



THE MAINE BROADCASTER



Affiliate

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UNCLE HEZZIE IN NEW SHOW FOR FARMERS

Augusta Talent Search Closes With Announcement Of Winners



PRIZE WINNERS — Gordon Drew, Drew's Dairy proprietor, sponsor of Meet the Mike, awards prizes to winners of his talent contest. They are, front row, left to right, Barbara and Betty Cummings, first prize winners; Adelbert Carney, Jr., second prize winner, and Dan Kelly, Meet the Mike emcee. Back row, Regina Fletcher, third prize winner, and Thomas Farrell, who plays the role of "Creamy Rich", the talking milk bottle.

Prize winners of the recent Meet the Mike talent contest, conducted on WRDO, Augusta by program sponsor Drew's Dairy, were announced and their awards presented to them on the March 5 Meet the Mike broadcast. Gordon Drew, proprietor, made the awards. The contest continued for three months and listeners voted for their awards presented to them on in milk bottle caps. More than 250,000 bottle caps were received at the WRDO offices.

Talent contest winners were announced as follows: First prize, \$25 bond, Barbara and Betty Cummings;

second, \$10, Adelbert Carney, Jr.; third, \$5, Regina Fletcher. Runners-up were Billy Weymouth, Ronald Drummond, Joan McCurdy, Nettie Mae Reynolds, Willis Whitten, Pauline Cardin and Beverly and Nancy Wales.

The contest was considered so popular by its sponsor that consideration is being given to another to start shortly. Meet the Mike, now in its fifth year, is heard Saturdays at 12:30 p. m. over WRDO, with Dan Kelly as emcee and Mrs. Marado Woodman, accompanist.

Downeast Fishermen's News Earns Big Audience Among Coastal Folks

The sound of a ship's bell is heard each weekday morning over WCSH at 6:25. That's the signal for another Downeast Fisherman's News broadcast, a program presented for Maine fishermen, mariners, boat-

owners and others interested in the fishing industry or marine news.

The fishermen's news was first presented on the air January 3, and has since attracted a large listening audience. Although only a five-minute program, a lot of information is contained in the broadcast, and a good many hours of hard work go into preparation of the script. Newsmen at WCSH must check numerous local, state, New England and even national news sources to get material that is interesting to fishermen. The latest bills in the Maine Legislature affecting fishermen are covered; news of the industry in general, and whatever regional news may exist. The latest fish prices from Boston are listed.

This is usually done the night before the actual broadcast. But there is work to be done right up-to-the-minute before the "on air" signal. The newsman who has the early morning shift must get the latest marine weather forecast, and check on tides and other data. The copy of the news wire machines is checked carefully for any late news concerning fishermen.

Either Bob Dargo or Jerry Lewis does the announcing chore—which ever one has the early morning shift.

The fishermen's news is presented as a public service feature by Fairbanks-Morse, dealers in marine Diesel engines.



SPRING SPRITE—Cute 16-year-old Lorna Lynn heralds the arrival of Spring with a home-made crepe paper hat and bouquet of spring flowers. Lorna portrays Barbara Dennis on the NBC serial drama, "The Brighter Day."



Uncle Hezzie Q. Snow

Four Stations To Carry Clark Opus Saturdays

With several years' experience at entertaining mixed audiences, seen and unseen, delighting children and "stopping the show" at county fairs and metropolitan dollar day promotions, Uncle Hezzie Q. Snow now undertakes to sell farm machinery and implements direct to Maine's agricultural population by radio. The well-known Down East character of The Trading Post and A Visit With Hezzie starts his new half hour program Saturday, April 9 and will be heard from 12:30 to 1:00 p. m. over the stations of the Maine Broadcasting System, plus WAGM, Presque Isle. Sponsors are the Clark Farm Equipment Company of Hartford, Conn. and a selected list of Maine farm implement dealers. The series is scheduled for 26 weeks.

Uncle Hezzie, who describes himself as a "fugitive from the RFD" and asserts "when it comes to potato bugs, I'm a killer", will provide the entire half hour show with the assistance of "Cousin Normie" Ayers, equipped with Hammond organ and grand piano. Hezzie will include numbers with his "one man orchestra" and will interpolate one or more songs on each program. Also he will read selected poems in his well-accepted style.

Hezzie intends also to present a guest personality on the new show whenever practicable. He will be serious long enough during each broadcast to present a weekly market price review and an authentic long-range weather forecast.

The series marks the Clark Farm Equipment Company's first radio venture in Maine. The firm now sponsors Frank Atwood's agriculture program on WTIC, Hartford.

Augusta Polio Victim Helped By Radio Pals

Radio Station WRDO cooperated recently in an informal drive sponsored by Mrs. Thomas W. Libby of Augusta to bring happiness into the life of Ebbie Brooks, eleven year old Augusta polio victim. Offices, clubs, business organizations and friends presented Ebbie with a radio phonograph, record albums, and a moving picture camera.

Ebbie was stricken with infantile paralysis in 1947 and spent the greater part of a year in an iron lung. He has not recovered the use of his hands and arms, but this handicap has not discouraged the cheerful youngster.

Ebbie is now making considerable progress at writing and drawing by holding a pencil between his teeth. Mr. and Mrs. Carl Brooks, Edward's parents, expressed their appreciation and thanks to all who cooperated in the presentation.

Rev. Howard O. Hough Heard Daily On WCSH

The Rev. Howard O. Hough, pastor of the First Radio Parish Church of America, has started a new series of five-minute morning devotional services on WCSH, Portland. His inspirational messages are heard each day—Monday through Saturday—at 8:15 a. m.

Staff Organist Richard Lewis provides an organ interpretation of religious music during the program.

Fred Allen Signs Exclusive NBC Radio And Video Contract



Fred Allen

Fred Allen recently signed a contract with the National Broadcasting Company for his appearances in both radio and television exclusively on the NBC network. The agreement was announced jointly by Allen and Niles Trammell, president of the network, and gives the comedian wide latitude in determining his plans for the future, whether in radio or television or both. When he resumes his programs after this season, he will broadcast on the NBC network exclusively.

"We are naturally delighted," said Mr. Trammell, "that Fred is remaining on NBC where he has enjoyed such unusual success. We are even more pleased that he agrees so

thoroughly with the basic concepts of our program policies which will further strengthen the sound broadcasting industry and provide at the same time for the orderly, logical development of television. These policies give recognized performers the widest possible limits for the free exercise of their ingenuity, imagination and artistry. The news about Fred will, I am certain, give added emphasis to the extensive promotion plans for radio which both we and our affiliates are now formulating in accordance with the resolution adopted at our recent meeting in Chicago."

Allen has already informed the press that he intends first of all to take a vacation following the conclusion of his present series for the Ford dealers, and will make his future plans in a leisurely manner and free of the usual industry pressures.

Trygve Lie Heard On As Maine Goes

The feature news program — As Maine Goes — added another name last month to the long list of world-famous people who have appeared on the show. Trygve Lie, Secretary-General of the United Nations, participated in the broadcasts of March 20. The significant portions of his address at the University of Maine's annual Institute of International Relations were recorded and presented later in documentary style.

Also appearing on the broadcast was Governor Frederick G. Payne.

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 4/49 which stands for April 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.

THE MAINE BROADCASTER

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LINWOOD T. PITMAN, Editor

JOHN F. HOGAN, Associate Editor

MAINE FARM TOPICS

BY LINWOOD "JAKE" BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

Labor Saving Equipment Advised For Poultrymen

Let me point to declining feed costs and rising wage rates, and say that one of the most effective means for poultrymen to increase their returns in 1949 is through the use of labor-saving equipment.



Labor accounts for one-sixth of the total cost of producing eggs, and by making good use of labor-saving equipment and facilities Maine poultrymen can reduce the amount of time needed to take care of birds

by nearly 50 per cent, thereby increasing their income for every hour spent.

This means they can either raise more birds or apply their time profitably on other farm operations.

New advances in labor-saving poultry equipment have made it possible for one man to take care of twice as many birds as was considered a maximum 15 years ago.

On the average farm, about one hour out of every four required to take care of layers is spent handling eggs. With an egg washer, poultry farmers can cut this time from one-half to three-quarters.

Other labor-saving equipment and facilities include: large pens; grouping of nests; alignment of feed hoppers; automatic feeders, operating on a belt chain principle; automatic waterers with waste disposals; heating tapes and cables to protect water lines in cold weather; automatic egg graders; electric hoists for carrying feed and eggs; culling chutes; and spraying and disinfecting equipment.

In Maine, which ranks high in the nation in the production of eggs per bird, the trend has been toward greater specialization, larger flocks and fewer farms keeping chickens.

By making proper use of labor-saving equipment in the years ahead, poultrymen in Maine can save time, increase their profits, and make the job of raising poultry a much easier one.

Signs Worth Watching

When you drive along the highway, you depend on the road signs to tell you about the direction and the condition of the road ahead. You may see such slogans as: Slippery when wet . . . rough road ahead . . . or maximum speed 40 miles an hour.

I think our economic system has signs of economic conditions, and economic driving will be easier if we follow them. But unfortunately these economic driving will be easier if we marked as the highway signs. Along the economic roadbed, you might find such signs as: Unemployment increasing . . . or mortgage debt down.

Economists try to interpret these signs. And even though they may be more difficult to understand than the highway signs, I think they will be worth watching.

Follow Own Preaching

After performing in the Constant Invader series of transcribed dramatic radio shows by Hu Chain for the National Tuberculosis Association, members of the cast decided to waste no time in getting chest X-rays themselves.

The shows, based on real life stories, bring out the importance of the chest X-ray in the diagnosis of tuberculosis and the danger of neglecting regular

check-ups on health. At the conclusion of the last performance, the actors and actresses, impressed by the knowledge they had gained in impersonating characters faced with tuberculosis, inquired how they could get chest X-rays immediately. Arrangements were made at once for the entire cast and members of the orchestra.

On the business road some of the markers indicate another good year with weak spots showing up. On the agricultural road, one sign may read: 1949 farm profits lower than in 1948, but considerably above prewar. Farmers can expect increasing financial and marketing difficulties during the next few years.

Economists interpret this sign to mean a pretty good year for business and agriculture . . . with agriculture having more and more aches and pains. To reduce these ailments, the economists are suggesting caution in operating expenditures, greater efficiency, and better marketing. When you make expenditures on items resulting in more production per person at a profit . . . that's sound business.

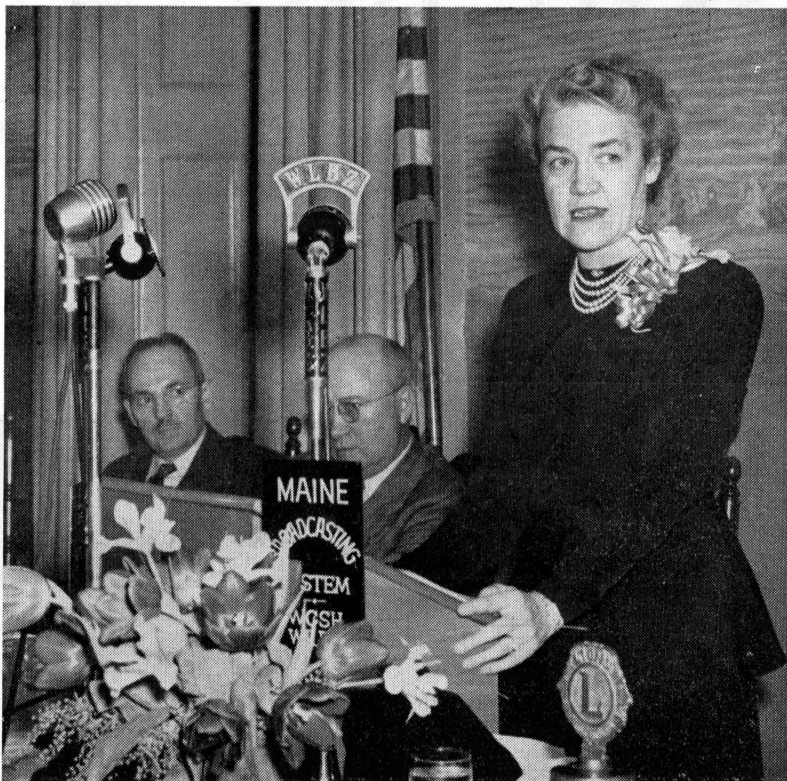
Make Your Farm Safe

This farm safety business is getting bigger every day, what with new and faster automobiles, more complicated and, hence, more dangerous farm machinery. Safety should be the farmer's first thought on arising each morning and the last thought each night.

To bear out this statement, here are some figures to prove that it's getting more dangerous than ever, this living "on the farm." For each 100,000 industrial workers, accidents claim about 19 workers; but in agriculture out of 100,000 workers 51 are claimed each year by accidents. By far, the largest number of these 51 farm workers could be saved much suffering, being maimed, and time lost by a little caution, or farm safety, on their part, or the part of someone else.

Here are a few things that can be done to "make every farm safe":

1. Check the farm and all buildings periodically for working hazards and remove them.
2. Keep shields on power machinery at all times, and observe safety rules of operation and maintenance.
3. Encourage families and neighbors to work, play and drive safe.
4. In building or remodeling at all times include safety features and structures.
5. Handle all sprays, poisons, and explosives with great care . . . keeping them away from children.
6. Never in any emergency allow young children to operate or ride farm machinery.
7. Speak to all animals upon approaching and always use caution around bulls.
8. Keep guns unloaded and out of reach of children. Encourage and participate in all farm safety contests and heed them all.
9. Last but not least, rules of safety should be practiced on the farm 52 weeks a year. By following simple rules, safety on the farm can kept "down on the farm."



FIRST MAINE APPEARANCE — Making her first public speech in Maine after being sworn in as a United States Senator, Margaret Chase Smith addressed a joint meeting of all Bangor and Brewer service clubs. Mrs. Smith's speech was broadcast by Bangor station WLBZ. Left to right: Bangor City Manager Oliver D. Comstock, Alonzo Tuck of Bar Harbor, district governor of Lions International, and Senator Smith.

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR



Logan of Swift's gave me the recipes and they are delicious.

Tasty Diamonds

Yield: 2½ doz., approx.

Pastry:
2 cups pastry mix
4 to 6 tbs. cold water

Filling:
1½ c. cooked ground beef or pork
1 tsp. salt
5 tbs. mayonnaise
½ tsp. dry mustard
½ tsp. Worcestershire sauce
2 tbs. finely chopped pickle

Combine pastry and water. Roll pastry to a rectangle 12" x 18". Mince beef very fine and combine with remaining ingredients. Spread meat mixture on half of pastry. Fold other half over to form a square and seal edges. Prick. Bake in a very hot oven (450°F.) 20 to 25 minutes. Cut into 1-inch strips and then cut diagonally into 1-inch diamonds. Serve hot or cold.

Orange Glazed Gingerbread

Yield: 1 loaf 8 x 8 x 2"

1 tbs. melted shortening
½ c. Orange Marmalade
2 c. biscuit Mix
1 tsp. cinnamon
½ tsp. cloves
1 tsp. nutmeg
½ c. brown sugar
2 eggs
½ c. milk
½ c. molasses
1 tsp. ginger

Place melted shortening and marmalade in bottom of 8" x 8" x 2" pan. Blend spices and brown sugar with biscuit mix. Beat eggs and add milk. Stir into the dry ingredients and beat well. Add molasses and stir until blended. Pour batter over marmalade and bake. (Temperature 375° F. - Time 30 to 35 minutes.)

And now for a delicious way to use some of that dry bread.

Nut Brown Pudding

¼ c. butter or fortified margarine—
1-2/3 c. milk
1 c. sugar
¼ tsp. salt
½ tsp. cloves
½ tsp. nutmeg

Dear Friends:

Are Lenten dishes beginning to pall? Try serving Tasty Diamonds with a big green salad and top off the meal with Orange Glazed Gingerbread. Martha

1 tsp. cinnamon
1 egg
2 c. dry bread cubes
½ c. seedless raisins
½ c. chopped nut meats
tsp. soda
2 tbs. water

Cream butter with sugar, salt and spices. Add egg. Beat until smooth. Pour milk over bread cubes, raisins and nuts. Combine with creamed mixture. Dissolve soda in water and add to pudding. Pour into a deep 1½ quart buttered casserole. Bake in a slow oven (300°F.) for 1 to 1½ hours or until a deep dark brown. Stir pudding after 30 minutes of baking. Serve warm.

With housecleaning time not far off a few suggestions may be of help. Getting closets and bureau drawers in order long before the actual housecleaning time is helpful, for those are the jobs which take the most time. Why not start now and fix up at least one closet or bureau a week? You'll be glad you did.

These waxing facts may help you too. A self-polishing wax can be used on varnished or painted wood floors, but not on furniture or woodwork. A self-polishing wax usually will dry to a shine without rubbing. That's why so many homemakers prefer this no-rub wax for use on kitchen and bathroom floors where frequent cleaning is required. A single coat of wax often will add a lot to the life of a varnish or lacquer finish on floors. According to linoleum manufacturers, waxed linoleum lasts from six to ten times longer than unwaxed linoleum. At that rate, it's worth doing, isn't it?

Textile experts say a rub-down often is a remedy for spots on clothes caused by a run-in with an April shower. To remove the spots, try rubbing the fabric with fingernail or edge of coin, or simple rubbing between your hands. After the rubbing, press the whole garment with a slightly damp tissue paper or pressing cloth.

When loss of luster causes the spot, try pressing to bring back the sheen and automatically make the mark disappear.

I know you are making garden plans this year and I hope you will remember that your Extension office in your county can give you authoritative information on vegetable varieties planting and pest control. Get your bulletins early so you'll have them when needed. If you like wild greens, you'll want that bulletin on Edible Wild Greens, before the first greens begin to show. Get your canning bulletins too, for green time will be the start of the canning and

OUR HOPE

By REV. HOWARD O. HOUGH

Minister, First Radio Parish Church of America



The Resurrection story is the theme of Easter. In the Gospel of St. Matthew, 28th chapter, verses one to six, we read:

"As it began to dawn toward the first day of the week, came Mary Magdalene and the other Mary to see the sepulchre.

"And the angel of the Lord descended from heaven and said unto the women 'Fear not ye! for I know that ye seek Jesus, which was crucified. He is not here: for He is risen!'

What of Calvary if just beyond lies Easter morning? Life's last word is not the cross of dark Friday, but the glorious Resurrection of bright Easter.

What if we have crosses to bear — if in the end we have our lives renewed? What can Winter do to harm, if Spring beats in our veins?

What a glorious hope lies in Christ, our Saviour, who said, 'I am the Resurrection and the Life!'

Henry Gillen has expressed the Easter message so very well in these words:

Easter is even more than modes of Spring.
There is an inner and implicit thing—
The surety of everlasting peace;
For who would hear the sound of guns again
If all lived as He lived and died for men?

Trygve Lie Speaks On MeBS Stations

Trygve Lie, secretary-general of the United Nations, spoke at the University of Maine. His address, one of the features of an Institute of International Affairs held at the university, was broadcast over the network of the Maine Broadcasting System with WLBZ in Bangor handling the program.

Lie was born in Oslo, Norway, in 1896 and was graduated from Oslo University Law School in 1919. He has held many important posts in the Norwegian government and was serving as Minister of Trade, Industry Shipping and Fishing in 1940 at the time of the German invasion.

He escaped to England with the Norwegian government and was named foreign minister in 1941. He evolved provisional measures that saved the Norwegian fleet for the Allies. He was chairman of the Norwegian delegation to the UN Conference in San Francisco in 1945 and was elected Secretary-General February 1, 1946.

With Bill Stern leading all contenders in all categories of balloting, NBC programs and stars won 15 first places in the annual Radio Mirror Awards poll, as recently announced by the publication's editor, Doris McFerran.

freezing season for you and me.

And now for a parting thought for the month ahead:

"If you're not satisfied with the world, are you satisfied with what you are doing about it?"—Vic.

Until next month "Happy Easter".
—Agnes Gibbs

Martin And Lewis Start New NBC Series

New Henry Morgan Show Fast-Paced Comics Given Choice Sunday Evening Lead Show Spot

**Arnold Stang
And Lisa Kirk
Also Featured**

Maine listeners now have had opportunity to find out for themselves what kind of comedy Henry Morgan dispenses in his new NBC program at 8:30, Sunday evenings. They recognize that the "new" Henry Morgan has a fast, clever routine, as aired over MeBS stations in Portland, Augusta and Bangor.

No longer the brash, irrepressible, sardonic lampooner who was the bane of dignity-loving men of distinction—who were often targets of his sharp-witted darts—Morgan is playing it straight and using his exceptional laugh-making talents to turn out top comedy programs.

Familiar Locale

The young comic, whose dry wit and keen sense of humor had made him a radio favorite even before the war, uses as background for his program the familiar cigar store corner about which so many of Morgan's characters are continually swirling.

He has with him on the series his old comedy pal, Arnold Stang. Another regular, Lisa Kirk, featured songstress of the current Broadway hit, "Kiss Me, Kate." The orchestra is directed by Milton Katims.

Henry delves into his ever-growing collection of Morgania to keep America laughing. A master dialectician, Morgan plays a great many of each program's characters himself. He selects material for his program in random fashion by looking at billboards, car ads and other casual spots for ideas for his show.

According to Morgan, he was born of "mixed parentage—a man and a woman"—on the day before April Fools' Day, thus getting a head start on most other gagsters. His career has included tours of duty as a page at a local New York radio studio and announcer at several radio stations, and he was a forerunner of the present day breed known as disc jockeys. Patter won over platter, however, and he became a popular comic.

One of his own severest critics, the humorist is deadly serious about his new program and his desire that people understand his change. He remarked to an interviewer: "No more of that caustic routine for me, and that's no lye. Yak, yak!"

Wibby On TV

John Wibby, Chief Engineer of the WLBZ technical staff, recently attended the IRE national convention in New York City. The annual convention of the Institute of Radio Engineers met in Grand Central Palace to see new developments in electronics and engineering.

It would have been a routine affair for Wibby except for one incident that occurred during the four day conclave. While standing in front of the famous Toots Shor Restaurant with a fellow engineer, Wibby noticed an NBC television unit moving onto the scene. Deciding to wait and watch the proceedings, Wibby and his companion witnessed a video pick-up of Joe Louis for later release on the newsreels.

Later that day while watching the television newsreel over NBC outlet, WNBT, the interested spectators of that afternoon were startled to see the activity they witnessed earlier, and clearly visible in the background were the two technicians, quite unaware that they were in range of the television cameras.



NEW LOOK — Henry Morgan, star of new NBC Sunday evening comedy show, ponders an idea for one of his weekly shows. Pictures show progressively his mental acceptance of the "angle", and indicate final satisfaction.

NBC Quiz Kids' Best Teacher 1949 About To Be Named

The 1949 winner of the Quiz Kids' Best Teacher contest is due to be announced about the time this issue of The Maine Broadcaster goes to press. It isn't too much to hope that at least one award may come to a Maine teacher.

Last year's first prize winner was Roy Fisher, then a 22-year-old bachelor of Nathalie, Virginia. Since receiving the award, young Fisher has been drafted for military service, but he still gets his \$2,500 Best Teacher prize award.

Speaking of Quiz Kids - they may have a future Cole Porter in their midst. Lonny Lunde, aged 13, who has graduated recently to the ranks of professional composers, is the subject. Lonny has been composing everything from love ballads to concertos since he was a tot. He says his latest song, My Wonderful Mother, has just been published. Lonny describes the work as something a quartet could harmonize, or one that could be scored for a symphony orchestra. He gives his pretty, dark-eye mother credit for being his inspiration.

Again speaking of Quiz Kids - Melvin Miles, aged 5, is rated as a "two-book" man. Melvin can't read yet. His books are telephone directories. But Melvin is so small that in order for him to reach the NBC microphone Sundays, he has to sit on - not one, but two - Chicago telephone directories.

Spring Tonic

"Spring cleaning" came early to WLBZ this year. The offices and studios of the Bangor station were completely redecorated and painted with restful colors that are "easy on the eyes" for work and for visual appeal. Other office facilities were revised and improved with added features to streamline overall production.

WLBZ Carries On In Power Failure

When the city of Bangor, recently was plunged into darkness by a fire in a Bangor-Hydro sub-station, station WLBZ continued its broadcasting services by switching to auxiliary power units, especially designed for use in such emergencies. The WLBZ transmitter operated on its permanent gasoline-driven auxiliary, while the "in-town" studio obtained its power from a portable unit, which also served to provide electric power to light the studio and control room until regular service was resumed.

The United Press teletype, source of news broadcasts for Your Esso Reporter, was thrown out of action by the power failure, but through the cooperation of station WRDO in Augusta, member station of the Maine Broadcasting System, all scheduled newscasts went on the air without a hitch.

Staff Slants

Harry Gray, graduate of Portland Junior College, was added recently to the staff of the Maine Network News Service. His duties include local reporting and rewriting in the central newsroom at Portland.

WCSH has a print of the NBC-produced topical film, Behind Your Radio Dial. It is equipped with sound track and of 16 mm. type. It is being distributed presently through D. K. Hammett, Inc., 620 Congress Street, Portland, and is available at nominal rental fee for clubs, school groups and various types of organizations.

Recently the film was shown by John Hogan, WCSH news director, to the Gorham Teachers' Club. Hogan also spoke on radio at the same gathering.

Ellis O'Brien, WCSH staff announcer, addressed the Westbrook Woman's Club late in March, dealing with general program work in the studio and drawing upon his experiences for interesting anecdotes.

It's here at last! The long-awaited debut of NBC's new and sensationally-described comedy team of Dean Martin and Jerry Lewis is booked for April 3 - Sunday - and their weekly half hour will be Sundays from 6:30 to 7:00 p. m. The Maine Broadcaster earlier had announced their acquisition by the nation's oldest and leading radio network, but announcement of when their first program would be aired was made only recently. They will replace The Adventures of Ozzie and Harriet on Maine's MeBS stations and lead the parade of NBC's new Sunday evening program line-up.



HEADS UP! — NBC's new comedy team, Dean Martin, up, and Jerry Lewis, down, were asked by the shutter snapper to pose from left to right, but responded, as usual, by doing the unusual.

Poetry And Organ Music Featured At Bangor Station

The System Company of Bangor recently presented a program of words and music over WLBZ in a series of broadcasts entitled Poems in the Organ Loft. This interlude of poetry and organ music featured Mrs. Arlene Smiley at the console of the Hammond organ with poems read by D. Oaksman Smiley and Mrs. Katherine Marsteller.

Poems in the Organ Loft is arranged and prepared by D. Oaksman Smiley, manager of the System Company, with stores in Bangor and Dexter.

Since the young comics were signed up by NBC early in the year, they have been preparing for their network series, and with great anticipation of what radio offers in larger opportunities as compared with their successful night club and theater work.

Martin and Lewis, already tagged by Walter Winchell as "the best two-man comedy team since Gallagher and Shean" and referred to by Arthur Godfrey as "the funniest act in the business," started as a team only two years ago. Since then, they have gone to the top in the entertainment field.

Mary Hatcher, lovely singing star of Oklahoma on Broadway and more recently seen in leading movie roles, will be a regular member of the cast. Dick Stabile and his orchestra will provide the accompaniment for songs by Miss Hatcher and Dean Martin.

When asked what he was going to do on the first show, Jerry Lewis (the more unpredictable of the two) said, "I can't tell. Ya see, Dean Martin doesn't know what he's going to do, and I don't want him to steal my material."

Each week a celebrity will visit the show, but Dean Martin insists that "my butcher and landlord have to be our first guests."

Martin and Lewis made their radio debut on NBC's Bob Hope Show last Fall, and Hope was so impressed by them that he invited them back a few weeks later. According to the famous NBC comedian, "Those kids are funny down to their fingertips, and they have the kind of youthful charm that everybody likes."

The program will be heard from Hollywood until the boys complete a movie assignment. Then they will move to New York for their broadcasts.

Martin and Lewis joined forces late in 1946 in a little Atlantic City night club, and since then have played to capacity audiences in theaters and night clubs throughout the country. At the Capitol Theater in New York City, they broke every attendance record in the history of that show-house.

Turn About Is Fair Play



HER "CONSEQUENCE"—Mrs. Frances Meaher of Vancouver, B. C., who is visiting daughter in Hollywood, was ordered by Ralph Edwards on Truth Or Consequences to assist one Boy Scout a week across a busy intersection for one year. She is to collect a money prize for every Scout she assists. Scouts get a boxing glove autographed by Jack Dempsey as soon as Mrs. Meaher reports their names to T or C headquarters.

COMPLETE APRIL PROGRAM SCHEDULE FOR

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—Catholic Hour
10.45 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—Silver Strings
WLBZ—Silver Strings
12.15 WCSH—London Column
WLBZ—Christian Science Program
12.30 WCSH—Melodic Patterns
WRDO—Eternal Light
WLBZ—Here's to Veterans
12.45 WLBZ—Salon Music
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 WCSH—As Maine Goes
WRDO—U. S. in World Affairs
WLBZ—U. S. in World Affairs
2.25 WCSH—News
2.30 ALL—NBC University Theatre
3.30 ALL—One Man's Family
4.00 ALL—The Quiz Kids
4.30 ALL—N. E. College Glee Clubs
5.00 ALL—Robert Merrill with Boston Pops
5.30 ALL—Harvest of Stars

EVENING

- 6.00 WCSH—News
WRDO—Catholic Hour
WLBZ—News
6.15 WCSH—Romance of Famous Gems
WLBZ—Guest Star
6.30 ALL—Dean Martin - Jerry Lewis
7.00 ALL—Night with Horace Heidt
7.30 ALL—Alice Faye and Phil Harris
8.00 ALL—Fred Allen Show
8.30—ALL—Henry Morgan Show
9.00 ALL—NBC Theater
9.30 WCSH—Am. Album of Familiar Music
WRDO—Am. Album of Familiar Music
WLBZ—Allen Roth Symphony
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—Down East Fisherman's 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—Morning Devotions
WRDO—Fact & Fancy
WLBZ—Devotional Service
8.20 WCSH—Keyboard Tapestries
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 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—Dr. Paul
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Eddy Arnold Show
WLBZ—Music of Manhattan

AFTERNOON

- 12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
WRDO—Spotlight on a Star
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Eddie Duchin Show
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—Show Tune Time
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WLBZ—Me, Fed. Women Clubs
WRDO—Sammy Kaye
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
WRDO—Daily Diary
WLBZ—Eddy Arnold
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—Lucille Lavin Sings
WRDO—Echoes from the Tropics
WLBZ—Maine Sports
7.45 WCSH—Here's To Veterans
WRDO—H. V. Kaltenborn
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 Dancing
WLBZ—Music A La Carte
12.00 ALL—News

TUESDAY

MORNING

- 6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—Down East Fisherman's 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—Morning Devotions
WRDO—Fact & Fancy
WLBZ—Chapel On the Hill
8.20 WCSH—Keyboard Tapestries
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
9.55 WRDO—U. P. News
10.00 ALL—Fred Waring
10.30 ALL—Road of Life
10.45 ALL—The Brighter Day
11.00 ALL—Dr. Paul
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Eddy Arnold Show
WLBZ—Norm Lambert

AFTERNOON

- 12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
WRDO—Inside Story
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Fiber Facts
WLBZ—Hometown's
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—Salon Concert
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—Sammy Kaye
WLBZ—Dr. Harry McNeil
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—Daily Diary
WLBZ—Eddy Arnold
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—Tele-Friend
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—Dardanelle Trio
WLBZ—Dardanelle Trio
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 Dancing
WLBZ—Meadowbrook Club Orch.
12.00 ALL—News

WEDNESDAY

MORNING

- 6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—Down East Fisherman's 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—Morning Devotions
WRDO—Fact & Fancy
WLBZ—Chapel On the Hill
8.20 WCSH—Keyboard Tapestries
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 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—Dr. Paul
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Eddy Arnold Show
WLBZ—Piano

AFTERNOON

- 12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
WRDO—Spotlight on a Star
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Fiber Facts
WLBZ—Hometown's
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—Salon Concert
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—Sammy Kaye
WLBZ—Dr. Harry McNeil
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—Daily Diary
WLBZ—Eddy Arnold
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—Dardanelle Trio
WLBZ—U. P. News
7.45 WCSH—Musical Interlude
WRDO—H. V. Kaltenborn
WLBZ—H. V. Kaltenborn
8.00 ALL—Blondie
8.30 ALL—Great C
9.00 ALL—Duffy's
9.30 ALL—Mr. Di
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 Dancing
WLBZ—Hotel
12.00 ALL—News

WEDNESDAY

MORNING

6.00 Gill
6.05 East Fisherman's News
6.30 Farm Topics
7.00 P. News
7.05 Sacred Heart Program
7.10 Radio Reveille
7.15 Three-A Safety Man
7.20 P-T Boys
7.30 P. News
7.35 SO Reporter
7.40 Late Edition
7.45 Radio Reveille
7.50 Program Highlights
7.55 Morning Roundup
8.00 Musical Clock
8.05 Network News
8.10 Morning Devotions
8.15 Fact and Fancy
8.20 Chapel On the Hill
8.25 Keyboard Tapestries
8.30 Agnes Gibbs
8.35 Thoughts for the Day
8.40 You Remember?
8.45 Network News
8.50 Trading Post
8.55 Honeymoon in New York
9.00 P. Kitchen
9.05 Lloyd Knight
9.10 Going Places, Jean Murray
9.15 Lloyd Knight
9.20 Sweetwood Serenaders
9.25 Clevelandaires
9.30 P. News
9.35 Waring
9.40 of Life
9.45 Brighter Day
9.50 Paul
9.55 Love and Learn
10.00 Berch Show
10.05 Lawton
10.10 Eddy Arnold Show
10.15 No Time N. Lambert

AFTERNOON

12.00 Noontime News
12.05 P. News
12.10 Korn Kobbler
12.15 Maine Radio News
12.20 Sunday Revue
12.25 Luncheon Club
12.30 SO Reporter
12.35 Maine Radio News
12.40 Marjorie Mills
12.45 Marjorie Mills
12.50 Spotlight on a Star
1.00 Network News
1.05 Maine News
1.10 Music and Memories
1.15 Hometowners
1.20 Agnes Gibbs' Date Book
1.25 and Juanita
1.30 Tello-Test
1.35 Jack Kilty
1.40 Matinee Revue
1.45 Double Or Nothing
1.50 Double Or Nothing
1.55 Show Tune Time
2.00 Children
2.05 of the World
2.10 mmy Kaye
2.15 Melody Lane
2.20 Can Be Beautiful
2.25 Perkins
2.30 Young's Family
2.35 To Happiness
2.40 Stage Wife
2.45 Dallas
2.50 Enzo Jones
2.55 Widder Brown
3.00 When A Girl Marries
3.05 P. News
3.10 Shoppers Variety Revue
3.15 100 Club
3.20 Portia Faces Life
3.25 Shoppers Variety Revue
3.30 Plain Bill
3.35 Visit with Hezzie
3.40 Visit With Hezzie
3.45 Front Page Farrell
3.50 Daily Diary
3.55 Eddy Arnold
4.00 Speaking of Sports

EVENING

6.00 Network News
6.05 Journal
6.10 Maine State News
6.15 Program Prevues
6.20 Musical Interlude
6.25 ny & Juanita
6.30 Symphony of Melody
6.35 rm Lambert
6.40 tar Extra
6.45 P. News
6.50 SO Reporter
6.55 Maine Radio News
7.00 Maine Radio News
7.05 er Club
7.10 of the World
7.15 est Star
7.20 rdanella Trio
7.25 of M Hour
7.30 Music by Cugat
7.35 V. Kaltenborn
7.40 V. Kaltenborn
7.45 lie
7.50 t Gildersleeve
7.55 's Tavern
8.00 District Attorney
8.05 Big Story
8.10 ain Time
8.15 Maine Network News
8.20 World News
8.25 SO Reporter
8.30 of World
8.35 ing Circle
8.40 served for Dancing
8.45 tel Statler Orch.

THURSDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—Down East Fisherman's News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
7.05 WRDO—U. P. News
7.10 WLBZ—Sacred Heart Program
7.15 WRDO—Radio Reveille
7.20 WLBZ—The Haymakers
7.25 WCSH—Three-A Safety Man
7.30 WCSH—News
7.35 WRDO—U. P. News
7.40 WLBZ—ESSO Reporter
7.45 WCSH—Late Edition
7.50 WRDO—Radio Reveille
7.55 WLBZ—Program Highlights
8.00 WRDO—Morning Roundup
8.05 WLBZ—Musical Clock
8.10 ALL—Maine Network News
8.15 WCSH—Morning Devotions
8.20 WRDO—Fact and Fancy
8.25 WLBZ—Chapel On the Hill
8.30 WCSH—Keyboard Tapestries
8.35 WRDO—Here's Agnes Gibbs
8.40 WRDO—Thoughts for the Day
8.45 WLBZ—Do You Remember?
8.50 ALL—Maine Network News
9.00 WCSH—Trading Post
9.05 WRDO—Honeymoon in New York
9.10 WLBZ—Happy Kitchen
9.15 WCSH—Tello-Test
9.20 WCSH—Lloyd Knight
9.25 WRDO—Going Places, Jean Murray
9.30 WLBZ—Lloyd Knight
9.35 WCSH—Sweetwood Serenaders
9.40 WLBZ—Clevelandaires
9.45 WRDO—U. P. News
9.50 ALL—Fred Waring
9.55 ALL—Road of Life
10.00 ALL—The Brighter Day
10.05 ALL—Dr. Paul
10.10 ALL—We Love and Learn
10.15 ALL—Jack Berch Show
10.20 WCSH—Lora Lawton
10.25 WRDO—Eddy Arnold Show
10.30 WLBZ—Norm Lambert

AFTERNOON

12.00 WCSH—Noontime News
12.05 WRDO—U. P. News
12.10 WLBZ—Korn Kobbler
12.15 WRDO—Maine Radio News
12.20 WRDO—Noontime Revue
12.25 WCSH—Luncheon Club
12.30 WLBZ—ESSO Reporter
12.35 WLBZ—Maine Radio News
12.40 WCSH—Marjorie Mills
12.45 WLBZ—Marjorie Mills
12.50 WRDO—Inside Story
1.00 ALL—Maine Network News
1.05 WCSH—Maine News
1.10 WRDO—Maine Story
1.15 WLBZ—Hometowners
1.20 WCSH—Agnes Gibbs' Date Book
1.25 ALL—Tony and Juanita
1.30 WCSH—Tello-Test
1.35 WRDO—Jack Kilty
1.40 WLBZ—Matinee Revue
1.45 WCSH—Double Or Nothing
1.50 WLBZ—Double Or Nothing
1.55 WRDO—Concert Hall of the Air
2.00 ALL—Today's Children
2.05 WCSH—Light of the World
2.10 WLBZ—Wanda Upton
2.15 WRDO—Sammy Kaye
2.20 ALL—Life Can Be Beautiful
2.25 ALL—Ma Perkins
2.30 ALL—Pepper Young's Family
2.35 ALL—Right To Happiness
2.40 ALL—Backstage Wife
2.45 ALL—Stella Dallas
2.50 ALL—Lorenzo Jones
2.55 ALL—Young Widder Brown
3.00 WCSH—When A Girl Marries
3.05 WRDO—U. P. News
3.10 WLBZ—Shoppers Variety Revue
3.15 WRDO—1400 Club
3.20 WCSH—Portia Faces Life
3.25 WLBZ—Shoppers Variety Revue
3.30 WLBZ—Standard Shoe Pgm.
3.35 WCSH—Just Plain Bill
3.40 WRDO—A Visit with Hezzie
3.45 WLBZ—Visit With Hezzie
3.50 WCSH—Front Page Farrell
3.55 WRDO—Daily Diary
4.00 WLBZ—Eddy Arnold
4.05 WRDO—Speaking of Sports

EVENING

6.00 ALL—Maine Network News
6.05 ALL—Sports Journal
6.10 WCSH—Maine State News
6.15 WRDO—Program Prevues
6.20 WLBZ—Musical Interlude
6.25 WCSH—Tony & Juanita
6.30 WRDO—Keep On Keepin' On
6.35 WLBZ—Norm Lambert
6.40 WCSH—3-Star Extra
6.45 WRDO—Speaking of Sports
6.50 WLBZ—ESSO Reporter
6.55 WRDO—Maine Radio News
7.00 WLBZ—Maine Radio News
7.05 ALL—Supper Club
7.10 ALL—News of the World
7.15 ALL—N. E. Round Table
7.20 ALL—Aldrich Family
7.25 ALL—Burns and Allen
7.30 ALL—Kraft Music Hall
7.35 ALL—Dorothy Lamour Show
7.40 ALL—Screen Guild Theater
7.45 ALL—Fred Waring
7.50 WCSH—Maine Network News
7.55 WRDO—World News
8.00 WLBZ—ESSO Reporter
8.05 ALL—Morton Downey
8.10 WCSH—Swing Circle
8.15 WRDO—Reserved for Dancing
8.20 WLBZ—Roosevelt Grill Orchestra
8.25 ALL—News

FRIDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Down East Fisherman's News
6.35 WLBZ—News
6.40 ALL—Maine Farm Topics
7.00 WCSH—News
7.05 WRDO—U. P. News
7.10 WLBZ—Sacred Heart Program
7.15 WRDO—Radio Reveille
7.20 WCSH—Three-A Safety Man
7.25 WLBZ—Bar B-T Boys
7.30 WCSH—News
7.35 WRDO—U. P. News
7.40 WLBZ—ESSO Reporter
7.45 WCSH—Late Edition
7.50 WRDO—Radio Reveille
7.55 WLBZ—Program Highlights
8.00 WRDO—Morning Roundup
8.05 WLBZ—Musical Clock
8.10 ALL—Maine Network News
8.15 WCSH—Morning Devotions
8.20 WRDO—Fact and Fancy
8.25 WLBZ—Devotional Service
8.30 WCSH—Keyboard Tapestries
8.35 WRDO—Here's Agnes Gibbs
8.40 WLBZ—Do You Remember?
8.45 WRDO—Thoughts for the Day
8.50 ALL—Maine Network News
9.00 WCSH—Trading Post
9.05 WRDO—Honeymoon in New York
9.10 WLBZ—Happy Kitchen
9.15 WCSH—Tello-Test
9.20 WCSH—Lloyd Knight
9.25 WRDO—Going Places, Jean Murray
9.30 WLBZ—Lloyd Knight
9.35 WCSH—Sweetwood Serenaders
9.40 WLBZ—Clevelandaires
9.45 WRDO—U. P. News
9.50 ALL—Fred Waring
9.55 ALL—Road of Life
10.00 ALL—The Brighter Day
10.05 ALL—Dr. Paul
10.10 ALL—We Love and Learn
10.15 ALL—Jack Berch Show
10.20 WCSH—Lora Lawton
10.25 WRDO—Eddy Arnold Show
10.30 WLBZ—Music of Manhattan

AFTERNOON

12.00 WCSH—Noontime News
12.05 WRDO—U. P. News
12.10 WLBZ—Korn Kobbler
12.15 WRDO—Maine Radio News
12.20 WRDO—Noontime Revue
12.25 WCSH—Luncheon Club
12.30 WLBZ—ESSO Reporter
12.35 ALL—Marjorie Mills
12.40 WRDO—Spotlight on a Star
1.00 ALL—Maine Network News
1.05 WCSH—Maine News
1.10 WRDO—Tabernacle Bible Quiz
1.15 WLBZ—Marine Band
1.20 WCSH—Agnes Gibbs' Date Book
1.25 ALL—Tony and Juanita
1.30 WCSH—Tello-Test
1.35 WRDO—Jack Kilty
1.40 WLBZ—Matinee Revue
1.45 WCSH—Double Or Nothing
1.50 WLBZ—Double Or Nothing
1.55 WRDO—Show Tune Time
2.00 ALL—Today's Children
2.05 WCSH—Light of the World
2.10 WLBZ—Social Security Talk
2.15 WRDO—Sammy Kaye
2.20 ALL—Life Can Be Beautiful
2.25 ALL—Ma Perkins
2.30 ALL—Pepper Young's Family
2.35 ALL—Right To Happiness
2.40 ALL—Backstage Wife
2.45 ALL—Stella Dallas
2.50 ALL—Lorenzo Jones
2.55 ALL—Young Widder Brown
3.00 WCSH—When A Girl Marries
3.05 WRDO—U. P. News
3.10 WLBZ—Shoppers Variety Revue
3.15 WRDO—1400 Club
3.20 WCSH—Portia Faces Life
3.25 WLBZ—Shoppers Variety Revue
3.30 WCSH—Just Plain Bill
3.35 WRDO—A Visit with Hezzie
3.40 WLBZ—Visit with Hezzie
3.45 WCSH—Front Page Farrell
3.50 WRDO—Daily Diary
3.55 WLBZ—Eddy Arnold
4.00 WLBZ—Organ Loft

EVENING

6.00 ALL—Maine Network News
6.05 ALL—Shell Journal
6.10 WCSH—Maine State News
6.15 WRDO—Program Prevues
6.20 WLBZ—Musical Interlude
6.25 WCSH—Tony & Juanita
6.30 WRDO—Music of Manhattan
6.35 WLBZ—Norm Lambert
6.40 WCSH—3-Star Extra
6.45 WRDO—U. P. News
6.50 WLBZ—ESSO Reporter
6.55 WRDO—Maine Radio News
7.00 WLBZ—Maine Radio News
7.05 ALL—Supper Club
7.10 ALL—New of the World
7.15 ALL—Yankee Yarns
7.20 WCSH—Morton Gould
7.25 WRDO—H. V. Kaltenborn
7.30 WLBZ—H. V. Kaltenborn
7.35 WCSH—Band of America
7.40 WRDO—Longine Symphonette
7.45 WLBZ—Bangor Jr. C. of C. Forum
7.50 ALL—Jimmie Durante Show
7.55 ALL—Eddie Cantor
8.00 ALL—Red Skelton
8.05 ALL—Life of Riley
8.10 ALL—Sports Newsreel of the Air
8.15 ALL—Rep. Robert Hale
8.20 WCSH—Maine Network News
8.25 WRDO—World News
8.30 WLBZ—ESSO Reporter
8.35 ALL—News of World
8.40 WCSH—Swing Circle
8.45 WRDO—Reserved for Dancing
8.50 WLBZ—Pastels in Rhythm
8.55 ALL—News

SATURDAY

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—Down East Fisherman's News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
7.05 WLBZ—Sacred Heart Program
7.10 WRDO—U. P. News
7.15 WRDO—Radio Reveille
7.20 WCSH—Sacred Heart Program
7.25 WLBZ—The Haymakers
7.30 WCSH—News
7.35 WRDO—U. P. News
7.40 WLBZ—ESSO Reporter
7.45 WCSH—Late Edition
7.50 WRDO—Radio Reveille
7.55 WLBZ—Program Highlights
8.00 WLBZ—Musical Clock
8.05 ALL—Maine Network News
8.10 WCSH—Morning Devotions
8.15 WRDO—Dick Liebert
8.20 WLBZ—Dick Liebert
8.25 WCSH—Keyboard Tapestries
8.30 WCSH—Maine Kitchens
8.35 WRDO—Thoughts for the Day
8.40 WCSH—News
8.45 WRDO—Errand of Mercy
8.50 WLBZ—4-H Clubs
9.00 WCSH—School Librarian
9.05 WLBZ—Mind Your Manners
9.10 WRDO—Mind Your Business
9.15 WCSH—Recess Time
9.20 WRDO—Coffee in Washington
9.25 WLBZ—Coffee in Washington
9.30 WCSH—Adventures of Archie Andrews
9.35 WRDO—Adventures of Archie Andrews
9.40 WLBZ—Archie Andrews
9.45 WCSH—Mary Lee Taylor Show
9.50 WRDO—Proudly We Hail
9.55 WLBZ—Mary Lee Taylor
10.00 WLBZ—Music Hall Varieties
10.05 ALL—Meet the Meeks
10.10 ALL—Smilin' Ed. McConnel

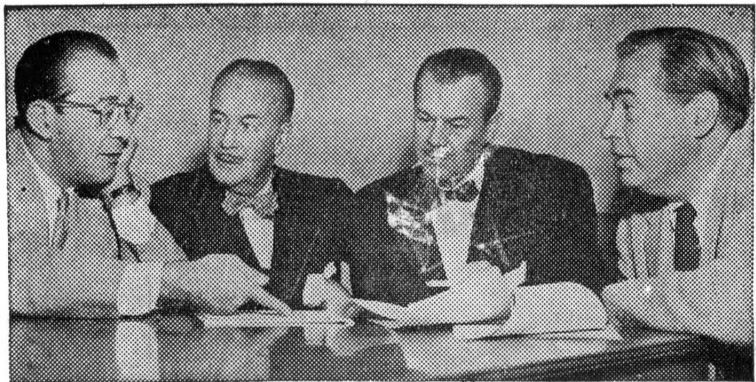
AFTERNOON

12.00 WCSH—Noontime News
12.05 WRDO—U. P. News
12.10 WLBZ—Korn Kobbler
12.15 WRDO—Maine Radio News
12.20 WRDO—Noontime Revue
12.25 WCSH—Dairy Chat
12.30 WLBZ—ESSO Reporter
12.35 WLBZ—Maine Radio News
12.40 WCSH—Visit With Uncle Hezzie
12.45 WLBZ—Uncle Hezzie
12.50 WRDO—Meet the Mike
1.00 ALL—Maine Network News
1.05 WCSH—4-H Club of the Air
1.10 WRDO—Adventures in Research
1.15 WLBZ—Pinto Pals
1.20 ALL—National Farm and Home Hour
1.25 WCSH—Mormon Church Program
1.30 WRDO—Vincent Lopez
1.35 WLBZ—Musciana
1.40 WCSH—Richard Leibert
1.45 WCSH—Edward Tomlinson
1.50 WRDO—Edward Tomlinson
1.55 WLBZ—Edward Tomlinson
2.00 WCSH—The Constant Invader
2.05 WRDO—Report On Europe
2.10 WLBZ—Report on Europe
2.15 ALL—Pioneers in Music
2.20 ALL—Your Health Today
2.25 WCSH—Hits
2.30 ALL—Adventures of Frank Merriwell
2.35 ALL—Lassie
2.40 WCSH—Wormwood Forest
2.45 WRDO—Dick Cookson Sings
2.50 WLBZ—Wormwood Forest
2.55 WCSH—To Be Announced
3.00 WRDO—1400 Club
3.05 WLBZ—Decision Now
3.10 WLBZ—Eddy Duchin Show
3.15 WRDO—Speaking of Sports

EVENING

6.00 WCSH—Maine Network News
6.05 WRDO—Maine Network News
6.10 WLBZ—Esso Reporter
6.15 ALL—Sports Journal
6.20 WCSH—Maine State News
6.25 WRDO—Maine State News
6.30 WLBZ—Musical Interlude
6.35 ALL—NBC Symphony
6.40 WLBZ—U. S. Marine Band
6.45 WCSH—Vic Damone
6.50 WRDO—Music Shop
6.55 WLBZ—Jumpin Jacks
7.00 ALL—Hobby Lobby
7.05 WLBZ—Memorable Music
7.10 WCSH—Truth or Consequences
7.15 WRDO—Guest Star
7.20 WRDO—Here's to Veterans
7.25 ALL—Your Hit Parade
7.30 ALL—Judy Canova Show
7.35 ALL—Dennis Day
7.40 ALL—Grand Ole Opry
7.45 WCSH—Maine Network News
7.50 WRDO—World News
7.55 WLBZ—ESSO Reporter
8.00 ALL—Morton Downey
8.05 WCSH—Swing Circle
8.10 WRDO—Reserved for Dancing
8.15 WLBZ—Saturday Nightcap
8.20 ALL—News

MeBS Stations Provide Top Thursday Fare



BEHIND THE SCENES—These are the men behind the scenes responsible for production of NBC's Screen Guild Players, Thursday evening dramatic series, where top film stars appear in adaptations of their motion picture hits. Left to right: Harry Kroman, writer; Huntley Gordon, Motion Picture Relief Fund liaison, who supplies the star talent; Bill Lawrence, director, and Don Bernard, producer.



GOING FORMAL—Dorothy Lamour sings, acts and welcomes guests on Sealtest Variety Theater. Here Dottie models one of the new strapless evening gowns.



TESTING A TUNE — Morton Downey, whose lilting voice is heard every Tuesday, Thursday and Saturday night on NBC, accompanies himself at rehearsal.



FAMILY CONCLAVE—The Aldrich Family in serious mood, during script conference for regular Thursday evening performance. Left to right: Jack Kelk (Homer), House Jameson (Sam Aldrich), Ezra Stone (Henry), Katherine Raht (Mrs. Aldrich), and Ward Wilson, who plays a variety of characters.



SCORE ONE FOR JOLSON—Dapper Al, right, manages to draw a slow laugh from Oscar Levant, left, his usually sardonic companion on Kraft Music Hall. Middle-man of the group is KMH director Lou Brink.



Varied Programs And Seasoned Performers Spice Schedule

Seasoned performers, veterans and newcomers alike, provide the sinews of the varied program fare that makes NBC stations tops in listening on Thursday evenings. It's well-paced entertainment from supper-time to bed-time, as the Thursday evening schedule of Maine's three NBC affiliates testifies.

On the serious side is drama with the Screen Guild Players. For situation comedy there are The Aldrich Family and Burns and Allen. Variety is provided through Kraft Music Hall and Sealtest Variety Theater. Fred Waring's Pennsylvanians offer smooth music and Morton Downey's songs are popular.

Peggy Lee Is Hostess

Peggy Lee, versatile singing star who made "Manana" a national by-word, is hostess of NBC's Thursday night Supper Club programs. Peggy and her husband, Dave Barbour, who leads the orchestra, and Tom Reddy, genial announcer, take to the air at 7:00 p. m.

Thursday is the Supper Club's regular guest night, when Peggy greets famous personalities of the popular music field. Signatures already inscribed in her guest book include those of Buddy Clark, Johnny Mercer, Frankie Laine, Dick Haymes and the King Cole Trio, Peggy also had the honor of introducing NBC's amazing young comedy team, Dean Martin and Jerry Lewis, within a few weeks after they had signed a contract to begin their own network program.

Miss Lee and her husband present tunes new and old during their regular Thursday broadcasts, many of them songs which they have themselves composed.

The Aldrich Family

That modern Penrod, the perennial incorrigible schoolboy, Henry Aldrich, brings the laugh that settles a good dinner when he comes on the air in The Aldrich Family Thursdays, 8:00 p. m. Ezra Stone, who has played Henry for more than 10 years — with time out for Army service — keeps that break in his voice as faithfully and humorously as he did when he was a genuine teen-ager. It's part of a role of which he never tires, for each week's comedy episode is as much fun for the cast as the audience.

House Jameson and Katharine Raht, who play Henry's parents, and Jack Kelk as gravel-voiced Homer, add luster to their interpretations as time goes on for, like real people, the Aldrich Family characters grow and develop as the years pass.

Whimsical bridge music, so important to enanching the mood of the comedy, is composed and conducted by Jack Miller.

Burns and Allen

George Burns and Gracie Allen, stars of Maxwell House Coffee Time, Thursdays, 8:30 p. m., were a husband-and-wife team in radio long before anyone began talking about husband-and-wife teams. They established the pattern of their teamwork in vaudeville before bringing it to radio audiences.

Gracie is always good-hearted, well-meaning and as bumbling in her fluffy-headed, feminine way, as Henry Aldrich in his schoolboy manner. Like Henry, she has great ideas and ambitious plans, but somehow they always come out scrambled. And George is ready to bring soothing sense to Gracie's feverish mixups. Harry Lubin's orchestra is on hand for musical interludes.

Spotlight on Al Jolson

Al Jolson who has been in the spotlight for three decades, returned to radio on NBC's Kraft Music Hall two seasons ago. This popular music and variety show featuring the talents of the famous "Mammy" singer as well as Oscar Levant, sardonic wit and pianist, Lou Brink and the orchestra, and weekly guest stars, is presented Thursdays at 9:00 p. m.

Al's songs and hearty gags find a perfect complement in Oscar's brand of wry humor. Visiting guest stars

add their bit to round out the weekly program, which is recognized as one of the most successful shows utilizing the variety format. Among the guests who have visited KMH during this season are Judy Garland, Groucho Marx, Dorothy Kirsten, Jimmy Durante, Dennis Day and Ezio Pinza.

Dorothy Lamour Hostess

Glamorous Dorothy Lamour of the screen brings a double serving of top guest talent each week to audiences of the Sealtest Variety Theater, Thursdays, 9:30 p. m. She presides over the program as hostess; she sings, supported by the Crew Chiefs quartet and Henry Russell's orchestra, and she plays in two skits with her noted visitors.

Her roster of guests this season has included Gregory Peck, Ray Milland, Ronald Colman, Bob Hope, Fibber and Molly, Ed "Archie" Gardner, Hal "Gildersleeve" Peary, Robert Young, Dick Powell and many other movie greats.

Screen Guild Players

The Screen Guild Players, often called the motion picture industry's own program, goes on the air Thursdays, 10:00 p. m. This dramatic series presents noted film stars in weekly adaptations of outstanding movie hits. Headliners who have appeared on the show thus far this season include Ronald Colman, Jane Wyman, Lew Ayres, Ingrid Bergman, Dana Andrews, Loretta Young, Bing Crosby, Barry Fitzgerald, Claudette Colbert and Merle Oberon among many others.

Outstanding feature of the weekly dramas is the fact that the stars do not accept fees for their performances. Instead the payments they would customarily receive are donated to the Motion Picture Relief Fund for the support of a country home for aged members of the film industry.

Fred Waring Show

The Fred Waring Show is well known to radio listeners as one of the top popular musicals on the air. For years Waring's trade mark has been his glee club. The ornate and intricate arrangements, the novelty songs, production numbers of spirituals and hymns, and fast-paced rhythm numbers all have long been Waring standards.

Another feature will be offered frequently on Waring's Thursday night broadcasts on NBC (10:30 p. m.). Titled "Five Minute Festivals", it will present classical packages sung and played by the Waring Pennsylvanians. Joan Wheatley, Jane Wilson, Daisy Bernier, Gordon Berger, Joe Marine, Gordon Goodman, Lou Eley, Jack Wilson, and Leonard Kronendonek continue as featured performers.

The "Fred Waring Show" also is heard Monday through Friday mornings (NBC, 10:00 a. m.) in a more informal program of music.

Morton Downey Sings

Morton Downey has a simple formula that explains his high popularity—he sings "the songs the people want and always like".

His program, Songs by Morton Downey, is heard each Tuesday, Thursday and Saturday at 11:15 p. m. Each broadcast is replete with airs in many moods. Sentimental old favorites, hymns and current hit tunes make it one of the smoothest and most listenable programs of its type on the air.

Mrs. Aldrich: I've packed both your razors.

Mr. Aldrich: Why two?

Mrs. Aldrich: Dear, you always leave one on the train. You need the second one to leave in the hotel.

—NBC's "Aldrich Family."

Wednesday Night Program Characters Unique

Comedy, Drama, Mystery And Music Well Balanced

As an entertaining exhibit of characters who reflect, each in his manner, America's modern-day folkways, the NBC Wednesday night log is a notable one.

This Wednesday night gallery, heard in Maine over MeBS stations WCSH, WRDO and WLBZ, is one that includes such notables of contemporary Americana as domestic Blondie and her bewildered Dagwood; Great Gildersleeve, the big noise from Summerfield; tavern-keeper Archie of the malaprops, racket-busting Mr. District Attorney, and hero-reporters in quest of the "Big Story."

It's a schedule that opens with comment on the news by a three-man-team, followed by Perry Como in "Supper Club" setting, and comes to a close with a show that is considered one of the best dramatic programs to come out of the midwest.

Three Star Extra

Sunoco Three Star Extra (Mondays to Fridays, 6:45 p. m.) is a three-man, five-day-a-week news program offering authoritative comment on current events here and abroad.

Ray Henle, as editor-in-chief, presents a general news commentary. His associates are Felix Morley, who interprets foreign affairs, and Ned Brooks, who analyzes domestic events.

Supper Club

Perry Como and the NBC Supper Club take to the air at 7:00 p. m. The singing star is the Monday, Wednesday and Friday host of radio's gayest and most informal 15-minute music and variety program. Jo Stafford is the star of the Tuesday show, and Peggy Lee takes the spotlight on Thursdays.

The cast of Wednesday night Supper Club programs includes the singing Fontaine Sisters, the band under direction of Mitchell Ayres and occasional guests. Announcer is Martin Block.

At 7:15 p. m., News of the World is heard, with reports by Morgan Beatty in Washington and NBC newsmen in foreign centers. H. V. Kaltenborn, dean of commentators, gives his news views at 7:45 p. m.

Blondie

The Blondie program (Wednesdays 8:00 p. m.) has a new star in the title role, Ann Rutherford of the films. The young actress, seen in a number of the Andy Hardy films with Mickey Rooney and other pictures, replaced Penny Singleton who had played the Blondie role for several seasons. Miss Rutherford was the unanimous choice of a panel of 88 persons, from all walks of life, who heard a group of 53 screen and radio actresses in auditions for the part. Incidentally, she was one of the few brunettes who tried out.

Miss Rutherford now plays opposite Arthur Lake, who for years both on radio and in movies has portrayed the bewildered Dagwood.

The Great Gildy

The laughing, snorting Throckmorton P. Gildersleeve wanders into—and sometimes out of—some new domestic, romantic or civic adventure each Wednesday at 8:30 p. m., during The Great Gildersleeve program.

Gildersleeve, played by Hal Peary, is Summerfield's most eligible bachelor. He finds himself in the happy but often embarrassing position of being the favorite swain of two charming southern belles—the widow Leila Ransome (Shirley Mitchell) and Adeline Fairchild (Una Merkel). As guardian of two teen-agers, Leroy (Walter Tetley), and Marjorie (Marylee Robb), he also enjoys the normal run of parental problems.

Others in the Gildersleeve cast include Earle Ross as Judge Hooker, Richard LeGrand as Peavey the druggist, and Arthur Q. Bryan and Ken Christy, as members of the Jolly Boys Club; and Lillian Randolph as Birdie, the housekeeper.

Duffy's Tavern

Situation comedy prevails at Duffy's Tavern (Wednesdays, 9:00 p. m.), where Ed Gardner carries on as Archie, the manager. Gardner, who originated the idea for the show, al-

ways has played the central character, noted equally for his eloquent misuse of his native tongue and his towering self-confidence.

There often is a guest, and persons of considerable dignity have found themselves involved in comedy high-jinks that are great fun for all concerned, participants as well as listeners. Gardner's supporting cast includes Florence (Miss Duffy) Halop, Eddie (the Waiter) Green, Charlie (Finnegan) Cantor and Matty Malneck and his orchestra.

Gardner and these collaborators conspire to present a half-hour show of salty wit and original comedy sequences each week.

Mr. D. A.

Proof that a show can deal with crime-busting, yet do so with dignity and taste, is the Mr. District Attorney program (Wednesdays, 9:30 p. m.).

The title character is written and acted so convincingly that the mail never slackens from fans seeking advice from an actual attorney. Neither Ed Byron, who directs and helps to write the show, nor Jay Jostyn, who plays the title role, ever had any legal training. Byron and his co-writer, Bob Shaw, do take great pains to authenticate their source material and to expose typical crime methods as a warning to potential victims and law enforcement agents.

Vicki Vola as Miss Miller, and Len Doyle as Harrington, have played their roles many years. Peter Van Steeden is the musical director of the program.

Big Story

Exciting, authentic experiences of living newspapermen are dramatized on the Big Story program Wednesdays at 10:00 p. m. In this series, the hero is the reporter who has solved a crime, exposed a corrupt political administration, smashed a racket or performed some other notable public service.

Each reporter whose experience is dramatized on Big Story wins the program's weekly \$500 award for outstanding journalistic work. Bob Sloane is narrator of the dramas, assisted by a fine cast, including Bob Dryden, Sydney Smith, Bill Quinn, Bernard Grant, Betty Garde and Alice Frost. Tom Victor directs the Big Story series.

The staff of Bernard J. Prockter, producer of Big Story, combs newspapers coast to coast looking for the material for the weekly dramas. A good news story is not enough. But if the story is one in which the reporter makes the news, Big Story will consider it.

Curtain Time

Each Wednesday night Curtain Time (10:30 p. m.), presents a complete three-act play, varying in theme and mood from farce to mystery. Harry Elders is the star of the program. Attractive Beverly Younger is often heard as the heroine in the dramatizations.

Originating in NBC's Chicago studios, Curtain Time has earned the reputation of being one of the top radio dramatic shows to come out of the midwest.

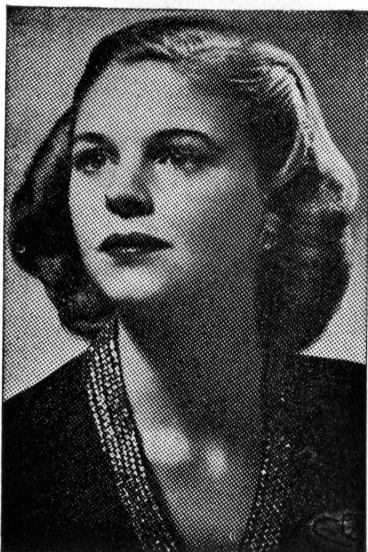
The plays are written especially for the program, and special music and effects for a full orchestra are composed and conducted by Burt Farber.



IN CHARACTER—Bob Sloane, narrator of Big Story, seems as much at home with typewriter and telephone as the members of the working press portrayed in program's authentic dramas.



MINE HOST—Ed Gardner dons his famous autographed apron as he awaits customers and Third Avenue pals at the famed Duffy's Tavern, where "the elite meet to eat" Wednesdays.



TEACHERS' TURN—Pretty Beverly Younger, who taught Little Theater classes in the Northwest, turned to radio and plays leading roles in NBC's Curtain Time dramas.

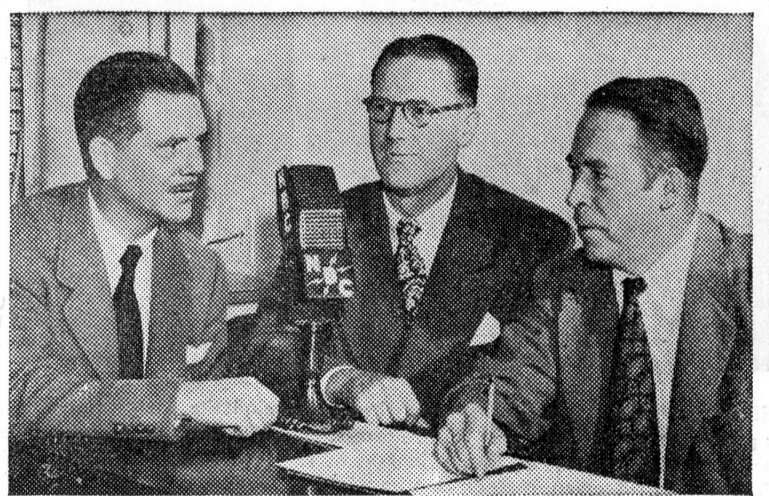
Weather Woe

Fibber McGee: This room is cold, and I know why. It's that weather-stripping I bought for the front door that makes the draft under there.

Molly: How on earth can the weather-stripping make it drafty?

Fibber: By being down in the basement where I left it when I bought it the summer before.

—NBC's "Fibber McGee and Molly Show."



NEWS INTERPRETERS—Ned Brooks, Ray Henle and Felix Morley, left to right, report the news heard on Sunoco Three Star Extra, Mondays through Fridays at 6:15 p. m. Henle is editor-in-chief, Morley comments on foreign situation and Brooks discusses domestic events of the day.



WELCOME!—Hal Peary, who stars in the title role of The Great Gildersleeve, welcomes back Shirley Mitchell who recently rejoined the cast in her former role of the captivating Southern charmer, Leila Ransome. Shirley left show two years ago to marry a New York doctor.

Quizzer Garry Moore Sets Up Biggest Party Line In History



Garry Moore

Garry Moore grew up in Baltimore, and his radio career has taken him to St. Louis, Chicago, New York and Hollywood—but he has always been fascinated by rural telephone party lines.

Now, at last, Moore is head man on "the biggest party line in history."

As master of ceremonies on NBC's Take It or Leave It Sunday program at 10:00 p. m., he converses with five listener contestants—one of them a hospitalized veteran—and at the end of the weekly gabfest he gives them an opportunity to win \$640 or more.

Moore is having the time of his life. While he has the answer to the jackpot question, he imagines the excitement of the five contestants—scattered in all parts of the nation—as they struggle against time for the prize-winning reply.

The listeners were brought into the act after many requests to Moore from his fans. In the past, the contestants for the \$64 question as well as for the jackpot question were drawn only from the studio audience.

Persons in the studio still compete in the \$64 categories, but Moore now is offering the big money to the fans at the other end of his telephone calls.

A plan was worked out whereby Take It or Leave It listeners, sitting by their radios at home, are called by telephone while the program is in progress and asked to be available exactly one week later to try for the jackpot money.

At that time, the five contestants and Moore get together on their "party line," and after a few exchanges of names and pleasantries, he fires the question.

The jackpot for each week is 10 times \$64—or \$640. It is increased by that amount each week when no correct answer is given.

How Time Flies!

NBC doorman Ralph Stevens, veteran Hollywood Radio City employee, shook his head and counted his birthdays a few weeks ago when Shirley Temple made one of her rare guest appearances. Ralph was doorman for NBC when Shirley was a curly-headed little girl of six and eight, making her first visits to the network. He admits he got a shocking impression of how time rolls along when the poised and lovely young mother stopped at his desk and asked if there was a pass for "Mrs. John Agar."

Hans (Mr. Hemmingway) Conreid: Miss Canova, did your nurse drop you on your head when you were a baby?

Judy Canova: Oh, we couldn't afford a nurse—my mother had to do it.

—NBC's Judy Canova Show,

NBC To Air Theatre Guild In The Fall

U. S. Steel Also Will Sponsor NBC Symphony

Further evidence of NBC's sound policy in programming its Sunday evening hours to compensate for changes necessitated during recent months is seen in the network's recent announcement that Theatre Guild on the Air, one of radio's foremost dramatic shows, will be brought to NBC stations by its sponsor, United States Steel Corporation, beginning Sunday, Sept. 11. Air time will be 8:30 to 9:30 p. m. U. S. Steel will not wait until September, however, to take advantage of this top time spot, but will take it over beginning June 12 with a 13-weeks series of programs by the NBC Symphony Orchestra.

Chairman of the Board Irving S. Olds, in announcing the shift to NBC, said that while relationships of U. S. Steel with the network on which Theatre Guild on the Air previously had been presented had been cordial, it was decided to shift to NBC in order to take advantage of the earlier listening hour and at the same time "provide an excellent summer musical program with the NBC Symphony Orchestra".

NBC President Niles Trammell expressed the pride and pleasure of the network in welcoming the steel corporation's programs to the "NBC family".

Theatre Guild on the Air productions are supervised by Lawrence Langner and Theresa Helburn. Armina Marshall is executive producer. Homer Fickett is program director; Roger Pryor, narrator, and Norman Brokenshire, announcer. George Hicks is reporter for United States Steel and Harold Levey is musical director. Both the Theatre Guild productions and the NBC Symphony summer series will be under the direct supervision of J. Carlisle MacDonald, assistant to Chairman Olds.

Theatre Guild on the Air has been sponsored by U. S. Steel since Sept. 9, 1945. From the beginning, it has brought to radio audiences the same standards of dramatic excellence that have characterized the Guild's Broadway productions. Among the plays heard in the radio series have been *Dodsworth*, with Walter Huston; *You Can't Take It With You*, starring Josephine Hull; *What Every Woman Knows*, with Helen Hayes; *Macbeth*, featuring Judith Anderson and Maurice Evans; and *Abe Lincoln in Illinois*, with Raymond Massey.

Winner of last year's George Foster Peabody award for "outstanding entertainment in drama", the series recently was cited by the National Council of Teachers of English for being "that program which during the 1947-48 school year has done most to further listeners' understanding and appreciation of our literary heritage".

University Hour Dramatizes Magazine Story

A recent broadcast by the Radio Guild of the University of Maine, a program, heard weekly over WLBZ Wednesdays at 7:30 p. m., featured a script prepared by Bill Mincher, University student and announcer at WLBZ.

A story in the New Yorker magazine entitled *The Man Just Ahead Of You*, caught Mincher's eye as potential radio material. Securing permission from the author to adapt the short story and arrange it for radio presentation, Mincher put it in script form and it was selected for use on the University of Maine Hour.

Enacted by students members of the Radio Guild, the play was arranged and directed by Mincher. The University of Maine Hour is broadcast from Stevens Hall on the campus in Orono through the facilities of WLBZ, Bangor.

Durante, Rough Fred Waring Puts Song Pluggers To Test In His Trade, Neat At Home



Jimmy Durante

Jimmy Durante is a firm believer in the old adage, "A man's home is his castle," and woe betide the unfortunate wretch whose behavior in the Durante domain is anything but the best.

Jimmy, whose informal dress and even more informal English bespeak anything but a passion for neatness, amazes visitors to his home. For the Durante domicile is like something out of *House and Garden*, and the pride and joy of both Jimmy and his maid Maggi, who has been his housekeeper for 16 years. Let some poor unfortunate accidentally drop a cigarette ash on the rug — and Jimmy, glaring at the culprit, immediately and very obviously scoops up the ash into a dust pan, muttering darkly about what should be done to "joiks dat go around messin' up udder people's homes."

Aside from his deep attachment to his home, however, Jimmy is the same happy-go-lucky, big-hearted character who has made millions of people laugh and forget their own troubles. From the grinning newspaper kid on the corner to the top executive in NBC's studio's, it's "Hi, Jimmy, how's it goin'?"

The script writers, producers and other radio people know the NBC star from another angle—as a master showman. They know that he has every trick of the trade at his fingertips, and when he makes a suggestion, it's based on long experience in the business. And more than once a script has been returned to the writers with the notation, "Make it more Durante like," and knowing Jimmy, they follow suit.

Bangor Give-Away — Too Popular!

The daily Mystery Tune contest on the Darling Motor Musical Clock program ran into a new problem the other day. Heard Monday through Friday at 7:45 a. m. over WLBZ, the Musical Clock features a mystery tune to be identified by telephone, the first person to call with the correct title being the winner.

This particular morning, the telephone was surprisingly silent for a few minutes and then a few calls began to come in. A few listeners complained that they were unable to get the line at all. So a check with the telephone company revealed that the apparent difficulty was this:—so many people attempted to reach WLBZ at the same time, no one was able to get through. The company supervisor went on to say that they had been flooded with calls by would-be winners asking if the Bangor station's phone was out of order.

The moral: Musical Clock emcee Eddie Owen will proceed cautiously in the future to avoid selecting a Mystery Tune that stands a chance of being too well known.



SONG TRIAL — Jane Wilson, Fred Waring and song plugger Hy Ross participate in the Song Trial on the Tuesday morning Fred Waring Show, heard on MeBS stations at 10 a. m. Ross appeared on a recent Tuesday morning program.

Maine Stations Airing Jamaica Racing Events

All Maine's NBC stations—WCSH, WRDO and WLBZ are broadcasting a series of major Saturday afternoon horse-racing events from Jamaica race track, Long Island, New York. The events, broadcasts from 4:15 to 4:30 p. m. with Clem McCarthy reporting, are also being carried on NBC Television.

After the Jamaica series, McCarthy plans to move on to Belmont in May and to Aqueduct in June.

The April schedule follows
April 2—Experimental Free Handicap No. 1. This race is for three-year-olds, over three-quarters of a mile, for a purse of \$20,000 added.

April 9—Experimental Free Handicap No. 2. For three-year-olds, over a distance of a mile and one-sixteenth; purse: \$25,000 added.

April 16—Excelsior Handicap, for three-year-olds and up. Distance is a mile and one - sixteenth; purse: \$20,000 added.

April 23—Wood Memorial Stakes, first stakes race of the New York season, for three-year olds. Distance is a mile and one-sixteenth; purse: \$40,000 added.

April 30—Gallant Fox Handicap, named after one of the greatest thoroughbreds of all time. For three-year-olds and up, over a mile and one-sixteenth. Purse: \$50,000 added.

Carter Bros. Renew Jewel Romance Series

Carter Brothers Company, one of Portland's older jewelry retailers, recently signed for a 26-weeks' renewal of the weekly dramatic transcribed series, *Romance of Famous Jewels*, over WCSH. The series, begun last September, is aired Sundays at 6:15 p. m.

In addition to the specialized information contained in the individual programs, Carter Brothers Company, registered jeweler, American Gem Society, has devoted many of its messages to helpful advice in the care and use of precious gems and jewelry.

Jimmy Durante: I help women every chance I get. Why, even when I got on the train at Los Angeles. I gave my seat to a little old lady . . . and to see that she wasn't shaken, I held her firmly there until we pulled into Chicago.

Alan Young: And when you got to Chicago, what did she do to show her appreciation?

Jimmy: She kicked me . . . she wanted to get off at Albuquerque.

Augusta Listeners Sign Up For New Phone Quiz Program



TELE-FRIEND QUIZ MASTER — Will Whitten, WRDO's ace quiz emcee, talks with a potential winner during a recent broadcast. Note ingenious phone equipment worn by Whitten.

WRDO listeners are signing up by the dozens at Paul's Texaco Service Station, Augusta, in order to get in on the exciting new phone-quiz game, Tele-Friend.

Between 6:30 and 6:45 Tuesday evening, Tele-Friend quiz-master Will Whitten makes phone calls, not only to some of the folks who have left their names and phone numbers at Paul's Texaco Service Station, but also to their friends.

Here's how the program works: The first call Will makes on the program is to some person who has left his or her name and phone number at Paul's. He gives this person his choice of three categories to choose from—sports, geography, or general, and asks a question from the category the contestant selects.

If the question is missed, Will requests the person he's calling for the name and phone number of a friend

Fred Waring, always on the lookout for new program ideas for his six shows a week on NBC, found one recently in his own background.

For many years Waring has been meeting each week with about 50 or 60 song pluggers. These men represent song publishers, and their job is to interest orchestra leaders and singers in playing new songs on their programs. Waring's many programs and organization make him an especially important object of attention for the pluggers.

To forestall the song pluggers halting him at any time and place, Waring has instead invited them to meet him once each week to present their new songs for his consideration. Recently he decided to put some of the song pluggers on the air, and the new "Song Trial" feature was started.

Each Tuesday morning on his NBC broadcast (10:00 a. m.), Waring is host to two song pluggers. They give Waring about a dozen copies of a song that no one outside of the publisher's office has ever seen or played before. Waring passes out the copies among his singers and bandsmen, and they sing and play the new tune at sight.

whom he can call to ask the same question. If the question is missed the second time, Will takes a new name and number left at Paul's and starts over again, with the prizes doubled.

If the second pair miss the prize is triple, so it adds up to quite a bit of excitement, with the prizes adding up as questions are missed.

If the first person called answers his question correctly, however, the second phone call is made to another name left at Paul's Texaco Service Station.

Each contestant is given 21 seconds in which to answer his question, this number being the sum of the three numbers in the phone number at Paul's, 498. The program became an instant hit with WRDO listeners, and Paul Bouffard, proprietor of Paul's Texaco Service Station, has expressed gratification that his Tuesday presentations are so well enjoyed.

Television Topics - - Video Views

NBC Television To Bring Viewers Leading College Stage Productions

The outstanding dramatic productions of leading American universities will be televised by the National Broadcasting Company under terms of an exclusive agreement with the American Educational Theater Association, Norman Blackburn, NBC television national program manager, has announced.

The new series, to be known as NBC Television University Theater, will make its bow in the Spring under supervision of Sterling W. Fisher, manager of the NBC Public Affairs and Education Department.

The executive committee of American Educational Theater Association is already at work screening the best of the current dramatic productions of its member schools.

American Educational Theater Association is composed of more than 100 universities which operate theaters and schools of drama. This includes Yale, Harvard, Princeton, Columbia, Northwestern, Fordham, Carnegie Tech, Stanford, Cornell, University of North Carolina, University of Texas,

University of Iowa, and University of Washington.

The works presented by NBC Television University Theater will range from classic drama to new experimental plays, and from operas to varsity shows, such as those of the Harvard Hasty Pudding Club, Princeton Triangle Club, University of Pennsylvania Mask and Wig Society, and Stanford Big Game Gaieties.

NBC already has televised Princeton Triangle's 57th annual production, All in Favor. The appearance of the Masquers of Amherst College in Julius Caesar has been announced for Apr. 3.

Plans are now under way for a home-study course in drama, based on NBC Television University Theater. This course will be similar to those offered by NBC University of the Air in cooperation with University of Chicago, University of Southern California, University of Louisville, University of Tulsa, and Washington State College.

Building Major Radio Production Requires Much Coordinated Effort

The mechanics of building a major radio production are opened to inspection in the following account of preparation of NBC's Cavalcade of America, heard over Maine's three NBC affiliates Mondays at 8:00 p. m.

Here's the way it goes. John Driscoll, story editor, does considerable research on story suggestions from many sources, then submits an outline. This outline is discussed by the production staff — director, producer, story editor and advertising agency executives.

After discussion, revision and ultimate approval by this group, the story editor and the agency's account executive take the outline to the advertising director and radio manager of the sponsor. After their amendments, if any, the story outline is assigned to a freelance radio script writer. Though many script writers are available, those who can make the right treatment for a program of this type are not abundant, and only a few make the grade.

The first draft by the script-writer is discussed by the production staff and a copy sent to the "Cavalcade" historian, Dr. Francis J. Ronalds, who checks every historical detail for authenticity. The changes, if any, are incorporated in the script and it is scheduled for broadcast.

Now the producer, Ed Marshall, and the director, Jack Zoller, go into a huddle to decide on, find and sign a big-name stage or screen star to play

the lead. Next, Zoller and his assistant, Gladys Franklin, cast the supporting roles.

All this goes on three to six weeks before the actual broadcast of each program.

Arden Cornwell composes and orchestrates original bridge music for each script, then goes over it with Donald Bryan, who conducts the orchestra.

Now the show is ready for the first rehearsal, which takes place early in the week preceding the broadcast. The cast assembles with the director and his assistant, the engineer, the soundman, the composer and orchestra conductor and, often, the script-writer. After several "read-throughs" around a table, the cast goes "on mike" and a record is made.

This recording is played for the production staff. Its suggestions are incorporated with those made during the next rehearsal by the cast, especially the star. Revised scripts are handed out to the cast for the dress rehearsal Monday afternoon. This is not the end, however, for there is a last-minute conclave between dress rehearsal and broadcast for final approval.

When the show is off the air at 8:30 p. m., the cast and production staff — not through yet — go out to dinner. They return to the theater at 11:30 p. m., and then do a repeat broadcast for the mountain and western time zone states.

Believe It Or Not Ripley On Video Series

Robert L. Ripley's famous Believe It Or Not program is now seen and heard on television, sponsored by Motorola, Inc. The weekly program of oddities is seen "live" on eight NBC East Coast stations and by kinescope recording on 19 additional stations. Air time is Tuesdays at 9:30 p. m.

Ripley's discoveries in his constant search for oddities will be features of the new weekly television series. Ripley has traveled more than 625,000 miles in over 200 countries in the collection of his almost-unbelievable "Believe It or Not's." Last year he made an extensive tour of the Pacific and the Orient, taking over 5,000 feet of motion picture film, much of which will be used on his video show.

As a highpoint of each week's telecast, a live dramatization of a Believe It or Not incident is presented. Ming and Ling, the "Chinese Hillbillies," appear on each program.

NBC Video Chain To Include 33 Stations Soon

The National Broadcasting Company's television network, maintaining its position as the nation's largest operating video chain, will include 33 stations on the air from coast to coast by May 15.

The two most recent additions, WGAL-TV, Lancaster, Pa., and WDEL-TV, Wilmington, Del., were announced recently by Easton C. Woolley, NBC director of Stations Departments. Both stations signed interconnected television affiliation contracts with NBC. WGAL-TV will begin operating Apr. 1 on channel four, and WDEL-TV May 15 on channel seven.

NBC's interconnected television network is also the country's largest, with 16 outlets in the East and Midwest receiving programs "live."

Twenty-eight NBC video stations are now on the air.

Hedda Hopper Stars In NBC Hollywood Series

The National Broadcasting Company recently announced that it had arranged for Hedda Hopper, actress-columnist, to star in a new series of television programs featuring top Hollywood entertainers. The program, whose starting date was not made known, will originate in the film capital and will be released nationally on NBC Television facilities.

The appearance of Hedda Hopper on NBC Television could almost be called a historic event, because it marks the real emergence of the West Coast as an originating point for big-time television," said Sidney N. Strotz, administrative vice president in charge of NBC's Western Division.

Miss Hopper's entrance into television climaxes a remarkable career in show business. She has been a star of stage, motion pictures, both silent and sound, and of radio. She did her first radio program over NBC in 1936. In 1938 she became a Hollywood columnist for the Chicago Tribune-New York News syndicate, and since that time her column has been high in circulation and popularity.

"I want to bring the knowledge gained in the theater, pictures, radio and writing field to television, which combines so much of all of them," said Miss Hopper. "But most of all, I am on the lookout for something new, and I believe the great new medium of television offers all of us in show business a tremendous opportunity to find it."

NBC Video Director Predicts Coast To Coast Chain By 1953

Enthusiastic public acceptance of television, indicated by the great demand for receivers and growing interest in video programs, will make coast-to-coast television "imperative within five years," Carleton D. Smith, director of television operations for the National Broadcasting Company, recently told 200 representatives of the network's affiliated stations at a business meeting in Chicago.

"NBC will make definite plans to place facility requests before the American Telephone and Telegraph Company in an orderly manner to insure national network television," Smith said. "If all goes well, we could have our coast-to-coast network in 1953."

Smith revealed that the A. T. & T. had recently given NBC specific information about its plans for construction of interconnection facilities for television. The information was not complete beyond 1950, but was nevertheless quite specific, he said.

"By July 1, 1949," Smith reported, "Wilmington will join the cable network. Hartford connections will be available in August. A Boston-to-Providence channel will be provided in September."

"The last quarter of this year promises service to Rochester, Erie,

Lancaster, Utica, Syracuse, Columbus, Dayton and Cincinnati.

"As of Jan. 1, 1950, a Los Angeles-to-San Francisco leg will have been added, and in the first quarter of 1950 Harrisburg and Norfolk will be connected to the network cable and a leg from St. Louis to Memphis will have been made available. Indianapolis will be added in March, and Fort Wayne in May."

"Johnstown, Reading and York will be connected during September. Louisville will be added in October, three westbound circuits out of Chicago will be extended to Des Moines and to St. Paul-Minneapolis during the fourth quarter of 1950. The Davenport tri-city area will be served by this leg."

Smith pointed out to the delegates that NBC has been the one network which has had "no misgiving about the future of television."

"We have been for television through the years while it was costing real money," he declared. "As a result, NBC and its affiliates are today the leading group in television. Of 55 stations now in operation, 29 are NBC affiliates. NBC has given further evidence of its belief in television by having all its five owned-and-operated stations on the air since Jan. 12."

Harry Von Zell: Eddie, I think it's amazing how you keep so young. What's your system?

Eddie Cantor: Every morning, right after I brush my teeth, I stand in front of my mirror and I say to myself, "Eddie, you're just a young boy. Eddie Cantor, you're still a kid." But this morning I didn't say it.

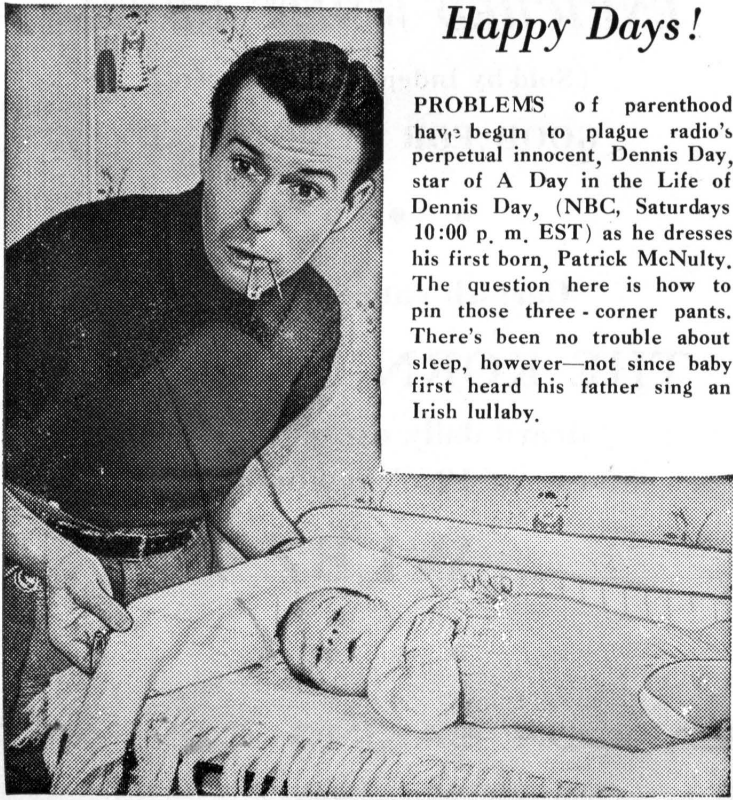
Von Zell: Why not?
Cantor: I couldn't find my teeth.
—NBC's "Eddie Cantor Show."

Ed (Archie) Gardner: Anything unusual happen while I was out?

Eddie (The Waiter) Green: Not much. The roof caved in.
Gardner: Oh, really?
Green: The kitchen caught fire.
Gardner: Yeah?
Green: The furnace blew up.
Gardner: That so?
Green: A customer came in.
Gardner: Eddie, quit exaggerating!
—NBC's "Duffy's Tavern."

SHE ALSO SWIMS—Nancy Gates, NBC actress, takes to the water as easily as she does to a bathing suit. A native of Texas, she learned to swim when she moved to California to begin a career in motion pictures and radio. Nancy's aquatic ability marks her as an all-around sports-woman. She also is an expert tennis player and equestrienne.

Nancy took a leave of absence from her radio and motion picture assignments last year to attend the University of Oklahoma. She also took time out to marry a handsome airline pilot. Now she is back in Hollywood to resume her acting career on NBC.



Happy Days!

PROBLEMS of parenthood have begun to plague radio's perpetual innocent, Dennis Day, star of A Day in the Life of Dennis Day, (NBC, Saturdays 10:00 p. m. EST) as he dresses his first born, Patrick McNulty. The question here is how to pin those three-corner pants. There's been no trouble about sleep, however—not since baby first heard his father sing an Irish lullaby.

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STATE CHAMPIONSHIP REPORTING—Snapped during action of play between South Portland and Waterville high schools for Class L crown at U. of M. gym, John McKernan gives play by play account. McKernan is at left with Eddie Owen, WLBZ announcer, and Engineer Wibby.

AT EASTERN MAINE FINALS—John McKernan, MeBS sportscaster, interviews George Wentworth, Stearns High coach, at half-time during the Class L playoff in U. of M. gym, Orono. In photo, left to right, John Wibby, WLBZ engineer; Irving Hunter, announcer; McKernan and Wentworth.

MeBS Stations Cover State Title Hoop Tournaments

Nissen Baking Co. Sponsors Class L Playoffs And Finals

Tournament time is the highlight of the Maine schoolboy basketball season, when excitement in scores of Maine communities runs at fever pitch.

This year the Maine Broadcasting System, with the valuable addition of station WAGM, Presque Isle, provided Maine listeners with on-the-scene reports of Eastern and Western Class L finals, and the State championship game between the sectional winners, South Portland and Waterville high schools.

Sponsored by the John J. Nissen Baking Company, the Eastern Maine finals were broadcast by WRDO, Augusta and WLBZ, Bangor, from the University of Maine gymnasium at Orono, John McKernan reporting. Under the same sponsorship, on the same evening, the Western Maine finals were aired over WCSH, Portland, with Don MacWilliams at the microphone.

The following week, with South Portland and Waterville, the sectional winners meeting to decide the Class L championship, all three stations were tied in, plus WAGM, Presque Isle, for the all-important game broadcast, again from Orono. McKernan did the honors on this occasion, also. He is co-publisher of the Penobscot Times, Old Town, and a sports broadcaster for WLBZ. He also is a popular basketball official in Eastern Maine circles.

Irving Hunter for WLBZ and WRDO and Jerry Lewis for WCSH handled the commercials on the sectional finals broadcasts, and for the State championship game, Eddie Owen served all four stations for the sponsor.

WLBZ extended its basketball coverage on the same day the sectional finals were broadcasts, by doing a play by play report in the afternoon from Lewiston Armory of the Class S tussles for the state crowns in those divisions. Eddie Owen, WLBZ sportscaster, reported for both games, assisted by Don Powers of WRDO, Augusta. These broadcasts were sponsored by the Adams Furnishing Goods Company of Bangor.

Victor Best, former WCSH newsmen, was a recent visitor at the WCSH studios. Best is instructor of radio at Boston University's School of Public Relations.

Lorenzo Jones Actor Versatile

A recent interview with Karl Swenson, who plays the title role of the amiable inventor, Lorenzo Jones, heard over MeBS stations weekdays at 4:30, uncovered some interesting facts.

Since Karl has been on the air he has played the roles of some of our nation's famous men. He has been heard as Eli Whitney, Henry Wadsworth Longfellow, Carter Glass, Oliver Wendell Holmes, Mark Twain and even Dizzy Dean. Karl's most unique experience came when he depicted George Washington in one role and three days later played the role of Benedict Arnold. The young actor also claims that he has become a master of dialects because of his radio roles. Besides the Swedish and German that he speaks fluently he has been heard in roles calling for dialects in Cockney English, French-Canadian, Chinese, Japanese, Austrian, Italian, Hindu, Russian, Egyptian, Ethiopian and Hungarian. And if necessary Karl can even speak in Brooklynese, which happens to be the language of his home town.

Famed Folk Singer Heard On WRDO

The Tennessee Plowboy, Eddy Arnold, is keeping WRDO listeners up to date on the latest folk music trends, via transcription, Monday through Friday, at 11:45 to 12:00 noon.

Central Maine has welcomed Eddy to its heart just as the rest of the nation accepted him and elected him to the spot as America's number one folk singer. Whenever anybody asks Eddy about his spectacular rise to fame, he attributes it to the fact that he tries to feel what he sings, and to pick the best songs available. And he acknowledges that his RCA-Victor recordings have helped him no little, too.

Listeners in the WRDO listening area are sending a big vote of thanks to the International Milling Company, and their product, Robin Hood flour for presenting the Eddy Arnold show, and their favorite folk music sung the way they like to hear it.

Dick Lewis Back On WCSH Schedule In Organ Programs

Staff organist Dick Lewis of WCSH has returned to the airwaves with his ever-popular musical program, Keyboard Tapestries. The ten-minute feature is heard each day — Monday through Friday — at 8:20 a. m. over WCSH, Portland.

Dick started the first program of his current series March 21. He reports that already he has received nearly 100 letters from fans who listened to his program regularly when it was on the air two years ago.

Dick tries to make Keyboard Tapestries an all-request show. He encourages his listeners to send in requests for birthdays, anniversaries and other special events. He claims no one can stump him with a song he doesn't know. If the tune isn't readily at his finger tips, he thumbs through his vast private library of the song his of yesteryear. He has been building up that library since the turn of the century.

The Portland musician started cross-indexing his music library during the twenties, when he was organist at the Strand Theater and director of his own orchestra, the Society Players. Now he can find a tune on any subject you would care to name. Ask Dick for a moon song and he'll produce more than 200, ranging from Albanian Moonlight to Moon over Zanzibar.

Dick is a stern disciplinarian in private life. He rises promptly at 5:30 a. m. and arrives at the studio as early as 6:30 or 7:00. He spends approximately an hour rehearsing his ten-minute program; then takes a brisk walk for about 15 minutes before the show goes on the air.

Buys News Coverage

Participation in the 7:00 a. m. daily newscast, Monday through Friday, on WCSH has been purchased on a one-year contract basis by Community Oil of Portland, Maine's largest independent oil company, distributors of range and fuel oils and burners, tires, batteries, accessories and appliances.

Peggy Smith, WCSH program assistant, is back at her desk after a brief illness.

Unique Diary Program On Augusta Station

Everyone likes to peek into someone else's Diary, and everyone can do just that on Monday through Friday at 5:45 p. m. over WRDO, when the Sisters Shop on Water Street, Augusta, presents Sisters' Daily Diary.

This diary keeps the listeners posted on the latest fashion highlights, merchandise received, and notes of interest from the everyday doings at the Sisters Shop.

A highlight of the diary pages is a report on conversations and discussions carried on at the shop by visitors. Sometimes these reports are written into the pages of the diary, and sometimes the diary refers to wire recordings of these conversations that are made right in the shop by regular customers. A weekly feature

of the diary is an "On the Air" phone call to one of the persons whose name is listed in the diary kept at the shop.

This person is asked a question, usually about fashions or the shop. If she answers correctly she is entitled to a five dollar gift certificate from the Sisters Shop.

The all-time allure of a diary is one of central Maine's most popular features, as each evening WRDO's Jean Murray brings to listeners the pages for that day.

Gracie Allen: Where will you go now?

Ex-Prisoner: I shall return to the home of my youth.

Gracie: Where does your youth live? —NBC's Burns and Allen Show.

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