

The University of Maine

DigitalCommons@UMaine

WLBZ Radio Station Records

Manuscripts

1948

Budweiser Horses Visit Bangor, Part 2

WLBZ Radio

Follow this and additional works at: https://digitalcommons.library.umaine.edu/wlbz_station_records



Part of the [History Commons](#), and the [Radio Commons](#)

Recommended Citation

WLBZ Radio, (January 01 1948) "Budweiser Horses Visit Bangor, Part 2". *WLBZ Radio Station Records*. MS 608. D 16.39; CD 7 track 2. Special Collections, Raymond H. Fogler Library, University of Maine. https://digitalcommons.library.umaine.edu/wlbz_station_records/51

This Book is brought to you for free and open access by DigitalCommons@UMaine. It has been accepted for inclusion in WLBZ Radio Station Records by an authorized administrator of DigitalCommons@UMaine. For more information, please contact um.library.technical.services@maine.edu.

University of Maine Raymond H. Fogler Library Special Collections Department

Transcript of a sound recording in MS 608, WLBZ Radio Station Records, Bangor, Maine, 1931-1973

Title: Budweiser Horses Visit Bangor, Part II

Date: date not noted; circa 1948

Recording number: D 16.39; CD 7, track 2

Length of recording: 10:44

[Continued from part 1 on the previous side of the recording.]

[Transcript begins.]

IRVING HUNTER: Well I would think the ordinary person wouldn't have enough strength in their fingers in order to control these horses. Do you have to kind of work on that and develop that as you go along?

BRAITHER: It's just like a [wrestler or fire?] or anything, you have to build as you go.

HUNTER: Well, suppose we lean across you, Gene, and I'll talk with Walter Brady, oh, are you going to swap seats with me? Alright, that's fine, I'll move over to the middle here, and now I'm seated between the assistant driver and the driver. [Clipping of horse hooves can be heard during pause.] Walter Brady is driving now. We're going downhill, out from the Bangor Fairgrounds out through the main exit, and if you're not too busy keeping these horses under control here, Walter, maybe you can tell me a little bit about it. Uh, I see you have all those reins there, you have one between each pair of fingers. You just about have enough fingers to go around, is that right?

BRADY: Just enough, yes sir.

HUNTER: These horses I understand also do some tricky maneuvers. Do you drive them when they do that sort of thing, too?

BRADY: Yes, sir.

HUNTER: Do you train the horses, also? Have you trained some of these animals, worked with them?

BRADY: Yes, I have.

HUNTER: Is it much of a job to get them to go through their paces originally, I mean is it a long time training them or do they learn rapidly, or what's the situation?

BRADY: Well, when they go through the paces, it's more you than it is the horses.

HUNTER: I see, you have to have the controlling hand...

BRADY: That's right.

HUNTER: ...and show them who's master and make sure that they know what you want them to do.

BRADY: While they're doing their maneuvers, you're doing something, too.

HUNTER: I can very well imagine that. Well, you certainly have a handsome team of horses here, these tremendous champion Clydesdales, each weighing over 2,000 pounds, well over a ton apiece, and they are all dressed up for the parade. The harness is beautiful, the leather has been polished, the brass is gleaming, that's been polished in great style. I talked with some of the people involved and we found out about that, Walter, and I understood from one of the gentlemen that you are the blacksmith in the crew here. That must be quite a job.

BRADY: Well, it gets to be sometimes.

HUNTER: I noticed earlier today someone was working on one of the horse's hoofs there and it looked like more of a job of uh, well, like a fellow might cut his fingernails, chipping off a little bit of the hoof or cleaning it off. I couldn't make out because I don't know too much about it. Can you tell me something about that?

BRADY: Well, that was probably me. I had a loose shoe on one of the horses and I was tightening, put a couple of new nails in and file it off so there's no sharp edges on it.

HUNTER: Oh, I see, just a routine job. Well, now we have swung into Main Street, and believe you me, there's quite a lot of excitement as we proceed down Main Street with this amazing hitch of 8 big Clydesdale horses and we're riding way up high on the famous Budweiser wagon and it's loaded down with cartons of Budweiser lager beer and it's a handsome sight. You see the children of course are out in full force, boys and girls of all sizes, some riding along beside us on their bicycles and really seeing horses like they've never seen before.

[Sound of clapping of hooves.] Stopping momentarily lets you hear the sound of the horses' hooves as we go down, up through Main Street. I think I'll turn the microphone around and see if you get more of that sound. [A few seconds of clapping sound.] Well, I think probably you noticed the increase in pace there, the horses beginning to trot a little bit now as we proceed up Main Street, and it certainly is an exciting sight to see these horses respond so readily to their driver. Well, we're still proceeding up Main Street, and we're causing more and more commotion of course as we get into the more thoroughly populated section, and I don't know, it seems to me that the driver is making awful easy work of this. He doesn't seem to be having any trouble whatsoever. He has his hands just full of reins, but he just knows exactly what to do and that's all there is to it. We're having no trouble with traffic, just riding along as though we were going along in our regular car or something like that, no more trouble than driving a car, of course if you know how to do it.

These champion Clydesdale horses will be on display at the Bangor Fairgrounds from 5 until 9 tomorrow night and from 10 o'clock Sunday morning until 9 o'clock Sunday night, and tonight they'll also be on display until 9 o'clock, so you see you have plenty of opportunity to see the Budweiser champion Clydesdale horses on display at the Bangor Fairgrounds.

Incidentally, people listening in might wonder just how we are doing this broadcast so it seems to me that I'd like to take a moment to explain a little bit how we are doing it. It's one of those feats of modern magic. We have the walkie-talkie mic, which of course is a transmitter all in itself, a complete radio station with a built-in microphone, transmitter and antenna which we keep ducking under the trees with here. Following behind us is the WLBZ mobile unit in the beach wagon that you may have

seen around with call letters on the side and also an antenna on that. They're picking up the signal in the beach wagon behind us.

Well, here I am down on the ground with the WLBZ roving microphone having climbed down from the high perch of the seat on the Budweiser wagon. Incidentally, Bill Mayberry was riding on the other side of the seat way over and Bill has climbed down, quite a climb from up there, isn't it, Bill?

MAYBERRY: Well, that's a long ways up there, and a long ways down, Irving.

HUNTER: Well, during the ride I had a wonderful time and being at the other side of the seat didn't have any chance to see how you were making out. How about a report on the ride from your point of view, Bill?

MAYBERRY: Well, I enjoyed it very much, Irving. It's quite a thrill to sit up as high as you do sit on this wagon behind an eight-horse hitch. And these horses are the most perfectly mannered and most wonderful acting horses that I have ever seen

HUNTER: You know, I couldn't get over that, Bill, how well they responded. The driver drove along there just as though there was nothing to it.

MAYBERRY: Hardly, hardly anything. He does it all with his fingers, you might say, using all four fingers. He has four reins in each hand and each one is manipulated by the touch of a finger.

HUNTER: Beautiful horses, and a very clever driver. Well, now we have proceeded along just to bring you folks up to date to where we are having paraded through the route that we told you about earlier, down Main Street, Pickering Square, over the bridge, up Exchange Street, across State Street and at the present time we have stopped at Harlow Street. This is where we have climbed down and are standing here right now in front of one of the many stops that this team is making, stopping at all the retail outlets, of the famous Budweiser Beer on the route of the parade. Right now we're in front of Harry's Café and Bill's Café on Harlow Street. So now you know where we are, and well Bill, we had quite a gathering around here. Is Bill or Harry out in the crowd here anywhere?

MAYBERRY: Here's Bill Cyr right here.

HUNTER: Well, hello, Bill. I'm Irving Hunter at WLBZ and happy to meet you here. You of course have now had a chance to see this team of horses I suppose we've been riding all over town. How do they look to you?

CYR: Very good.

HUNTER: Quite a crowd around here watching, and we're happy to stop here and say hello to you and get this crowd around. Here's a little youngster down here and he's been standing here for quite some time. I've been watching him and if you don't mind, I want to get his reaction in just one moment. Hello, young man. What's your name?

BOY: [Inaudible.]

HUNTER: And how do you think of these horses? You see them way up there. You have to look up, don't you? [Laughs.] How old are you?

BOY: Five.

HUNTER: Five years old. Well, of course you nodded your head yes when I said how do you like the horses. They couldn't hear you nod your head. Have you ever seen such big horses before? [Laughing.] These are certainly the biggest ones you've ever seen. Well, you're just waiving your head around in answer to my question so I'll have to interpret for you. O.K., thanks very much. Now we're all set, I guess, to proceed along, going to stop here for a while here, are you Bill?

MAYBERRY: We're going to be here for a few minutes, Irving, and then we've got to go on down Central Street, back on and up State Street.

HUNTER: And then around the route of parade and back to the Fairgrounds.

MAYBERRY: Back to the Fairgrounds where the horses will be on show from 9, uh, from 5 o'clock this afternoon, to 9 o'clock, the same tomorrow, and all day Sunday from 10 in the morning until 9 o'clock at night.

HUNTER: OK, well it was a lot of fun riding on that wagon with you, Bill. I'm going to leave you at this point. Thank you very much.

MAYBERRY: Thank you, Irving.

HUNTER: And thank you, driver up there, Walter Brady, and the assistant Gene Braither, for a grand ride through town on the famous Budweiser wagon.

Well, the famous Budweiser team is all set to go, they are all prepared to leave this spot to continue on with the parade, but this is as far as we're going. So don't forget, the biggest draft horses on earth have come to town! The famous Budweiser, world-famous champion Clydesdale horses. The gigantic animals will be on display at the Fairgrounds until 9 o'clock tonight, tomorrow from 5 to 9, and Sunday from 10 in the morning until 9 at night. There is no charge for admission. The famous Clydesdale horses have been brought to Bangor through the courtesy of Maine Distributors, 17 Front Street in Bangor, and Anheuser Busch Incorporated, St. Louis, Missouri. Now they're all set to go, and don't miss it. It's a terrific sight. You can hear the wagon starting up. [Sound of whistle being blown.] The horses are pulling and there they go! [Sound of clapping hooves.]

[End of Part 2.]

[Transcript ends.]

For more information about this transcript, audio recording, or other materials in Special Collections at the University of Maine, contact:

Fogler Special Collections
5729 Raymond H. Fogler Library
Orono, ME 04469-5729
207.581.1686
um.library.spc @ maine.edu