



Affiliate

Portland Public Library

THE

MAINE BROADCASTER



PUBLISHED AS AN AID TO BETTER RADIO LISTENING

VOL. V, No. 2

Portland, Maine, February, 1949

Price Five Cents

PORTLAND BOY TOPS ON HEIDT SHOW

Lambert Again Presented By Maine Central

The flying fingers of Norman Lambert will continue to create Console and Keyboard melodies for WLBZ listeners under Maine Central Transportation Company sponsorship through 1949, under terms of renewal recently agreed upon between sponsor and station.

Playing the electric organ with his hand and the piano with his right, the WLBZ musical director entertains an ever-increasing audience with his interpretations of old and new tunes. Norman answers many requests sent in by listeners to be aired on this daily musicale.

Console and Keyboard has proved to be one of the most popular programs presented by Maine Central over WLBZ for the past 15 years. During this time the company has sponsored quiz programs, auditions, musical groups and various audience participation shows over the Bangor station. The current series of Console and Keyboard programs is heard over WLBZ Monday, Wednesday and Friday at 6:30 p. m. and Tuesday and Thursday mornings at 11:45 a. m.

Charlie (Finnegan) Cantor: Why is it guys is always wantin' to get married?

Ed (Archie) Gardner: The first law of nature — the desire to quit workin'. —NBC's Duffy's Tavern



HITTING THE HEIGHTS WITH HEIDT—Here is how nine-year-old Norman Fickett of Portland looked when he faced the microphones during the Horace Heidt Youth Opportunity Show Sunday evenings during the past month. The talented Maine youngster, up to the time this issue of The Broadcaster was published, had successfully met competition at Schenectady, N. Y. and Teaneck, N. J. and competed at Baltimore, Md.

Nine-Year-Old Norman Fickett In Quick Climb

The story of how nine-year-old Norman Fickett of Portland became one of Horace Heidt's topflight Youth Opportunity contenders is simple and direct. There is no Cinderella aura attached to his quest for fame and honors. Norman is the younger of two sons of Mr. and Mrs. Kenneth M. Fickett, residing at 92 Revere Street, Portland.

The talented youngster, at this writing, had been with the Horace Heidt Youth Opportunity Show on the NBC network Sunday evenings for three weeks, having won top honors at Schenectady, N. Y., and Teaneck, N. J.

He first gained the privilege of competing in Heidt's radio show by auditioning for a local performance in Portland by the Heidt organization, given in late December under auspices of Portland Lodge of Elks. Pitted against experienced vocalists and musicians, he nevertheless won top acclaim on the applause-meter and was selected by Horace Heidt to compete again on his band's weekly NBC program Sunday, Jan. 9, at Schenectady.

Norman, who has been studying marimba approximately only two and one-half years, still is so small in stature that he has to work on a platform especially constructed by his father for the purpose, and which extends the length of the marimba. He is a pupil of Mrs. Laura Ross of Portland. He had performed in public but little prior to his audition for the Heidt show, according to his mother. As she recalls it, his first performance before a group of any considerable size was for the Woodfords Club in November, 1947.

Mrs. Fickett says that Norman is an average boy in all respects. He is a member of the Cub Scouts pack of the Woodfords Congregational Church and likes the same things all boys like. He attends the Saunders School in Portland.

His potential talent for music was first suspected by his parents when, as a very young child sitting on the livingroom floor playing with toys, they gave him a small and inexpensive xylophone that had belonged to his older brother. At once Norman showed his intuition for rhythm. Whenever the radio was turned to a musical program, he would beat out the correct tempo, even if not the tune, on the toy xylophone. This aptitude in one so young seemed to Mr. and Mrs. Fickett a cue to his future musical interest, and when he was deemed old enough, they purchased the marimba and had him start his lessons.

His recent successes, say Mr. and Mrs. Fickett, have given the boy determination to follow music as a vocation. He hopes now to take up drums and percussion instruments in due time, and perhaps to attend the New England Conservatory of Music.

Norman's brother Arnold, 14, has little interest in music, his mother reports. He is a freshman at Deering High School and his main interest is athletics. He excels in swimming.

Listener reaction has indicated increasing interest in the McKernan "point" system, or rating system. Originated by the former sports editor of the Bangor Daily News and current co-publisher of the Penobscot Times, it's a system of rating the standings of schoolboy athletic teams

Jesters Martin And Lewis Scheduled Soon On NBC Net Gained Fame In Two Years



THE UNSUSPECTED—It's Jerry Lewis (right) who has his mouth open, but it's a safe bet that it's his pal, Dean Martin who's singing. This zany new NBC comedy team usually can be counted on to do the opposite of normal.

Two years ago Dean Martin and Jerry Lewis appeared together for the first time, playing in an Atlantic City night club. During the first week, few laughed at their gags and antics, but soon after their style of humor caught on — and now they're rated as one of the freshest and zaniest comedy teams in the entertainment world.

These young comics, soon to start their own NBC radio program, which will be heard in Maine over WCSH, Portland, WRDO, Augusta, and WLBZ, Bangor, have been the subjects of the most remarkable suc-

cess story in show business during the past 10 years.

Statistics show that after the boys left Atlantic City they played in the country's leading theaters and night clubs, including New York's Roxy and Capitol, where audiences showed their appreciation by applauding even after the stage show had ended and the feature film was on the screen.

NBC's Bob Hope was the first star to anticipate their radio possibilities by having them on his show at the start of the season. Dean and Jerry made such a hit that Hope invited them for a return engagement.

The boys next appeared on NBC's

Bangor Junior C. of C. Offers Forum Discussions On WLBZ

Panel discussions dealing with issues affecting the people of Bangor and the State of Maine feature the Radio Forum presented weekly over WLBZ by the Bangor Junior Chamber of Commerce in its second year of broadcasting, recently inaugurated.

Each succeeding program brings to the Forum round table a variety of participants selected from Bangor citizens, and local and state officials. During last year's series many vital and controversial issues appeared on the agenda.

The Jaycee moderators have al-

ready presented for discussion such diverse subjects as Problems and Influences on City Health, Infantile Paralysis Drive, and Source of Water Supply For the City of Bangor.

On future Friday evenings from 8 to 8:30, the Junior Chamber of Commerce Radio Forum will view the pros and cons of the City Planning Boards, Traffic and Parking Control, the Bangor School Situation, the Future of Business and Industry, on a local and statewide basis, the Kenduskeag Stream question and the Juvenile Delinquency problem.

Record-Breakers

When Jerry Martin and Dean Lewis, NBC's new comedy team, appeared at New York's Capitol Theater last summer, they were given 26 minutes for their act—the longest spot the theater has ever allowed a comedy team.

The management apparently knew what it was doing, because attendance and gross revenue records were broken during the team's stay there.

Maine Sports Moves To New WLBZ Spot

On Monday, January 31, Maine Sports with John McKernan moved into a new time spot and is now aired over WLBZ each Monday evening from 7:30 to 7:45. Since its inception, Maine Sports has widened its scope extensively to give its listeners an even greater coverage of sporting events. Newest addition to Maine Sports is the use of recorded telephone interviews made by McKernan with coaches all over Eastern Maine which are replayed on the weekly program.

THE MAINE BROADCASTER

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

Publication and editorial offices are at WCSH, Portland

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

The subscription price is fifty cents a year, payable in advance

LINWOOD T. PITMAN, Editor

JOHN F. HOGAN, Associate Editor

MAINE FARM TOPICS

BY "JAKE" BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

Weather Conditions Are Of Concern To Horticulturists And Fruit Growers

Continued late March-like weather conditions at this time of year are of much concern to horticulturists and fruit growers.

A sudden drop to sub-zero temperatures might result in devastating losses in the form of winter injury to fruit trees and ornamental shrubs. Although fruit tree varieties such as McIntosh and Delicious do possess a high degree of natural winter hardiness, as do most trees and shrubs growing in this climate, they may not be able to withstand a sudden temperature drop.



This is partially explained by the fact that even the more hardy plants seem to require the development of a certain amount of "cold resistance" during the early winter period before this natural of genetic winter hardiness is of value.

In other words, a McIntosh tree, even though extremely hardy, cannot withstand temperatures very much below freezing during the growing season because it has not developed any cold resistance at the time.

Fruit growers are powerless to reduce the possible threat of winter injury. Those who have been fortunate enough to bring their trees into the winter season in a normal condition of vigor and maturity have reason to be somewhat relieved.

Home gardeners might consider covering plants, climbing roses, bush roses, bramble fruits or small shrubs with straw or other protective materials if a sudden severe drop in temperature is forecast.

Horticulturists often refer to unusually severe winters as "test" winters because they quite often result in the winter killing of many fruit plants. The winter of 1933-34 was a "test" winter and resulted in a complete loss of the less hardy apple varieties such as Baldwin in certain areas of New England. Whether or not an unusually mild winter with only a few days of severe temperature at the wrong time could be a "test winter" or not is difficult to tell.

House Plants

The care of house plants is a topic frequently discussed among gardeners during the winter months when our outside gardening activities are at a standstill.

The basic needs for a plant to make growth and maintain health are light, heat, air, nutrients and moisture. It is up to the indoor gardener to provide the plants with conditions as near as optimum as possible. In our modern houses and apartments kept at temperatures high enough - and frequently too high - for human comfort it is often difficult to keep our house plants healthy. Too high a temperature and too dry an atmosphere are the two chief drawbacks in growing plants in the house.

Practically all of our common house plants do best at a temperature below that at which we keep our homes. Plants therefore should be kept in the cooler parts of the room rather than in the warmest as we so commonly see them.

The problem of too dry an atmosphere is particularly evident when hot air furnaces are used. The use of evaporating pans or any other method which will tend to increase the humidity around the plants is satisfactory. Shallow metal pans are sometimes substituted for the pot saucers. A thin layer of coarse sand or fine gravel is placed in these pans and is kept moist.

Faulty watering is one of the most common reasons for failure to grow plants successfully. The more active

the growth of the plant, the more water it will probably need. Check your plants daily and water when necessary. Frequent watering by merely wetting the soil surface is a common and faulty practice. Apply water in sufficient quantities to thoroughly soak all the soil in the pot, and then give no more until the soil approaches dryness again.

Watering from the bottom is an excellent practice. Flower pots are kept in deep saucers; when the plants need water the saucers are filled and the water is absorbed by the soil through the drainage hole in the pot. Remember, house plants may suffer from too much water as well as too little. Plant roots need air which is not present in a water-logged soil.

Loss Due To Farm Accidents

Next to falls of one kind or another, the most common type of accident involves livestock. Horses and mules are responsible for half the accidents involving livestock.

Yes, accidents due to livestock still rank ahead of those from motor cars and trucks, which are third. One out of every nine farm accidents is blamed on motor vehicles. Accidents due to farm machinery rank fourth.

We're taking these estimates from a sample survey made by the economists of the United States Department of Agriculture during the first four months of last year.

Leaf From Editor's Note Book

You may have read it in the daily press, but it isn't too likely.

Arthur Godfrey of CBS recently remarked during his air show that he rates NBC's new comedy team of Dean Martin and Jerry Lewis as the funniest act he ever has seen. His endorsement followed that of Walter Winchell who nominated the Martin-Lewis team as the "best two-man comedy act since Gallagher and Shean".

Godfrey was so impressed by Martin and Lewis's act at Miami Beach that he declared: "It's impossible to do anything with those two guys around."

Engineers of the WLBZ technical staff have been busy in Stevens Hall on the University of Maine campus in Orono, installing a console for use by the classes of students taking the course in radio offered by the University. Loaned to the Orono institution by the Maine Broadcasting System, the console will be utilized by the radio students in their regular class work studying the various phases of the industry, and for their weekly broadcast over WLBZ, Bangor each Wednesday evening at 7:30.

A WLBZ listener, faithful to the point of never moving her radio dial from its setting at 620, the frequency for the Bangor station, reports that when a friend moved the dial to tune in another station the receiver objected to the change, faded out and has ceased completely to operate. Hm-m?



HERE'S AGNES GIBBS—and Roger B. Withington, interior decorator and color stylist, discussing home decorating suggestions from which WCSH listeners also may profit any Monday morning on Mrs. Gibbs' program at 8:30. Questions submitted by listeners will receive Mr. Withington's attention along with his suggestions on decorating and arrangement.

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

When the children tramp in for lunch these winter days their rosy faces have a look that says, "I hope there's some good hot food ready!" A hearty casserole dish is a satisfying feast for hungry folks, and means less work for the home cook.



You'll find you can include meat on the luncheon menu oftener, too, when you make a casserole dish and combine the meat with vegetables and bread cubes or biscuit topping. Breads

make meat go farther. Pork Link Casserole is a delicious meal-in-a-dish. Browned apple slices serve as a fruity lining for the filling of sliced pork links, bread cubes, chopped celery, egg and milk. Serve this casserole hot with a pork gravy made from sausage drippings, a crisp salad, and glasses of milk.

To make the Pork Link Casserole, you will need:

- ½ pound pork links
- 1 large apple
- 6 cups bread cubes
- ½ cup chopped celery
- ½ tsp. pepper
- 1 egg
- 1 cup milk
- 4 tbs. sausage drippings

First cook the half-pound of pork links in a skillet over a slow heat for about five minutes. Then take the links from the skillet and cut them in one-inch pieces. Cut the core from the apple, then cut across the whole apple in one-inch slices. Brown the apple slices in the pork drippings. Take the apple slices from the skillet and line a one and one-half quart casserole with them. Next combine the six cups of enriched bread cubes with celery, salt, pepper, and pork link pieces. Beat the egg, and to it add the milk and sausage drippings. Fold egg mixture into bread mixture. Fill the bread and meat mixture, piling it in lightly. Bake in a moderately hot oven, 400 degrees F., for thirty minutes. This casserole will serve five people nicely.

Pork Link Casserole is a good dish to prepare when you have bread on hand that is becoming a little dry, or even if you haven't!

Bacon-tomato scallop is a different way to serve that favorite bacon-and-tomato combination. Enriched bread cubes toasted in chopped bacon and bacon drippings and dropped over

stewed tomatoes give this luncheon dish its delightful flavor. It's a good one to serve on washday, for it's ready in just a few minutes. To serve four people, cut one-half pound of bacon into small pieces and fry it lightly with one tablespoon of chopped onion. Pour off about half of the bacon fat from the frying pan. Then put three cups of enriched bread cubes into the remaining drippings and let the bread cubes toast golden brown. Also add a dash of pepper to season. While the bread cubes toast in the skillet, heat one No. 2 can of tomatoes, or about two and one-fourth cups. When the bread cubes are nicely browned, put the bread-and-bacon mixture over the stewed tomatoes. This dish looks pretty in individual serving dishes or casseroles. Some folk like a hint of onion added to the tomatoes.

And now for a recipe for delicious little cakes which have a party touch and yet are easy to make:

LITTLE DATE CAKES

- 1 cup dates cut fine
- 1 cup boiling water
- 2 tsp. shortening - combine, let stand until cool

Combine:-

- 1 ½ c. sifted flour
- 1 tsp. soda and salt

Add:

- 1 c. sugar
- 1 beaten egg
- 1 c. nut meats. Add to date mixture. Bake in cup cake tins. When partly cool, roll in confectioner's sugar.

Speaking of dates, this recipe from Alabama makes the most delicious date candy. This makes a big batch

DATE LOAF CANDY

- 3 cups sugar
- 1 cup milk
- 1 pound dates
- 1 cup pecans

Bring to a boil sugar and milk. Add dates and boil slowly 25 minutes stirring only enough to keep it from sticking. Remove from fire add nuts chopped and vanilla. Cool slightly, turn out on damp cloth and form into a roll covering with the damp cloth. When cool and hard enough to slice into ¼ inch slices and dust with powdered sugar.

I hope you and yours are keeping well this winter. Until next month—Good bye.

—Agnes Gibbs

Democracy And February

By RABBI MORRIS BEKRITSKY
Orthodox Rabbi of Portland



Annually, America pauses during the month of February to revere the memory of two of her greatest sons—George Washington and Abraham Lincoln. Democracy was fostered first in the heart of one, and defended by the other. If, today, we have a living and vibrant democracy it is because its founders were men of deep philosophic insight, and an altruism which excluded all save the ideal which was foremost in their hearts.

Perhaps no single man ever held within his hand, as did Washington, the power to direct the political philosophy of this Country for years to come. His ascension to the throne instead of to the office of the Presidency (which he could very well have done) would have decided forever the political temper of this Country. Even under a constitutional monarchy this Country could never have risen to its greatness and ultimate destiny in history.

The ascension of Washington to the throne would have precluded the rising of a Lincoln to the Presidency. Part of America's heritage of greatness is founded in the pride of pointing to Lincoln who could rise from log cabin to the Presidency. The absolute nihilization of all class distinctions has given the greatest impetus to America's assumption of her place among the nations of the world.

If Washington's altruism made possible the rising of a Lincoln, then Lincoln's character set the example of greatness for all men in generations to come. With the opening to the public of the mass of Lincoln in the Congressional Library, we have learned a great deal about the man which was heretofore unknown.

In the New York Times of Feb. 8, 1948, there appeared a most enlightening story of Lincoln as found among his papers. Governor Gamble had accused Lincoln of insulting him and of saying things "unbecoming your position." It was a matter which called for presidential self-control. In his own handwriting Lincoln wrote to Gamble:

"My private secretary has just brought me a letter, Sir. It is a very cross letter from you. As I am trying to preserve my own temper from petty annoyances so far as is practicable, I decline to read the cross letter. I was totally unconscious of any malice or disrespect toward you, or of using any expression which should offend you."

Here we can see a picture of Lincoln growing in stature and greatness. We can almost see him struggling with himself against the curiosity and desire to read a malicious letter about himself. We can almost see the strength of character as he pushed it aside unread. We can almost see the calm, self-controlled dignity of the man of greatness. By not reading Gamble's letter he shut out malice from his heart. His consequent letter to Gamble was sincere, frank and free. Gamble became Lincoln's closest friend as a result of the President's most judicious action.

In his rise to greatness, for which Lincoln became famous, there is to be found that thread of character which has been, and always will remain, the sine-quanon of greatness for all Americans.

Agnes Gibbs Travels Widely For Maine Kitchens Series

The itinerary of WCSH's Agnes Gibbs, home economist, during the continuing schedule of her Saturday morning program, Maine Kitchens, which started March 6, 1948, sounds like a "Cook's Tour" of the Pine Tree State. Maine Kitchens is broadcast from 8:30 to 8:45 Saturdays over the Portland station by remote pickups from whatever point Mrs. Gibbs arranges to conduct her Philco kitchen activities.

The first program originated at Bridgton under auspices of the Junior Chefs. Others followed in this order: March 13—Girl Scouts, Forest Park, Portland.

March 20—Home of Whitney Elkins, Flagg Meadow, Gorham

March 27—Home of William Gagnon, Field Road, Falmouth

April 3—Home of George Trueworthy, Pride's Corner, Westbrook

April 10—Home of Mrs. J. J. MacKeen, Stony Brook Road, Cape Elizabeth

April 17—William B. Jack Junior High School, Portland

April 24—Home of Mrs. A. D. Nutting, Orono, wife of Maine's Commissioner of Forestry

May 1—Home of Henry Swanton, Hollis

May 8—Kitchen of Mercy Hospital, Portland

May 15—Farm Bureau Hall, Flying Point, Freeport

May 22—Home of Harland A. Ladd, Maine's Commissioner of Education, Hallowell

May 29—Koda Club Cooperative, Portland

June 5—Eastland Hotel kitchen, Portland

June 12—Thompson's Camps, Sebago Lake

June 19—Galley of the Arctic schooner Bowdoin, with Commander and Mrs. Donald B. MacMillan prior to sailing for Far North

June 26—Galley of the "Kiddie Ship", Lucien Marie, prior to departure for France

July 3—Newbert's Restaurant, Rockland

July 10—Longfellow Home, Portland

July 17—Knox Mansion, Thomaston
July 24—Pine Haven Day Camp, Girl Scouts

July 31—Winter House, Auburn cooperative

Aug. 7—Camp Hitinowa, Litchfield, Camp Fire Girls

Aug. 14—Hyde Memorial Home for Crippled Children, Bath

Aug. 21—Look House, South Portland

Aug. 28—Aboard Northeast Airlines plane, Portland Airport

Sept. 4—Home of William and Marguerite Zorach, Robinhood, Me.

Sept. 11—Kitchen of YWCA, Portland, for girl residents

Sept. 18—Chestnut Street Methodist Church kitchen — for preparation of Armenian food

Sept. 25—Portland Day Nursery

Oct. 2—Kitchen of two Portland business girls

Oct. 9—Kitchen of Fryeburg Academy

Oct. 16—Kitchen of Mrs. Grace I. Grant, Washington Avenue, Portland, a homemaker for 25 years

Oct. 23—At Brownfield, Maine on first anniversary of forest fires

Oct. 30—Galley of submarine USS Sirago

Nov.—Maine School for the Deaf, Portland

Nov. 13—Cafeteria of Watkins Cleaners, Portland

Nov. 20—Kitchen of First Universalist Church, Portland, for Grange dinner

Nov. 27—Home of George H. Minott, South Portland, preparation of Thanksgiving dinner

Dec. 4—Carolyn's—caterers, South Portland

Dec. 11—Kitchen of Western Maine Sanatorium, Greenwood Mountain, Maine

Dec. 18—Kitchen of Salvation Army headquarters, Portland

Grandma's Recipes Produce Prizes For Musical Chef



A sudden surge of ambition to clean out the garage led to the discovery of an old trunk that contained a recipe book brown with age, and resulted in a new hobby and a string of prize ribbons for one of radio's best known musical directors.

Like so many of us, Billy Mills, musical director of NBC's Fibber McGee and Molly program heard over Maine's three NBC stations Tuesdays at 9:30 p. m. for the past 13 years, had neglected cleaning out his garage until it reached the point of a "must." When he finally tackled the task, Mills unearthed an old trunk that had belonged to his grandmother.

One of the interesting things he found was an old recipe book. The work of cleaning the garage stopped while Billy deciphered the old formulas.

All manner of common labor was forgotten while the music man gathered the ingredients for a recipe that particularly intrigued him—corn relish. He made up a batch of the relish and gave sample jars to his friends. They had nothing but praise for his concoction. He even got Don Quinn, who writes the Fibber McGee and Molly program, to design a label for the jars.

It read: "Uncle Mills' Corn Relish — You've Heard How It Sounds, Now See How It Tastes."

When fair time came this summer, Billy had considerable spare time due to the annual hiatus of the air shows. Mills, for a lark, entered his corn relish, along with bread and butter pickles made from another recipe, in the Los Angeles County Fair at Pomona. The whole matter was then forgotten until fair officials telephoned, notifying him that he had won prizes for his cookery against the best women cooks in the county.

WCSH Talent On 40-8 Benefit Show

Featuring the sensational young Portland marimbist, Norman Fickett, recently returned from three weeks with Horace Heidt's NBC Show, a group of artists appearing on WCSH will be seen in a variety show to be presented in Portland High School Auditorium Saturday, Feb. 12. The performance is sponsored by Voiture 317 of the 40 & 8, American Legion, and will benefit the Pine Tree Crippled Children's Home and the Holy Innocents Home.

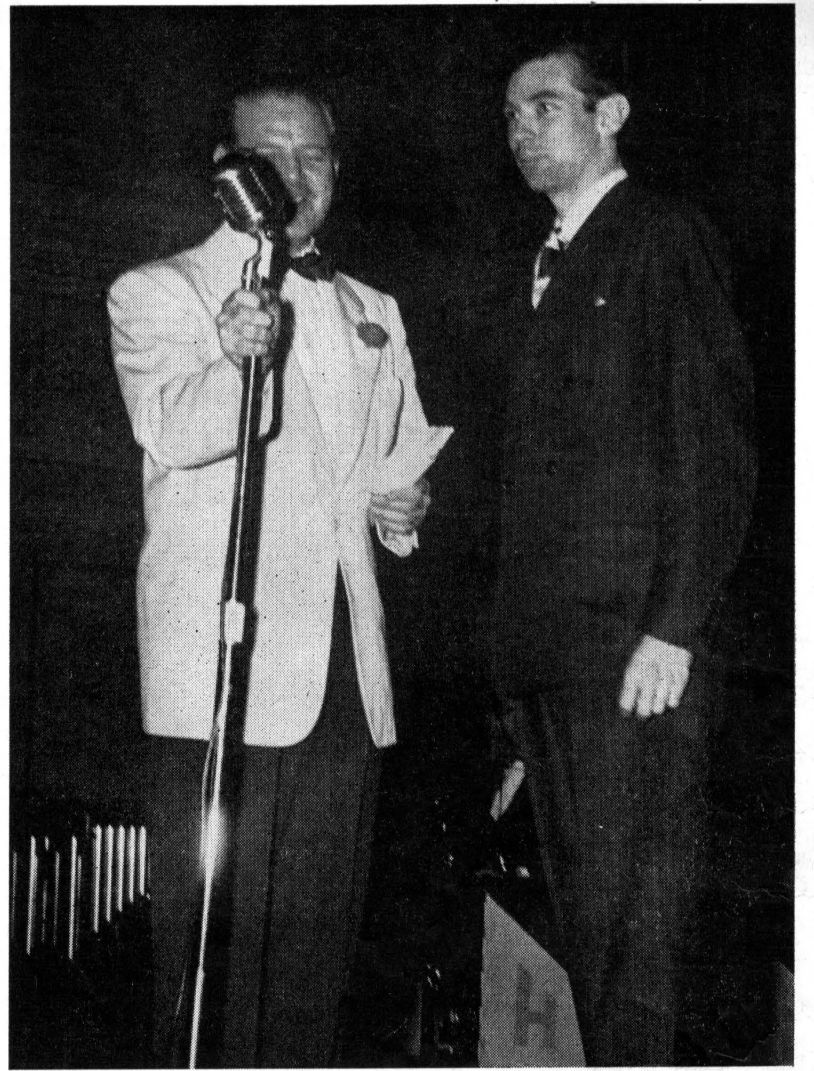
Besides nine - year - old Norman Fickett, talent booked for the show includes Uncle Hezzie, of Trading Post fame; Lloyd Knight, popular young baritone; Tony and Juanita and their entire company of eight; Normie Ayers, popular pianist. Mark Stimpson, favored Portland tenor, also will participate. Tickets are on sale at Cressey & Allen's, Portland.

Harlow Wilcox: I was just on my way to the police station. We haven't seen our minister for several days and we're a little worried about him.

Molly McGee: To whom do you report a case like that?

Wilcox: The Bureau of Missing Parsons.

—NBC's "Fibber McGee and Molly"



KNIGHT ON HEIDT NIGHT—When Horace Heidt played Portland City Hall in January, under auspices of Portland Lodge of Elks, among local contestants for Youth Opportunity awards was WCSH's Lloyd Knight, former musicomedy star and Atwater Kent national audition finalist. The WCSH baritone was heartily received at the Heidt auditions, but top honors went to nine-old Norman Fickett of Portland who, since his victory at the Elks' show in January, has gone on to win further acclaim and prize earnings against keen competition in Heidt's Sunday evening broadcasts over NBC.

NBC And Chicago University Offer Home-Study Course

Listeners in Maine as elsewhere in the country may undertake radio-assisted courses in world politics and economics without leaving their homes, under a new plan sponsored jointly by the National Broadcasting Company and the University of Chicago. The plan was announced by Sterling W. Fisher, manager of the NBC Public Affairs and Education Department, and already is effective.

The University of Chicago is the fourth institution of higher learning to join the NBC University of the Air in development of home-study courses. The others are the University of Southern California, University of Louisville and Washington State College.

The two NBC University of Chicago home-study courses, described as "an aid in understanding the challenge of our times," will have the weekly University of Chicago Round Table broadcasts as their core.

Participation will involve listening to selected Round Table broadcasts, reading significant books and articles, studying carefully selected problems, writing reports and receiving expert criticism from University of Chicago instructors.

The two new 14-unit, non-credit home-study courses have been developed by a faculty committee of the University of Chicago.

The World Politics course is built to give students a broader knowledge of basic principles in international relationships.

It will test understanding of these principles by applying them to the specific current crisis situations discussed on the University of Chicago Round Table broadcasts, Sundays at 1:30 p. m.

The Economics of the Modern World course is designed to give adults the basic principles of economics. It will aim to teach students to apply careful economic analysis to the crucial problems of national economic policy.

The fee for each course will be \$25. The student will receive: Fourteen expertly prepared lessons containing introductory material and questions; a package including all the extensive and authoritative assigned books and pamphlets; copies of the relevant current Round Table pamphlets while the student is taking the course; and personal individualized replies from a competent instructor for each of the student's 14 written lessons.

Registration is open to all. Students may begin at any time, and may proceed at their own pace in completing either course—using as much time as they need, up to a year. They will be notified at appropriate times of Round Table broadcasts concerned with the subject matter of their course. A certificate will be awarded to the students upon completion of the course.

Prospective students should write to: Director, Home-Study Department, University of Chicago, Chicago 37, Ill.

Farmer: Well, ma'am, I've got about 20 turkey left. I'm sellin' 'em for 60 cents a pound.

Gracie Allen: Well, I guess I'll have to pay it. My husband insists on turkey, but it seems high.

Farmer: It costs money to feed an old gobbler.

Gracie: Yes, especially when he insists on turkey.

—NBC's Burns and Allen Show

Fashion Jewelry Offer On NBC Show

Feminine listeners of Maine's three NBC stations currently are offered the opportunity, until February 11 inclusive, to obtain two attractive "scatter pins" - fashion jewelry - as a result of an offer by the makers of Sweet Heart Soap, in their daytime serial program We Love and Learn. The program, carried by NBC stations each weekday morning at 11:15, offers the giveaways, a tiny sword and a bluebird, each gold colored and set with aquamarine colored stones, for a SweetHeart Soap wrapper and 25 cents in coin. The offer started Jan. 28 and will be good only up to Feb. 11 inclusive. Letters postmarked that date will be accepted.

Edwards Honored For Aid To Vets

Ralph Edwards, emcee of NBC's Truth or Consequences and This Is Your Life programs, was recently presented with a citation by the National Association of Jewish War Veterans for his "outstanding work among veterans in veterans' hospitals as well as substantial contributions to veterans through the medium of radio." The presentation was made by National Commander Meyer Dorfman of the Jewish War Veterans of the United States.

The Maine Broadcaster will come to you 12 months for only 50c. Each issue filled with pictures and articles about the people who entertain you.

Former WLBZ Artist Hits Big Time



Vocalist Wally Olsen formerly heard over WLBZ, Bangor, in a series of programs that proved very popular with the listeners, and later associated with the Fred Waring organization, is now a member of the Moon Men, vocal group featured with Vaughn Monroe's orchestra. At organ is musical director, Norman Lambert.

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 2/49 which stands for February 1949. 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.

COMPLETE FEBRUARY PROGRAM SCHEDULE

SUNDAY

MORNING

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

AFTERNOON

- 12.00 WCSH—News
WRDO—Who Said That?
WLBZ—Silver Strings
12.15 WCSH—London Column
WLBZ—Christian Science Program
12.30 WCSH—Anderson Family
WRDO—Eternal Light
WLBZ—Here's to Veterans
12.45 WLBZ—Newport Playhouse
1.00 ALL—Maine Network News
1.15 WCSH—Salon Strings
WRDO—Waltz Lives On
WLBZ—Men Behind The Melody
1.30 ALL—University of Chicago Roundtable
2.00 ALL—First Piano Quartet
2.30 ALL—NBC University Theatre
3.30 ALL—One Man's Family
4.00 ALL—The Quiz Kids
4.30 WRDO—U. P. News
WCSH—Bob Trout and the News
WLBZ—Bob Trout and the News
4.35 WCSH—As Maine Goes
WRDO—Living—1948
WLBZ—Living—1949
5.00 WCSH—N. E. College Glee Clubs
WLBZ—N. E. College Glee Clubs
WRDO—Jane Pickens Show
5.30 ALL—Robert Merrill with Boston Pops

EVENING

- 6.00 WCSH—News
WRDO—Catholic Hour
WLBZ—News
6.15 WCSH—Romance of Famous Gems
WLBZ—Frank Parker Show
6.30 ALL—Ozzie and Harriet
7.00 ALL—Night with Horace Heidt
7.30 ALL—Alice Faye and Phil Harris
8.00 ALL—Fred Allen Show
8.30 ALL—NBC Theater
9.00 WCSH—Manhattan Merry - Go-Round
WRDO—Manhattan Merry Go - Round
WLBZ—Allen Roth Symphony
9.30 WCSH—Am. Album of Familiar Music
WRDO—Am. Album of Familiar Music
WLBZ—Guest Star
9.45 WLBZ—Memorable Music
10.00 ALL—Take It or Leave It
10.30 ALL—Who Said That
11.00 ALL—Maine Network News
11.15 ALL—Clifton Utley and The News
11.30 WLBZ—Dave Garroway Show
WRDO—Sign Off
WCSH—Sign Off
12.00 WLBZ—News

MONDAY

MORNING

- 6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Three-A Safety Man
WLBZ—Bar B-T Boys
7.30 WCSH—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Parade of Stars
WRDO—Fact & Fancy
WLBZ—Devotional Service
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—Lloyd Knight
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—Sweetwood Serenaders
9.45 WRDO—According to the Record
9.45 WLBZ—Clevelandaires
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—To Be Announced
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Music of Manhattan

AFTERNOON

- 12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Men Behind The Melody
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Boston Symphony
WLBZ—Jumpin' Jacks
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Jean Murray
2.15 WRDO—Matinee Musicale
2.30 ALL—Today's Children
2.45 WCSH—Light of The World
WLBZ—Me, Fed. Women Clubs
WRDO—TBA
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell
WLBZ—Musical Moments
WRDO—Jumping Jacks
5.55 WRDO—Speaking of Sports

EVENING

- 6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Symphony of Melody
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Llyod Knight Sings
WLBZ—Maine Sports
7.45 WCSH—Here's To Veterans
WLBZ—H. V. Kaltenborn
8.00 ALL—Cavalcade of America
8.30 ALL—Voice of Firestone
9.00 ALL—The Telephone Hour
9.30 ALL—Dr. I. Q.
10.00 ALL—Contented Program
10.30 ALL—Radio City Playhouse
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 Dancin'
WLBZ—Appointment with Music
12.00 ALL—News

TUESDAY

MORNING

- 6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Three-A Safety Man
WLBZ—The Haymakers
7.30 WCSH—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Parade of Stars
WRDO—Fact & Fancy
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—Lloyd Knight
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—The Battle of Books
9.45 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—To Be Announced
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 Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Men Behind The Melody
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—U. S. Navy Band
WLBZ—Luncheon with Lopez
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Jean Murray
2.15 WRDO—Matinee Musicale
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—TBA
WLBZ—Dr. Harry McNeil
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell
WRDO—Jumping Jacks
WLBZ—Musical Moments
5.55 WRDO—Speaking of Sports

EVENING

- 6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Symphony of Melody
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Skippy Hollywood Theater
WRDO—The Smoothies
WLBZ—Bangor Male Chorus
7.45 WRDO—Richard Harkness
WLBZ—Richard Harkness
8.00 ALL—This Is Your Life
8.30 ALL—Alan Young Show
9.00 ALL—Bob Hope Show
9.30 ALL—Fibber McGee and Molly
10.00 ALL—Big Town
10.30 ALL—People Are Funny
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—Morton Downey
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancin'
WLBZ—Meadowbrook Club Orch.
12.00 ALL—News

WEDNESDAY

MORNING

- 6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Three-A Safety Man
WLBZ—Bar B-T Boys
7.30 WCSH—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Parade of Stars
WRDO—Fact & Fancy
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—Lloyd Knight
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—The Battle of Books
9.45 WRDO—According to the Record
9.45 WLBZ—Clevelandaires
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—To Be Announced
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Piano

AFTERNOON

- 12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Men Behind The Melody
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—U. S. Navy Band
WLBZ—Luncheon with Lopez
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Jean Murray
2.15 WRDO—Matinee Musicale
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—TBA
WLBZ—Melody
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell
WRDO—Jumping Jacks
WLBZ—Musical Moments
5.55 WRDO—Speaking of Sports

EVENING

- 6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Symphony of Melody
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Guest Star
WRDO—The Smoothies
WLBZ—U. P. News
7.45 WCSH—Musical Moments
WRDO—H. V. Kaltenborn
WLBZ—H. V. Kaltenborn
8.00 ALL—Blondie
8.30 ALL—Great G
9.00 ALL—Duffy's
9.30 ALL—Mr. Dis
10.00 ALL—The Big
10.30 ALL—Curtain
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 Dancin'
WLBZ—Hotel
12.00 ALL—News

FOR WCSH 970 - WRDO 1400 - WLBZ 620

DAY

ING

n Topics

ews

Heart Program

Reveille

Safety Man

Boys

ews

Reporter

tion

Reveille

Highlights

Roundup

Clock

ork News

Stars

Fancy

on the Hill

gnes Gibbs

for the Day

Remember?

ork News

Post

on in New York

Kitchen

est

ight

aces, Jean Murray

ight

od Serenaders

g to the Record

dares

ews

g

Life

ter Day

ounced

and Learn

Show

wtown

ne

me N. Lambert

ON

e News

ews

obblers

Radio News

y Revue

a Club

Reporter

Radio News

Mills

Mills

Shop

etwork News

ews

ad Memories

with Lopez

Gibbs' Date Book

Juanita

est

ity

Revue

Or Nothing

Or Nothing

urray

Musicale

ildren

the World

Announced

Lane

Be Beautiful

i

ung's Family

Happiness

Wife

las

ones

dder Brown

Girl Marries

News

s Variety Revue

ub

aces Life

s Variety Revue

in Bill

with Hezzie

ith Hezzie

age Farrell

Moments

g Jacks

g of Sports

NG

etwork News

nal

State News

i Prevues

Interlude

Juanita

igh Revue

ambert

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—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Parade of Stars
WRDO—Fact and Fancy
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—Lloyd Knight
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—Sweetwood Serenaders
9.45 WRDO—According to the Record
9.45 WLBZ—Clevelandaires
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—To Be Announced
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 Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Men Behind The Melody
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Marine Story
WLBZ—Luncheon with Lopez
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
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—Wanda Upton
WRDO—To Be Announced
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell
WRDO—Jumping Jacks
WLBZ—Musical Moments
5.55 WRDO—Speaking of Sports

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
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 ALL—N. E. Round Table
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—Bar B-T Boys
7.30 WCSH—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Parade of Stars
WRDO—Fact and Fancy
WLBZ—Devotional Service
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—Lloyd Knight
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—Sweetwood Serenaders
9.45 WRDO—According to the Record
9.45 WLBZ—Clevelandaires
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—To Be Announced
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Music of Manhattan

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
WLBZ—Marjorie Mills
WRDO—Men Behind The Melody
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
1.15 WRDO—Tabernacle Bible Quiz
WLBZ—Marine Band
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
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—Social Security Talk
WRDO—TBA
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit with Hezzie
5.45 WCSH—Front Page Farrell
WLBZ—Musical Moments
WRDO—Jumping Jacks
5.55 WRDO—Speaking of Sports

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Music of Manhattan
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 ALL—Yankee Yarns
7.45 WCSH—Morton Gould
WRDO—H. V. Kaltenborn
WLBZ—H. V. Kaltenborn
8.00 WCSH—Highways in Melody
WRDO—Longine Symphonette
WLBZ—Bangor Jr. C. of C.
8.15 WLBZ—Forum
8.30 ALL—Jimmie Durante Show
9.00 ALL—Eddie Cantor
9.30 ALL—Red Skelton
10.00 ALL—Life of Riley
10.30 ALL—Sports Newsreel of the Air
10.45 ALL—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—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Parade of Stars
WRDO—Dick Liebert
WLBZ—Dick Liebert
8.30 WCSH—Maine Kitchens
WRDO—Thoughts for the Day
8.45 WCSH—News
WRDO—Errand of Mercy
WLBZ—4-H Clubs
9.00 WCSH—School Librarian
WLBZ—Mind Your Manners
WRDO—Mind Your Business
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
10.00 WCSH—Adventures of Archie Andrews
10.30 ALL—Mary Lee Taylor
11.00 ALL—To Be Announced
11.30 ALL—Smilin' Ed. McConnell

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Dairy Chat
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—4-H Club
WLBZ—Lopez Orchestra
WRDO—Meet the Mike
12.45 WCSH—Music in Marchtime
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Sammy Kaye
WLBZ—March Time
1.20 WCSH—Salon Strings
1.30 ALL—National Farm and Home Hour
1.45 WCSH—Tello-Test
2.00 WCSH—Mormon Church Program
WRDO—Vincent Lopez
WLBZ—Musicana
2.30 WCSH—Edward Tomlinson
WRDO—Edward Tomlinson
WLBZ—Edward Tomlinson
2.45 WCSH—Report on Europe
2.45 WRDO—Report On Europe
3.00 ALL—Pioneers in Music
3.00 ALL—Orchestras of the Nation
4.00 ALL—Your Health Today
4.15 WCSH—Echoes From The Topics
4.30 ALL—Adventures of Frank Merriwell
5.00 ALL—Lassle
5.15 WCSH—Wormwood Forest
WRDO—Dick Cookson Sings
WLBZ—Wormwood Forest
5.30 WCSH—Dr. I. Q. Junior
WRDO—1400 Club
WLBZ—Decision Now
5.45 WLBZ—U. S. Navy Band
5.55 WRDO—Speaking of Sports

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 WLBZ—U. S. Marine Band
WCSH—Vic Damone
7.30 WRDO—Decision Now
7.45 WRDO—Adventures in Research
7.45 WLBZ—Jumpin Jacks
8.00 ALL—Hollywood Star Theater
8.30 ALL—Truth or Consequences
WRDO—Guest Star
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 Opry
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—Morton Downey
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Saturday Nightcap
12.00 ALL—News

Dagwood Finds People Won't Take Him Seriously Any More



EVERYBODY BUT DADDY—Blondie, played by Penny Singleton, poses with Aleander (Jeffery Silver) and Cookie (Joan Rae) during a peaceful afternoon at the Bumstead home. They're all heard, including Dagwood, on MeBS stations Wednesdays at 8:00 p. m.

When an actor portrays the same character for a long time, people usually think he acts the same way in real life, too. That's exactly the situation with Arthur Lake, who is playing his tenth year as the constantly misunderstood Dagwood Bumstead on NBC's Blondie show heard Wednesdays at 8:00 p. m.

"Quite often", Lake points out, "when I've gone into a department store or grocery store to order something, the clerk has made some re-

mark about Blondie being sure to return the item the next day. He's certain that I'm ordering the wrong thing and that Blondie will have to straighten it out."

"One day I went in to get a suit at one of the local men's stores and the salesman was reluctant to sell me one. He felt that Blondie would probably disagree with what I bought, and urged that I go back and get her before I bought the suit".

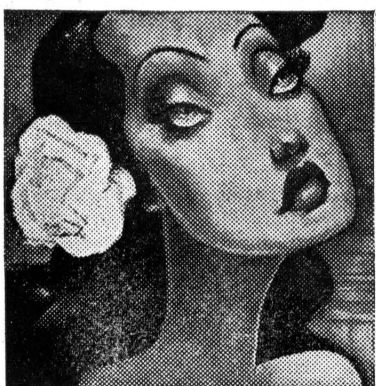
Lorna Lynn, Veteran Actress At 16, Advises Hopefuls To 'Start Young'



HAVE A HEART—Lorna Lynn—she's 16—currently heard as youngest "Dennis" on The Brighter Day.

Blonde Lorna Lynn has only two words of advice for a successful acting career: "Start young."

This attractive young actress speaks from experience. At 16, she has devoted most of her life to a career in the four entertainment mediums—



A LA LAMOUR—Dorothy Lamour, actress-singer and femcee of NBC's "Seatest Variety Show," wears a hibiscus flower in her hair a la sarong movie roles, in this caricature by the noted artist, Sam Berman.

radio, television, theater and motion pictures.

Lorna, who plays the role of 14-year-old Barbara Dennis on NBC's daytime serial, The Brighter Day, broadcast over MeBS stations, Mondays to Fridays at 10:45 a. m., recalls her first test when she recited a nursery rhyme for a radio audition. The following week she was on a children's program, and that led to other opportunities.

She was accepted for a role in the Jed Harris production of Ibsen's A Doll's House, with Ruth Gordon and Dennis King. The play opened on Broadway and later went on a three-month tour, which included two weeks of one-night stands. Little Lorna, who had to memorize 100 lines for her role, slept and rested between appearances in a collapsible carriage her mother toted along.

Since then she has appeared in a dozen Broadway shows, working for such prominent producers as George Abbot, Michael Todd and the Theatre Guild. Lorna started regular roles in radio when she was eight—five years after her first audition—and to date has appeared on more than 1,000 broadcasts. She also has played on many NBC television shows, has ac-

Setting The Pace For A 'Contented' Show

There is much more behind—the scenes planning and hard work than meets the ear when the fast-paced, smooth-running Carnation Contented program is presented every Monday night on NBC at 10:00 p. m.

Buddy Clark, singing star and emcee of the show, and orchestra conductor-arranger Ted Dale work together as a team to blend eight catchy musical numbers, a little fast dialogue and a couple of commercials into a half-hour of pleasant listening.

Contented music is tentatively selected weeks in advance by Dale, Clark and producer Charles Cottonington. After the music has been agreed upon, Dale, working late into the night at the piano in his home, completes the orchestrations. All arrangements used on the program are original Dale interpretations, despite the fact that music publishing houses provide complete scores for professional use. Ted Dale's Contented arrangements give the program its special musical flavor and set the standard which keeps the NBC show high up among leading musical programs.

After orchestra numbers have been rehearsed and approved by Dale, Buddy Clark, informally clad in slacks and sport shirt, wanders out from the wings of the studio onto the stage to begin the vocal rehearsal. Next—the weekly guest.

By careful selection of the various types of guest stars—vocal or instrumental soloists or groups—the producers of the show are able to maintain the spark of spontaneity and novelty so essential to the success of the program. And successful it is, for it has been a top-ranking program since it first went on the air Jan. 4, 1932.

Musical Handbook For Listeners Offered By NBC

Ernest LaPrade, director of music research at NBC's New York headquarters, has announced that an informative handbook, which he authored, will be available to listeners of NBC's Pioneers of Music series. The programs are offered as a home study course in music by the University of Southern California. The handbooks are available for 50 cents and the mailing address is Pioneers of Music, University of Southern California, Los Angeles 7, Calif.

Listeners desiring the handbook do not have to register for the course, but those wishing to use the program as an adult at-home study course in music may register with the university to receive additional study aids. Full information is available from the university.

The handbook will describe each of the 17 topics to be taken up in the 17-week series of programs starting Saturday, Feb. 5 and broadcast by WCSH, WRDO and WLBZ from 3:00 to 4:00 p. m. The book, covering three- and a-half centuries of music, is necessarily not all-inclusive, but as a study guide it also contains a bibliography and lists of recordings.

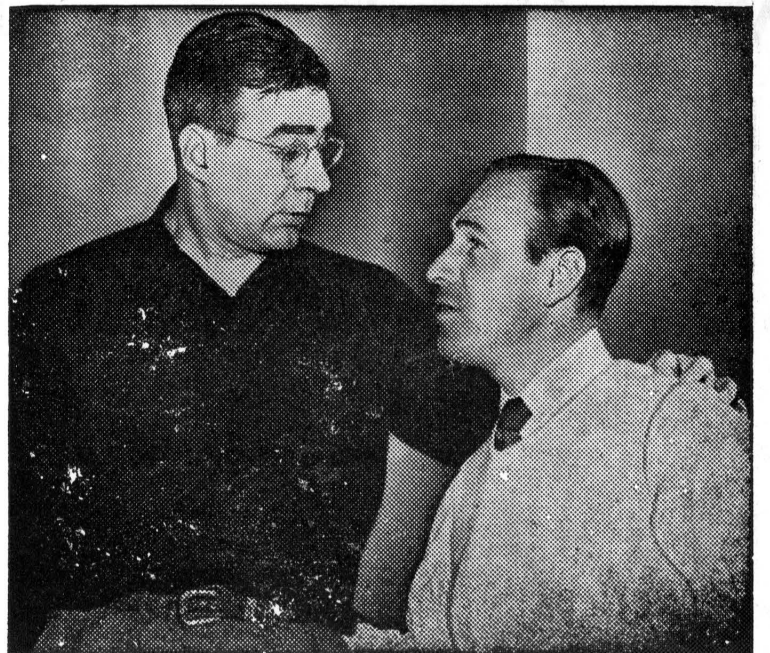
Seventeen orchestras will participate in this phase of NBC's Orchestras of the Nation series. The at-home study course is offered by the University of Southern California in cooperation with the NBC University of the Air, directed by Sterling Fisher.

Best Trouper

This week's applause for the "best trouper of the week" goes to Walter Tetely who is heard as Leroy on The Great Gildersleeve. The conscientious actor insisted on getting up out of bed with a 101 degree temperature to do his broadcast. The lad was so sick with influenza that his doctor insisted on accompanying him to the broadcast and seeing that he got safely to bed.

ed in motion picture shorts, and is a fashion model.

Because of her many commitments, Lorna receives her education from private tutors. But, away from her acting and modeling chores, Lorna is the average normal 16-year-old. She plays tennis, swims, dances and has lots of boy friends—but no particular one.



ARRANGER—Buddy Clark (right) ponders suggestion regarding a song arrangement made by maestro Ted Dale during rehearsal of NBC's Monday night Carnation Contented program. Clark is singing emcee of show which dates continuously from Jan. 4, 1932.

Popular Phrase Of 1932 Helped Launch Fibber And Molly Series

"Sorry, but I'm smack out of it."

Remember the phrase? Radio fans dating back to 1932 will. It was the tag-line of the Smackout comedies, which launched Marian and Jim Jordan on a successful career in radio leading to their present stardom on NBC as "Fibber McGee and Molly" heard by WCSH, WRDO and WLBZ listeners at 9:30 Tuesday evenings.

According to an NBC press release dated Oct. 27, 1932: "With this phrase, uttered by an old storekeeper in a small crossroads Missouri town, there came into being the Smackout comedies in which Marian and Jim take the leading roles."

The release reveals that from this program developed the idea for Fibber's cluttered closet which was to be a comedy high-spot of the McGee show in later years. The release states, "It seems that Uncle Luke Abinadab Grey, owner of the general store, vied with the famed Walt Whitman in never cataloguing anything but keeping all that he owned in a state of grand upheaval. As a consequence of this, articles that customers asked for could seldom be found, and brought forth the usual remark, 'Sorry, but I'm smack out'."

Baffling Characters

Marian and Jim impersonated as

many as a dozen characters on the popular show, so many, that according to a 1935 release, "a young woman who assigns studios for broadcasts was baffled." She planned to assign them to a larger studio because "she couldn't see how in the world such a crowd of people could work in the studio to which they were assigned."

Back in 1933, Jim had been on the air in the guise of a character known as "Mr. Twister," who sported a wig and asked questions of the studio audience. This was possibly one of the first quiz shows of the kind which are now numbered among the more popular programs on the air.

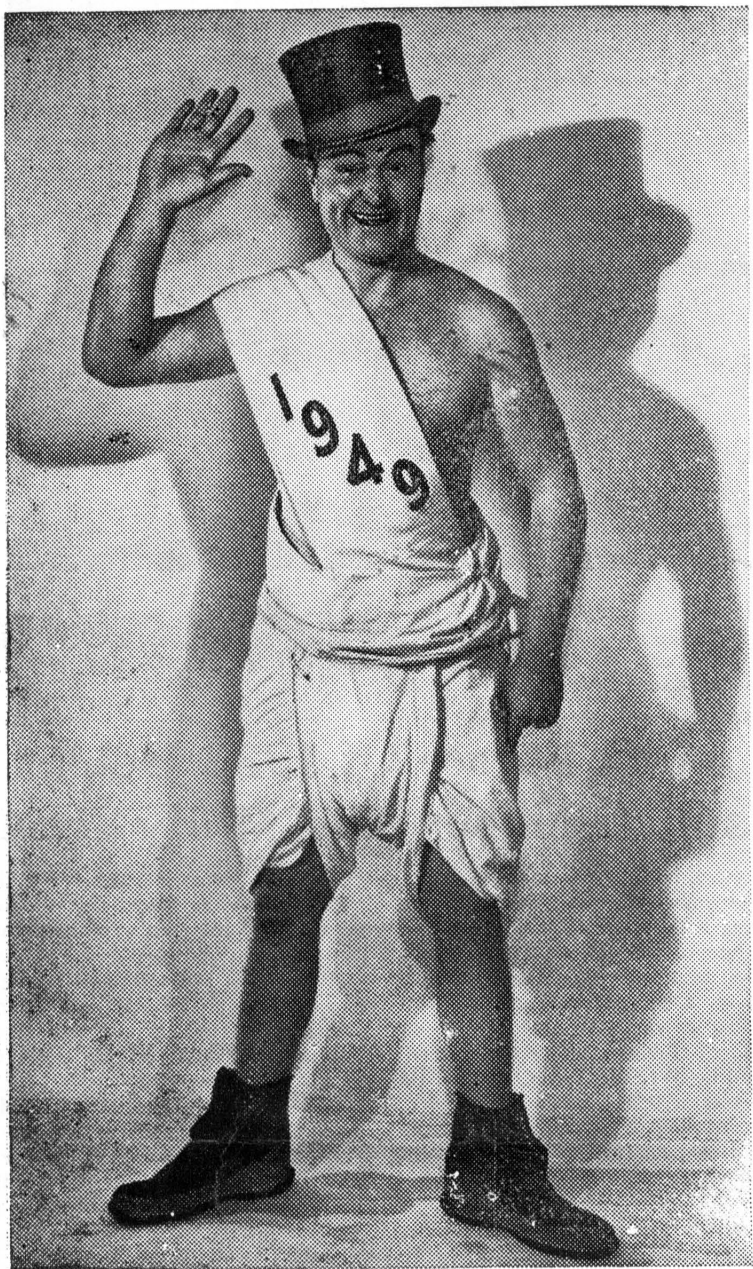
Though records show that Jim and Marian launched their Fibber McGee and Molly show in April, 1935, the program has come a long way from the original. The NBC release which announced the debut takes note of some features of the program which have since passed out of existence. There was no "Wistful Vista" at that time. Fibber was billed as "a tank town character." Said the release: "In the guise of tin-can tourists, the lovable liar and his spouse will tour the country, Fibber ceasing his embroidery of fact only long enough to join Molly now and then in humorous character songs."

Wearing Well With Waring



DANDYLIONS—Daisy and her Dandylions, heard on the Fred Waring Show, Monday through Friday at 10: a. m., and Thursday nights at 10:30. Left to right, below—Clyde Sechler, Daisy Bernier and Ray Saxe; above, Mac Perrin and Jack Best.

Mean Widdle Kid Takes Nose Dive When Civic Enterprises Need Help



NEW YEAR KID—Diapers and top hat distinguish famed NBC comedian Red Skelton's New Year attire. Red explains only that the pose signifies a merry spirit for 1949 so far as he's concerned.

Red Skelton, for all his clowning on the air, is a zealous worker for civic and social causes.

The NBC comic, after cutting up before the camera for a series of gag pictures in which he portrays the New Year Baby right down to diapers and a giant safety pin, commented that the realization of another year's approach gives even a comedian cause for a moment of serious reflection.

This is a time, says Red, for all men to strengthen their resolve to be good citizens, not only of their communities or the United States but of the entire world. In Hollywood, Red is regarded as one of that community's most civic minded men. Though the causes which Red supports are numerous, he enters into the campaigns on their behalf with the same zest and enthusiasm with which he clown's his way through his NBC show heard Fridays at 9:30 p. m.

His constant endeavor to combat juvenile delinquency is well known.

Red has often used Junior, "the mean widdle kid" he portrays on the air, to attack public apathy on youthful misbehavior. And it is not unusual for Red, worried lest listeners not take his appeals seriously enough, to drop his comic tone in the middle of an act and make an earnest plea for sincere understanding of the cause.

Off the air, Red's efforts in behalf of young delinquents are just as sincere. One of his favorite projects is a home for delinquent boys near Los Angeles. Last Christmas, Red gave the boys a school bus in which they could take frequent visiting tours around the California countryside.

This Christmas, Red sent three television sets to the home in the hope that this new entertainment offering would divert the boys' attention from ways and means of getting into trouble. Gifts such as these, and regular visits from Red and his NBC troupe, help to maintain the home's fine record for turning difficult boys into responsible persons.

Jo Stafford Has New Look To Suit Pals



Jo Stafford
Supper Club Star

Jo Stafford has succumbed to the "new look." The attractive singing star of the Tuesday night NBC Supper Club heard over Maine NBC stations at 7:00 p. m. finally gave in to the pleas of her many friends, and had her titian locks trimmed up to the tips of her ears as a concession to the current popularity of the "short cut."

On Jo, it looks good. But then, that was to be expected. The new, casual look is much more fitting to the singer's personality than the long glamour-bob.

Jo, a natural, unaffected girl, has suffered long enough under the superficially imposed "glamour build-up" of her glamour calling. She has fought against it to the point where she purposely never puts on formal dress until she has to, and then only for public appearances. At rehearsals, she customarily wears sweaters and slacks or a Jersey blouse and old tweed skirt, which might be equally well worn for a good day's hoeing in the garden. But that's when Jo feels her happiest, when she is allowed to be as casual as she wants to be.

She was a bit afraid of the "short cut" hair-do, however. Modest to the point where she is almost shy, Jo has always felt that she "was not really good-looking." "Goodness, I'm actually plain," she has said. "Why should anyone want to talk to me?" when beauty editors approach her for an interview on how she applies her make-up or keeps in trim.

She was convinced the shorn locks would take away any semblance of beauty she had managed to achieve by playing up what she has always considered her best feature—her hair. But the "new look" has proven that Jo is as attractive as her friends told her she was.

New NBC Comics Score Success After Miami Fire Ruins Stand

A little thing like a fire that wrecks their entertainment place and threatens to stop their bread and butter earnings isn't going to interfere with Dean Martin and Jerry Lewis, comics recently signed by NBC and for whom a new radio show is being readied. The pair staged an amazing demonstration last month at Miami Beach, Fla., where they were playing at the famed Beachcomber Night Club, of the theater maxim that "the show must go on."

First of all, Martin and Lewis helped extinguish the fire, but only after the entertainment place was a shambles. In fact, the owner was ready to consider the business washed up. But not his comics.

In a series of maneuvers that kept them from sleep for 45 consecutive

hours, Martin and Lewis hustled off and found a large restaurant, made a deal and arranged for the entire show to move in under the Beachcomber's management. They next organized and led a caravan for six hours, all around the town, staging impromptu performances on street corners and beaches, to inform the public that the show would continue without missing a performance. At the opening of the new stand the next night, more than 1,500 persons witnessed their show, with hundreds of other would-be customers turned away for lack of room. Carpenters still were working on the temporary stage when customers arrived for the show.

Songstress Frances Langford is a part of the troupe headed by the two new NBC comics.

WRDO Assists March Of Dimes

During the last two weeks of January, WRDO turned over all local "platter" shows to the playing of requests sent in by listeners who accompanied their requests with contributions to the March of Dimes. Each contribution was turned over to the city chapter specified by the contributor, and from the number of requests which poured into WRDO's mailbox, listeners were quite taken with the idea.

As one letter expressed it "... keep up the good work... it's a grand idea". The only request that WRDO was unable to fulfill was My Old New Hampshire Home, which William W. Skiff of Winthrop asked to hear. For two weeks, approximately two hours and a half daily were devoted to fulfilling requests which came from all parts of the state.

Bachelor Crooner Romantic Target



MARKED MAN—Vic Damone, crooning star of the Pet Milk Show, accepts nonchalantly information conveyed by this bevy of lovely models that he has been named one of the nation's "ten most eligible bachelors for 1949". Girls are (left to right) Jeanne Carmon, Bonnie Snow, Lynn Moore and Kathleen Grogan.

Vic Damone, young singing star of NBC's Pet Milk Show, realized recently that his status with fair sex had undergone a swift and—some might say—a disturbing change.

For the past two years Vic has been the delight of the bobbysoxers. His youth, good looks and romantic warbling gave him a solid rating with the hep-cats all over the country. More recently, however, Vic's talents began to attract even wider attention, so much so that the young crooner has been selected as one of the Ten Most

Eligible Bachelors of 1949.

The Brooklyn croon kid, who has just graduated from his teens, isn't spending any sleepless nights worrying over his newly acquired title, however. He's much too busy with his radio show heard on NBC Saturdays at 7:30 p. m., song recordings and numerous personal appearances at benefits to think about romance as a "most eligible" bachelor.

His favorite form of recreation is a gallop in the park with his horse, a filly of the Tennessee walker breed.

WCSH Helps Build Program For In-School Listening

Implementing its public service policy under which, just before Christmas, 78 radios were presented to the public schools of the City of Portland, Station WCSH now presents a weekly program designed for in-school listening.

Begun January 11, the new program, titled The Battle of Books, combines a dramatic sketch and a children's quiz period, and is produced in cooperation with the Audio-Visual Aids Committee of the Portland public schools system, under direction of Dr. Harrison C. Lyseth.

The programs are aired Tuesday mornings at 9:45 and were inaugurated by an introductory presentation on January 11, featuring talks by Dr. Lyseth, Miss Lysla I. Abbott, school librarian of the Portland Public Library, and Miss Gwendolyn Elwell, co-chairman of the Audio-Visual

Aids Committee. The series is presented by the Radio Workshop under the auspices of this committee and material is planned by teachers working with the Public Library. Miss Elwell is in charge of production.

The short dramatic skit opening each program is intended to suggest good reading. Talent is furnished by the various schools. Later the quiz period is featured, guided by WCSH Program Director Arthur Owens, using questions supplied by the audience. Two books selected from Porteous, Mitchell & Braun Company's book department are awarded weekly as prizes to the winning team for its school library. A grand prize is to be awarded at the end of the series to the team which outlasts all others in number of weeks on the air. A radio receiver is to be the grand prize.

N. E. Round Table On MeBS Stations

Maine's Senators Margaret Chase Smith and Owen Brewster, and Representatives Robert Hale, Frank Fellows and Charles Nelson may be heard from time to time with other senators and representatives from New England on the New England Round Table, discussion program now heard on the New England Regional Network Thursdays at 7:30 p. m., originating in Washington. Robert McCormick, noted newspaper columnist, war correspondent and commentator, acts as moderator. The program is heard in Maine over WCSH, Portland; WRDO, Augusta; and WLBZ, Bangor.

Boy Scouts Nat'l Executive On Church School Program

An added attraction for its weekly broadcast of the Church School of the Air has been announced for Sunday, Feb. 6, by the Maine Council of Churches, through Executive Secretary Marion L. Ulmer. On that occasion Ray O. Wyland, one of the National executives of the Boy Scouts of America, who will be in Maine for the week-end, will participate in the broadcast over Maine Broadcasting System stations.

The participation was arranged by Percy L. Dunn, executive of Pine Tree Council, BSA, and who also will

Brofee To Air British Potato And Dairy Views

During the first week of February, "Jake" Brofee will present two special short wave broadcasts from London on his daily Maine Farm Topics program. The broadcasts, produced by the British Broadcasting Corporation, will feature talks on the British potato and dairy industry.

Denys Bullard, an East Anglican farmer, will discuss potato producing methods in the British Isles, and Edgar Greenwood, a Yorkshire dairy farmer, will take on the British dairy industry. Greenwood is owner of a large herd of pedigreed Yorkshire cattle.

The broadcasts were made expressly for use by the Maine Broadcasting System, and will contain answers to questions about British agriculture which were submitted to Brofee by Maine farmers.

Maine Farm Topics is heard daily, Monday through Saturday, at 6:30 a. m. over WCSH, Portland; WRDO, Augusta and WLBZ, Bangor.

take part in the program. With them will be heard a group of Boy Scouts and the Church School radio director, the Rev. Clifford H. Osborne of Waterville. The Church School of the Air is broadcast Sundays at 8:30 a. m.

Alan Young Turns Spotlight On Wife, Songstress In His New Thursday Show

The Alan Youngs are the newest husband-and-wife combination to appear on NBC, although they are not billed as a team.

Blond Virginia (Gini) McCurdy—she's Mrs. Young—is a member of the Alan Youngsters, also known as the Regalaires, singing quartet on her husband's new comedy program, The Alan Young Show broadcast over MeBS stations Tuesday at 8:30 p. m.

Gini has had considerable experience as a songstress. She has sung on many radio programs, including those of Kate Smith, Paul Whiteman, and Jan Savit. She began her career with opera in mind, but switched to popular music when she won an audition with a local band.

The happy Youngs live in the San Fernando Valley, in a small home where their favorite room is the library. Gini is always mystified by her husband's habit of reading three books at one time. Alan starts a book, gets half through it, then starts another, almost finishes it—and then begins a third. After a few chapters, back he goes to the first one, and so on. However, he can always tell exactly what has happened up to the place he has reached in each story.

The young NBC comedian is also a fixer-upper, to a point. That point usually comes just before completion of the task at hand. Last Summer, the Youngs decided to put an old carriage lamp at their front door. Alan bought the lamp and a post to erect it on, and dug the hole. Then something else came along, so the post and the lamp are still unplaced.

On another occasion, when the Youngs were planning to redecorate the house, Alan decided to make several coffee tables from especially aged wood. When Gini's father heard of the plans, he presented his son-in-law with a complete set of electrically-driven machines capable of turning out almost any wooden article. Alan spent three weeks setting up the machinery in his garage, and then decided he could buy the tables cheaper than making them—so the machinery



LOVE SONG—Comedian Alan Young takes a turn at the piano and sings romantic tune for Virginia McCurdy during rehearsal of NBC's new Alan Young Show. "Gini" in private life is Mrs. Young and a member of the show's group, the Alan Youngsters.

remained idle in the garage.

Gini is happy to go to work with her husband on The Alan Young Show. She knows that is one job he completes to perfection.

Rod O'Connor: Does your wife cook for you?

Red Skelton: Sure. She worships me . . . She puts burnt offerings in front of me three times a day.

—NBC's Red Skelton Show

All Kinds Of People Quoted On Who Said That?

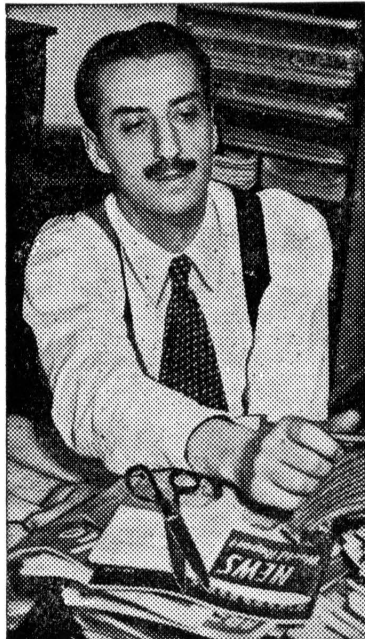


John Cameron Swayze

What have George Bernard Shaw, Harry Truman and Rita Hayworth got in common? The answer, according to NBC's Robert Trout, is that they say things which people like to quote.

Trout should know. As quizmaster of NBC's Who Said That? news-quote program heard on Maine's NBC stations Sundays at 10:30 p. m., he sifts through about 250 statements, questions, answers and exclamations that appear in the news each week to find the best 20-odd for testing the news awareness of his panel of experts. Since the program went on the air last July, Shaw, Truman and Hayworth, have been quoted on the average of once per week.

"When I finished totaling up to the number of times various people had been quoted," Trout says, "I wasn't



Robert Trout

surprised to find President Truman and Miss Hayworth at the top of the list, since both, for one reason or another, have been in the spotlight for quite a while. But Shaw, usually regarded as only a little less taciturn than a garrulous owl, surprised me.

"Checking back on the quotes, I find that the Irish playwright was quoted so many times primarily because of his recent running battle with the British vegetarians, who wanted to expel him from their association because he admitted to having taken liver pills. His most colorful quote along these lines was: 'When I was 82, I tried liver injections. Result: I dropped apparently dead twice.'"

John Cameron Swayze, NBC newsman, and three guests each week form the panel of experts who try to identify the sources of the news-quotes.

Invitation Leads To Regular Spot For Kay Armen



Kay Armen

When dark-eyed Kay Armen, velvet-voiced newcomer to NBC's Pet Milk Show heard over Maine's three NBC stations Saturdays at 7:30 p. m., appeared on the show as a guest in late November, she hoped to get an invitation to return.

The chance came two weeks later. Vic Damone, crooning star of the show, underwent a tonsillectomy, and Kay was invited to sing on the program until his return. The smooth-singing young miss did such an impressive job that she found herself with a steady job—a regular on the show.

Kay, a native of Chicago, showed her first sign of talent when she took first prize in an amateur singing contest, in which there were 5,000 entrants. Then Kay decided that she wanted to be a professional singer, and with characteristic fervor she set out on her career.

After graduation from Tuley High School, Chicago, Kay sang over local stations in that city, gaining experience. Finding, however, that experience is not very edible, and as no one seemed to think of such a mundane subject as pay, Kay moved to Chattanooga, Tenn., where they not

Horace Heidt Takes Youth Opportunity Show To Talent



TEACHING TROUPERS—Mr. and Mrs. Horace Heidt are teaching their two youngest—Hildegard, 7, and Horace, Jr., 2—to be good troupers and pack their own toys. The children sometimes accompany their parents of Heidt's Original Youth Opportunity Program heard over MeBS stations Sundays at 7:00 p. m.

No radio artist nor group of performers ever started a New Year under more auspicious circumstances than Horace Heidt and his Original Youth Opportunity Program when they moved into the No. 1 spot on NBC's Sunday schedule—at 7:00 p. m.—on January 2, 1949. This broadcast, third in the new series which will take the popular band leader and his troupe to many cities of the East and Southeast, and as far as Chicago before the end of March, originated in White Plains, N. Y.

Traveling by bus with a large troupe of performers for the stage shows and concerts along the way, Heidt covered more than 40,000 miles in 1948 and anticipates comparable

milage in 1949. He feels that only in this way can he give a thorough screening of youthful talent all over the country.

Many a gifted performer, Heidt has found, cannot give up his livelihood and travel to New York or Hollywood for the long, hard test of trying to make good in the Big Time. Yet those same people, if given a chance at auditions near home, prove to have outstanding talent and a future in show business. These are the entertainers Heidt tests on his travels from one end of the country to the other.

And that's why he doesn't mind the strains and problems of a continuous trek over the 48 states.

Screen Guild Theatre Stars Boost Fund For Actors' Home



RECORD PERFORMER — Film star Robert Young holds record of 13 performances on NBC's Screen Guild Theater.

Skeptics to the contrary, Hollywood has a heart. One proof of this is the high success of NBC's Screen Guild Theater broadcast Thursdays at 10:00 p. m. on which top-ranking screen stars eagerly await their turns to appear, though they don't receive a cent of salary for their efforts.

The stars happily compete for the opportunity to play on the program

only let her sing over the radio, but paid her for it as well.

Kay went to New York in the spring of 1944 and her lilting, melodious voice soon brought her many requests for guest appearances.

because they know that by so doing they are helping the Motion Picture Relief Fund, a charity organization which, in addition to other things, supports a rambling and beautiful country home for aging actors and actresses who have faithfully served the motion picture industry. The fixed rule of the program requires that stars donate to the fund the fees they would ordinarily receive for appearances on Screen Guild Theater.

Almost every prominent star in the film colony has been more than willing to do so. Some have even insisted that they be scheduled repeatedly, with the all-time record for charity appearances being held by Robert Young.

Bob, who has been a leading man in movies since 1933, has performed on Screen Guild Theater 13 times, and is looking forward to his 14th appearance some time this month. The program is a favorite with Young as it is with other top stars, not only for the excellence of the half-hour adaptations of motion picture successes, but for its warm-hearted and philanthropic motives.

Young's interest in the charitable aspects of the program can be easily explained. Born and raised in the shadow of the growing motion picture studios in Los Angeles, Bob had ample opportunity to see at first hand how quickly Hollywood discarded and forgot actors and actresses who were no longer of any use to the industry.

Today, thanks to stars like Bob Young, thanks to the able administration of the Motion Picture Relief Fund, and thanks to Screen Guild Theater, an entertaining radio show serves as a security measure for the future—for those who, in their old age, need a kind friend and a good home.

Television Topics - - - Video Views

Jose Ferrer Seen In Video's Greatest Production To Date

Television's most elaborate production to date was staged recently on the NBC Television network when Philco T-V Playhouse presented Jose Ferrer in *Cyrano de Bergerac*.

Edmond Rostand's great work was translated from the Broadway hit of last year into a fluidly-moving, hour-long production on TV without a curtain drop, yet employing more scenes than were used in the legitimate theater presentation.

Within 48 hours, the seven-set staging was constructed, painted and placed in position in NBC's giant television studio 8-G, complete to the last detail in its portrayal of 17th Century

Paris. Such an exhaustive effort, according to NBC's art director Elwell, would have required four weeks of work on Broadway.

The show itself, because of the size of the cast, required 12 extra days of preparation. Plotting the movement of 29 persons in the cast, in addition to the writing of an entirely new script adaptation, required producer director Fred Coe to utilize additional time in its preparation. A full hour of original music was also prepared for *Cyrano de Bergerac*, with musical director Harry Sosnick composing and directing the orchestra.

RCA's New Metal Tube Expected To Cut Prices

A television set, with a 16-inch metal tube selling for around \$500 has been prepared for the market by RCA. And industry circles predict a general reduction in the prices of other television sets.

Although RCA officials declined comment on the new 16-inch tube set, trade sources said it was to be part of a new line to be shown early this year in Chicago.

It was expected that a number of manufacturers operating under RCA licenses will follow quickly with models in the same price range using the new RCA metal tube. The 16-inch diameter of the tube gives a picture more than twice as large as the 10-inch tube used in most popular priced sets now on the market.

Others in the industry said a reduction in prices of sets with smaller tubes would be almost inevitable. They said a customer could not be inclined to pay \$375 or even \$325 for a 10-inch set when for so little more he could get one with a picture twice as big.

NBC Veteran Named Night Video Chief

William Burke Miller, NBC Television program editor and a veteran of more than a score of years at NBC radio and television, has been appointed night television manager, Carleton D. Smith, director of Television Operations, has announced.

Miller joined the NBC Television staff May 20, 1947. Between 1941 and 1944, he held the positions of director of talks, eastern program manager, and public service and war program manager for the NBC radio network. He spent two years overseas with the OSS during the war, serving with the Psychological Warfare Division of SHAEF with headquarters at Radio Luxembourg. Upon his return in 1946 he was named assistant manager of Station WNBC where he remained until joining the television staff.

Miller won the Pulitzer Prize for journalism in 1925 for his coverage of the trapping of Floyd Collins in a sand cave near Cave City, Ky. After a year as feature writer for the New York World, he joined NBC's Press Department in 1927. Three years later he organized NBC's special events department and in 1935 was named night program manager.

Nurses Witness Televised Birth

Television was a spectator at a baby's birth in a Stamford, Connecticut, hospital, recently.

A Caesarian operation was televised from the operating room to the auditorium of the hospital. About 100 doctors and nurses viewed the operation on the video screen.

Charlie Cantor (Clifton Finnegan): The doctor says I'm as healthy as a horse . . . And he oughta know.
Ed Gardner (Archie): Why?
Cantor: He's a horse doctor.

Inaugural Films On TV Stations Within 24 Hours

Film recordings of the first television broadcast of a Presidential inauguration Thursday, Jan. 20, were made available within 24 hours to stations in every television city in the country.

The complete inaugural ceremonies for President Harry S. Truman and Vice President Alben W. Barkley, as well as highlights of the day's festivities in Washington, D. C., were recorded on film taken off television receivers as broadcast live over all interconnected video outlets from the Atlantic to the Mississippi.

The four-network representatives who arrived at the agreement included: Larry Ruddell, ABC television director of recording; Robert Wood, network operations manager, CBS Television; Edward Carroll, manager of DuMont Television Network's teletranscription department; and N. Ray Kelly, assistant director of NBC Television's Film Division.

The networks recorded two negatives of the telecast, one a master negative from which prints were made, and the other a protection copy. The master negative was rapid-processed, edited and printed, and prints were sent by air to all stations requesting it. The stations received these prints Jan. 21 for immediate showing in their areas.

The networks offered the prints at cost to all network affiliated stations throughout the United States.

NBC-TV To Test Audience Reaction

Television audience reaction tests, with a complete system of technical and statistical equipment, will be undertaken by the Schwerin Research Corporation and the National Broadcasting Company in 1949. Test will begin within 60 days.

The Schwerin System of program-testing, which has been used by NBC, other networks and more than 50 sponsors in AM radio during the past three years, will be expanded and modified to meet the demands of television. Electrical recorders will be used not only to measure immediate individual and collective audience reaction to program content, but also to study such related factors as size of viewing screen, film vs. live presentation, viewer fatigue, and many others.

Round-The-World Trip Is Prize

Would any reader of The Maine Broadcaster like to win "the vacation of a lifetime"? Imagine strolling along the boulevards of such foreign cities as Paris, London, Cairo, Honolulu and others!

Lever Brothers Company, sponsors of the Bob Hope Show and Big Town heard on MeBS stations Tuesday evenings at 9 and 10 o'clock respectively, offers a round-the-World trip for two, all expenses paid, plus pocket money and clothes allowance, or \$10,000 in cash for first prize — 15 second prizes of an all-expense trip to Europe, or \$2,500 in cash — and 400 other cash prizes of \$10 each in their new contest now under way. The world trip and the European cruises are arranged by Thomas Cook and Son.

To enter the contest, anyone not associated with the sponsor or its advertising agency may participate as often as desired by sending in the box top or wrapper from the large size of any of Lever Brothers' products, and writing in 25 words or less why he or she likes that particular product. Each entry is to be mailed, with the sender's name and address, to Lever Tour-the-World Contest, Box 1, New York 8, N. Y. Complete entry rules are available on blanks obtainable at grocery stores, or they may be heard on the Bob Hope and Big Town broadcasts each week. The closing date is Feb. 26.

1949 To Witness Television Inroads In South And West

Television, thus far concentrated mainly in the East and Midwest, is expected to start moving in force to the South and West this year.

Additional stations also are expected in the far East and Midwest, but many of them will be in areas that already have television. It's in the South and West that most new areas will be added. For the most part this spread will be to areas of greatest population.

Industry officials shy away from any exact predictions as to what cities and communities will get television at any definite time, because of many uncertainties in the picture.

However, the consensus seems to be that the present 50 stations on the air and one million sets in use will be increased to some 125 stations and three million sets in use by the end of the year.

Chairman Wayne Coy of the Federal Communications Commission estimates there will be 400 stations on the air within two years and one-thousand in eight or nine years. David Sarnoff, chairman of the board of the Radio Corporation of America, predicts about 18 million sets will be in use by the end of 1953.

Evelyn Knight, "The Delicate Air" Songstress, Signed By NBC Video

Evelyn Knight, "the lass with the delicate air," has been signed to a long-term exclusive NBC Television contract, Norman Blackburn, national program manager for the television network, has announced.

Currently singing at the Palmer House in Chicago, Miss Knight will appear on a 15-minute Monday-through-Friday NBC Television network program of her own at the conclusion of her present out-of-town tour. Her show will originate in New York.

A frequent radio performer, Miss Knight has appeared on NBC Television's Texaco Star Theater a number of times, including the program's

debut last June. She was also a regular on the Star Theatre radio series.

She made her professional debut at the King Cole Room in Washington, D. C., her home town. From there she went to the swank Blue Angel in New York and scored an immediate hit with the lilting novelty rhythm which has made her famous. Her major successes have been with rhythm tunes, including Grandfather's Clock, The Lass with the Delicate Air (her theme song) and Buttons and Bows. She has made many nationwide personal appearance tours, and performed for three months at the Copacabana Casino in Rio de Janeiro, Brazil.

New England College Glee Clubs Heard In New Sunday Program Series

Maine music lovers are favored with a new series of choral programs presented by glee clubs of leading New England colleges, and heard Sundays from 5:00 to 5:30 p. m. over the New England Regional stations of the National Broadcasting Co. network. These include WCSH, WRDO and WLBZ of the Maine Broadcasting System.

The series opened late in January and is scheduled for 13 weeks, sponsored by the Merrimac Division of Monsanto Chemical Co.

Tufts University Glee Club is scheduled for Feb. 6 and Yale's on Feb. 20. Others had yet to be announced when this issue of The Maine Broadcaster was published.

Charlie Cantor (Finnegan): Well Arch, when you get in the Army, look up my Uncle Louie.

Ed Gardner (Archie): Louie the midget?

Cantor: Yeah.

Ed: How did HE get in the Army?

Charlie: He lied about his height!



PARTNER FOR SKIPPY—Beautiful Barbara Britton, featured film actress and former magazine cover girl, goes over her lines with Skippy's Theater director Les Mitchel. Barbara was featured in a recent production of *Partners* in Scandal over WCSH. Skippy Hollywood Theater is heard weekly on the Portland station, Tuesdays at 7:30 p. m.

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

WLBZ's Esso Reporter Hits Tenth Anniversary

Rebuffed By Glee Club Ozzie Organized Orchestra And Achieved Stardom



Ozzie and Harriet

Ozzie Nelson was always the sort of person everyone knew would be a success some day.

His friends were convinced of it when he was invited to sing before the king of Belgium, at the age of 13, as part of an award for being the youngest Eagle Scout in the United States. Not daring to disappoint them, Ozzie accepted.

Ozzie had an enviable career even in youth. At Rutgers, where he received the degree of Bachelor of Letters, he was an outstanding athlete. He was the varsity quarterback, won letters in swimming and lacrosse, and was an intercollegiate welterweight boxing champ. During what might be considered spare time, Ozzie headed the student council, managed the debating team and was art editor of

the campus magazine. He even tried out for the glee club, the only campus activity in which he was not accepted.

His Own Band

Nevertheless, music was Ozzie's first love and so, in defiance of the glee club, Ozzie organized a band. The band was a success and after college, it became Ozzie's permanent meal ticket—plus.

In 1933, a pretty vocalist named Harriet Hilliard was hired by Nelson to enhance the unit in its first radio assignment. The appealing couple were an immediate hit, not only with the listening public but with each other as well. Happily, they became a permanent duo when they married in 1935.

In 1944, after several years of sharing the limelight with other radio personalities, they began their own domestic comedy program, the merry Adventures of Ozzie and Harriet, now heard on NBC Sundays at 6:30 p. m. Light-hearted in concept, this successful program is based primarily on happenings in the Nelsons' own home. Its air of realism is a large contribution factor in its success.

Now, the Nelsons live in a two-story colonial home in Hollywood hills. Harriet's interior decorating hobby has turned the house into a tasteful blend of early American and 18th century decor. There is, however, plenty of space in the rumpus room for the high-spirited activities of the two young Nelson sons, David, 12, and Ricky, 8.

Bob Hope: I'd like to have you demonstrate this washer.

Salesman: I've demonstrated it for you before.

Hope: I know; I'm thinking of buying it.

Salesman: Well, it's about time. This makes five weeks now you've been here with your dirty clothes.

—NBC's The Bob Hope Show



HONOR ESSO 10th ANNIVERSARY — WLBZ's program director, Irving Hunter (left) and A. E. Webber of Webber Oil Company, Bangor, ready for anniversary broadcast of Your Esso Reporter.

Esso Reporter At WLBZ Marks 500,000th Item



Irving Hunter

When Irving Hunter stepped before a WLBZ microphone at 12:15 p. m. on Jan. 5 as Your Esso Reporter, he read the following commercial message at the conclusion of the newscast:

"Did you notice anything unusual about the news program you just heard? Probably not. You've heard your Esso Reporter day after day, year after year. But this particular program marks something special.

"One half million times, your Esso Reporter has stepped before a microphone in this Country to give the latest news. Probably no one in the history of the world has ever talked to so large an audience for so long a time, day in and day out. And the important thing is this. In our country, the most listened to voice is the voice of a free press.

"Today, your Esso Reporter chalks up a half million broadcasts. It's a good time to remember that straight, factual, uncensored news is a priceless part of our American Heritage."

Al Jolson: Groucho, you have a radio program, haven't you?

Groucho Marx (guest): You bet your life—it's a quiz show. I ask people questions.

Jolson: Wait a minute, you're not Doctor I. Q.?

Marx: No—I'm still an interne.

—NBC's Kraft Music Hall

SAVE AND BE BEAUTIFUL! FREE FACIAL

with any \$7.50, \$10, or \$12.50 Permanent Expert workmanship in all lines of beauty culture. Open Evenings
ALBERTINE'S BEAUTY SALON
 653A Congress Street
 PORTLAND Dial 4-2202

Bangor Station Presents Unique Program Salute

At the turn of the new year, WLBZ's Esso Reporter attained its tenth anniversary on the Bangor station and the event was duly noted in the broadcast of a special transcribed program.

Participating, by way of recorded telephone conversations, were officials of Esso Standard Oil Company and others associated in the production of the Esso Reporter broadcasts. These included: R. M. Gray, manager, and Verne Carrier, assistant manager, advertising-sales promotion department, Esso Standard Oil Co., speaking from New York; and June Richdale, New English division manager, Esso Standard Oil Co., speaking from Boston.

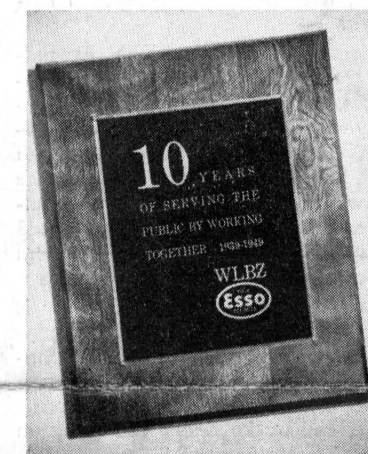
Also part of the program was a congratulatory message from A. E. Webber of the Webber Oil Company, Bangor, and which was acknowledged by Manager Edward E. Guernsey of WLBZ.

An unusual feature was the appearance of Anthony Morin, Jr., of Bangor as Your Esso Reporter. Assisted by his brother, Robert, young Morin, who was born on New Year's Day, 1939, reviewed the outstanding headlines of the 10-year period from his birth date up to January 1, 1949, to point up the parallel growth of Your Esso Reporter. Young Morin received ten silver dollars dropped into an Esso bank for his part in the broadcast. This special program was aired on New Year's Day.

Esso Standard Oil Company presents Your Esso Reporter over WLBZ four times daily, Monday through Saturday, each week: at 7:30 a. m., 12:15 noon, 6:45 p. m., (6:00 p. m. Saturdays) and 11:00 p. m. Special broadcasts also are aired Sundays at 11:00 a. m. and 6:00 p. m., and Monday through Saturday at 6:25 p. m.

To mark further the Esso Reporter's 10th anniversary, WLBZ sent telegrams to Esso dealers with greetings of the season, reminding them of the occasion and inviting their attention to the special broadcasts.

On Sunday evening, Jan. 2, from 9:30 to 10:00, WLBZ also presented another transcribed program, reviewing the biggest news events of 1948.



AWARD FOR SERVICE—In recognition of WLBZ's faithful performance over past 10 years in broadcasting Your Esso Reporter, Esso Marketers presented Bangor station this special plaque.

Florence Halop: That fellow sits around all day with a secretary on his lap.

Jimmy Durante: I'm surprised at you. You've been spying again.

Florence: I wasn't spying. I just happened to be walking past the key-hole on my knees.

—NBC's "Jimmy Durante Show."

Noon-Time

in Northeastern Maine

BRINGS TWO TREATS!

MOTHER'S ENRICHED WHITE BREAD

(Sold by Independent Grocers)

GOOD FOR EVERY MEAL

—and—

THE KORN KOBBLERS

12 o'clock - daily except Sunday

WLBZ

Sponsored by

BANGOR BAKING COMPANY

Maine's Finest Hotel

THE EASTLAND

invites week-end visitors
to Portland to enjoy its
famed hospitality and its

TWO-FOR-ONE RATES

Price of Single Room
applies to two persons
any two consecutive
nights

FRIDAY THROUGH SUNDAY

Write or phone for reservations
Portland 2-5411