



Affiliate

THE MAINE BROADCASTER

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Price Five

SUMMER REPLACEMENTS JOIN NBC LINEUP

Paul Gill Hit On Network and Video In N. Y. Showing

Paul Gill and his versatile talents, before reserved for WCSH and Broadcasting System audience, gained nation-wide attention through high praise for his recent appearance on Arthur Godfrey's Talent Scouts on CBS, Radio Daily, leading radio and television trade paper, and noteworthy tribute to the Maine man with the observation that Gill undoubtedly had contributed something to video programming with his talents for mimicry of famous people.

Gill is regularly heard on WCSH early mornings as a disc jockey, later as Uncle Hezzie in The Trading Post, again in the late afternoon on WRDO and WLBZ in a Visit With Uncle Hezzie, and on Saturday noons in Uncle Hezzie's Saturday Visit on the Farm.

It all started when Gill was induced to send a transcription of his imitations to Arthur Godfrey. As a result, he was called to New York and auditioned, and given assurance that he would be accepted for Godfrey's Talent Scouts show, though probably not before next Fall. He was surprised early last month to be

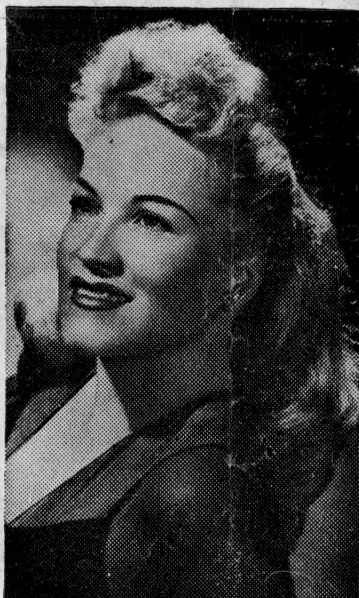
notified that he was scheduled for the Talent Scouts program of May 23.

Assigned to the third spot on the network show, which also is seen via CBS television, Gill was introduced to Godfrey by the former's brother-in-law Lewis Youngs of Bangor, and proceeded from there with his best imitations. He first simulated Godfrey himself, then went on to Amos 'n' Andy, Winston Churchill and Jack Benny's "Rochester", and wound up with a brief interpretation of his own Uncle Hezzie character.

From the applause that greeted him at the close of each imitation and the close of his act, it was hard for Maine listeners to understand why a young crooner, heard first on the program, and not Gill, was declared winner among the four contestants heard.

Gill is back in his regular WCSH and MeBS shows, but associates are betting that his favorable notices in the trade press may whet the curiosity of program builders in New York or elsewhere and that he may yet receive a call to bigger fields, likely television.

Nelson Eddy - Dorothy Kirsten Co-Star In Music Hall Series



SHARE SPOTLIGHT—Soprano Dorothy Kirsten and baritone Nelson Eddy are co-starred in all-musical series of Kraft Music Hall starting this month over NBC. This will be Eddy's third season and Miss Kirsten's second on the summer series.

Two distinguished singers, baritone Nelson Eddy and soprano Dorothy Kirsten, are starring again in Kraft Music Hall's all-musical series on NBC beginning Thursday, June 2 (9:00 p. m., EDT). The previous star of KMH, Al Jolson, left the program after the broadcast of May 26.

This is Eddy's third season, and Miss Kirsten's second, on KMH. Miss Kirsten, in addition to her regular appearances on the show last summer, has made frequent visits to the program as Jolson's guest in the past year.

Eddy, radio, screen and concert star, has appeared often as guest soloist on NBC's Telephone Hour broadcasts. Miss Kirsten is one of the Metropolitan Opera Company's most noted artists.



Robert Armbruster is musical conductor of the KMH series with Eddy and Miss Kirsten.

George Hicks, Ace Reporter, Joins NBC News

George Hicks, noted radio news and special events reporter, has joined the staff of the NBC News and Special Events department.

Hicks, who has been in radio all his adult life, is well-known for his recordings made aboard a command craft just before, during and immediately after the D-day landings on Normandy beaches, one of which brought to radio audiences for the first time the actual sounds of the war in Europe.

Hicks is slated to be among the 30 reporters and correspondents who will go to Europe this month to take part in broadcasts commemorating the fifth anniversary of the invasion of Normandy. Plans call for the playing of parts of the records made by Hicks during the invasion on D-day, to be followed by his description of the same areas as they are today.

Among Hicks' future major assignments will be reporting on the activities of the United States Steel Company during the NBC Symphony broadcasts, which start in July, and the Theater Guild on the Air, which starts in September, both to be sponsored by U. S. Steel.

Hicks' reports will consist of informative stories about the steel industry and the people in it. Since he believes in getting his information first-hand, he will travel to all parts of the country, talking with workers, and watching the men and machines in operation.

Symphony Will Occupy Sunday Evening Hour

Outstanding network programs are taking their places in the NBC summer schedule as vacation substitutes for some of the winter season shows whose stars and top performers go on vacation in the warmer months. The changes already are underway and more will be in order during this month and next.

A sponsor new to the NBC network, though long-established in radio, the United States Steel Corporation, will join the roster soon with a Sunday evening hour, 8:30 to 9:30, programmed by the NBC Symphony Orchestra. In the coming Fall, U. S. Steel will present its highly-rated Theater Guild hour, offering some of the best plays in radio under recognized production experts.

Already established for the summer in the 7:00-7:30 Sunday evening period formerly occupied by Horace Heidt is the adventure story series, Richard Diamond, Private Detective, starring screen luminary Dick Powell.

Outstanding musically will be the return of Nelson Eddy, famed baritone, and Dorothy Kirsten, leading soprano, to Kraft Music Hall in its current time, 9:00 to 9:30 p. m. This time, Al Jolson takes his summer hiatus.

A substitution of real importance takes place in the near future on Your Hit Parade, when Bill Harrington takes over in place of Frank Sinatra. Vocalist Eileen Wilson will be retained, but Mark Warnow's orchestra returns to the program after prolonged absence, and a new mixed chorus has been added, the Hit Paraders.

Guy Lombardo's famous orchestra takes over for Phil Harris and Alice Faye on their Sunday evening time from 7:30 to 8:00. The Harrises will return in the Fall.

The George O. Hanlon show, a newcomer, will be heard Tuesdays at 8:30 p. m. in place of the Alan Young program. Bob Hope and Fibber McGee and Molly will take their summer vacations, and it is not definitely known as yet who will replace them. People Are Funny at 10:30 Tuesdays will give way for the summer to a new program. A Life In Your Hands. Morton Downey, who sings Tuesdays, Thursdays and Saturdays at 11:15 p. m. will be off the airlines for the warm months, returning in the Fall.

The Archie Andrews program, heretofore heard Saturday forenoons, will perform summer duty on Wednesdays from 8:30 to 9:00 for The Great Gildersleeve, who will be fishing and resting. On Thursdays the Aldrich Family will take summer leave, with no replacement yet announced. Burns and Allen, at 9:00 o'clock, will be replaced by Father Knows Best, a comedy series.

Friday changes include the leaving of Red Skelton, probably to another network come Fall, and The Life of Riley, which is likely to return both on radio and NBC Television. Replacements for these shows have yet to be made known. Hollywood Star Theater and Truth Or Consequences will leave the Saturday evening lineup and their substitutions are as yet unannounced.

Groucho Marx (Guest): At yesterday's game there were 5,000 people in the grandstand.

Al Jolson: Any bleachers?

Groucho: Yes, there were a few blondes there.

Arthur Fiedler True To Family Music Traditions



Arthur Fiedler

section of the Boston Symphony.

In 1918, after a brief period in the Army, he returned to the orchestra as a violinist. He remained in the viola section of that orchestra until several seasons after he had become permanent conductor of the Boston Pops Orchestra in 1930.

In January, 1942, the dapper conductor, who had been one of Boston's most eligible bachelors, was married to Ellen Bottomley. Fiedler is both a suburbanite and cosmopolite. He is an honorary police and fire chief. Today Fiedler is one of the best known citizens of Boston and an international figure. His broadcasts with the "Pops" orchestra on NBC's RCA Victor Show and his recordings for RCA Victor have made Fiedler and the Boston Pops familiar wherever music is heard.

Fiedler started a new idea when he established the open-air concerts on the Esplanade of the Charles River. These free concerts were instituted by Fiedler to bring music to the many thousands of Boston residents who had not heard the concerts in Symphony Hall, where the regular "Pop" concerts are given.

The location of the "Pops" concerts in Symphony Hall might give the proceedings an austere sound to an outsider. But Boston music lovers know that the atmosphere is completely informal. Tables are set up in the orchestra of the hall, and refreshments are served during the concerts.

Bangor Junior C. of C. Pays WLBZ Tribute

At the completion of their second year of broadcasting over WLBZ, the Bangor Junior Chamber of Commerce recently presented a certificate of appreciation to the Bangor station. The Junior Chamber Radio Forum is a weekly presentation, heard each Friday evening at 8 o'clock, a half hour period made available to the organization by WLBZ for the discussion of issues affecting the people of Bangor and the State of Maine.



BACK STARE!—The most famous eyes in show business give it right back to the camera when NBC comedian Eddie Cantor "looks at the birdie".

Notice of Discontinuance

It is with genuine regret that the publishers and editors of The Broadcaster announce their decision to discontinue publication with this issue. The decision was reached only after months of deliberation.

Notice is being sent to all subscribers by mail with reference to the unexpired portion of their subscriptions and the manner in which adjustment will be made.

MAINE BROADCASTER

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LINWOOD T. PITMAN, Editor

MAINE FARM TOPICS

BY LINWOOD "JAKE" BROFEE
AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

PRICE SUPPORT PROBLEMS



There will be headaches ahead for any farm program that attempts to support farm prices above the market level.

Both major political parties have approved the principle of

supporting farm prices. So price supports are almost certain to be a part of our farm policy for the next few years.

The two support measures now being discussed are basically much the same; they differ mainly in degree. One proposes rigid price supports at 90 percent of parity. The other — provided for in the 1948 law — calls for flexible supports ranging from 60 to 90 percent of parity according to supplies.

Just what the final program will be remains to be seen. But of one thing we may be sure: any slacking off in employment and income or in foreign trade will make the job of supporting prices difficult and costly. Even if general demand holds up fairly well, we can expect a good many headaches from either program.

HOW TO STOP A SURPLUS

Most people seem to agree that under a rigid support policy, production and marketing controls would have to be used most of the time to prevent the piling up of surpluses. Even with flexible supports, we might have to use controls a good part of the time.

But controlling production in agriculture is not easy. Our experience here has been rather discouraging.

The fact is, we haven't really shown that we can restrict production on our farms, except for cotton and a few special products like tobacco. In general, acreage allotments of the type used during the prewar years were far from effective in controlling production on Corn Belt farms.

Corn, wheat and other feed grains and forages can be grown most everywhere. And these feeds can be substituted for each other in producing livestock products. To do a complete job of restricting production on Corn Belt farms we would need a system of controls for more strict and far more complicated than any we have seen so far.

Such controls would take a good deal of freedom away from farmers in making their own decisions. They would be costly to administer, requiring a great deal of supervision and compliance checking.

What about the land taken out of production?

If farmers were willing to let part of their land, labor and machinery lie idle, then production controls might not be much of a problem. But this is hardly consistent with the policy of producing for abundance — of producing food for adequate diets in an efficient manner.

Nor is it of the nature of farmers to let part of their land and other resources lie idle. Land taken out of corn would probably be planted to forage or something else. This might improve soil fertility and raise yields. In the end the substitute crops would be fed to livestock and thus processed into food that would add to the

total food supply in the market.

But suppose we could control production in just the way it needed to be controlled. This too might have disturbing effects.

The smaller supplies of farm products would sell at higher prices in the market. If people spent more for the smaller supply — as probably would be true of many farm products — farmers would get higher incomes than before.

But consumers who pay more for the smaller supply would get less food and other products. People in general would have a lower level of living than before. The idle resources of agriculture would not add to our welfare.

FARM PROSPERITY

Neither flexible nor rigid price supports can assure farm people of containing prosperity. Low farm prices are symptoms of economic ill health, either in the general economy or within agriculture.

The low farm prices of the 1930's were due mainly to poor health in the general economy. More recently potato prices have been in trouble, and at a time when most other farm products were selling above parity. Here the low prices were caused by a maladjustment within agriculture — we overproduced potatoes in relation to other products that were needed.

It is partly the "full production" nature of farming that brings low farm prices during a depression. But "full production" is certainly not a sign of ill health.

When the rest of the economy has hard times, other people cannot pay much for the farmer's products. Then the farmer, who keeps on producing, suffers too. That is why most people believe that farmers are justified in having some cushion against a general depression — conditions over which they have no control.

If farmers restrict their production, then prices will be higher and farm income may be raised. But people in the rest of the economy would not be able to buy as much food at the higher prices. Diets would be less adequate; health and productivity would suffer in the long run.

BETTER WAYS

One way to ease this burden would be for the Government to pay farmers directly the difference between the market price and the support price. This would leave prices free to fall to a level where consumers could buy all that farmers produce. Burdensome surpluses would be avoided. There would be little need for production controls.

Such a program might best be used during a time of depression. The money cost to people as a whole would be shared as taxpayers rather than as consumers of food. All people would benefit from a "full production" in agriculture.

The Agricultural Act of 1948 provides for the use of such direct payments in supporting farm prices. Yet most of the discussion has been over supporting prices in the market.

The problem that we are dealing with here is a complex one, indeed. It will not be solved by price supports at 60 percent, at 90 percent, or at any other percent of parity, although these may help for the time being. We need to look at the long-run effects of any such program.



APPLE SEEDS FROM MOTHER STATE—Maine Broadcasting System's Jake Brofee witnesses acceptance by Governor Frederick G. Payne of apple seeds brought by Massachusetts' Johnny Appleseed in recent State House ceremony.

Left to right, front row: Kenneth M. Healey (Johnny Appleseed), Governor Payne, Arlene White, of Clinton, Maine's Apple Annie. Back row: Albert K. Gardner, Maine Commissioner of Agriculture; Brofee, and John Chandler, Massachusetts Commissioner of Agriculture.

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR



Dear Friends:

June is the start of the fresh vegetable season with asparagus, broccoli and the rest. I'm wondering how long it is since you have served vegetables with hollandaise sauce. Maybe you never have made it. It is because real hollandaise is tricky to make and apt to curdle? If so try this recipe and I think you will use it regularly not only on asparagus or broccoli, but over french string beans too.

Hollandaise
2 3-oz. packages of cream cheese
2 egg yolks
2 T. lemon juice

Soften cream cheese, add egg yolks one at a time, add lemon juice and a dash of salt. Place in a double boiler over hot water until it is just heated through.

What about the egg whites? They won't be wasted for there are so many ways to use them. Why not make a delicious one-crust rhubarb pie and top it with a thick delicious meringue? See your last month's Broadcaster for hints on making a good meringue.

Another way to use egg whites or for a special occasion, I'd make a point of having them in order to make a meringue. Your cookbook will have a good recipe and you can make it a day or two ahead of time. Make one big one or individual ones about the size of a teacup; when they are done, fill them with fresh or frozen crushed and sweetened strawberries. They are perfect for a little girl's birthday party or refreshments for a bride's shower.

You may prefer to make strawberry tarts. Here is a good recipe:

Strawberry Tarts

1 cup cream whipped
1 egg white, stiffly beaten
¼ cup sugar
½ tsp. vanilla
1½ cup shredded coconut, cut
1 cup sweetened sliced strawberries
6 baked 3½-inch tart shells

Combine cream, egg white, sugar, vanilla, and 1 cup coconut. Place strawberries in tart shells, pile cream mixture on fruit, and sprinkle with remaining coconut. If desired, place one whole strawberry on each tart before sprinkling with coconut. Serve at once.

Note: Other sweetened fresh fruits such as raspberries, peaches, or cherries may be substituted for the strawberries.

Another good way to serve strawberries party style is over angel cake. Just crush juicy berries and let them stand with a bit of sugar. Just before serving pour them over angel cake.

A crisp cookie, or better still, an assortment of cookies, is good company with spring rhubarb sauce, or

with a compote of seasonal fruit or stewed fruit. Cookies are also in demand with ice cream, which increases in popularity as dessert during the Spring and Summer. Refrigerator cookies are easy to make in a variety of flavors, such as honey, butterscotch, peanut butter, ginger, and chocolate. One basic recipe can be varied by dividing the dough and making several types of cookies from one batch.

Vanilla Icebox Cookies

(About 40 2-inch cookies)

Sift: 1 cup sugar
Beat until soft: ½ cup butter
Add the sugar gradually. Blend these ingredients until they are very light and creamy.

Beat in: 1 egg
Add: 1 tsp. vanilla
½ tsp. grated lemon rind (optional)

Sift before measuring:
1½ cups bread flour
Resift with: ¼ tsp. salt
2 tsp. tartrate or phosphate baking powder or 1½ teaspoons combination type.

Stir the sifted ingredients into the butter mixture.

Divide dough into thirds. To one add finely chopped walnuts, to another, finely cut ginger, make the other one-third plain.

Bake as for any icebox cookie.

I hope these give you a few summer entertaining ideas, and on my regular morning broadcasts at 8:30 I'll be talking about Summer picnics and related subjects.



PORTLAND, ENGLAND TO PORTLAND, MAINE — Participating in one of the town to town series of programs arranged between the British Broadcasting Corp. and WCSH, in April of this year, was H. Sansom, owner of one of the two quarries on Portland Isle. He is shown here recording a message for the Maine audience outside his home, Pennsylvania Castle, built by John Penn, grandson of the founder of the State of Pennsylvania, USA.

"I Am The Church"

By REV. G. VAUGHN SHEDD
Supt., Bangor District
Maine Methodist Conference

"I will build my church." Matt. 16: 18.

What did the church mean to Jesus, and what did it mean to those who fellowshiped with him? When Jesus spoke these words, he was but six months from the Cross, and his trusted friends, disciples, were with him. These were to be the members of the Christian church.

As members of that church, and all who would believe on were learners, a brotherhood, at work in the world. All that brought out in what they saw Him, heard from Him, and what became through Him.

The great Creator drew the plan for me within His heart of love.

The great Architect gave His dearest possession that I might be erected:

My one and only foundation is His Son — whose body was nailed to a tree;—

My door swings open to all of every race and every age-bidding them welcome;

In my sanctuary there is—
Peace for tired minds,
Rest for weary bodies,

Compassion for suffering humanity,
Forgiveness for repentant sinners,
Communion for saints,
Christ—for all who seek Him!"

Our concern is the Christian church in Maine. With a population of 847,000 and over 533,000 without membership in any religious body, we have a supreme task. Comparatively speaking, we are the world in miniature. The life—prejudice, resentments, tensions, intemperance, gambling, open and secret sins.

"I am the church!"
Without me, civilization must crumble!

With me is eternity!"

Merrill Mueller

Wins High Award

Merrill Mueller, NBC's London bureau chief, has won one of the nine awards for distinguished service in American journalism presented annually by Sigma Delta Chi, professional journalistic fraternity. The award was granted for Mueller's radio newswriting in 1948.

Mueller was honored for his dispatch of Feb. 28, 1948, reporting overthrow of the government of Czechoslovakia and substitution of a Communist regime. The award committee called the dispatch a "distinguished example of newswriting."

The citation: "Under trying circumstances, he gathered the facts and gave to the world its first word that Czechoslovakia was being drawn behind the Iron Curtain and that Jan Masaryk was in danger. His dispatch was distributed verbatim by the Associated Press and printed in hundreds of newspapers."

NBC Leads Field In OSU Awards

The National Broadcasting Company, with four first awards in radio and three in television, led the field at the 19th Institute for Education by Radio at Columbus, Ohio, under auspices of Ohio State University.

The four NBC field-leaders in radio were NBC University Theater (in the cultural — literature and the arts category), Boston Symphony Dress Rehearsal (in cultural—music), Living — 1949 (in public affairs — drama) and Mind Your Manners (in children's programs).

There were three honorable mentions for NBC radio: to Catholic Hour and Eternal Light (both in the religious group) and to the United (in talks and drama).

In television, NBC took three awards to regular video shows—Kukla, Fran, and The Nature of Things — one of the remaining to one-time only telecasts Medium, The Old Maid and La Boheme: Act IV.

Guy Lombardo Orchestra Will Substitute For Harris-Faye

The famous orchestra of Guy Lombardo will take over the Sunday evening 7:30-8:00 half hour on Maine's NBC stations beginning July 3 when Phil Harris and Alice Faye go on vacation. The Harris-Faye show will return to this period in the Fall.

The Lombardo orchestra is, in part, a family affair. Guy, the eldest brother, leads the band; Carmen, second eldest, plays the saxophone and sings, and Leibert plays the trumpet. Victor, another brother, formerly associated with the band, recently left to form his own organization. Kenny Gardner, vocalist, is married to Elaine Lombardo.

Guy Lombardo explains his musical formula:

"When we formed the orchestra, we attempted, as we do today, to achieve a distinctive tone quality. We strive to take the essential melody of a composition, in its simplest form, and give it a frame. Instead of obliterating the melody with superfluous sounds and rhythm, we try, through simplification, to accentuate it."

The result has proved to be a special style of orchestral music readily identified by millions of radio and recording fans.

The Lombardo band program will be sponsored by the Rexall Co., sponsors of the Phil Harris-Alice Faye Show.

Daughter Nikki's Energy Amazes Songstress Peggy Lee



PRIMP-UP TIME—Cute Nikki Barbour, five-year-old daughter of songstress Peggy Lee, gets prettied for family party by proud Mama. Nikki's dad is Dave Barbour, musical director of Peggy's Supper Club session Thursday on NBC.

Before daughter Nikki was born, Peggy Lee and her husband, conductor Dave Barbour, were all for having a family of at least five children, but now they are not so sure.

"Nikki alone has the energy of five," says Peggy. "I don't know how we'd manage with many more like her."

"After a tough day of rehearsal for my regular Thursday Supper Club programs, a benefit performance and a recording engagement, Dave and I find that keeping up with our 48-pound five-year-old is no small matter."



NASAL ENCOUNTER—It's Durante himself who insists on getting in to the act, nose first, while his pal, Don Ameche, struggles to get a solo across during NBC's Jimmy Durante Show, heard on MeBS stations Friday evenings at 8:30.

Like all mothers, Peggy marvels at the constant energy of her offspring.

"You'd think that a growing child attending kindergarten, dancing and music class and playing hard in-between-times might be reasonably tired at bedtime," Peggy muses, "but not our daughter. She's still going strong when I tuck her in at eight o'clock. Always wants one more good-night song or story."

Although the Barbours have received acclaim a-plenty for their song-writing efforts, such as *Manana* and *It's a Good Day*, they are convinced they have produced nothing to compare with the startlingly original tunes which Nikki is constantly warbling in her untrained falsetto.

After many years of singing and appearing with dance bands, Peggy and Dave cherish the luxury of sleeping late. But this privilege gets little respect from Nikki, who starts her day at seven in the morning and thinks it unfortunate that her mommy and daddy are reluctant to join her for a romp in the garden at 7:30.

"But despite our pretended impatience with such goings-on, we wouldn't trade our rambunctious little girl for a month of quiet Sundays. And we may yet have those five children we planned on," says Peggy. "Five couldn't be any more challenging than our one."

Dexter Firm Offers New WLBZ Musical

Familiar Favorites and Memory Music aptly describes the musical content of a new series of programs currently presented over WLBZ and jointly sponsored by Guy L. Clark, Chevrolet dealer in Dexter, and the Dexter Bottling Company. To add to the restful appeal of Familiar Favorites, a well known hymn is included in every program by organ and piano artist Norman Lambert. Familiar Favorites and Memory Music is a 6:30 to 6:45 presentation over the Bangor station each Thursday evening.



DRAMATIC—Helen Gerald, recent arrival in New York from her native California and the movies, has been assigned by NBC to featured roles in *Eternal Light* and other Manhattan-originated dramatic shows.

Henry Aldrich's Girl Friend Boston Native



Jean Gillespie

Although she's descended from Puritan New Englanders, one of whom was accused of witchcraft, neither the austere nor the occult plays much of a part in the life of Jean Gillespie, whose radio roles are usually those of a sweet young thing. Young and elfin, both in spirit and appearance, the offstage Miss Gillespie is much like the Kathleen she portrays in the NBC "Aldrich Family," comedy of teenagers' tribulations, heard on MeBS stations Thursdays at 8:00 p. m.

The role of Kathleen is that of the sweet, pretty, high-school girl who is popular with all the boys but remains more or less devoted to Henry. She typifies the girl every man recalls most fondly in his reveries of his school-days.

Born in Boston, the young actress is descended on the maternal side from Pilgrim families, and a Southwick ancestor who was burned on a charge of witchcraft in Salem. Miss Gillespie has theater connections, too, for she is related to the Emerson who founded Emerson College (originally a dramatic school) in Boston, and also to the Charlotte Cushman who founded the famous Boston club of the same name for girls in the theater.

She was educated at the Professional Children's School in New York and the Bishop Lee School in Boston. She had hoped to become a professional ballerina until a season of summer stock turned her major interest to drama. She has been acting ever since, although she is continuing her ballet lessons and her vocal lessons, too, in the hope of obtaining a role in a Broadway musical show.

Jean played the ingenue lead in *Chicken Every Sunday* on Broadway, and was in two productions of the New Stages company last season — *Blood Wedding* and *The Happy Journey*.

Miss Gillespie's delicate features and small-boned slenderness give her a false appearance of fragility. Actually, she's a hearty athlete who likes exciting sports like sailing and skiing, is devoted to riding and currently is learning the fine points of jumping.

She's handy around the house, and recently painted her own apartment when the landlord proved too dilatory. Hollywood has made overtures, but Jean can't tear herself away from the stage-and-radio combination that New York offers.

Miss Duffy (Florence Halop): Thanks to you and your advice, Papa wound up with a cracked skull.

Archie (Ed Gardner): How come? **Miss Duffy:** Well, you know Mama when she thinks Papa's been drinking . . . one word leads to another.

Archie: But Miss Duffy, words can't crack a man's skull.

Miss Duffy: They can when they're in a 2,000-page dictionary — NBC's "Duffy's Tavern."

Story Teller Lydia Perera Reveals Happiness Secret



TALES AT HOME—Lydia Perera, writer and narrator of NBC's *Story to Order*, has four little critics at home to judge quality of her tales for Sunday program. In front, Kendra, 5, and Russell, 6; in rear, Wendy, 3, and Roger, one.

Like the character in the nursery rhyme who had set duties for each day of the week, Lydia Perera has to allocate every hour of her days. Yet she's so relaxed, so bright and sparklingly happy that people turn to look at her a second time, under the impression that she's a fresh young beauty from the country.

Miss Perera would seem to have a valuable secret there, in this age of flourishing neuroses. Perhaps it's as simple as this: She's truly happy with her work—all of it.

At any rate, this extraordinary young woman writes and narrates her own weekly *Story to Order*, heard on WRDO and WLBZ Sundays at 9:15 a. m., for which she commutes to New York from Boston; writes and stars in two weekly local radio programs in Boston, and runs a Boston suburban household which comprises four small children, a husband just recovering from a long illness.

Here's the way her week is scheduled. On Mondays she is a script writer, making as much headway as possible on her three programs. She devotes Tuesdays to domestic shopping and marketing. Wednesdays is nurse's day off, so Lydia (Mrs. Will Marcus) is a busy nursery governess. On Thursdays, she becomes a cook-housekeeper while the cook has her day off. On Fridays she reads and answers fan mail—about 1,000 letters weekly on *Story to Order* to say nothing of her local shows. She does a show in Boston on Saturdays, then hops a New York plane in time for her *Story to Order* rehearsal. On Sundays she broadcasts "Story", and after that catches a plane right back to Boston and renewed activity for the next week.

She has worked out her own time-savers. She is a member of a car pool to take the two older children to school, so that she herself has to serve as chauffeur only on Mondays and Thursdays. She markets on Tuesdays to avoid the crowds at week's end. She cuts her own hair and washes it at night, so it will be decent by morning. She has studied sewing by mail (while baby-sitting), and now makes many of her own clothes because she can't spare the time to shop when she's in Boston or New York.

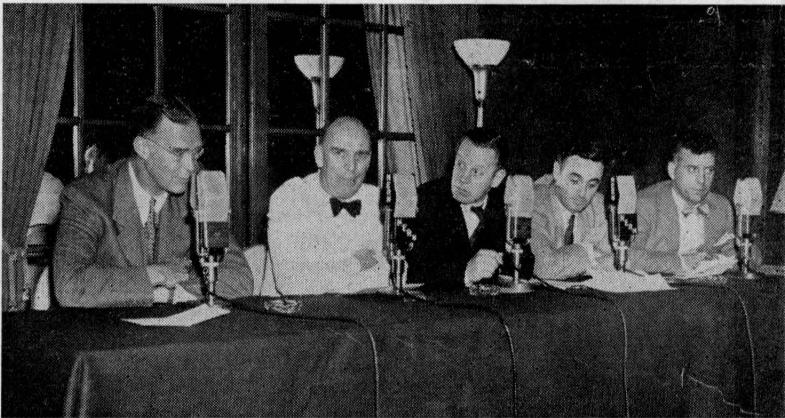
And she attends to her bookkeeping while commuting between New York and Boston.

The children haven't reached an age of much helpfulness yet. However, three-year-old Wendy slits open Mummie's voluminous mail. And the only enclosure she ever threw away before Mummie could catch up with her was a check from NBC.

NBC Signs 3-Year Pact To Broadcast Cotton Bowl Game

The National Broadcasting Company recently signed an exclusive three-year contract with the Cotton Bowl Association to broadcast and televise the annual New Year's Cotton Bowl football classic.

Bill Stern, NBC sports director, will be in Dallas, Tex., Jan. 1, 1950 to describe the Cotton Bowl game on NBC's radio and video networks. This will mark the first extensive television coverage of the gridiron feature. Stern will be assisted in the press box by an augmented sports staff.



NEW ENGLAND OPINIONS—At third annual dinner given in Washington recently by New England Regional Network stations in honor of members of Congress from six New England States, weekly broadcast of New England Round Table was conducted from Mayflower Hotel. Subject was The Eighty-First Or the Eighty-Worst Congress? Shown above, left to right: Rep. Christian A. Herter (R) Massachusetts; Senator Owen Brewster (R) Maine; NBC Washington commentator Leif Eid, moderator; Rep. Abraham A. Ribicoff (D) Connecticut; Rep. John E. Fogarty (D) Rhode Island. Maine NBC stations carrying weekly Round Table broadcasts are WCSH, WRDO and WLBZ which were represented at the dinner meeting respectively by William H. Rines, Jack S. Atwood and Edward E. Guernsey.

COMPLETE JUNE 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 ALL—News
12.05 WRDO—Living—1949
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 ALL—U. S. in World Affairs
2.30 ALL—NBC University Theatre
3.30 ALL—One Man's Family
4.00 ALL—The Quiz Kids
4.30 ALL—Bob Trout
4.35 ALL—Jane Pickens Show
5.00 ALL—To Be Announced
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—Richard Diamond Private Detective
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—Horace Heidt
11.00 ALL—Maine Network News
11.15 ALL—Clifton Utley and The News
11.30 WLBZ—Dave Garroway Show
WRDO—Sign Off
WCSH—Sign Off
12.00 WLBZ—News

MONDAY

MORNING

6.00 ALL—News
6.05 ALL—Morning Parade
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
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—Adams' Journal
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—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—To Be Announced
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—Noonday 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—Navy Band
WLBZ—Margaret Matson
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Easy Listening
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—Melody Lane
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—Dinner Date
WRDO—Tele-Friend
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—Maine Radio News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Music of Manhattan
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—New England 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—Morning Parade
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
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—Adams' Journal
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—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—To Be Announced
9.45 WCSH—Art By Radio
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—Noonday Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Inside Story
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Luncheon with Lopez
WLBZ—Hometowners
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Easy Listening
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
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
6.30 WCSH—Dinner Date
WRDO—Symphony of Melody
WRDO—Program Prevues
WLBZ—Musical Interlude
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—Maine Radio 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—Sippky Hollywood Theater
WRDO—Dardanelle Trio
WLBZ—Down Harmony Lane
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—King's Men
10.00 ALL—Big Town
10.30 ALL—People Are Funny
11.00 WCSH—Maine Network News
WRDO—New England 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—Morning Parade
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
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—Adams' Journal
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—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—To Be Announced
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—Pianist

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noonday Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Spotlight on a Star
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Luncheon with Lopez
WLBZ—Hometowners
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Easy Listening
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—Dinner Date
WRDO—Symphony of Melody
WRDO—Program Prevues
WLBZ—Musical Interlude
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—Maine Radio 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—It's a Wonderful Life
WRDO—Cony
WLBZ—U. of
7.45 WCSH—Music
WRDO—H. V. Kaltenborn
WLBZ—H. V. Kaltenborn
8.00 ALL—Blondie
8.30 ALL—Adventure
9.00 ALL—Duffy's
9.30 ALL—Mr. Di
10.00 ALL—The Big
10.30 ALL—Curtain
11.00 WCSH—Maine
WRDO—New
WLBZ—ESSO
11.15 ALL—News of
11.30 WCSH—Swing
WRDO—Res
WLBZ—Ho
12.00 ALL—New

WEDNESDAY
EVENING

Parade
Fisherman's News
Farm Topics
News
Heart Program
Reveille
A Safety Man
T Boys
News
Reporter
Edition
Reveille
am Highlights
ing Roundup
al Clock
etwork News
ing Devotions
ns' Journal
el On the Hill
board Tapestries
s Agnes Gibbs
ights for the Day
ou Remember?
Network News
ng Post
eymoon in New York
y Kitchen
Test
Be Announced
Places, Jean Murray
Be Announced
wood Serenaders
elandaires
News
Varing
of Life
righter Day
ul
ve and Learn
erch Show
Lawton
Arnold Show
Time N. Lambert
RNOON
ntime News
News
nKobblers
ire Radio News
oday Revue
eleon Club
Reporter
n Radio News
rie Mills
rie Mills
tght on a Star
e Network News
ire News
st and Memories
aret Matson
s Gibbs' Date Book
and Juanita
il-Test
s Listening
thee Revue
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ulle Or Nothing
ow Tune Time
y Children
at of the World
my Kaye
edy Lane
an Be Beautiful
rkins
r Young's Family
To Happiness
age Wife
Dallas
zo Jones
idder Brown
en A Girl Marries
P. News
opers Variety Revue
Club
ia Faces Life
opers Variety Revue
Plain Bill
isit with Hezzie
With Hezzie
it Page Farrell
y Diary
y Arnold
king of Sports
ENING
Network News
Journal
e State News
gram Prevues
er Date
ical Interlude
hony of Melody
n Lambert
ar Extra
ne Radio News
Reporter
ne Radio News
e Radio News
Club
of the World
The Tops
y Revue
M Hour
e by Cugat
V. Kaltenborn
V. Kaltenborn
res of Archie An-
s
Tavern
istrict Attorney
g Story
Time
e Network News
England News
Reporter
f World
g Circle
rved for Dancing
Statler Orch.

THURSDAY

MORNING

6.00 ALL—News
6.05 ALL—Morning Parade
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
7.15 WRDO—Radio Reveille
WLBZ—The Haymakers
7.15 WCSH—Three-A Safety Man
7.30 WCSH—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Morning Devotions
WRDO—Adams' Journal
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—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—To Be Announced
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—Norm Lambert

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Inside Story
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Marine Story
WLBZ—Homesteaders
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Easy Listening
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Concert Hall of the Air
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WLBZ—Wanda Upton
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
5.25 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—Dinner Date
WRDO—Keep On Keepin' On
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—Maine Radio News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 ALL—N. E. Round Table
8.00 ALL—Aldrich Family
8.30 ALL—Burns and Allen
9.00 ALL—Summer Music Hall
9.30 ALL—Dorothy Lamour Show
10.00 ALL—Screen Guild Theater
10.30 ALL—Fred Waring
11.00 WCSH—Maine Network News
WRDO—New England News
WLBZ—ESSO Reporter
11.15 ALL—Morton Downey
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Hotel Pierre Orch.
12.00 ALL—News

FRIDAY

MORNING

6.00 ALL—News
6.05 ALL—Morning Parade
6.25 ALL—News
6.25 ALL—Down East Fisherman's News
WLBZ—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Three-A Safety Man
WLBZ—Bar B-T Boys
7.30 WCSH—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Morning Devotions
WRDO—Adams' Journal
WLBZ—Devotional Service
8.20 WCSH—Keyboard Tapestries
8.30 WCSH—Here's Agnes Gibbs
WLBZ—Do You Remember?
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Happy Kitchen
9.15 WCSH—Tello-Test
9.30 WCSH—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—To Be Announced
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 Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.30 ALL—Marjorie Mills
12.45 WRDO—Spotlight on a Star
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
1.15 WRDO—Tabernacle Bible Quiz
WLBZ—Margaret Matson
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Easy Listening
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—Social Security Talk
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
WLBZ—Organ Loft

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—Dinner Date
WRDO—Music of Manhattan
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—Maine Radio News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—New of the World
7.30 ALL—Yankee Yarns
7.45 WCSH—Guest Star
7.45 WRDO—H. V. Kaltenborn
WLBZ—H. V. Kaltenborn
8.00 WCSH—Band of America
WRDO—Longine Symphonette
WLBZ—Bangor Jr. C. of C. Forum
8.30 ALL—Jimmie Durante Show
9.00 ALL—Eddie Cantor
9.30 ALL—To Be Announced
10.00 ALL—To Be Announced
10.30 ALL—Sports Newsreel of the Air
10.45 ALL—Pro and Con
11.00 WCSH—Maine Network News
WRDO—New England News
WLBZ—ESSO Reporter
11.15 ALL—News of World
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Pastels in Rhythm
12.00 ALL—News

SATURDAY

MORNING

6.00 ALL—News
6.05 ALL—Morning Parade
6.25 ALL—Down East Fisherman's News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WLBZ—Sacred Heart Program
WRDO—U. P. News
7.05 WRDO—Radio Reveille
7.15 WCSH—Sacred Heart Program
WLBZ—The Haymakers
7.30 WCSH—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Morning Devotions
WRDO—Dick Liebert
WLBZ—Dick Liebert
8.20 WCSH—Keyboard Tapestries
8.30 WCSH—Maine Kitchens
WRDO—Thoughts for the Day
8.45 WCSH—News
WRDO—Jumping Jacks
WLBZ—4-H Clubs
9.00 WCSH—School Librarian
WLBZ—Mind Your Manners
WRDO—Mind Your Business
9.15 WCSH—Record Session
WRDO—Coffee in Washington
WLBZ—Coffee in Washington
10.00 WCSH—To Be Announced
WRDO—Adventures of Archie Andrews
WLBZ—Archie Andrews
10.30 WCSH—Mary Lee Taylor Show
WRDO—Proudly We Hail
WLBZ—Mary Lee Taylor
10.30 WLBZ—Music Hall Varieties
11.00 ALL—Adventure of Frank Meriwell
11.30 ALL—Smilin' Ed. McConnell

AFTERNOON

12.00 WCSH—Noontime News
WLBZ—Korn Kobblers
WRDO—Meet the Mike
12.15 WCSH—Dairy Chat
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Visit With Uncle Hezzie
WLBZ—Uncle Hezzie
WRDO—Uncle Hezzie
1.00 ALL—Maine Network News
1.15 WCSH—4-H Club of the Air
WRDO—Adventures in Research
WLBZ—Pinto Pals
1.30 ALL—National Farm and Home Hour
2.00 WCSH—Record Session
WRDO—Musicana
WLBZ—Musicana
2.30 WRDO—Edward Tomlinson
WLBZ—Edward Tomlinson
2.45 WRDO—The Constant Invader
WLBZ—The Constant Invader
3.00 ALL—Pioneers in Music
4.00 ALL—Your Health Today
4.15 ALL—Hits
4.30 ALL—To Be Announced
5.00 ALL—To Be Announced
5.15 WCSH—Wormwood Forest
WRDO—Vincent Lopez
WLBZ—Wormwood Forest
5.30 WCSH—Matinee At Meadowbrook
WRDO—1400 Club
WLBZ—Matinee at the Meadowbrook
5.55 WRDO—Speaking of Sports

EVENING

6.00 WCSH—Maine Network News
WRDO—Maine Network News
WLBZ—Esso Reporter
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Maine State News
WLBZ—Musical Interlude
6.30 ALL—To Be Announced
7.30 WLBZ—Jumpin Jacks
WCSH—Vic Damone
WRDO—Musia Shop
7.45 WLBZ—Eddy Duchin Show
8.00 WCSH—Hollywood Star Theater
WRDO—Record Party
WLBZ—Stairway to Stardom
8.30 WCSH—Truth or Consequences
WLBZ—Truth or Consequences
WRDO—Guest Star
8.45 WRDO—Here's to Veterans
9.00 ALL—Your Hit Parade
9.30 ALL—Judy Canova Show
10.00 ALL—Dennis Day
10.30 ALL—Grand Ole Opry
11.00 WCSH—Maine Network News
WRDO—New England News
WLBZ—ESSO Reporter
11.15 ALL—Morton Downey
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Saturday Nightcap
12.00 ALL—News

Trio Of Beautiful Blondes Source Of Phil Harris' Pride



PHIL'S PALS—Alice Faye, one of radio's prettiest mothers with daughters Phyllis (left) and Alice, Jr., take a stroll through the garden of their Encino, Calif. home. Phyllis, 5, seems to be taking after mother, while Alice, 7; bears more resemblance to her dad.

Phil Harris is very proud of his three blondes. Heading the trio, of course, is Alice Faye, his pretty wife and co-star of the happy Phil Harris-Alice Faye domestic comedy program Sunday nights on NBC (7:30 p. m.).

Completing the count of three are the fair Harris daughters. Alice, Jr., is seven and Phyllis is five. The younger Harris girls already reveal marked differences in personality. Young Alice, who has already acquired the famed Harris grin, has much of the buoyant spirit of her dad. Phyllis is more quiet and shy, qualities more characteristic of her mother.

The children's greatest enthusiasm to date is their spacious playhouse apartment, which is built off a wing of the large family home. The playhouse is a miniature replica of the children's quarters in the large house, with living room, bedroom containing twin beds and a fireplace that really works, a dressing room with twin closets and mirrors and a well appointed kitchen. The latter was installed because, young as they are, the Harris daughters have quite a talent for cookery, and enjoy "playing house" with occasional dinner and tea parties for their neighborhood friends.

"Take It Or--" Marks Beginning Of Tenth Year

One of radio's oldest jackpot quiz shows recently started its tenth year. Take It Or Leave It, currently conducted by Garry Moore on NBC Sunday evenings from 10:00 to 10:30, was originated by a Georgia school teacher who still receives royalties from it.

When Martin L. Strauss II, chairman of the board of Eversharp which sponsors the program, heard an audition of Take It Or Leave It in April 1940, he purchased it immediately, making only one change in the game. He raised the top prize from \$8 to \$64, thereby creating a household phrase. NBC's program department estimates that 655 million people heard the show in the past year alone. More than 3,200 contestants have appeared on the program.

Garry Moore says that the principal appeal of the show lies not in the give-away angle, but in its entertainment value. He says: "We're running a game - not a gambling room. I'd rather give away a good entertainment than a couple orange groves and a herd of buffalo."

The show's format has changed but little in its nine years on the air. Contestants answer the questions, which pay up to \$64. Then each one gets a chance to try the jackpot question, which is in the form of a recorded sound effect. The person identifying the sound gets a minimum of \$640.

Take It Or Leave It is broadcast weekly by WCSH, WRDO, and WLBZ.

Costume Mishaps Worry This Belle



Gloria Mann

Although she has been facing audiences since she was three years old Gloria Mann always worries about her appearance.

Gloria - she's the Dixie belle, Veronica, of NBC's comedy series, Archie Andrews (Saturdays, 10:00 a. m.) - is a pretty brunette with naturally curly hair and a dimple. Both television and movie cameras do well by her. So why the worry? She says it's because she's had so many mishaps with her costumes.

When she was the three-year-old baby siren of Our Gang movie comedies, Gloria didn't care a hang if her sash or hair-ribbon went awry, but as she grew up it bothered her. Take the time she was playing one of a group of bears in a juvenile production. Every one snickered at her, although the other bears aroused no laughter. Gloria discovered she was the only one whose costume had come unfastened in back, thus revealing a big section of white jersey where brown bearskin should have been.

Recently she played a bereaved bride in the stage production of Blood Wedding. As she came onstage at the tragic climax, dressed in deepest mourning and weeping, her petticoat slipped its moorings. She clutched it to her waist with both hands, terrified that it would escape altogether and lend a farcical touch which would ruin the play.

After the curtain fell, she was con-

Doris Day Finds Adventure Thrills On Bob Hope Tours



TUNE TESTING—Bob Hope (right) and orchestra leader Les Brown follow the music as Doris Day sings a verse during rehearsal of NBC's Tuesday night Bob Hope Show. Both Miss Day and Brown have accompanied Bob on his record-breaking personal appearance tours.

Doris Day, a traveler most of her life, is happy to be a member of the Bob Hope Show which makes frequent plane jaunts around the country with a cast of 40 people.

Doris is featured vocalist with the Bob Hope Show, Tuesdays, 9:00 p. m., EDT, which recently completed a tour of 21 cities in 15 days for a total of 25 performances. Earlier this year, the troupe was on the road for 33 days.

Far from being blasé about traveling, Doris says she never fails to feel a "thrill of adventure" when she closes her three big suitcases - traveling with evening dresses to wear during shows presents a packing problem - and takes off for another trip.

Doris says that she was born with a "real case of wanderlust". As a child, her principal hero was Admiral Richard E. Byrd, the explorer, and she liked to go off on minor explorations of her own in the parks near her home in Cincinnati. When she was older, a bicycle increased her traveling range.

In 1936, when Doris was 12, she really began to "go places". She joined a Franchon and Marco dance unit which made personal appearances in nearby cities. However, that exciting experience ended when she suffered a leg fracture in an automobile accident—and her dancing career ended.

Undaunted by this setback, Doris began voice study and later sang with several famous bands, including those of Bob Crosby and Les Brown. Soon she was moving about from New York to Hollywood and points in between, traveling to her heart's content. Doris became a member of the Hope troupe at the beginning of the 1948-49 season.

"You would think that visiting so many cities so fast would be confusing," says Doris, "but I have been to most of these places before. When our plane circles over the palm-lined streets of Phoenix, or the rolling green hills around Richmond or the tall buildings of New York, I always feel as though I am coming to visit an old friend."

Bob Hope Aids Drive To Send Soap To European Youngsters

A campaign sponsored by CARE, whereby Americans, at no cost to themselves, can provide much-needed soap for European children is promoted actively by Bob Hope on his program heard over MeBS stations WCSH, WRDO and WLBZ Tuesday nights at 9 o'clock. NBC stations in Maine as elsewhere also are supporting the campaign through announcements on the air and by other means in their respective communities.

Hope urges all listeners to cooperate with the non-profit, government-approved agency for the relief of Europe's needy, and points out that many European children have literally never seen a cake of soap, and that the lack of it presents a serious health problem.

The CARE soap campaign provides that for every two Swan soap wrappers sent to CARE, Boston 1, Mass., or to local NBC stations, CARE will guarantee delivery of one bar of Swan soap to needy children overseas. Lever Brothers Company of Cambridge, Mass., will cooperate with CARE by donating the soap for that purpose.

Officials of CARE predict that the campaign will result in the shipment of millions of bars of all-purpose soap to European children. It will be distributed to overseas orphanages, DP camps, schools, hospitals and homes where soap has not been available for many years.

Endorsements of the drive were immediately forthcoming from the heads of outstanding national welfare agencies, the Advertising Council, Inc.; representatives of European governments stationed in the United

States, and from public-spirited agencies and individuals.

National youth organizations, women's societies, retail trade associations, labor unions, churches, many public groups and more than 150 National Broadcasting affiliated stations will cooperate in the collection of wrappers for the drive.

During a recent broadcast, Bob Hope said: "When I was in Europe last Christmas, I saw a lot of unhappiness that could be washed away with soap and water." The star added, "I hope everyone takes full advantage of this opportunity to help kids overseas get the soap they need."

Where There's Hope--

Here's a round-up on Bob Hope's two recent cross-country tours: Total mileage - 25,000 miles. 1st tour, 33 days; 2nd tour, 15 days. 1st tour gross, \$612,000; 2nd tour gross, \$258,000. Played 55 cities, gave 70 performances in 48 days. Attracted more than 450,000 paid admissions and, in addition, entertained 750,000 others in benefits, Army and Navy hospitals, community project shows and in appearances at airports and hotels. Traveled in special United Mainliner named Bob Hope. It took 60 people to promote and execute each tour. Hope's troupe featured, in addition to Hope: Doris Day, Les Brown, Bill Farrell, Irene Ryan and Hy Auerbach.

Now It's Horses

Don't be surprised if you hear this on a future Dr. I. Q. program: "I've got a long shot in the balcony, Doctor!" The reason for that possible declaration is that they've named a horse race after Dr. I. Q. First it was an ice cream sundae, then a candy bar, and then, on April 15th, it was a six-furlong dash for three-year-olds at Gulf Stream Park, in Florida. The race was named the Dr. I. Q. Purse.

gratulated on all sides for the realistic tension she had imparted to her role.

Protestants Praise One Man's Family

Members of Protestant churches in Indianapolis recently voted One Man's Family their favorite program for family listening.

In a letter advising NBC of their choice, the Indianapolis people wrote that in their opinion One Man's Family is a true to life program, with a genuine respect for individuals in the family; that marriage and sex are treated with reverence; that religion is presented naturally and helpfully, and that the humor is at all times wholesome.



HOME TOWN TRIBUTE—Horace Heidt, whose touring Original Youth Opportunity Program Sunday nights on NBC has discovered new talent all over the country, helps hold the congratulatory telegram which singer Ralph Sigwald recently received from his home town, Charleston, S. C. The message was 13 feet long and contained 3,000 signatures. Sigwald is a repeat winner on the Heidt show.

NBC Prexy Sees TV Lifting Advertising Levels

Trammell Cites Cultural Improvement

Television promises to give advertising a cultural face-lift that will raise both the stature of the medium and the effectiveness of advertising, Niles Trammell, National Broadcasting Company president, recently told the Bureau of Advertising of the American Newspaper Publishers Association in annual convention in New York.

"It's not an accident," he said, "that the infant art of television should so early in its career find commercial sponsorship for programs that range from the classic productions of literature and the stage to the best in music and ballet, although comedy will undoubtedly retain its universal appeal to mass audiences. I have a hunch that, as this medium progresses, we will find manufacturers seeking not only attention for their products but, in addition, the appreciation and gratitude of their audiences; and so doing, these advertisers will play a great and growing part in the educational and cultural services which television is destined to render."

The newspaper publishers were also told by Mr. Trammell that television — rather than developing into a serious competitor — will eventually stimulate other media and will be a dynamic influence increasing the total advertising dollar. He predicted that television will give a tremendous impetus to the growing trend among other media to utilize each other for promotion purposes, and cited the history of radio to show how it had brought about immense advertising stimulation.

"I believe television will eventually stimulate other media of advertising rather than curtail them," Mr. Trammell declared. "By offering the advertiser sight, sound and motion, plus the priceless opportunity to demonstrate his product and dramatize his services in the customer's own living room, television cannot help but create new desires and needs, thus increasing the demands for goods."

"This should produce a greater business volume for American industry as a whole. As a result, there will be more sales opportunities for all media in a period of growing consumer resistance."

Mr. Trammell estimated that 1949 total television time sales will amount to about \$25,000,000 — as compared with the Federal Communication Commission report of \$8,700,000 for the 1948 income.

Phil Harris Plays Straight Role In Betty Grable Film

Ever since Phil Harris and Alice Faye have been sharing top billing on their own Sunday night NBC program, Julius Abruzzio, Frankie Remley, and other regulars on the show, have been kidding Phil about being the husband of a big movie star. However, the gag may backfire because Phil is embarking on what appears to be a promising film career of his own.

Recently, Phil has been reporting regularly to the 20th-Century Fox film lot, where he has been cast in his first picture since 1945. He co-stars with Victor Mature and Betty Grable in a picture that will mark the beginning of a new era in the career of the razz-ma-tazz band-leader.

For the first time in his life, Phil will be playing a straight dramatic role, and he, himself, along with his many fans, is looking forward with great curiosity to viewing the results.

Frankie Remley (Elliott Lewis): Philsie, what's a Chinese urn?

Phil Harris: That depends on how long he works.

—NBC's Phil Harris-Alice Faye Show



PIONEERING IN TV OPERA — Gian-Carlo Menotti, noted composer of the "Medium" and "The Old Maid and the Thief," has been commissioned by the National Broadcasting Company to write the first original television opera. The new work will be presented under the composer's own direction on NBC-TV next season. Menotti will write the English libretto and compose the music.

Junkin Shuns Type-Casting, Gives New Talent Big Chance



THE REALISTS—Jan Miner and John Larkin, who frequently play the leads on the NBC Radio City Playhouse, rehearse realistically for a tense escape scene in a suspense play. Going through the "motions" helps them capture the excitement of the scene for on-the-air production.

Harry Junkin, producer-director of the NBC Radio City Playhouse, (Mondays, 10:30 p. m.), is an actor's dream director.

He never gives an aspirant a quick brush-off. An audition with him means there will be time enough for an actor to demonstrate thoroughly the range of his capabilities. The result is that many comparative unknowns in radio have turned in excellent performances on Radio City Playhouse.

This isn't pure altruism on Junkin's part. He believes that a careful audition is as useful to him as to the actor, for then the director gets the best possible performers for his show. Junkin writes some of the scripts himself and adapts many others from short stories or novels. Since many of them require only two or three characters, it is particularly important that those roles have an exact interpretation.

Jan Miner and John Larkin are case in point. Although Junkin considers them fine actors and uses them as such, he has not typed them as one has been heard twice the kind of role on Radio City Playhouse.

Junkin's unconventional approach to his material is another break for the actor as well as the listener. Junkin doesn't use formula in story-material any more than he does in casting. If a story has dramatic possibilities, he is undismayed by the fact that it does not fall into any category familiar to radio. If it's unique, so much the better.

Junkin recently offered two famous classical short stories during one half-hour broadcast. They were *Passion in the Desert* by Balzac, and *The Story of Ming Y* by Lafcadio Hearn. Junkin had the taste and the imagination to adapt them in simple narrative form, using one actor to relate each story, with special harp and organ music to heighten the mood of each. That took directorial courage and originality. Junkin has plenty of both.

Eddie Cantor: I try to be nice to people and look what happens . . . Every time I turn my back, I get a kick in the teeth!

Harry Von Zell: You ought to be more careful where you keep your teeth.

—NBC's Eddie Cantor Show.



TALENT AID — Comic Benny Rubin, who recalls his own hard climb to popularity in show business, gives young professional talent a helping hand on his new NBC Television program. He auditions tyros on "The Benny Rubin Show" every Friday, and then—as in photo above—contacts Hollywood producers by telephone to recommend his discoveries for screen tests.

Quiz Kid Solves Math Problem At Piano Keyboard

Striking practical demonstration of how a leading Quiz Kid's mind works is afforded in this example taken from a Quiz Kids radio program on a recent Sunday afternoon over NBC. Joel Kupperman afforded the amazing exhibition of what seems to be almost impossible.

In answer to a question by Quiz-master Joe Kelly, Joel solved a tough mathematical problem — and did it while playing a piano solo. The following is the math problem. See if you can solve it in your head, without pencil and paper, to say nothing of doing so while playing the piano. It took one staff member at WCSH about five minutes to do it on paper. The answer to the problem is printed below, upside down, for you to check your answer.

A man parked his truck at the end of a row of 10 trees in an orchard. The trees were spaced 27 FEET apart, and the truck was parked 27 FEET from the first tree. The man took a basket, walked to the first tree, filed his basket with fruit, went back to the truck, and emptied the basket. He repeated the operation with each of the remaining nine trees. How many YARDS did he walk?

Answer: 996 yards.

Mischief Maker Edwards Likes Berch Program

Listening to other radio performers — not playing practical jokes as one might suspect — is Ralph Edwards' chief diversion when not at work.

One of the programs which this live-wire emcee of NBC's *Truth or Consequences* and *This Is Your Life* likes to listen to when he isn't busy working up gimmicks for his own two programs, is Jack Berch's neighborly morning interlude.

The other day Ralph was loitering over his bacon and eggs with his radio tuned in to the Berch show, when he heard something that almost knocked him off his chair.

The singer was offering a salute to a "Ralph Edwards" as the neighbor of the week on the famous *Heart-to-Heart* hook-up portion of the program. Wondering how a "devilish" emcee who makes a habit of squirting radio contestants with seltzer when he isn't dunking them bodily in tanks of water could be described as neighborly, Ralph bent his ear to the radio to be sure he wasn't hearing things. He was. The mystery was cleared instantly when Berch announced that the Edwards referred to, was *not* a radio emcee, but was a minister in some small town in Kansas.



MOTHER KNOWS BEST—Comedy star Judy Canova gives that extra touch to the bow worn by her five year old daughter Julietta, who's wearing her prettiest dress. The youngster is called Tweeney by her family and playmates. Proud Mother is heard in her comedy show on NBC stations in Maine Saturdays at 9:30 p. m.

Bill Harrington Replaces Frank Sinatra

Hit Parade Moves To N. Y. With Warnow As Director

Newcomer Bill Harrington replaces Frank Sinatra as singing star of Your Hit Parade, presented by American Tobacco Company Saturdays at 9:00 p. m. over NBC, beginning the first Saturday of this month. Simultaneously the program moves from Hollywood to New York and features, besides Harrington, current Hit Parade vocalist Eileen Wilson, Mark Warnow's Orchestra and a new mixed-voice singing group, the Hit Paraders.



Eileen Wilson

Harrington has had considerable experience; like many, a radio star, he is an alumnus of WLW, NBC station in Cincinnati. In his first job there, he succeeded Phil Brito as the station's featured vocalist. He also teamed up on programs with Doris Day, who later was featured singer on Your Hit Parade and is now spotlighted on NBC's Bob Hope Show.

Harrington sings, composes and plays piano and trombone. During World War II, he was assigned to the field entertainment section of the Navy. After his discharge, he returned to WLW and sang with Alvino Rey's orchestra. Then he went to New York for radio appearances and night club engagements, and in his three years there attained high popularity. The Duke and Duchess of Windsor engaged him more than a dozen times for their private social gatherings.

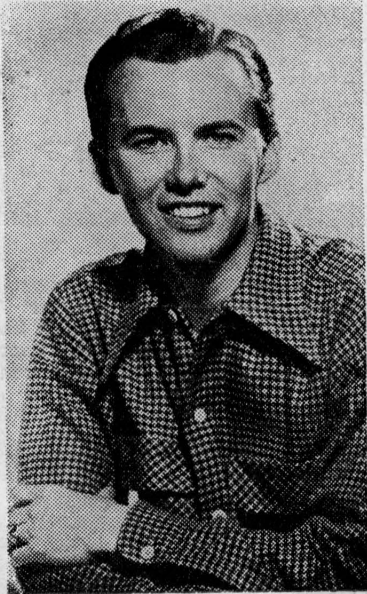
Harrington, six feet tall and lanky, was born in Indianapolis, son of a policeman. He studies voice and spends the rest of his spare time composing. He hopes that some day one of his tunes will be good enough to get on Your Hit Parade.

The Hit Paraders, a new group of eight male and four female voices now being organized by Mark Warnow, will furnish the choral background. Warnow's orchestra was heard previously on Your Hit Parade from 1939 to 1947. Two veteran Hit Parade announcers, Andre Baruch and Jay Simms, will handle the continuity and commercials. The format of the program remains unchanged.

Since the beginning of 1949, at least five songs have been firmly established as top-ranking favorites with the nation's music-loving public. The record shows the biggest hits of the year include Powder Your Face with Sunshine, Cruising Down the River, Faraway Places, A Little Bird Told Me and On a Slow Boat to China.

This does not necessarily mean that these will be the reigning hits of 1949. Past records have shown that it is likely, even probable, that other and newer hits will come along within the year to take top position.

These facts can be readily gleaned from the findings of Your Hit Parade Survey, which has clocked the nation's taste in popular music



Bill Harrington

for the past 14 years. Recently, Your Hit Parade celebrated the beginning of its 15th year on the air. The program has had a long and illustrious history, to which the survey itself, by which music fans are kept informed of the weekly top 10 tunes in the nation's favor, has contributed in no small part.

Which top melodies of the past 14 years have withstood the test of time and still crop up on the weekly surveys of the Top 10 tunes? Your Hit Parade can tell you. It will tell you that Peg o' My Heart, a hit of 1913, was the top song hit of 1947, having placed 10 times in the Number One spot on the survey. It will also tell you that White Christmas, the Irving Berlin tune of 1942 which was the reigning hit of that year, also showed up consistently well in the surveys of succeeding years. A Christmas perennial, it is almost assured of placing somewhere among the top three on weekly surveys during the month of December of any upcoming year.

Top-ranking songs of 1948 were Now Is the Hour and A Tree in the Meadow both, curiously enough, published originally in England. This offers weight to the theory of the growing internationalism of popular musical taste. You Can't Be True, Dear, another big hit of '48, was a musical import from Germany. The tune was popularized by American troops who carried it home with them from overseas service in World War II. Other big hits of 1947 and 1948 — I'm Looking Over a Four-Leaf Clover, Heartaches, That's My Desire and I Wonder Who's Kissing Her Now? — indicate that these old-time favorites compete more than favorably in popularity with our newer musical offerings.

Bangor Bank Uses Salon-Type Music

A new program of salon-type music is presented on WCSH weekly under sponsorship of the Eastern Trust and Banking Company of Bangor. The program, broadcast Tuesdays at 7:30 p. m., is provided by a group playing violin, viola and piano, known as the Brahms Trio. Bernice Sawyer plays the viola, Virginia Wardwell the violin and Marion Williston the piano. They feature light classical selections.

Dick Powell Finds "Breaks" Aid To Success



Dick Powell

Dick Powell, star of the new NBC adventure series Richard Diamond, Private Detective, while under no illusions as to the part that hard work and persistence play in attaining success, is convinced that four lucky breaks have helped him along the way.

The first occurred about 20 years ago in Dick's home town, Little Rock, Ark., where, as a schoolboy, he considered singing more or less a pastime. He sang occasionally at church socials, to oblige. At such a gathering a stranger offered Dick a job singing with a dance band doing one-night stands in the mid-west, at \$5 a week. He accepted, but soon afterward the group disbanded, leaving him stranded in a small Indiana town with 40 cents.

Necessity demanded another job, and another break came. Dick became a master-of-ceremonies at a theater in the same small town and handled the job so well that soon he received bids from theaters in larger centers. Before long he was engaged as a singing emcee in a Pittsburgh theater.

Now came the third break. A visiting representative of Warner Brothers felt that young Powell had picture potentialities and rushed him to Hollywood where he was cast as a crooning band leader. Then followed a series of successes in romantic singing roles. Just when it seemed that this type of casting might become overdone and Dick lose his appeal, his fourth lucky break arrived.

A film producer suggested that he might do well in the role of a "tough guy" and signed him for the picture Murder, My Sweet. Powell clicked again and now he seems headed for a long career in the strictly dramatic field.

His new Sunday series is heard on Maine's NBC stations at 7:00 p. m.

Geranium: I'm on a diet. All I had for lunch today was cream soup, pork chops, mashed potatoes, chocolate cup cakes and ice cream.

Judy Canova: But that won't make you reduce.

Geranium: No, but it sure ruins my appetite.

—NBC's Judy Canova Show.

Perry Como Happy Being Himself On Video, Dislikes Movie Style



TEE TIME — Perry Como rides in style to the country club. The popular NBC Supper Club singer is an ardent golfer and is proud of his average score—in the low 80's.

Perry Como lit a cigarette during a "break" in the NBC "Supper Club" rehearsal, and told us what he thought of television.

"The way I feel about it," he said, "television is going to do me a lot more personal good than the movies ever have."

"In fact, I'm so happy with the new medium that I'll take a lot of convincing argument right now to persuade me to make another motion picture very soon. The reason should be obvious. On television, I'm allowed to be myself, in pictures, I was always some other guy."

Como looks upon the course of his career in motion pictures up to now with considerable pain.

His blunt opinion: "I come over like just another bum in a tuxedo."

Tuxedos have long been a sore point with Perry. He has rebelled against them ever since his days as a band singer, when the tuxedo was regarded as the uniform of the trade.

Eastern Maine Talent Search Heard On WLBZ

Opportunity to achieve recognition in the entertainment field is offered to Maine talent on Stairway to Stardom, presented on WLBZ Saturdays at 8:00 p. m. The talent hunt is sponsored by the Graphic Theaters and leading business men of Belfast, Camden and Ellsworth, where the theaters are located.

From local contests in each of the three theaters — the Colonial, Belfast; the Camden, Camden; and the Grand, Ellsworth — two contestants are selected weekly to compete in Stairway to Stardom finals. One series of the talent hunt already has been completed and a second is underway. The two winners of the first series, selected by written ballot, received the grand prize of an expense-paid trip to Boston and an audition with Columbia Pictures Corporation and Harry Marshard's Orchestra.

When he went on his own as a "single," he gave up wearing the formal attire.

Now, Perry compares himself to the miserly millionaire, who, when told he "couldn't take it with him," replied "In that case, I won't go." No matter what the function—be it a Presidential inaugural, even—if the invitation stipulates the wearing of a tuxedo, Perry won't go.

Having successfully dodged the detested apparel for so long, Perry objected strongly when instructed to wear a tuxedo through a string of motion pictures including Doll Face, If I'm Lucky and Something for the Boys.

"But I let them talk me into it," he recalls bitterly. "They insisted I was the 'tuxedo-type', whatever that means". It was never me in those pictures. "I was always cast as a romantic lead and it never failed to happen—before the end of the second reel, there was Como in a tuxedo crooning to a line of beautiful girls. That shot was always in it somewhere".

All of which explains why Perry is delighted with his television activities. On the Supper Club show, despite the glamorous backdrop, Como can wear whatever he pleases, and he pleases to be casual. He wears well-cut grey flannel or gabardine suits, colorful but well-cut sport shirts, and occasionally sweaters with no cut at all.

At present, Perry's television assignments are confined to one a week—each Friday, during the simultaneous repeat Supper Club radio broadcast to—the west coast at 11:00 p. m., EST. Plans are now being considered to provide him with additional television time, perhaps with a once-weekly half-hour show or additional simulcasts of his weekly 15-minute programs on Monday, Wednesday and Friday, over NBC at 7:00 p. m.

Tony And Juanita Shift To WLBZ In Eastern Tour

Tony and Juanita, popular radio entertainers well known to all Maine Broadcasting System audiences, are currently broadcasting daily from WLBZ studios in Bangor, with their complete "radio family". The latter includes Shorty and his accordion, Don Kent and "Fiddling" Harold Carter.

Although long familiar to WLBZ audiences through their prolonged broadcasts over the three MeBS stations which usually have originated in Portland, Tony and Juanita now are making their first extended engagement in the Bangor area. In addition to the daily broadcasts, they are making personal appearances in various towns and cities of north-eastern Maine.

The "sweethearts of the air" broadcast from WLBZ Mondays, Wednesdays and Fridays at 1:30 p. m.; Tuesdays and Thursdays for a half hour starting at 1:15 p. m.; and Saturday mornings at 10:30, also for a half hour. The 1.30 to 1.45 portion of their Monday through Friday programs is heard also on WCSH and WRDO.

A further addition to the folk song and hillbilly quota of music over WLBZ is heard through Saturday 715 a. m. This early morning up features the efforts of O'Brien and his radio troupe help to brighten the start with their songs and in offerings.