring dramatized and narrated presentation of the lives of the Saints. Attractive calendars and other materials for home use are available to those who request it through the Maine Council office at 97A Exchange Street, Portland or from any of the stations. This popular program will begin its 5th consecutive year on the Maine Broadcasting System in November.

Commencing Sunday morning October 3, the Maine Council will present a new series, entitled "The Radio Edition of the Bible," to be heard at 9 o'clock Sunday mornings over the network.

This series features a distinguished group of radio artists, including Erik Barnouw, of the NBC staff; Raymond Johnson, noted Broadway actor; House Jameson, beloved of millions for his role in "The Aldrich Family;" Raymond Massey, Charles Webster, Ann Seymour, Karl Swenson and many others known to radio and theater lovers. Theme and incidental music is composed and played by Edward Vito, noted composer and conductor and solo harpist with the NBC Symphony Orchestra. As with the other Maine Council program, a bulletin of suggestions for furthering the information and pleasures of listeners is provided without charge by the Maine Council of Churches.

Radio Newspapers May Be Developed

Radio listeners may soon get their newspapers with a flick of the dial, along with voice or musical programs.

A new multiplex system demonstrated Sept. 22 allows FM-Facsimile broadcasting and transmission of sound programs over the same frequency — without harming the tone quality.

Radio Inventions, Inc. and the Philadelphia Inquirer frequency modulation station WFIL-FM, sponsored the test program for members of the Federal Communications Commission.

Commissioner Hyde said: "We certainly were impressed with the success of the demonstration." He added that "on the basis of listening, it is extremely successful."

WRDO Campus Series Popular— Student Council Features Fashions



YOUR STUDENT COUNCIL—In above photo, participants in WRDO's special student service broadcast are interviewed by Jean Murray, women's program director. They are, left to right, Peggy Given of Conn. State College for Women, Molly Fallon of Lasell Junior College, Rosemary Reardon of Emerson College, Miss Murray; Nancy Rideout and Margo McCarthy of Cony High School. Not present when picture was taken was Patty Dorr of Cony High School, Augusta.

Unique among teen-age programs was the series produced over WRDO, Augusta from mid-August to mid-September under sponsorship of The Sisters Shop in the Capital City. Titled Your Student Council, the series was conceived as an advisory plan for girls of high school and college entrance ages.

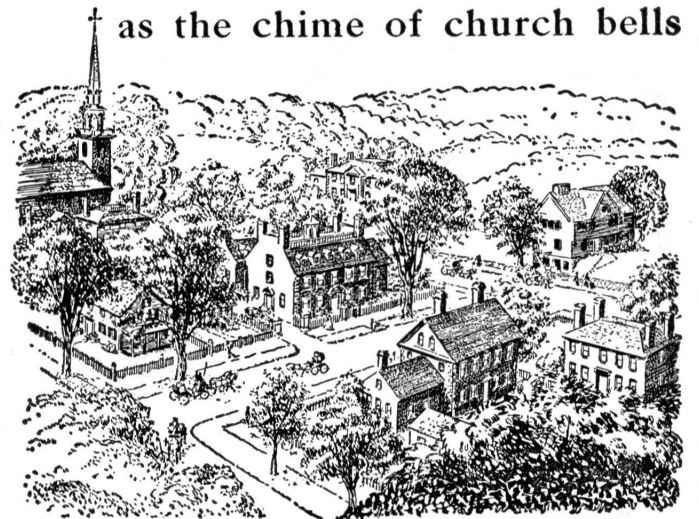
Jean Murray, women's program director of the Augusta station, wrote to some 30 colleges and universities, requesting information as to special activities and wardrobe requirements. The schools responded wholeheartedly and commended the program idea.

During each broadcast a student guest was featured, each representing a different school or college. The girls provided information about social

activities at the various colleges — dates, house parties, Frosh week, sorority rushing, dormitory life and wardrobe necessities. All girls interested in participating in the program series were invited to register at The Sisters Shop and from these registrants three high school and three college girls were selected to become active Student Council members.

These active Council members acted as hostesses at The Sisters Shop for three weeks, during which they made several radio appearances, greeted all students who visited the shop and answered many questions on college life. Each of the six girls chose a complete coordinated wardrobe, ideal for campus wear, and these wardrobes were displayed in the show windows.

As native to old Maine as the chime of church bells



...was the fragrance and familiar goodness of real old-fashioned bread!

Try those Plump, Golden
Loaves of Flavoury Goodness



Ask for it
at your grocer's

The Old Fashioned White Bread
with the All-Grain Flavor



WAITING FOR INDIAN SUMMER—Blonde Betty Wragge is prepared for it. She is shown here modeling a bathing suit, which she hopes to put to good use during the October heat wave she's predicting. Miss Wragge plays the daughter Peggy on NBC's *Pepper Young's Family*. She is an active sportswoman.

TO THE MAINE BROADCASTER

I wish to renew my subscription for—

- ☐ One Year - 50c
☐ Two Years - \$1.00

Page 12 **SAMPLE COPY**

THE MAINE BROADCASTER

October, 1948

Fibber McGee And Molly Resume NBC Programs

Skelton Show Opens With Four Knights

The Four Knights, Negro recording stars, have been signed to provide the vocalizing on the Red Skelton Show on NBC each Friday at 9:30 p. m.

The quartet, with many recording and transcription appearances to its credit, will fly to the west coast from New York to participate in the broadcasts.

All of Skelton's famed characterizations—including Junior, the mean widdle kid, Deadeye, Clem Kadiddlehopper, Willie Lump Lump and Bolivar Shagnasty—are back with the zany comedian.

Verna Felton will portray Junior's grandmother. Lurene Tuttle will be the mother and Pat McGeehan plays the role of the grandfather.

David Rose conducts the 38-piece orchestra, furnishing music for the Four Knights. The orchestra also plays special arrangements by Rose during each broadcast. Rod O'Connor announces the program, with Edna Skelton Borzage writing and producing.



BEST LITTLE FIXER—Fibber McGee, the best little fixer in the world, demonstrates his piano-tuning prowess to Molly as the two warm up for the return to the air of their NBC comedy show Tuesday, Oct. 5. As usual, the program will be heard at 9:00 p. m. over WCSH, WRDO and WLBZ.

Christmas And Thanksgiving Shows To Be Presented On NBC Network

The Thanksgiving and Christmas presentations of "Two Hours of Stars," one of America's best known and most listened-to variety shows, will be heard this year over the National Broadcasting Company's network.

Sponsored by the Elgin National Watch Company, "Two Hours of Stars" is scheduled for broadcast on Thursday, Nov. 25, and Saturday, Dec. 25, from 4:00 to 6:00 p. m., EST. These broadcasts will mark the seventh annual appearance of the program, which originated in 1942 and was dedicated to American armed forces overseas and at home for the duration of the war. The show became such an overwhelming favorite with all listeners that it was continued in its original form after the cessation of hostilities.

The "Two Hours of Stars" program present leading performers of radio, screen and stage in specially prepared skits appropriate to the holiday season.

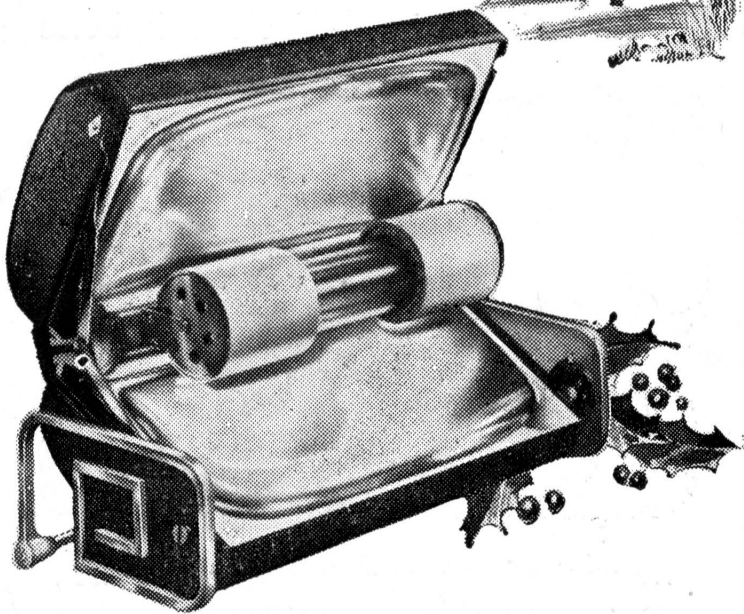
Elgin announced that an outstanding cast already has been signed for the Thanksgiving broadcast, including Jack Benny, Red Skelton, Vera Vague, Jimmy Durante and Garry Moore, with the latter two again appearing as a comedy team. Other participants will be announced later, as will the cast for the Christmas program.

Don Ameche, master of ceremonies for five of the six years that "Two Hours of Stars" has been on the air, will be back in the emcee role, assisted by announcer Ken Carpenter, who has been with the show since its beginning.



MORE TROUBLE FOR GILDY—Fresh trouble has pursued Hal Peary, the Great Gildersleeve, ever since he found the cute mystery baby in his parked car. Sponsor Kraft Foods is offering 721 consumer prizes, including 20 new Ford cars, in contest to find a name for the little stranger. Program is heard over MeBS stations Wednesdays at 8:30 p. m.

Ideal For Christmas Giving!



NEW, SUPER-POWERED 560-WATT Sperti PORTABLE Sunlamp

A radiant, "picture-of-health" sun tan, right through sun-stingy winter months. That's what you give your family when your gift is the amazing Sperti Portable Sunlamp. Camera-size convenience. Yet it tans faster than many bulkier lamps... faster than seashore sunshine. Genuine high-intensity mercury arc. An amazing value. Come in for 3-minute demonstration.

Approved by Underwriters' Laboratories.

GEO. C. FRYE CO.

116 Free Street—Corner Oak, Portland, Maine
Tel. 2-0108

Comedy Couple Back On Air October 5th

The happiest people around NBC's Hollywood studios this time of the year are the men in the Sound Effects Department. They are checking over 40 to 50 of the noisiest props they can find, such as tin cans, washboards, bottles and bowling pins.

They are preparing for what they term "F. M. and M Day."

This, for the uninitiated, is Tuesday, Oct. 5, (9:30 p. m.) when a familiar voice says to another equally well-known one, "It's in the closet McGee." At this point the sound man knocks over the five packing cases on which the aforementioned props have been stacked and loosens upon the ears of the radio audience the racket that tells radio listeners that Fibber McGee, once again, has opened his famous closet door at 79 Wistful Vista.

Jim and Marian Jordan, alias Fibber McGee and Molly, return for their fourteenth consecutive year on the NBC network with the same sponsor.

Taking a Dare

The Jordans, after a successful career in vaudeville, entered radio on a bet. They were in Chicago in 1924 when a friend bet they couldn't get an audition at a local station. They not only were accepted, but received a total payment of \$10 for their appearance. Eleven years later they started with their present show on NBC.

Known as two of the happiest people in Hollywood, the Jordans lead a quiet life at home, which is just the way they want it to be.

The lovely Jordan home in Encino is the center of much horticultural activity, as Jim supplies the local nurseries with prize specimens of plants and flowers.

Much of their summer vacation was spent on a ranch they own near Bakersfield, supervising the care and selling of prize cattle, and later fishing in the famous Rogue River.

Jim is really an expert angler and has often had cause to regret the tall tales that have been forced on him by his radio characterizaion. As he says, "How can you expect anyone to believe your fish stories when you're known as Fibber?"

Two things you can depend on

12 Noon and the "Korn Kobbler's"

MONDAY THRU SATURDAY WLBZ

and

MOTHER'S Enriched White Bread

Sold by Independent Grocers

BANGOR BAKING COMPANY