
Jean-Baptiste Couture

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Articles from the WCOU Times, Lewiston, Maine

The WCOU Times

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WCOU

1210 KILOCYCLES

TIMES

SUNDAY, AUGUST 28, 1938

DISTRIBUTED FREE

SMASH OPENING OF STATION WCOU

Sunday Afternoon Opening at Music Hall brought Capacity House to Inaugurate WCOU'S First Day on the Air

Governor Barrows, ex-Governor Brann, and F. Harold Dubord participate at Opening

A capacity house, 1400, Sunday, August 21st, at the old Music Hall clapped and cheered the opening of Lewiston's newest institution, Station WCOU.

It is needless to add that Lewiston-Auburn were happy at the opening of WCOU as the heat of Summer did not stop the leading citizens of the Twin Cities from attending the First Broadcast.

A snappy opening wherein local talent and only local talent was offered to the listening public, brought rounds of applause from the large attendance.

In keeping with its future policy WCOU offered local talent as top billing at the opening and is now planning bigger and better local shows where local talent will have its fling at Radio Broadcasting.

During the afternoon ex-Governor Brann was a visitor at the Opening and through the mikes of WCOU wished the new enterprise good luck and a long life. F. Harold Dubord, also spoke and wished the new enterprise success. During an exchange broadcast from WDRO of Augusta, with their mikes at the Air Rendezvous Governor Barrows and Mayor Frederick Payne of Augusta gave nods of appreciation and success to Lewiston's WCOU.

The management of WCOU wants to take this opportunity to
(Continued on page 4)

Smooth Production

Many visiting broadcasters from other stations commented on the smoothness of the opening program from a technical viewpoint. Shifting of controls from the Music Hall to the studios and back again was accomplished within a split second. Likewise the shift to the Augusta Airport and back was timed to the split second. With the large amount of talent; nearly 100 persons, six announcers, three engineers, not one slipped up on a cue. When it is realized that all the equipment was new to the engineers and that one wrong switch at the controls would have wreaked havoc, this record is all the more remarkable.

:o:

**30,076 PEOPLE VISIT
WCOU STUDIOS
IN FIVE DAYS**

With hand counters and a man on duty for 6 hours daily counting the visitors to WCOU's open house we officially announce the count up to and including Friday night at 11 P.M. as 30,076 visitors.

It is certainly gratifying to the management to announce these figures, even tho we will have to spend several hundred dollars more for repainting the Outside Studio walls and stair walls where the traffic was the heaviest.

OPEN HOUSE at WCOU was a tremendous success to the management but we are forced to apologize to the public who so willingly climbed three flights of stairs to see what they could see. To those who didn't see anything besides the ceilings and receive nothing but a poke in the ribs we intend to issue invitations during the year when our big local shows are produced within our studios.

STATION WCOU'S PRESIDENT



The illustration above is the picture of WCOU'S President, J. B. Couture who attended the Grand Opening of WCOU at the Music Hall last Sunday.

**New Hook-up for Central
Maine a decided Hit**

The thousands of letters from the new listeners of WCOU indicates clearly that the Musical excellence of the Mutual, Yankee and Colonial Network Programs made a decided hit, furthermore, the letters indicate a decided upheaval in the listening public's taste for the future.

PROGRAM LISTINGS FOR WEEK ENDING SEPTEMBER 3, 1938

STATION WCOU, LEWISTON, MAINE, 1210 KCS, MUTUAL, COLONIAL & YANKEE

SUNDAY AUGUST 28th	MONDAY AUGUST 29th	TUESDAY AUGUST 30th	WEDNESDAY AUGUST 31th	THURSDAY SEPTEMBER 1st	FRIDAY SEPTEMBER 2nd	SATURDAY SEPTEMBER 3d
SUNDAY, August 28th 12:00 Noon—Clotilda Zappala, Soprano & Organ YN. 12:30 P.M.—To be announced. 12:45 P.M.—Yankee News. 1:00 P.M.—Catholic Question Box YN 1:30 P.M.—To be announced. 2:00 P.M.—The Lamplighter (MBS). 2:15 P.M.—Denver Darling Trail Blazers MBS. 2:45 P.M.—Charlie & Jane Entertain (MBS). Musical Choir. 3:00 P.M.—Smarties Quartet (MBS). 3:15 P.M.—On a Sunday P.M. H. Stokes (MBS) Orch. 3:45 P.M.—Jimmy Livingston Orch. (MBS). 4:00 P.M.—To be announced. 4:30 P.M.—Benay Venuta's Variety (MBS). 5:00 P.M.—Irving Conn Orch. (MBS). 5:30 P.M.—Dick Barrie Orch. (MBS). 6:00 P.M.—Murphy's Hit Revue 6:30 P.M. YN News. 6:45 P.M.—Alice Blue, Pianist. (MBS). 7:00 P.M.—Hawaii Calls MBS. 7:30 P.M.—Lewiston Rubber Co. 7:45 P.M.—Hollywood Whispers G. Fischer MBS 8:00 P.M.—Interview all Star Players & Coaches with H. Stokes Orch 8:30 P.M.—Invitation to Waltz (MBS). 9:00 P.M.—Charlie Randal's Orch (MBS). 9:30 P.M.—Sunday Special Bob Stanley Orch MBS. 10:00 P.M.—To be announced. 10:30 P.M.—Your Sunday Date Stokes Orch (MBS) 11:00 P.M.—YN News. 11:15 P.M.—YN Weather. 11:30 P.M.—Symphonic Hour (CN). 12:00 P.M.—Sign Off.	MONDAY, August 29 6:00 A.M.—Le Club Matinal with G. Ladouceur. 7:00 A.M.—Musical Clock. 8:00 A.M.—Y. N. News. 8:15 A.M.—Y. N. Weather. 8:30 A.M.—Andy Jacobson's Orchestra. 8:45 A.M.—Good Morning, Neighbor. 9:15 A.M.—Gretchen McMullen. 9:30 A.M.—Romantic Strings—LePage's Bakery. 9:45 A.M.—Ruth Moss, Inter. 10:00 A.M.—Singing Strings. 10:15 A.M.—John Metcalf. 10:30 A.M.—Tex Fletcher, the Lonely Cowboy. 10:45 A.M.—E. Lawrence, Bar. 11:00 A.M.—Highlights & Halftones 11:15 A.M.—Melody Strings. 11:30 A.M.—Get Thin To Music with Wallace. 11:45 A.M.—Elinor Sherry, Blues and Orch. 12:00 P.M.—Noonday Musicale. 12:15 P.M.—Farm Program. 12:30 P.M.—Half & Half. 1:00 P.M.—Y. N. News. 1:15 P.M.—George & Juanita. 1:30 P.M.—Matinee Melodies. 2:00 P.M.—The Concert Master 2:30 P.M.—The Quiet Sanctuary 3:00 P.M.—Red Sox vs Detroit. 5:00 P.M.—To be announced. 5:15 P.M.—3 Graces and Piano. 5:30 P.M.—Mitchell Ayres Orch 5:45 P.M.—Curley and His Country Boys. 6:00 P.M.—Y. N. News. 6:15 P.M.—Hall & Knight presents Bert Coté, Piano Ramblings. 6:30 P.M.—For Mother & Dad. 6:45 P.M.—Dance Time—New England Furniture 7:00 P.M.—Fulton Lewis, Com. 7:15 P.M.—Preview of Thompson air trophy race. 7:30 P.M.—The 4 Harvesters. 8:00 P.M.—The Lone Ranger. 8:30 P.M.—Barney Rapp Orch. 9:15 P.M.—Bob Crosby's Orch. 10:00 P.M.—Mergenthewirker Lobbies. 10:30 P.M.—Henry Weber's Pageant of Melody. 11:00 P.M.—Y. N. News. 11:15 P.M.—Y. N. Weather. 11:30 P.M.—Jimmy Dorsey and His Orchestra. 12:00 A.M.—Sign off.	TUESDAY, August 30 6:00 A.M.—Le Club Matinal with G. Ladouceur. 7:00 A.M.—Musical Clock. 8:00 A.M.—Y. N. News. 8:15 A.M.—Y. N. Weather. 8:30 A.M.—Andy Jacobson's Orchestra. 8:45 A.M.—Good Morning, Neighbor. 9:15 A.M.—Gretchen McMullen. 9:30 A.M.—To be announced. 9:45 A.M.—Ruth Moss, Inter. 10:00 A.M.—Singing Strings. 10:15 A.M.—John Metcalf's 10:30 A.M.—The Gloom Chasers. 11:00 A.M.—Highlights and Halftones. 11:15 A.M.—Melody Strings. 11:30 A.M.—Get Thin To Music With Wallace. 11:45 A.M.—The Manhatters. 12:00 P.M.—Noonday Musicale. 12:15 P.M.—Agricultural Series. 12:30 P.M.—Half and Half. 1:00 P.M.—Y. N. News. 1:15 P.M.—George and Juanita. 1:30 P.M.—Hum and Strum. 1:45 P.M.—Francis J. Cronin at Console. 2:00 P.M.—Harold Turner, Pianist. 2:15 P.M.—To be announced. 3:00 P.M.—Red Sox vs Detroit. 5:00 P.M.—To be announced. 5:15 P.M.—Clem Williams' Or. 5:45 P.M.—Curley and His Country Boys. 6:00 P.M.—Y. N. News. 6:15 P.M.—Bert Coté, Piano Ramblings. 6:30 P.M.—For Mother & Dad. 6:45 P.M.—Dance Time—N. E. Furniture Co. 7:00 P.M.—Fulton Lewis, Com. 7:15 P.M.—To be announced. 7:30 P.M.—To be announced. 8:00 P.M.—Morton Gould's Or. 8:30 P.M.—The Green Hornet. 9:00 P.M.—Moonlight Sonata. 9:15 P.M.—Frank Ferneau's Orchestra. 9:30 P.M.—Say It With Words (Dr. Chas. Funk) 10:00 P.M.—Cocoanut Grove Orchestra. 10:15 P.M.—Raymond Gram-swing, Commentator 10:45 P.M.—To be announced. 11:00 P.M.—Y. N. News. 11:15 P.M.—Y. N. Weather. 11:30 P.M.—Salute to Cities— 12:00 A.M.—Sign Off.	WEDNESDAY, August 31 6:00 A.M.—Le Club Matinal with G. Ladouceur. 7:00 A.M.—Musical Clock. 8:00 A.M.—Y. N. News. 8:15 A.M.—Y. N. Weather. 8:30 A.M.—Andy Jacobson's Orchestra. 8:45 A.M.—Good Morning, Neighbor. 9:15 A.M.—Gretchen McMullen 9:30 A.M.—Romantic Strings—LePage's Bakery. 9:45 A.M.—Ruth Moss, Interviews. 10:00 A.M.—Singing Strings. 10:15 A.M.—John Metcalf's Choir Loft. 10:30 A.M.—The Manhatters. 10:45 A.M.—Earl Lawrence, Baritone. 11:00 A.M.—Highlights and Halftones. 11:15 A.M.—Melody Strings. 11:30 A.M.—Get Thin To Music With Wallace. 11:45 A.M.—The Manhatters. 12:00 P.M.—Noonday Musicale. 12:15 P.M.—Agricultural Series. 12:30 P.M.—Half and Half. 1:00 P.M.—Y. N. News. 1:15 P.M.—George and Juanita. 1:30 P.M.—Hum and Strum. 1:45 P.M.—Francis J. Cronin at Console. 2:00 P.M.—Harold Turner, Pianist. 2:15 P.M.—To be announced. 3:00 P.M.—Red Sox vs Detroit. 5:00 P.M.—To be announced. 5:15 P.M.—Clem Williams' Or. 5:45 P.M.—Curley and His Country Boys. 6:00 P.M.—Y. N. News. 6:15 P.M.—Bert Coté, Piano Ramblings. 6:30 P.M.—For Mother & Dad. 6:45 P.M.—Dance Time—N. E. Furniture Co. 7:00 P.M.—Fulton Lewis, Com. 7:15 P.M.—To be announced. 7:30 P.M.—To be announced. 8:00 P.M.—Morton Gould's Or. 8:30 P.M.—The Green Hornet. 9:00 P.M.—Moonlight Sonata. 9:15 P.M.—Frank Ferneau's Orchestra. 9:30 P.M.—Say It With Words (Dr. Chas. Funk) 10:00 P.M.—Cocoanut Grove Orchestra. 10:15 P.M.—Raymond Gram-swing, Commentator 10:45 P.M.—To be announced. 11:00 P.M.—Y. N. News. 11:15 P.M.—Y. N. Weather. 11:30 P.M.—Salute to Cities— 12:00 A.M.—Sign Off.	THURSDAY, Sept. 1st 6:00 A.M.—Le Club Matinal with G. Ladouceur. 7:00 A.M.—Musical Clock 8:00 A.M.—Y. N. News 8:15 A.M.—Y. N. Weather. 8:30 A.M.—Andy Jacobson's Orchestra 8:45 A.M.—Good Morning, Neighbor 9:15 A.M.—Gretchen McMullen 9:30 A.M.—To be announced 9:45 A.M.—Ruth Moss, Inter. 10:00 A.M.—Singing Strings 10:15 A.M.—John Metcalf's 10:30 A.M.—Soloists and Orch. 11:00 A.M.—N. E. Poultryman. 11:15 A.M.—Melody Strings 11:30 A.M.—Get Thin To Music With Wallace 11:45 A.M.—The Manhatters 12:00 P.M.—Noonday Musicale. 12:15 P.M.—Agricultural Series 12:30 P.M.—Half and Half 1:00 P.M.—Y. N. News. 1:15 P.M.—George and Juanita 1:30 P.M.—Hum and Strum. 1:45 P.M.—Francis J. Cronin at the Console 2:00 P.M.—H. Turner, Piano. 2:15 P.M.—To be announced 3:00 P.M.—Red Sox vs St. Louis 5:00 P.M.—To be announced 5:15 P.M.—L. Alemo, Baritone 5:30 P.M.—Charley Randall's Orchestra 5:45 P.M.—Curley and His Country Boys 6:00 P.M.—Y. N. News 6:15 P.M.—Bert Coté, piano Ramblings 6:30 P.M.—Mother and Dad. 6:45 P.M.—Dance Time—N. E. Furniture Co. 7:00 P.M.—Fulton Lewis, Jr., Commentator. 7:15 P.M.—To be announced 8:00 P.M.—Alfred Wallenstein's Sinfonietta 8:30 P.M.—James A. Farley, from Waterville. 9:00 P.M.—Cocoanut Grove Orchestra 9:15 P.M.—Bob Crosby's Orch. 9:30 P.M.—Geo. Olsen's Orch. 10:00 P.M.—Press Time—News paper Game 10:30 P.M.—Henry Weber's Concert Revue 11:00 P.M.—Y. N. News 11:15 P.M.—Y. N. Weather 11:30 P.M.—Shep Field's Orch. 12:00 A.M.—Sign Off	FRIDAY, September 2 6:00 A.M.—Le Club Matinal with G. Ladouceur. 7:00 A.M.—Musical Clock. 8:00 A.M.—Y. N. News 8:15 A.M.—Y. N. Weather 8:30 A.M.—Andy Jacobson Orch 8:45 A.M.—Good Morning, Neighbor 9:15 A.M.—Gretchen McMullen 9:30 A.M.—Romantic Strings, LePage's Bakery 9:45 A.M.—Ruth Moss, Inter. 10:00 A.M.—Singing Strings 10:15 A.M.—John Metcalf's 10:30 A.M.—N. Y. Acad. of Med. 10:45 A.M.—E. Lawrence, Bary. 11:00 A.M.—Hilites & Halftones 11:15 A.M.—Melody Strings. 11:30 A.M.—Get Thin To Music With Wallace. 11:45 A.M.—Silhouettes in Blue. 12:00 P.M.—Noonday Musicale. 12:15 P.M.—Agricultural Series. 12:30 P.M.—Half and Half. 1:00 P.M.—Y. N. News. 1:15 P.M.—George and Juanita. 1:30 P.M.—Matinee Melodies. 2:00 P.M.—The Concert Master 2:30 P.M.—Boy Meets Girl. 2:45 P.M.—To be announced. 3:00 P.M.—Marriage Licence Romances. 3:15 P.M.—Musical Journal. 3:30 P.M.—Harold Stokes' Orch 3:45 P.M.—Studies in Black and White. 4:00 P.M.—Hits and Encores. 4:45 P.M.—Gypsy Caravan. 5:30 P.M.—L. Rich Entertains. 5:30 P.M.—The Gloom Chasers. 5:45 P.M.—Democratic Speaker 6:00 P.M.—Y. N. News. 6:15 P.M.—Bert Coté, Piano Ramblings. 6:30 P.M.—For Mother & Dad. 6:45 P.M.—Dance Time—N. E. Furniture Co. 7:00 P.M.—Fulton Lewis, Jr., Commentator. 7:15 P.M.—To be announced 7:30 P.M.—L. J. Brann, speaker 8:00 P.M.—The Lone Ranger. 8:30 P.M.—20 Fingers of Harm 8:45 P.M.—F. Ferneau's Orch. 9:00 P.M.—Chicago Phil. Orch. 9:30 P.M.—Dick Jurgens' Orch. 10:00 P.M.—Old Heidelberg Concert Orchestra. 10:30 P.M.—To be announced. 11:00 P.M.—Y. N. News. 11:15 P.M.—Y. N. Weather. 11:30 P.M.—Nation's Playhouse. 12:00 A.M.—Sign Off.	SATURDAY, September 3 6:00 A.M.—Le Club Matinal avec G. Ladouceur. 7:00 A.M.—Musical Clock. 8:00 A.M.—Y. N. News. 8:15 A.M.—Y. N. Weather. 8:30 A.M.—Andy Jacobson's Orchestra. 8:45 A.M.—Good Morning, Neighbor. 9:15 A.M.—Voice of Apothecary 9:30 A.M.—Variations. 9:45 A.M.—Ruth Moss, Interviews. 10:00 A.M.—The Marriage Clinic 10:30 A.M.—John Metcalf's Choir Loft. 10:45 A.M.—The Day You Were Born. 11:00 A.M.—The Manhatters. 11:30 A.M.—U. S. Army Band. 12:00 P.M.—Walter Kidder's Concert. 12:15 P.M.—Agricultural Series. 12:30 P.M.—Half and Half. 1:00 P.M.—Y. N. News. 1:15 P.M.—George and Juanita. 1:30 P.M.—Hum and Strum. 1:45 P.M.—Alice O'Leary Presents. 2:00 P.M.—Summertime Revue. 3:00 P.M.—Boston Bees vs Philadelphia. 5:00 P.M.—Charlie Randall's Orchestra. 5:30 P.M.—Mitchell Ayres' Orch 5:45 P.M.—Curley and His Country Boys. 6:00 P.M.—Y. N. News. 6:15 P.M.—Bert Coté, Piano Ramblings. 6:30 P.M.—The Dinner Concert 6:45 P.M.—Advertising Drama. 7:00 P.M.—Luigi Romanelli's Orchestra. 7:15 P.M.—Vincent Pirro's Orchestra. 7:30 P.M.—Jack Stevens, Sport Commentator. 7:45 P.M.—To be announced. 8:00 P.M.—Bands Across the Sea. 8:30 P.M.—Raoul Nadeau, Baritone. 9:00 P.M.—Women's Symphony Orchestra. 9:30 P.M.—Jazz Nocturne. 10:00 P.M.—Symphonic Strings. 10:30 P.M.—Dance Orchestra. 11:00 P.M.—Y. N. News Service. 11:30 P.M.—Shep Fields' Orch. 12:00 A.M.—Sign Off. Entertains.

KEEP TUNED TO

WCOU

1210 KCS



BERT COTÉ who rambles for 15 uninterrupted minutes on the studio Steinway at 6:15 every night is now staff pianist and musical director with WCOU. Bert had completed four complete broadcasts when the Hardware Company of Hall & Knight picked him for a sponsored program two nights weekly, for one year.

SMASH OPENING—

(Continued from page 1)

thank all those that participated in the successful opening of last Sunday. The flowers and telegrams were abundant. The local talent that gave their services free will always remain the real historians of Station WCOU. To all that attended we again say "THANKS".

Wallenstein conducts Two Mutual Symphonic Programs

Rabaud's English Suite from 16th Century and Mozart's Symphony will be the two selections on Alfred Wallenstein's "Sinfonietta" broadcast over Mutual, to be heard Thursday, September 8, from 8 to 8:30 p.m. EDT. On Saturday September 10, from 10 to 10:30 p.m., EDT, the distinguished young conductor will direct the orchestra in Veracini-Malipieso's Concerto for Strings and Grieg's Holberg Suite.

Special Issue to Mutual

A special issue saluting the Mutual Broadcasting System's fourth birthday on September 15, and its affiliation with the twenty-three stations of the Texas State network, will be published by Radio Guide Magazine, widely known national publication and available on newsstands September 8.

Season's Premier Football Game to you over Mutual

Wednesday night at 9:15 the Fifth Annual College Professional All-Star Football Game from Soldiers' Field in Chicago will be brought to you by Station WCOU through the resources of the Mutual Network, to Colonial. The All-American Football Team vs. Washington Redskins brings you the first Major Professional Football game of the season. Sports lovers will enjoy the comment of Bob Elson on a play by play comment.

Leonardo Amaresco will be Guest Soloist on Mutual's "Concert Revue"

Leonardo Amaresco, renowned European tenor, will be the guest artist on Henry Weber's Concert Revue over the coast-to-coast network of the Mutual Broadcasting System on Thursday (September 1) from 10:30 to 11:15 p.m., EDT. This will be his second appearance on the program this season.

Amaresco will sing "O Paradise" from "L'Africaine" and with soprano Kathryn Witwer, the octet and orchestra will present themes from old Vienna, featuring "I'm Prater Blühen Wieder die Baume," and "Wien, Wien du Stadt Alein."

For her solo, Miss Wiawer is to offer Marx "Yesterday He Brought Me Roses." The orchestra will play the overture from Mendelssohn's "Fingals Cave."

Amaresco was a leading member of both the Vienna and Berlin state operas, and for the past six years has been a well-known figure in European broadcasting. He speaks and sings fluently in four languages—German, English, Italian and French.

CEDRIC FOSTER: Conductor of Mutual's popular series, "The Day You Were Born," is spending a few days in the hospital for a minor jaw ailment. His program scheduled for Saturday has been cancelled. The series will be resumed upon his recovery on Saturdays at 10:45 a.m. EDT.



OSCAR NORMAND, a native Lewistonian who has been in Orange, N. J. for several years in charge of a news distributing agency has now hitched his star to the office staff of WCOU. Oscar will be office manager in charge of the Accounting Department and personal assistant to Mr. Howe.

HIGHLIGHTS OF THE WEEK

OHIO BOYS BAND—Under direction of Lewis E. Pete broadcast from the Ohio State Fair Grounds in Columbus, Ohio. Over 300 musicians participate.

Wednesday, 5:00 P.M.

THE GREEN HORNET—Adventure Dramatizations of a Modern Robin Hood who sets out to expose racketeering and crime.

Tuesday and Thursday 8:30 P.M.

GEORGE OLSEN'S ORCHESTRA:

Thursday, Sept 1, 9:30 to 10:00 P.M.

DICK JURGENS ORCH.:

Friday, Sept. 2, 9:30 to 10:00 P.M.

WOMAN'S SYMPHONY ORCHESTRA: Conducted by George Dasch—Grant Park, Chicago.

Saturday, Sept. 3, 9:00 to 9:30 P.M.