



Affiliate

THE MAINE BROADCASTER

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Price Five Cents

Holiday Star Time Tops Christmas Fare

Ford Tractor Dealers Sponsor Brofee



WHAT ABOUT IT MR. SECRETARY?—Jake Brofee, MeBS Agricultural Director poses some questions to which Maine farmers desire answers, to Secretary of Agriculture Charles F. Brannan during recent National Grange Convention in Portland.

Maine Broadcasting System Active In Grange Convention

In the thick of the National Grange convention in Portland last month were the Maine Broadcasting System and "Jake" Brofee, its agricultural director. Jake was radio chairman for the convention and, as such, participated in many ways to assist the Grange officers and farm directors of other radio stations and networks to cover the various phases of the ten-day meeting.

Many visitors attending the Grange sessions in The Eastland took advantage of the proximity of WCSH to visit the station and attend some of its popular broadcasts, including Tony and Juanita, Agnes Gibbs' morning programs and Uncle Hezzie's "swap" programs.

Among visitors participating in Jake Brofee's regular morning program, Maine Farm Topics, carried by the three MeBS stations, were Dorsey Kirk of Illinois, chairman of the Grange's agricultural committee; Secretary of Agriculture Charles Brannan and the president of the National

Association of Agricultural Editors, as well as a Texas farmer and an Idaho potato farmer. Jake also entertained the winning male quartet, National Grange champions, from Niles, Mich., who sang for his audience.

Maine Broadcasting System stations carried a portion of the opening ceremonies of the convention from Portland City Hall auditorium and a delayed broadcast of Secretary Brannan's address to the delegates. WCSH also fed to the NBC network and later re-broadcast a feature based on the presentation of the Sears Foundation awards to Granges.

Jake Brofee participated in making recordings for radio use in their home states with the masters of the State Granges of Massachusetts, New York, Texas, Illinois, Oklahoma, Nebraska, North Carolina and Florida. He also assisted Fred Bailey, director of public relations for the National Grange; Hal Totten, radio farm director of WGN, Chicago; Roger Harrison, radio farm director of WBZ, Boston and Charles Esbach, director of radio for the New England division, U. S. Department of Agriculture. Harrison originated WBZ's Farm and Home Hour from WCSH studios one morning during the convention, and the other officials made recordings of special features during the sessions, through WCSH facilities.

NBC's Radio City Playhouse, off the air for a period of several weeks during the Presidential political campaign, is back on the air Monday nights at 10.30.

Santa Claus Uses WLBZ To Keep Young Friends Posted On Plans

Five o'clock is a magic hour to wide-eyed youngsters in the listening area of station WLBZ in Bangor. Playtime activities are forgotten as they gather around the radio to hear Old Saint Nick, who again this Yuletide season, is making his headquarters in the spacious toy department of Freese's in Bangor.

His daily quarter-hour program, from 5 to 5:15, sends out greetings to his eager host of listeners and Santa Claus reads many of the letters sent to him by boys and girls throughout northern and eastern Maine. While staying at Freese's, before starting out

Morning Show Now Extended To Presque Isle

Maine Farm Topics, a Maine Broadcasting System feature for more than three years, under Linwood H. "Jake" Brofee, took on added prestige and service late last month when it was opened to sponsorship for the first time to the Ford Tractor dealers of Maine. The group, which includes every dealer in the state handling the Ford Tractor line, sponsors the program three days a week, Mondays, Wednesday and Fridays. Additional coverage was provided to the sponsor group through the added facilities of WAGM, Presque Isle, which will also carry Maine Farm Topics the other three days of the week, Tuesdays, Thursdays and Saturdays. Brofee's program, which he originated in July, 1945, is aired 6:30 to 7:00 a. m.

The half hour broadcast format remains the same under sponsorship as in the past. It opens with a report on general weather conditions, for Maine, and portions of New Hampshire and Massachusetts. Brofee then reviews highlights of agricultural news of the United States, New England and of Maine in particular.

Turning to markets, Brofee covers prices on the Boston wholesale market, prices at the farm for livestock, vegetables, poultry and eggs, and supplies a complete potato market report for Aroostook growers and suppliers.

The daily feature presents an interview by Brofee with an official of the State Department of Agriculture or Extension Service, or a County Agent or prominent farmer. When live interviews in the studio are not practical, Brofee supplies recordings made in the field with such officials or farmers, and in season provides recordings made at livestock or poultry shows or county fairs.

A 48-hour weather forecast closes each broadcast.

The Ford Tractor dealers' messages to farmers describe their tractor and implement line and services available to agriculturalists.

P & R Coal To Offer Maine News Again

The first of the New Year will mark the return of a valued sponsor to the WCSH commercial list. The Philadelphia and Reading Coal Company, which formerly sponsored State of Maine News over WCSH in several seasons past, will resume this program beginning the first week in January.

P & R State of Maine News will be heard Mondays through Saturdays from 6.25 to 6.30 p. m. The contract is for the calendar year 1949.

Season's Greetings!

The staffs of the Maine Broadcasting System stations and of The Maine Broadcaster wish for every radio listener in Maine and for readers of this paper a very Merry Christmas and Happy New Year.

WLBZ Revises Morning List

Several changes in the program listings of WLBZ, Bangor have resulted in the addition of one new network show from NBC and the return to the air of a local feature as well as time changes affecting two regularly scheduled programs.

The Monday and Friday Devotional Services, presented by the Bangor-Brewer Council of Churches, are now aired at 8:15 in the morning. The speaking assignments on these broadcasts are shared by various ministers and religious leaders in the Council area and guest speakers outside of the district.

The Bangor Theological Seminary has resumed the presentation of its Chapel on the Hill series, broadcast from the Seminary through the facilities of WLBZ, and now heard Tuesday, Wednesday and Thursday mornings at 8:15.

The Happy Kitchen program with Mrs. Rovena Hinds, featuring shopping news, information for homemakers and reporting social and club events throughout the state is now heard over WLBZ at 9 o'clock each morning, Monday through Friday. This informative half hour also includes a variety of popular transcribed music.

The emphasis is on music from 8:30 to 8:45 when NBC presents, Do You Remember? with melodies especially suited for mid-morning listening enjoyment.

NBC Show Has Names Famed In Fun And Music



Don Ameche

America's favorite variety show, Holiday Star Time, which was such a tremendous success with listeners everywhere on Thanksgiving Day, will present its Christmas edition on Saturday, December 25 from 4:00 to 6:00 p. m., EST. Maine listeners, enjoying the holiday afternoon in their respective homes, will hear the show over WCSH, WRDO and WLBZ.

The show is Elgin's Seventh Annual presentation of Two Hours of Stars, and will be made of the top names in the entertainment industry.

Don Ameche, who emceeds the program, will welcome such personalities as Al Jolson, Bob Hope, Edgar Bergen and Charlie McCarthy, Cass Daley, Ozzie Nelson and Harrier Hilliard, Lauritz Melchior, Jo Stafford, Red Ingle, and Danny Thomas.

Robert Armbruster and his orchestra will be on hand to play traditional Christmas music while Ken Carpenter, who has been on every Holiday Star Time show since the first one went on the air in 1942, will do the announcing.

Elgin's Two Hours of Stars was originated during the first year of World War II as a "dedication to the nation's armed forces at home and abroad." It became so popular with troops and civilian population that it was continued in its original form after the cessation of hostilities.

Carbon Copy



There's more than a trace of Al Jolson in his son's features, particularly in his expression. Notice, too, that little Asa's mouth is open, ready to sing - as soon as he learns to talk. In true Jolson tradition, Asa sits on his Mammy's knee. Daddy Al is heard on Kraft Music Hall Thursdays at 9:00 p. m. over MeBS stations.



Veterans of the annual Christmas show Holiday Star Time, Bob Hope (left above) and announcer Ken Carpenter again will join the array of stars in the grand festival Christmas afternoon from 4:00 to 6:00 over WCSH, WRDO and WLBZ.

At right, Edgar Bergen who will have his two problem children with him on the show meaning, of course, Charlie McCarthy and Mortimer Snerd.



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 10.

For instance, subscriptions expiring this month are dated 12/48 which stands for December 1948. Check your figures NOW. This may be your last issue under your present subscription. If so, and you wish to renew, simply clip off the top of the page, including the printed box, your name and address and the expiration date at the right. Check whether you wish to renew for one or two years, and mail the clipping with the correct remittance, to your nearest MeBS station - WCSH, Portland; WRDO, Augusta or WLBZ, Bangor.

THE MAINE BROADCASTER

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LINWOOD T. PITMAN, Editor
JOHN F. HOGAN, Associate Editor

MAINE FARM TOPICS

BY "JAKE", BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

Once again it's time to send
Cheery words from friend to friend
Near and far, from kin to kin;
To all who welcome Christmas in
With pleasure in its festive lights,
Its old-time mirth, its new delights:
Yes, time to wish such joys for you
At Christmas!
Happy New Year, too!

Poultry Outlook

Not that the prices of eggs and poultry are going way up. Instead, it's the price of feed that is going down. In fact, feed is going down so that a dozen eggs will buy more feed than last year. And this is the first time in 1948 that we could say that.

I believe that if present trends continue, the egg-feed ration may get better this Fall and Winter than it was during 1935 and 1939.

As the feed situation improves, hatcheries are turning out more and more baby chicks. Most of these are going into the broiler trade. The supply of hatching eggs is the limiting factor in hatchery operations at the present time. The wise poultryman is adjusting his production with one eye on the immediate demand and prices for eggs and poultry.

But I suggest keeping your other eye on what may happen in the next year or two. If usual practices are followed, poultrymen will step up purchases of chicks next spring and a greater number of pullets will be saved for egg production during 1950. That may result in lower egg prices.

I add this bit of information about present prices of poultry and eggs. They show less increase above 1947 or even pre-war prices than prices of any livestock or livestock product.

Poultry Scalding Temperatures

Did you ever see a dressed chicken which had a brown or reddish color with a cooked appearance . . . that's before it has been cooked?

Well, there's nothing wrong with that bird . . . except the appearance. It just doesn't look so good, but there's nothing the matter with the meat.

What causes this discoloration? Poultrymen would like to know because they are interested in putting an attractive product on the market. I say that it's a matter of scalding temperature. If the scalding water is too hot, the skin of the fowl may acquire the cooked appearance. Temperatures of 150 to 160 are plenty hot enough to loosen the feathers.

If you don't have a thermometer to determine when you have the water at 150 degrees, then use two gallons of boiling water . . . that'll be at 212 degrees . . . and one gallon of cold water. You'll have a water tempera-

ture that will not cook the skin so that it tears easily. Instead the skin remains strong so that feathers, pin feathers, hairs, and scurf on the skin can be rubbed in one direction.

If you want a real finished job on a bird, then semi-scald it. By semi-scalding we mean using water between 124 and 132 degrees Fahrenheit. Those temperatures will loosen the feathers well enough so they can be pulled out in tufts, but won't scald the outer skin so that it peels off. But birds that are to be semi-scalded should be free from pinfeathers unless the operator has a plucking machine to remove the feathers. Semi-scalded birds retain a fresh appearance longer and the skin doesn't turn red or brown when it becomes dry.

Poultry Market Digest

Poultrymen are reacting just as expected to the current favorable prices of poultry and eggs in relation to feed costs. Some plan to increase their business and only very few will decrease their operations. Poultrymen are already placing orders for next year's chicken . . . and hatcherymen may experience difficulty in obtaining enough eggs.

Poultry specialists are urging farmers to start their pullets before March. These birds should be producing large eggs for the seasonal rise in prices which comes in late Summer and Fall.

The U. S. Department of Agriculture expects that eggs are likely to average almost as high in 1949 as they have this year. The best information available indicates that they will be slightly higher during the first half, but lower after the 1949 pullet crop comes into production.

The economists also expect that there'll be about 15 per cent more chicks raised next year. If this comes true, we'll see a lot of eggs in 1950.

In the long-range planning of your poultry business, it's well to remember that the demand for eggs is in large part dependent upon what people have to spend. You can follow the trends by keeping a weather eye on general conditions, the level of employment, and government expenditures for armament and foreign aid.

Watch these things, especially if you intend to make any big changes in size of your business that require heavy investment or debt.

U. of M. Hour Again On WLBZ

Originating on the campus in Orono and broadcast through the facilities of WLBZ, Bangor, the University of Maine Hour has begun another season of student presentations in the interests of drama, music and education. Each Wednesday evening at 7:30, under the direction of P. M. D. Williamson of the Speech Department, the university radio students produce and enact original scripts as part of their participation in the course.

Typical of the variety on the agenda for this series of programs is an interview with a Chinese student, Chen Tung Yen, on American-Chinese

relations. The international angle enters the picture again in a dramatized broadcast of how and why an English ex-Marine came to the university.

Christmas of Many Lands is the timely topic for the University of Maine Hour on December 22nd. Other shows will include: discussion groups by faculty and students on current issues; musical shows featuring "Intra-Fraternity Sing" winners or other musical groups on the U. of M. campus. Dramatic narratives spotlighting outstanding students at the university will round out the schedule for '48 and '49.



ECONOMISTS MEET—Mrs. Ora Dykes, Murfreesboro; Tenn.; was one of three Grange dignitaries interviewed by Agnes Gibbs, WCSH Home Economist on her daily morning program during the National Grange convention, held in Portland last month. Mrs. Dykes is National Grange Home Economics chairman.

Mrs. Gibbs also had as program guests during the convention Edward F. Holter; Middletown; Md.; National Grange Lecturer, and Mrs. Alice L. Pearson; Ogilvie; Minn.; National Superintendent of the Juvenile Grange.

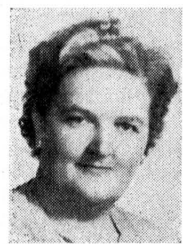
AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

We have come to the end of another year. A year of laughter and perhaps a few tears. I hope you have had more of the former.

We have had problems too, for the old budget has had to take an extra stretch all too often.



In The Broadcaster each month I have tried to bring you helpful suggestions of all sorts. I hope they truly have been helpful but I actually don't know whether the information is the kind you want. Some suggestions from you will make these columns during 1949 a real help to you, so do drop me a note and tell me how I can improve our chats together.

Christmas lies just ahead with its activity in every corner of the house, from the kitchen where luscious odors of baking and candy making permeate the air to that dark hall closet where gifts are hidden on the top shelf to be taken down on Christmas Eve.

But after all, the real reason for Christmas spirit lies deep down in the heartfelt wishes that folks feel for their fellow men. And this year's Christmas cards, which are one-way sincere messages sent at Yuletide, convey the true meaning of Christmas.

But when you send a greeting illustrated with star, candle, mistletoe or holly—do you know what these symbols mean? The Star of Bethlehem, the first Christmas symbol of faith, is the name given to the star in the East, which according to the Gospel, led the wise men to Bethlehem.

And have you wondered about the candles which are pictured burning with warmth and love? These were symbols to English farmers who used to light their candles on Christmas Eve—symbols of a blessing from God for their families, fields and livestock.

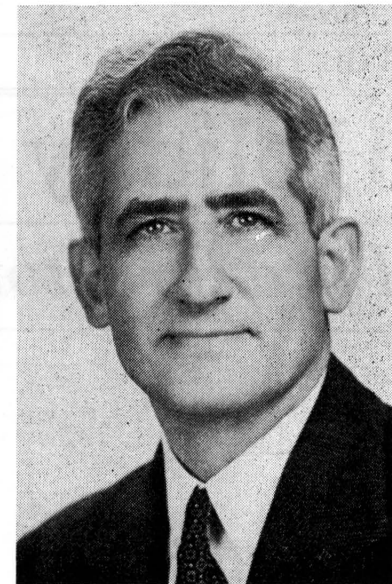
Yule holly denotes a warm welcome and is hung on doors and windows to invite celebrants to share in the Christmas spirit. Holly was used by the Romans in connection with a feast held in honor of their God of Agriculture so that all might share in the spirit of the occasion.

Stockings hung at the fireplace by the youngsters is a custom originated by Dutch settlers of New Amsterdam who felt so much gratitude for their peace of heart that they placed toys and sweets in the wooden shoes of little children. With the passing of wooden shoes, stockings were hung by the fireplace instead.

Mistletoe, which is a Christmas love symbol to boys and girls throughout the world, is linked to an old Scandinavian custom. But actually it originally was a symbol of friendship. When enemies met beneath the mistletoe in the Scandinavian forest, they laid down arms and called a day's truce. Later mistletoe was hung over

"Keeping Christmas"

By Rev. Robert C. Whitehead
Windham Hill



"It is a good thing to observe Christmas Day. It reminds a man to set his own little watch, now and then, by the great clock of humanity, which runs on sun-time. But there is a better thing than the observance of Christmas Day, and that is, *keeping Christmas*." So wrote the late Dr. Henry Van Dyke in one of his little booklets.

At the very heart of the Christmas celebration is an unconquerable hope. Long before Christian Church Councils decided on December 25th as the date to celebrate the birth of Christ, all ancient peoples were giving expression, at this particular season of the year, to their unconquerable hope, that new life was about to spring up again on the earth. They instinctively believed in the dependability of the universe. We keep Christmas by sharing every day in that unconquerable hope.

There is a magic about Christmas which brings to the surface the best of which we are capable. On Christmas Day we take a vacation from ourselves and our selfishness. We forget ourselves into happiness. We keep Christmas by giving this best self a chance for expression every day.

But most of all, we keep Christmas by cultivating continuously an unselfish concern in the happiness of others. When you stop to think of it, that part of Christmas Day which gives us the most satisfaction is when we display the most unselfish concern for someone else's happiness. Why not let that unselfish concern dominate you every day, and so enable you to keep Christmas throughout the year?

vanians turned around after the last number, there were the new Waring boosters, lined up shoulder to shoulder, leaning over the fence listening intently—a row of cows from a nearby field.

Pretty And Useful



Always an active warrior in the fight against tuberculosis, Dennis Day officially starts his 1948 Christmas Seal campaign by selling his batch of seals to pretty Barbara Eiler, who plays his girl friend Mildred on A Day in the Life of Dennis Day. In addition, Dennis has recorded a special radio program for the National Tuberculosis Association, whose 42nd annual sale of Christmas Seals is now under way and runs until Dec. 25.

WRDO Listeners Well Supplied With Pre-Christmas Features

Central Maine radio listeners, particularly the younger element, have ample pre-Christmas holiday fare to whet their imaginations and satisfy their desires in several radio programs on the weekly schedule of WRDO, Augusta.

Most exciting to the youngsters, perhaps, is the annual Santa Claus program, sponsored again by the D. W. Adams Company department store of Augusta, with branches in Gardiner, Hallowell and Winthrop. "Santa" is heard each week-day evening, Monday through Friday, at 5:45 when the jovial old gentleman talks to his ardent admirers and reads a number of the letters they have sent him.

During each program, Santa selects one of the most interesting letters and calls the writer on the telephone from the studio, much to the youngster's gratification.

Another gay Christmas program for young WRDO listeners is billed as The Christmas Story Lady. Each afternoon, Monday through Friday, Jean Murray, in the role of the story lady, presents a chapter of Sarah Addington's tale, The Great Adventure of Mrs. Santa Claus. The program is sponsored by the Maytag Store, and relates the story of how the energetic wife of Santa Claus, on one Christmas season when her hard-working husband and his helpers seemingly were swamped with much work, stimulated them to greater efforts so successfully that they finally completed their great task.

In addition to these continuing programs for the Christmas season, WRDO has other Yuletide special features already under way and in the making for listeners' pleasure.

Santa Rides Again, an NBC transcribed program written around the

famous New York Sun editorial, A Letter to Virginia, will be broadcast the Thursday before Christmas at 7:30 p. m.

The Gardiner Merchants' Association is sponsoring a merry series of musical jingles announcing the number of shopping days remaining before Christmas. The Christmas Calendar, a special shopping guide, is broadcast each week-day morning at 8:15.

The 1400 Club, popular daily request program with Dan Kelly as disc jockey, is presenting a special Christmas on the 1400 Club series, featuring Christmas melodies at 5:05 p. m., Monday through Friday.

Drew's Dairy, sponsor of Meet the Mike, a Saturday talent program, will offer a special Christmas party broadcast Friday, Dec. 24 at 12:30 noon.

Another novel Christmas season program is produced over WRDO

each afternoon at 5:25, sponsored each day by a different Augusta business firm, known as Christmas Carol-Cards. A five minute feature, it is presented by baritone vocalist Dan Kelly with Mrs. Marado Woodman at the piano. Each Carol-Card consists of a well-known Christmas carol and the story of how it came to be written. The series was originated and written by Kelly.

WRDO's Christmas programs, like those of its affiliated MeBS stations, WCSH and WLBZ, will be climaxed Christmas afternoon from 4:00 to 6:00 with NBC's production of Holiday Star Time, featuring two hours of stars from Hollywood and New York.

Judy Canova: Git up, Paw! You ain't had a bath in two weeks.

Mel Blanc (Paw): Oh, Maw, can't you just dust me off?

WRDO To Offer Dickens' Story Christmas Eve

A full hour broadcast of the dramatization of Charles Dickens' Christmas Carol will be provided for Central Maine listeners by WRDO the night before Christmas, from 10:30 to 11:30, under sponsorship of the R. B. Herrick Company of Augusta.

Transcribed by some of radio's most competent actors, the immortal story of Tiny Tim, Scrooge and Bob Cratchit retains for this radio presentation all of the spirit, humor and tenderness of the great English classic. Alfred Shirley portrays Scrooge; Peter Donald the role of Bob Cratchit, and Helen Russell is heard as Tiny Tim. The musical score was arranged and directed by William Wirges and features the Seagel Singers.

Have you renewed your subscription to The Maine Broadcaster?

GIVE HER A Speed Queen

YES, a Speed Queen certainly is a sensible gift. Stop in and let us show you (1) how a Speed Queen saves you money; (2) how it washes *cleaner*; (3) how it gives you the *fastest* washday in America; (4) why upkeep cost is virtually nothing. It's a gift that will be long appreciated by *everybody* in the family.

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COMPLETE DECEMBER PROGRAM SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
MORNING	MORNING	MORNING	MORNING
8.00 ALL—NBC News	6.00 ALL—News	6.00 ALL—News	6.00 ALL—News
8.05 ALL—Organ Recital	6.05 ALL—Paul Gil	6.05 ALL—Paul Gil	6.05 ALL—Paul Gil
8.30 ALL—Church School	6.25 ALL—News	6.25 ALL—News	6.25 ALL—News
8.45 ALL—Maine Network News	6.30 ALL—Maine Farm Topics	6.30 ALL—Maine Farm Topics	6.30 ALL—Maine Farm Topics
9.00 ALL—Book of Books	7.00 WCSH—News	7.00 WCSH—News	7.00 WCSH—News
9.15 WCSH—Hear O'Israel	WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News
WRDO—Story to Order	WLBZ—Sacred Heart Program	WLBZ—Sacred Heart Program	WLBZ—Sacred Heart Program
WLBZ—Story to Order	7.05 WRDO—Radio Reveille	7.05 WRDO—Radio Reveille	7.05 WRDO—Radio Reveille
9.30 WRDO—Cameos of Music	7.15 WCSH—Three-A Safety Man	7.15 WCSH—Three-A Safety Man	7.15 WCSH—Three-A Safety Man
WLBZ—Eternal Light	WLBZ—Slim Bryant	WLBZ—The Haymakers	WLBZ—Slim Bryant
9.45 WCSH—D. & H. Miners	7.30 WCSH—Late Edition	7.30 WCSH—Late Edition	7.30 WCSH—Late Edition
WRDO—Southland Music	WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News
10.00 ALL—First Radio Parish Church of America	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter
10.30 WCSH—News	7.35 WRDO—Radio Reveille	7.35 WRDO—Radio Reveille	7.35 WRDO—Radio Reveille
WRDO—Voices Down The Wind	WLBZ—Program Highlights	WLBZ—Program Highlights	WLBZ—Program Highlights
WLBZ—Voices Down The Wind	7.45 WRDO—Morning Roundup	7.45 WRDO—Morning Roundup	7.45 WRDO—Morning Roundup
10.45 WCSH—Organ Interlude	WLBZ—Musical Clock	WLBZ—Musical Clock	WLBZ—Musical Clock
10.50 WCSH—State Street Church	7.55 WCSH—Uncle Hezzie	7.55 WCSH—Uncle Hezzie	7.55 WCSH—Uncle Hezzie
11.00 WRDO—Xavier Cugat	8.00 ALL—Maine Network News	8.00 ALL—Maine Network News	8.00 ALL—Maine Network News
WLBZ—World News	8.15 WCSH—Let's Have Music	8.15 WCSH—Let's Have Music	8.15 WCSH—Let's Have Music
11.05 WLBZ—Church Service	WRDO—Do You Remember	WRDO—Do You Remember	WRDO—Do You Remember
11.15 WRDO—Words & Music	WLBZ—Chapel On the Hill	WLBZ—Chapel On the Hill	WLBZ—Chapel On the Hill
11.30 WRDO—News Summary	8.30 WCSH—Here's Agnes Gibbs	8.30 WCSH—Here's Agnes Gibbs	8.30 WCSH—Here's Agnes Gibbs
11.45 WRDO—Voice of the Army	WRDO—Thoughts for the Day	WRDO—Thoughts for the Day	WRDO—Thoughts for the Day
WLBZ—Red Cross Program	WLBZ—Do You Remember?	WLBZ—Do You Remember?	WLBZ—Do You Remember?
AFTERNOON	8.45 ALL—Maine Network News	8.45 ALL—Maine Network News	8.45 ALL—Maine Network News
12.00 WCSH—News	9.00 WCSH—Trading Post	9.00 WCSH—Trading Post	9.00 WCSH—Trading Post
WRDO—Who Said That?	WRDO—Honeymoon in New York	WRDO—Honeymoon in New York	WRDO—Honeymoon in New York
WLBZ—Salon Music	WLBZ—Happy Kitchen	WLBZ—Happy Kitchen	WLBZ—Happy Kitchen
12.15 WCSH—London Column	9.15 WCSH—Tello-Test	9.15 WCSH—Tello-Test	9.15 WCSH—Tello-Test
WLBZ—Christian Science Program	9.30 WCSH—To Be Announced	9.30 WCSH—To Be Announced	9.30 WCSH—To Be Announced
12.30 WCSH—Anderson Family	WRDO—Going Places, Jean Murray	WRDO—Going Places, Jean Murray	WRDO—Going Places, Jean Murray
WRDO—Eternal Light	WLBZ—Clevelandaires	WLBZ—Clevelandaires	WLBZ—Clevelandaires
WLBZ—Here's to Veterans	9.45 WRDO—According to the Record	9.45 WRDO—According to the Record	9.45 WRDO—According to the Record
12.45 WLBZ—Newport Playhouse	9.55 WRDO—U. P. News	9.55 WRDO—U. P. News	9.55 WRDO—U. P. News
1.00 ALL—Maine Network News	10.00 ALL—Fred Waring	10.00 ALL—Fred Waring	10.00 ALL—Fred Waring
1.15 WCSH—Salon Strings	10.30 ALL—Road of Life	10.30 ALL—Road of Life	10.30 ALL—Road of Life
WRDO—Waltz Lives On	10.45 ALL—The Brighter Day	10.45 ALL—The Brighter Day	10.45 ALL—The Brighter Day
WLBZ—Men Behind The Melody	11.00 ALL—This is Nora Drake	11.00 ALL—This is Nora Drake	11.00 ALL—This is Nora Drake
1.30 ALL—University of Chicago Roundtable	11.15 ALL—We Love and Learn	11.15 ALL—We Love and Learn	11.15 ALL—We Love and Learn
2.00 ALL—First Piano Quartet	11.30 ALL—Jack Berch Show	11.30 ALL—Jack Berch Show	11.30 ALL—Jack Berch Show
2.30 ALL—NBC University Theatre	11.45 WCSH—Lora Lawton	11.45 WCSH—Lora Lawton	11.45 WCSH—Lora Lawton
3.30 ALL—One Man's Family	WRDO—Inside Story	WRDO—Trio Time	WRDO—Inside Story
4.00 ALL—The Quiz Kids	WLBZ—Music of Manhattan	WLBZ Norm Lambert	WLBZ—Mus
4.30 WRDO—U. P. News	AFTERNOON	AFTERNOON	AFTERNOON
WCSH—Bob Trott and the News	12.00 WCSH—Noontime News	12.00 WCSH—Noontime News	12.00 WCSH—Noontime News
WLBZ—Bob Trott and the News	WRDO—U. P. News	WRDO—U. P. News	WRDO—U. P. News
4.35 WCSH—As Maine Goes	WLBZ—Korn Koblbers	WLBZ—Korn Koblbers	WLBZ—Korn Koblbers
WRDO—Living—1948	12.05 WRDO—Maine Radio News	12.05 WRDO—Maine Radio News	12.05 WRDO—Maine Radio News
WLBZ—Living—1948	12.10 WRDO—Noontime Revue	12.10 WRDO—Noontime Revue	12.10 WRDO—Noontime Revue
5.00 WCSH—Longine Symphonette	12.15 WCSH—Luncheon Club	12.15 WCSH—Luncheon Club	12.15 WCSH—Luncheon Club
WLBZ—Jane Pickens Show	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter
WRDO—Jane Pickens Show	12.20 WLBZ—Maine Radio News	12.20 WLBZ—Maine Radio News	12.20 WLBZ—Maine Radio News
5.30 ALL—RCA Victor Show	12.30 WCSH—Marjorie Mills	12.30 WCSH—Marjorie Mills	12.30 WCSH—Marjorie Mills
6.00 WCSH—News	WLBZ—Marjorie Mills	WLBZ—Marjorie Mills	WLBZ—Marjorie Mills
WRDO—Catholic Hour	12.45 WRDO—Radio Rodeo	12.45 WRDO—Radio Rodeo	12.45 WRDO—Radio Rodeo
WLBZ—News	1.00 ALL—Maine Network News	1.00 ALL—Maine Network News	1.00 ALL—Maine Network News
6.15 WCSH—Romance of Famous Gems	1.15 WCSH—Maine News	1.15 WCSH—Maine News	1.15 WCSH—Maine News
WLBZ—Frank Parker Show	WRDO—Marine Band	WRDO—U. S. Navy Band	WRDO—Mus
6.30 ALL—Ozzie and Harriet	WLBZ—Jumpin Jacks	WLBZ—Luncheon with Lopez	WLBZ—Lunch
7.00 ALL—Jack Benny Show	1.20 WCSH—Agnes Gibbs' Date Book	1.20 WCSH—Agnes Gibbs' Date Book	1.20 WCSH—Agnes Gibbs' Date Book
7.30 ALL—Alice Faye and Phil Harris	1.30 ALL—Tony and Juanita	1.30 ALL—Tony and Juanita	1.30 ALL—Tony and Juanita
8.00 ALL—Charley McCarthy	1.45 WCSH—Manhattan Melodies	1.45 WCSH—Manhattan Melodies	1.45 WCSH—Manhattan Melodies
8.30 ALL—Fred Allen Show	WRDO—Here's Jack Kilty	WRDO—Here's Jack Kilty	WRDO—Jack
9.00 WCSH—Manhattan Merry - Go-Round	WLBZ—Matinee Revue	WLBZ—Matinee Revue	WLBZ—Matinee Revue
WRDO—Manhattan Merry Go - Round	2.00 WCSH—Double Or Nothing	2.00 WCSH—Double Or Nothing	2.00 WCSH—Double Or Nothing
WLBZ—Allen Roth Symphony	WLBZ—Double Or Nothing	WLBZ—Double Or Nothing	WLBZ—Dou
9.30 WCSH—Am. Album of Familiar Music	WRDO—Jean Murray	WRDO—Jean Murray	WRDO—Jean
WRDO—Am. Album of Familiar Music	2.15 WRDO—Matinee Musicale	2.15 WRDO—Matinee Musicale	2.15 WRDO—Matinee Musicale
WLBZ—Guest Star	2.30 ALL—Today's Children	2.30 ALL—Today's Children	2.30 ALL—Today's Children
9.45 WLBZ—Memorable Music	2.45 WCSH—Light of the World	2.45 WCSH—Light of the World	2.45 WCSH—Light of the World
10.00 ALL—Take It or Leave It	WRDO—Myrt and Marge	WRDO—Myrt and Marge	WRDO—Myrt
10.30 ALL—Night With Horace Heidt	3.00 ALL—Life Can Be Beautiful	3.00 ALL—Life Can Be Beautiful	3.00 ALL—Life Can Be Beautiful
11.00 ALL—Maine Network News	3.15 ALL—Ma Perkins	3.15 ALL—Ma Perkins	3.15 ALL—Ma Perkins
11.15 ALL—Clifton Utley and The News	3.30 ALL—Pepper Young's Family	3.30 ALL—Pepper Young's Family	3.30 ALL—Pepper Young's Family
11.30 WLBZ—Dave Garroway Show	3.45 ALL—Right To Happiness	3.45 ALL—Right To Happiness	3.45 ALL—Right To Happiness
WRDO—Sign Off	4.00 ALL—Backstage Wife	4.00 ALL—Backstage Wife	4.00 ALL—Backstage Wife
WCSH—Sign Off	4.15 ALL—Stella Dallas	4.15 ALL—Stella Dallas	4.15 ALL—Stella Dallas
12.00 WLBZ—News	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
	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
	WLBZ—Santa Claus	WLBZ—Santa Claus	WRDO—U.
	5.05 WRDO—1400 Club	5.05 WRDO—1400 Club	WRDO—U.
	5.15 WCSH—Portia Faces Life	5.15 WCSH—Portia Faces Life	5.05 WRDO—1400 Club
	WRDO—Christmas Story Lady	WRDO—Christmas Story Lady	5.15 WCSH—Portia Faces Life
	WLBZ—Shoppers Variety Revue	WLBZ—Shoppers Variety Revue	WRDO—Chr
	5.25 WRDO—Christmas Carol	5.25 WRDO—Christmas Carol	WLBZ—Sho
	5.30 WCSH—Just Plain Bill	5.30 WCSH—Just Plain Bill	WRDO—Chr
	WRDO—A Visit with Hezzie	WRDO—A Visit with Hezzie	5.25 WRDO—Christmas Carol
	WLBZ—Visit With Hezzie	WLBZ—Visit With Hezzie	5.30 WCSH—Just Plain Bill
	5.45 WCSH—Front Page Farrell	5.45 WCSH—Front Page Farrell	WRDO—A V
	5.45 WRDO—Santa Claus	5.45 WRDO—Santa Claus	WLBZ—Visi
	WLBZ—Musical Moments	WLBZ—Musical Moments	5.45 WCSH—Front Page Farrell
	EVENING	EVENING	5.45 WRDO—Santa Claus
	6.00 ALL—Maine Network News	6.00 ALL—Maine Network News	WLBZ—Mus
	6.15 ALL—Shell Journal	6.15 ALL—Shell Journal	
	6.25 WCSH—Maine State News	6.25 WCSH—Maine State News	
	WRDO—Sports Story and Errors	WRDO—Sports Story and Errors	
	WLBZ—Musical Interlude	WLBZ—Musical Interlude	
	6.30 WCSH—Tony & Juanita	6.30 WCSH—Tony & Juanita	
	WRDO—Symphony of Melody	WRDO—Symphony of Melody	
	WLBZ—Norm Lambert	WLBZ—Norm Lambert	
	6.45 WCSH—3-Star Extra	6.45 WCSH—3-Star Extra	
	WRDO—Speaking of Sports	WRDO—Speaking of Sports	
	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	
	6.50 WRDO—Maine Radio News	6.50 WRDO—Maine Radio News	
	WLBZ—Maine Radio News	WLBZ—Maine Radio News	
	7.00 ALL—Supper Club	7.00 ALL—Supper Club	
	7.15 ALL—News of the World	7.15 ALL—News of the World	
	7.30 WCSH—Skippy Hollywood Theater	7.30 WCSH—Skippy Hollywood Theater	
	WRDO—The Smoothies	WRDO—The Smoothies	
	WLBZ—Bangor Male Chorus	WLBZ—Bangor Male Chorus	
	7.45 WRDO—Little Show	7.45 WRDO—Little Show	
	WLBZ—Richard Harkness	WLBZ—Richard Harkness	
	8.00 ALL—This Is Your Life	8.00 ALL—This Is Your Life	
	8.30 ALL—Date with Judy	8.30 ALL—Date with Judy	
	9.00 ALL—Bob Hope Show	9.00 ALL—Bob Hope Show	
	9.30 ALL—Fibber McGee and Molly	9.30 ALL—Fibber McGee and Molly	
	10.00 ALL—Big Town	10.00 ALL—Big Town	
	10.30 ALL—People Are Funny	10.30 ALL—People Are Funny	
	11.00 WCSH—Maine Network News	11.00 WCSH—Maine Network News	
	WRDO—World News	WRDO—World News	
	WLBZ—ESSO Reporter	WLBZ—ESSO Reporter	
	11.15 ALL—Morton Downey	11.15 ALL—Morton Downey	
	11.30 WCSH—Swing Circle	11.30 WCSH—Swing Circle	
	WRDO—Reserved for Dancing	WRDO—Reserved for Dancing	
	WLBZ—Biltmore Hotel Orch.	WLBZ—Biltmore Hotel Orch.	
	12.00 ALL—News	12.00 ALL—News	

FOR WCSH 970 - WRDO 1400 - WLBB 620

SDAY

NG

rm Topics

News
Heart Program
Reveille
Safety Man
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Reveille
Highlights
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Clock
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Gibbs' Date Book
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Interlude
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Network News
News
Reporter
World
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THURSDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.15 WRDO—Radio Reveille
WLBZ—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—Chapel On the Hill
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
WLBZ—Do You Remember?
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Happy Kitchen
9.15 WCSH—Tello-Test
9.30 WCSH—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Clevelandaires
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—The Brighter Day
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—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Luncheon with Lopez
WLBZ—Luncheon with Lopez
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WRDO—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—Santa Claus
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WRDO—Christmas Story Lady
WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.
WRDO—Christmas Carol
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell
5.45 WRDO—Santa Claus
WLBZ—Musical Moments

EVENING

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—Speaking of Sports
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—Memorable Music
WRDO—Down Harmony Lane
8.00 ALL—Aldrich Family
8.30 ALL—Burns and Allen
9.00 ALL—Kraft Music Hall
9.30 ALL—Dorothy Lamour Show
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

FRIDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.25 WCSH—News
WLBZ—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—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—Devotional Service
WRDO—Do You Remember
8.30 WCSH—Here's Agnes Gibbs
WLBZ—Do You Remember?
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Happy Kitchen
9.15 WCSH—Tello Test
9.30 WCSH—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Clevelandaires
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—The Brighter Day
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—Organ Melodies

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WLBZ—TBA
WLBZ—Marine Band
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WRDO—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—Santa Claus
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WRDO—Christmas Story Lady
WLBZ—Shoppers Variety Revue
5.25 WRDO—Christmas Carol
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit with Hezzie
5.45 WCSH—Front Page Farrell
5.45 WRDO—Santa Claus
WLBZ—Musical Moments

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Sports Story and Error
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Music of Manhattan
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—Speaking of Sports
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—New of the World
7.30 ALL—Yankee Yarns
7.45 WCSH—To Be Announced
WRDO—H. V. Kaltenborn
WLBZ—H. V. Kaltenborn
8.00 WCSH—Highways in Melody
WRDO—Longine Symphonette
WLBZ—Xavier Cugat Music
8.15 WLBZ—U. S. Navy Band
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—Vincent Lopez
WLBZ—Decision Now
10.45 WRDO—Pro and Con
10.45 WLBZ—Pro & Con
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—News of World
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Pastels in Rhythm
12.00 ALL—News

SATURDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WLBZ—Sacred Heart Program
WRDO—U. P. News
7.05 WRDO—Radio Reveille
7.15 WCSH—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—Mind Your Manners
WRDO—Story Shop
9.30 WCSH—Recess Time
WRDO—Coffee in Washington
WLBZ—Coffee in Washington
10.00 WCSH—Mary Lee Taylor
WLBZ—Music Hall Varieties
WRDO—Proudly We Hail
10.30 ALL—Adventures of Archie An-
drews
11.00 ALL—Meet The Meeks
11.30 ALL—Smilin' Ed. McConnell

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Dairy Chat
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—4-H Club
WLBZ—Frank Merriwell
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—March Time
1.20 WCSH—Salon Strings
1.30 ALL—National Farm and Home
Hour
2.00 ALL—To Be Announced
5.00 WLBZ—Santa Claus
5.15 WCSH—To Be Announced
WLBZ—To Be Announced
WRDO—Speaking of Sports
5.30 WLBZ—Mr. & Mrs. America
5.45 ALL—Lassie

EVENING

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 WRDO—Decision Now
7.30 WLBZ—U. S. Marine Band
7.45 WRDO—Adventures in Research
7.45 WLBZ—Jumpin Jacks
8.00 ALL—Hollywood Star Theater
8.30 ALL—Truth or Consequences
8.45 WRDO—Here's to Veterans
9.00 ALL—Your Hit Parade
9.30 ALL—Judy Canova Show
10.00 ALL—Dennis Day
10.30 ALL—Grand Ole Oprey
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—Morton Downey
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Saturday Nightcap
12.00 ALL—News

Dan Kelly Of WRDO, Editor Of New Maine Anthology



Dan Kelly

Dan Kelly, on the staff of WRDO since 1942 and identified with several of the Augusta station's long-established programs, is the editor of *As Maine Writes*, an anthology of poetry by the Poetry Fellowship of Maine, published last month. As *Maine Writes* is a collection of 260 Maine poems written by 64 Maine poets, and published by the Augusta Press.

Kelly is second vice president of the fellowship, a State-wide organization dedicated to the writing, appreciation and betterment of Maine poetry. It was founded in 1936. The editorial board of *As Maine Writes*, in addition to Kelly, includes Mrs. Catherine Cates, Gardiner, and Mrs. Ruth Forbes, Bath, associate editors; Mrs. Rosemary Clifford Trott, Freeport, treasurer; Mrs. Jessie Wheeler Freeman, Gardiner, Mrs. Mary Childs Jane, Newcastle, Fellowship president; and Dr. Israel Newman, Augusta, members of the advisory board.

The Poetry Fellowship presents a monthly radio broadcast, Roundtable of Poetry, over WRDO on the second Sunday of each month at 1:15 p. m.

Dan Kelly has had poetry publish-

Kelly Thought's In As Maine Writes

Peace Note 1946

Men have thrown aside the implements
Of war like outworn clothes. Against the fence
Lean rusted guns...deceptive pose;
Men notoriously prefer old clothes.

Tears

The sky weeping on a grey flagstone;
Her tears beating upon my heart.

Fredulent

The private practise of psychoanalysis
Allows us to air our personal malices.

Lines In Haste

Judging by our daily pace
We're aptly named 'The Human Race!'

Farmhouse

Empty, lonely, on a hill
Stands this ancient runic rhyme.
Slanted, tired, very still,
Leaning quietly on time.

Pale snow drifting, green the grass,
Year on year, and au the while
The seasons shift and hours pass
Around this grey sundial.

One with earth and one with sky,
Sharing yet alone, aloof.
Time, concentric, circles by
The ageless heart beneath this roof.

ed in several national magazines, poetry journals and newspapers. He is best known to WRDO listeners familiar with the Maine Radio News Service, Meet the Mike, The 1400 Club and The Music Shop.

In preparing the anthology, Dan was assisted materially by Mrs. Kelly also a member of the Fellowship. They have three children ranging from one to five years. Dan is a member of the Augusta Players, a baritone vocalist and an inveterate reader in leisure hours.

NBC Stars Win 5 of 11 Places In All-America Radio Team Poll

NBC stars won five of 11 places on the 1948-49 All-American Radio Eleven in the Cleveland Plain Dealer readers' poll, results of which have been announced by Robert S. Stephan, the newspaper's radio-television editor.

The NBC personalities who "made the team" are: Bob Hope, Fred Allen, Jack Benny, Art Linkletter and Dennis Day.

With a choice of but a single "first" program, Plain Dealer readers placed NBC's Jack Benny at the head of their selections. Other NBC programs that scored in this shaping of a readers' "team" were: Telephone Hour, American Album of Familiar Music and the NBC Symphony Orchestra.

NBC made a complete sweep of the six named winners in the comedians' category. In order: Bob Hope, Jack Benny, Fred Allen, Red Skelton, Fibber McGee and Edgar Bergen.

Another landside for NBC is represented in the classical and popular feminine vocalists' divisions, since all the named artists are heard either regularly or in guest spots on the network's schedule. The classical winners: Lily Pons, Rise Stevens and Eleanor Steber. The top vocalists: Dinah Shore, Jo Stafford, Doris Day and Peggy Lee.

Another NBC sweep was in the semi-classical musical show division where the network snatched every position. In order, the top-raters are: Telephone Hour, Fred Waring, American Album of Familiar Music, Voice of Firestone and Manhattan Merry-Go-Round.

In the quiz show classification, first

and second positions went to NBC's Quiz Kids and Take It or Leave It. Fourth place went to Dr. I. Q.

Variety show ratings placed Jack Benny first, Edgar Bergen third and Fred Allen fifth. Serial drama found NBC's One Man's Family way out in front. The network's daytime serial When a Girl Marries was fourth in the serial drama category. NBC's Judy Canova, Gracie Allen and Molly McGee won second, third and fourth spots respectively in the comedienne's classification.

Robert Merrill and Christopher Lynch scored in second and third positions in the classical male singer list. On the popular side, second, third and fourth places went to Perry Como, Dennis Day and Frank Sinatra, respectively. Cavalcade of America won fourth place in the educational program category.

The Neighbor's Daughter

George Burns: Emily, our neighbor's daughter, can't get married without permission.
Gracie Allen: Why not?
George: She a minor!
Gracie: You mean she has to ask John L. Lewis?

Emily (Neighbor's daughter): Dad owns a big department store and he gave Harold a job. He follows the cleaning women around and wrings out their mops. Dad told him he should start at the bottom.
Gracie Allen: Your father's right. You can't wring out a mop from the top.

Billie Burke Took Name To Suit Dad



Eddie Cantor and Billie Burke

Comedienne Billie Burke is one of the few people in this world who ever had a chance to select her own name — her own real name, that is.

It's a true story that fits the character of the elfin Miss Burke, whose famous portrayal of a scatterbrain lady currently is enhancing the NBC Eddie Cantor Show heard over MeBS stations Friday evenings at 9 o'clock.

Miss Burke was born in Washington but was taken, at rather an early age, to England where her father, a popular clown, was performing. There she made her own theatrical debut. While in London, she and her father met the Rev. Mr. Kisborn, rector of St. Margaret's Church, and her father revealed that his daughter not only never had been baptized but never had been christened.

Father and daughter decided it was about time. So Billie thought it over and picked what has been her official name ever since. It's Mary William Ethelbert Appleton—a melange of all the first names in her family.

But no one ever called her "Mary," and it's a safe bet no one ever will. "Billie" she began and "Billie" she remained, in tribute to her much-beloved father, the clown who taught her the fundamentals of acting.

Billie and Cantor, who scramble their comedy talents on the NBC program, have been friends since 1919. Then both were starred by Billie's husband, the late Florenz Ziegfeld, in the Follies.

Miss Burke has been a hit on Broadway, in movies and in radio ever since she first scored with John Drew on the stage in My Wife. In screen and radio plays she has been starred as a light-hearted and light-headed lady who often gets mixed up in what she says but never mixed up in what she means—and that's always good-hearted.

In her home life, she plays a different role — the devoted grandmother to the two young children of her daughter, Patricia.

Lucille Lavin Heard On WCSH Monday Nights

November marked the return to the WCSH schedule of a seasonal program that has been enjoyed by many lovers of good music for several years—Lucille Lavin Sings. The Portland coloratura soprano is well known outside radio for her many appearances before music club groups and in concert work.

The program again is sponsored by the Wayside Furniture Stores of Scarborough and Auburn, and is heard weekly on Mondays at 7:30 p. m.

As in the 1947-48 season. Mrs. Lavin is accompanied by Birce Peterson and Allister H. (Sandy) Grant, alternating at the Hammond organ and the grand piano. During each program, an instrumental solo or duo is featured.

In addition to songs by master composers, Mrs. Lavin utilizes a liberal offering of musical comedy and light opera vocals.

Emily (Neighbor's daughter): Daddy, Harold and I love each other. He sends me and I send him.
Father: Well, the next time you send him, ask him not to return.

Red Skelton Knew When He Had The Right "Grandma"



GRANDMA TRUMPS IMP'S TRICK — Red Skelton, as the "mean widdle kid" he so ably portrays on his NBC comedy series, has thought up another impish prank (top left) much to the anguish of his grandma, enacted by Verna Felton (top right). But grandma, playing the strict disciplinarian, is ready for him this time (left, below). Red, who knows he is "gonna get a whippin' if I dood it," looks appealingly for sympathy (right, below).

When Red Skelton stepped off the train in Los Angeles one foggy morning in 1945 fresh from two years' service in the Army, the idea which concerned him most was the need for a new character for the NBC program he was to resume that fall.

Overseas, Red had noted that many servicemen regularly received letters from their doting grandmothers, and it had long seemed to Red that his characterization of "Junior" the mean widdle kid, lacked something. "Junior," Red decided, needed a grandmother.

Red eagerly sought out his business manager and chief writer, Edna Skelton Borzage, and revealed his idea to her. Edna, approving, set up auditions for a number of elderly Hollywood character players. On audition day, Red sat and squirmed in the NBC control room as one pompous radio actress after another attempted to read "grandma" into the clever lines Edna had written for the mythical old lady.

Then, bustling in late, came a trim, jolly actress named Verna Felton, who was at that time playing import-

ant roles on other NBC shows, including the Joan Davis and Burns and Allen programs.

Verna's turn came and she went up to the mike and read. She had read no more than five lines of the part when Skelton interrupted. A huge grin breaking over his rubber countenance, he leaned over the "talk back" mike, pressed the button, and said, "Well, hello Namah!"

And that is how the capable Verna joined the tightly knit cast of the Skelton show, heard over WCSH, WRDO and WLBZ Fridays at 9:30 p. m., in which she has proved to be an excellent foil for the frantic antics of "Junior".

Verna likes to tell about the time during a rehearsal when Red had an argument with the producer of the program about the reading of a certain line. As Red grew redder, Verna, completely forgetting herself, chided, "Now, Junior, behave yourself".

Red quickly looked toward Verna, chuckled, screwed up his face and answered, "Yes, Namah". And the argument changed into calm discussion.



MUSIC HATH CHARMS—to soothe the otherwise turbulent nature of Edgar Bergen's little wooden-head, Charlie McCarthy. Anita Gordon, featured young vocalist on the Sunday evening program heard over MeBS stations at 8.00 p. m., is charming Charlie in photo above as Bergen smiles in appreciation.

Waring's Talented Troupers Go Touring *Accordionist Wins Date With Judy*

Fred Waring's Pennsylvanians, on the air, are known for their versatility. Many of them play instruments and sing. Some of the vocalists sing novelty tunes and concert numbers, and others are capable actors and actresses. But in their in-person concerts, they go several steps beyond all that.

Ray Saxe, who plays several woodwind instruments, also is one of the singers in the Daisy and her Dandylions group. And on the stage during the current concert tour of the Pennsylvanians, he will do his now famous act of playing two instruments while standing on his head. He also has added a new acrobatic dance to his routine.

Daisy Bernier, who sings and acts on the air, will repeat her well-known pantomime act of a working girl getting dressed in the morning. She also will add a new number to her repertoire with Are You Going to Believe Me or What You See? This novelty number was written by her brother, Buddy Bernier, who is also responsible for the lyrics of Poinciana and Night Has a Thousand Eyes.

Stuart Churchill, tenor, whom thousands remember for his appearances in This Is the Army and who has long been a leading singer in the



Daisy Bernier

Waring organization, also is a tympanist. He sings and plays on Waring's NBC broadcasts. In addition, Churchill sings folk ballads and accompanies himself on the guitar. These numbers rank high as favorites on the tour programs.

Lou Ely, violinist, a comparative newcomer to the Pennsylvanians, will be featured in a virtuoso solo. "Lumpy" Brannum, whose "Little Orly" stories on the air have become national favorites, has prepared a new act. He describes it as a travelogue, and it has nothing to do with Little Orly.

One of the musical highlights of the concert program to be presented on the six-week tour of 15 states is the Nutcracker Suite by Tchaikovsky, as arranged by Harry Simeon and Frank Cunkle. The original Waring words are sung by the entire company.

All the regular Waring soloists, Jane Wilson, Joan Wheatley, Joe Marine, Gordon Berger, Gordon Goodman, Leonard Kronendonck, the Swingerettes and Daisy and her Dandylions will do specialty numbers during the tour.

Waring's NBC broadcasts will be presented from the tour cities at their regular times, Monday through Friday mornings at 10:00 a. m., and Thursday evenings at 10:30 p. m.



FIRST DATE — Louise Erickson, star of NBC's "A Date with Judy," and Dick Contino, accordionist who won the first quarter-finals of the talent test on NBC's "Phillip Morris Night with Horace Heidt," made a handsome teen-age couple on their first date recently. It was a luncheon at the Brown Derby in Hollywood.

Two very capable young performers met at lunch recently and the result may be more luncheons together.

They are Louise Erickson, blonde star of A Date With Judy heard over Maine's three NBC stations Tuesdays at 8:30 p. m., and Dick Contino, 19-year-old accordionist from Fresno, Calif. He's the lad who won a long series of weekly contests on the traveling talent-test show, Philip Morris Night With Horace Heidt broadcasting Sunday nights at 10:30 and also took top honors in the first quarter-final contest of the program.

He will compete in the finals in December. Meanwhile, he has joined Heidt's stage show unit as one of the featured performers.

Dick long has been a fan of A Date With Judy, but never thought that he would go on a date with the

real "Judy". As for Louise, she had seen the tall, dark and handsome Dick when the Heidt program originated in Hollywood, and she wanted to meet him. Mutual friends around the NBC Hollywood studios did something about it. Louise and Dick met.

Louise, who spent part of the summer with relatives in Sweden, also visited Italy. Dick, of Italian ancestry, has never been in Italy, and he was thrilled with the few Italian phrases Louise still recalled, and her new-found fondness for Italian cooking.

When the Heidt show returns from its current tour of the Southwest, there may be time for another luncheon at the Derby.

Telephone Hour Producer Keeps Calm Amid Famous

Wallace R. Magill has produced more than 700 Telephone Hour programs, starring the greatest names in music, and he has never suffered a stomach ulcer, his fingernails are all intact, and there is nary a wrinkle in his forehead.

Unlike many a harried and nervous radio producer, Magill — or Wally as everyone on the show calls him — is ever calm. He is the picture of wealth and always has time for a laugh.

He has the distinction of being the only person who calls Lily Pons "Didi". It all started some years back when he was clowning with the petite singer about her habit of moving the microphone at rehearsal. She retorted, "Now, Mr. Magee". That sent Wally off on a search of a nickname for the prima donna and he came up with "Didi", his shortened version of "diminutive diva", a phrase often applied to Miss Pons.

A family-man, streamlined Magill is a handsome six-footer who probably never will have to worry about a middle-age paunch because his greatest joy in life is his Long Island home where he spends every possible hour working in his garden and at his hobby — hard work. He loves the company of his pretty wife and their young son and daughter and he likes nothing better than to take candid pictures of his children.

Magill's appearance belies his long career in radio that began way back in the early twenties when he sang over the air with a quartet in his native Cincinnati, Ohio.

In all the seven years that he has produced the Telephone Hour Monday nights on NBC, Magill has had no differences with the great artists who appear on this program because he himself is a musician. More specifically, he is a singer and he understands the problems of the artists.

A background of considerable music study and experience in vaudeville, musical comedy, church singing has well fitted Magill for his role as producer-director of one of radio's leading concert series, one that has been chosen by critics and listeners alike as tops in its field.

As producer of the Telephone Hour, Magill works closely with Donald Voorhees, conductor of the Bell Telephone orchestra, in preparing the programs for the various artists such as Miss Pons, Heifetz, Blanche Thebom, Bidu Sayao, Marian Anderson, Polyna Stoska, John Charles Thomas, Ezio Pinza, Robert Casadesu and Ferruccio Tagliavini who appear with others periodically on the series.

Curzon Due Back

Following his successful engagement on the Telephone Hour late in October, Clifford Curzon, brilliant English pianist, was signed to make his second appearance on the program February 14 next. His October appearance with the Telephone Hour was his first in the United States following his arrival from England for a four-month tour which will take him into the West and Mid-west and into Canada. He will give his own Town Hall recital in New York, January 8.

For Mothers-in-Law Too?

The Radio Manufacturers Association recently considered taking a stand against television in automobiles because of the distracting effect on the driver. But then it was decided television might be all right in a car, depending where the set was located.

In the rear of the car, for instance, it might keep potential back seat drivers too occupied to interfere with the person at the wheel.

Fred Allen, continuing his attack on giveaway shows, says there are "enough morons to listen to any show when all you have to do is get three refrigerators and one announcer. My intelligent audience stands."

May Lee Taylor Shows Homemakers How To Cut Costs



Mary Lee Taylor

If your grocery bill is heavier than your wallet and your family's stomachs are constantly reminding them and you that food isn't as satisfying as it used to be, you need Mrs. Susan Cost's advice.

The five-foot, two-inch Mrs. Cost, St. Louis housewife, with the infectious voice, is better known to radio listeners of the country as Mary Lee Taylor who has transferred her radio activities to the NBC network. She is heard over WCSH, WRDO and WLBZ Saturday mornings at 10:00 a. m.

The past month marked Mrs. Cost's 15th year in radio as the Mary Lee Taylor of the broadcast featuring that name, and listened to by housewives throughout the country with a view to thrifty purchases, varied menus and healthful meals.

The program is a sort of double feature, with the first 15 minutes devoted to a dramatic sketch. During the latter half of the presentation, Mary Lee Taylor creates a homey atmosphere for an expert discussion of kitchen and dining room problems. She offers tested recipes and hints on avoidance of food wastage. Her nutrition-packed meals, containing maximum calories and costing minimum money, all have been tried in advance by a staff of full-time assistants maintained by the program's sponsor, the Pet Milk Sales Corporation.

Back in 1933, it took considerable persuasion for Mrs. Cost to agree to an audition for the part of Mary Lee Taylor, which she has played ever since. At audition time, the little housewife had had no radio or dramatic experience.

Luck Of The Irish And Talent Favor Christopher Lynch

Talent and the "luck of the Irish" have stood Christopher Lynch in good stead ever since he began his professional career.

The young tenor star of NBC's Voice of Firestone program broadcast by WCSH, WRDO and WLBZ Monday evenings at 8:30, didn't feel very lucky when he auditioned for his first stage appearance at Limerick's Savoy Theater, but that test led to the luckiest day of his life. Weeks passed after Lynch's audition, and he was certain the theater manager had forgotten all about him. Then the 20-year-old lad was hastily summoned to the Savoy to substitute for a scheduled artist who was unable to perform.

That night Lynch's luck began. He was enthusiastically received by the audience, which called for several encores. Luckily for Lynch, Joseph and Alphonse O'Mara, friends of John McCormack, were in the audience. They interviewed the excited singer backstage, and before they left he had made new friends and admirers, who promised to arrange for his professional voice training.

The young tenor studied in Dublin with Dr. Vincent O'Brien, teacher of McCormack, and later with other tutors. He gave several successful recitals in Ireland, and at one was introduced by Joseph O'Mara to the great McCormack, who was so impressed by Lynch's performance and personality that he became his tutor and friend.

In 1946, while still in Ireland, he signed contracts to sing on the American concert stage and as tenor star of NBC's Voice of Firestone program. He is currently here for his third season of concert and radio singing.

Lynch, a native of Rathkeale, County Limerick, is married to the former Dymphna Daly. They have two

children — Brian, born in May, 1946, and Marese, born in May, 1947. The Lynchs live in Valley Stream, L. I., in a house they purchased after Christopher mentioned on an NBC interview program that he and his family were forced to live in a New York hotel. The "luck of the Irish" followed when listeners phoned in offering houses for sale.

Number one nimrod at WLBZ in Bangor is "Bud" Kelley of the Sales Department. There's venison in the freezer for the Kelleys after Bud's hunting venture in Washington County, down Jonesport way.

Also ran . . . Norm Lambert, WLBZ musical director also took to the woods in search of game but reported he would have had better luck with a camera. (As far as bagging a deer with a gun, he got only negative results.)

Gracie Allen: Bill, what did you do with yourself all summer?

Bill Goodwin: Well, a friend of mine invited me up to his hunting lodge, a quiet, secluded place. No night life—no parties—not a woman within a hundred miles!

George Burns: How'd you like it?

Bill: Who went?

Rod O'Connor: You own this parking lot?

Red Skelton: Yeah. My brother-in-law started me in business. He has a fender repair and paint shop across the street.

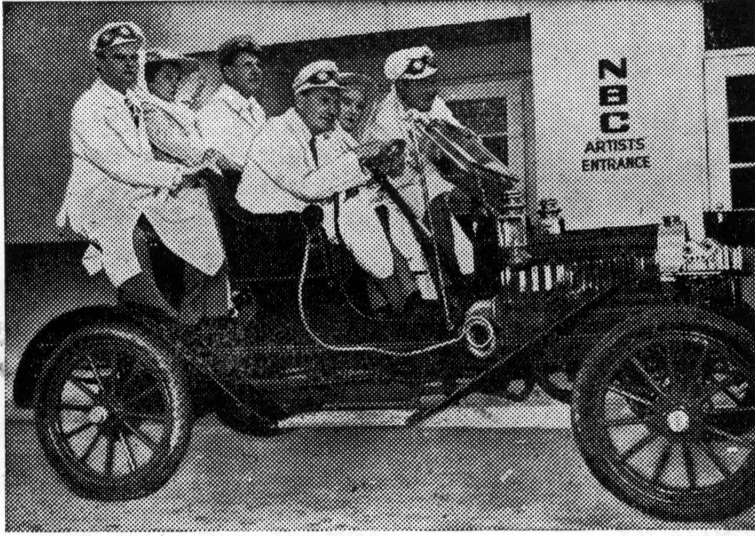
O'Connor: Do you send him much work?

Skelton: All I can scratch up. —NBC's "Red Skelton Show".



TRAPPED! — "What a revolting development this is!" exclaims Bill Bendix, who can't seem to get the hang of the new nut-cracker sent him by a fan. The star of NBC's "Life of Riley" apparently also misses the jestful implications of the fan's gift.

NBC Comedy Stars Make Sunday "Funday" Human Interest Appeal Basis Of Ralph Edwards' New Show



THE ROUGH RIDERS — Jack Benny's unsuspecting NBC neighbors accept his offer to drive them home from the studio in his ancient Maxwell. Not until they alight will chauffeur Benny reveal that he has a taxi-meter concealed under the hood. Stars in the NBC Sunday night comedy line-up in Hollywood who merrily climbed aboard are (in the back seat, left to right) Edgar Bergen, Harriet Hilliard, Ozzie Nelson; (in front) Benny, Alice Faye, Phil Harris.

There's a new name for Sunday among radio listeners who follow NBC schedules from 6:30 on, Sunday evenings. It's "funday". Maine listeners who habitually tune to WLBZ, WRDO and WCSH for their Sunday evening radio pleasure agree that the name fits. It's quite a line-up from any viewpoint—talent, prestige, variety and popularity ratings.

Heading the line-up of comedy shows of the evening is the merry Adventures of Ozzie and Harriet at 6:30 p. m. A newcomer to the NBC Sunday night schedule, it has already proved itself a welcome one. It's the story of the domestic adventures of the merry Nelsons, their children and their neighbor, Thorny, (portrayed by John Brown).

Following the Ozzie and Harriet program is Jack Benny, the "39-year-old" favorite, with his cast of happy hecklers, including Dennis Day, Eddie (Rochester) Anderson, Mary Livingstone, Phil Harris and Don Wilson at 7:00 p. m. Jack's major problem on the show this season is an echo which for some reason only he can hear. The echo has followed him from Switzerland, where he visited a short time during the past summer.

Next comes the Phil Harris-Alice Faye Show at 7:30 p. m. boasting the musical and comic talents of Phil and his wife, the motion picture star. They are hampered in their weekly domestic problems by Frankie Remly (Elliott Lewis), whose good intentions as Phil's best friend are often suspect. The Harris children are played by Anne Whitfield and Jeanine Roose, and Alice's brother, William, is portrayed by Bill North.

Charlie's Chums

The Charlie McCarthy Show at 8:00 p. m. winds up the Sunday comedy turns from Hollywood. This year, Edgar Bergen, McCarthy and Mortimer Snerd have the company of the very funny Bickering Bickersons. These not-so-happy married folks are played by Don Ameche and Marsha Hunt.



GILDY BEWILDERED—Hal Peary, as The Great Gildersleeve is evidently on the spot and Una Merkel, who has the role of Adeline Fairchild in the weekly show; knows and enjoys the situation. Program is aired on the three NBC stations in Maine Wednesday evenings at 8.30.

Public Relations Baffles Levant

Surprised That Wit Often Appeals As Much As Music



Oscar Levant

Oscar Levant, acclaimed by first string music critics as one of America's top pianists and composers, is sometimes dismayed to find that a large segment of the population prefers to think of him as a droll radio and movie actor.

The reason that so many Americans so believe is obvious. For years, Oscar served on the panel of experts on radio's Information Please, where his crackling wit and shrewd musical commentary made him a program favorite. Motion pictures have made him familiar to many people who would never have the opportunity to attend his concert appearances.

Levant has clowning his way through at least half dozen films in which his talents as a dry-witted quipster have been given free rein. When Oscar, as he usually does, sits down to play the piano in one of these pictures, he plays so magnificently that audiences, which think of him only as an actor, will swear the music has been "dubbed."

Levant is happy that through his membership in the cast of NBC's Kraft Music Hall — he is now in his second year on the show—many more people are finding out that he really is a pianist.

As a wit and foil for Al Jolson on Kraft Music Hall heard Thursdays, at 9:00 p. m., Oscar also manages to draw many of the laughs each week. In fact, many of the satirical "cracks" heard on the show originate in the pianist's own capricious noggin.

In the literary field, Levant's A Smattering of Ignorance was long a best seller. As for composition, what about Lady Play Your Mandolin?

So far, it seems that Oscar can do anything but sing like Al Jolson. But he says that he is practicing.

New Day Coming!

Reports from Hollywood indicate that Dennis Day, star of his own Saturday evening NBC show, as well as featured vocalist for Jack Benny, and his pretty wife Peggy, are expecting a baby any day now. Between rehearsals and broadcasts, the informers say, Dennis is wielding a paintbrush while Peggy supervises the job of turning an extra bedroom into a nursery.

Dennis and Peggy evidently decided this was one bit of redecorating they wanted to do all by themselves, so they've really been working to get the paint on the crib and the ruffles on the bassinet.

Incidentally, moviegoers soon will have a chance to see where at least half of Dennis' talent and charm come from. Patrick McNulty, Dennis' father, has been signed by Paramount for a part in a forthcoming production which will star Bing Crosby and Barry Fitzgerald. This will



Ralph Edwards

A series of sequences drawn from actual life experiences — a sort of passing review of personalities and incidents that have made up the lives of interesting people — provide the formula for the new Ralph Edwards NBC program heard over WRDO, WLBZ and WCSH Tuesday evenings at 8 o'clock. The show, titled This Is Your Life, replaced the Mel Torme program. It is the creation of Edwards who presides at the microphone, as he does for his previous brainchild, Truth Or Consequences.

This Is Your Life is a new and previously untried type of radio entertainment and bids fair to gain as much approval as other forms which depend upon audience participation, quizzes or giveaways for their appeal. The new program carries none of these.

Each week the program focuses upon the complete life story of a living American, an average citizen—veteran, working man, student, perhaps a celebrity. The candidate, who does not know of his selection for the program until he is brought to the microphone, meets face to face or chats by remote pick-up with persons he knew in the past.

Manhattan Merry Go Round Turns 16th Year Over NBC

The musical merry-go-round that has been serenading radio listeners for as many years as the United States has had a Democratic administration, though no connection is implied, recently began its 17th year over NBC stations. This Sunday evening make-believe tour of New York's gayest night clubs, Manhattan Merry Go Round, is one of radio's brightest musical spots. Maine listeners hear it at 9.00 p. m. over MeBS stations.



The program is produced by Frank Hummert who originated it in 1932, Manhattan Merry Go Round features hip-to-the-minute song hits presented by a cast of distinguished performers, some of whom have been with the show for many years. Headed by Thomas L. Thomas, baritone, and Marian McManus, soprano, the cast includes Bob Hannon, Glen Cross and Dick O'Connor, baritones; Dennis Ryan, tenor, and the Boys and Girls of Manhattan Chorus. Victor Arden, noted Broadway orchestral director, conducts the music.

Thomas turned from an engineering career to the concert stage when he won a national singing competition.

be Dennis' father first film appearance, and with his fluffy white hair and faint Irish lilt, he may become a scene stealer.

He talks to such assorted people as his favorite grade school teacher, a shopkeeper who knew him as a boy, the kid who lived next door, the minister who presided at his wedding, a relative he hasn't seen in 20 years or perhaps the lad whose life he saved in the jungles of Bataan.

Each broadcast entails weeks of research on the part of Edwards' staff, who covers the country looking for persons whose life stories offer the best human interest material for the programs.

The candidate is invited to Hollywood or to the NBC station nearest his home to participate in a broadcast, but does not know the nature of the invitation until he is actually on the air. The broadcasts are completely unrehearsed.

This Is Your Life also takes a hand in shaping each candidate's future. Through pre-broadcast research and questions, Edwards sounds out candidates' ambitions and future hopes. Aided by university and welfare consultants on his staff, Edwards hopes to offer each candidate intelligent help in achieving those ambitions. Scholarships, business offers and vocational guidance will be given worthy program participants.

Red Skelton (as junior): Why can't I have some candy?

Verna Felton (Grandmaw): Because you'll spoil your dinner.

Junior: Well, let me have the candy for me supper.

Grandmaw: No, because it will spoil your supper.

Junior: Look, kiddo, by the time supper comes, I'll be in so much hot water that you'll send me to bed without it anyhow! So what have I got to lose?

Hans Conreid (guest): Pedro, immediately after lunch, I shall want you to drive me downtown in your car.

Mel Blanc (Pedro): I'm sorry, senior, but I do not think I can do it.

Conreid: Why not? You do drive, I pray.

Blanc: Senior, when I drive, you have to pray.

—NBC's "Judy Canova Show."

He made his Metropolitan Opera debut in 1937. He has had a distinguished career in radio since then. In addition to his radio assignments, he makes frequent concert tours. Thomas who was born in Wales, was recently honored by New York's Welsh Society for his efforts in promoting native Welsh music.

Miss McManus inherited her musical talent from her mother, who gave up a concert career for marriage. Miss McManus took undergraduate music courses at the University of California at Los Angeles, and later sang with the Los Angeles Philharmonic Orchestra and performed opera roles at the Hollywood Bowl. She has been associated with major network musical programs for several years.

Man: I'm anxious to become better acquainted with Mr. Burns. This is his picture here on the mantle, is it not?

Gracie Allen: That's him. That's the man who's so funny on the radio.

Mans: He's pretty funny on the mantle, too.

Gracie: Yes, though he hasn't performed there since New Year's Eve. —NBC's "Burns and Allen Show."

Jimmy Durante: She was a beautiful blonde, and one moonlight night I invited her to go horseback riding. There we were riding side by side, her horse snugglin' up to my horse, my horse nuzzling her horse.

Alan Young: It must have been fun.

Durante: Just for the horses. My girl didn't show up.

—NBC's "Jimmy Durante Show."

Television Topics - - Video Views

NBC's Eastern And Midwestern Television Nets To Be Joined

The National Broadcasting Company joins its eastern and midwestern television networks on Jan. 12, Jules Herbuveaux, television manager of the NBC central division, has announced.

NBC officials have been notified by the American Telephone and Telegraph Company that service by coaxial cable between New York and Chicago will be available on that date. The last link is between Philadelphia and Cleveland, and union of the two regional nets will make it possible for an NBC telecast to be seen simultaneously from Boston to St. Louis.

The presidential inauguration in Washington on Jan. 20 probably will be the first major event to be televised on the interconnected networks. Union of the two links will bring to midwestern viewers many of the tele-

casts which have gained wide popularity through the east.

Herbuveaux also reported that station WNBQ, NBC's Chicago video outlet, will begin full program operations on Jan. 8. Field telecasts will make up the bulk of live programming until the completion of NBC Chicago television studios in February.

The NBC midwest network at present includes stations WNBQ (Chicago), WNBK (Cleveland), WTMJ-TV (Milwaukee), WWJ-TV (Detroit), WSPD-TV (Toledo), WBEN-TV (Buffalo) and KSD-TV (St. Louis). New York, Washington, Philadelphia, Baltimore, Boston, Schenectady and Richmond are serviced by the eastern network. Other stations will be added with the completion of facilities.

Hooper Study Shows Radio Growing Despite Television

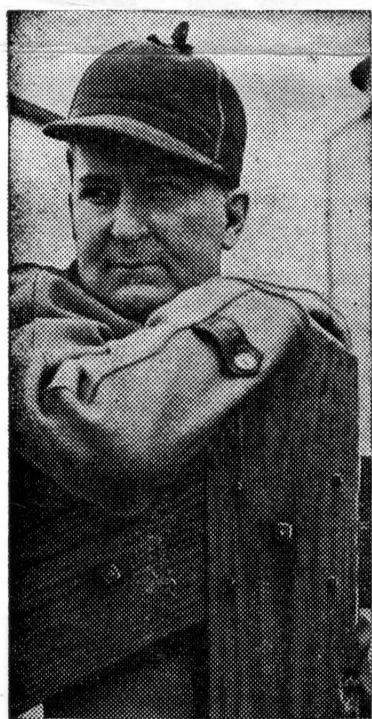
C. E. Hooper, whose audience rating system is something of a Bible in the radio industry, thinks the dazzle of television has caused radio's growth to be overlooked. He estimated that radio gained 13,775,000 new listeners between 1946 and 1948.

Speaking to the advertising club of St. Louis recently, Hooper said that even if the total of television sets in

use reaches one million by the end of this year, radio still will be in front by a 37 to one margin.

Hooper, however, doesn't discount television by any means. He said that a recent spot check of television set owners in New York showed only four per cent were listening to a radio program that has the highest rating of any on the air.

Everett Marshal, Marking 25th Year On Air, Tours Nation For Farm News



Everett Marshall

Add to the roster of radio's Twenty-Five Year Club the name of Everett Mitchell. The genial emcee of NBC's National Farm and Home Hour ticked off last month his quarter-century on the air.

In 1923 Mitchell's boss tried to deter him from quitting a job as insurance agent to try his hand at that new fad, radio. That was the same year the late Graham MacNamee came to radio as announcer-singer on WEA (now WNBC), New York, and covered the Greb-Wilson fight and the World Series games between the New York Giants and the New York Yankees. H. V. Kaltenborn had already started his newscasts on the same station.

Began as Vocalist

Mitchell first came to radio as a singer, performing over several Chicago stations. The next year he turned to announcing and selling, in addition. It was in 1926 that he inaugurated his first farm program. Four years later he joined the NBC network and took over the emcee role on the National Farm and Home Hour heard over MeBS stations at 1.30 p. m. Saturdays.

For the past 18 years Mitchell has been traveling throughout the country covering major farm events like the International Livestock Exposition and the National Corn-Husking Contest. As National Farm and Home Hour emcee, he acts as chief interviewer, on-the-spot reporter and dispenser of farm news.

His opening remark, "It's a beautiful day in Chicago!" sets the stage for a down-to-earth, folksy program of music, facts and stories of real people that make each listener feel as if Mitchell were leaning over the back fence talking with neighbors.

NBC Hollywood Video Station Soon Ready

NBC's Radio City in Hollywood is undergoing interesting changes to make ready for the new Los Angeles television station KNBH, which is scheduled to start commercial operations about mid-January. One of the big studios, only recently completed for radio audiences, now emerges as a complete television studio. Adjoining it are film vaults, projection rooms and all the complex equipment that is needed to put television pictures on the air.

The new transmitter for KNBH is located on 5,700-foot Mount Wilson where NBC has built a \$200,000 modernistically styled stucco and stone transmitter building. Cameras, projectors, mikes and huge booms to handle them have been arriving by the truckload at famous Sunset and Vine corner and NBC television staff employees have been burning the midnight oil getting the equipment tested and ready.

The transmitter already has been on the air in test work and people with sets as far away as San Diego have been receiving the patterns. So it won't be long now before NBC in Hollywood has televised programs on the air for those fortunate enough to own receivers in the California area.

Fibber McGee: I feel like a pig with laryngitis.

Molly McGee: How's that?

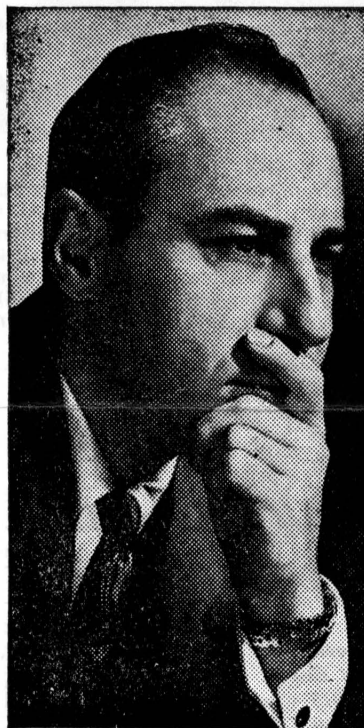
Fibber: Dis-gruntled.

—NBC's "Fibber McGee and Molly Show".



VIDEO HOSTESS — Film star Wendy Barrie is in the video spotlight, too—as hostess to the country's leading cartoonists on her NBC Television show, "Picture This." The artists make drawings to fit gag lines submitted by the audience.

Stern To Report All-Navy Game



Bill Stern

The All-Navy Championship football game, kick-off event for the 1949 March of Dimes fund-raising drive, will be broadcast by Bill Stern over the NBC network at Foreman Field, Norfolk, Virginia, Saturday, Dec. 11, from 1:15 to 4:00 p. m., EST. The game will bring together the champion teams of the Atlantic and Pacific fleets of the Navy. Eliminations have been going on to select the opposing elevens for the event.

In deciding to broadcast a play-by-play account of the game, Stern extended his normal season's coverage of football by one week. The Norfolk Sports Club will be co-sponsor of the game with Navy's Atlantic Fleet.

No Argument

When Beryl Vaughan, feminine star of Meet the Meeks, heard Saturday mornings at 11 o'clock on NBC stations, married announcer Ken Nordine three years ago, there was no argument as to who would be the boss of the family. That matter already was settled.

The ruler of the household was—and is—a determined black cocker spaniel named Trouper. Beryl and Ken try to arrange their respective rehearsals, auditions and broadcasts so that one or the other can race back home to their near north side (Chicago) apartment several times a day so that Trouper won't get too lonely. When the family gets extravagant and has steak for dinner, Trouper has his own share of the fillet, and has been known to demand extra portions.

New Television Film Show Reviews Big Events Of Past

A new weekly television film program, designed to help viewers recapture memories of notable events of the past, recently started on the NBC East Coast television network, Fridays 9:00-9:30 p. m., under sponsorship of the Procter & Gamble Company.

The program, titled I'd Like to See, will feature motion pictures of events of the past which people have asked to see again for reasons of nostalgia, historical interest or just plain curiosity. Its scope will depend upon the requests of the television audience, and will cover events of

varied interest, such as the Tunney-Dempsey "long count," the inauguration of President McKinley and a famous actress in her best movie scene. Even glimpses into the future, such as plans for United Nations headquarters in New York, will be presented.

Ray Morgan, well known radio and television announcer, will be narrator. The program was originated by Bernard E. Karlen, who will also be producer. I'd Like to See will be the first television network program presented by Procter & Gamble.

\$20,000 Per Hour Top Video Cost

Ever wonder how expensive it is to produce a television program? President Frank Stanton of the Columbia Broadcasting System, gave some figures to the Association of National Advertisers at its recent convention.

He said the Ford Television Theater, presented once a month on his own network, runs to 20-thousand dollars for each one-hour performance. That's about tops at the present time, and costs range downward to the television version of Winner Take All which costs 1,730 dollars for a half-hour show. It costs 1,800 dollars a week extra just to televise the radio broadcast of We The People.

Some of the top radio shows run to 20 thousand dollars a performance, and a few even more, but television costs are much higher in relation to the number of stations and audience reach.

NBC Radio-Video Had Most Tuners Election Night

Listener polls taken on election night, Nov. 2, showed that NBC's radio and television coverage of President Truman's surprising victory had the greatest audiences, according to reports from the network. NBC was the only chain to remain on the air throughout the night and the next forenoon with both radio and television coverage of the event. Chevrolet division of General Motors sponsored the radio presentation from 8.00 p. m. to 8.00 a. m. and Life Magazine cooperated with NBC on the video coverage.

An unprecedented amount of time, facilities and manpower was devoted to the two media. The television operation brought to millions of viewers for the first time a complete visual presentation of a Presidential election. With 11 video cameras operating in New York alone, NBC brought a host of important figures to the screen. More than 150 NBC Television personnel were engaged in various parts of the programming, under the supervision of Andrew Heiskell, Life publisher; Adolph Schneider, director of NBC-Television news; and William Garden, producer-director.

The radio news staff was headed by William F. Brooks, NBC vice president in charge of news, and reports and commentary were given to network listeners by Bob Trout, H. V. Kaltenborn, Morgan Beatty, Richard Harkness, Ray Henle, Ned Brooks, W. W. Chaplin and Bob Warren.

Maine voters interested in the outcome of the national election had these reports on an up-to-the-minute schedule, over WCSH, Portland; WRDO, Augusta; and WLBZ, Bangor.

Florence Halop, "Miss Duffy" on Duffy's Tavern, and "Hot Breath Holihan" on the Jimmy Durante Show, almost became a global commuter during Durant's stay in Dallas. She flew between Dallas and Hollywood in order to make both shows.

Brighter Day Star's Rise Is Reward Of Work



Margaret Draper

Margaret Draper's rise as a radio actress has been a once-in-a-thousand experience, the kind that gives hope to other aspiring young actors still hovering on the fringe of show business.

Six months ago Miss Draper was playing a bit part here and there in radio shows, and that not very often. Now she is the lead in a new serial drama, The Brighter Day.

This "break," however, wasn't a miracle or sheer luck. It was the payoff of long years of theatrical training and experience from the time the still-very-young Miss Draper was a small child.

She began her public appearances at the age of five when she took part in a production at the University of Utah in her native Salt Lake City. Some years later she was graduated from the same university.

Her stage background includes tours with Papa Is All, the Barter Theater and the Chekhov Theater; summer stock, and work with "little theater" groups in New York. She also made extensive foreign tours with a Red Cross entertainment unit.

Miss Draper's current role in The Brighter Day is that of Liz Dennis, 25-year-old daughter of a widowed clergyman with five other children. Liz is the household manager. The locale is a small town where the Rev. Mr. Dennis has taken over a new pastorate—and a new life begins for the entire family.

Miss Draper had scarcely begun her new role before slight misfortune overtook her. She suffered a recurrent attack of malaria which originally she contracted while a member of a Red Cross entertainment unit in Egypt. While she was recuperating in New York's Mt. Sinai Hospital, Patsy Campbell played the role of Liz.

Maine listeners hear The Brighter Day Mondays through Fridays at 10.45 a. m. via WCSH, WRDO and WLBZ.

TO THE MAINE BROADCASTER

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THE MAINE BROADCASTER

December, 1948

RCA Victor Show Adopts Boston "Pops"

Fiedler Will Start Series December 12

Arthur Fiedler will bring his Boston Pops Orchestra to the new RCA Victor Show, with Robert Merrill as singing star, each Sunday starting Dec. 12. It will be an all-music program, in an unusual format. The selections will be chosen from the "music America loves best."

Fiedler and the Boston Pops are famous for their interpretation of music on the lighter side. Through their concerts, tours, recordings and broadcasts, they have become familiar to music lovers throughout the country.

Merrill, as star of the present RCA Victor Show for the past few years, has built a large following. He is nationally known, too, for his opera and concert appearances.

The new program is designed to present more music in the half-hour period than ever before. Merrill will be the only vocalist on the program. He will introduce the musical selections and also will give the sponsor's message. There will be no formal commercials during the broadcasts.

The programs will come from the stage of Symphony Hall in Boston, and will be heard over Maine's three NBC stations - WCSH, Portland; WRDO, Augusta; and WLBZ, Bangor, at the same time as the former RCA Victor Show, Sundays from 5:30 to 6:00 p. m. John Wright will be the producer.

Await Challenge From Jack Benny For Punch Bowl Tilt



DREAM TEAM — From left to right, from right to left, from top to bottom, from bottom to top, upside and downside, inside and outside, it's the Fred Allen, All-Time All-America, All-Allen team. Here, in Varsity Magazine's picture, are the stars and the coach—all answering to the name of Allen. The NBC gagmaster, who admits his nearest approach to college was a quick look at a 13-foot shelf of the classics, calls 'em this way: (1) Pudge Allen, (2) Bronco Allen, (3) Slingin' Sam Allen, (4) Crazy Legs Allen, (5) Amos Alonzo (coach) Allen, (6) Choo-Choo Allen, (7) Bulldog Allen, (8) Sleepy Jim Allen, (9) Harry the Horse Allen, (10) Pug Allen, (11) Special Delivery Allen, and (12) Automatic Jack Allen.

Drug Firm Sponsors WRDO's State News

Sponsorship of one of Maine's oldest news services has been acquired by LaVerdiere's Drug Stores of Augusta, Gardiner, Waterville and Lewiston. It is the WRDO Maine Radio News Service, broadcast six nights a week at 6:50 and has a record of 11 continuous years.

The service features news of Maine, supplied by WRDO correspondents, the United Press, Associated Press, the Maine Broadcasting System's correspondents and a special State House writer who maintains close contact with the activities of State officials.

Uncle Meets Uncle



Peter Sexton

When Uncle Peter (Peter Sexton), nationally known photographer of children, spent a week at Rines Brothers' portrait studio recently, taking photos of youngsters of Portland and vicinity for Christmas use, he was interviewed on WCSH one morning by Uncle Hezzie on the latter's Trading Post broadcast at 9:00 a. m.

Hezzie makes no claims to knowledge of photography, but submits that usually he is in focus, is used to exposure and can be pretty snappy with his shutter when occasion demands.

Joseph Eaton, WLBZ news editor, was among those in attendance at the third annual convention of the National Association of Radio News Directors in St. Louis. The Bangor newsmen represented the WLBZ Maine Radio News Service, one of the oldest news services covering local and state news.

Horace Heidt has been playing one night stands between Sunday night shows for Philip Morris, and in almost every spot he has broken house records. In El Paso he stretched the seating capacity of the Coliseum from 6,000 to 8,000 by having seats filled in the space ordinarily reserved for rodeos.

Stella Dallas Star Pioneer In Radio

Although NBC's Stella Dallas program has just begun its 12th year on the air, its radio career is only half as old as that of its star, Anne Elstner. One of the most competent actresses before the microphones, Miss Elstner started her radio career in 1923 when stations were few and programs crude. She began her professional life at the age of 12 in her own song-and-dance interpretation of The Yama Yama Man. It was she who created the Stella Dallas role on the air.



Anne Elstner — The drama, a continuation on the air of the true-to-life story of mother love and sacrifice, concerns Stella and her daughter, Laurel, who attained wealth and position when she married Dick Grosvenor of Boston's Beacon Hill. These episodes in the later life of Stella Dallas are heard Mondays through Fridays, over MeBS at 4:15 p. m. are based on the famous novel of that name by Olive Higgins Prouty, and are written by Anne Hummert. Others in the cast of Stella Dallas include Vivian Smolen in the part of Laurel, Grace Valentine as Stella's friend, Minnie Grady; Jane Houston as Laurel's mother-in-law, Mrs. Grosvenor; Bill Smith as Stella's wealthy suitor, Phil Baxter; Richard Gordon as Morgan Ford, and Gertrude Warner as Lena Mason.

The Stella Dallas program is produced by Frank and Annie Hummert.

Rod O'Connor: I heard those bears in the National Park are so tame they'll eat off your hand.

Red Skelton: Yeah? . . . Well I've got news for you . . . they like arms and legs too!!

—NBC's "Red Skelton Show"

For Early Risers

The Haymakers are the current morning attraction over WLBZ at 7:15, three times weekly. Curly, Jean and Lou and the other Haymakers specialize in singing and playing the latest tunes on the hillbilly and folk song hit parade. The Haymakers rise and shine each Tuesday, Thursday and Saturday ayem on the Bangor station.

Louise Erickson, irrepressible star of NBC's A Date With Judy, has turned painter. Louise's first paintings have been head studies and the teen-ager modestly admits that "most everybody says they're not too terribly awful".

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