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The Maine Broadcaster : May 1946 (Vol. 2, No. 5)

Maine Broadcasting System (WCSH Portland, ME)

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Waring Is Summer Sub For Fibber And Molly

Air Travelers Want Radio While In Flight

Americans want to hear their favorite radio programs, and in comfort, whether they're at home or speeding coast to coast at 300 miles an hour aboard a transport plane, according to a report of United Air Lines after studying more than two million answers given by 19,000 present and potential patrons to a questionnaire. The airline asked the recipients of the quiz booklet to help them, by way of their answers, to design their half-million dollar post-war Mainliner, four-engined 52-passenger transports.

The replies indicated how much radio has become a part of the nation's daily life. More than 70 percent of those responding would like to listen to the radio, but with individual seat-back speakers rather than one loudspeaker. Fifty-five percent want television and 52 percent want movies in flight. Sixty-five percent would like to have long distance telephone plugged into circuits at airports.

The airline said the replies proved the wife and children, as well as the head of the family intend to fly. More than 86 percent said they and their families would use planes for pleasure and vacation trips. The longer the trip, the more likely post-war travelers will be to use plane transportation, according to the responses.

Stars Re-Live Big Moments On WRDO

The true life stories of the rise to fame of America's present stars of stage, screen and radio are dramatized each Saturday morning at 9:45 over WRDO in the program Show Stoppers. Sponsored by Chernowsky's store for women in Augusta, this feature is produced in Hollywood.

Jim Amecche, the MC, introduces a star each week and allows each to tell his or her own story of the big moment when they "stopped the show."

Hildegarde, Frank Parker, Victor Borge, Ted Lewis, Joan Edwards and Morton Downey all have appeared on Show Stoppers, while future plans call for a host of famous personalities to be presented in the current series. A supporting cast and orchestra add to Chernowsky's Show Stopper program on WRDO.

Highlights Of FDR's Speeches In Album

A permanent record of excerpts from the late President Franklin D. Roosevelt's radio addresses has been transcribed by the National Broadcasting Company into a two-volume record album — designed expressly for educational use, but available alike to schools and colleges, libraries, radio stations and individuals. The records may be played upon home-type phonographs and record-players. There are 12 discs in the album, with 24 playing sides.

The excerpts are augmented by an orchestral score based on a symphony dedicated to the late President, composed by Tom Bennett, an NBC production director, and played by an orchestra directed by Norman Cloutier. The album is priced at \$15 each plus transportation charges.



Fred Waring



Stuart Churchill



Gordon Berger



Joan Wheatley



Ruth Cottingham



Jane Wilson

Popular Outfit To Fill Tuesday Spot On June 18

Breaking precedent by virtue of its size and the expense involved, the Fred Waring organization makes news currently by preparing to move into the Tuesday evening half hour to be vacated during the summer months by Fibber McGee and Molly over the NBC network and its three Maine stations. Waring's popular soloists, orchestra and famous Glee Club will remain intact for the Tuesday evening performances, 9:30 to 10:00. The addition of the evening program will not affect the Pennsylvanians' morning programs, Monday through Friday at 11 o'clock.

The first Tuesday evening performance will be on June 18. Fibber and Molly will leave the network the previous Tuesday and will return for the fall and winter season Oct. 1.

Waring started his Pennsylvanians in his mother's parlor in Tyrone, Pa., and continued the band as a sideline when he went to Penn State to study architectural engineering. But at that time the band played under many names — even Waring's Pencil Sharpeners.

Preferring music to engineering, Fred devoted his full effort to making the orchestra a success. From week-end fraternity dates, the outfit moved on to theaters, Broadway musicals and tours. From four pieces, the Pennsylvanians increased to 69 performers with a behind-the-scenes organization of many more.

The Pennsylvanians appeared on their first commercial radio show in 1933. Waring fought for and won a battle to include his Glee Club in all his radio contracts. Now choral singing has become standard in radio.

Waring's soloists include Gordon Goodman, Jane Wilson, Walter Scheff, Stuart Churchill, Ruth Cottingham, Gordon Berger, Joan Wheatley, Anne Preece, Jimmy Atkins, Joe Sodja and the quartet, Honey and the Bees — Honey being Daisy Bernier. Churchill recently returned to the fold from service in the Armed Forces.

Gordon Goodman's mother was a singer before him. But because his father was an engineer he had to find out which type of career suited him better, and took a double education at University of Utah — engineering and voice. Music won out.

Jane Wilson — lark-voiced soprano — was a newspaper girl writing the society page on her home town paper in Mansfield, O. while she yearned for a singing career. She interviewed Fred Waring backstage in a Cleveland theater — then inveigled him into hearing her sing, and he hired her.

Joan Wheatley, singer of ballads on the Waring show, is a Phi Beta Kappa from Columbia University who intended to do missionary work in India. A native of New Mexico, she majored in sociology and took music as a secondary subject. One of Waring's singers heard Joan at an informal gathering and invited her to a Pennsylvanians' rehearsal. The sociology suffered.

Gordon Berger, featured baritone, was a professor of music at University of Oklahoma when he decided to go after a master's degree at Columbia. His first assignment was to write a thesis on the Waring choral technique. His acquired knowledge of the latter brought out Waring's interest in the singer.

Don Craig, basso, worked his way through Seattle schools and the University of Washington. He has been with Waring since 1938 and has become known to his co-workers as "dependable Don."

As a result of the example set by several subscribers, The Maine Broadcaster makes it possible with the use of the coupon below for anyone now receiving the paper to have copies sent each month to friends or relatives as gifts. Simply fill in the coupon, and mail, with 50 cents for a year's subscription.

Name

Street

City or town

State

Mail to The Maine Broadcaster, care of WCSH, Portland 3, Maine.

Filene's Catches Feminine Fancy On WCSH's Nylon Time

April first may have been All Fools' Day to the nation at large, but not to 100 customers of Filene's Portland store. On that day WCSH inaugurated a new program for this consistent advertiser, an important branch of the Boston parent store. It's a program with a purpose.

As a part of "Filene's Original Radio Nylon Plan," Nylon Time makes a fair distribution of available nylons to those customers sufficiently interested to register their names at the store. Results indicate that most of their regular customers do register. Registrations are taken at the Radio Nylon Booth in the store throughout the week. Each Filene customer may register each week. At week-end, the ticket stubs are taken to WCSH and placed in the big gilded revolving box, which gives the program its nucleus of names for the following week's drawings. Before

each broadcast — Mondays, Wednesdays and Fridays, 9:15-9:30 a.m. — the box is given a good whirl and the names thoroughly shuffled.

Three persons are featured on Nylon Time — a "guest selector" who draws the tickets from the revolving box; Irene, the Filene representative; and Keith Gordon, announcer. The selector turns the tickets over to Irene and Keith, in rotation, and they read the names and ticket numbers on the air, to notify the persons thereon listed that they may purchase nylons at Filene's that current week. The guest selector is a local personality, chosen for his or her prominence in a profession or field of endeavor. To date the program has featured Mrs. Helen C. Frost, chairman of the Portland City Council; Capt. Harold K. Maguire of the Police Department; H. Duncan Oliphant, editor of the Press Herald, and others.

Original Dr. I. Q. Returning To Air

Lew Valentine, the original "Dr. I. Q." heard on the NBC show of the same name each Monday night over the three stations of the Maine Broadcasting System at 10:30, is scheduled to join his present counterpart, Jimmy McClain, on the program of Monday, May 27, originating from Indianapolis.

Valentine had enacted the Dr. I. Q. role for several years before entering the Army in which he served 19 months in the Aleutian Islands.

Rural Life Sunday Broadcast Planned

Plans of the First Radio Parish Church of America to observe National Rural Life Sunday on May 26 are going forward rapidly, according to the Rev. Howard O. Hough, minister.

Arrangements for the First Radio Parish Church to hold a special community service, which will also be broadcast, from a rural church not far distant from Portland, are nearly completed. Mr. Hough states that this service will be of interest to farm residents of the WCSH radio area, and that he will keep his listeners informed as to particulars before the event of May 26.



PORTLAND'S FIRST LADY INAUGURATES NYLON TIME—Mrs. Helen C. Frost, chairman of City Council, (right) joins Irene and Keith Gordon on new program originated for Filene's, and receives pair of coveted nylons for her cooperation.

THE MAINE BROADCASTER

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

Publication and editorial offices are at WCSH, Portland.

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

Application for second class entry pending.

LINWOOD T. PITMAN, Editor

JOHN F. HOGAN, Assistant

SAVE A LIFE -- Guest Editorial

By JAKE BROFEE, Agriculture Director
Maine Broadcasting System

Your help is needed to save lives. An estimated 100 million people in war-torn countries of the Eastern Hemisphere are facing starvation. The cause of this disastrous famine is familiar to you—you have read about it in the press and heard about it by radio. President Truman started America's relief program with the appointment of an Emergency Famine Committee in each state.

Governor Horace A. Hildreth appointed a Maine Committee on Food Production and Conservation. As agriculture director of the Maine Broadcasting System, I enlist your aid in getting everyone in Northern New England to take an active part in saving human lives.

The critical period is between now and July first. If the Lord blesses us with a good harvest, and we all do our part, the relief program will be well on the way to success. Lives can be saved if we but follow five simple suggestions:

1. Save wheat. Buy less and waste none. Use substitutes wherever possible. Our goal is 40 per cent less consumption in the United States.
2. Save fats and oils. Our goal is 20 per cent less consumption.
3. Grow a home garden if you have good land, and use more vegetables in place of wheat products.
4. Can the surplus of vegetables grown in the garden to assure a fall and winter supply.
5. If you have no garden, buy vegetables for canning and storing while they are plentiful in the markets.

Since Pearl Harbor we have been living in an era of campaigns, but this is more than a campaign. It is a voluntary program of saving lives. It was said, "Food will win the war." I am sure it will write the peace. Your cooperation can do much to relieve hunger and starvation in famine-stricken countries.

WE CAN HARDLY WAIT!

An intriguing prospect comes to mind with the revelation in a leading advertising trade journal that a new industry is thriving—"Toiletries for Men." Returned war veterans, once hardened fighting men, are pictured as summoning courage to approach toiletries counters to ask for bed-time skin creams, masculine deodorants and chap-relief lipsticks (untinted).

Toiletries manufacturers have been counted among the champions of broadcast advertising. Is there now upon us a new era when makers of men's facial creams, depilatories and colognes will vie for attention via the loudspeaker with Lady Esther, Prince Machiabelli and others?

We shall yet, perchance, enjoy the spectacle of a World Series broadcast—nay, even a telecast—sponsored by the producer of such masculine aids to good looks and comfort. Or a Rose Bowl game, or a heavyweight championship bout. Picture Bill Stern before a microphone and a television camera, fervidly describing a last-quarter touchdown, the while applying the newest flavor in lipsticks to ward off chapped lips after his exposure to the elements of a November afternoon!

The Radio Manufacturers Association is preparing a program for the wider use of radio in education. The program aims to set minimum standards for school radio and sound amplifying equipment—to protect schools against the use of inferior equipment not designed to meet instructional requirements. The standardization program covers classroom receiving sets, portable transcription players, speech-in-unit units and recorders.

Two NBC programs to be honored in the annual George Foster Peabody awards are the General Motors Symphony of the Air and Edgar Bergen's Charlie McCarthy Show. The Symphony was honored for outstanding entertainment in music and Bergen for outstanding entertainment in comedy. The music award was a double one, the other part shared by Dr. Howard Hanson of the Eastman School of Music, Rochester, N. Y. and WHAM, Rochester, an NBC affiliate. The awards were recently presented at a banquet in New York.



Jake Brofee, Agriculture Director for the Maine Broadcasting System, chats informally with a group of farmers and homemakers during Farm and Home Week at University of Maine.

TUNING IN ON ETERNITY

By the REV. WESLEY U. RIEDEL, Minister
South Parish Congregational Church, Augusta

The scene is the living room of many an American family in the year 1946 just after supper dishes. Lights are softly aglow as the small fry are temporarily reprieved from bed under the loving guardianship of their mother. The usual miracle is about to occur: the evening hour of radio music or a story. It is father who completes the picture as he invokes magic by a few twists of the wrist to flick the dials. The sketch is essentially faithful, making allowance for the mischief-making of human nature even in good families, sometimes, at the twilight hour.



REV. RIEDEL

One element is lacking to make it complete: the tip-toe realization of the miracle about to take place. Our sample family is actually eager only to hear the rhythm of the music and to enter the world of that gripping story. There is another good reason. The sense of surprise is dulled in an era marked by new wonders. But the wizardry is there! The encompassing air is full of invisible sounds from the ends of the earth—gay voices with songs from Latin America, ethereal voices and orchestra from San Francisco pouring forth the Hallelujah Chorus, the voice of a world leader from the other side of the planet. We are engulfed in a tide of energies conveying languages as diverse as that of Chinese and Russian virtually in the instant of their utterance. When we spin the knobs of our receivers, they capture for us this haunting world of reality.

The Twentieth Century of all cen-

Love, too, cannot be seen. Yet, unlike radio waves, it can leap the oceans and then bring sympathetic tunes should, one would fancy, be singularly sensitive to the unseen, understanding to people as diverse as the Americans and the Chinese and the Russians. The human spirit can ferret out and harness radiant energies. Of course, no radio wave can do the same to man. Man, above all, can tune in on Eternity, the Source of our human love and human spirit.

Whenever man has discovered a new truth about the universe, he has tuned in on an aspect of God's plenitude—even the truths of His orderly physical energies. How much more revealing are the truths of His Spirit that is nearer than breathing, closer than hands and feet. We hear Him in the still, small voice within, the affection of others, in those, who like the Jew, Jesus of Nazareth, have given their lives that others might live.

Radio ought to be more than an illustration of life's deepest truth. Radio today, in an atomic age of frightful omen, has an opportunity to broadcast that truth, bringing to men a realization of their unity as offspring of one Father. Typical families everywhere have dire need to tune in on Eternity!

MAINE FARM TOPICS

By Jake Brofee

Agricultural Director—Maine Broadcasting System

Although at the present time most of the home garden soil in Maine is still heavy and sodden, the 1946 gardening season makes its debut next month. First plantings of early vegetables will be made very soon in our Pine Tree State. Early gardening can be done with several early crops that like cool weather and do best when planted fairly early.



JAKE BROFEE

Peas in particular do best when given an early start. These should be planted as soon as possible to avoid summer root rot. May I suggest dwarf types of peas as well suited to home gardens where land is at a premium. They take less space and require neither brush nor wire. Two excellent varieties are Laxton's Progress and Blue Bantam, which grow less than 20 inches. A larger

type of plant is Thomas Laxton, which attains a height of about three feet.

Other hardy vegetables that can be planted early are leaf lettuce, beets, spinach, carrots and onion sets. Early radishes will avoid damage by the cabbage maggot.

Shallow planting is very important for all the early crops. The ground is cool and moist at this time of year and, unless the seeds are near the surface where they can benefit by the sun's warmth, they will not germinate readily. If rains uncover the seeds, this can easily be remedied by putting a little more soil on top of them. Onion sets can be planted a little deeper... about one-half to one inch under the soil.

The Letter Box

There is a man in our town, and He is wonderful wise,
Each month he reads the latest facts

Maine Broadcaster supplies.
All interesting radio news
Is printed on its pages,
Now, he knows what part each plays,
Even names—and ages!

Broadcast schedules for the week,
Real studio pictures, too
Of those he listens to each day
And often wished he knew.
Dairying and farming
Compiled by Jake Brofee,
Announcers—day-time serials,
So much to read and see!
That's what makes this man so wise;
Each Maine Broadcaster page
Reveals the latest radio news
Enjoyed by every age!

Mrs. Gladys P. Anderson

R.F.D. No. 5, Portland, Me.

Dear Sirs:

Received my first copy of The Broadcaster and may I say here and now that I think it a grand little sheet.

I was extra pleased to find one of my favorite radio personalities pictured in The Broadcaster—Art Linkletter. Hope some future issue will carry a picture of Mr. Robert St. John, another favorite.

The program schedules alone are worth the price. I keep my Broadcaster beside my radio at all times for program reference. May The Maine Broadcaster know a long and illustrious life.

Sincerely

Harriet E. Walker

P.O. Box 156, Belfast, Maine

One of the hardest tests for the home gardener is to uproot a healthy promising young seedling. However, thinning is one of the most important parts of good gardening. Crowded plants cannot grow properly and thinning should be done as soon as the stand of seedlings is well established. This is the most important for beets and spinach. Three to four inches between plants is good spacing.

Poultry Reminders

Plan a poultry range: the poultry range can be a source of health and feed for growing birds. When the growing stock is spread out over a large area, the concentration of disease organisms is reduced and a healthier flock of pullets will result. A range covered with short tender grass will furnish a substantial quantity of feed for the birds and reduce the feed necessary to supply. Not only will this type of range reduce the feed requirements, but it will also furnish an abundance of protein and vitamins, making nutritional deficiencies very unlikely. Management factors that will help to insure a good range are:

1. **Large area:** To insure healthier birds and to get the maximum out of a range, it should be large enough so that the grass does not become killed out. This will vary with the soil type and fertility and condition of the herbage. Usually about 500 pullets to an acre will be enough.

2. **Fertilizing and liming:** Top dressing ranges with fertilizer and lime will help to stimulate the growth of grass and clover. It will become more palatable and nutritious and be less likely to be killed out. County agents will be glad to make recommendations concerning fertilizer and lime requirements of different ranges.

3. **Move the ranges:** As soon as the pullets are put out, the hoppers should be moved away from the shelters. Moving the hoppers a short distance each time that they are filled will keep the ground around them from becoming bare and contaminated. Also, it will encourage greater consumption of grass. Moving the hoppers will draw the birds away from the congested areas.

4. **Mow the range:** Chickens won't eat hay and it would not do them any good if they would. A range that is large enough in the Summer will outgrow the birds in the Spring, and must be mowed to keep it down where the chicks will receive some value from it.

Marjorie Mills' Radio Friends Total Thousands

Abbott And Costello Establish Foundation For American Youth



Bud Abbott and Lou Costello play policemen on a recent broadcast. The comics are heard on WCSH, WRDO and WLBZ each Thursday at 10:00 p.m.

The nation may know Lou Costello, of the Abbott and Costello Show, as a "Ba-a-a-d Boy" on the air, but his deeds off the air prove him a benefactor of American youth.

Lou Costello and his partner, Bud Abbott have established a national youth-serving agency to promote the health and good citizenship of boys and girls. It is the "Lou Costello, Jr. Youth Foundation," named after Costello's infant son, who died late in 1943.

It will provide free recreational and medical facilities in areas lacking them. The foundation will occupy a two and one-half acre site in Los Angeles. Within a mile radius reside more than 4,000 children with no outlet for leisure time energies.

A modern building, covering 20,000 square feet, will cost \$200,000. It will be financed entirely by Abbott and Costello, who have returned with thanks several voluntary contributions.

Down Homers Air Cowboy Tunes For WCSH Early Morning Risers

You have to get up early in the morning to hear them, but it's worth it! That's the new cowboy quintet show—The Down Homers—heard over WCSH each week-day morning at 5:30 a.m. The program originates at WTIC, Hartford and is carried by stations of the New England Regional Network. Obviously, favorite western, hillbilly and popular tunes are the quintet's stock in trade.

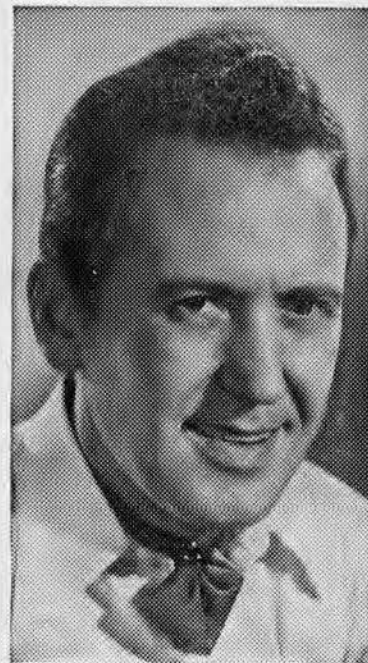
The outfit is headed by Guy Campbell, emcee and violinist, and Shorty Cook, Hawaiian guitarist. This pair are charter members, having been with the Down Homers since the date of organization in 1935. Also in the group are Lloyd Cornell, bass fiddle player and yodeler; Bill Haley, singer and yodeler; and Bob Mason, the "world's tallest cowboy" singer and guitarist. Mason, who stands six feet, seven

inches in his boots, rejoined the quintet last Fall after having served as a corporal in the Field Artillery for more than three years.

The Down Homers feature three and four-part harmony, duets and solos. Guy and Shorty write the special arrangements, using the quintet's repertoire of violin, guitar, bass, electric Spanish guitar and electric Hawaiian guitar.

The cowboys came to New England from Station WOWO, Fort Wayne, Ind., where they were the stellar performers of the "Hoosier Hop" half hour, heard over a national network. The Down Homers recently signed a contract with Vogue Records to record their original songs. They already have recorded and transcribed many songs and have a song book, published by M. M. Cole Pub. Co.

Red Foley Stars On "Opry" Show



RED FOLEY

Red Foley, singer of folk songs, has taken Roy Acuff's place on Prince Albert's Grand Ole Opry. The reason for the change was Acuff's decision to make personal appearances and movies during the next twelve months. The program is heard on Maine's three NBC stations at 10:30 every Saturday night.

Red, whose full name is Clyde Julian Foley, first saw the light of day in Tucumcari, New Mexico, where he spent the next eight years of his life listening to his father play cowboy songs on his fiddle. From there Red's family moved to a farm near Beras, Kentucky, in the heart of mountain music country.

At the insistence of his family,

One Man's Family Will Be Filmed

The story of One Man's Family, heard each Sunday afternoon at 3:30 over the three NBC stations in Maine, will soon come to life on the motion picture screens of the nation. Agreements to film the famous "family" have been signed at Hollywood's Radio City by the National Broadcasting Company, Carleton E. Morse Productions and Cinema Century Productions. Morse is writer and producer of the air show.

The film series will be directed by Alfred Green, who did The Jolson Story, and Tars and Spars. Production on the first picture of a series is scheduled to begin in the Fall.

Red took singing lessons and later started studying at Georgetown College in Kentucky. However, the call of radio work overtook him during his freshman year, and in 1930 he went to Chicago to air his fine baritone voice over WLS where he sang with the Cumberland Ridge Runners. Three years later he married Eva Overstake, another radio singer, and is now—at the age of 32—the father of three girls.

His renditions of Mail Carrier's Warning and Smoke On The Water are perennial favorites with Pine Tree State listeners.

Grand Ole Opry, on the air for Prince Albert tobacco since 1939, originates in Nashville, Tennessee. The late hour Saturday night show has always been popular with Maine audiences.

Arkie, the Arkansas Woodchopper of National Barn Dance fame, wants to spike the rumor that his title is honorary. Arkie worked as a lumberjack for a number of years and became so expert with an axe that he could split a toothpick. He boasts today that he can still "hit where he looks."



CARL DE SUZE AND MARJORIE MILLS, heard Monday through Friday over WCSH and WLBZ, 12:30 to 1:00 p.m., via the New England Regional Network.

Keep Posted, WCSH Teen-Age Show, Spots School Activities



JAVA TEEN-AGE STYLE—Sitting about the famed Studio B breakfast table in a typical Saturday morning pose are: seated, Irene Latham, Jerry Tabor, Thelma Stevenson and Dotty McCann. Standing, left to right: Dick Butwell, Larry Whittemore, Carl Barker, Bob Leighton, and Doug Duperrault. Added to the cast since the above photo was taken have been Madeline Reardon and Edward Graham.

Over the nation's stations are broadcast each Saturday numerous teen-age programs ranging from the educational show to the jive-packed fun frolic type. Keep Posted, regular nine a.m. feature of WCSH, is an entertaining combination of both, pledged both to the support of school-sponsored activities and to presenting such features in the most enjoyable way possible.

Recent examples of this policy include coverage of the Hi-Loft waste paper salvage drive, the New England district tournament of the National Forensic Debating League, and the state basketball playoff between Edward Little and Bangor High schools.

Heading a worthy cast of teenage representatives from the Greater Portland schools are Dick Butwell, founder of the show, and Doug Duperrault, promising young Deering High dramatic performer. Butwell and his star vocalist, Jerry Tabor, a fellow classmate at Portland High School, appeared on the initial Keep Posted broadcast, now almost a year past. Duperrault was added to the regular cast last December and has since distinguished himself as an

erstwhile member of the youthful cast.

Besides Tabor, the musical department of the show includes Dorothy McCann of Deering High School, another pioneer in teen-age radio broadcasting, Madeline Reardon, and the three dauntless Deeringites, Carl Barker, Robert Leighton, and Laurence Whittemore, a whimsical high school trio. Thelma Stevenson of South Portland High School and Edward Graham of Deering High are special event reporters for the show, while the music is under the direction of Irene Latham at the keyboard.

In addition to these youthful performers and many guests, now past the 100 mark, the show has featured some of the outstanding civic, educational, and recreational leaders of Southwestern Maine.

"The past is but a small sample of the future," adds Butwell with a smile, evidently pointing to better listening for teen-agers in broadcasts to come. There is a forecast for youthful dialers to heed, and to tune to each Saturday morning at 9 o'clock over WCSH.

Jimmy Fidler's Americanism award recently went to NBC's Fibber McGee and Molly. "With their homespun philosophy and clean humor, Fibber and Molly have done a great job of selling plain old-fashioned Americanism on the air," said Fidler.

Those four fantastic music men, the Hoosier Hot Shots, will continue to amuse and amaze their radio and movie fans. Hezzie, Ken, Gil and Gabe have been signed to film eight more full length musicals for Columbia Pictures.

Waterville Native Retains Popularity Over Score Of Years

Marjorie Mills, who conducts what is considered New England's most popular daytime program, has for more than 20 years talked herself straight into the hearts of women, and she stays there. Spontaneous friendliness, keenness of wit, a generous sharing of ideas meet in this unusual sort of a food broadcast. The hundreds of letters that come to Marjorie Mills' desk every day are only one manifestation of the love and interest New England women have for one of their own, whom they regard as a good neighbor and a personal friend.

Carl de Suze who, as announcer, is a very important part of the Marjorie Mills Hour with his spontaneous comments and bubbling good spirits also has a Maine background. A Bowdoin graduate, 1938, he was for four years with a Portland radio station, and for several years with the Portland Players.

Marjorie receives well over 200,000 letters a year, nearly all carrying sincere expressions of good will, friendship, loyalty and trust. She starts out for home nearly every night with a well filled briefcase of the day's mail under her arm, to be re-read with keen enjoyment in the evening. If you ask Marj if she likes her job, she will say, "I love it! Aren't people swell!"

Though Marjorie calls herself the "soup and beans" lady, and as such brings news of new food products, recipes and homemaking suggestions, she manages to wind in and around her half-hour chats a good deal about gardens and children, a bit slipped in here and there about pets, flower shows, hobbies, her grandchildren, poetry, new books and philosophy. She ties it all around with her gentle good nature and her own special friendliness... an indescribable quality that has won an audience for her that numbers many hundred thousands daily.

Born in Waterville, Maine, Marjorie Mills knows New Englanders. She went to Colby for two years and also attended the University of Kansas. For the past 30 years, she has been on the staff of The Boston Herald as Women's Page Editor.

Perhaps no program on the air today has quite the rare feeling of kinship and understanding that exists between Marjorie Mills and her large "radio family" as she calls them.

Cantor Gives Break To Another Newcomer

Eddie Cantor's new singing sensation—Patsy Boulton—whom he introduced on his air show recently, is headed for stardom according to Eddie, and he should know for it was he who gave Bobby Breen, Deanna Durbin and Dinah Shore their first start.

"I've never seen anyone else step before a microphone with more confidence and assurance, than did Patsy on her opening night on my show," Cantor said. "I've seen hundreds of young women, even though they had wonderful voices, fail when they came up to the mike." Cantor predicted that the 14-year-old miss will hit the top within the next two years.

Johnny Desmond, singing star of NBC's Philip Morris Frolics and the Teentimers Club, becomes a father in July.

Perry Como, baritone stylist of the Supper Club heard five nights weekly at 7, has been named one of the country's 10 best dressed men by the Custom Tailors Guild of America.

Gracie Allen, after the success of her Concerto for Index Finger, is working on a new musical travesty. Tentative titles are Theme for a Thumb and Knuckle Knocturne.

When anyone rings Rudy Vallee's doorbell, chimes begin to play his theme song—My Time Is Your Time.

WRDO MAY NIGHT SCHEDULE

1400 ON YOUR DIAL

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Catholic Hour
6:15	Sports Roundup	Sports Roundup	Sports Roundup	Sports Roundup	Sports Roundup	Sports Roundup	
6:25	Little Show	Little Show	Little Show	Little Show	Little Show	Maine Radio News	
6:30	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Your State House Reporting	Nearer Home Hour (Gospel Tabernacle)
6:45	United Press News	United Press News	United Press News	United Press News	United Press News	New England Forum	
6:55	Maine Radio News	Maine Radio News	Maine Radio News	Maine Radio News	Maine Radio News		UP News
7:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Our Foreign Policy	Jack Benny (Lucky Strike)
7:15	News of the World (Alka Seltzer)	News of the World	News of the World (Alka Seltzer)	News of the World	News of the World (Alka Seltzer)		
7:30	David Rose Show	To be announced	David Rose Show	World's Most Honored Flights (Longines Watch)	Yankee Yarns (First National)	Prof. Quiz (American Oil)	Fitch Bandwagon (Fitch Shampoo)
7:45	H. V. Kaltenborn		H. V. Kaltenborn		H. V. Kaltenborn		
8:00	Cavalcade of America (Du Pont)	Philip Morris Frolics	Mr. and Mrs. North (Woodbury Soap)	Burns and Allen (Maxwell House Coffee)	Dance Music	Life of Riley (Teel)	Charlie McCarthy Show (Chase & Sanborn Coffee)
8:30	Voice of Firestone (Firestone Rubber)	A Date with Judy (Tums)	Penguin Room (Kools)	Dinah Shore (Birdseye Foods)	Duffy's Tavern (Minit Rub-Vitalis)	Truth Or Consequences (Duz)	Fred Allen Show (Tenderleaf Tea)
9:00	Telephone Hour (Bell Telephone System)	Amos 'n' Andy (Rinso)	Eddie Cantor (Trushay-Sal Hepatica)	Kraft Music Hall (Kraft Cheese)	People Are Funny (Raleighs)	National Barn Dance (Alka Seltzer)	Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder)
9:30	Information Please (Socony-Vacuum)	Fibber McGee and Molly (Johnson's Wax)	Mr. District Attorney (Vitalis-Ipana)	Jack Haley Show (Sealtest Ice Cream)	Waltz Time (Phillips Milk of Magnesia)	Can You Top This? (Palmolive Shave Cream)	American Album of Familiar Music (Bayer Aspirin)
10:00	Contented Program (Carnation Milk)	Bob Hope (Pepsodent)	Kay Kyser's College of Musical Knowledge	Abbott and Costello (Camels)	Mystery Theater (Molle Shave Cream)	Judy Canova Show (Colgate-Palmolive)	Hour of Charm (General Electric)
10:30	Dr. I. Q. (Mars Candy)	Red Skelton (Raleigh Tobacco)	(Colgate-Palmolive)	Rudy Vallee (Proctor & Gamble)	The Name Speaks State OPA	Grand Ole Opry (Prince Albert)	Meet Me At Parky's (Old Golds)
11:00	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News	Yankee News
11:15	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	News Commentary	Story Behind the Headlines

MORNING AND AFTERNOON SCHEDULE

6:30 A.M.—Maine Farm Topics	Daily except Sun.	12:45 P.M.—Radio Rodeo	Mon. through Fri.
7:00 A.M.—U. P. News	Daily except Sun.	Top Tune Time	Saturday
7:05 A.M.—Radio Reveille	Daily except Sun.	1:00 P.M.—YANKEE NEWS	Mon. through Fri.
7:45 A.M.—Reveille Roundup—Grove's Cold Tablets	Mon. through Fri.	Meet the Mike	Saturday
8:00 A.M.—YANKEE NEWS	Daily except Sun.	1:15 P.M.—Sketches in Melody	Tues., Thurs.
Young People's Church	Sunday	U. S. Navy Band	Monday
8:15 A.M.—Breakfast With Bill	Mon. through Fri.	U. S. Air Force Band	Wednesday
George and Dixie	Saturday	Musical Boardmans	Friday
8:30 A.M.—Thoughts for the Day	Daily except Sun.	America United	Sunday
Church School of the Air	Sunday	1:30 P.M.—Carolyn Gilbert	Tues., Thurs.
8:45 A.M.—World of Song	Mon., Wed., Fri.	Echoes from the Tropics	Monday
Ray Bloch Presents	Tuesday	Art Van Damme Quartet	Wednesday
Roger Nye	Thursday	Tabernacle Bible Quiz	Friday
Treasury Salute	Saturday	Veterans' Advisor	Saturday
YANKEE NEWS	Sunday	Showers of Blessing—Nazarene Church	Sunday
9:00 A.M.—NINE O'CLOCK NEWS—National Biscuit	Mon. through Fri.	1:45 P.M.—MORGAN BEATTY	Mon. through Fri.
Home Is What You Make It	Saturday	WORLD NEWS	Saturday
NEWS	Sunday	2:00 P.M.—The Guiding Light—Betty Crocker Soups	Mon. through Fri.
9:15 A.M.—Maine OPA Today	Daily except Sun.	Constant Invader	Saturday
9:15 A.M.—Story to Order	Sunday	Harvest of Stars—Int. Harvester	Sunday
9:20 A.M.—Good Morning Melodies	Mon. through Fri.	2:15 P.M.—Today's Children—Bisquick	Mon. through Fri.
9:30 A.M.—Woman's Radio Journal	Mon. through Fri.	Your Host Is Buffalo	Saturday
Fashions in Melody	Saturday	2:30 P.M.—A Woman in White—Wheaties	Mon. through Fri.
Words and Music	Sunday	The Baxters	Saturday
9:45 A.M.—Show Stoppers—Chernowsky's	Saturday	John Charles Thomas—Westinghouse	Sunday
10:00 A.M.—WORLD NEWS	Mon. through Fri.	2:45 P.M.—Hollywood Melodies	Tues., Thurs.
Eileen Barton Show	Saturday	Hawaiian Harmonies	Monday
First Radio Parish Church	Sunday	Job Reporter	Wednesday
10:15 A.M.—What's New	Mon., Fri.	Hollywood Melodies	Friday
Tobe's Topics	Tues., Thurs.	Nelson Olmstead	Saturday
Voice of the Army	Wednesday	3:00 P.M.—A Woman of America—Spic and Span	Mon. through Fri.
10:30 A.M.—Road of Life—Duz	Mon. through Fri.	Orchestras of the Nation	Saturday
Adventures of Archie Andrews	Saturday	World Parade—Shaeffer Pens	Sunday
To be announced	Sunday	3:15 P.M.—Ma Perkins—Oxydol	Mon. through Fri.
10:45 A.M.—Joyce Jordan—Crisco-Dreft	Mon. through Fri.	3:30 P.M.—Our Town	Monday
11:00 A.M.—Fred Waring Show	Mon. through Fri.	Hawaiian Harmonies	Tuesday
Wake Up America	Saturday	Cony Revue—Cony High School	Wed., Thurs.
Eternal Light	Sunday	Do You Remember?	Friday
11:30 A.M.—Allan Prescott—Wife Saver—D. W. Adams	Mon. through Fri.	One Man's Family—Royal Desserts	Sunday
Benjamin Moore	Saturday	3:45 P.M.—A Right to Happiness—Ivory Soap	Mon. through Fri.
NEWS SUMMARY	Sunday	4:00 P.M.—Backstage Wife—Dr. Lyons Toothpowder	
11:45 A.M.—Art Van Damme Quintet—Levine's	Mon., Wed.	Energine	Mon. through Fri.
Family Canteen	Tuesday	Doctors at Home	Saturday
Adventures in Research	Thursday	National Hour	Sunday
Sports Glass—Levine's	Friday	4:15 P.M.—Stella Dallas—Phillips Milk of Magnesia	
American Legion	Saturday	Danderine-Mulsified Shampoo	Mon. through Fri.
Concert Miniature	Sunday	4:30 P.M.—Lorenzo Jones—Bayer Aspirin	Mon. through Fri.
12:00 Noon—UNITED PRESS NEWS	Daily except Sun.	Columbia Music Shop	Saturday
The Pilgrim Hour	Sunday	RCA Victor Show—Radio Corp.	Sunday
12:10 P.M.—NOONDAY REVUE	Daily except Sun.	4:45 P.M.—Young Widder Brown—Phillips Toothpaste	Mon. through Fri.
12:30 P.M.—Music Shop	Wednesday	5:00 P.M.—UNITED PRESS NEWS	Mon. through Sat.
YANKEE NETWORK NEWS	Saturday	General Motors Symphony of the Air	Sunday
Lutheran Hour	Sunday	5:05 P.M.—1400 Club	Mon. through Sat.
		5:25 P.M.—Five Minute Mysteries—Allen Drug	Mon. through Fri.
		5:30 P.M.—Just Plain Bill—Anacin	Mon. through Fri.
		JOHN W. VANDERCOOK	Saturday
		5:45 P.M.—Front Page Farrell—Bisodol-Kolynos	Mon. through Fri.
		Tin Pan Alley of the Air—Leaf Gum	Saturday

Cony High Revue In 10th Year Of Broadcasting

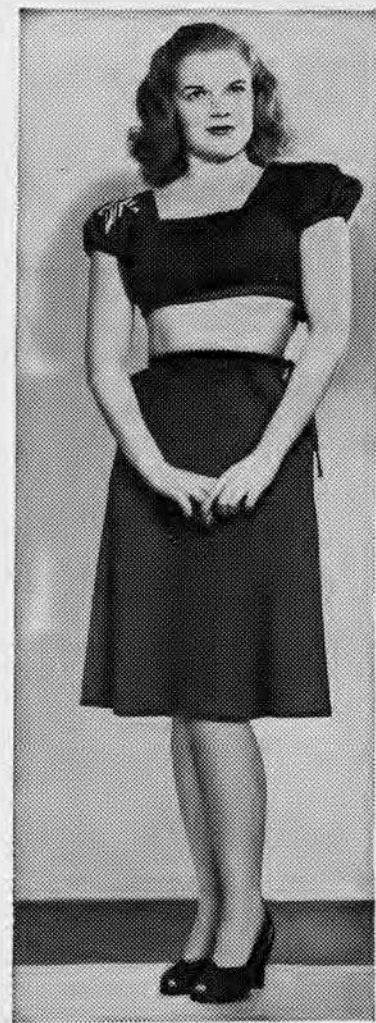
NBC News Analyst Covers Washington

One of Maine's favorite network news commentators is Morgan Beatty, heard on Maine's three NBC stations at 1:45 p.m., Monday through Friday. Beatty is NBC's Washington observer and he has chalked up a number of outstanding scoops from Capitol Hill.

In 1938 he was the first reporter in Washington to forecast a change in American foreign policy to meet Axis aggression. At the beginning of the war in 1939, he drew up the first detailed map of the western front for general distribution. Washington military experts used it for reference and the Library of Congress put it on exhibition. He is the only reporter who covered the Battle of the Atlantic with both the U. S. and English navies.

Beatty's news career covers nearly 25 years of American journalism. While in high school he became a reporter for a Little Rock, Arkansas newspaper. In 1927, still a youngster, he joined the Associated Press and almost immediately established himself as a "disaster reporter" by covering the Mississippi flood in an airplane. He also covered the Florida hurricane of 1928, the San Juan hurricane of 1930, the Ohio bank runs of 1932, and the New York floods of 1935.

Beatty joined NBC in December, 1941, as a military analyst from Washington. Later he was assigned to NBC's London office. In eight months he returned to America to cover news in the nation's capitol, from where he is currently heard.



BLACK FOR TEENS—Very young girls love play clothes in black like this two-piece, bare-midriff costume worn by Elaine Rost, of NBC's "Backstage Wife." The fabric is rayon in a linen weave and the white shoulder ornament is embroidered to simulate an exaggerated monogram. Square neck, tiny cap sleeves and wrap-around skirt are style notes. It's medium priced and was designed by Frances Sider.



CONY BROADCAST CLUB IN ACTION AT WRDO—First row: Beverley McKenney, Dottie Watts, Dick Dysart, Lorilea Jose, Patty Knowlton, Joane Rowe. Second row: Marilyn Hammons, Bette Harwood, Jerry Barnett, Ed Lee, Edith Wyman, Margaret Millett. Third row: Phil Wentzel, Paul McCann, Bill Macomber.

Students Present Fine Radio Fare In Capital City

Among the varied programs presented in the public interest by WRDO, outstanding is the Cony Revue, a weekly series of broadcasts prepared by the students and faculty of Cony High School of Augusta. The Cony Broadcast Club is an integral part of the curricular and extra-curricular activity of Cony High and the Cony Revue, aired over WRDO every Wednesday afternoon at 3:30, offers ample proof of the important part radio plays in furthering closer relationship and understanding between the educational system and the community.

The Cony Revue, inaugurated in 1937, is now in its tenth consecutive year of broadcasting. The original idea for the program was a natural outgrowth of friendly and close relations between the high school and the radio station. High school students had broadcast on various occasions when the station management proposed a series of programs that would not only be informative in nature, but also would offer definite advantages to the students in the form of specific radio training and experience.

Manager Jack Atwood outlined a program format and advised a group of students and their faculty advisors on the formation of a high school radio council. A great deal of credit for the early success of the radio council and its programs is due to the individual efforts of various students and faculty members and in particular, recognition is due to the work of Ben Hubley, former Cony student and WRDO employee, who was largely instrumental in founding the Cony radio council. That the original purpose of the council has been realized successfully is proven conclusively by the number of students who have gone directly from their high school broadcasting into radio.

Among the Cony High School alumni who are now associated with or are in radio work, are Hubley, who has just received his first class operator's license; Leslie Hubley, now in the service; Don Powers, also in the service; George Curtis, now with a Portland radio station; Katherine Rice, director of radio and dramatics at Norridgewock High School; Sheldon Detwiler, formerly of WRDO; and Dan Kelly, WRDO program director.

The harmony and fine cooperation is best expressed in a letter from William A. Macomber, principal of Cony High School, which says in part:

"We have always considered this program to be highly educational in value and an important part of our school program. Those participating have learned by actually doing and that, we know, is our most successful method of teaching. It is interesting also to note that several of our students have found their life work through participating in these programs as members of our Radio Council.

"May I express to you Cony's thanks for the interest you have shown in this program. We hope that it will continue for many years to come."

Members of the present radio broadcast club include: James Dorr, Richard Dysart and Louise Jones, announcers; Paul McCann, William Macomber and Dorothy Watts, sports announcers; Phillip Wentzel, disc jockey; Patricia Knowlton, musical director and Joane Rowe, assistant musical director; Lorilea Jose, Bette Harwood and Beverley McKenna, news and gossip; James Dorr, Edwin Lee and Margaret Millett, script writers; Marilyn Hammonds, talent scout; Jerry Barnett, Nina Choate, Mollie Violette and Edith Wyman, secretaries; and faculty advisor, Miss Lucinda Ripley, head of the department of speech, Cony High School.

ject amazing authenticity into each drama. This unique radio program poses the interesting question . . . where does fantasy end, and life changes and suspenseful tempo in-

Wife Saver Helps WRDO Listeners



ALLEN PRESCOTT

Allen Prescott, who achieved radio fame as the "Wife Saver," is now heard in the new Wife Saver series, Monday through Fridays at 11:30 a.m. over WRDO. D. W. Adams Company, with stores in Augusta, Hallowell, Gardiner and Winthrop, bring Central Maine listeners this refreshing quarter hour of fun and song.

Taking the humdrum subject of household hints to busy housewives, Allen evolves an infectious and humorous program. He is assisted by tenor Brad Reynolds, who is not only a perfect 'stooge' but is a star vocalist.

Versatile Prescott has been an actor, reporter, news commentator, script writer and master of ceremonies. He wrote scripts for the famous Gallagher and Shean team, for Harry Richmond, for the Joe Palooka series and the 'Let's Dance' programs. His good-humored household hints have appeared in women's magazines.

Allen "the Housewives' Delight" Prescott, with his wisecracks puts the women in a good mood and then gayly gives out with some real information such as "how to make a tough steak tender," or "how to lose weight without dieting." His remarks to the local announcer are in due form, too, for he cues in the announcer with such suggestions as "Junior, mind the store!" or "Hey, Junior, mind the store, there are customers waiting," all of which places the announcer in a good mood for the sponsor.

STAFF SLANTS

Promotion has come to Irving Hunter, chief announcer at WLBZ. Henceforth he will preside as production manager of the Bangor station in addition to supervising the announcing staff.

Manhattan Merry-Go-Round Stars Won Fame In Singing Contests

The brightest tunes of the day, sung by a brilliant musical cast in a make-believe half-hour tour of New York make the Manhattan Merry-Go-Round as fresh as the day the program made its debut, 14 years ago.

The cast of the program includes baritone Thomas L. Thomas, star of opera and the concert stage; soprano Marian McManus, the Boys and Girls of Manhattan and Victor Arden's Broadway stage band.

The program not only presents established hit tunes of the moment, but often introduces songs destined for tremendous future popularity. In the latter group have been such numbers as "The White Cliffs of Dover," "You Are My Sunshine," "The Things I Love" and "Day Dreaming."

Thomas L. Thomas, long a favorite with Maine listeners, used to sing duets with his foreman in a manufacturing concern in Scranton, Pa., before he became famous by

winning a national singing contest.

After concert singing, Thomas made his debut with the Metropolitan Opera Company in 1937. His pleasing Welsh voice now is known to thousands who listen each Sunday at 9:00 p.m. to the Manhattan Merry-Go-Round.

Marian McManus, Thomas' singing partner on the program, also got her start through a national contest. She entered the American Federation of Music Clubs competition at Philadelphia in 1935. Placing high in this contest, she was given many spots on top network musical shows. She later joined the musical cast of the Merry-Go-Round where she is now a featured vocalist.

Greatly responsible for the popularity of the program is Victor Arden, who creates the unusual musical arrangements presented. Arden organized his first orchestra for radio in 1929 and has concentrated on that field ever since.

Der Bingle Aids Wounded Vets

A quiet, darkened hospital ward . . . a score of wounded GIs lying on soft mattresses, looking at a motion picture screen . . . watching fantastic and beautiful color patterns moving and dissolving in a fascinating progression, accompanied by a soothing voice. It's the voice of Bing Crosby, and the boys are "seeing" his voice through the color magic of Auroratone.

The Auroratone Foundation is just one of Bing's contributions toward making things easier for wounded servicemen. He joined with the famed glacier priest, Father Hubbard, and inventor Cecil Stokes to bring Auroratone's therapeutic powers to veterans' hospitals throughout the world.

Through electronic bombardment, Bing's voice, when amplified by the usual speech amplification methods, causes varying patterns on color motion picture film. These patterns are the actual "picture" of each vocal tone. Oddly enough, the voice producing the most vivid effects on the Auroratone screen is that of the founder. Tests made of leading operatic stars show a comparatively dull color pattern, according to inventor Stokes.

Viewing the patterns and listening to Crosby's soothing voice has been of great benefit to mental and shock cases—proving of the utmost value in curing these ailments where all other means have failed. General Chiang Kai-Shek has requested several reels for use in Chinese hospitals.

Hundreds of letters from physicians and chaplains in hospitals throughout the world are Bing's payment for his work.

Mercer McLeod Stories On WLBZ



MERCER McLEOD and RETA

For centuries past, in the courts of great monarchs, behind the walls of mountain monasteries, story tellers have spun their tales of adventure, suspense and whimsy. Now this ancient art is revived by Mercer McLeod, actor and radio artist.

Mercer McLeod, The Man With The Story, is presented over Station WLBZ each Thursday evening at 6:15 by the Crown Jewelry Store of Bangor. The program is recorded by NBC.

The fascinating stories broadcast in this series are further enhanced by the vivid and realistic presentation of Mercer McLeod. All male characters, from beggars to kings, are portrayed by this versatile showman. Rita, his wife, plays the feminine parts with equal skill and understanding. The astounding voice changes and suspenseful tempo in-

WLBZ MAY NIGHT SCHEDULE

620 ON YOUR DIAL

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Young People's Choir
6:15	Digest of the Air (Shell Oil) Social Security	Dancing Party (Maine Central RR)	Digest of the Air (Shell Oil) Interlude	Mercer McLeod (Crown Jewelers)	Digest of the Air (Shell Oil) Interlude	Rhapsody in the Rockies	Esso Reporter Maine Radio News
6:30	Treasury Salute	Veterans Administration	Treasury Salute	Allen Roth Orchestra	Allen Roth Orchestra	Your State House Reporting	The Great Gildersleeve (Parkay)
6:45	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	
7:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Our Foreign Policy	Jack Benny (Lucky Strike)
7:15	News of the World (Alka Seltzer)	News of the World	News of the World (Alka Seltzer)	News of the World	News of the World (Alka Seltzer)		
7:30	Carolyn Gilbert	To be announced	University of Maine Hour	Arthur Hale (Richfield Oil)	Yankee Yarns (First National)	Arthur Hale (Richfield Oil)	Fitch Bandwagon (Fitch Shampoo)
7:45	H. V. Kaltenborn		H. V. Kaltenborn	Along Maine Trails	H. V. Kaltenborn	New England Forum of the Air	
8:00	Calvacade of America (Du Pont)	Philip Morris Frolics	Mr. and Mrs. North (Woodbury Soap)	Burns and Allen (Maxwell House Coffee)	Nissen's Minstrels (Nissen Baking Co.)	Life of Riley (Teel)	Charlie McCarthy Show (Chase & Sanborn Coffee)
8:30	Voice of Firestone (Firestone Rubber)	A Date with Judy (Tums)	Hildegard (Raleighs)	Dinah Shore (Birdseye Foods)	Duffy's Tavern (Minit Rub-Vitalis)	Truth Or Consequences (Duz)	Fred Allen Show (Tenderleaf Tea)
9:00	Telephone Hour (Bell Telephone System)	Amos 'n' Andy (Rinso)	Eddie Cantor (Trushay-Sal Hepatica)	Kraft Music Hall (Kraft Cheese)	People Are Funny (Raleighs)	National Barn Dance (Alka Seltzer)	Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder)
9:30	Information Please (Socony-Vacuum)	Fibber McGee and Molly (Johnson's Wax)	Mr. District Attorney (Vitalis-Ipana)	Jack Haley Show (Sealtest Ice Cream)	Waltz Time (Phillips Milk of Magnesia)	Can You Top This? (Palmolive Shave Cream)	American Album of Familiar Music (Bayer Aspirin)
10:00	Contented Program (Carnation Milk)	Bob Hope (Pepsodent)	Kay Kyser's College of Musical Knowledge (Colgate-Palmolive)	Abbott and Costello (Camels)	Mystery Theater (Molle Shave Cream)	Judy Canova Show (Colgate-Palmolive)	Hour of Charm (General Electric)
10:30	Dr. I. Q. (Mars Candy)	Red Skelton (Raleigh Tobacco)		Rudy Vallee (Proctor & Gamble)	The Name Speaks State OPA	Grand Ole Opry (Prince Albert)	Meet Me At Parky's (Old Golds)
11:00	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News
11:15	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Clifton Utley	Story Behind the Headlines
11:30	Copacabana Orchestra	400 Club	Cafe Zanzibar Orchestra	Story of Music	World's Great Novels	Terrace Room Orch.	The Pacific Story
12:00	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News

MORNING AND AFTERNOON SCHEDULE

6:15 A.M.—Maine Today	Daily except Sun.	12:00 Noon—Korn Kobbler—Bangor Baking Co.	Daily except Sun.
6:25 A.M.—YANKEE NEWS	Daily except Sun.	Today's Concert	Sunday
6:30 A.M.—Maine Farm Topics	Daily except Sun.	12:15 P.M.—ESSO REPORTER—Esso Marketers	Daily except Sun.
7:00 A.M.—Maine Central Almanac—MCRR	Daily except Sun.	12:20 P.M.—Maine Radio News	Daily except Sun.
7:15 A.M.—Sacred Heart Program	Mon. through Sat.	12:30 P.M.—Marjorie Mills	Mon. through Fri.
7:30 A.M.—ESSO REPORTER—Esso Marketers	Daily except Sun.	New England Dairymen	Saturday
7:40 A.M.—Program Highlights	Daily except Sun.	Musical Memoirs—Eastern Trust	Sunday
7:45 A.M.—Berwick Musical Clock—Berwick Cakes	Mon., Wed., Fri.	12:45 P.M.—Newport Playhouse	Sunday
Employment Service	Tues., Thurs.	1:00 P.M.—YANKEE NEWS	Daily
Morning Melodies	Saturday	1:15 P.M.—Ray Little's Radio Show	Daily except Sun.
8:00 A.M.—YANKEE NEWS	Daily except Sun.	America United	Sunday
NBC World News	Sunday	1:30 P.M.—Matinee Revue	Mon. through Fri.
8:05 A.M.—Organ Reveries	Sunday	The Veterans' Advisor	Saturday
8:15 A.M.—WORLD NEWS ROUNDUP	Daily except Sun.	Allan Prescott	Sunday
8:30 A.M.—Happy Kitchen	Mon. through Fri.	1:45 P.M.—MORGAN BEATTY	Mon. through Fri.
Organ Recital	Saturday	The American World	Saturday
Church School of the Air	Sunday	Christian Science Program	Sunday
8:45 A.M.—4-H Club News	Saturday	2:00 P.M.—The Guiding Light—Betty Crocker Soups	Mon. through Fri.
YANKEE NEWS	Sunday	Harvest of Stars—Int. Harvester	Sunday
9:00 A.M.—NINE O'CLOCK NEWS—National Biscuit	Mon. through Fri.	Baseball	Saturday
Home Is What You Make It	Saturday	2:15 P.M.—Today's Children—Bisquick	Mon. through Fri.
NBC NEWS	Sunday	2:30 P.M.—A Woman in White—Wheaties	Mon. through Fri.
9:15 A.M.—Chapel On The Hill	Mon. through Fri.	John Charles Thomas—Westinghouse	Sunday
Story to Order	Sunday	2:45 P.M.—Hit Tunes	Thurs., Fri.
9:30 A.M.—Women's Radio Journal—First National	Mon. through Fri.	Harry D. McNeil	Monday
Fashions in Melody	Saturday	Maine Federation of Women's Clubs	Tuesday
Words and Music	Sunday	Esther Sings	Wednesday
9:45 A.M.—A Miss and a Male	Saturday	3:00 P.M.—A Woman of America—Spic and Span	Mon. through Fri.
Drama of Palestine	Sunday	Schaeffer Parade—Schaeffer Pens	Sunday
10:00 A.M.—Allen Roth Orchestra	Mon. through Fri.	3:15 P.M.—Ma Perkins—Oxydol	Mon. through Fri.
Eileen Barton Show	Saturday	3:30 P.M.—Pepper Young's Family—Camay Soap	Mon. through Fri.
National Radio Pulpit	Sunday	One Man's Family—Royal Desserts	Sunday
10:15 A.M.—Margaret Matson—Freese's	Mon., Wed., Fri.	3:45 P.M.—Right to Happiness—Ivory Soap	Mon. through Fri.
Faith in Our Time	Tues., Thurs.	4:00 P.M.—Backstage Wife—Dr. Lyons Toothpowder	Mon. through Fri.
10:30 A.M.—Road of Life—Duz	Mon. through Fri.	Energine	Mon. through Fri.
Adventures of Archie Andrews	Saturday	Doctors at Home	Saturday
NBC String Trio	Sunday	National Hour	Sunday
10:45 A.M.—Joyce Jordan—Crisco-Dreft	Mon. through Fri.	4:15 P.M.—Stella Dallas—Phillips Milk of Magnesia	Mon. through Fri.
11:00 A.M.—Fred Waring Show (A.M.I.—Tu. Th.)	Mon. through Fri.	Danderine-Mulsified Shampoo	Mon. through Fri.
Pick and His Mountaineers	Saturday	4:30 P.M.—Lorenzo Jones—Bayer Aspirin	Mon. through Fri.
ESSO REPORTER—Esso Marketers	Sunday	First Piano Quartet	Saturday
11:05 A.M.—Brewer Methodist Church	Sunday	The RCA-Victor Show	Sunday
11:30 A.M.—Lone Pine Mountaineer—Rapaport Tire	Mon., Tues., Thurs., Fri.	4:45 P.M.—Young Widder Brown—Phillips Toothpaste	Mon. through Fri.
Newport Playhouse	Wednesday	5:00 P.M.—Shoppers' Variety Revue	Mon. through Fri.
Benjamin Moore Program	Saturday	Latin American Rhythm	Saturday
11:45 A.M.—Melody Lane	Mon., Tues., Thurs.	General Motors Symphony of the Air	Sunday
Doctors Courageous	Wednesday	5:30 P.M.—Just Plain Bill—Anacin	Mon. through Fri.
One Man's Destiny—Atherton Furniture	Friday	JOHN W. VANDERCOOK	Saturday
Sunday Serenade	Sunday	5:45 P.M.—Front Page Farrel—Bisodol-Kolynos	Mon. through Fri.

UP Show Portrays Careers Of Front Page Figures

Your Announcer Is



Elliott Hold

Recently returned to civilian life after four years in the Army, Elliott Hold is back at his old 'mike' job at WRDO, which began in 1939 when he joined the station staff.

Born in Princeton, Maine, Elliott attended the schools in Corinth and Newport. During his school years he was active in the Grange and in 1939 was elected Master of the Palmyra Grange. At that time he was the youngest Master in the state.

He got his start in radio during the summer months of 1939 when he was a pinch hitter for announcers at WLBZ on vacation. Shortly afterwards, he came to WRDO for a full time position.

In June of 1941, Elliott heeded the call of the Army recruiting campaign in which he had played a part during the numerous Army programs on the air. In April of 1943, he was graduated from Officers' Candidate School and assigned to the Signal Corps, having received specialized training in radio and cryptography. His career in the Army was highlighted by two years with the 19th Tactical Air Command which was attached to the Third Army in its drive across Europe.

With six campaign stars to his credit and four years of service, Elliott was among the first to be released from active service after V-J Day. Back to WRDO in November, he soon reconverted to the radio routine which now includes conducting the station's popular 1400 Club, assisting Jake Brofee in his weekly farm broadcasts from Augusta, copy writing and setting up the commercial announcement schedules each day. He may be heard on many news and sports broadcasts, too.

Like a true native of Maine, Elliott's chief hobbies are hunting and fishing. He is married and has a son, Ralph, two and a half years old.



CAST RECORDING ONE MAN'S DESTINY—Actors are chosen for voice quality and ability to adopt tonal characteristics of persons they impersonate.

Atherton Stores Air Stories Of Men Of Destiny

In recent months, more and more Maine listeners have become interested in the recorded dramatic series One Man's Destiny, produced by United Press and aired by WCSH and WLBZ with sponsorship by the Atherton Furniture Stores of Portland, Lewiston and Waterville. On WCSH, One Man's Destiny is heard weekly on Wednesdays at 7:30 p.m. while WLBZ airs the show Fridays at 11:45 a.m.

What's the story behind One Man's Destiny? The Maine Broadcaster asked United Press radio news manager Phil Newsom. Said Newsom:

The UP had felt for a long time that radio needed a dramatic show dedicated to the lives of front-page personalities. It also had the feeling that radio needed its own "dramatic morgue," some place it could go to review the achievements and high-lights of leading persons' lives and careers. Proceeding along this line, Newsom drew up the format for the new show, which succeeded UP's eminently successful documentary, Soldiers of the Press, aired during the war years.

The first "Destiny" show was recorded early in 1945. Since that time the life-story of dozens of top-flight personalities have been dramatized. Here is the way the show is put together:

First, the "personality" is chosen. Then United Press calls on one of its many veteran correspondents to furnish the story of his life—color— anecdotes — biographical material. UP staff writer Barbara B. Gross then follows the correspondent's report faithfully, putting it into dramatic form.

When the script is ready, a cast of professional actors is chosen. Phil Newsom takes over the directing and producing and the recording studio is made ready. The stories are recorded at WOR, New York.

The part of Earl Johnson, United Press general news manager, who calls in the correspondents in the various episodes, is played by Morton Lawrence. The show is emceed by Dick Dunham, and the music is furnished by Charley Paul. Other characters are cast according to the demands of the parts. United Press modestly requires only a mention at the beginning and end of each show, which does not detract from the sponsorship message.

Starting with the life story of Winston Churchill, the series has covered the careers of many front page personalities, including President Truman, Mayor Kelly of Chicago, America's top military and naval leaders, Henry Wallace, Eric Johnston, Jane Froman, Dr. Oppenheimer of atomic bomb fame, and others.

Time Out Makes Sunday Feature



Ted Steele

On Sunday afternoons at 1:30, over WLBZ, it's "Time Out For Fun and Music" with Allen Prescott, Felix Knight, Ted Steele and the Novatones. This sparkling quarter hour of music and merry monolog, sparked by wise-cracking Allen Prescott (of Wife Saver fame) is sponsored by Manhattan Jewelers of Bangor.

Maine Native Finds, Produces New England Forum Of The Air



MAINE CONGRESSMAN PARTICIPATES IN FORUM— Left to right: Interviewer Robert J. Coar; Rep. Joseph F. Ryter (D) Conn. (at large); Rep. Robert Hale (R) Maine; Rep. Angier L. Goodwin (R) Mass.

A former Maine man, traveling in New England and addressing groups of business men, realized as his contacts increased that there was a definite need for a public service radio program to better acquaint the citizens of the New England states with their members of Congress and Government administrators. Thus was the New England Forum of the Air conceived.

Robert J. Coar, president of Sound Studios, Inc., of Washington was the Maine man—native, that is—whose travels and understanding of New England people opened the way for the New England Regional Network program that now reaches listeners of WCSH, WRDO and WLBZ each Saturday evening at 6:45, direct from the Nation's Capital. Coar discussed his findings and convictions with Leonard J. Patricelli, program manager of WTIC, Hartford's powerful broadcaster, and the New England Forum was soon on its way.

The selection of subjects and speakers, says Producer Coar, depends entirely upon what is timely—under discussion in the House and Senate, and in various committees, and whether or not the subjects would hold particular interest for New England listeners.

Contrary to the format for carefully rehearsed studio programs, the formal "set" style is avoided in the New England Forum of the Air. The participants customarily arrive at the studio in Washington but a half hour before the broadcast. Producer Coar sits down with them and "briefs" them on the questions and problems to be discussed on the

air. This procedure permits the Forum to retain its informality and spontaneity of response.

In future broadcasts, New England Forum expects to present various Government administrators as they appear in the news of the week, particularly when their activities or decisions have a bearing on New England affairs.

Robert J. Coar was born in Farmington in 1905 while his father was State Superintendent of Schools, corresponding to the present Commissioner of Education. By the time Robert was of school age the family had removed to Massachusetts, where he attended grade and secondary schools. He was graduated from Lafayette College and the Columbia School of Engineering. Followed four years with the New York Telephone Company as district plant engineer, then six years with RKO Pictures in Los Angeles where he constructed the first sound stages and handled the recording of the first feature pictures produced by that firm. For the past dozen years, Coar has been engaged in radio station work and has operated the radio room in the Capitol building in Washington.

Meet Your Daytime Drama Friends



Arthur Hughes, playing the title role in Just Plain Bill, and Ruth Russell, who is heard as his daughter Nancy in popular comedy drama heard Monday through Friday at 5:30 p.m. over the three NBC stations in Maine.



GETS HER WISH—Claire Niesen always wanted to be an actress. Now she has her wish—she is leading lady (Mary Noble) of the afternoon serial "Backstage Wife." The program is heard Monday through Friday on NBC at 4:00 p.m.

WCSH MAY NIGHT SCHEDULE

970 ON YOUR DIAL

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	News
6:15	Digest of the Air Maine State News (P & R Coal)	Sports Diary Maine State News (P & R Coal)	Digest of the Air Maine State News (P & R Coal)	Sports Diary Maine State News (P & R Coal)	Digest of the Air (Shell Oil) Maine State News (P & R Coal)	Sports Diary Maine State News (P & R Coal)	To be announced
6:30	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	To be announced	The Great Gildersleeve (Parkay)
6:45	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	New England Forum of the Air	
7:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Our Foreign Policy	Jack Benny (Lucky Strike)
7:15	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)		
7:30	Pleasure Parade (B & M RR)	Those Websters	One Man's Destiny (Atherton Furniture)	Bob Burns Show (Lifebuoy Soap)	Pleasure Parade (B & M RR)	To be announced	Fitch Band Wagon (Fitch Shampoo)
7:45	H. V. Kaltenborn (ABC Oil Burner)	Quaker Oats	H. V. Kaltenborn (ABC Oil Burner)		H. V. Kaltenborn (ABC Oil Burner)	To be announced	
8:00	Cavalcade of America (Du Pont)	Follies of '46 (Philip Morris)	Mr. and Mrs. North (Woodbury Soap)	Burns and Allen (Maxwell House Coffee)	Highways in Melody (Cities Service Co.)	Life of Riley (Teel)	Charlie McCarthy Show (Chase & S'b'n Coffee)
8:30	Voice of Firestone (Firestone Rubber)	A Date with Judy (Tums)	Hildegard (Raleighs)	Dinah Shore (Birdseye Foods)	Duffy's Tavern (Bristol-Myers)	Truth Or Consequences (Duz)	Fred Allen Show (Tenderleaf Tea)
9:00	The Telephone Hour (Bell Telephone System)	Amos 'n' Andy (Rinso)	Eddie Cantor Show (Trushay- Sal Hepatica)	Kraft Music Hall (Kraft Cheese)	People Are Funny (Raleighs)	National Barn Dance (Alka Seltzer)	Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder)
9:30	Information Please (Socony Vacuum)	Fibber McGee and Molly (Johnson's Wax)	Mr. District Attorney (Vitalis-Ipana)	Jack Haley and Eve Arden (Sealtest Ice Cream)	Waltz Time (Phillips Milk of Magnesia)	Can You Top This? (Palmolive Shave Cream)	American Album of Familiar Music (Bayer Aspirin)
10:00	Contented Program (Carnation Milk)	Bob Hope (Pepsodent)	Kay Kyser's College of Musical Knowledge (Colgate-Palmolive)	Abbott and Costello (Camels)	Mystery Theater (Molle Shave Cream)	Judy Canova Show (Colgate-Palmolive)	Hour of Charm (General Electric)
10:30	Dr. I. Q. (Mars Candy)	Red Skelton's Scrap Book (Raleigh Tobacco)		Rudy Vallee (Proctor & Gamble)	Bill Stern—Sports Newsreel (Palmolive Shave Cream)	Grand Ole Opry (Prince Albert)	Meet Me at Parky's (Old Golds)
11:00	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News	Yankee News
11:15	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Clifton Utley	Story Behind the Headlines
11:30	Swing Circle	Swing Circle	Swing Circle	Swing Circle	Swing Circle	Swing Circle	The Pacific Story
12:00	News	News	News	News	News	News	News

MORNING AND AFTERNOON SCHEDULE

5:30 A.M.—The Downhomers	Daily except Sun.
6:00 A.M.—NEWS	Daily except Sun.
6:05 A.M.—The Downhomers	Daily except Sun.
6:15 A.M.—Sunrise Salute	Daily except Sun.
6:25 A.M.—YANKEE NEWS	Daily except Sun.
6:30 A.M.—Maine Farm Topics	Daily except Sun.
7:00 A.M.—NEWS	Daily except Sun.
7:15 A.M.—Keyboard Tapestries	Mon. through Sat.
7:30 A.M.—Breakfast Serenade	Mon. through Fri.
Good Morning Show	Saturday
7:45 A.M.—3A Safety Man	Mon. through Fri.
Morning Melody Parade	Saturday
8:00 A.M.—YANKEE NEWS	Daily except Sun.
NBC NEWS	Sunday
8:05 A.M.—Organ Reveries	Sunday
8:15 A.M.—WORLD NEWS ROUNDUP—Hood's Milk (T-T-S)	Daily except Sun.
Our Ancestors	Sunday
8:30 A.M.—Highways of the Spirit	Mon., Tues., Wed.
Sacred Heart Program	Thursday
Morning Devotions	Fri., Sat.
Church School of the Air	Sunday
8:45 A.M.—NEWS	Daily except Sun.
YANKEE NEWS	Sunday
9:00 A.M.—The Peabodys	Mon. through Fri.
Keep Posted	Saturday
Sunday Song Service	Sunday
9:15 A.M.—Nylon Time	Mon., Wed., Fri.
Tello-test	Tues., Thurs.
9:30 A.M.—Women's Radio Journal—First National	Mon. through Fri.
Recess Time—State Theatre	Saturday
Drama of Palestine	Sunday
9:45 A.M.—D & H Miners—D. & H. Coal	Sunday
10:00 A.M.—Lone Journey	Mon. through Fri.
Eileen Barton Show	Saturday
First Radio Parish Church	Sunday
10:15 A.M.—Lora Lawton—Bab-O	Mon. through Fri.
10:30 A.M.—Road of Life—Duz	Mon. through Fri.
The School Librarian	Saturday
NEWS	Sunday
10:45 A.M.—Joyce Jordan—Crisco-Dreft.	Mon. through Fri.
Organ Interlude	Sunday
10:50 A.M.—State Street Congregational Church	Sunday
11:00 A.M.—Fred Waring Show—(A.M.I., Tu. and Th.)	Mon. through Fri.
Teentimers Show	Saturday
11:30 A.M.—Barry Cameron—Sweetheart Soap	Mon. through Fri.
Smilin' Ed McConnell—Buster Brown Shoes	Saturday
11:45 A.M.—David Harum—Bab-O	Mon. through Fri.
12:00 Noon—NEWS—Blue Ribbon Bread	Mon. through Sat.
NEWS	Sunday
12:15 P.M.—Luncheon Club	Mon. through Sat.
London Column	Sunday

12:30 P.M.—Marjorie Mills	Mon. through Fri.
Dairy Chat	Saturday
NBC Concert Orchestra	Sunday
12:45 P.M.—Homemakers' News	Saturday
1:00 P.M.—YANKEE NEWS	Mon. through Fri.
NEWS	Saturday
1:15 P.M.—MAINE NEWS—Guardian Finance (Mon., Wed., Fri.)	
Woodfords Furniture (Tues., Thurs.)	Mon. through Sat.
America United	Sunday
1:30 P.M.—Musical Matinee	Mon., Tues., Thurs., Sat.
Let's Talk About Children—Rines Bros.	Wednesday
Next Door Neighbor—Rines Bros.	Friday
The Shadow—Blue Coal	Sunday
1:45 P.M.—Morgan Beatty—Burnham & Morrill (Tue., Thu., Fri.)	Mon. through Fri.
American World	Saturday
2:00 P.M.—The Guiding Light—Betty Crocker Soups	Mon. through Fri.
Baseball Game	Saturday
Harvest of Stars—Int. Harvester	Sunday
2:15 P.M.—Today's Children—Bisquick	Mon. through Fri.
Baseball Game	Saturday
2:25 P.M.—Betty Crocker	Mon. through Fri.
2:30 P.M.—Woman in White—Wheaties	Mon. through Fri.
Baseball Game	Saturday
John Charles Thomas—Westinghouse	Sunday
2:45 P.M.—Masquerade—Softasilk Flour	Mon. through Fri.
Baseball Game	Saturday
3:00 P.M.—A Woman of America—Spic and Span	Mon. through Fri.
Baseball Game	Saturday
World Parade—Shaeffer Pens	Sunday
3:15 P.M.—Ma Perkins—Oxydol	Mon. through Fri.
3:30 P.M.—Pepper Young's Family—Camay Soap	Mon. through Fri.
One Man's Family—Royal Desserts	Sunday
3:45 P.M.—A Right to Happiness—Ivory Soap	Mon. through Fri.
4:00 P.M.—Backstage Wife—Dr. Lyons Toothpowder	
Energine	Mon. through Fri.
Doctors at Home	Saturday
National Hour	Sunday
4:15 P.M.—Stella Dallas—Phillips Milk of Magnesia	
Danderine-Mulsified Shampoo	Mon. through Fri.
4:30 P.M.—Lorenzo Jones—Bayer Aspirin	Mon. through Fri.
Wake Up, America	Saturday
RCA Victor Show—Radio Corp.	Sunday
4:45 P.M.—Young Widder Brown—Phillips Toothpaste	Mon. through Fri.
5:00 P.M.—When A Girl Marries—Calumet Baking Powder	
Baker's Chocolate	Mon. through Fri.
Wonderland of Music	Saturday
General Motors Symphony of the Air	Sunday
5:15 P.M.—Portia Faces Life—Grapenuts-Swansdown	Mon. through Fri.
5:30 P.M.—Just Plain Bill—Anacin	Mon. through Fri.
JOHN W. VANDERCOOK	Saturday
5:45 P.M.—Front Page Farrell—Bisodol-Kolynos	Mon. through Fri.
Tin Pan Alley—Leaf Gum	Saturday