

MAINE **TV-RADIO NEWS AND GUIDE** 25¢
 SEPTEMBER 1953



Range Rider



Ed Murrow



Ed Sullivan



Jack Benny



Jane Eator



Ann Scuthen



Bishop Sheen



Jerome Thor

dragnet
 starring JACK WEBB



World Radio History
 Red Buttons

two for the money
 starring
 HERB SHIRNER

WCOU

1240 KCS ON YOUR AM DIAL

Established 1938

Lewiston

WCOU *fm*

93.9 MGS ON YOUR FM DIAL

Established 1948

Lewiston

WFAU

1340 KCS ON YOUR AM DIAL

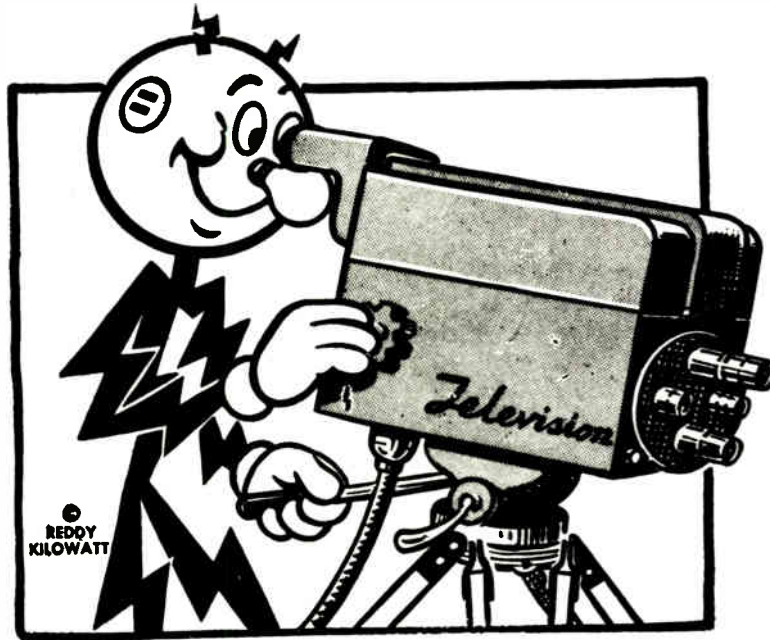
Established 1947

Augusta

"Complete Coverage of Central Maine"

YANKEE • MUTUAL

The TWIN CITY BROADCASTING COMPANY, INC.



..... RINGSIDE SEATS

Television gives you front row seats right in your own home for entertainment, news and sport events. Never has an electrical appliance had such profound effect on the family life of our Country, and already it has taken a very responsible position in communication fields.

However, TV is only one of the many modern miracles made possible by your "Reddy Kilowatt" service. Around the clock year in and year out, low-cost electricity works for you doing hundreds of duties making life more pleasant, easier and healthier.

BANGOR HYDRO ELECTRIC COMPANY

Electric Service in Eastern Maine

MAINE TV-RADIO NEWS AND GUIDE

SEPTEMBER

Publisher

DAVID L. ROYTE

Managing Editor

EDWARD D. TALBERTH

Technical Advisers

WALTER L. DICKSON, Bangor

MAYNARD G. BRAY, Portland

Advertising Manager

JOHN A. SLOWE

Contents

September, 1953

Vol. 1, No. 4

The First and Only Illustrated Feature Magazine of News and Views of TV and Radio Personalities and Events in Maine.

WELCOME WPMT

Portland and Maine bid a fond welcome to television station WPMT, which becomes the second video outlet in Maine, and the first to bring live network shows into the State.

The advent of television on the local level opens up another medium for the entertainer, the educator, the Church, the politician, and the advertiser, among many others.

Individually and collectively, we wish them well and, in so doing, trust that none will abuse the medium.

Television can and will play an important role in the future of the community if only those affiliated with it do the job right. The challenge is upon their shoulders!

THE COVER

City Manager Roy H. Owsley of Portland is "first" before the camera, submitting himself to interview by WPMT Station Manager George E. Curtis, Jr. (left) who'll conduct a public service program weekly. Other pictures are of network stars who'll be regular WPMT performers.

News Features

	Page
The Staff Of Portland's New TV Station	14
Bill Shaw Looks Ahead	19
The Opening Of WPMT	22
Colby's Fabulous Dr. Comparetti	28
Fall TV Football Lineup	29
Radio Sales On The Increase	33

TV Fan Features

Fred Allen Returning To Television	6
Bishop Sheen Program For Fall	9
Jimmy Durante	10
Ed Sullivan's Toast Of Town	18
The Fred Waring Story	26

Radio Fan Features

George Hunter, The Big Man From Freeport	5
Lee Williams, A Sports Announcer	7
The Staff Of WRKD, Rockland	12
Ed Emery Of WLBZ	13
WABI's Northern Lights	24
Pictorial History Of WCOU	38

Copyright 1953 by T-V Publications

Business and Editorial Office:

97A Exchange Street

PORTLAND 3, MAINE

Tel. Portland 4-0384

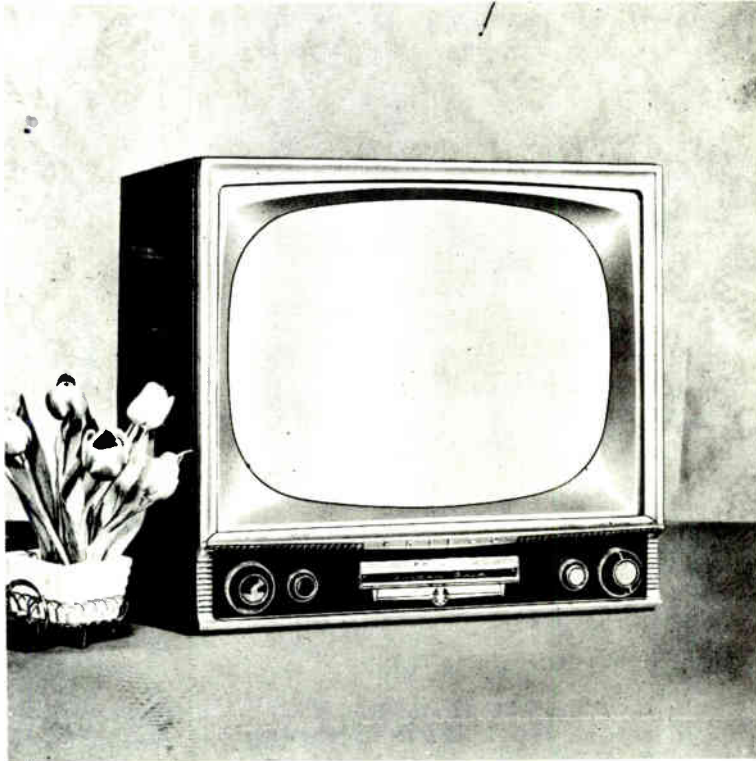
Application for second-class entry pending at the post office at Portland, Maine, under the Act of March 3, 1879.

Subscription Rates: \$2.50 per year, 25 cents per copy.

Published Third Friday of Each Month

New from

PHILCO



**THE MOST
EXCITING SET
IN AMERICA
TODAY!**

- 21 Inch Screen
 - Complete with UHF
 - Mahogany Finish
 - Simplified Tuning
 - Built-In Aerial

Only **\$349⁹⁵**

Other Models Start from \$179.95

SPECIALIZING IN INSTALLATION



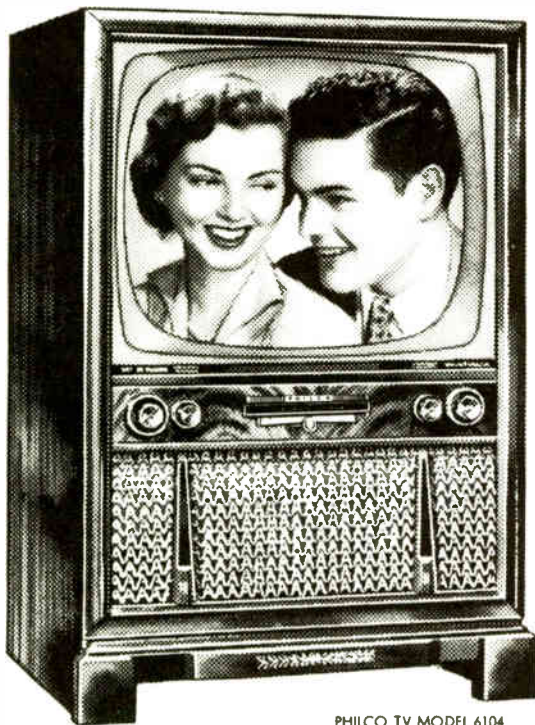
Dial Portland 5-0131 or 4-7262

MAC'S TELEVISION
*Installation
& Service Co.*
660 MAIN ST., THORNTON HEIGHTS SO. PORTLAND, ME.

**Adds Miles to TV Reception...
Deep Dimension to the Picture!**

PHILCO
HF-200 Golden Grid

WORLD'S FIRST HIGH FIDELITY TV WITH
DEEP DIMENSION PICTURE



PHILCO TV MODEL 6104

**Never before such Picture-Making Power...
Such Fringe Area Performance!**

Philco brings it to you for 1954—the greatest advance in a TV chassis since the miracle of television. It's the new Philco HF-200 Chassis with power so great... sensitivity so far-reaching... and reproduction so precise that it sets a new standard of picture performance. Yes, High Fidelity television with exclusive Deep Dimension picture... come in now and see why this newest Philco triumph is the sensation of the TV world.

\$179.95 and UP

See Your Local Philco Dealer

DISTRIBUTED BY THE

UTTERBACK CORPORATION

44 BROAD STREET

BANGOR, MAINE

Case of jitters really sent

The "big man" on his way to the top

It was "an awful good kind of a day" back in the Spring of 1946 when a Freeport farmer awoke one morning with the jitters—and not from over-indulgence either.

Farmers, generally speaking, are shrewd operators, but the hero of this story seemingly had outwitted himself—and this is what gave him his con-

cern.

All his trouble, real and imaginary, stemmed from the fact he had on hand 20 sets of double harness and an unaccounted number of brooder stoves. His financial stability depended upon getting rid of this surplus—and pronto, too.

Today—seven years later—thou-

sands of radio (WGAN) listeners can be thankful that George V. Hunter was in such a predicament those many moons ago because the dilemma sent George to the mike in desperation and he's been a welcomed visitor into many a home ever since.

Somewhere along the line an announcer dubbed him "the big man from Freeport"—he weighs a "mere" 256 pounds—and so it is with those words that George takes to the mike every week-day morning at 6:30 for a 25-minute chore during which he'll talk about anything and everything under the sun.

Top Show

Generally, he'll open his show with the oft-quoted phrase "it's an awful good kind of a day" and then he's away on a spiel which has rendered his one of the top early morning shows on the air in Maine today.

But back to the harness and brooder stoves! Oh, sure, George sold 'em and, in so doing, got himself a radio job in the bargain.

He wanted to advertise in the newspaper and sought out a journalist friend who (shame on him) suggested a radio advertisement in lieu of newspaper space.

"That seemed awful queer to me—didn't know radio ever sold time," George now reflects but his friend did prepare a one-minute ad—a recording of George—and it went out over WGAN.

"I was so ashamed I didn't even tell my folks," says George but well does he remember that within 15 minutes after the recording was played, he sold his first set of harness.

The novelty of selling "over the air" intrigued not only the country gentlemen but his friends as well, so much so, that some of them asked George to go on the air and sell some of their stuff. It resulted in a five-minute program.

That was the start!

The Hunter touch turned into gold and soon WPOR (Portland) hired him to do a half-hour show for them.

In 1947, George returned to WGAN for a once-a-week show which ultimately gave way to his daily stint.

(Continued on Page 39)



The "big man from Freeport" is happiest when he sits in front of the mike to signalize the start of his early morning show from WGAN.



TOP: Fred Allen jazes it up for wifey, Portland Hoffa, who seems not at all pleased.

LEFT: The Old Grouch (Perhaps Benny has just pulled a joke)

RIGHT: Everything is hotsy-totsy now for our hero, Fred.



Fred Allen Back On Television In New Type Show

Fred Allen, one of the nation's top comics and most artful master of the ad-lib, satire and monologue, has returned to television with a new program, "Judge For Yourself," which started on the NBC-TV network August 18 (10 p.m., edt).

The new series of weekly half-hour presentations combines the use of panels, talent and audience participation which enables Allen to fulfill a long-desired opportunity to talk to plain people at which he is an old hand.

Allen made his first appearance on television in a guest spot on NBC Dec. 13, 1939. He made his more formal de-

(Continued on Page 37)

New TV Station Geared For Speed In Film Work

It will take less than 30 minutes for Portland's new television station, WPMT, to shoot films of any event and get them out to the video audience.

The rapidity of action will enable the station, in event of a special event or some exceptional news development, to bring to their audience a pictorial accounting of the event.

Name Conductors For Hollywood Bowl Series

John Barnett and Erich Leinsdorf are conductors for concluding concerts in the Hollywood Bowl series which NBC is broadcasting Sunday afternoons from 4 to 5 o'clock.

Barnett will conduct the orchestra on Aug. 23 and Leinsdorf on Aug. 30 in a concert which features Carol Brice as soloist.

Lee Williams Has Big Following In His WTVL Program



LEE WILLIAMS

Not only has he done a workman-like job as basketball coach at Colby College, but Lee Williams has built-up a sizeable audience in his role as sports commentator for Station WTVL in Waterville.

His 15-minute commentary Spotlight on Sports started back in 1948 as a Wednesday night feature. In 1950 it was moved to its current Sunday night spot.

His programs, by far a majority of them "live" have analyzed sports with particular emphasis on events in Central Maine. Frequently, Lee will bring a well-known sports figure to the mike for an interview.

Williams has been at Colby since 1946 and after six years as a successful coach—Colby has won three consecutive State Series titles—he was named director of Intercollegiate Athletics.

He was graduated from Cortland (N. Y.) State Teachers College and received his M.A. from Columbia University in 1947. During the war, Williams coached at Dartmouth and Great Lakes under the Navy training program.

Television Growing Rapidly Around The World; Russia Has Five Stations

By JOE CULLINANE
Publicity Director WBZ-TV

Now that WBZ-TV has been launched successfully into its sixth year, let's take a look at television outside the United States.

There are presently as many as 40 countries, either with TV already, or planning TV programming in the near future. These include most of the countries in South America, along with Canada, Cuba, Czechoslovakia, Denmark, Egypt, Finland, France, Germany, (both east and west), Great Britain, India, Italy, Japan, Russia, Spain, Sweden, Switzerland, Turkey and Yugoslavia.

Mexico has no less than three TV stations in operation. One of these has already tested color reception. Construction permits have been granted to another 23 proposed stations. One of these was expected on the air last February—but no further report has been made.

The U.S.S.R. is said to have five stations . . . two operating, two proposed, and one experimental. Only the Moscow station has daily service. 15,000 sets are reported in use in that area.

Great Britain has 1,656,000 TV sets. The country has seven stations in operation, and the BBC estimates that 75% of the population in the United Kingdom will be covered by TV service this year. Although present operation is non-commercial, there has been discussion in Parliament of possible private commercial TV operation.

That's part of the story of post war, world wide TV. In each case the operation is more or less localized with no general interchange of programs, as we have with radio. However, as I wrote last month, NBC has received experimental pictures from BBC in London; and England and France have been working on crossing the Channel with TV.

Arturo Toscanini's recording of Beethoven's Ninth Symphony has been chosen by Downbeat, a music trade publication, as the best recorded symphony performance.

It was an English coronation, but more Americans than Britons witnessed the spectacle by a ratio of eight to one. The difference is the number of TV sets in America.

ADMIRAL your BEST TV BUY



Model 221DX16L. Beautiful 21" TV Console in handrubbed walnut, mahogany or blonde cabinet. Has new Super Dyna-Ray picture tube—252 square inches . . . long distance Cascade chassis . . . tone control . . . built-in "Omni-Scope" aerial.

For Service

For Satisfaction

For Quality

— VISIT —

SILVER STREET

SERVICE STATION

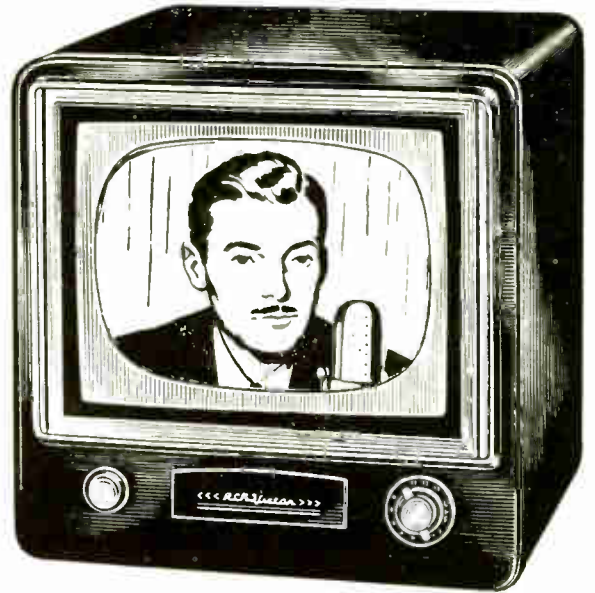
27 SILVER ST., WATERVILLE

PHONE 622

RCA VICTOR

TELEVISION SETS SHOWN

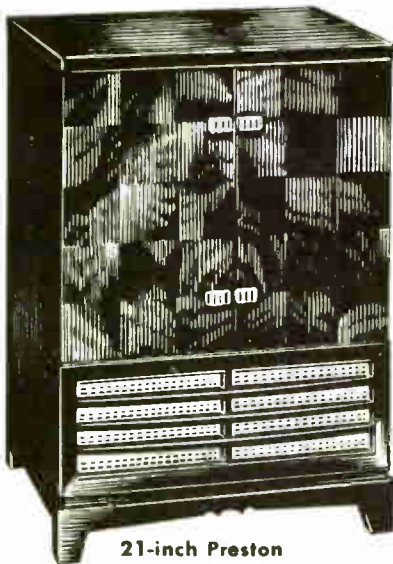
COMPLETELY EQUIPPED FOR
VHF AND UHF
*See Your Local
RCA Victor Dealer*



17-inch Craig
Space-saver Contemporary
table model. Cabinet is finished
in sleek ebony. Model 17S349. \$209.95.



17-inch Denham
Budget-priced console fin-
ished in grained mahogany;
grained blond, extra. Model
17S360. \$299.95



21-inch Preston
Contemporary console has
top doors . . . finished in
mahogany; limed oak, extra.
Model 21T372. \$459.50



21-inch Chadwick
Empire console . . . full-
length doors. Finished in
mahogany or walnut. Model
21T375. \$489.50



"HIS MASTER'S VOICE"

COMMERCIAL DISTRIBUTORS

96 Exchange Street
BANGOR, MAINE
Telephone 2-4294

35 Commercial Street
PORTLAND 6, MAINE
Telephone 3-0288

Bishop Sheen Series Returning On Oct. 13

Bishop Fulton J. Sheen and his "Life Is Worth Living" series will return to WABD and the Du Mont Television Network on Tuesday, Oct. 13, in the 8:00-8:30 p. m. period, James L. Caddigan, Du Mont's director of programming and production has announced

Stating that the series again will be sponsored by Admiral Corporation, Mr. Caddigan added that the TV set manufacturer's contract calls for the most extensive hook-up of any TV program to date—132 stations.

Currently on a summer hiatus, "Life Is Worth Living" debuted on Du Mont in February, 1952, over a three-station network. Within a few months the Bishop's inspirational talks had aroused such critical acclaim that station after station asked to carry the program. At the close of the 1953 season, the series was seen on 75 outlets, with an estimated viewing audience of nearly 10,000,000.

Directed toward people of all religious denominations, the prelate's philosophical discussions started a flow of

8,000 letters a week—almost fifty per cent from non-Catholics—and have earned the series some of TV's top awards.

Included in the tributes were "The Bronze Plaque of Achievement" of the Advertising Club of New York as "Our TV Man of the Year;" the "Man of the Year in TV" from Radio-Television Daily; the top honor medal in the television field from the Freedoms Foundation for "promoting a better understanding of the American way of life;" and a citation from the Institute



for Education by Radio and TV for "dealing with fundamental philosophy in simple every-day terms."

Telecast in a simple library setting minus scripts or props, "Life Is Worth Living" is directed by Frank Bunetta.

My Friend Irma Starts Its Fall Season Oct. 2

My Friend Irma, starring Marie Wilson, will be on its Fall schedule starting Oct. 2 over CBS-TV from 10:00 to 10:30 each Friday night.

The "Irma" series with Marie as secretary Irma Peterson has been on CBS-TV since Jan. 8, 1952. It was the first program series to originate from CBS Television City in Hollywood at the start of its second season on the air on Oct. 3, 1952.



Screen lovely Mari Aldon plays a foreign operative in "Counterplot," premiere broadcast of CBS-TV's action-suspense series, "Your Play Time."



Magnavox
Zenith
RCA Victor

Models from
179.95 to 1250.

*The Finest Quality Selection
in Maine*

Cressey & Allen

517 Congress St., Portland 157 Lisbon St., Lewiston

Jimmy Durante

On Nov. 1, 1950, a small wiry man with big nose, big cigar and big smile burst upon the television scene in a manner unprecedented in the history of the visual medium. He sang toe-tapping songs in a raucous voice; he bounced about the video



Oh, girls! Here I am, says Durante, as he proudly exhibits his new-found beret. Or maybe he's going to do a bit of painting!

Jimmy threatens the strong-arm method to put a point across to Helen Traubel and Eddie Jackson of the All Star Revue Cast.



stage clowning with his guest, the cameraman and musicians; he broke up the piano and "broke up" his audience. When his show ended an hour later, the studio audience thundered its applause.

In the viewers homes across half the country, the reaction was the same. The public greeted this comedian's TV debut with cheers; the critics went overboard in laudatory reviews. NBC-TV comic Milton Berle was moved to declare that he would vacate his throne as "Mr. Television" in favor of this man—Jimmy Durante.

The Schnozzola had scored the greatest success in a fabulous career full of triumphs. The brilliance of his first performance, and of the succeeding shows which followed at monthly intervals on NBC television's "Four Star Revue" series, resulted in Jimmy's winning the coveted Peabody Award, the highest recognition of achievement bestowed in the radio-television industry. The award for the best entertainment in television declared: "Durante's warmth, sincerity and wholehearted joy in what he is doing have done more to raise the spirits of television audiences Committee."

James Francis Durante (Jimmy's full name) was born Feb. 10, 1893, in New York City's colorful lower East Side. His parents, Rosa and Barthelmeo Durante, were Italian immigrants and raised four children (all but Jimmy are now dead).

Jimmy's formal education was sketchy and brief, his public schooling being governed largely by the success the truant officers had in catching up with him. As a youngster, he helped his father in the Durante barbershop, lathering the face of many a Tammany politician, including Al Smith. When the family bought a piano, Jimmy took lessons, at first much against his will.

Durante quit school somewhere around the sixth grade.

At 17, Jimmy got his first professional job, at \$25 a week playing piano in a club in Coney Island. Later he moved over to Terry Walsh's Club where he sometimes accompanied a singing waiter—a young fellow by the name of Eddie Cantor. Jim-



Everyone is happy! Jimmy is reading over a bit of script with none other than Ethel Barrymore, who seems rather happy about the whole thing.

my continued to play piano at various other clubs during the next few years.

In 1916, Durante organized a five-piece Dixieland band for the Club Alamo in Harlem. He met a pretty young singer, Jeanne Olsen, and married her.

While at the Alamo, Jimmy and a singing waiter Eddie Jackson, became friends. Later, when he opened his own place, the Club Durant, Jimmy took Jackson along as a partner. A few weeks after the opening of the club, an ex-dancer, Lou Clayton, dropped in. It wasn't long before he became the third partner of what was to become a long and successful association between three wonderful men. Clayton proved to be just what Durante and Jackson needed. Older and much more practical, he took over the management of the Club and later the famous comedy team that was formed by the partners — "Clayton, Jackson and Durante." It was Clayton who coined Jimmy's famous nickname of Schnozzola.

The team of Clayton, Jackson and Durante in the late 1920's was one of the most successful nightclub attractions in New York. In 1928, the boys crashed the Broadway stage in the smash hit, "Ziegfield's Show Girl."

The team's wonderful success was due largely to Jimmy's great natural talent and exuberant personality. Many solo offers had come his way, but he turned them all down "rather than break up the act." But with the depression, jobs became scarce and the boys decided it would be in the best interests to disband. Jimmy accepted a comedy role in the Cole Porter musical, "The New Yorkers," in 1930. After this, he went to Hollywood under an M-G-M contract. Clayton went along as his business manager and Jackson followed a few months later. Their long and close association was broken by the death of Clayton last year. Jackson is still with Durante and appears regularly on the latter's NBC television shows.

The years preceding and following the start of World War II were fairly quiet ones for Durante. A few movie roles, nightclub appearances and theatre dates comprised most of his professional activities. Then late in 1943, several months after his wife had died, Jimmy accepted an offer to appear at New York's Copacabana nightclub. He came East more to lighten his burden of sadness than for any other reason.

His Copa stint erupted into an astounding success, and Jimmy's star rose anew, this time to stay. M-G-M signed him to a new and better contract in all respects. The sponsors of the Abbott and Costello radio show on NBC were looking for a replacement because of the illness of Lou Costello. Jimmy was signed along with a young comic, Gary Moore, to take over the show. He became an established radio star and reigned as a radio favorite until he resigned his show in 1950 to enter television.

Whenever in New York, Jimmy always stays at the Hotel Astor on Times Square.

For many years on radio, and now on television, Jimmy has signed off his program with the wistful salutation; "Goodnight Mrs. Calabash, wherever you are." The network has received thousands of requests from listeners wanting to know who Mrs. Calabash is. Only Jimmy knows the answer; even his friends are in the dark. Some say she is an old friend, or just a gag. However, whenever Jimmy is asked, he just cocks his head and smiles, "A fella's got to have some secrets, ain't he?"



Now a Maine summer visitor, Bette Davis is cooking up something at the piano with Durante. Both seem to be enjoying the rehearsal.



Top hat, cigar and those invigorating eyes give Jimmy the appearance in this photo of the man who came to dinner — on time.



A collitch pefesser, no less, is our hero who seems to be a bit stunned, perhaps by a question from one of his pupils. Bet he came up with the answer.



The happy Rockland (WRKD) family. Left to right, sitting, Sherman Rutter, sales manager; Carleton D. Brown, president; and Paul Huber, station manager. Back row, Louise Veazie, secretary; Alfred Thurlow, engineer; Donald Wilson, chief engineer; Frank Knights, program director; V. B. Crockett, salesman; Margaret Hanks Dana, woman's director; Richard Weatherbee, engineer; and Robert Mayo, news editor.

Happy Family Is WRKD Crew

Not a large "family," but Station WRKD (Rockland) has a happy well-knit organization to make it one of the top radio outlets of its size in the East.

President Carleton D. Brown shares his time between Rockland and WTVL (Waterville), meanwhile dipping generously into the television field.

Station Manager Paul Huber got his training under Brown at the Waterville outlet.

To better acquaint the WRKD audience with the "boys and gals" who make the station "tick," we offer these brief biographical sketches:

A. SHERMAN RUTTER, commercial manager. Born Brooklyn, Sept. 16, 1910. Graduate of Boys High, Brooklyn and attended Alfred University. Previously with Bell & Howell Company, New York City. Married.

MARGARET HANKS DANA, copywriter and woman's commentator. Born Augusta, May 18, 1926. Graduate of Cony High School, attended Fisher Business College, Boston, and graduated from the University of Maine. Previously with WAGM, Presque Isle.

LOUISE R. VEAZIE, secretary and receptionist. Born Oct. 6, 1925, Rockland. Graduate of Rockland High School and Westbrook Junior College.

FRANK S. KNIGHT, program director. Born Nov. 13, 1924, Camden. Graduate of Camden High School and attended Leland Powers School of Radio and Theatre. Previously associated with WABI, Bangor, and WAGM, Presque Isle. Married.

DONALD S. WINSLOW, chief engineer. Born Nov. 28, 1921, Auburn. Graduate of Mechanic Falls High School, and attended RCA Radio School, New York City. Formerly with WTVL, Waterville. Married and four children.

ALFRED M. THURLOW, JR., announcer and engineer. Born Feb. 20, 1922, Poland. Graduate of Mechanic Falls High School. Served in the U.S. Airforce (Air Sea Rescue). Married and one child.

RICHARD C. WETHERBEE, engineer. Born July 1, 1927, Worcester, Mass. Graduate of Worcester's Boys Trade and Massachusetts Radio & Telegraph School, Boston. Previously with WINK, Fort Meyers, Florida. Married and two children.

ROBERT K. MAYO, sports editor and news editor. Born Rockland, Feb. 20, 1910. Graduate of Thomaston High School and the University of Maine. Former sports correspondent for the Portland Press Herald and Courier


Gazette. Married and four children.

VERNE B. CROCKETT, salesman. Born April 18, 1915, Rockport. Graduate of Rockport High School. Attended Weston School of Yacht Design and American School of Music Education. Presently is instrumental director of school music, Rockland, Rockport, Thomaston, St. George and Lincoln Academy. Married and two children.

Lucky Strike, because of talent costs, may sponsor the favorite Your Hit Parade only every other week, come Fall. NBC is looking for an in-between TV sponsor to keep the show on the screen weekly.

Yankee

DISTRIBUTORS




DISTRIBUTORS OF

Pickwick

Boylston

Carlings

Croft



105 LINCOLN STREET

Dial PORTLAND 5-0616

Ed Emery Real Vet At WLBZ



EDWARD D. EMERY

Meet a man who, in not too long a span of time, has himself met an estimated 20,000 people.

He's Edward D. "Ed" Emery, salesman for WLBZ in Bangor.

Ed has been around the radio field for 20 years. Prior to his entrance in 1933, he spent 18 years with a woolen firm and four years in the automobile business in Dover-Foxcroft.

Ed has seen a lot of people come and go and has lived through the span when radio underwent vast changes—all for the better. He has no fear that television will drive radio into the discard.

He says:

"Radio is secure. Television is bound to arrive but it will take about 20 years, just as it did radio, for television to get firmly implanted."

Ed was a time announcer for a while at WLBZ before going into the sales field. He likes to think that his "top" contract was with Maine Distributors, Inc., for the Boston Blackie Show.

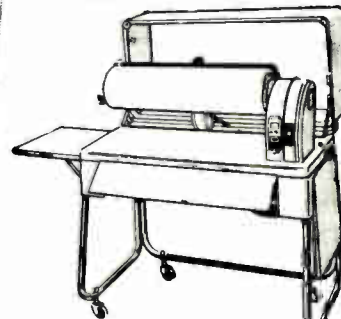
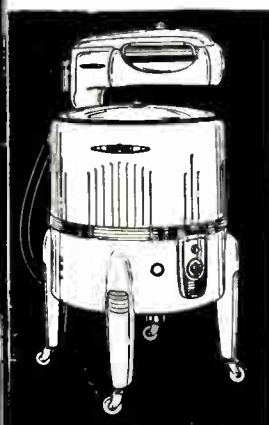
With his wife, Molly, and daughter, Ann, he lives at 13th Street, Bangor. He has another daughter, Mary Elizabeth.

Fishing, football, boating and reading give Ed his off-working hour pleasures.

Universal

The OLDEST Name
in
HOME APPLIANCES

Designed For Modern Living



- Electric Ranges • Wringer Washers • Automatic Washers
- Automatic Clothes Dryers • Air Conditioners
- Gas Water Heaters • Electric Water Heaters • Ironers
- Combination Sinks • Garbage Disposals
- Refrigerators • Electric Freezers • Room Coolers

These Modern Home Appliances Designed for Your Modern Living are on Display and for Sale at following Community Dealers:

—BANGOR—

Hathorn Auto Supply
Rockwell Farm Equipment

—BELFAST—

Waldo County Gas Co.

—BREWER—

Coney Furniture Co.

—BUCKSPORT & BLUE HILL—

Clay's Radio Shop

—CHERRYFIELD—

M. R. Morse

—DEXTER—

Ramsey & Gates

—ELLSWORTH—

Wiley's

—LINCOLN—

Osgood Auto

—OLD TOWN—

Penobscot Trading Post

—PITTSFIELD—

L. A. Dysart

Distributed By

STANDARD ELECTRIC CO.

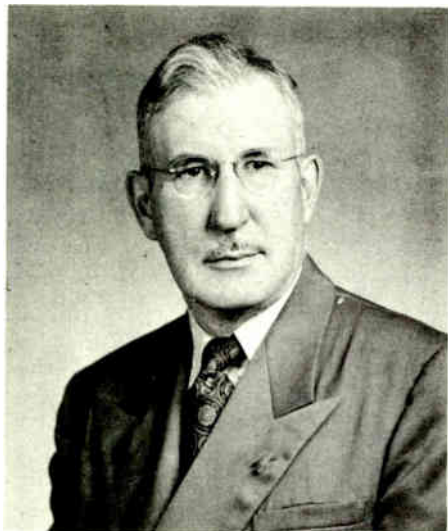
BANGOR

U for UNIVERSAL... UNIVERSAL for YOU!

They'll Run Portland's TV Station

FRANK S. HOY

General Manager



The principal owner of the Portland Telecasting Corporation is Frank S. Hoy, who also operates WLAM radio station in Lewiston-Auburn. Hoy was associated with the newspaper business for more than 30 years before resigning as business manager of the Lewiston Sun-Journal in 1946 to form the Lewiston-Auburn Broadcasting Corporation. Early this year, Hoy formed the Portland Telecasting Corporation, receiving a construction permit in February. Now with WPMT about to go on the air on Channel 53, Hoy's WLAM in Lewiston has been given the go-ahead from the Federal Communications Commission to operate on TV channel 17. No exact target date has been set for the Lewiston station, but Hoy predicts it can be on the air before the end of the year. Hoy is a member of the State School Building Authority, a member and former chairman of the State Board of Education, and a director of the Manufacturers National Bank of Lewiston.

GEORGE E. CURTIS, JR.

Station Manager

Curtis is well known to Portlanders through his former radio work in the city and throughout the state in connection with his work in state government. A Bates College graduate, he



FRED CRANDON

Chief Engineer

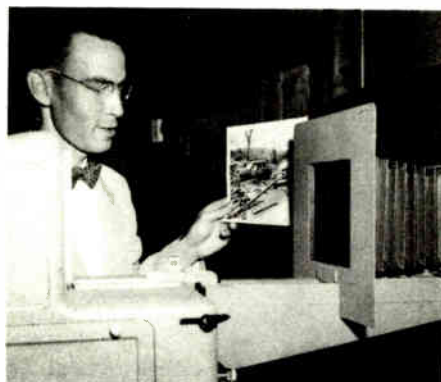


served three years with the Army Air Force, seeing combat duty with the 9th Air Force in Europe. He broke into radio at WRDO in Augusta in 1945 and was associated with WGAN from 1945 to 1952. More recently Curtis served as administrative assistant to Governor Burton Cross. Curtis is married and has 4 children.

Fred is well trained to put WPMT in ship-shape running order and keep the station just that way. He was graduated from National Radio Institute and had training at NBC and the RCA factory in Camden, New Jersey. For 24 years he was an engineer for the Maine Broadcasting System, 18 of them, chief engineer. After working for the Altech Sound Engineering firm in Rochester, N. H., Fred was with the Navy Electronics Department for over a year before starting the WPMT job.

F. PARKER HOY

News Director



Son of General Manager Frank Hoy, Parker is a Lewiston native, and a graduate of Bates College, holding a Master's Degree from Columbia University. He has been news director of WLAM since the Lewiston radio station went on the air, and is a member of the Radio-Television News Directors Association, and the Radio-Television Correspondents Association of Washington. He is married to the former Carolina Maynard of New York. The couple has one son.

BILL GILDERSLEEVE

Program Director



Bill hails from Boston and comes to Portland from WNAC-TV. He attended Emerson College and served as

an Intelligence Observer with the U. S. Army before taking over his position at Yankee Network. Bill worked there for three years, leaving as TV production supervisor. Married, Bill says he and his wife are looking forward to living in the Pine Tree State since they like Maine and its people.

VICTOR A. SCHLICH

News Editor



A native of New York City, Vic attended College of the City of New York and New York University. He has been a reporter for the Gannett newspapers for over 6 years. Vic gained honorable mention in a New England District Council competition for coverage of the Mayor Lausier-Judge Lesieur wrangle in Biddeford this year for his reporting from the time of municipal election until the court decision. A Navy man during World War Two, Vic is married and has two children.

BOB JOYCE

Announcer

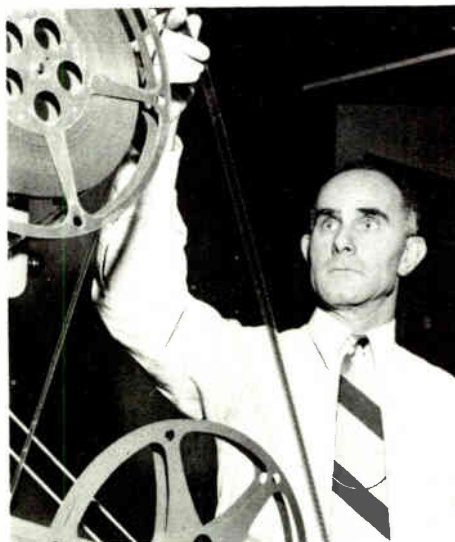
Bob was born in Portland and attended local schools, graduating from Cheverus. He received his B. A. degree in 1950 from St. Francis Xavier University in Nova Scotia. Bob began radio work with CJFX, 5 KW station of the Dominion network of Canadian Broadcasting Corporation. He was serving as program director, when called to duty with the U. S. Army. He was with the armored am-



phibious battalion, completing his tour of duty as Operation Chief in December, 1952. Bob joined WLAM in January, 1953, doing disk jockey shows and feature work with the news staff.

GEORGE BOWLER

Film Editor



Jack just retired after 25 years service with Uncle Sam's Navy. A navigation instructor, he was in charge of maintenance and repair of Navy film in his department. A South Portlander, he's married and has one boy.

ALLAN BONNEY

Salesman

Bonney is a Portland native, attended Deering High School and the University of New Hampshire. He left Maine for an advertising post with the American Telephone and Telegraph

Company in Washington, D. C., but later returned to his home state and became sales manager of Station WMTW. Before joining the staff of



WPMT, Bonney served as advertising manager of the Maine Publicity Bureau. He's married and has one boy.

GERALD T. HIGGINS

Advertising Manager



"Jud" is director of advertising and promotion for WPMT and its sister stations WLAM radio and WLAM-TV in Lewiston-Auburn. He has been with WLAM since the station went on the air. Prior to that time he was for several years advertising manager of the Lewiston Sun-Journal. He is a Lewiston native, married and the father of three children.

(Continued on Page 17)

Glamor Plus Brains Necessary To Be Good Lady Panelist

By Vanessa Brown

What is it like to be a member of that growing army — the television panelists?

Well, I like it. It's intimate and casual, while it reaches millions.

And you have a chance to be yourself. When you act, you assume the part of a fictional personage. You are projecting somebody else — and the

audience thinks of you as a fanciful character.

But as a panelist you don't act. You are on your own, as Vanessa Brown, not Lady Teazle, Mary Dugan, or the girl in "The Seven Year Itch." Just as though you were at a private party. You are judged in terms of your own intelligence, wit, good humor, friendliness, not on the moods of an author's

character. So it's a real test of one's personality.

It may sound easy, yet it isn't. First, you are part of a team. You must contribute to the over-all deductive skill of the group, for it's the effort of everyone that wins in a guessing game. But at the same time you must show originality and individuality.

I am often asked what it takes to be a lady panelist. In the early days of TV, glamor certainly was a big factor. The producers wanted a dazzling figure

(Continued on Page 31)



Ray Milland, starring for G.E. on radio and TV.

Model 17T15, 17-inch table model. Mottled mahogany plastic. Wrought-iron stand—slight extra cost.

Only
\$17995

We've never seen 17-inch TV with so much pull-in power! G-E chassis assures top reception even in fringe areas. Come in, compare this set with others anywhere near its price! Designed for all-channel UHF-VHF.

**Includes Federal Excise Tax, one-year warranty on picture tube, 90 days on parts.*

**GETS EVERY TV
STATION IN RANGE**

UHF or VHF- stations now operating or soon to come—this G-E is built to give top reception in your area.

*New G-E All Channel UHF Tuner factory installed
Only \$30.00 more.

YORK ELECTRICAL COMPANY

222 MIDDLE STREET

PORTLAND

TELEPHONE 2-4757

MURRAY SHEPARD

Film Director



Murray served four years in the Marine Corps during the war as a combat cameraman and has done freelance newsreel work for TV for CBS and WBZ in Boston for the past year and a half. He worked as a photographer for the Gannett Newspapers for four years. A Richmond native, Shep is married and has a little girl.

NATHALIE J. ALWARD

News Writer



Nat is a Portland girl, graduated from Deering High School and Westbrook Jr. College, where she studied journalism. She has been senior radio news writer for WGAN for the past seven years. She is a member of the Maine Press and Radio Women.



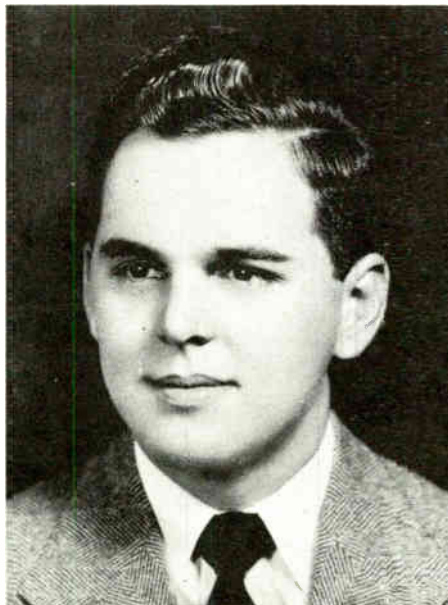
WINNIFRED MCAULIFFE

Traffic Manager

Wynn is a local gal, with experience in radio. She was graduated from Cathedral High school and attended Bryant-Stratton Business College in Buffalo, N. Y. Wynn was in Naval Intelligence with the Waves for 2½ years during World War Two, stationed in Oklahoma and Washington. She was secretary and traffic manager at WGAN for 7½ years.

ROBERT ADAIR

Sports Announcer



Sports fans will get the tops in national and local sports coverage from a man who's participated in sports and has an active interest in them, when they tune in on the daily "Sports Fare

With Bob Adair" over WPMT. Bob is a Portland boy, a star athlete in baseball and basketball in school days at Deering High and Bates College and coaches a South Portland Little League team. He has played some semi-pro baseball in Portland. His program will bring sports fans the top in national and local sports events, scores and coverage. Bob will highlight with sports personalities and call on school coaches to keep fans in touch with College and school-boy sports.

After graduation from Bates, Bob served with the Army Air Force during World War Two. Married, with two children, he works for John C. Paige Insurance Co.

What **PORTLAND**



HEAD

is to
shipping . .

HODGES is to

TV

Since George Washington's time Portland Head Light has been a dependable guide to mariners. Since television came to Maine, Hodges has been a dependable guide to your wise investment in TV enjoyment. Why? Hodges has all 3!

- Pioneer TV experience in Maine
- Service that's a buy-word
- Famous makes: Hallcrafters, GE, RCA, Crosley

HODGES

APPLIANCES, INC.

High St., at Congress Square
Dial 3-2956

Headquarters "On the Square"
for dependable TV enjoyment
at the price you want to pay.



Member
Appliance Council
Greater Portland
Chamber of Commerce

Ed Sullivan's Toast of Town In Sixth Year

When television began hitting its seven-league-boot stride in 1948, Ed Sullivan, Broadway newspaper columnist and showman, told his readers:

"I was in on the ground floor of radio and dropped out of it, like a big dope. Now I'm in on the ground floor of television, and I'm not giving up my lease until the landlord evicts me."

Sullivan, who made his radio debut on CBS back in 1932 with his own program, has a concrete TV foundation in "Toast of the Town," which is winning many signal honors as the nation's best television variety show, and bringing its master of ceremonies many awards as the nation's top television host.

The program stemmed from two big Madison Square Garden shows arranged and emceed by Sullivan, and televised by CBS-TV. Impressed by the columnist's showmanship, Worthington Miner, manager of program development for CBS-TV, summoned him and his associate, adman Marlo Lewis. "Toast of the Town," an hour-long variety revue, was the outcome of the conference.

As a top Broadway' columnist, Ed Sullivan branched out into vaudeville, radio and benefit show-staging in the early '30's. His "Dawn Patrol" stage troupe has trod the boards for years and starred some of the nation's leading vaudeville and night club entertainers.

In television, at latest count, 29 performers have springboarded to successful careers as a result of appearances on Sullivan's "Toast of the Town." Broadway and Hollywood TV talent scouts are said to watch "Toast of the Town" more studiously than any other program because of Sullivan's interest in engaging both budding players and established professionals who never before have faced a television camera.

Sullivan is proud of the fact that he is New York-born. He first saw the light of day on Sept. 28, 1902. His family moved to nearby Port Chester, N. Y., after his twin brother Daniel died. He attended St. Mary's Parochial School and Port Chester High School, where he won 12 letters in



The first television show to have a regular chorus line was Ed Sullivan's CBS-TV "Toast of the Town." The dancing girls, titled the "Toastettes," are still a regular attraction of the program as it nears its sixth year of uninterrupted weekly telecasts. Top to bottom: Rae McGregor, Janet Gaylord, Franca Baldwin, Norma Thornton, Joan Lowe and Jean Goodall.

sports and captained the championship baseball team in the Westchester County Interscholastic League.

After graduation from high school, Sullivan became sports editor of the Port Chester Daily Item at \$10 a week. The job, Sullivan likes to add, included writing obituaries, reporting the town Board of Trustees meetings and covering police headquarters. He joined the

old New York Evening Mail as a sports writer in 1920.

From the Evening Mail, he went on to the World, the Morning Telegraph and the Graphic as sports writer. After 12 years of this writing for the back pages, he became a Broadway columnist. His break occurred when the Graphic hired a new managing editor

VHF - TELEVISION - UHF

ADMIRAL - CROSLEY - ZENITH

GE RCA

L. W. CLEVELAND CO.

*for 52 years we have serviced
everything which we have sold*

Dial 2-5481 441 Congress Street Portland, Maine

Good Programming Is Needed For Both Radio And Television



Gene Autry, singing cowboy star of the "Gene Autry Show," has shifted from Sundays (7:00-7:30 PM, EDT) to Tuesdays at 8:00-8:30 PM, EDT, on the CBS Television Network with a complete new series of western adventure dramas.

Rudy Vallee, after night-clubbing for years, will be on teevee in the Fall with a half-hour show.

There's going to be plenty of room in the individual household for both radio and television, at least this is the conclusion of William H. "Bill" Shaw of WLBZ's engineering staff in Bangor.

"Good programming," he says "will determine whether people listen to radio or watch television."

Bill doesn't believe that people are going to spend all their spare time "squinting at little pictures" and because of this he feels that television will have to revise equipment "to a point where a 21-inch screen may be enjoyed from a distance of four feet instead of from across the street."

Bill first joined radio in 1943 and is back at WLBZ after a hitch in the Navy. Like most engineers, he's a "ham" having his own amateur station, W-10IN.

Shaw went to Foxcroft Academy, Capitol Radio Engineering School and the University of Maine and later studied radar, radio and equipment while with the Navy. He served in the Pacific in World War II and his recent recall kept him in both the Atlantic and Korean areas for a year and a half.

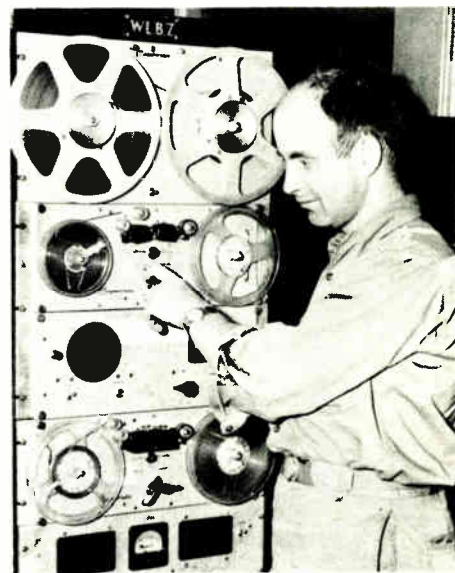
Radio, says Bill, enjoys its present standing because it came along with the times.

Bill, his wife, Vaughn and two children, Gerald, 8, and Anthony, one and a half, live in Old Town.

Dodger Hurler Serves As Baby-Sitter For Pal

Preacher Roe, veteran hurler for the Brooklyn Dodgers, has a new occupation. When his pal, pitcher Carl Erskine, guested recently on the panel of "Twenty Questions," Preacher volunteered to mind Junior so that Mrs. Erskine could accompany her husband to the telecast.

The Erskines visited backstage with the regular panelists after the show, finally excusing themselves with the statement that their baby-sitter had to get a good night's sleep.



BILL SHAW

Larry LeSueur, CBS Television United Nations reporter, has been honored with the Crusade For Freedom's 1952 Award, citing him for "outstanding service to the Crusade For Freedom in its campaign to help Truth fight Communism."

New

PHILCO



**Free Home Demonstration Within
Our Service Area.**

Seven years experience servicing all makes and models with the latest testing equipment assures you the Very Best in Service.

The Television Center

SALES — SERVICE

45 MAIN ST. — PITTSFIELD
PHONE 64-2

Telephone 7619

Bangor Picture Framing Co.

(Formerly J. F. Gerrity)

MIRROR GLASS

Picture Framing Of All Kinds

HAROLD D. PHILLIPS, Proprietor

102 EXCHANGE ST., BANGOR, ME.

Muddled Television Picture Is Clearing

Maine's overall television picture, once as cloudy as reception itself, is beginning to take form with evidence at hand that, in the not too distant future, set owners can be choosy in the selection of programs.

This is merely to announce that there are going to be plenty of stations on the air for Maine enthusiasts within a year or so.

The past month has been replete with developments which has served to clarify the previously muddled teevee picture in Lewiston and Portland.

Here's what happened:

Two of three applicants for Channel 8 (VHF) in Lewiston withdrew, leaving the field wide open to Mt. Washington TV, Inc., which immediately gained sanction from the Federal Communications Commission to use this outlet.

One applicant for Channel 8, Frank Hoy withdrew from the VHF field and applied for a UHF Channel—17—in Lewiston. He being an only applicant was granted the permit and he plans to be in operation by the end of the year.

A second applicant, Faust Couture, president of the Twin City Broadcasting System, withdrew and joined Mt. Washington as a minority stockholder.

These developments mean that Hoy has Channel 17, UHF, and Mt. Washington has Channel 8, VHF.

Mt. Washington, incidentally, is going to be powerful enough to cover half of Maine, New Hampshire, part of Massachusetts and Vermont.

The fast-moving developments also clarified considerably "the Portland situation."

In the Forest City, the Community Broadcasting Services and the Guy Gannett Broadcasting System contested for Channel 13; while WPOR and WCSH, radio outlets, fought for Channel 6, both VHF.

The Federal Communications Commission took cognizance of the fact that virtually the same people comprised the Mt. Washington operation as were behind Community Broadcasting Services, which operates WABI-TV in Bangor. In this knowledge, the FCC ruled that these individuals would have to

choose between the two corporations; they couldn't stay in both and hope to receive licenses.

So Horace A. Hildreth, top-man in both Community and Mt. Washington, bought out his partner in Community, Murray Carpenter of Bangor, and indicated he would withdraw his application for Channel 13, leaving the Gannett firm alone. But before the Gannett operation could acquire a permit, Carpenter, no longer with Mt. Washington or Community, filed for Channel 13 to provide a new contest for Gannett.

In the meantime the Oliver Broadcasting System, which held considerable stock in Mt. Washington, and owns WPOR in Portland, withdrew its application for Channel 6 and immediately, in the absence of a contest, the FCC granted the channel to WCSH.

So, as the hectic month of July ended, the overall situation took on this aspect:

1. Frank S. Hoy, owner of radio station WLAM (Lewiston) and TV station WPMT (Portland) holds a license for TV Channel 17, (UHF) in Lewiston.

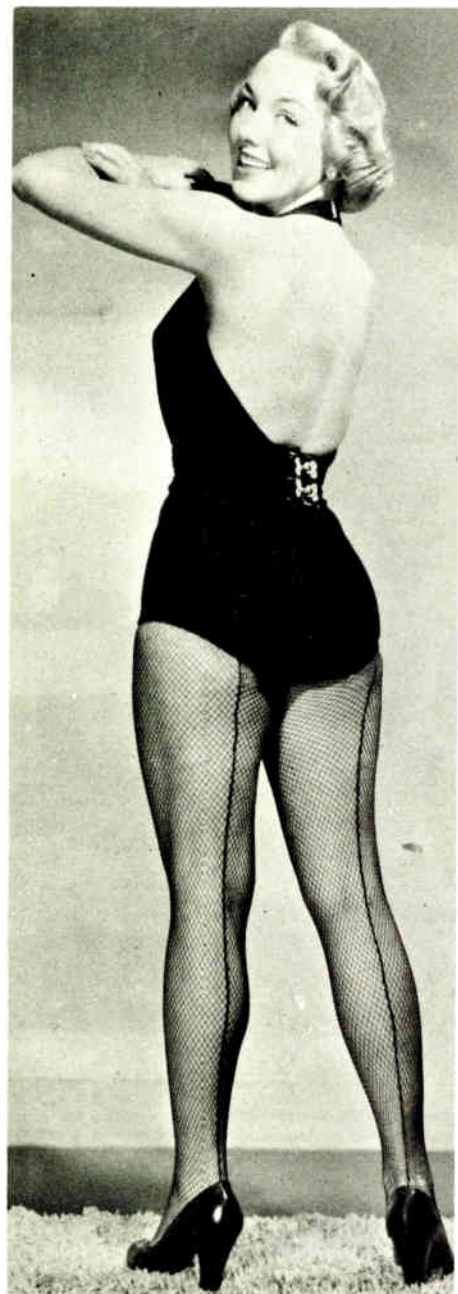
2. Mt. Washington, TV., Inc. has a permit for Channel 8 (VHF).

3. WCSH, Portland radio station, is licensed for TV Channel 6 (VHF) Portland.

4. Carpenter and the Gannett system are tangled in a battle for Channel 13, Portland.

Over and above these open developments, the grapevine has it that Augusta may soon become the locale for still another television outlet.

Du Mont Television Network has celebrated its first year of sending out Monday night boxing shows



"Big Payoff" model Fran Keegan is one of the attractive girls who will model top fashions, accessories, mink coats and other fabulous prizes Sunday nights on the "Big Payoff," which is replacing the "Colgate Comedy Hour" on NBC-TV this Summer.

Omnibus Has New Producer For Fall

Fred Rickey has been named producer of the "Omnibus" series, which returns to the CBS Television Network Oct. 4, it was announced today by Robert Saudek, director of the TV-Radio Workshop of the Ford Foundation, which produces the program, which will be broadcast Sundays, 5:00-6:30 P.M., EST.

New "Your Show of Shows" For Fall

After four years as one of the top-rated shows in television, NBC-TV's Your Show Of Shows will change its format completely when it returns for the new season on Saturday, Sept. 5 (9-10:30 p. m., EDT).

"We are going from format to no format at all," said Max Liebman, producer-director of the show. "In fact, the show's set-up will be so unpredictable that not even I will know what it will be like from one week to the next."

In evolving a completely new program philosophy for "Your Show of Shows," Liebman worked in close accord with Charles C. Barry, NBC vice president in charge of network programming, and Hal Janis, newly-appointed executive producer for NBC on the show.

Liebman is now in Hollywood, looking for new talent to be showcased on the program. One of the major items on his agenda will be a major effort to induce Danny Kaye to make his TV debut on the opening "Your Show of Shows" of the new season.

While stressing that top names from all phases of the entertainment world will be brought to the show, Liebman emphasized that the show's two stars, Sid Caesar and Imogene Coca, will play just as important a part as in the past. "Their types of performances will be adjusted to the changes we plan to make," he pointed out.

Here is how "Your Show of Shows" will take shape for the 1953-54 season, as outlined by Liebman:



SID AND IMOGENE

The show will be seen three out of every four weeks, with "All Star Revue" occupying the time slot on the fourth week. This means that during the 39-week season, "Your Show of Shows" will be seen 30 times; "All Star Revue" nine times.

Each program will present three different types of entertainment in each of the half-hour segments. Emphasis in the new show philosophy will be on longer comedy sketches, variety, original musical acts and satires on stage plays or motion pictures.

A number of leading film and stage personalities will make their TV debut on the show. Among others with whom negotiations are currently under way are Cary Grant, Betty Hutton, Judy Garland, Patrice Munsel and Dinah Shore, star of her own NBC-TV and radio shows.

"Picture stars seem to like the way they're handled on the show," Liebman said, "and the ready-made audience of 25,000,000 holds out an appeal."

Boston Teevee Sales Over Million Mark

The sale of television sets in the Boston coverage area during the month of June brought set distribution in this area to more than 1,069,000, according to figures released by WNAC-TV and WBZ-TV.

The current survey conducted jointly each month by the two Hub video stations shows 1,069,414 sets installed in homes and public places as of July 1, 1953. The increase over the previous month of May comes to 8,142 sets.

Negotiations also are being held with organizations such as the famed Sadler's Wells Ballet and NBC Television Opera to appear on the show.

"Your Show of Shows" will stress the unexpected. Liebman and his associates believe that the surprise element is important to the show and that viewers relax their interest when the same pattern is followed week after week.

The four regulars on the show will be the stars, Sid Caesar and Imogene Coca, and character actors Carl Reiner and Howard Morris. Many of the others who have been featured on the program in the past will return on an occasional guest basis.

Requiring a larger area of production than in the past, "Your Show of Shows" will move to the huge Center Theatre in Radio City, New York. In the past it originated from the International Theatre.



An alert Brewer man sends in a prize-winning Fluff for which he will receive \$2.00. Anybody can submit a Fluff, which is nothing more than a slip-of-the-tongue on the part of some announcer or participant in a radio show. Keep your ears open; mail your Fluffs to Maine TV-Radio News & Guide and win yourself a bit of pocket money. Here's the Fluff from Harold Wheeler of 342 North Main Street, Brewer:

"On a recent 'On Your Account' show, a contestant was asked to name the Granite State. Although the answer is New Hampshire, the contestant answered Vermont and the emcee agreed. Of course we all know that New Hampshire is the Granite State and Vermont the Green Mountain State."

Lynn Loring, nine-year-old star of CBS Television's "Search For Tomorrow," has received a medallion and a letter of thanks from the American Medical Assn. for her work in the AMA's documentary series, "Medicine, U.S.A." She played a little girl patient in the series.

Ben Grauer Honored For Crusade Endeavors

NBC news commentator Ben Grauer has been honored for his work earlier this year as radio and television chairman of the Crusade for Freedom Appeal in behalf of Radio Free Europe and Radio Free Asia.

A citation in recognition of this work was presented to Grauer by James A. Farley, chairman of the Crusade for Freedom Appeal for Greater New York.

Portland TV Outlet Ready To Open

Portland has a new high point on its sky-line—tangible evidence that television, at long last, has come to the state's largest city.

Erection of a 200-foot steel tower, supporting a 40-foot RCA-TV antenna at the rear of the Columbia Hotel is a final step in readying WPMT, Channel 53, for its inaugural program on Aug. 30.

And a great day that will be, too!

Plans, as announced at press time, call for the new station to take to the air at 5 p. m. The inaugural program will mark the introduction of station personnel to the video audience, introduction of state and local officials and a film history of WPMT from the engineer's drawing boards to its completion.

One of the features will be a "live" show from 9-9:30 p. m., sponsored by Owen Moore's of Portland. This first live commercial show will feature talented models displaying the latest in women's fashions.

Philo Farnsworth, generally credited with being the "father" of television is expected to participate in the ceremonies. So, too, will be a representative of the Federal Communications Commission, and, probably, Maine's five congressional delegation members.

One of the first network shows to be telecast will be Ed Sullivan's Toast of The Town.

Micro-wave interconnection with Boston will enable WPMT to bring "live" national network programs to Portland air viewers on Channel 53.

The new station has a primary affiliation contract with CBS and secondary contracts with NBC, ABC and DuMont.

Among network programs to be relayed from Boston via Mount Agameticus, outside Ogunquit, are these:

Ed Sullivan, The Camel News Caravan with John Cameron Swayze, Ed Murrow's You Are There, Bishop Sheen's Life Is Worth Living, Theater Guild, Warren Hull's Strike It Rich, My Friend Irma, The Chrysler Medalion Theater, Jackie Gleason, Private Secretary, Voice of Firestone, Range Rider, Two For The Money with Herb

Shriner, Danger, Foreign Intrigue, I've Got A Secret, Four Star Playhouse, Big Town, Liberache, Night Owl Theater, the Gillette fights, wrestling matches and, in the Fall, the world series.

Current planning calls for the station to be on the air from 5 p. m. to midnight daily.

A tentative schedule lines up a western from 5 to 6 each night; a "live" local show from 6 to 6.15; film shorts from 6.15 to 6.30; local and national news from 6.30 to 6.45; sports from 6.45 to 6.55 and the weather from 6.55 to 7 p. m.

Uncle Hessie Q. Snow has been signed as the "weatherman" and he may be a regular participant with his famous Trading Post, now a radio feature.

Local and Maine news, the weather, sports, entertainment and public affairs programs will be televised with RCA cameras from the WPMT production studio.

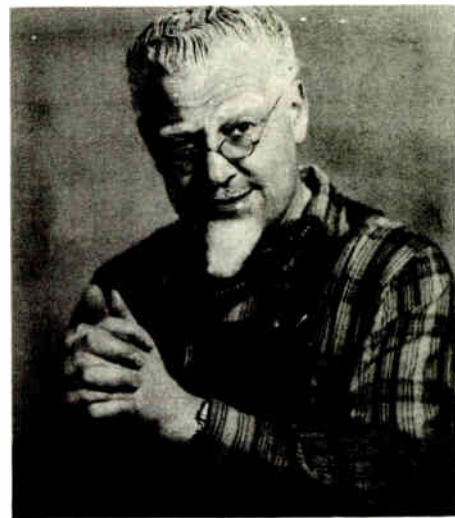
Top men in the WPMT operation are General Manager Frank S. Hoy, who also is principal owner of WLAM in Lewiston-Auburn; and Station Manager George E. Curtis, Jr., former Portland radio man and more recently administrative assistant to Governor Cross.

Chief Engineer is Fred Crandon, who has supervised the installation of the technical equipment. Gerald "Jud" Higgins is the commercial manager; and William A. Gildersleeve ex-production supervisor at WNAC-TV in Boston is program director.

The WPMT Newsreel production staff includes News Director F. Parker Hoy, Editor Victor Schlich, Film and Photographic Director Murray Shepard and Secretary-News Writer Nathalie Alward.

One of Ben Hecht's favorite characters, Blackie Gagin, will be the basis for a story on "Willys Theatre Presenting Ben Hecht's Tales of the City." Blackie was a romantic outlaw who couldn't be kept in jail. He died and was buried, and when his relatives planned to cremate him they opened the casket and found it empty. Blackie had escaped

Uncle Hessie Will Join New Teevee Station



Gilbert Snow, known to his many friends throughout the state as the lovable Uncle Hessie, and to many more as Paul "Sleepytime" Gill, brings his sparkling talents to WPMT as it takes to the air August 30.

Gil, who's a character actor, jazz singer, impersonator, disc jockey and announcer, will present folks with the first chance to see Uncle Hessie's Trading Post, and its fancy swaps. They'll be able to watch him as he barbers for them on any article ranging from a wheelbarrow to a cotton slip. As his listeners know, there'll be chuckles galore on the show and some lively rhythm when Hessie sets the pace with his one man band. Also for the music minded, there'll be some guest vocalizing on the show.

In addition, Gil will introduce to WPMT viewers, Skipper Dan, the Weather Man, a friendly old sea captain who knows the wind and waves and can often tell you about tomorrow's weather "by the looks a things." Skipper Dan will also have the official word from the U. S. Weather Bureau in Portland, to suit the more skeptical people.

He'll also present many personality shows over the new TV station.

Larry Storch

"I don't know how to tell a joke."

That's the astounding confession made by comedian Larry Storch, who occupies the CBS Television Saturday night spot vacated for the summer by Jackie Gleason.

Larry admits he doesn't own a gag-bag. Not a single smart-Alec crack in his entire repertoire. Instead, Storch is a character comedian. He likes people, gets to know folks by watching and studying their fads and foibles . . . laughs with them, not at them.

His hobo philosopher, "Railroad Jack," for example, is based on an old fellow Larry chatted with one day while waiting to change trains at Clear Water, Nebraska. "Steve Walskie," the apartment house janitor who concerns himself with the tenants' domestic problems, is a tough but good-natured ex-prizefighter whom Larry watched on a Manhattan street corner.

At the early pre-World War II phase of his career, Storch just managed to get by in the "small time" by doing impersonations of bigtime stage and movie characters. "That's dead now," says Larry, "and dying when I was doing it. Every youngster who watches television or goes to the movies indulges his natural gift for mimicry, and by now the casting offices are swamped with kids who do impersonations."

Larry's realization that he'd better turn his talents in another direction came while he was doing a hitch in the Navy. With Gobs for his tryout audiences, he blossomed out with character delineations of the man-on-the-street—and they clicked.

His first real break came in 1946 when, mustered out of the Navy and still in uniform, he was brought to the attention of Hedda Hopper in Hollywood. One phone call later he had an engagement at Ciro's. "From \$96 a month to \$500 a week in one quick jump," says Larry. "It was bewildering."

Storch has since played practically every top night spot in the nation, broadening and extending his characterizations to the form in which they are seen on the "Larry Storch Show" this summer.

Ed Murrow Plans New Program For His Fall Television Show

The ancient and honorable American custom of "going next door for a chat" will be given its maximum expression this fall when it becomes the basic idea behind "Person To Person," Edward R. Murrow's new television series over the CBS Television Network. The premiere broadcast will be Friday, Oct. 2 (CBS-TV, 10:30-11:00 P.M., EST).

Because of Murrow's wide and varied interests as world reporter and news analyst, his circle of friends among the great and near-great is equally extensive. On "Person To Person," he will visit two such "Persons" every Friday night and — through the magic of television — take his audience with him into homes where the general public could not normally expect to be invited.

Those visited on the series will be nationally known figures whose exploits are — or soon will be — familiar to everybody, but whose more human and private aspects remain a mystery to most people. Murrow's tele-visits will be informal and will show the nation's viewers what manner of men or women these celebrities really are. They will include — as do the nation's front pages — industrialists and Hollywood glamour girls, baseball heroes and Nobel Prize-winning scientists, statesmen and musical-comedy librettists.

According to John Aaron and Jesse Zousmer, Murrow's colleagues on the new series, the outstanding characteristic of "Person To Person" will be its simplicity, although behind that simplicity will be the vast resources of the telephone and television industries of the nation.

Noticeably absent will be the pressure of time. If the first celebrity whose home is being visited is unusually eloquent — and interesting — he will not be silenced by the racing hand of the studio clock. If the second host needs or wants more time, there's always next week's broadcast.

The show will not use elaborate musical or film effects, nor will there



EDWARD R. MURROW

be any attempt by Murrow to pin his host to the mat on controversial issues. However, according to Murrow, "It will be odd indeed if some of the friends whose homes we visit do not find something interesting to say about the day's news. But even this will come about just as it would if you went next door for a visit."

Viewers will see a side of Edward R. Murrow, too, that is different from the somewhat reserved figure who has been bringing news of war and peace to world audiences in a manner that has earned him more than 50 major awards in the last dozen years. Murrow frankly plans to have fun on "Person To Person" and hopes his viewers will share it.

Says Murrow, "On 'Person To Person,' if the host whose home is invaded by the TV cameras feels like talking — he'll talk. If he wants to sing, and has the voice of a news vendor — he'll sing. If he wants to look at family albums, we'll look at family albums. If the chat is interesting, we would no more think of stopping because our allotted time had run out than we would leave abruptly while enjoying a friend's food and hospitality.

WABI's Northern Lights Turn Hobby Into Promising Career



Here are the popular Northern Lights, ready with their equipment for action. Left to right Donna Lee, Wee Willie Williams, Robbie Lynn and Dave Dalton.

By Bob Patten

The Northern Lights, "the youngest quartet in radio," are a group of teenagers who, through their ambition and love for music, have turned a hobby into a very promising career.

Only in their mid teens, these kids have earned a public following and background of appearances equal to that of many twice their age. Their troupe consists of two boys and two girls—Wee Willie Williams, Dave Dalton, Robbie Lynn, and Donna Lee.

Willie, who is as small as his name implies, acts as emcee of the Northern Lights. He also is their featured vocalist, and people are often amazed that a little guy can be the owner of that great big deep voice.

Willie was born in Millinocket, on December 18, 1935. He has always loved music, but didn't discover the guitar until three years ago. Willie's vibrant personality and witty line of chatter have won him many friends. He genuinely likes people, and enjoys getting to know his radio listeners in

person.

Dave Dalton, the bashful boy of the group, was practically born with a guitar in his hands. From the time he was six years old, he was making appearances on amateur shows, and, just for the record, he took first place in all but one of these contests. What a picture this tow-headed youngster must have made, standing on a chair to reach the microphone while picking a guitar twice his size.

Dave was born in Springfield, on March 25, 1936. Although he is considered the bashful one of the group, he has a quick friendly smile that reveals a winning personality behind that shyness. Dave is the Northern Light's electric spanish and steel guitarist, and his soft tenor voice is a valuable contribution to the group.

The girls' history almost has to be written as one because they have grown up together and been inseparable pals all their lives. They were both born in Lee, in 1935, but Donna was without Robbie for two whole months, since

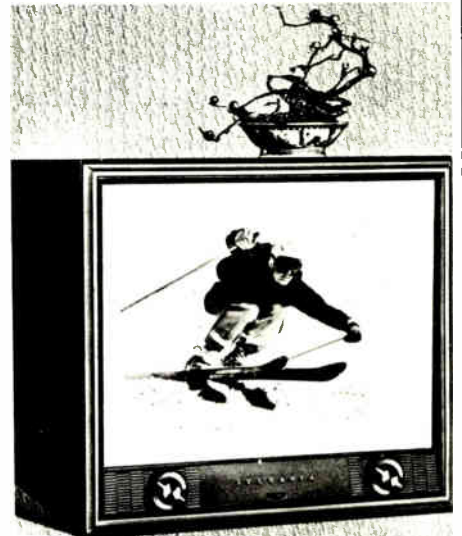
she was born on July 5, and Robbie didn't arrive until September 17. The girls attended school together and graduated this year with the two top honors of their class. When they were about 9 years old, Robbie started playing the tenor guitar and Donna Lee developed an interest in the banjo. They made quite a number of appearances together as a singing team before meeting the

(Continued on Page 35)

Kate Smith (TV) and One Man's Family (Radio) received awards recently from the National Federation of Business and Professional Women's Clubs.

The Fairmont

SYLVANIA 21" TABLE MODEL
MODEL 375 • MAHOGANY OR BLONDE
WITH HALOLIGHT*



For Service

For Satisfaction

For Quality

— VISIT —

BUCKMINSTER'S
Radio & TV Shop
ELLSWORTH

Pitman Commentary Among Best In Maine

A keen, analytical mind gives him the proper perspective to gather and evaluate the news; a soft, but firm voice gives him a radio personality pleasing to the ear. Add these assets and you come up with the man, Linwood T. Pitman of WCSH (Portland) and the Maine Broadcasting System.

Here's a commentator who is rapidly climbing to the top by hewing ever so close to the facts and never allowing himself, in his broadcasts, to roam from the field of objectivity.

He's not a rabble-rouser; neither is he the tool of any individual or any group. People, the state over, take stock in Pitman's weekly discourses, which originate at WCSH, because he calls 'em as he sees them, never yielding to the overtures of those who may seek to distort the facts.

Pitman, a native of Lewiston, started his commentary over MBS in January, 1953 after Francis W. (Pete) Tully had resigned. At the outset, he retained Tully's spot of a weekly—Friday 7:00-7:15—show but late in June he joined the station's Evening Journal Show and was on the air with his commentary each Wednesday and Friday, alternating with News Director Phil Johnson.

It is the plan now, however, for Pitman to return to his Friday night show when the program is resumed in September over the statewide facilities of the Maine Broadcasting System.

Pitman's educational and business background fit him well for the task he now performs.

He was graduated from the University of Maine in 1917 and after brief service in World War I joined the copy desk staff at the Portland Evening Express.

Subsequently, he worked on papers in Manchester, N. H., and Fitchburg, Mass., and the Associated Press in Pittsburgh and Boston.

In 1923, he returned to the Portland paper and remained until January, 1926 when he joined the staff of WCSH as announcer and advertising salesman.

He became commercial manager in 1930 and assisted in production of programs and advertising copy while continuing his announcing and newscasting



LINWOOD T. PITMAN

through January, 1941. At this point, he resigned to join the Portland Press Herald staff and remained until December, 1942 when he returned to WCSH and the Maine Broadcasting System as promotion director.

In May, 1947 he took a leave of absence to become administrative assistant

to the then Governor, Horace A. Hildreth, returning to the station in September, 1948.

He is married to Evelin Large Huntly of Philadelphia and they have three children—two daughters, both married, and a son, who is employed in newspaper advertising.

Ladies Given Voice In NBC Variety Show

"Ladies Choice," NBC-TV's variety program, was started on the theory that since women do most of the televiewing they should have a voice in the talent that appears on the medium. Apparently the ladies agree.

The program's producer hears from more than 5,000 of them each week. Their letters contain opinions about the show, recommendations of new talent to appear on it, requests to have certain favorite performances repeated, and letters from women requesting that they be called to identify the "Spinning Picture," a feature of the daily program (4:30-5:00 p.m., EDT).

SUBSCRIBE NOW

Maine TV-Radio News and Guide

To Be Sure Of Not Missing A Single Issue

Use This Coupon and MAIL IT TODAY.

12 Issues: \$2.50

Name

Street and No.

City or Town

State

(Subscriptions may be placed with your local newsstand dealer or with Maine TV-Radio News & Guide, 97A Exchange Street, Portland 3, Maine.)



Fred Waring, maestro of Waring's Pennsylvanians, seen on the CBS Television Network's "Fred Waring Show."

Fred Waring Once Was Advised He Had No Future In Music

When Fred Waring was 18 and a student at Penn State College, he was told he had no future in music.

Just goes to show how wrong some people can be. Today he conducts one of the world's best known and best loved orchestras and glee clubs, and sets the pace for standards in musical excellence, on CBS-TV's "Fred Waring Show."

Fred's singing ambition can be traced to his father and mother — Frank M. (a banker) and Jessie (Calderwood) Waring — who for years sang in the Methodist Church Choir in the little town of Tyrone, Pa., where Fred was born June 9, 1900. Every Sunday evening the neighbors came to the Waring home to sing hymns. Fred and his brother Tom were allowed to join in, and later they became regular members of the church choir.

In Fred's high school band, formed to play for local parties, were four self-taught musicians. Fred played the long-necked banjo, the only instrument he knows — with the exception of the

musical saw.

At Penn State, Waring began signing up other promising musicians, booking dates for them — and, most important — teaching them to sing at the suggestion of his mother. He called the group the "Banjazzatra" and once created a flurry on the Penn State campus by calling up his hero, Paul Whiteman, long distance to ask for an audition.

Whiteman consented and Waring and his boys headed for New York on a day coach. The "King of Jazz" and his musicians agreed that the four boys had hit upon an entertainment formula that promised to take them to fame, after hearing them play and sing.

In 1921, Waring landed a date for his band at the University of Michigan. It stole the show from a "name" band and a Detroit movie theatre offered the crew a two-week engagement that lasted four.

That was the end of college for sophomore Waring. Only a few orches-

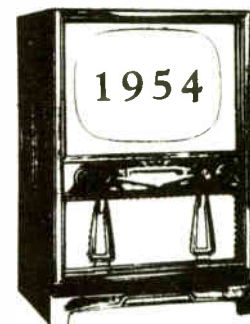
tras were playing vaudeville houses then and bands in a movie theatre were an innovation. Waring soon developed that innovation into a thriving business. He devised a number called "Collegiate," dressing the Pennsylvanians in knickers, loud striped sweaters and long flowing ties, a move which definitely put them on the map as "collegiate hot stuff."

During the middle '20's, Waring's additions to his group were just as much like the original gang as possible, musicians who could clown or double in the glee club. They were offered a part with Harold Lloyd in "The Freshman," then in "Syncopation," one of the first big movie musicals. Meanwhile, they continued playing theatre dates all over the country and in 1932 were a six-month hit at New York's Roxy Theatre.

Then came an offer of big money for their first commercial show, but the sponsor wanted only the orchestra. "Without the glee club," Waring replied, "we're just another band. Take all or nothing." The advertiser took

(Continued on Page 36)

The New
PHILCO
Is Here



High Fidelity 21" Console
PHILCO 4110-M. Newest Philco HF-200 chassis in a Mahogany veneer cabinet. UHF-VHF Built-In Aerial. 4110-L. Same in Blond Oak cabinet.

WE SERVICE
OUR OWN SALES

**Saco Radio
& Television Co.**
150 Main Street Saco
Phone 3-3152

TV at WABI

By Dick Bronson

NEW FACES OF 53: So many new faces have been added to the rosters of WABI-Radio and WABI-TV the Top Brass is thinking of instituting an identification bureau for the benefit of the old timers in the company. It's getting so the personnel is playing a game of "Who Are You?" everytime they enter either the radio or TV building

New additions in radio are Betty Willett of the Continuity Department; Ardie Ulpts, Promotion Department; Jean Weaver and Jackie Chick of the Accounting Department; Beverly Blance, secretary to Local Sales Department; Frank Teas, announcing, and Ed Hadley, Lou Darling, Jerry MacNabb and Jimmie O'Loughlin of the engineering department.

In WABI-TV new personalities are Walt Broadhurst, announcer, Ruth Ann Smith (she hails from Texas, Son), Traffic Department; Mary Varricchio, Continuity Department; and in engineering Paul Cyr and Stan Whiteman. Here's a hint to the guys and gals of Maine's first TV and Radio stations, why not throw a get-to-gether party and REALLY get to know everyone.

AROUND THE STUDIOS: Paul Dugas, WABI-Radio sports editor hit the daily double for 117 greenbacks one fine July evening while describing the trotters and pacers to his audience. It's easy to realize why this happened to be the most exciting sportscast Paul has ever done. Word around the radio box at the track has it that Brother Dugas was leaning so far over the rail broadcasting the finish he nearly got his picture on the photo-finish picture! Bev Blance of the Sales Department also tabbed a winner. Not as lucky was Esther Brountas, secretary to Assistant General Manager Lee Gorman Leaving WABI-TV are Jodie Adler, off home to Chicago to await the arrival of a little Adler, and Marie Peterson off to Connecticut to become a bride.

HE ASKED FOR IT!!

There's always a smile on Red Benson's face and a jest on his lips—whether he's on the air or not. However, this popular emcee for TAKE A NUMBER sometimes turns up with a red face too! Recently on a broadcast of his popular weekly program he tried to jog a contestant's memory after asking a question about a Dick Tracy cartoon character. "Look at my face" said Red. "Now what's the character's name?" "Stupid", was the reply which brought down the house!

Good luck, gals

AW, SHAW!: The news this month around WABI-TV centers on Channel Five's new afternoon personality show, Aw, Shaw!, starring Hal Shaw. Every afternoon from 4:30 - 6:00 P.M. Hal plays host to the great, near great and plain people with an interesting story. Recent guests have included Sonny Tufts, Edward Everett Horton, Paul Laval, Wayne Morris, Alta Berger World's Champion Baton Twirler, Captain Otis Lewis, head of the Rockland Lobster Festival, the Maine Sea Goddess Miss Barbara Ilvonen, Poetess Muriel Chesley, Maine Guide Charlie Miller, and many people of towns and cities throughout Maine with interesting hobbies or stories. If you have an interesting hobby or story, drop a line to Hal and he'll be happy to have you as a guest on his program.

ACTION, CAMERA!: The boys of the WABI-TV camera and studio crews have been getting a thorough workout in the past month with a full schedule of live productions. Recent studio productions have been "Eyes On the Sky" half hour documentary presented in cooperation with the Bangor Filter Center, Salute to Maine Sardine Industry, Greenthumb Garden Club, weekly gardening show Tuesday at 8:00 presented in cooperation with Maine Extension Service, Operation Safe Wheels, produced by Dow Field and Maine State Police, The Bangor Fair, Penobscot County 4-H Club, Rockland Lobster Festival, and programs concerning the towns of Castine, Dexter and Veazie. Channel five is now averaging four

to six live studio productions a day. Some days the number rises to eight. On a busy day a place NOT to be is Studio One, you're liable to get run over by a set, hit on the head by a mike boom and trampled by an assortment of cameramen, producers, 'boom chasers' and announcers busy jumping from one show into the next. Ah, there's no business like the TV business. (Pass the aspirin and bicarb, plizz!)

Du Mont Broadcasting Pro Football Games

Arranged for the first nationwide telecast of regularly scheduled National Professional Football League games are 20 Saturday evening and Sunday afternoon grid attractions.

The complete TV-card, announced today by J. M. McKibbin, vice president, Consumer Products, Westinghouse Electric Corporation, program sponsor, covers 11 consecutive weekends from October 3 to December 13, inclusive.

Du Mont Television Network will carry the pro games over a television station affiliation serving virtually every television area in the country.

Name That Tune Now Featured On Television

Name That Tune, hilarious comedy-musical quiz show that became a nationwide favorite on NBC radio last season, is now on NBC-TV each Monday, (8:00-8:30 p.m., EDT).

Created and produced by Harry Salter, well-known conductor and originator of musical quiz games, "Name That Tune" features Red Benson, popular quizmaster, and Vicki Mills, petite vocalist.

"Name That Tune" offers cash prizes to studio contestants who give the correct titles to songs played by the orchestra or sung by Benson and Miss Mills. In an unusual twist, the song titles are sung in any one of 30 foreign languages and dialects.

Herb Shriner is back on teevee

Colby Spirit Depicted In Comparetti Concerto



The courage and stamina of Maine people, as reflected in the transformation of Colby College from one location to another, is brought to life in a musical composition which the American Broadcasting Company has recorded.

The Mayflower Hill Concerto (concerto for piano and orchestra in C Minor) now is available in record form (long playing). It has been used over the air by WTVL (Waterville), WGAN (Portland) and WGUY-FM (Bangor) and it bids fair to reach others.

The Mayflower Hill Concerto is the work of Dr. Ermanno F. Comparetti, professor of music at Colby and conductor of the Colby Community Symphony Orchestra.

Dr. Comparetti started his composition back in 1946 when "I decided to write a musical aspect of the college's move to Mayflower Hill."

He says:

"As ideas occurred to me I noted them down, and when I had relatively free periods, I put them together."

The concerto was played the first time in the Spring of 1947 by the community orchestra, composed of 75 musicians from the college and the com-



Upper: Colby Symphony Orchestra.

Lower: Dr. Ermanno Comparetti.

munity.

Carleton D. Brown, president of the Kennebec Broadcasting System who was responsible for having concerto recorded by ABC, says that the composition is "the first piece of serious music ever done in Maine. It will match the quality of any orchestra in the country."

In the recording, as in public appearances, the orchestra is conducted by Dr. J. Seelye Bixler, president of Colby.

The composer is a native of Popoli, Italy, came to this country at an early age, was graduated from Port Henry (N. Y.) high school where he won a four-year State of New York scholarship to Cornell.

He secured his A.B. at Cornell in 1931 and a master of arts degree in 1932, returning to Cornell in 1937 to do graduate work.

Later he studied at the University of Rome on an exchange fellowship and won his doctorate in 1938 on the thesis entitled *An Historical Survey of Italian Folk Song and a Critical Estimate of Modern Research*.

He taught music in Brooksville, Fla.,

(Continued on Page 30)

Plan Football Teevee Lineup

General Motors has announced the full schedule of college football games to be televised on its TV Game of the Week series over the nationwide NBC television network this Fall.

The schedule, arranged in cooperation with the National Collegiate Athletic Association (NCAA), includes 11 complete games and parts of eight others to be telecast over a 12-week period starting on Sept. 19 with the Nebraska-Oregon intersectional game.

The games will be televised over all 81 NBC stations around the nation, and GM officials announced that they are prepared to sponsor one-station telecasts of important sell-out games as they come up during the season. Such telecasts would be in addition to the full nationwide schedule.

On two Saturdays, Oct. 24 and Nov. 7, the TV Game of the Week will be a panoramic telecast in which portions of four games being played in different parts of the country will be seen over the 81-station NBC network.

The General Motors TV Game of the Week series includes the following contests (cut out and save):

Sept. 19—Nebraska vs. Oregon at Lincoln, Neb.

Sept. 26—Dartmouth vs. Holy Cross at Lynn, Mass.

Oct. 3—California vs. Ohio State at Berkeley, Calif.

Oct. 10—Texas vs. Oklahoma at Dallas, Tex.

Oct. 17—Alabama vs. Tennessee at Birmingham, Ala.

Oct. 24—(Panoramic): Princeton vs. Cornell at Princeton, N. J.; Mississippi vs. Arkansas at Memphis, Tenn.; Illinois vs. Syracuse at Champaign, Ill.; Iowa vs. Indiana at Iowa City, Ia.

(Continued on Page 40)



THE KATE SMITH ROSE—Kate Smith is shown on the set of NBC-TV's "Kate Smith Hour" happily displaying the new Kate Smith Rose, an apricot-colored hybrid tea rose, which has been named for her. Twice a month she will present Kate Smith rosebushes to schools, hospitals and churches throughout the United States as symbols of friendship.

Eavesdropping Is Real Big Business

Allen Funt, star of NBC-TV's CANDID CAMERA, has made secret films and recordings of some 750,000 people all over America. He had taken the simple idea that people caught off-guard are more interesting to observe

than those putting on an act, and parlayed it into a major TV show.

Starting with "Candid Microphone" five years ago, the idea expanded to include "Candid Camera," a series of Columbia Pictures' shorts called "Candid Microphone," three phonograph albums, and now his book, "Eavesdropper at Large." Funt also produces candid research and sales training films . . . using his hidden cameras and mikes in the interest of efficiency for many large industrial firms.

Funt, 38, is a native New Yorker with no experience at all as a performer prior to his exploits as the "man with the hidden mike." He is a graduate of Cornell University.

Watch and Enjoy OUR TOAST of THE TOWN TV Show
Monday at 8:00 P.M.

YOUR **LINCOLN** and **MERCURY** DEALER
RAPAPORT AUTO CO., INC.



Marylee Robb, a West Coast boating enthusiast, plays vivacious Marjorie, niece of "The Great Gildersleeve," on NBC radio.

Meredith Willson (NBC-Radio) suggests that we not forget about soap bubbles when searching for something to keep the kids occupied on a rainy day. And he says, "If it's raining too hard to go down to the dime store for a bubble pipe, remember when you used to just roll up a piece of newspaper and blow bubbles off the end of it? And a little ammonia in the water makes bubbles in technicolor, and when Pop comes home he can blow bubbles with smoke in 'em."

Warren Hull, of CBS Television's "Strike It Rich," has one son, John, in the Navy and another son, Paul, about to join the Air Force.

RADIO'S WHO'S WHO

Pulitzer Prize-winning author, agricultural expert, world traveler and radio commentator. That's Louis Bromfield, whose weekly commentary program, "Bromfield Reporting," is being aired coast-to-coast by the Mutual network.



BROMFIELD

This world-renowned literary figure lives on his famed 1000-acre Malabar Farm in Ohio. Bromfield manages to travel more than fifty thousand miles a year within the U. S., and many thousand miles abroad. At Malabar, he welcomes nearly 25,000 visitors annually — statesmen, scientists, soil conservation authorities, Hollywood celebrities and farm youth organization members. Bromfield has authored 28 books on agriculture, economics and fiction. His "Early Autumn" was awarded the coveted Pulitzer Prize in 1926. He also contributes regularly to leading magazines and writes a weekly column which is nationally syndicated. Bromfield's MBS broadcasts cover world and national news, with special emphasis upon how this news affects the farmer.

19,000,000 Homes View Coronation on TV Sets

Almost 19,000,000 television homes—four out of every five TV homes in this country—watched some part of the coronation of Queen Elizabeth II on television.

And 77 per cent, or more than 14,000,000 of these homes, viewed all or part of this coverage on NBC-TV.

There were the highlights of the national Nielsen Coronation ratings, which showed that both NBC-TV and radio topped all other networks in amount of audience watching and listening to the Coronation coverage.

Los Angeles alone has 1,613,249 television sets.

Colby Spirit:

in 1938-39 and arrived in Waterville in 1939 as director of music in the city's public schools.

Dr. Comparetti has been the recipient of 10 different scholarships. In 1945, he worked with the Cleveland Symphony Orchestra. In 1947, he directed the orchestra as part of advanced studies of orchestral conducting. In 1949, he studied in Italy where he concentrated on the life and works of Galuppi, 18th Century Venetian composer and organist at St. Mark's Cathedral.

Dr. Comparetti has composed many numbers, including Concerto for Piano and Orchestra in C Major.

Skelton Awarded Big CBS Contract

Red Skelton has been signed to an exclusive CBS Television contract, which will bring the famous comedian to the network in a completely new program this Fall, Hubbell Robinson, Jr., vice president in charge of network programs, announces.

Upon finalizing the contract, Van Volkenburg said, "We plan to program the new Skelton show in prime evening time. The half-hour, weekly show will be broadcast 'live' from CBS Television City in Hollywood.

The CBS Television Program Department, which helped establish "I Love Lucy" as the top program, and Jackie Gleason along with Red Buttons among the top comedians on the air during the past season, will work with Skelton in producing his new program.

Skelton is currently working on the Coast with CBS Television program experts, planning the format and scripts of his new comedy series.

Paulette Goddard has joined the ranks of teevee performers. She'll star in a series of 39 half-hour films for Ford Theater.

Leland Hayward, the writer, in one year sold \$3,000,000 worth of plays to Hollywood producers.

Glamor:

to offset the male brain-trust. Today, charm and attractiveness are not enough. The lady panelist is expected to lick a tough cross-word puzzle in an hour, as well.

There are no rules to the game, so far as I know. I think most of us act on hunches more than anything else. I do. Hunches, plus mental alertness, common sense—and attentiveness. Let me stress this last—in no other game, of give and take between persons, is listening such a virtue.

They say a good panelist is not only supposed to break down the identity of mystery articles or guests but to make himself or herself “interesting” in so doing. It’s the entertainment equation. A dull but bright panel wouldn’t last a week on the air. So the ad libs must be sparkling and trenchant, with chuckles thrown in.

I wish I could remember that every-time.

We all like it on “I’ll Buy That.” It’s relaxation from more strenuous labors in show business. And great fun. Wonder who thought up this panel business? He deserves an Oscar.

Walter Cronkite (CBS-TV) is one of those rare newsmen who can pick up the mike at the scene of any sport news story and give a clear, lucid commentary of the event.

NEW STATION

Maine welcomes another radio station—WRUM (Rumford).

The Rumford station will be found on 1450 on the dial and, for the first time in history, will be providing Oxford County with good radio reception.

Without a “home-town” station, folks in the Rumford area over the years have had nothing but spotty reception due to the geographic location of the town—it’s nestled in the hills — and the fact that the ground is loaded with mineral deposits.

With a 250-watt station in the town proper, these obstacles are eliminated.

WRUM, owned by the Rumford Falls Times Publishing Co., will operate at the outset as an independent station, meaning that it will have no network affiliation. However, owners are working out plans to gain some of the best shows of the various networks.

Great stress is being placed by Mel Stone and Al Rowbotham, the operators, on local shows, local news and local events.

In a subsequent issue, Maine TV-Radio News & Guide will offer a pictorial review of the opening, the staff and program features.

Frank Teas Newest Announcer at WABI



Frank Teas on one of his first assignments at WABI, interviewing Wayne Morris, stage and screen star, at the Bar Harbor playhouse.

Maine’s “First Radio Station” now boasts of added talents on its announcing staff.

Joining WABI recently was Frank Teas who comes from Manchester, N. H.. He graduated from Syracuse University in 1952 and served on the announcing staffs of WAER-FM, Syracuse and WGNV, Newburg, N. Y.

Frank, gregarious by nature, has quickly adapted himself to Bangor and with his current music show every night titled “Record Room” Eastern and Central Maine have quickly adopted him as one of their favorite radio personalities. Mr. Teas, too, is single, girls! And 24 years old!

WBZ-TV (Boston) has passed its fifth birthday.



“HIT PARADERS”—Singing stars of “Your Hit Parade” on NBC-TV each Saturday night are (left to right) Snooky Lanson, Dorothy Collins, June Valli and Russell Arms. The lively musical extravaganza recently won a Peabody Award for “outstanding entertainment in 1952.”

"I been told that there's quite an argument as to which fellow actually reached the summit of Mount Everest first. Two of them got up there. But that's the way it always is—as soon as one fellow gets to the top, somebody else is after his job!"

—MBS' Titus Moody

Down You Go Is Given High Rating

"Down You Go," aired from WGN-TV studios in Chicago on the Du Mont Television Network at 10:30 p.m. (EDT), Friday night, in the opinion of Newsweek Magazine, "has done quite well" for itself in its two-year run.

The national magazine, which reviewed the half-hour panel show in its July 20 issue, reported that much of the success of the show can be attributed to the "lack of big names on the panel." The opinion of the magazine was in line with radio-TV writer and panelist Fran Coughlin who said, "we sought persons with charm and intelligence instead of celebrities."

Hint to writers with ideas for a TV educational show: Perry (Skee) Wolff, producer of CBS Television's "Adventure," says the first rule is that the idea must look better on television than in a book.

Dick Van Patten and Rosemary Rice, Nels and Katrin of the CBS Television "Mama" program, will have roles in "Mr. Roberts" at the Ogunquit Playhouse this summer.

Dorothy Hart, lovely movie starlet now on the panel of CBS Television's "Take a Guess," is organizing a United Nations chapter in her home town, Cleveland, Ohio.

WGAN (Portland) invited high school pupils to "run the station" each Saturday morning for a spell.



Helen Gerald, lovely Mutual network actress frequently heard on the "True Or False" program, takes a bow that makes a unique photo-fashion pattern. She's wearing a full-circle, washable concertina skirt by Koret of California—permanently pleated the same as the matching tubpleeter blouse.

SUBSCRIBE NOW

Maine TV-Radio News and Guide

To Be Sure Of Not Missing A Single Issue

Use This Coupon and MAIL IT TODAY.

12 Issues: \$2.50

Name

Street and No.

City or Town

State

(Subscriptions may be placed with your local newsstand dealer or with Maine TV-Radio News & Guide, 97A Exchange Street, Portland 3, Maine.)

Ed Sullivan



Ed Sullivan is the host and emcee on the CBS Television Network's "Toast of the Town," the hour-long variety show which features top entertainment and personalities of show business.

who also wanted to write sports, and Sullivan moved out of the department.

He shifted later to the Daily News, establishing his "Little Old New York" column, one of the nation's best known newspaper features.

In television, Sullivan is merging the varied talents he has developed over 30 years on Broadway. Audiences never know what to expect on his show. One night, Bob Hope bounced out of an aisle seat in the CBS Studio 51, where the program originates, to sass the host. At other times, Leo Durocher, Georges Carpentier, Joe Louis and Ezzard Charles came onstage to assist in the festive give-and-take. Other impromptu guest stars included Irving Berlin, Ken Strong, Barney Ross, Ann Jeffreys, Oscar Hammerstein II and Richard Rodgers. Scores of other celebrities, from General Jonathan Wainwright to Mayor Vincent Impelletteri of New York, have taken bows.

Despite an exhausting daily routine, Ed Sullivan says he is chronically lazy. His main diversion is golf, which he learned while caddying with Gene Sarazen at the Apawamis Club at Rye, N. Y. He and his wife live at a Park Avenue hotel. A daughter, Betty, is a sophomore at U.C.L.A.

New Figures Show 110,000,000 Radio Sets Now Working In the Country

There were 110,000,000 radio sets in working order in the United States on Jan. 1, 1953, according to estimates now released by a joint committee of the Research Departments of the four major networks — ABC, CBS, MBS and NBC.

This is an increase of about 5,000,000 over the number of sets in the U. S. on the same date a year before. The

Jack Slattery Veteran Of Radio Announcing

Jack Slattery, announcer on Art Linkletter's House Party (CBS radio and television) made his radio debut at the age of seven, singing hymns over a Los Angeles station.

Ever since that time, he has been associated with radio and television as an announcer, singer, master of ceremonies and newscaster.

Jan. 1, 1952 figure was 105,300,000.

New radio households account for 2,000,000 of the increase in sets, with the figure in this category rising from 42,800,000 to 44,800,000 during the year.

Here is how the 110,000,000-set total is broken down into general categories, as of Jan. 1, 1953:

Total radio homes	44,800,000
Extra sets in homes	30,000,000

Total home sets	74,800,000
Sets in private passenger cars	26,200,000
Sets in barracks, dormitories, eating places, hotels, offices, business and service establishments, taxis, trucks and personal portables used outside the home	9,000,000

Total radio sets in working order	110,000,000
-----------------------------------	-------------

For The BEST In...

**SPECIALIZED
FRONT END SERVICE**

BRAKE SERVICE

**GENERAL
AUTO
REPAIRING**

HARRY T. NELSON

556 Hammond Street Bangor, Maine

Telephone 7230



Meet Some TV Friends

Top left: Mr. Thornberry (Don DeFore) of *The Adventures of Ozzie and Harriet* pauses to explain a fine point in the mystery story he is attempting to read to David and Ricky Nelson and their teen-age friend, Nancy — in a scene from the new popular real-life comedy series. Eileen Jansen is cast as Nancy in this thrilling ABC-TV thriller.

Top right: Reed Hadley and cast of CBS's *Racket Squad*.

Lower left: The Lone Ranger continues his exciting travels into danger and adventure as he restores law and order to the wild west every Thursday over the ABC Television Network.

Lower right: Cast of *The Life of Riley* (NBC-TV) practice a bit of close

harmony. They are William Bendix, Marjorie Reynolds and their children Eugene Sanders and Wesley Morgan.

Lower center: Dorothy Patrick appears as the heroine of the adventure story, *The Sword Strikes*, a TV film based upon the famous *Man In The Iron Mask* of French history. The romantic atmosphere of old France comes to the fore in this film.



Sorry, gents—she's all tied up! For curvaceous Fay Suter, Mutual network actress, has regular weekend cruising dates off the Long Island coast. During the week, she's kept busy preparing for the network's new "Wonderful City" broadcasts.

Two NBC Shows Cited For Honors By BPW Club

NBC-TV's *Kate Smith Hour* and NBC radio's *One Man's Family* have received awards from the National Federation of Business and Professional Women's Clubs.

"The *Kate Smith Hour*," which returns to NBC-TV in the Fall at 3 p.m., EDT, Mondays through Fridays, was cited as the program which "best advances the interest of women."

"*One Man's Family*" (NBC radio, Mondays through Fridays, 7:45 p.m., EDT) was honored for being "the most wholesome entertainment for an American family."

No Russian Attack Is Opinion of NBC Dreier

"The Russians will not attack East Berlin and there won't be a blockade," says Alex Dreier, NBC's globe-trotting newsman, now returned from a look at Germany's trouble spot.

His conclusion, he says, is based on the fact that the Reds now have 18 million "agents" against them — the agents being the German people. Dreier's opinion is shared by East Berlin's Mayor Ernst Reuter, a former Soviet Commissar.

Betty Hutton may go TV soon.

Northern Lights:

boys, so they are really the veterans of the group.

Robbie is featured on the tenor guiches, weighs 130 pounds, has brown hair, and blue eyes. Although as poised business manager of the group she appears quiet and reserved, at heart she is really a comedienne and off-stage keeps the rest of the gang in stitches.

Donna, the lively little banjo player, is 5 ft. 5 inches and weighs 118 pounds. She has dark brown hair, big grey eyes, and a great zest for living. Her sincere interest in people and their problems has determined her position as a counselor of the group.

The Northern Lights met and organized two years ago while all attending Lee Academy. They have made many personal appearances and have been stationed at WABI Bangor, for the past 3 months. They are now heard every Tuesday and Thursday at 1:15 and Saturday at 1:05.

Although they are known as western artists, they try to feature a variety of music and their popular and semi-classical renditions are well loved too.

Keeps Its Top Spot

NBC radio's *News Of The World* continues to maintain its position as radio's top news program, according to national Nielsen ratings.

With a rating of 4.8, "News of the World," which features Morgan Beatty as commentator, actually has increased its lead over competing multi-weekly news programs. Here are the latest ratings:

"News of the World" (NBC)	4.8
Lowell Thomas (CBS)	2.8
Gabriel Heatter (Mutual)	2.8
Edward R. Murrow (CBS)	2.6

In addition, the multi-weekly rating of "News of the World" also tops the once-weekly Walter Winchell newscasts (ABC), which are rated 4.5.

On the air 14 years, "News of the World" has been at the top of the rating list uncontested for the past two years. The show was the first direct pick-up news program on radio, pioneering in the use of direct pick-ups from points of news origin.



The laugh-provoking character vignettes of Larry Storch, versatile young supper club comic, spark the weekly "Larry Storch Show" which is the OBS-TV premiere summer replacement for the "Jackie Gleason Show." Larry is shown here as himself (top, center), as TV cowboy Smilie Higgins (lower center), as 10-year-old Victor (left), and as Larry, the Sailor.

NBC-TV Draws Women's Praise

High commendation for NBC-TV's new lineup of morning shows has been expressed by Mrs. Oscar Ahlgren, president of the General Federation of Women's Clubs, a national association of women's organizations, with more than 11,000,000 members.

"It is very heartening to those of us who consider the air-waves the greatest media for reaching women in the homes, to know that NBC-TV is launching a series of programs commemorating women's contributions to our life and times," Mrs. Ahlgren said.

She was in Chicago to acquaint herself fully with the new NBC block of morning network shows, including "Ding Dong School," "Glamour Girl," "Hawkins Falls" and "The Bennetts." All the shows, except "Glamour Girl" (of Hollywood origin), are telecast from Chicago.

Mrs. Ahlgren continued: "Radio in its infancy was slow to recognize the great potentialities of the woman audience. TV is able to profit by radio's

inexperience nearly a quarter of a century ago, and to remember that the great daytime viewing audience is predominantly composed of women.

"Women make up more than half of the population in this country, according to the 1950 census. When it is realized that women spend 80 percent of the family budget, after taxes, it is clear that advertisers will profit by the proper use of TV, and that women will respond if their great interests, the preservation of our American heritage, the extension of culture, the improvement in education, housing and health are suitably presented to the listening-and-looking women's audience.

"May NBC continue in its great vision. I am certain that I speak for many women in applauding its efforts."

WNAC-TV in Boston will originate two programs to be aired nationwide through the Mutual Broadcasting System. One is an Aug. 24 talk by Chief Justice Robert H. Jackson of the United States Supreme Court and the other an address on Aug. 26 by Secretary of State John Foster Dulles.

Fred Waring

nothing. Thirty-two times the Pennsylvanians gave auditions for prospective radio employers. Each time the answer was, "No."

Finally, in 1933, Old Gold cigarettes took a chance and the complete Waring entourage went on the air over CBS. In order to attract instant attention to the glee club, Waring deliberately used unusual arrangements, startling phrasing, long hums and sudden changes of volume and tempo on hymns and jazz tunes. Somewhat modified and refined, these characteristics have been his musical trade-mark ever since.

Between their various radio and television successes, the Pennsylvanians have starred in several movies, including "Varsity Show," and have kept busy with personal appearances in theatres and concert halls.

A small (169 pounds), dark, energetic man with wavy hair and blue eyes, Waring is a 12-hour-a-day worker. The Pennsylvanians are not his only enterprise. Waring studied engineering at Penn State and in the basement of his modest country home near the Delaware Water Gap, at Shawnee, Pa., where he spends his weekends, he perfected the Waring Elendor and an electric steam iron.

He also runs a music publishing business which specializes in glee club arrangements the Pennsylvanians have popularized. A few years ago he purchased the 95-room Shawnee Inn and its adjoining golf club just so, he once said, he could get free advice from the golf pro. Fred, incidentally, plays in the 70s.

For the past ten years, Waring also has been intensely interested in music education. To foster better choral singing in America he has organized his own summer workshop — the Fred Waring Music Workshop — which this summer entered its fourth season. It has been attended by over 1,500 choral directors.

Art Linkletter, host of the CBS Television "Art Linkletter's House Party," has interviewed about 20,000 children in his long career on the air. Art has five youngsters of his own, ranging from four to sixteen.

Fred Allen:

but in the medium Sept. 24, 1950, as a star of the 'Colgate Comedy Hour,' and has since starred on other TV productions. His TV career was interrupted last year by poor health.

The acid-witted comedian started behind the footlights as "the world's worst juggler," which he used as a device for a humorous and satirical monologue. He toured the vaudeville circuits of this country and Australia and later triumphed on the Broadway stage in such shows as "The Passing Show of 1922," "The First Little Show" and "Three's A Crowd."

He quit the stage in 1932 and started a long and extremely successful radio career. Known particularly for his ad-lib talents and nasal nonchalance, he presented a special type of radio comedy, in which he was aided by his wife, Portland Hoffa, and an assortment of some of radio's weirdest stooges.

Meredith Willson (NBC-Radio) notes that he had fewer colds last Winter than ever before, so in looking back and trying to figure out what he did that was different he decided that he had washed his hands more often. "I read some place last Fall that a doctor pointed out how easy it is for germs on the hands to get carried to the face and give you a cold. So I started washing my hands every time I thought of it, and like I said, I had fewer colds this past year than ever before."



Gene Autry and his troupe are filling an engagement in London's Empress Hall. Of course "Champion" is included . . . Herb Shriner's Two For The Money has moved over to CBS-TV and is seen from 9 to 9.30 each Saturday night.

Producer Dick Krolik and his pretty wife, actress Mary Stuart of CBS Television's Search For Tomorrow went vacationing this-a-way: The day before they started, they tossed a coin—heads it was the mountains, tails the seashore. If it stood on edge, Europe. But the press release did not indicate the result.

Mindy Carson, singing star on Club Embassy, got her start in a Florida night club. She was an amateur, joined in audience singing and landed a job for \$125 a week plus meals . . . Talking of "starts" Bert Parks got \$7 a week in his first announcing job and had to sweep the floor as well.

The grapevine reports that Danny Kaye will make his TV debut in the Fall with Sid Caesar and Imogene Coca on Your Show of Shows . . . Allen Frunt of the Candid Camera show has made films and records of over 75,000 people all around the Country . . . Inner Sanctum, a radio

feature for 12 years, will be telecast in the Fall.

Red Buttons was a success long before he hit television. Low estimates place his pre-teevee income at \$50,000 a year . . . We are getting many television shows out of Florida these days but the first was the Spike Jones telecast . . . Arthur Godfrey may do all of his shows from Florida next Winter.

Bill Slater, emcee on Broadway To Hollywood (DuMont) has taken his first vacation from radio and television in four years . . . The Railroad Hour (NBC radio) has passed its 250th consecutive broadcast . . . Jack Smith, the professional singer, now has his own teevee show, Place The Face (NBC) and he does no singing.


Jack Pearl, one of the nation's top comics, is back on radio with an NBC show The Baron and The Bee. The quiz-type show is aired each Tuesday morning for half an hour . . . Don Hastings, the ranger in Captain Video (DuMont-TV) has appeared in 1,000 telecasts and he's still a teen-ager.

Edgar Bergen has five TV and radio shows all lined up for CBS next season . . . Teevee set owners are taxed \$1.50 monthly in Japan. Money goes to the government . . . The familiar phone number, LUXemburg 2-3100 which has carried votes from near and distant points to Ted Mack's Original Amateur Hour is no more. The exchange has been abolished. The telephone company notes that the Luxemburg number for one hour during and after Mack telecasts has been the busiest circuit in the land.

Firestone didn't cancel its Voice of Firestone (NBC-TV and radio) after all. Original plans called for the Howard Barlow show to go off the air during the summer but listener demand forced the sponsor to reconsider and we've been getting our Firestone music

Arturo Toscanini is vacationing in Italy.


Little things make THE BIG DIFFERENCE



Processed
by the
C. E. NOYES CO.

IN RETREADING

THAT'S WHY YOU CAN DEPEND

ON  **RETREADING**

USCAP treads are extra thick, top quality
USCAP tread is applied only to sound tire bodies
USCAP tread is applied only under strict shop procedures approved
by U.S. Rubber Company tire engineers


Distributed By

C. E. NOYES CO.

Portland - Bangor - Waterville

↓

AVAILABLE
THROUGHOUT MAINE
and NEW HAMPSHIRE





Congratulations go out with this issue of the Maine TV-Radio News and Guide to President Faust Couture and the men and women of Station WCOU, Lewiston, on the occasion of a fifth anniversary.

The station went on the air Sunday, Aug. 21, 1938 and ever since has been a powerful factor in the civic, social and business life of the community which it so well serves.

In picture fashion (above) we have picked out some of the personalities and events which are fondly recalled by WCOU listeners.

Top left: John C. Libby, current manager of the station.

Top center: F. Harold Dubord of Waterville, former Democratic National Committeeman who was among a list of notables to speak over a WCOU mike on the inaugural program five years ago.

Top right: Rev. Albert Niles as he participated in the program to inaugurate FM service over WCOU.

Bottom left: Oscar J. Normand, bookkeeper who is the only remaining member of the original staff.

Bottom center: The late governor, Louis J. Brann, shakes hands with J. B. Couture as both participated in the inaugural broadcast from the old Music Hall, Lewiston, on Aug. 21, 1938.

Right, center: The Rev. Francois Drouin, O.P., as he helped to dedicate the FM station, one of the highlights in the five-year WCOU history.

Bottom right: Another participant in the big FM show was Rabbi David Berent, seen at a WCOU mike when FM came into existence on Feb. 28, 1948.

WCOU started out as a 100-watt station but went into the 250-watt field in May, 1940. It operates from 6 a.m. to 12 midnight, daily.

This Is Your Life (NBC-TV), starring Ralph Edwards, won the Laymen's Movement for a Christian World Award.

The "Big Man" From Freeport Has Hit The Top

In order to be on time for the 6:30 program, George arises at 4:30 a.m. It's a 30-mile drive for him—actually his farm is in Durham—and only once in his many years of broadcasting has he missed a show. A Winter storm licked him on that occasion.

"Just how do you describe your show?" we asked the "big man."

"Now you know that's a problem to me," he answered. "It started out to be a farm program but I've got away from it and I'm ashamed to say so."

"Well you have a lot of philosophy to offer, don't you?" we inquired.

And, he replied, "Don't know just what you call it."

But one thing is certain—he prepares nothing. Whatever you hear coming out of your speaker is ad libbed.

George knows fully well that he has a big listening audience because his mail is heavy—when he says things that irritate people.

For example, one day last Winter, after his early morning drive over icy roads, George complained over failure of road crews to do a bit of sanding "even though I know the salt in the sand is wearing out our cars."

It took no more than that to bring him a flood of protests over use of salt in sand.

Broadcasting isn't his main business, although it is the most enjoyable. He runs a grist mill in Freeport in addition to the 153-acre Durham farm.

George has no ready explanation for the success of his air venture.

"They say I talk funny but gracious I just talk in the language that people can understand," he explains.

He has guests frequently and always they are people "just like myself who talk the same language as my listeners."

The fact that he enjoys a large listening audience is puzzling to the "big man from Freeport."

He explains:

"Nope, I don't understand it because I'm no expert. You might say I'm a pretty ignorant sort of a man."

Asked whether broadcasting comes easily and naturally to him, George hastens to explain that "we used to be on a 11 party (phone) line, so every

time I talked on the phone I figured I was talking to an audience and this is just the way I talk on the radio."

Even his commercials ring in the George Hunter way of doing things.

Odd Plugs

Once he was talking of insurance and plugged for his client thusly:

"Jack Harmon of Standish is selling some mighty fine automobile insurance for the Farm Bureau Mutual Co. It won't cost you anywhere near as much as other kinds because you don't have to pay for all the city feller's accidents. You have to be a real farmer to get it though, because farmers don't have so many accidents as other folks."

And on another occasion, he plugged in this manner:

"An' say, if you need money—that stuff that goes clean through yore pants pocket, partie'ly if yore wife fergits to mend the hole—you know money's a good thing to have—well anyway if you need money to raise yore chickens or maybe buy yourself some new equipment, jest remember the First Portland National Bank is just willing and eager to loan you some—why they'll even send a man right out to see you."

To most stout people, chidding them on their weight can provoke a bitter battle, but not so with "our hero."

He's mighty proud of the fact he followed the Fat Boy's Diet and lost 15 pounds—from 268 to 256.

He'll tell you, proudly too, that when he weighed the maximum of 268 he was wearing long drawers "and that, of course, makes some difference."

Diet or no, George still has a healthy appetite.

At breakfast, he'll feast on eggs "at least six;" toast, "I don't count the number of slices;" and black coffee (hangover of his diet.) He used to finish with doughnuts "wouldn't know I'd have had any unless I ate at least two," but doughnuts have gone the way of other sweets.

Two Dinners

"What about your lunch?" we asked.

"Well, say, you know I never have lunch but I eat two dinners, one at noon and another at night," he answered.

It's meat and potatoes at each of these meals, too.

George says he has no real trouble with his diet at meal hours but "it's a heck of a fight to keep away from the pie, when others are having their mid-morning snack of coffee and doughnuts."

"You see," he adds "I can't go hungry because when I'm hungry I get sad."

He praises the missus for "always setting a good table." and hastens to add that "we've always been able to get farm help, when others failed, because of the table we set."

He never has been one to go after a snack before bedtime because, as he explains, "I go to bed so soon after supper." In the Winter, bed-time arrives about 8 o'clock.

But this routine has been threatened by the purchase of a television set.

"Now," he says "I spend most of my spare time sleeping in a chair. Gracious, I never get to see the television show because I fall asleep first."

Farmer Gains

However, he has seen enough to predict that "the farmer will gain more from television than the city folks."

In his own case, he figures the set he purchased in April already has paid for itself "from what I've got out of it."

Then he quibs, "you know I'm just naturally lazy so it is easier to look than to listen."

He's a constant smoker. A can of tobacco and a package of matches last him only a day.

His family of Mrs. Hunter and children Ann, 12; Tom, 11; and Peter, 7 and "good eaters."

His large frame has done nothing to weaken his health for today he says "I'm perfectly healthy."

And, best of all, George can take a ribbing even as he gives one out. He gets a kick out of the antics of friends when he attends a public supper.

They'll pile eight or 10 empty pie plates at his place to give the impression that George really had "dined out."

"And do you know," George observes "I only wish when they kid me that way, I wasn't on a diet."

Football

Oct. 31—Minnesota vs. Pittsburgh at Minneapolis, Minn.

Nov. 7—(Panoramic): Florida vs. Georgia at Jacksonville, Fla.; South Carolina vs. North Carolina at Columbia, S. C.; Northwestern vs. Wisconsin at Evanston, Ill.; Kansas vs. Kansas State at Lawrence, Kans.

Nov. 14—Michigan State vs. Michigan at East Lansing, Mich.

Nov. 21—University of Southern California vs. University of California in Los Angeles, at Los Angeles, Calif.

Nov. 26—Thanksgiving Day—Utah vs. Brigham Young at Salt Lake City Utah.

Nov. 28—Army vs. Navy at Philadelphia, Pa.

Dec. 5—Notre Dame vs. Southern Methodist University at South Bend, Ind.

Maine People Win WBZ-TV Prizes

Maine people fared well on the Fifth Anniversary Contest sponsored by Station WBZ-TV (Boston) with 12 of them winning prizes.

The list:

Mrs. Francis Thompson, Trailer Village, Route 1, Kittery. She won a new 21" table model Westinghouse television set.

Mrs. Roger Woodcock, 4 Berwick Court, Sanford won a 17" table model Westinghouse television set.

The following four Maine residents all won new Westinghouse hand vacuum cleaners. They were Beulah Fenderson Smith, Blueberry Hill Farm, Wells; Mrs. Richard M. North, 271 Maine Street, Cumberland Mills; Mrs. Virginia M. Stickney, RFD #2, Wells; Helen L. Kimball, Box 124, Kennebunk.

A one year subscription to TV Guide was won by Mrs. Henry L. Sydlowski, Wells; Lewis B. Stults, 37 Braintree Street, Portland; O. C. Robinson, 4 Grant Street, Auburn; Mrs. Amelia Willey, Berwick; Roland F. Gendron, 74 James Street, Saco; and Mrs. Elmer W. Perkins, 15 Ross Street, South Berwick.



THE HAPPY HARRISES—Phil Harris and his wife Alice Faye pose for their latest family portrait with their two children Alice, Jr., 11 (left), and Phyllis, 9. Alice and Phil star on their own family comedy program Sunday nights on NBC radio.

SUBSCRIBE NOW

Maine TV-Radio News and Guide

To Be Sure Of Not Missing A Single Issue

Use This Coupon and MAIL IT TODAY.

12 Issues: \$2.50

Name

Street and No.

City or Town

State

(Subscriptions may be placed with your local newsstand dealer or with Maine TV-Radio News & Guide, 97A Exchange Street, Portland 3, Maine.)

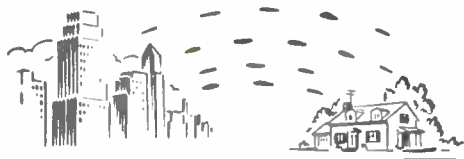


**The Biggest Year for TV Entertainment
Really Enjoy it with**

SYLVANIA 

WHEREVER YOU LIVE

TELEVISION FOR 1954

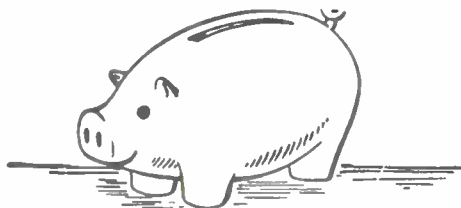
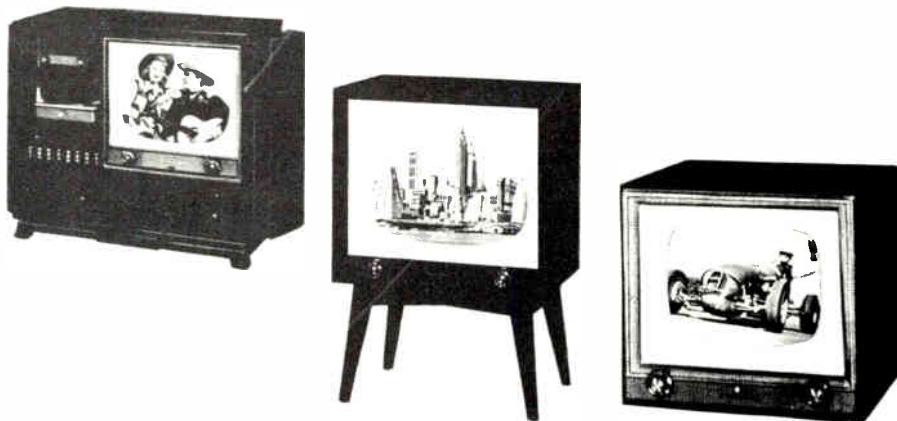


featuring **HALOLIGHT**
on 17" 21" 24" 27"

City or country, your best bet is Sylvania TV! You get the clearest, the sharpest pictures possible. And only with Sylvania TV can you get amazing HALOLIGHT the soft frame of cool light around the picture. It's much kinder to your eyes.

The most distinctive...fastest selling feature in television

WHATEVER YOUR BUDGET



There's a high quality Sylvania TV just made for your budget. Whether you want a value-packed 17" table model or the thrilling Sylvania big 3-way combination... you can't do better than 1953 Sylvania

The Frame of Light that's Kinder to your Eyes!

WHATEVER YOUR FURNITURE TASTE

YOU CAN'T DO BETTER THAN SYLVANIA TV



What do you prefer... modern, traditional, blonde, mahogany? No

matter what your furniture taste, there's a Sylvania TV receiver "just made" for your particular living room. Come in... see our fine TV selection.

UHF

.. you'll be ready with your Sylvania. All Sylvania TV models can be adapted easily for All-Channel UHF-VHF reception.

*Sylvania Trademark

Distributed By

R. B. DUNNING & CO.

BANGOR and PORTLAND

World Radio History

BIG 21^{INCH} G-E VALUE

Mrs. John F. Sanborn
Burnham
Maine



Phyllis Avery, featured with Ray Milland for G.E. on radio and TV.

Model 21T10. 21-inch table model. Distinctively modern in black plastic. Matching base with casters—slightly extra.

ONLY
\$ 239⁹⁵

*Includes Federal Excise Tax. one-year warranty on picture tube, 90 days on parts.

**21-inch table G-E
outperforms previous
sets costing \$100.00 more!**

● One of the biggest TV values we've ever offered! Look what you get. Exceptionally powerful G-E chassis. Top reception, sharp, clear pictures, even in fringe areas. Designed for *all-channel* UHF-VHF. Come in, see how much more we—and G.E.—give you for your TV dollar!

**NEW G-E ALL-CHANNEL
UHF TUNER
factory installed
Only \$30.00 More**

**GENERAL  ELECTRIC
SUPPLY COMPANY**

A DIVISION OF GENERAL ELECTRIC DISTRIBUTING CORPORATION

170 ANDERSON ST. PORTLAND, MAINE

Manchester, N. H.

Bangor, Maine

Burlington, Vermont