



Affiliate

THE MAINE BROADCASTER

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RADIO TO MAKE STRIDES IN 1948

Hogan Weighs Maine News Events Of 1947 ---- Picks Ten Top Stories

By JOHN F. HOGAN, Director of the Maine Network News Service

Picking the ten top news stories in Maine for 1947 was a comparatively simple task. The biggest event of the year, as everyone knows, was the series of marathon forest fires which swept across 200,000 acres of woodland and destroyed more than 1,000 homes. Headlined across the country, the October fires made news which outranked all other Maine stories of the year.



John F. Hogan

Second in dramatic interest on the news front was the destruction of the collier Okey Alexander that went aground on the rocky shore of Cape Elizabeth last March. This saga of the sea also was headlined across the nation, although the story lacked the significance of many others which appeared in the news of '47.

Less sensational—but certainly more important—was the announcement that a huge, \$35,000,000 air base would be constructed at the northern Maine town of Limestone. This announcement by the government, plus the starting of actual work, ranks third in news interest.

The other seven top stories fall in no particular order of importance, but each created a flurry of listener-interest during the year.

Senator Owen Brewster of Dexter, Maine's junior Senator, supplied headlines for the nation with his feud with millionaire plane-builder Howard Hughes.

The slaying of Federal Court Reporter Orein D. Hooper in Cumberland last June provided a police puzzle that was reported on newscasts for nearly a month. Cracking of this case by Sheriff Phillip Dearborn was a scoop for the Maine Network News Service and WCSH.

The Thanksgiving-eve murder of Rene Browne, a Rockland telephone worker, took top news interest only a month ago. The Maine Network News Service made first announcement of the discovery of his body in Wiscasset.

Senate majority leader Wallace H. White, Jr. announced that he would

resign upon completion of his term in 1948. Governor Hildreth, U. S. Rep. Margaret Chase Smith and ex-Governor Sumner Sewall tossed their hats into the ring to replace him.

In a record, 20-week session, the Maine Legislature adopted two new taxes to raise money for the state's sagging budget. The lawmakers imposed a higher levy on gasoline and cigarettes.

The 'white elephant,' Quoddy Village at Eastport, was placed on sale by the War Assets Administration. The Federal Agency accepted bids and then turned them all down. New bids are now being considered. The Maine Network News Service scored scoops on all stories relating to Quoddy.

Finally, a top story was, and is, the power shortage of Aroostook County, which threatens to extend to other sections of the state.

It's interesting to note, from the standpoint of alert news coverage, that the Maine Network News Service was first in reporting the news of eight of the ten top stories of the year. In many instances, the service was hours ahead of all other news-gathering organizations.

Through the coming months of 1948, the Maine Network News Service will keep abreast of happenings in Maine with the largest radio news-gathering organization in northern New England.

Portia Faces Life Heard 2,000 Times

The perennially popular NBC daytime serial, "Portia Faces Life," ticked off its 2,000th broadcast Friday, Dec. 5 (5:15 p. m., EST). The series, which made its debut Oct. 7, 1940, tells the story of Portia Blake, a young woman who successfully combines careers as attorney, wife and mother.

Lucille Wall has played the title role since the program began. Bartlett Robinson, who has the part of Walter Manning, her husband, also is an original cast member. Others in the current series are Edwin Bruce (as Dickie Blake), Elizabeth Reller (Kathy Campbell), Charles Webster (Jesse Ward), Doris Rich (Miss Daisy), Cora Smith (Lilli), and Lyle Sudrow (Mark Randall). George A. Putnam and Cy Harrice announce, and Hoyt Allen directs the program.

Mona Kent has written the scripts for the show since its inception. The problems Portia faces are timely, since Miss Kent bases much of her work on current events.

The program is heard only on WCSH, Portland.



THE NEW YEAR LOOK—Jean Gillespie, who plays the role of a young nurse at Page Memorial Hospital in the NBC serial drama, This Is Nora Drake, un-masks at a New Year's eve ball. A native of Boston, Jean studied ballet before turning to acting.

Help Counter Bad Publicity

Out-of-state people have the impression that Maine's recreational areas were destroyed by fire. Actually, less than one per cent of the state's forestlands were blackened by the recent fires. Help correct this bad publicity, which can cause serious damage to our annual tourist business. In every letter you write to friends outside the state, mention that Maine is as beautiful as ever; still a good place to work, live and play.

Pro & Con Program Covers Major Issues

Major national and global issues are viewed by prominent speakers on NBC's newly-retitled Pro and Con program, Fridays at 10:45 p. m.

Washington news analyst Leif Eid will present, each week, background data on an important phase of national or world affairs and will then introduce the speaker.

Eid, who has his own local program of news commentary each weekday in Washington, is regularly heard on the various news programs produced by NBC.

His Pro and Con feature will be heard over WCSH, WRDO and WLBZ.

Jimmy Durante is really doing right by the nation's press photographers. Last month he traveled to San Francisco where he took part in a Photographer's Benefit Show, and shortly thereafter he went to Washington, D. C. for the annual Press Photographer's Ball.

Television Seen As New Year's Achievement

The year 1948 will bring many changes in the radio industry—changes that will ultimately revolutionize the field of communications.

Television is much closer to reality for the entire country than most persons think. As 1947 came to an end, there were 17 commercial television stations on the air, and 54 others have been authorized by the Federal Communications Commission. Forty-three applications for television stations have been placed before the FCC, pending approval.

This rapid development of visual broadcasting during the past year can only mean that the day when you can see, as well as hear, your programs is not far off.

Television has been improved to such an extent that the image which flashes across the screen is now as clear and detailed as a moving picture. Reception is constant and even when a television transmitter is located within the area. And video stations—as television transmitters are often called—are producing more entertaining and interesting programs than ever before.

The cost of television receivers is coming down too, making it possible for families of moderate incomes to own their own video set. One manufacturer of radio receivers is planning

Radio Population

Some interesting statistics on radio were given to an advertiser's club in Cincinnati this month in a speech by Frank E. Pellegrin, who is director of broadcast advertising for the National Association of Broadcasters.

The first of this year 61,000,000 radio sets were in use in 35,000,000 homes in the United States. 93 per cent of all the homes in this country are equipped with one or more receiving sets.

to market a set that will sell for about \$179—which certainly is within the reach of thousands of families who pay that much now for an ordinary receiver. These sets will be on the shelves of retail stores in increasing numbers in 1948, bringing television closer and closer to reality in cities of all size.

Other developments to occur in 1948 will include an extension of F-M (Frequency Modulation). Many new F-M stations will go on the air, but their future is not so easy to predict as television. The advantages to be gained by the listener through F-M may not be sufficient to cause the wide-spread purchase of F-M receivers. And without large numbers of receivers in operation, the F-M stations will have difficult financial sledding for a long time to come.

Another factor which may influence the F-M picture is the nearness of television. Consumers may be reluctant to purchase new F-M sets with television just around the corner.

The year 1948 will witness many changes in the radio industry, chiefly in the field of television, but programs will go on just about as they are now. Recent surveys disclose that listeners prefer news and music to most other kinds of programs, and stations will endeavor to improve these two categories during the year. Variety shows and dramatic programs will remain popular, according to the experts, but mystery and crime programs are expected to wane somewhat in listener interest.

Socialite Doctor



PLAYING THE ROLE of socialite "Dr. Carson McVicar" on the daytime drama Road of Life is lovely Charlotte Manson, as portrayed by New York artist Lew Marnick. Road of Life is heard over WCSH, WRDO and WLBZ, Monday through Friday, 10:30 to 1045 a. m.

Check Your Subscription Date, Please!

For some of our subscribers, this month marks the expiration of their subscriptions. An easy way to check is by noting figures at the right of your name and address on Page 8.

For instance, subscription expiring this month are dated 1/48, which stands for January 1948. Check your figures NOW. This may be your last issue under your present subscription. If so, and you wish to renew, simply clip off the top of the page, including the printed box, your name and address and the expiration date at the right. Check whether you wish to renew for one or two years, and mail the clipping with the correct remittance, to your nearest MeBS station - WCSH, Portland; WRDO, Augusta or WLBZ, Bangor.

THE MAINE BROADCASTER

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LINWOOD T. PITMAN, Editor on Leave of Absence
JOHN F. HOGAN, Acting Editor

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR



Holidays are over and are you breathing a sigh of relief? It was fun though wasn't it? Now is the time when I'm sure you want lots of suggestions for inexpensive, but nutritious meals so I'm going to devote this month to just as many suggestions as I can get in.

First, a warning. This is the time for colds so let's take extra precautions. Rest—plenty of fruit juices and a light diet for anyone in your family with a cold. Fruit juice, especially citrus and tomato juices, for all the family. That's for vitamin C. A green or yellow vegetable every day—that's for Vitamin A. Both of these vitamins build up our resistance to colds.

Now for those meals — Here is a menu easy on the pocketbook:—Meat pin wheels with gravy, canned carrots, cabbage salad, baked apples, or home canned fruit.

The pin wheels are easily made with well-seasoned ground leftover meat (ham is especially good) spread on your favorite biscuit dough which has been rolled to 1/2 inch thickness. Roll up like a jelly-roll and slice into about 1 inch slices. Place cut side down in a greased baking dish, brush with melted fat and bake in a quick oven. Serve with hot leftover gravy or make gravy with bullion cubes. Panned carrots are made by cutting carrots in lengthwise sticks, melt some fat (about 2 tablespoons for 4 servings of carrots) add carrots and shake them thoroughly into the fat. Add about 1/2 cup water, cover tightly and allow to come to the steaming point, lower flame or set pan back so it continues to steam, shake pan from time to time. Takes under 15 minutes to cook, depending on how thinly carrots are cut, and how many you are cooking.

Husbands even have favorite recipes, and here's one to add to your files. It's hot frankfurter and potato salad casserole, easy and fast to make. Simmer the frankfurters, one for each member of the family, in boiling water for about 5 minutes, then drain and cool them while you prepare the other ingredients. Slice four cooked potatoes thin . . . you might cook them the evening before — and season them with salt, a dash of pepper, one-third cup of salad oil, and three tablespoons of vinegar.

Now if your casserole dish is greased, lay a foundation of one and one-half cups of cooked green beans in the bottom. Over them arrange the potato salad in alternate layers with a quarter of a cup sliced onions and the sliced frankfurters. You'll want to cover the dish and bake it in a moderately hot oven (400 degrees) for about 35 minutes.

Cherry cobbler is a good dessert for this meal. It's a dish to make you merry . . . and establish your reputation as the best cook ever. All right—here goes. Grease another baking dish and spread the cherries — two cups of canned red pitted cherries, well drained — in the bottom, and sprinkle the cherries with a little flour. Mix together one-half cup of sugar, one-fourth teaspoon of salt, and three fourths cup of cherry juice, and pour the mixture over the cherries.

Now you're ready to make the cobbler dough. The recipe calls for one cup of sifted, all-purpose flour, one and one-half teaspoons of baking powder, one-half teaspoon of salt and two tablespoons of sugar, all sifted together. Cut in 4 tablespoons of shortening, and stir in lightly, using a

fork, one-third cup of milk. Drop the dough by small spoonfuls on the cherry mixture and sprinkle the top with sugar. If you want, you can use your oven to good advantage by cooking the casserole and the cobbler at the same time.

With the hot frankfurter and potato salad casserole try serving parsleyed carrots for a change. Sweet pickles, too, are just right with this baked dish.

You've guessed it — this is another Peace Plate, suggested by the home economists of the Consumer Service Section of the Citizens Food Committee. It's carefully chosen to help us save wheat . . . save meat . . . and save the peace . . . and still eat good wholesome meals. As you know, the less meat we eat the more wheat we'll be able to ship to people in Europe during their food emergency. Since wheat is the easiest food to ship — we want to send every bushel we can spare.

Another menu suggestion calls for filled raisin cookies, and that reminds us, it's a good time to use plenty of raisins, for they are inexpensive and plentiful.

Here are a few suggestions in regard to raisins to keep in mind. First of all, to make raisins extra plump and juicy for use in fruit cup or salad, rinse them in hot water.

In cakes and breads raisins spread their sweetness and flavor farther and have less tendency to sink if they are chopped. For chopping, use scissors dipped in hot water. Dust the chopped raisins with part of the sifted dry ingredients. This helps keep them buoyed up during the baking.

Once a package of raisins is opened, transfer the contents to tightly covered jar or tin. This keeps them from drying out and becoming hard. In warm humid summer weather it keeps them from absorbing moisture and molding.

Seedless raisins are preferred for fruit cups, salads and many sauces. Seedless raisins also are used in baking.

For the next menu, let's have creamed salt codfish with boiled potatoes. With this main course serve canned green peas, and red cabbage slaw. If you wish, you can start the meal with tomato juice. For dessert, have homemade raisin-filled cookies, served with coffee gelatin if you like.

With shoes as expensive as they are and stormy weather here, this is a good time of year to remind everyone that wet shoes require special care.

Stuff wet shoes with soft paper or absorbent cloth to take up moisture. And take wet shoes off as soon as possible. Leather is weak when wet, and wearing them may pull them out of shape and cause breaks or other damage. Instead of drying the outside of shoes by rubbing, which may roughen the wet leather, pat with a soft cloth. When the inside moisture is absorbed, remove the stuffing and let shoes dry slowly away from heat. Fast drying with heat makes leather shrink, harden or crack.

To recondition shoes after they have been exposed to rain, dry them thoroughly and clean with saddle soap. With your hands, rub in a little sulfonated castor oil.

Once shoes get wet during a rain, they may never look as well or fit as comfortably unless they are properly dried and cared for afterward.

Just another warning to make 1948 happy for you and yours:—

One accidental injury occurs in an American home every six and a half seconds. Don't be careless, be careful.

Until next month when we will again chat on this and that.

Good-bye,

AGNES GIBBS.



OBJECT LESSON—Here's a picture which writes its own caption. The unique shot was taken in the fire-devastated town of Lyman by William H. Rines, managing director of the Maine Broadcasting System.

MAINE FARM TOPICS

BY JAKE BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

Government Plans For Farmers

Farmers can count on a surplus of words and a shortage of deeds from the special session of Congress. Agricultural legislation isn't included on its calendar.



But producers of cotton, fats, and oils will wind up with more than a loud ringing in their ears, for all that. Along with wheat, those crops are the most needed by Europe this winter to fight hunger and cold.

If they do little else, the lawmakers are still sure to underwrite interim European aid . . . up to \$1 billion worth.

Long Time Farm Program

The New Year will bring no basic changes in the farm program, only minor alterations and some redecorating.

Congressmen holding hearings in the north on long-range farm legislation were impressed . . . and most of the testimony they heard was favorable to the present program. Here's the prospect after Congress goes into regular session on January 6:

1. Price guarantees will be continued after 1948, but at a lower level than the present 90 per-cent-of-parity floor under most commodities to 80 per cent of parity, with ities . . . USDA wants supports at power to boost them above that level as required.
2. Acreage allotments and marketing quotas will be retained to meet changing demand . . . but Congress won't okay USDA's request to use them for any crop.
3. The parity formula may be changed. If so, it will be based on a moving 10-year average of farm prices and costs. Hired farm labor would be included, but not family labor.
4. Technical conservation aids are to remain. AAA practice payments may be extended on the present limited basis. Moves to consolidate triple-A and Soil Conservation Service will founder in a welter of friction . . . among farm organizations, USDA, and Congress.
5. School lunches will be continued . . . if states and communities ante up matching funds and take over the administrative burden, as directed by Congress.
6. There won't be a food-stamp plan in 1948. But USDA wants one ready for use in case of surpluses and deteriorating diets.

Price Control Prospects

Special session hot air about Government controls won't blow down the farm price structure.

The limited controls in prospect would merely keep prices of scarcest commodities from sailing through the roof . . . help flatten out the general price level.

A major key to Congressional behavior on controls lies in the winter Wheat Belt. Dim and even dimmer crop prospects there could mean tighter controls to fight the threat of scarcities and runaway prices.

The Agriculture Department is betting on another good year for farmers throughout 1948. The Bureau of Agricultural Economics states flatly: "Income from farming again will be high."

Taxing Co-ops Not Expected

Farm leaders don't look for tax laws next year hitting at farmer cooperatives. The issue is too hot to handle, politically, since it would be in an election year.

When and if anti-cooperation laws emerge from Congress, they will be in one of the following three categories:

1. Most severe would be laws taxing all co-op patronage refunds or savings, regardless of how employed.
2. Next, legislation to withhold exemptions from larger cooperatives which manufacture and/or process.
3. Last, and least offensive, would be laws requiring written consent of members before co-op management could withhold patronage refunds.

Church Messages To Continue In Broadcaster

Plans have been completed with the Maine Council of Churches to continue through 1948 the series of inspirational messages by Maine clergymen which have been appearing regularly in The Maine Broadcaster.

Next month's issue will feature an article by the Rev. L. L. Brehaut of Bangor. The March publication will contain a message from a prominent Catholic leader, while in April, the Rev. Frederick H. Thompson, DD, of Portland will contribute the religious message.

Arrangements for these articles were made with Miss Marion L. Ulmer, Executive Secretary of the Maine Council of Churches.

NBC announcer Tom O'Brien lost his customary composure recently on the "Dr. I. Q." program from Brooklyn's Albee Theatre. A member of the theatre audience answered a question correctly just before it was O'Brien's turn to choose a contestant. As O'Brien stood ready, the successful participant was asked his name. Loud and clear it came: "Tom O'Brien. The announcer almost dropped his hand-microphone.

Horace Heidt Auditions Talent "En Masse"

Horace Heidt and his talent scouts expect to test more than 20,000 aspirants annually for their new NBC traveling talent show, "Philip Morris Night with Horace Heidt" (Sundays, 10:30 p. m., WCSH, WRDO and WLBZ).

The show, in addition to offering a nationwide opportunity for fresh musical talent to be brought to wide public attention, also offers one of the largest cash payoffs in radio talent contest history.

Each week, Heidt and his 18-piece orchestra and quintet of Heidtone singers appear in a different theatre, where they test contestants in their stage show during the week. The three top performers, as adjudged by audience applause, then compete in the air show. In addition, another contestant always is chosen from the campus of some college in the listening area.

The winner on the air show, determined in like manner by studio applause, receives a cash prize of \$250 and is eligible to compete for a quarterly prize of \$750 and an annual grand award of \$5,000. Heidt will also sign the grand winner to a contract with his own entertainment unit.

Thus the young performers get a double chance—one before live audiences in a stage show and another before the far larger radio audience. Heidt, whose discoveries include Alvin Rey, the King Sisters and Gordon McRae, expects to assist many other talented youngsters and instrumentalists on their way to fame through this program.

What Makes The New Year New?

By The REV. C. D. WENTWORTH
District Superintendent, Augusta District, The Methodist Church



Rev. C. D. Wentworth

What makes the New Year? It is not just the changing of a date or the hanging of a fresh calendar. Nor is the New Year made new when all the old routines are preserved unchanged. Nor is the Year made new by taking occasion to review and summarize the past either in pride or in regret. The New Year really becomes new only when the page is turned to an entirely new chapter of living, or when one launches upon adventures never experienced before, or when life moves out along the line of definite progress, which is not only material but mortal and spiritual as well.

It is certainly time for some changes to be made. Our old ways of thinking and living seem to be bogged down in confusion and uncertainty. It is high time that we began to explore some new ways and to seek a fresh and wider outlook upon our needs and opportunities.

The church has something to offer at this point. Religion specializes in newness of life. Religion emphasizes the fresh beginning, the changed life, "the new heavens and the new earth." This is the gospel which the church holds constantly before a needy world.

1948 can become a unique and significant date in history if we will really make it a NEW Year.

Happy New Year

Fred Allen Show Starts New Year On NBC Under Ford Sponsorship



FRED ALLEN (far right) listens with ill-concealed disdain to a Benny broadcast, while residents of the "Alley" Kenny Delmar (Senator Claghorn), Peter Donald (Ajax Cassidy), Minerva Pious (Mrs. Nussbaum), Parker Fennelly (Titus Moody) and Portland Hoffa have trouble suppressing a few good laughs. Starting January 4, the Fred Allen Show will be sponsored by the Ford Dealers of America. It will be aired as usual on Sundays at 8:30 p. m. over WLBZ, WRDO and WCSH.

"Champion of Champions," that's the title bestowed upon the landlord of Allen's Alley by the nation's radio editors in the poll conducted by *Motion Picture Daily*. Not only has Fred Allen acquired a new title on the occasion of his fifteenth anniversary on the air, but beginning January 4, he will have a new sponsor. The Fred Allen every Sunday evening at Ford Dealers of America will present 8:30 P. M. on WSCB, WRDO and WLBZ. Once he was billed as "The World's Worst Juggler," now he's radio's hardest working comedian. Once he worked in a public library. Now he is a subject about whom volumes could be written.

Fred is probably the hardest working radio comedian because he writes his own script. He is a perfectionist and demands that his scripts reflect an individual, sardonic twist which only he can apply. This mental quirk — call it conscientiousness or artistic temperament — condemns him to spend forty to fifty hours a week in his New York apartment during the thirty-nine weeks of the program writing and re-writing, checking facts and looking for new humor with which to beguile the millions of loyal Fred Allen listeners. Although he employs a few good writers to offer suggestions and fill in sequences, he writes the actual program script himself. If you believe Fred, turning out forty type-written pages of humor a week is a mammoth task.

Known as "the softest touch in show business" Fred is always ready to help relatives, friends, down-and-out vaudevillians and just plain beggars. Although he growls at himself for being a sucker, he just can't seem to say no when they waylay him. On his list of past beneficiaries is a boxing kangaroo. Fred bought the animal for \$200 to help an old vaudeville friend to re-establish his act. The promised engagement took six months to materialize and Fred had to pay the hungry beast's feed bills during that time.

MacVane Predicts United Nations Vote

The 33 to 13 vote by which the U-N General Assembly last month voted the partition of Palestine was predicted four days in advance by John MacVane, chief of NBC's U-N news bureau.

While the highly controversial measure was pending before the Assembly and some experts were predicting its defeat, MacVane in two separate News of the World broadcasts over NBC (Nov. 25 and 26) predicted that partition would be passed with two votes to spare. Since, in the final balloting on the measure, 46 countries voted, and since a two-thirds majority was necessary for passage, the 33 to 13 vote proved MacVane exactly correct.

Governor Hildreth's New Year Message For Maine Broadcaster Readers

Greetings:

I am pleased to have this opportunity to record a few observations of 1947 and an opinion or two regarding the outlook for 1948 in Maine, for readers of The Maine Broadcaster.

After the session of the 93rd Legislature, I utilized the facilities of the Maine Broadcasting System, so kindly placed at my disposal, to tell the people of Maine that their State was operating on a sound financial policy and that economy had been the keynote of the lawmakers. I pointed out that, among other steps forward, we had for the second time increased the base pay of our public school teachers, we had assured the continuation of our State Vocational-Technical Institute, we had placed the Department of Inland Fish and Game on a self-supporting basis, and with the fine cooperation of the coastal fishermen, had made a start in the same direction for our Department of Sea and Shore Fisheries.

Later, in August, in a Maine Broadcasting System broadcast on the State's financial condition, I observed that we had reduced our bonded indebtedness by nearly 30 per cent, to the lowest amount since 1924. I also reported that for the first biennium of this administration, we had succeeded in our business-like policy and that our operating income exceeded our operating expenditures by more than \$2,000,000. Recently, on the basis of known revenues, the Governor and Council were able to restore the 5 per cent reserves they had withheld as of last July 1 from each department's legislative appropriation until it could be determined whether existing and new tax measures would supply sufficient revenue to meet expenditures.

Forest Fires

Naturally, the October forest fires created new problems for the State as well as for a number of our communities. After the crisis, during which thousands of Maine citizens worked valiantly and contributed generously, we were able to begin surveying our losses and to formulate plans for the rehabilitation of the homeless and their stricken communities. In this we have had the full cooperation of the American Red Cross, the Federal Works Agency, the War Assets Administration and the Reconstruction Finance Corporation. Their work is far from finished and permanent new home construction, for the most part,

will await spring weather and more favorable conditions. Our Forestry Department has conducted intensive aerial and ground surveys of the burned areas and the work of reforestation will proceed as rapidly as salvage and natural conditions permit.

It is important to note that actually the State of Maine has suffered but little in its vital industries, its agriculture, its recreational resources and facilities, and in its timberlands. Only one per cent of the forests were burned or damaged. We should use every opportunity to advertise our healthy condition to the outside world in order that we may not lose any of the important vacation season revenues that annually come to us from other states and regions.

Future Plans

Early in the new year, a comprehensive plan will be put in force by which we are to create a vast civilian reserve organization to be ready to serve the State in any future disaster or emergency, under competent central authority. The groundwork has been laid and before many months, the nucleus of this safeguard will spring up in the various cities and towns of Maine, ready and equipped for fire, hurricane, sabotage or military action, if need be.

Looking ahead, I am confident that 1948 will be a good year for Maine, if each of us does his or her part to work for better production, to talk up our State's attractions, and to practice thrift and conservation of whatever resources are in less than normal supply. And let us remember, always, that Maine thrives on friendly relations with our neighbors from outside, and that a kindly word and smile pay dividends. With best wishes for a happy and prosperous New Year.

Horace Hildreth
Governor of Maine

Jake Brofee Goes To Chicago Parley

Jake Brofee, Agricultural Director of the Maine Broadcasting System, recently returned from Chicago where he attended the annual convention of the National Association of Radio Farm Directors, the National Livestock Show and the 4-H Club Congress. The convention, with its two attractions, extended from November 29 through December 5th.

On arrival in Chicago, Jake presented 200 boxes of potatoes and apples to Mayor Kennelly, to directors of the British Broadcasting Corporation and the Canadian Broadcasting Corporation and to every farm director in the county.

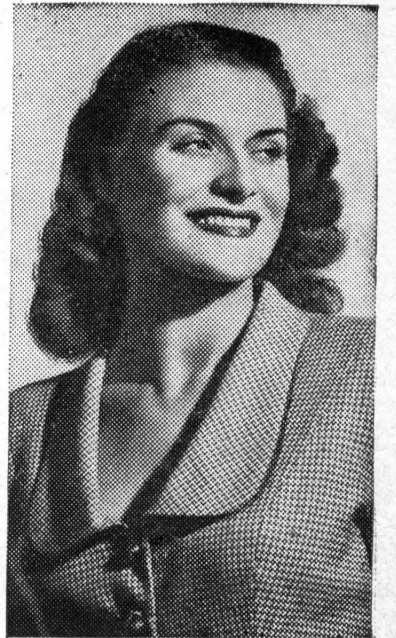
Jake made appearances on many network shows out of Chicago. And he saw several fifteen-minute farm programs on television, put on by the Schenectady station, WGY. All the televised programs dealt with poultry-raising, care and production.

Attending the 4-H Club Congress this year were 16-hundred project winners from every state in the union. The National Livestock Show is the largest of its kind in the world.

Waring Wins Award

The radio editors of the United States and Canada have voted the Fred Waring Show the best musical show on the air. The program was chosen for this honor on the basis of originality and consistent quality. Fred Waring is heard over Maine's three NBC stations at 10:00 a. m., Monday through Friday, and at 10:30 p. m. each Monday.

British Singing Star Joins Hit Parade



Beryl Davis

Beryl Davis, British singing star who is winning new acclaim in the United States, has replaced Doris Day as featured vocalist opposite Frank Sinatra on Your Hit Parade. The show is heard over Maine's three NBC stations (WCSH, WRDO and WLBZ) at 9:00 p. m. each Saturday.

Miss Davis appeared earlier this season as a guest on the program. An RCA-Victor recording artist, she made her American radio debut on NBC as a guest of Bob Hope last year. Miss Day has left the program to begin work on her second motion picture.

Barnard Broadcasts Hebrew Story

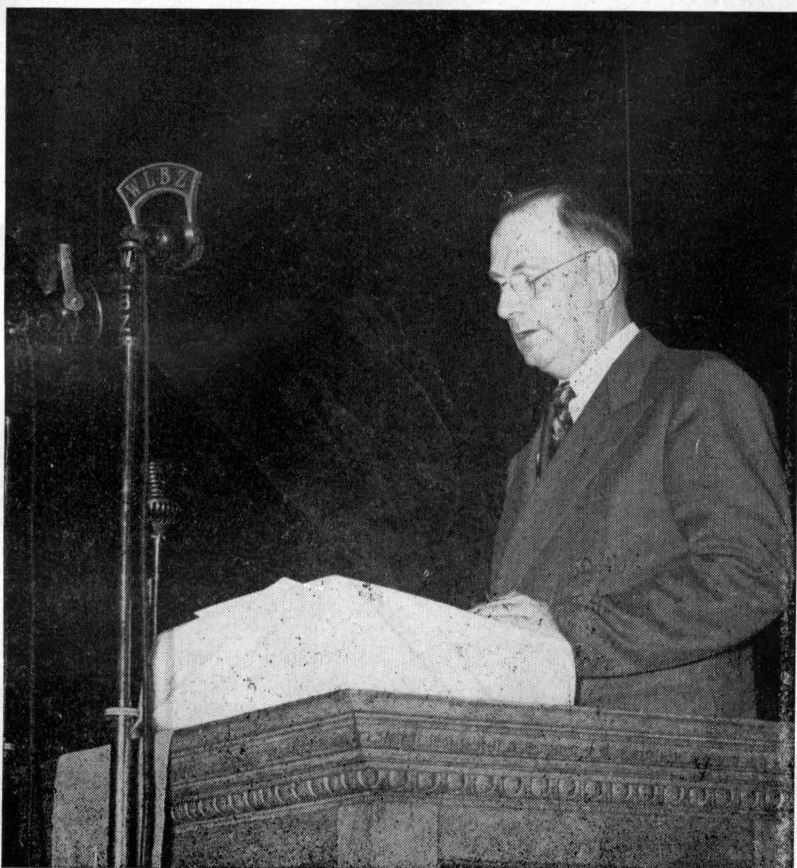
Interrupting his program of Christmas stories for girls and boys, Arlyn E. Barnard, the "Three-A" Safety Man, recently brought his WCSH audience of all faiths and creeds the story of Hanukkah. This holiday in the Hebrew church calendar commemorates the return of the Temple in the Holy City to the Jews, when under King Antiochus, it had been desecrated with Greek idols and sacrifices.

Barnard's telling of the story was his own adaptation in which he received the assistance of Reuben Resnick, Educational Director of the Portland Hebrew School. Dramatic emphasis was given the fast-moving events related in the story with authentic recorded Hebrew music, including portions of the musical masterpiece, Kol Nidrei.

Hanukkah bears an outer resemblance to the Christian custom of celebrating Christmas. It is a time of candle-lighting and giving of gifts, and is a holiday with special appeal to children.

In reaching the decision to present the story to his audience of thousands of children and grownups, Mr. Barnard said, "Hebrew girls and boys are well acquainted with our Christmas practices. It is proper that Christian children in turn be aware of the beliefs and customs of their Hebrew friends and neighbors. Such knowledge promotes goodwill and understanding among peoples, for it is ignorance, rather than knowledge, that builds misunderstandings between peoples."

There's no friend like an old friend, and The Maine Broadcaster has become an "old" friend to thousands of Maine folks. In the two years that this tabloid has been published, it has boosted its circulation from less than 1,000 to more than 10,000. Join these satisfied subscribers now by entering your subscription for this entertaining, informative news magazine. Send fifty cents with your name and address to The Maine Broadcaster, in care of WCSH, WLBZ or WRDO. For a year's subscription.



THE MAINE STATE GRANGE CONVENTION held in Bangor during the first week in December was highlighted by a radio broadcast with an address by E. Carroll Bean, state master. WLBZ microphones were set up in Bangor City Hall as Bean addressed a large gathering of Grangers.

COMPLETE JANUARY PROGRAM SCHEDULE FOR

SUNDAY

MORNING

8.00 ALL—NBC News
8.05 ALL—Organ Recital
8.30 ALL—Church School
8.45 ALL—Maine Network News
9.00 ALL—Book of Books
9.15 ALL—Story to Order
9.30 ALL—Words And Music
9.45 WCSH—D. & H. Miners
WRDO—Southland Music
WLBZ—Here's To Veterans
10.00 ALL—First Radio Parish Church
10.30 WCSH—News
WRDO—Cameos of Music
WLBZ—Cameos of Music
10.45 WCSH—Organ Interlude
10.50 WCSH—State Street Church
11.00 WRDO—Voices Down The Wind
WLBZ—ESSO Reporter
11.05 WLBZ—Church Service
11.30 WRDO—News Summary
11.45 WRDO—Voice of the Army
WLBZ—Red Cross Program

AFTERNOON

12.00 WCSH—News
WRDO—Church in Wildwood
WLBZ—Concert Hall of the Air
12.15 WCSH—London Column
WLBZ—Christian Science Program
12.30 WCSH—Patterns in Melody
WRDO—Eternal Light
WLBZ—Music You Like
12.45 WLBZ—Newport Playhouse
1.00 ALL—Maine Network News
1.15 WCSH—Catholics Anonymous
WRDO—Music Album
WLBZ—Salon Music
1.30 WCSH—University of Chicago Roundtable
WLBZ—University of Chicago Roundtable
WRDO—Heaven's Harmony Hour
2.00 ALL—RCA Victor Show
2.30 ALL—Harvest of Stars
3.00 WCSH—Orchestras of the Nation
WRDO—Symphony of Melody
WLBZ—Symphony of Melody
3.30 ALL—One Man's Family
4.00 ALL—The Quiz Kids
4.30 WCSH—State of Your Future
WRDO—To Be Announced
WLBZ—Musicana
5.00 ALL—Ford Theater

EVENING

6.00 WCSH—News
WRDO—Catholic Hour
WLBZ—Guest Star
6.15 WCSH—Arlyn E. Barnard
WLBZ—ESSO Reporter
6.20 WLBZ—Maine Radio News
6.30 ALL—Hollywood Star Preview
7.00 ALL—Jack Benny Show
7.30 ALL—Fitch Band Wagon
8.00 ALL—Charlie McCarthy
8.30 ALL—Fred Allen Show
9.00 ALL—Manhattan Merry-Go-Round
9.30 ALL—Am. Album of Familiar Music
10.00 ALL—Take It or Leave It
10.30 ALL—Night With Horace Heidt
11.00 ALL—Maine Network News
11.15 ALL—Story Behind the Headlines
11.30 WCSH—Dave Garroway Show
WLBZ—Dave Garroway Show
WRDO—Sign Off
12.00 WCSH—News
WLBZ—News

MONDAY

MORNING

5.30 WCSH—Paul Gil
WLBZ—Paul Gil
6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Highway of the Spirit
WLBZ—Milo Salute
7.30 WCSH—Keyboard Tapestries
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Lone Pine Mountaineer
8.00 ALL—Maine Network News
8.15 WCSH—Breakfast Serenade
WRDO—Do You Remember
WLBZ—Happy Kitchen
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—The Wife Saver
9.15 WCSH—Tello-Test
WLBZ—Devotional Service
9.30 ALL—Melody Theater
10.00 ALL—Fred Waring
10.30 ALL—Road of Life
10.45 ALL—Joyce Jordan
11.00 ALL—This is Nora Drake
11.15 ALL—Katie's Daughter
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Music of Manhattan

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—U. S. Navy Band
WLBZ—Matinee Revue
1.20 WCSH—Salon Strings
1.30 WCSH—Tony and Juanita
WRDO—Robert McCormick
WLBZ—Robert McCormick
1.45 ALL—Believe It or Not
2.00 ALL—Today's Children
2.15 ALL—Woman in White
2.28 ALL—Story of Holly Sloane
2.40 ALL—Betty Crocker
2.45 WCSH—Light of The World
WLBZ—Dr. McNeil
WRDO—Vicent Lopez
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.30 WCSH—Just Plain Bill
WRDO—A Visit With Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Sweet & Swing
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 ALL—The Favorite Story
8.00 ALL—Cavalcade of America
8.30 ALL—Voice of Firestone
9.00 ALL—The Telephone Hour
9.30 ALL—Dr. I. Q.
10.00 ALL—Contented Program
10.30 ALL—Fred Waring
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—News of World
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Club Norman Orchestra
12.00 ALL—News

TUESDAY

MORNING

5.30 WCSH—Paul Gil
WLBZ—Paul Gil
6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Highway of the Spirit
WLBZ—Lincoln Salute
7.30 WCSH—Keyboard Tapestries
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Lone Pine Mountaineer
8.00 ALL—Maine Network News
8.15 WCSH—Breakfast Serenade
WRDO—Do You Remember
WLBZ—Happy Kitchen
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Dexter Salute
9.15 WCSH—Tello-Test
WLBZ—Chapel on Hill
9.30 ALL—Melody Theater
10.00 ALL—Fred Waring
10.30 ALL—Road of Life
10.45 ALL—Joyce Jordan
11.00 ALL—This is Nora Drake
11.15 ALL—Katie's Daughter
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Norm Lambert

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Three Suns
WLBZ—Matinee Revue
1.20 WCSH—Salon Strings
1.30 WCSH—Tony and Juanita
WRDO—Robert McCormick
WLBZ—Robert McCormick
1.45 ALL—Believe It or Not
2.00 ALL—Today's Children
2.15 ALL—Woman in White
2.28 ALL—Story of Holly Sloane
2.40 ALL—Betty Crocker
2.45 WCSH—Light of the World
WRDO—Sammy Kaye
WLBZ—Pittsfield Salute
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.
5.30 WCSH—Just Plain Bill
WRDO—A Visit With Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Sweet & Swing
WLBZ—Once Upon Our Time
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Sippy Hollywood Theater
WRDO—In Your Name
WLBZ—Musical Memoirs
7.45 WRDO—Little Show
WLBZ—Richard Harkness
8.00 ALL—Milton Berle
8.30 ALL—Date With Judy
9.00 ALL—Amos 'n Andy
9.30 Fibber McGee and Molly
10.00 ALL—Bob Hope
10.30 ALL—Red Skelton
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—News of World
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—The Click Orchestra
12.00 ALL—News

WEDNESDAY

MORNING

5.30 WCSH—Paul Gil
WLBZ—Paul Gil
6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Highway of the Spirit
WLBZ—Skowhegan
7.30 WCSH—Keyboard Tapestries
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.40 WLBZ—Nohting
7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Lone Pine Mountaineer
8.00 ALL—Maine Network News
8.15 WCSH—Breakfast Serenade
WRDO—Do You Remember
WLBZ—Happy Kitchen
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—The Wife Saver
9.15 WCSH—Tello-Test
WLBZ—Chapel on Hill
9.30 ALL—Melody Theater
10.00 ALL—Fred Waring
10.30 ALL—Road of Life
10.45 ALL—Joyce Jordan
11.00 ALL—This is Nora Drake
11.15 ALL—Katie's Daughter
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Music of Manhattan

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Three Suns
WLBZ—Matinee Revue
1.20 WCSH—Salon Strings
1.30 WCSH—Tony and Juanita
WRDO—Robert McCormick
WLBZ—Robert McCormick
1.45 ALL—Believe It or Not
2.00 ALL—Today's Children
2.15 ALL—Woman in White
2.28 ALL—Story of Holly Sloane
2.40 ALL—Betty Crocker
2.45 WCSH—Light of the World
WRDO—Sammy Kaye
WLBZ—Pittsfield Salute
3.00 ALL—Life Can Be Beautiful
3.15 ALL—Ma Perkins
3.30 ALL—Pepper Young's Family
3.45 ALL—Right To Happiness
4.00 ALL—Backstage Wife
4.15 ALL—Stella Dallas
4.30 ALL—Lorenzo Jones
4.45 ALL—Young Widder Brown
5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
5.05 WRDO—1400 Club
5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
5.25 WLBZ—Standard Shoe Pgm.
5.30 WCSH—Just Plain Bill
WRDO—A Visit With Hezzie
WLBZ—Visit With Hezzie
5.45 WCSH—Front Page Farrell

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Sweet & Swing
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Lucille
WRDO—Here's
WLBZ—Univ.
7.45 WCSH—To Be
WLBZ—H. V. I.
WRDO—H. V. I.
8.00 ALL—Day in
8.30 ALL—Great Gi
9.00 ALL—Duffy's
9.30 ALL—Mr. Dis
10.00 ALL—The Big
10.30 ALL—Jimmy I
11.00 WCSH—Maine
WRDO—World
WLBZ—ESSO
11.15 ALL—News of
11.30 WCSH—Swing
WRDO—P
WLBZ
12.00 ALL—News

SDAY

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I. V. Kaltenborn
I. V. Kaltenborn
in Life of Dennis Day
at Gildersleeve
fy's Tavern
Big Story
my Durante Show
aine Network News
World News
SSO Reporter
vs of World
wing Circle
ed for Dancing
Nations

THURSDAY

MORNING

- 5.30 WCSH—Paul Gil
WLBZ—Paul Gil
- 6.00 ALL—News
- 6.05 ALL—Paul Gil
- 6.25 ALL—News
- 6.30 ALL—Maine Farm Topics
- 7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
- 7.15 WRDO—Radio Reveille
WLBZ—Newport-Hartland Salute
WCSH—Sacred Heart Program
- 7.30 WCSH—Keyboard Tapestries
WRDO—U. P. News
WLBZ—ESSO Reporter
- 7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
- 7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Lone Pine Mountaineer
- 8.00 ALL—Maine Network News
- 8.15 WCSH—Breakfast Sereade
WRDO—Roger Nye
WLBZ—Happy Kitchen
- 8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
- 8.45 ALL—Maine Network News
- 9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Dexter Salute
- 9.15 WCSH—Tello-Test
WLBZ—Chapel on Hill
- 9.30 ALL—Melody Theater
- 10.00 WCSH—Fred Waring
- 10.30 ALL—Road of Life
- 10.45 ALL—Joyce Jordan
- 11.00 ALL—This is Nora Drake
- 11.15 ALL—Katie's Daughter
- 11.30 ALL—Jack Berch Show
- 11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Norm Lambert

AFTERNOON

- 12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
- 12.05 WRDO—Maine Radio News
- 12.10 WRDO—Noontime Revue
- 12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
- 12.20 WLBZ—Maine Radio News
- 12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
- 12.45 WRDO—Radio Rodeo
- 1.00 ALL—Maine Network News
- 1.15 WCSH—Maine News
WRDO—Three Suns
WLBZ—Matinee Revue
- 1.20 WCSH—Salon Strings
- 1.30 WCSH—Tony and Juanita
WRDO—Robert McCormick
WLBZ—Robert McCormick
- 2.00 ALL—Today's Children
- 2.15 ALL—Woman in White
- 2.28 ALL—Story of Holly Sloane
- 2.40 ALL—Betty Crocker
- 2.45 WCSH—Light of the World
WLBZ—Social Security
WRDO—Sammy Kaye
- 3.00 ALL—Life Can Be Beautiful
- 3.15 ALL—Ma Perkins
- 3.30 ALL—Pepper Young's Family
- 3.45 ALL—Right To Happiness
- 4.00 ALL—Backstage Wife
- 4.15 ALL—Stella Dallas
- 4.30 ALL—Lorenzo Jones
- 4.45 ALL—Young Widder Brown
- 5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
- 5.05 WRDO—1400 Club
- 5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
- 5.25 WLBZ—Standard Shoe Pgm.
- 5.30 WCSH—Just Pain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit With Hezzie
- 5.45 WCSH—Front Page Farrell

EVENING

- 6.00 ALL—Maine Network News
- 6.15 ALL—Sports Journal
- 6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
- 6.30 WCSH—Tony & Juanita
WRDO—Keep On Keepin' On
WLBZ—Flight with Music
- 6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
- 6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
- 7.00 ALL—Supper Club
- 7.15 ALL—News of the World
- 7.30 ALL—N. E. Forum of Air
- 7.45 WLBZ—Richard Harkness
- 8.00 ALL—Aldrich Family
- 8.30 ALL—Burns and Allen
- 9.00 ALL—The Music Hall
- 9.30 ALL—Sealtest Village Store
- 10.00 ALL—Bob Hawk Show
- 10.30 ALL—Eddie Cantor Show
- 11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
- 11.15 ALL—News of World
- 11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—First Piano Quartet
- 12.00 ALL—News

FRIDAY

MORNING

- 5.30 WCSH—Paul Gil
WLBZ—Paul Gil
- 6.00 ALL—News
- 6.05 ALL—Paul Gil
- 6.25 ALL—News
- 6.25 WCSH—News
WLBZ—News
- 6.30 ALL—Maine Farm Topics
- 7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
- 7.05 WRDO—Radio Reveille
- 7.15 WCSH—Morning Devotions
WLBZ—Skowhegan Salute
- 7.30 WCSH—Keyboard Tapestries
WRDO—U. P. News
WLBZ—ESSO Reporter
- 7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
- 7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Lone Pine Mountaineer
- 8.00 ALL—Maine Network News
- 8.15 WCSH—Breakfast Sereade
WLBZ—Happy Kitchen
WRDO—Do You Remember
- 8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
- 8.45 ALL—Maine Network News
- 9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—The Wife Saver
- 9.15 WCSH—Tello Test
WLBZ—Friday Devotions
- 9.30 ALL—Melody Theater
- 10.00 ALL—Fred Waring
- 10.30 ALL—Road of Life
- 10.45 ALL—Joyce Jordan
- 11.00 ALL—This is Nora Drake
- 11.15 ALL—Katie's Daughter
- 11.30 ALL—Jack Berch Show
- 11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Guilford Salute

AFTERNOON

- 12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
- 12.05 WRDO—Maine Radio News
- 12.10 WRDO—Noontime Revue
- 12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
- 12.20 WLBZ—Maine Radio News
- 12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
- 12.45 WRDO—Radio Rodeo
- 1.00 ALL—Maine Network News
- 1.15 WCSH—Maine News
WRDO—Tabernacle Bible Quiz
WLBZ—Matinee Revue
- 1.20 WCSH—Salon Strings
- 1.30 WCSH—Tony and Juanita
WRDO—Robert McCormick
WLBZ—Robert McCormick
- 1.45 ALL—Believe It Or Not
- 2.00 ALL—Today's Children
- 2.15 ALL—Woman in White
- 2.28 ALL—Story of Holly Sloane
- 2.40 ALL—Betty Crocker
- 2.45 WCSH—Light of the World
WRDO—Vincent Lopez
WLBZ—Joyce Robinson
- 3.00 ALL—Life Can Be Beautiful
- 3.15 ALL—Ma Perkins
- 3.30 ALL—Pepper Young's Family
- 3.45 ALL—Right To Happiness
- 4.00 ALL—Backstage Wife
- 4.15 ALL—Stella Dallas
- 4.30 ALL—Lorenzo Jones
- 4.45 ALL—Young Widder Brown
- 5.00 WCSH—When A Girl Marries
WRDO—U. P. News
WLBZ—Shoppers' Variety Revue
- 5.05 WRDO—1400 Club
- 5.15 WCSH—Portia Faces Life
WLBZ—Shoppers Variety Revue
- 5.30 WCSH—Just Plain Bill
WRDO—A Visit with Hezzie
WLBZ—Visit with Hezzie
- 5.45 WCSH—Front Page Farrell

EVENING

- 6.00 ALL—Maine Network News
- 6.15 ALL—Shell Journal
- 6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
- 6.30 WCSH—Tony & Juanita
WRDO—Sweet & Swing
WLBZ—Norm Lambert
- 6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
- 6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
- 7.00 ALL—Supper Club
- 7.15 ALL—New of the World
- 7.30 ALL—Yankee Yarns
- 7.45 WCSH—So Proudly We Hail
WRDO—H. V. Kaltenborn
WLBZ—H. V. Kaltenborn
- 8.00 WCSH—Highways in Melody
WRDO—Longine Symphonette
WLBZ—Jr. C. of C. Radio Forum
- 8.30 ALL—Can You Top This
- 9.00 ALL—People Are Funny
- 9.30 ALL—Waltz Time
- 10.00 ALL—Mystery Theater
- 10.30 WCSH—Sports Newsreel of the Air
WRDO—Guest Star
WLBZ—Decision Now
- 10.45 ALL—Pro and Con
- 11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
- 11.15 ALL—News of World
- 11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—World's Great Novels
- 12.00 ALL—News

WLBZ 620 SATURDAY

MORNING

- 5.30 WCSH—Paul Gil
WLBZ—Paul Gil
- 6.00 ALL—News
- 6.05 ALL—Paul Gil
- 6.25 ALL—News
- 6.30 ALL—Maine Farm Topics
- 7.00 WCSH—News
WLBZ—Sacred Heart Program
WRDO—U. P. News
- 7.05 WRDO—Radio Reveille
- 7.15 WCSH—Morning Devotions
WLBZ—Lincoln Salute
- 7.30 WCSH—Keyboard Tapestries
WRDO—U. P. News
WLBZ—ESSO Reporter
- 7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
- 7.45 WCSH—Morning Melody Parade
WRDO—Morning Roundup
WLBZ—Musical Clock
- 8.00 ALL—Maine Network News
- 8.15 WCSH—Children's Theater
WRDO—Dick Liebert
WLBZ—Organ Recital
- 8.30 WCSH—To Be Announced
WRDO—Thoughts for the Day
WLBZ—4-H Club News
- 8.45 WCSH—News
WRDO—Homes on the Land
WLBZ—4-H Clubs
- 9.00 WCSH—School Librarian
WRDO—Story Shop
WLBZ—Story Shop
- 9.15 WCSH—Tello-Test
- 9.30 ALL—Coffee with Congress
- 10.00 WCSH—Recess Time
WRDO—Frank Merriwell
WLBZ—Frank Merriwell
- 10.30 ALL—Archie Andrews
- 11.00 ALL—Meet The Meeks
- 11.30 ALL—Smilin' Ed. McConnell

AFTERNOON

- 12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
- 12.05 WRDO—Maine Radio News
- 12.10 WRDO—Noontime Revue
- 12.15 WCSH—Daily Chat
WLBZ—ESSO Reporter
- 12.20 WLBZ—Maine Radio News
- 12.30 WCSH—4-H Club
WLBZ—Home Is What You Make It
WRDO—Meet Mike
- 12.45 WCSH—Music In Marchtime
- 1.00 ALL—Maine Network News
- 1.15 ALL—Believe It Or Not
- 1.20 WCSH—Salon Stri
- 1.30 ALL—National Fa and Home Hour
- 2.00 WCSH—Federation Women's Clubs
WLBZ—To Be Announced
WRDO—Music for the Moment
- 2.15 WCSH—To Be Announced
- 2.30 WCSH—The Jumpin' Jacks
WLBZ—To Be Announced
WRDO—To Be Announced
- 2.45 ALL—The Constant Invader
- 3.00 ALL—Orchestras of the Nation
- 4.00 ALL—Doctors Today
- 4.30 WCSH—Musicana
WLBZ—Musicana
WRDO—To Be Announced
- 5.00 WCSH—Edwin Tomlinson
WRDO—U. P. News
WLBZ—Edward Tomlinson
- 5.05 WRDO—1400 Club
- 5.15 WCSH—The Marine Story
WLBZ—Whitey Berquist Orch.
- 5.30 ALL—Lennie Herman
- 5.45 ALL—Kin Cole Trio

EVENING

- 6.00 WCSH—Maine Network News
WRDO—Maine State News
WLBZ—Esso Reporter
- 6.15 ALL—Sports Journal
- 6.25 WCSH—Maine State News
WRDO—Maine State News
WLBZ—Musical Interlude
- 6.30 ALL—NBC Symphony
- 7.30 WCSH—As Maine Goes
WRDO—Curtain Time
WLBZ—Sweetwood Serenaders
- 7.45 WLBZ—Proudly We Hail
- 8.00 ALL—Life of Riley
- 8.30 ALL—Truth or Consequences
- 9.00 ALL—Your Hit Parade
- 9.30 ALL—Judy Canova
- 10.00 ALL—Kay Kyser
- 10.30 ALL—Grand Ole Oprey
- 11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
- 11.15 ALL—W. W. Chaplin
- 11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Roosevelt Grill Orcn.
- 12.00 ALL—News

Ed McConnell Celebrates 25th Year In Radio

This year marks the 25th consecutive year in radio for Smilin' Ed McConnell, the man who was once officially pronounced dead. Well, dead or not, "Smilin' Ed" entertains Maine listeners over WCSH, WRDO and WLBZ Saturdays at 11:30 a. m.

It was during the World War I that Ed was declared a corpse. A troop train carrying him across the country was wrecked in Arkansas, and Ed was thrown into the water. When they finally got him out, he was examined by a medical officer and pronounced dead. But a buddy refused to believe the doctor, and after two hours of artificial respiration, he revived Ed.

For 58-year-old McConnell, the past 25 years reflect a success chapter in a colorful life of broadcasting. In 1922, he did his first broadcast for newly-born station, WSB in Atlanta, Ga. During the show, he sang, played the piano and jovially mentioned the names of friends he thought might be listening. His friends enjoyed the program and sent "Big Ed" gifts of fruit, quail and other food. Ed realized that there might be money in radio ads, and that same year he signed a contract with two sponsors. Many radio jobs followed.

The son of an Atlanta, Ga., clergyman, McConnell has been an entertainer ever since he can remember. He was singing church hymns at the age of three, and at nine he was a trap drummer in a school band. By the time he entered high school, he was in constant demand at social functions as a singer and pianist. He continued his entertainment activities during his years at William Jewell College in Missouri.

Until he took over his present Saturday morning children's program for Buster Brown Shoes, Ed was known to radio audiences chiefly for his casual, genial broadcasts of wit, philosophy and songs.

He stands six feet, weighs well over 200 pounds and detests diets. He is married and has two children. On his show, he frequently sings their favorite songs.

WCSH—Boy Blue."

Little WLBZ—

Marine Corps Show

A new series of programs has been inaugurated over WCSH for the 18th Engineer Company, U. S. Marine Corps Reserve of Portland. Heard each Saturday at 5:15 p. m., the programs highlight famous events in Marine Corps history. Radio and film star William Bendix and other celebrities are featured as leading players. The United States Marine Corps band provides the music heard on the show.

The Three Suns returned to New York from a successful Southern tour to appear as guests on the Carnation Contented program last month, then announced they were heading West the next day. Their first big stop was in Chicago where they played a series of theatre engagements.



HIGH EMOTION—Answer to a radio director's dream of an actress for strong emotional roles is Anne Burr, who plays the part of "the other woman" on the NBC serial, "Backstage Wife."



"Smilin' Ed"

Staff Slants

Two WCSH staff members have purchased new homes. Art Owens, program director, is living with his wife and daughter in their new home at Higgins Beach. Elmer Chambers of the technical department recently bought a home on Westminster Avenue in Portland.

WCSH commercial manager Bert Smith has finished direction of "Blithe Spirit," first production of the Portland Players this season. The play ran from Dec. 6 through Dec. 13. Already, Bert is directing the second play, scheduled to be presented Jan. 13 through Jan. 17. The new play is "Angel Street."

Stan Woodman, local sales manager for WCSH, spent considerable time in New York during the Thanksgiving holidays. He visited his brother, Harry, Traffic Manager of National Broadcasting Company, and had Thanksgiving dinner with Mark Woods, President of American Broadcasting Company. While in New York, Stan saw numerous television broadcasts.

Margaret McCurdy of the WCSH staff spent five days at her home in Lubec during the Christmas holidays.

Helen Ann McCarthy of the news department at WCSH, has just returned from a Christmas week's visit to her home in Rochester, N. Y.

Agnes Gibbs, home economics director of WCSH, was a guest Dec. 12 at the judging of the Philo Freezer contest in Waterville. The judging was broadcast by WTVL, American Broadcasting Station.

Managing director of the Maine Broadcasting System, William H. Rines, attended a New England Regional Network meeting in New York the latter part of December.

Bob Dargo, staff announcer on WCSH, has recently moved into a home at Willard Beach. Bob brought his mother from Weymouth, Mass. to make her home with him.

Paul Gill, WCSH entertainer, was called home to Seal Harbor December 4th at the death of his mother, Mrs. Lura Colburn. Mrs. Colburn was 53 years old and had been well-known for many years throughout Hancock County for her singing talents at social affairs and for organizing choirs and choral groups in the county. She was interred at her native town of Trenton on December 6.

Sloane Takes Over On Big Story

Robert Sloane, frequently cast in lead roles on The Big Story, has taken over as narrator of the series. Berry Kroeger, who has been the narrator, has left for Canada to fulfill his first motion picture assignment, in William Wellman's "The Iron Curtain."

Sloane's first starring role as "Big Story" narrator was in "The Case of the Cardboard Killer," an authentic experience of Jack Allen, Washington Evening Star reporter.

The Big Story is heard on MeBS each Wednesday at 10:00 p. m.

NBC To Raise Program Standards

Trammell Praises Plan

NBC talent, sponsors and agencies have just concluded a series of informal discussions with network executives designed to raise even higher the already high standards of the network with respect to broadcast material, it was announced today by Niles Trammell, president of the National Broadcasting Company.

Mr. Trammell commended the three groups for their "enthusiastic cooperation" in the development of new methods to eliminate occasional broadcast material which might be offensive to American families listening to NBC programs.

Mr. Trammell's commendation followed a month-long series of voluntary conferences with the talent, advertisers and agencies in which their opinions were sought as to the best means of protecting the public from possible transgressions against good taste. The round table meetings were conducted by Ken R. Dyke, administrative vice president in charge of Programs, Public Affairs and Community Acceptance, and Harry C. Kopf, administrative vice president in charge of Network Sales, National Spot Sales and Owned and Operated Stations.

Praised By Trammell

"I am delighted with the enthusiastic and voluntary cooperation of all talent, clients and agencies of NBC with Mr. Dyke and Mr. Kopf in our joint exploration of ways and means to keep broadcast material clean and acceptable in the American home at all times," Mr. Trammell said.

"Many of their freely-given suggestions and ideas are being incorporated in our policies."

"NBC has at all times maintained the highest standards of acceptability for broadcast material, and these standards have now been reviewed and further elevated as a result of these meetings. From these sessions has come new determination as well as new methods for assuring the maintenance of our high standards."

"Our talent, clients and agencies now realize more clearly the urgency of constantly improving the service of American broadcasting to the listener and the advertiser."

"It might be well to point out at this time that these standards were voluntarily assumed by the broadcasters in the very early days of the industry. From time to time they have been carefully reviewed. It is our belief that rather than restrict the talents of the actors, these new policies will give creative talent on our network even greater opportunities for the exercise of ingenuity and ability."

New Policy

During the sessions a new policy in regard to cutting or fading was discussed and established. It provides that in the event NBC feels it necessary to fade from the air what it considers patently objectionable material, the program will be cut for 30 seconds and the following announcement will be made:

"The National Broadcasting Company regrets the necessity of interrupting this program in order to delete material which in its opinion would be objectionable to listeners in many American homes."

Among the broadcast performers who participated in the exploratory sessions with Mr. Dyke and Mr. Kopf were: Jack Benny, Eddie Cantor, Ed Gardner (Duffy's Tavern), Charles Correll and Freeman Gosden (Amos 'n' Andy), Phil Harris, Red Skelton, Hal Peary (The Great Gildersleeve), George Burns and Gracie Allen, Bob Hope, Edgar Bergen, Dennis Day, Fred Allen, Jim and Marian Jordan (Fibber McGee and Molly), Kay Kyser and Art Linkletter. Scores of writers and directors also participated in addition to representatives of the agencies and clients.

COSMOPOLITE — Josephine Hipple, NBC actress, was born in Panama, attended school in Mexico City, Venezuela and Puerto Rico, and made her radio debut in Havana. Then she came to the U. S., and network programs.



Police Pinup Girl

Guam Force Selects Josephine Hipple, NBC Actress

The news came in a letter from Guam: "It is with pleasure that we notify you that you have been named 'Miss Police Force Pinup' by our police force of 80 men. (Signed) Police of Guam."

Josephine Hipple, svelte NBC star in Chicago, sent a message of thanks to the Guam force — 6,000 miles from the West Coast — and another item was added to her international log.

Her mother (daughter of an Italian painter) was born in Paris and her father (a Viennese) was a world-traveling pioneer for Pan American Airways. As for Jo, she was born in the Panama Canal Zone and attended schools in many places—Maracaibo, Venezuela; San Juan, Puerto Rico; Mexico City, and Orlando, Fla.

Jo made her radio debut on a station in Havana, Cuba, before moving to Miami, where she did her first

the love of acting—but with little pay. Sooner or later, however, a girl with Jo's looks and ability was due to make her own way, but not at first as an actress. She got a job as a model in New York, and left that to travel again. Then came romance, and marriage—in Chicago. She has been there (with time out for a little traveling) since.

And radio parts, in full recognition of her acting ability, came along. Now Jo is considered one of Chicago's top radio actresses.

County Sheriff Turns Disc Jockey

Sheriff Ed Ryan of Minneapolis, Minn., has taken on another job. He has become a disc jockey.

Ryan is announcing the record programs on a Minneapolis radio station. He says he is looking forward to the day when he no longer is chief law enforcement officer of Hennepin County, which includes Minneapolis.

He appears on a two-hour program each night. In his first broadcast, he discussed the records he was playing and threw in some advice on law enforcement.

"When I'm working on a good case," he said, "I might even talk it over with the listening audience."

He hopes to appear regularly on the program, but says that his law enforcement duties still come first.

If a case breaks while he is broadcasting, he said, he would of course leave the studio for the scene of the crime.

Auburn Woman Asks Subscription Change

An Auburn woman recently renewed her subscription to the Maine Broadcaster for another two years, but asked that the magazine be sent to a friend instead of herself.

She explained that she had been losing her eyesight for some time and was so nearly blind she could not read. She requested the Maine Broadcaster to send her subscription to a friend.

Housewife Makes Career Decision



Ann Blager

married, Ann Blager has given up the movies and stage in favor of a radio career.

"It is difficult to maintain a home," says the pert young actress, "when you have to be away all of the time. So instead of knocking myself out in movies or stock, I've decided that radio is just the right medium for me."

The tall brownette explained that since she married her college sweetheart, Chicagoan Sheldon Colen, a career has become of secondary interest.

"But of course," she continues, "being an actress, 'I just couldn't stay home and be content with a hobby or two. I have to work, or I'd be miserable."

Her work now is a dramatic part in the NBC "Betty Crocker" show (Mondays through Fridays, 2:40 p. m., on MeBS). That leaves her ample time for collecting records, making scrapbooks and keeping a big apartment in the Windy City.

She has played stock in Cape May, N. J., and taught speech and dramatic art at Allegheny College, Meadville, Pa.

MeBS Broadcasts War Dead Service

Thousands of Maine citizens attended the State of Maine Memorial Service via radio as the Maine Broadcasting System carried the observance into their homes. Honoring Maine's dead of World War II, the ceremonies included an address by Lt. Gen. Raymond S. McLain, Army Information Chief. Gov. Hildreth also spoke at the event which was held in the State House at Augusta.

Choral music was provided by the Maine State School for Girls Choir, under the direction of Mr. Samuel Freeman.

In attendance were department heads and representatives of Maine's various veterans groups, the Gold Star Mothers and the general public.

Maine's Adjutant General George M. Carter introduced the speakers.

Start the new year right. Renew your subscription to The Maine Broadcaster. It will be better than ever in 1948.

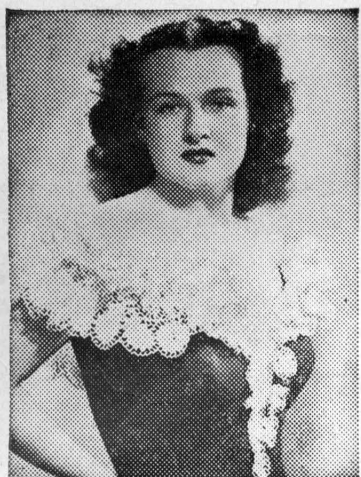
Jo Stafford Shares Honors On Supper Club

Tall, auburn-haired Jo Stafford is the Tuesday-and-Thursday-night girl of the Chesterfield Supper Club, heard on WCSH, WRDO and WLBZ every night except Saturday and Sunday at 7:00 o'clock. Sharing the emcee spot with Perry Como, who is host at the club on Monday, Wednesday and Friday, Joe is now rated as top girl radio singer in the country, according to Variety poll ratings.

Not long ago, the young lady who sings from Hollywood with Paul Weston's orchestra was an awkward, overweight girl whose only notable attribute was a sweet-as-syrup voice. Then, she was a comparative unknown, a member of the Pied Pipers quartet with Tommy Dorsey's band. Not so today. Jo is whittled down to a svelte 130 pounds and is spoken of on college campuses, in the record shops and in every home where a radio brings her pleasant style of song. And listeners to Jo's novelty arrangement of "Temptation" realize the versatility of her voice.

Jo was born in Coalinga, Cal., the third in a family of four girls — all singers. She made her first personal appearance at the age of 11, with two of her sisters. In 1937, she won a small part in a movie. On the same lot were two male singing groups which decided to merge into the Pied Pipers. There was a need for a girl in the group and they chose Jo.

Johnny Mercer was first to prompt Jo to strike out on her own in 1945. She joined the Chesterfield Supper Club and has been sharing top honors with Como ever since.



Jo Stafford

Stern Climbs High For Radio Career

WCSH listeners, who are interested in the world of sports and the humor and drama contained in sports stories, recognize Bill Stern as the top sportscaster in American radio. They don't know, perhaps, that the man who interviews the biggest names in sports rose from a theatre usher to the spot he's in today.

Stern was born in Rochester, N. Y., and began his sporting career at the Hackley School in Tarrytown. He won his letters in football, basketball, tennis, boxing and crew at Pennsylvania Military College. But instead of aiming at a sports career, Stern wanted to be an actor.

Consequently, he took a job as usher in a theatre at Syracuse, and followed it by acting in small Eastern summer stock companies. Still set on acting as a life's work, he headed for Hollywood, only to find that the nearest he came to a job in the movies was as a post-hole digger on the RKO lot. He decided, after his Hollywood fiasco, to capitalize on what he knew best. He became a sportscaster.

The next years took him across the country from one radio station to another. If they didn't like his style, he'd leave — but never change it. Along in the middle somewhere, he became a member of the Center Music Hall and the Center Theatre. Using his contacts to advantage, he requested a spot as assistant to Graham McNamee on NBC. He got his wish and soon after became a regular member of the NBC special events staff. He was appointed director of sports at NBC in 1943.

Stern's "Sports Newsreel of the Air" is heard on WCSH every Friday at 10:30 p. m.

NBC Pays Xmas Bonus To Employees

A Christmas bonus of an additional one-half month's salary was paid last month to employees of the National Broadcasting Company throughout the country and abroad. The Christmas bonus checks were included with the regular pay checks. This was the third consecutive yearly distribution of a Christmas bonus by NBC.

In a letter accompany the bonus, Niles Trammell, president of NBC, congratulated employees of the network for their effective teamwork and cooperation during the year which kept NBC in its place as America's No. 1 network.

Bonus checks were distributed to all regular employees on the payroll Dec. 15, earning less than \$5,000 per year and whose working conditions were not covered by written contract.

New Musical Show Premiered On WLBZ

A new quarter-hour, featuring the works of outstanding composers of popular music, is now heard over WLBZ each Sunday afternoon at 1:15. Each program is presented in the form of a Salute to one of America's incomparable modern composers, relating their failures and successes, interspersed with some of their outstanding musical compositions.

Entitled "Men Behind the Melody," this entertaining feature reviews the accomplishments of such famous song writers as Irving Berlin, Cole Porter, Richard Rodgers and many others.

"Men Behind the Melody" is presented over WLBZ by the Adams Furnishing Goods Company of Bangor.

Radio Comedy Changes In Two Decades

Bob Hope's recent radio appearance in Will Rogers' hometown of Claremore, Oklahoma, presented a unique opportunity to compare radio of today with that of 20 years ago when Rogers became an air favorite. Rogers took part in the first network radio show and later became a top radio showman.

It is interesting to compare those early radio days with the program Hope presented from the Rogers' Memorial auditorium. On his first network appearances, Rogers spoke before one odd-looking carbon mike. Today Hope uses 13 mikes—eight on the stage and five in the audience. The Rogers' studio was about as large as a closet. Today the Hope show practically carries its own studio — a portable outfit that can be set up anywhere. It houses the instruments and gives a half dozen producers, directors, engineers a place to work.

There were no sound effects when Rogers made his first broadcast. Today the Hope show carries its own in the form of 100 records and a couple of boxes of equipment, plus two specially trained soundmen.

Rogers wrote his own scripts and pecked them out on his battered portable. Hope has the assistance of a dozen script writers and the production of the script is a terrific task requiring the services of a special portable mimeograph machine, two typists and two secretaries.

Only a few radios within the immediate vicinity of the actual broadcast could have tuned in on the Rogers' show. Now, every Tuesday night, Hope's show, broadcast over the NBC and Canadian Dominion networks, is heard by more than 30 million listeners.

But over the years one thing has not changed. Humor is still a mighty thing in the American way of life and Will Rogers' great humor did not die with him. He set a pattern with his little chats that many comedians, including Hope, have used. And, as Hope expressed it during the Memorial show, Rogers' tolerance and understanding are things we need today in places like the United Nations, and in fact, in our everyday lives."

Radio Actress Dies In New York

Dolores Gillen, NBC radio actress, died at a New York hospital this past month, following an operation.

Miss Gillen specialized in portrayals of children and infants, and was particularly known for her "crying baby" impersonation. Among the NBC programs on which she played were "Pepper Young's Family," "Life Can Be Beautiful" and "When a Girl Marries."

Surviving are her husband, Vincent de Paul Downey, lawyer and music publisher; her mother, Mrs. Mary Gillen, a sister and two brothers.

Cinderella Girl Weds Her Prince Charming

Heln Gjevne of Long Beach, Cal., who was the Cinderella Girl in a People Are Funny adventure in 1946, has found her Prince Charming, according to a letter received last month by Art Linkletter, emcee of the NBC program.

Miss Gjevne, who was sent on a tour of the vacation spots of the west in search of a husband, has announced that she will marry Gene Daniels of West Yellowstone, Mont. The bride-to-be met Daniels when she was in Yellowstone during her People Are Funny husband-quest in the summer of 1946.

Racing Experts

When NBC's Clem McCarthy spoke recently before 200 youngsters at New York's Greenwich Community House, he was told in advance that the lads knew all about horse racing. But even Clem was surprised during a quiz period when a 10-year old asked: "Was Man o' War ever beaten in a race?" An 8-year old popped up to answer: "Yes, one time. He lost to Upset at Saratoga in 1919."

Saturday's Stars Get Together



SATURDAY'S STARS —Headliners of NBC's Saturday night variety line-up, awaiting their turns to go on the air, get together for their own private song-fest. Around the piano (left to right) are Judy Canova, rustic comedienne; William Bendix of The Life of Riley; Frank Sinatra, singing star of Your Hit Parade; Kay Kyser of the College of Musical Knowledge, and Ralph Edwards of Truth or Consequences. Each star is heard over WCSH, WLBZ and WRDO.

NBC Executive Seeks Long Lost Maine Relative

E. B. "Buck" Lyford, assistant station relations manager of the National Broadcasting Company, is looking for a long-lost relative who is supposedly living in Maine. Lyford who visited William H. Rines, managing director of the Maine Broadcasting System on Dec. 15, says that his bent toward genealogy has led him to believe that all persons named Lyford in the country descended from a single ancestor.

"Buck" is interested in locating a member of his family who may be living in Maine. His only clues to the lady are that her maiden name was Chandler and she married a man named Simpson. Simpson was a prominent figure in Central Maine high school football circles in the 1920's. Mrs. Simpson's father is believed to have once operated a fox farm in the state.

Lyford asked that this story be printed in the Maine Broadcaster in hopes that some reader might know or have information regarding Mrs. Simpson, the former Miss Chandler.

While visiting Station WCSH, Lyford and Rines discussed future developments in the field of broadcasting.

Durante Tours For "March Of Dimes"

Jimmy Durante will take his NBC troupe on his second annual "March of Dimes" campaign early next year, it was announced this month.

Accompanying Durante on the cross-country trip will be songstress Peggy Lee, Arthur Treacher, Candy Candido, Howard Petrie and Roy Barge's orchestra.

The troupe will leave Hollywood Saturday night, Jan. 10, and arrive in Chicago Monday, Jan. 12. The regular Wednesday night NBC broadcast (10:30 p. m.) will originate in Chicago Jan. 14. The troupe will appear in Milwaukee, Wisc., for the broadcast, Jan. 21, and in New York for four succeeding broadcasts, on Jan. 28 and Feb. 11, 18 and 25.

Special "March of Dimes" programs will be staged by the troupe at Kansas City, Mo., on Jan. 15; St. Louis, Mo., on Friday, Jan. 23; Indianapolis, Ind., on Saturday, Jan. 24; Louisville, Ky., on Sunday, Jan. 25 and Atlanta, Ga., on Friday, Jan. 30.

In addition to his regular radio duties while in New York, Jimmy Durante will open a three-week personal appearance at the Copacabana night club on Thursday, Feb. 5.

The first coast-to-coast broadcast by the National Broadcasting Company was the coverage of the now-famed Rose Bowl game on January 1, 1927. The broadcast this New Year's Day by Bill Stern was the 22nd consecutive year that NBC has broadcast the game.

Sandra Gould Plays 'Teen-Ager's Role



Sandra Gould

Titian-haired, deep-eyed Sandra Gould portrays the role of Mitzi, erstwhile chum of Judy on "A Date With Judy," heard on WCSH, WRDO and WLBZ, Tuesdays at 8:30 p. m. The program, aiming to interest the entire American family, engages in a good deal of banter between Judy (played by Louise Erickson) and her brother, Randolph, a vinegar-tongued boy portrayed by Dix Davis.

The lively story of a teen-aged miss and her family and friends was a summer replacement for three successive years, taking over for Bob Hope and Eddie Cantor. So closely did it hit the heart of American family life with its down-to-earth everyday controversy, that it became a regular feature on the NBC network in 1944. The humor essentially smacks of small-town Main Street.

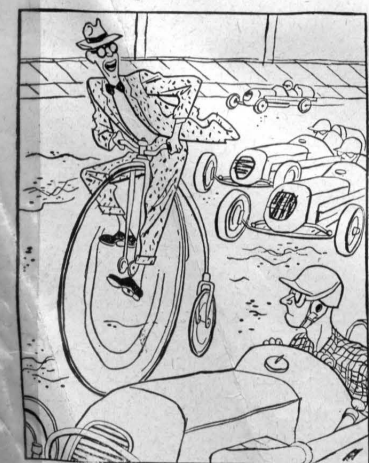
Star of the show is blonde Louise Erickson, herself a teen-age college miss. She made her debut on "A Date With Judy" in the part of Mitzi the stellar role herself. Then, Miss Gould moved into the part of The Girl-friend.

Producer of the program, Helen Mack, may be remembered as an experienced troupier of stage, screen and radio. She was the first woman production director of an NBC Hollywood program.

Author of the series is Aileen Leslie who came to radio after writing for newspapers, magazines and motion pictures. Her magazine work led to motion picture scripting.

Others in the cast are Myra Marsh and John Brown as the bewildered elder Fosters, and Dick Crenna who plays Judy's heartthrob, Oogie Pringle.

Has your subscription expired with this issue of the Maine Broadcaster? Better check up. If it has, send in your renewal now to keep this timely publication coming into your home for another year.



"I'm from 'Truth or Consequences'; Mr. Edwards sent me!"

- ☐ One Year - 50c
☐ Two Years - \$1.00

Weekday Mornings On MeBS Feature Music And Drama

Jim McConnochie Joins Sales Staff



Jim McConnochie

Former-announcer Jim McConnochie—long associated with the Tello-Test program—left the announcing field this month to enter the local sales department of WCSH, Portland. McConnochie, who has been employed by the station for more than a year, will devote his entire staff duties to the sales and service of local advertising accounts.

Jim's first radio job was with NBC's guest relations department in 1941, just prior to his entering the army. He served in the AF during the war in such places as Guam, Japan and the Philippines. During his war years he assisted in the production of such popular radio programs as the Army Hour and Flight of the Bumblebee. He also assisted in the production of the popular radio program "The Big Show" which he has long aimed for in his new position.

Television Making Strides, Says NBC Big-Wig

A "good possibility" that New York and Chicago will be linked in a television network by the end of 1948 has been foreseen by Frank E. Mullen, executive vice-president of the National Broadcasting Company.

Stating that he would not like "to be held exactly to the date," Mullen says, nevertheless, that the two cities should be joined in a network by that time. He also holds to his former predictions that during 1948, television programs will be available to 22-million Americans. And by 1950, a Hollywood-New York television network will be a reality.

During a recent interview with Jinx Falkenburg and Tex McCrary on the "Hi Jinx" program on WNBC, Mullen said he believes that television will not harmfully compete with any other industry.

To prove his point, Mullen pointed out that whereas other media had feared the rise of the radio industry, actually during the past years, the newspapers, motion pictures and recording industries have steadily increased their circulations and now have the highest circulations in their history.

Welcome Water

A basin of water for a birthday present. That's what Frank Papp, NBC producer-director, got while he and his wife, radio actress Mary Patton, were in Frankfurt, Germany, recently to make wire recordings of interviews with Europeans for World Church Service, a relief agency. Water in their room had been turned off for several days, and Mary thought the two-gallon basin was the most appropriate gift.



TWO MUSICAL STARS who appear daily over MeBS get together for an impromptu song before their broadcasts at Radio City. They are Fred Waring (left) and Jack Berch, the whistle man.

Smith, Berch And Waring Top Favorites

The weekday morning line-up of dramatic and musical shows on the Maine Broadcasting System offers a wide scope of entertainment to satisfy every taste. There are exciting behind-the-scenes serials which tell the problems of personal and professional life today, and there are three top-notch musical shows to add variety.

Leading the musical show is Bob Smith and his Theater of Melody, a program of popular foreign and American recordings woven together with a masterful commentary. The show starts at 9:30 a. m. weekdays.

Fred Waring and his Pennsylvanians follow at 10:00 a. m.—a half-hour of musical variety—love songs, novelty ballads, children's tunes and song-stories and poems. Waring's soloists include Jane Wilson, the Glee Club and Gordon Berger.

Songs and humor also prevail later in the day on the Jack Berch Show. The whistling man sings a few tunes, whistles a song or two and always has a yarn to spin. Jack, a native of Sigel, Ill., has four youngsters of his own, so many of his songs and stories are for the young fry. He is heard over WCSH, WRDO and WLBZ at 11:30 a. m. (Monday through Friday).

The first daytime drama of the morning starts at 10:30 with the presentation of Road of Life. When the program went on the air in 1937, it was considered a novelty because of its realistic portrayal of the medical profession. Action is centered around Dr. Jim Brent, the son of an Iowa doctor.

Another serial about doctors—only this time about an attractive woman—is the story of Joyce Jordan, M. D. Her sincere interest in helping others is the keynote of the plot. Gertrude Warner plays the title role of this drama, heard at 10:45 a. m.

This is Nora Drake, the story of life in a big city, is heard at 11:00 a. m. Charlotte Holland plays the role of a nurse who is in love with a young doctor.

Majestic Park Avenue, contrasted with the poverty of New York's waterfront, is the theme of Katie's Daughter, heard at 11:15 a. m. Detroit-born Anne-Marie Gayer plays the role of Nana, the actress daughter who lives on Park Ave. Her mother, Katie, is played by Grace Choppin.

These morning shows, all heard Monday through Friday, are carried by WCSH, WRDO and WLBZ.

Winner Of "Miss Hush" Contest Feted On Truth Or Consequences

With a fortune of \$21,500, winner of the fabulous "Miss Hush" contest, was guest of Ralph Edwards, emcee of NBC's "Truth or Consequences" program on Dec. 13. The program is aired on WCSH, WRDO and WLBZ Saturdays at 8:30 p. m.

Mrs. Subbie, a 45-year-old housewife and mother of three children, won the contest when she identified "Miss Hush" as dancer Martha Graham. She successfully put together the clues of a rhyme spoken each week by the mystery lady.

Prizes won by Mrs. Subbie include a \$1,500 beaver coat, a personal Silver-air airplane, \$2,000 cash, 1947 convertible automobile, a home laundry, round-trip by air for two to Honolulu with a two-week, all-expenses-paid vacation at the Royal Hawaiian Hotel, a \$2,000 house trailer, \$1,000 diamond and ruby wrist-watch, radio-phonograph combination with a television receiver and a library of 100 records, electronic blankets for every bed in the household, a vacuum cleaner with all attachments, venetian blinds for all windows, \$1,000 diamond ring, maple furniture for the entire house, residence heating boiler, top coat and suit for every male member of the family, a home gas range, home freezer filled with frozen foods, \$1,000 house-painting job—inside and out—A \$1,000 home workshop, and a gas refrigerator.

Contributions to the March of Dimes which were received with more than 700,000 contest entries totalled well over \$350,000.

The first "Hush" contest in 1945 featured Jack Demsey as "Mr. Hush" and in 1946, Clara Bow was uncovered as "Mrs. Hush."

Don't let the day pass without subscribing to The Maine Broadcaster. Keep in touch with the latest radio entertainment in 1948. Subscribe now to this timely, carefully-edited magazine of radio fare in Maine.

King Cole Trio Honored



NEW STRINGS—Irving Ashby, guitarist, is the new member of the King Cole Trio, heard Saturdays at 5:45 p. m. on NBC. The well-known west coast musician, who replaces Oscar Moore, was previously associated with Lionel Hampton and the Phil Moore four. The long-time members of the famous threesome are Johnny Miller, bass player (center), and, of course, Nat "King" Cole himself at the piano.

For the second successive year, the King Cole Trio, radio's top-ranking rhythm threesome, is leading the small band popularity polls—held annually by the nation's popular music magazines.

The best small band in the land (heard each Saturday at 5:45 p. m., over MeBS on King Cole Trio Time) is out front in the small combo field in both "Metronome" and "Downbeat" polls, as well as the trade magazine of the entertainment world, "Billboard."

In 1946, the ever-popular threesome placed first in polls held by "Billboard," "Metronome," "Downbeat," "Orchestra World," "Bandleaders" and "Esquire."

In addition, Nat "King" Cole won individual honors among male vocalists and pianists and was named top male vocalist by "Esquire's" Board of Experts. Again this year, the "King" is among the top finalists in both the "Metronome" and "Downbeat" poll of male vocalists and pianists.

WLBZ Resumes Its Seminary Programs

Rounding out its calendar of religious broadcasts, station WLBZ recently resumed the series of devotional programs presented in cooperation with the Bangor Theological Seminary.

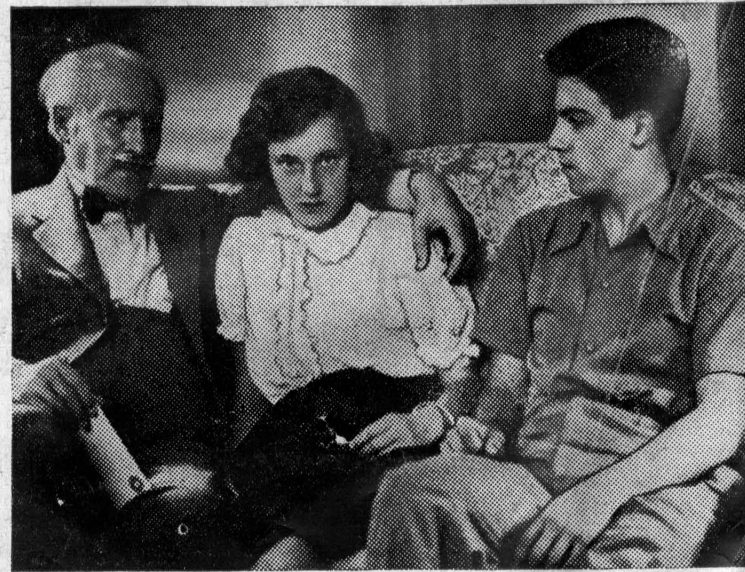
Familiarly known as The Chapel on the Hill, this thrice-weekly program has been the subject of much favorable comment during recent years.

Messages of hope and inspiration are presented during this quarter hour, which is heard each Tuesday, Wednesday and Thursday at 9:15 a. m.

Dr. I. Q. Turns Author

Lew Valentine (Dr. I. Q.) has been commissioned by Doubleday Doran to write a book on his radio experiences. It will be anecdotal in style, telling of amusing incidents in Valentine's long career as quizmaster.

Dr. I. Q. is heard on Maine's three NBC stations at 9:30 p. m. each Monday.



THE MAESTRO AT HOME—Arturo Toscanini, who is conducting the winter season of the NBC Symphony Orchestra each Saturday (6:30 p. m.), is shown at his Riverdale, N. Y., home with his granddaughter, Emanuela Castelbarco, and grandson, Walfredo Toscanini. This is the latest photo of the famed conductor, who has started his tenth full season as permanent conductor of the NBC Symphony. (Photo by Sid Desfor).