



RADIO EXPERTS PREDICT STARTLING INVENTIONS

New Quizmaster Heard As Dr. I. Q.



Stanley Vainrib

Following an itinerary that reads like a Cook's Tour of principal American cities is no problem for a seasoned traveler like Stanley Vainrib, the new "Dr. I. Q." Vainrib took over recently in the place of Lew Valentine, the original silver dollar man, who has taken an executive job with a Texas radio station.

Vainrib, the new quizzer, had worked and lived in a score of American cities and visited a half-dozen foreign countries even before he became the "mental banker" of the Monday night quiz show (WCSH, WRDO and WLBZ at 9:30 p. m.).

During the first 25 years of his life he managed to cover almost every one of the 48 states. He attended high school in his native Chicago and then in San Antonio, college in Texas and California, played with a touring company throughout the Midwest and, between times, visited Mexico, Italy and Palestine.

Vainrib's first radio appearance was on the NBC network as an actor on the Irene Rich program in Chicago. His first full-time job—as combination program manager and studio janitor was on a Manitowoc, Wis., station. Later, he took over assorted duties as announcer, actor, writer and director at various stations in Chicago, Hous-

Relief Program Sponsored By Church Council

A new series of documentaries and interviews made by Frank Papp, NBC producer-director, while on a four months' trip to Europe, will be heard over WCSH, Portland, under the sponsorship of the Maine Council of Churches. Program time: Wednesdays at 7:45 p. m. beginning Feb. 11.

This series is presented in connection with a clothing drive for European relief sponsored by Maine Protestants through the Maine Council during the weeks of Lent.

Papp made the recordings which will be heard for the relief agency, Church World Service, through which clothing collected by Maine churches during the Lenten season will be distributed.

Mrs. Papp (radio actress Mary Patton), who accompanied her husband on the European tour, is a native of Maine. She lived in Winthrop and Bath during her early youth.

ton, Ogden, Utah, Philadelphia and elsewhere across the land.

Stan began another series of tours when he joined the Army Air Forces in 1941 and was assigned to posts in South America and Africa. Discharged from the service in 1945, he returned to radio, where his most recent job, previous to taking over as "Dr. I. Q.," was with a Dallas, Tex. station.

By virtue of his travels, Stan speaks five languages. He has an added interest, picked up in India—the study of Hindu philosophy. The 28-year-old "doctor" is married and has a one-year-son, Randy.

Paul Gill Featured On Second Show

That "cheerful man in the morning" now comes in double doses. Paul Gill, the gent with the happy-go-lucky voice, has recently added a second edition of his early morning show (5:30-6:30) for late risers over WCSH. The new program runs from 8:15 a. m. to 8:30 a. m.—just long enough to pry awake those who snooze through the early broadcast and get them started on their day.

Similar to the early show, the 8:15 edition is a series of records, chatter, anecdotes and oddities from the news of the day. There is one new feature, however. The "Charlie Chump Mystery," which runs one and a half minutes each day. The skit features Gill as the clever Chinese detective and his bungling son, "Little Chump," played by staff announcer, Bob Dargo.

Gill himself writes the script for "Charlie Chump" and, aided by Dargo, carries off the language and eerie sound effects as cleverly as though the setting were actually in the Limehouse section of London.

WCSH staff organist, Dick Lewis, has returned to work after an illness of several weeks.

Queen Of Hearts---Leap Year Model



SENTIMENTAL—The Valentine—traditional symbol of romance and sentiment—is lovely Kay Westfall's favorite greeting card. Kay, who is heard on the NBC Betty Crocker show, collects perfumes and makes a practice of sweet-scenting her cards.

How Stamp Act (Ration Type) Helped Anita Gordon Win Top Spot As Vocalist

Remember those little red ration stamps during the war?

Well, they helped to make a career for Anita Gordon, 18-year-old singing star of NBC's Charlie McCarthy Show (Sundays, 8:00 p. m.). And now she tells how it happened:

Three years ago, talent agent Harry Norwood went to James Preston Gordon's butcher shop in Hollywood, in search of a choice cut of roast beef—with the proper ration stamps, of course. Could Pete supply it? Well, he could—and he said so, with one condition: Would Norwood arrange for an audition for his musically-inclined daughter?

Quick Approval

After some discussion, the answer was yes. Norwood got the roast, and Anita Gordon got the audition. It was for Edgar Bergen and producer Earl Ebi, and was probably the shortest audition on record. So, at the age of 15, Anita became Charlie McCarthy's singing girl friend.

The red-haired, green-eyed songstress lives with her parents in a modest Hollywood cottage. Her sister (whose name is Charlie), a student of operatic roles, is attending the Royal Opera School in Stockholm, Sweden.



Anita Gordon

Truman Address To Be Broadcast

President Truman's address at the Jefferson-Jackson Day Dinner in Washington will be broadcast by NBC, over WCSH, WRDO and WLBZ, on February 19, at 10:30 p. m.

The dinner, sponsored by the Democratic National Committee, will be held at the Mayflower Hotel.

Ezra "Henry Aldrich" Stone, who directs stock companies during his summer vacations, is set to direct the forthcoming Broadway production of Molly Berg's "Me and Molly."

Vest-Pocket Radio Sets Blueprinted

If you thought that Dick Tracy's wrist-watch radio was only a comic-artist's dream, you would have changed your mind this month after hearing a few predictions by the nation's leading radio experts. Not only is the wrist-watch radio a distinct possibility, but one large company actually is building an experimental model.

By using pencil-circuits, a radio can be reduced in size to less than one-fourth of its present bulk. These pencil-circuits are accomplished by placing thin marks of metal-paint or graphite on paper, thus replacing bulky wiring. This is just one of the new post-war developments of the radio industry.

Dr. Allen B. Dumont, a pioneer in television, said this month that visual broadcasting eventually will become a great boom to industry.

For example, he predicted the use of television cameras at strategic spots in factories to keep production flowing smoothly. A company official sitting at his desk could watch the whole operation of his plant at one time.

Dr. Dumont also thinks that the television camera will be used in capturing burglars. By using television, a watchman could keep an eye on bank vaults and doorways. He could observe the criminal at the moment he entered a building.

Radio Phones

The development of portable radio transmitters and receivers to be carried on a person's pocket is a distinct possibility. Some companies are experimenting in this field. When these vest pocket radio stations are ready for the market, a tardy husband will be able to call his wife and say he was detained at the office—without getting up from the card table. Just when this modern convenience will be offered to the public is a moot question. Some radio engineers say within two years—others says it will take ten.

It's to be expected that all these developments of electronic science will take time to perfect. But, during the next decade, many of the seemingly impossible achievements—like Dick Tracy's wrist-watch radio—will be as commonplace as the singing commercial.

Maine Road Reports Now Presented On Sports Journal

A complete summary of up-to-date road reports is now included each evening in Hal Dyer's Sports Journal. The program is heard at 6:15 p. m., Monday through Friday, over WCSH, WRDO and WLBZ.

This coverage of road and driving conditions throughout the state is obtained through the cooperation of the Maine Automobile Association, which conducts a comprehensive survey by telephone each day.

Addition of this public service feature was inaugurated by Dyer to inform listeners daily on driving conditions encountered during Maine's severe winter weather.

Bill Stern's "My Favorite Sport Stories," a collection of human interest items from the sports world, has been printed by Pocket Books, Inc. The NBC sports director's book was first published in February, 1946.



STAR ACHIEVEMENT — Robert Sloane, who has directed, played lead roles and written scripts for NBC's The Big Story, now stars as its narrator. Sloane was graduated from Dartmouth in Hanover, N. H., at the age of 12, with Phi Beta Kappa honors. The Big Story is heard on WCSH, WRDO and WLBZ each Wednesday, at 10:00 p. 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 2/48, which stands for February 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

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

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LINWOOD T. PITMAN, Editor on Leave of Absence

JOHN F. HOGAN, Acting Editor

MAINE FARM TOPICS

BY JAKE BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

The Next Great Fight For "Equality For Agriculture"

"What kind of long-range program for American agriculture should Congress adopt? For several months now members of the Congressional or House Committee on Agriculture have been holding hearings all over America, seeking answers to this question. We here summarize some basic rights we believe farmers should demand of Government.



First of all, we most heartily congratulate the members of the House Committee on Agriculture upon the patriotism and progressiveness which have caused them to go to the farmers themselves and ask, "What do you think Congress should do?" It was an inspiration to see this committee traveling north, south, east, and west to get the views of "grass roots farmers."

For our own part we should like first of all to ask the able members of this committee to consider the one question which must be back of all its other questions, namely, "Just what great purpose does Congress intend to serve, just what great national interest does it wish to promote, as a result of the long-range agricultural policy it adopts?"

All too many present-day speakers, writers, commentators, and statesmen seem to think that the chief purpose of any agricultural policy, whether short-range or long-range, should be merely to produce (and produce cheaply) the food and raiment for an urban civilization, a civilization of our of our towns and cities. Our own conviction, on the contrary, is that it is the high duty of government to promote and maintain a rich and satisfying rural civilization for our farm people themselves. So Congress must not merely ask, "How can soils be so conserved and handled as to produce food and fiber at the lowest possible cost to city consumers?" On the contrary, Congress and Government must conserve and promote human values as well as economic values. Farm men and women must not only have satisfying incomes, but must have a satisfying way of life.

Equality for Agriculture

There are two great fights for "Equality for Agriculture" that farmers must make and about which Congress should help. The first great fight is for the farmer's economic rights. Here the No. 1 need is for "parity prices"—to see to it that the farmer gets prices for his products that will enable him to get a fair exchange of his goods for manufactured goods—and for sound crop insurance and tenant purchase programs, etc. By adequate, organized effort American farmers may win permanent recognition for this form of "Equality for Agriculture," the farmer's economic rights.

What we now equally need to have recognized is the farmer's right to another form of "Equality for Agriculture." By this we mean duty of society and government to give the farmer reasonably equal access to all the benefits and advantages of 20th century civilization.

A recent member of the Government of Australia made a trip through the United States, and while here made one statement that should be thundered from the housetops: "In our country, he said, 'we have come to think of it as a duty of government to provide for the education, health, and general welfare of all

classes of our people regardless of how widely scattered the duties of their occupation may take them. They are not to blame for that."

That, it seems to us, must now likewise be recognized as the duty of our American Government. Already we have gone far in this direction, but not yet half far enough.

Better Rural Service

For a long time it was thought feasible for Uncle Sam to deliver the townsman's mail daily to townfolks, but "rank socialism" to do so for farmers. Now quick mail service to farmers has helped American business no less than agriculture.

Electricity is one of the Godsend of 20th century civilization—but only recently has government begun to recognize its duty to give its benefits to farmers on something like the same terms on which city people have so long enjoyed it.

Now "equality of educational opportunity" for rich and poor, town and country, is winning increasing acceptance in all states—and must be accepted by Congress also. The illiteracy of one state hurts every other state. Without Federal aid to our poorer rural states, equality of educational opportunity is absolutely hopeless for this generation or the next of rural youth. To give help here is the No. 1 duty of Congress to the farmer.

Hardly less important—and perhaps even more sacred and Godlike—is the supreme duty of government to provide for our farm people equality of opportunity in the matter of hospital and medical care. A great start has been made in this direction. Congress must now go forward until it reaches the complete ideal set forth in the Hill-Burton Hospital Aid Bill.

A richly satisfying rural civilization and not the mere support of a town-and-city civilization—this must be the aim of our new and broadened fight to win for farmers "Equality for Agriculture." Just because the farmer's work compels him to live away from congested centers is not reason for denying him the equal benefits of education, electricity, roads, recreation, libraries, hospital and medical care, and other agencies of 20th century civilization. To so equalize the costs of these benefits as to insure equal rights for farmers must be one of the major features of any long-range agricultural program for America.

She Can Cook Too

Here's a tale of a girl who can—of all things—cook! Louise Erickson, who stars on NBC's "A Date With Judy," proved a point this month. A magazine had her scheduled to pose for pictures depicting her as an amateur cook, and the magazine offered to provide the props. The props being one large and beautiful cake. Louise declined the offer, saying she'd make the cake herself. She did. After the pictures were taken, Louise sent the cake to the photographers who report it was exceptionally good.

Helen Ann McCarthy, WCSH news writer, resigned her position the end of January and moved back to her home at Rochester, New York.

Radio Supports Anti-Polio Drive



MARCH OF DIMES — As usual, the stations of the Maine Broadcasting System pitched in last month to support the March of Dimes campaign in Maine. The photo above shows a special broadcast over WCSH, Portland, in which Phil Johnson (left) interviewed Donald Lavigne, 16-year-old victim of polio who has been confined to a wheelchair since infancy. Standing are Warren Paine (left), Cumberland County director of the drive, and John Hogan (right), director of the Maine Network News Service and radio publicity director for the campaign in Cumberland County.

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

My recipe sheets for January were definitely planned to pull those pursestrings as tight as possible. I'd like to do the same in this talk with you. It takes skill and imagination to get nutritious and delicious meals at low costs, but we are all trying to do just that, any penny-saving suggestions are always welcome. A saving that cuts nutrition is however, poor economy. Don't make white sauce by diluting the milk with water as one woman did. Your family needs the nourishment of that milk. The same thing is true of cocoa. Make it of milk—skimmed milk if you have it, for skimmed milk has all the nourishment in it except the fat. You know you are very fortunate if you have skimmed milk, so do use it.



Now about stretching that left-over meal as far as possible. Let's take these, one at a time. Ground meat may be used in a meat pie, but identifiable pieces of meat are preferred. Two kinds of left-over meat may be

combined as cooked beef with a sliced frankfurter, cooked veal with a slivered slice of cooked liver, a left-over cooked chop of lamb or pork, or a sausage patty may be sliced and combined with either veal or beef.

If gravy is missing, start with some minced onion browned in bacon drippings. Sprinkle with flour—two tablespoons for each cup of liquid. Stir and add the water, milk, or meat broth. A bouillon cube or two peps up the flavor. For richness of color, add a spoonful of meat sauce or catsup, or add a half teaspoon of horseradish or prepared mustard. Let the sauce bubble for about five minutes, then add the meat and heat.

For vegetables, use diced raw potatoes and carrots cooked about 10 minutes until just tender. Trim one-inch pieces of celery to add character. Cooked peas, cut green beans or asparagus, are good flavors but avoid sweet potatoes, squash, brussels sprouts, or cabbage. Have the vegetables hot. Heat the casserole. Have the topping ready—biscuit dough, or mashed potatoes and combine your ingredients top with potato or biscuit and you have a grand meat pie in short order.

A biscuit topping needs 20 minutes in a hot oven over (400 degree F.). For mashed potatoes, allow about 15 minutes or until the potatoes are lightly browned.

SHORT RIBS WITH ONION RINGS

(Yield: 4 servings)

3 pounds short ribs of beef

2 teaspoons salt
1/4 cup flour
1/2 cup water
2 cups thickly sliced onion

Cut short ribs in serving pieces. Trim off excess fat. Season with salt. Roll in flour. Fry out fat in heavy skillet. Brown ribs in fat. Pour off excess fat. Add water, cover tightly, and cook slowly for three hours. Remove cover and skim off fat. Add onions and cook additional hour, or until meat and onions are tender.

A delicious, but inexpensive cake which can be served with foamy sauce and used as a pudding is the following:

APPLE SPICE CAKE

1 c. sugar
1 c. chopped apple
1 c. chopped raisins

Put through medium knife of chopper.

1 egg
2 tsp. soda, 1/2 c. water
1/2 c. shortening melted
2 c. flour
1/2 tsp. cinnamon
1/4 tsp. clove and nutmeg

Sift dry ingredients—put everything in bowl and mix thoroughly. Bake in loaf pan in slow oven one hour or more. Make nice cupcakes.

I hope you enjoy these suggestions and until next month—Good Bye.

AGNES GIBBS.

Back On The Job

Dick Lewis, staff organist of WCSH, Portland, returned to his duties at the station two weeks ago after a brief illness. Dick was told by his doctor to go on a lighter work schedule. He'll resume his popular Keyboard Tapestries program in a few weeks.

Margaret McCurdy, bookkeeper for WCSH, spent a week-end at Providence, Rhode Island, during the early part of January.

Video Forecasts Good Future

Anticipating an increase of \$1,200,000, 000 for each of the next ten years over the record of 1945 for total national advertising expenditure, Noran S. Kersta, director of television operations for The National Broadcasting Company, has described television as the "greatest selling tool the world has ever known."

Kersta recently addressed the American Television Society in New York and used figures published by the Twentieth Century Fund to show that the next ten years will bring U. S. production and consumption to an all-time high level. As a result, the record high in total national advertising expenditure will be available for all media. It is during this period that television will see its greatest rate of growth, Kersta stated.

Stressing the rapidly-accelerated rate of interest by potential telecasters, the NBC executive said that in the past two months, progress on thirty new and pending licensee applications has been reported in Washington. This is many times the rate over any previous similar period, Kersta said.

Peace Or Pieces

by

THE REV. LEWIS M. BREHAUT,
Pastor of the First Baptist Church,
Bangor, Maine



The Rev. Lewis M. Brehaut

A young newspaper reporter, arriving back at his office from the scene of a sensational murder, sat down at his typewriter to write-up what he had witnessed. It was his first important assignment and time was short with a deadline only a few minutes away. He became confused as he thought of his great opportunity and yet the little time that he had at his disposal. A veteran reporter seeing the younger man's predicament sauntered over to the latter's desk and laying a hand on the youngster's shoulder said, "Take your time, son, you've got two minutes."

That is a parable of life. The choicest prizes are there for the taking but they must be taken when offered or the chance is gone forever. Man has so little time to make all the decisions for time and eternity. It has been said that man has the capabilities of the gods but the arena of the insect.

Civilization stands in its hour of decision and it has very little time to make up its mind. Like the sword of Damocles the threat of the atomic bomb is hanging over the world. We must make our decisions aright or civilization as we know it goes out of business. Many things of industry and of military importance were rendered obsolete by the first atomic bomb. But one thing necessary to survival — one thing not made obsolete — is the principle of peace and world brotherhood. It is now a question of Peace or Pieces. And Fate seems to say, "Take your time in deciding, you've got two minutes."

The church of your choice will welcome you this Sunday. Attend church somewhere and join your fellow men in worship. Your church needs your support—the inspiration of your regular attendance.

Former Hollywood Actor Joins WCSH Staff



Scott Colton Passes Up Screen Career To Settle In Maine

The newest staff announcer on WCSH in Portland is a man who has been in just about every field of entertainment there is. His name's Scott Colton and his extensive background in the theatrical world includes motion pictures, Broadway productions, night clubs, theatres and radio.

Scott has already made himself known to listeners of The Swing Circle, (WCSH, Monday thru Saturday, 11:00 p. m. to 12:00). That's why a sketch of his past career should prove interesting to many.

Scott left his home in Baltimore as a youngster, dead set on a theatrical career. His first glimpse at the lime-light came as a bandleader and entertainer. This musical trek took Scott and his men of music to Italy for appearances. "That's the most peculiar thing of my whole life," says Scott. "I had to go to Italy to get to Hollywood."

In Italy, Scott met Marion Davies, probably the brightest star on the Hollywood horizon at that time. Scott made a screen-test with the blonde glamour girl at the famous Lido. And immediately, he was cast for Miss Davies' next picture, "Marianne," for Metro-Goldwyn-Mayer. That was the beginning—and before he bid Hollywood a temporary good-bye, he had made fifteen movies. The greatest being "All Quiet on the Western Front," Nobel Peace Prize winner.

Scott's first look at Maine—now his home—came right after he left Hollywood. He joined a Portland stock company, known as the Jefferson Players, and was directed by Albert Willard Smith, now director of the Portland Players, and Commercial Manager of WCSH.

"Hunting and fishing 'Maine-fashion' got in my blood then," Scott says, "and I could never quite shake it off."

Broadway again, pictures again — then two years as staff announcer for WHN in New York. Finally, Scott turned back to The Great White Way for appearance in the Critics' Prize Play, "Watch on the Rhine," starring Paul Lukas. The years have



Colton as "Leer" in the popular production of "All Quiet on the Western Front."

stacked up a total of some 50 plays and pictures for Colton.

He bowed off Broadway then, and spent the war years as an inspector of the Border Patrol for the Department of Justice. His duty was on the Canadian border. And, in the wide-open spaces of Northern Maine, Scott's flair for hunting and fishing blossomed into an obsession. Now he is the proud owner of a lodge and 400 acres of land near Phillips. He's looking forward to spring when he can spend long week-ends of sport in the Maine woodlands.

Among the movies in which he has appeared are "All Quiet on the Western Front," "Hold Your Man" with Laura LaPlante, "For the Defense," "My Sin" with Tallulah Bankhead, "Secret Agent X-9," "All American Sweetheart," "Women in Prison," "Extortion," "The Wildcatter," "Little Miss Roughneck," "Rebound," and "Coquette."

Scott also played in several radio shows while in New York. Among these are "Just Plain Bill," "Gang Busters," and "The American School of the Air."

Lloyd Shaffer, conductor of the NBC "Supper Club," will make his movie debut in RKO's "The Window," which is being filmed in New York. It's a bit part: Lloyd will be on the screen for a total of three minutes, as a mysterious character awaiting a train on the platform of the city's last overhead railway—the Third Avenue EL.

Staff Slants

Two members of the WCSH staff are spending their spare moments at their latest hobby—model railroading. Christmas presents to the sons of Wally Harwood, music librarian, and Hal Dyer, announcer, turned into playthings for the fathers. Wally already has turned out four railroad cars plus numerous accessories such as a lumber-loader, water tower and warehouse.

Norman Lambert, WLBZ musical director, is fast becoming known as "The Studebaker Kid." Without even wearing off the "new look" of a flashy convertible model, which speedily superseded a previous brand-new vehicle, Norm is currently appearing beside Bangor parking meters with another Studebaker of the latest design.

Music a little on the solid-side describes the musical content of a new record show now being aired over WLBZ. Platter spinner John Wellington presides over the turntables for the "Saturday Nightcap," each Saturday night from 11:30 to 12 midnight. Many top jazzmen are featured on this wax-works, and an occasional "collector's item" is included for the benefit of "hot" fans.

SCREEN SCENES—In photo at left, Colton poses with actress Julie Bishop, who appeared with him in a Columbia production. At center, Colton is shown as he appeared in the movie, "Little Miss Roughneck." At right, Colton plays a scene with screen star Kay Francis in the early film, "For the Defense." This was one of his most successful movies.

Quiz Kid Contest Winners



ESSAY WRITERS—(left to right) Inez Chase of Deering High School and Mildred Curran of Portland High School receive certificates of merit from Dr. Harrison Lyseth (far right), Superintendent of Portland Schools.

The Quiz Kids program on NBC recently conducted a nationwide essay contest for high school seniors. The essay subject was "What America Means To Me," and it stimulated the interest of thousands of students who entered the competition.

Several Maine and New Hampshire entrants received honorable mention for their efforts and were awarded \$5.00, plus a certificate of merit from the Quiz Kids. Among this group were Inez Chase of Deering High School and Mildred Curran of Portland High School, whose essays were considered outstanding by the judges. They were given their awards during

a special program this month over WCSH, Portland.

Others to receive certificates were Philip Bruni of Gorham, N. H., Barbara Eichol, also of Gorham, and Hollis Rinehart of Exeter, N. H.

The contest was one of several held annually by the Quiz Kids to promote an interest in civic affairs among young Americans. The program's most recent contest is its annual effort to select the nation's most popular school teacher.

The Quiz Kids program is heard each Sunday at 4:00 p. m. over Maine's three NBC stations, WCSH, Portland; WRDO, Augusta, and WLBZ, Bangor.

Evelyn MacGregor Once Child Prodigy



Evelyn MacGregor

(Eds. Note — This sketch of Evelyn MacGregor's career in radio is featured at the suggestion of Mrs. Maynard J. Thibodeau of Five Islands, Me.)

Evelyn MacGregor, NBC's contralto star of The American Album of Familiar Music and Waltz Time, is a classic example of a girl with a one-track mind. And, that one-track mind has brought her fame and fortune.

Evelyn decided at the age of three that she would be a singer. She's never changed it. The child singer was often heard at public recitals in her native city of Pittsfield, Mass. By the time she was seven, she was already appearing in vaudeville with two of her brothers who had organized a troupe of young talent.

When the brunette contralto was 17, her mother took her to Los Angeles where she sang for the first time on the air. Encouraged by a group of critics who approved her style, she went to New York to study voice under Salvatore Avitable. She later sang in opera at the Brooklyn Academy of Music, and was soloist with several orchestral groups, including that of Andre Kostelanetz.

Now she's featured twice a week over NBC. The American Album is heard over WCSH, WRDO and WLBZ at 9:30 p. m. on Sundays; Waltz Time is broadcast at the same time Friday nights.

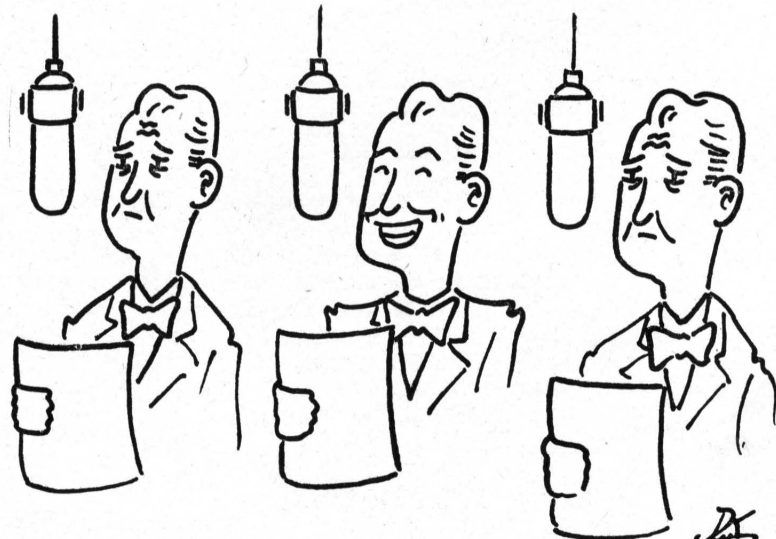
College Professor Explains Earthquakes

The program, "As Maine Goes," heard over WCSH at 7:30 p. m. each Saturday, recently presented an explanation of the earthquakes which shook sections of Piscataquis County in December and January.

In an interview, Dr. Lloyd W. Fisher, head of the Bates College Geology Department, said that the tremors were probably a direct result of the ice age which covered Maine some 25,000 years ago.

He contended that the earth shocks were felt because the crust of the earth was recovering from the weight of ice which once blanketed the state.

Without Sound Effects By Dan Kelly



BEFORE ON THE AIR! AFTER

COMPLETE FEBRUARY PROGRAM SCHEDULE

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 WCSH—Music and Make Believe
WRDO—Story to Order
WLBZ—Story to Order
9.30 WRDO—Words and Music
WLBZ—Words and Music
9.45 WCSH—D. & H. Miners
WRDO—Southland Music
WLBZ—Here's To Veterans
10.00 ALL—First Radio Parish Church of America
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—Salon Strings
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 ALL—Sheaffer Parade
3.30 ALL—One Man's Family
4.00 ALL—The Quiz Kids
4.30 WCSH—State of Your Future
WRDO—Musicana
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—Late Edition
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—Inside Story
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—Tony and Juanita
1.30 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—Late Edition
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—Tony and Juanita
1.30 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—Lincoln Salute
7.30 WCSH—Keyboard Tapestries
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.40 WLBZ—News
7.45 WCSH—Arlyn E. Barnard
WRDO—Morning Roundup
WLBZ—Lone Pine Mountaineer
8.00 ALL—Maine Network News
8.15 WCSH—Late Edition
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—Tony and Juanita
1.30 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—Backstage Wife
4.00 ALL—Stella Dallas
4.15 ALL—Lorenzo Jones
4.30 ALL—Young Widder Brown
4.45 ALL—When A Girl Marries
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—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

FOR WCSH 970 - WRDO 1400 - WLBZ 620

DAY

THURSDAY

FRIDAY

SATURDAY

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MORNING

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Heart Program

Reveille

of the Spirit

an Salute

Tapestries

News

Reporter

Reveille

Highlights

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Barnard

Roundup

the Mountaineer

Work News

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Remember

Kitchen

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Work News

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Radio News

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Reporter

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Work News

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News

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Work News

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State News

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Reporter

Radio News

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Network News

News

Reporter

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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—Late Edition
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 WSCH—Tony and Juanita
1.30 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—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

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—Rev. Howard O. Hough
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—Late Edition
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—Inside Story
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—Tony and Juanita
1.30 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—Roosevelt Grill Orcn.
12.00 ALL—News

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—Rev. Howard O. Hough
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—Memorable Music
WRDO—Thoughts for the Day
WLBZ—4-H Club News
8.45 WCSH—News
WRDO—Adventures in Research
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

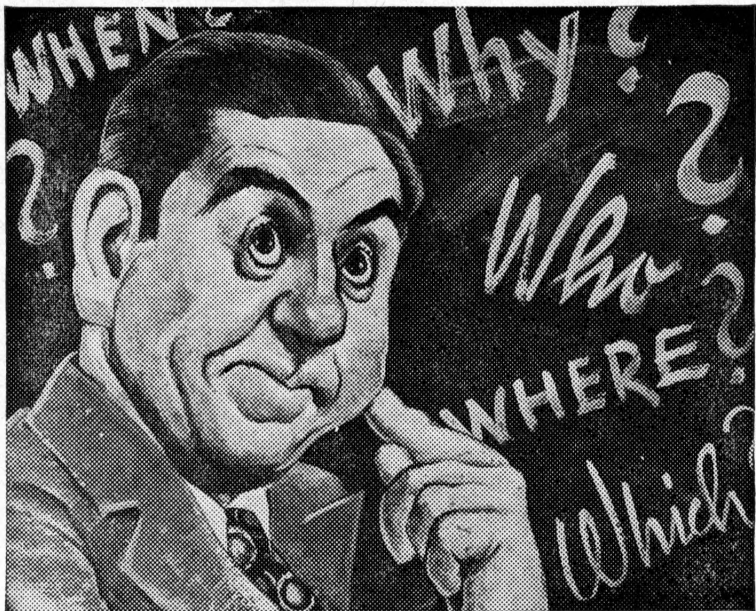
AFTERNOON

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—Dairy 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 WCSH—Maine News
WRDO—Decision Now
WLBZ—Izora Duncan, Organ
1.20 WCSH—Salon Strings
1.30 ALL—National Farm and Home
Hour
2.00 WCSH—Federation Women's Clubs
WLBZ—To Be Announced
WRDO—Proudly We Hail
2.15 WCSH—The Jumpin' Jacks
2.30 WCSH—Veterans' Journal
WLBZ—To Be Announced
2.45 ALL—The Constant Invader
3.00 ALL—Orchestras of the Nation
4.00 ALL—Doctors Today
4.30 ALL—1st Piano Quartet
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 Network 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

Bob Hawk And Volunteer Contestants Keep 'Em Laughing On Quiz Show



QUERY QUEST—Bob Hawk, the man who asks the questions on NBC's Thursday night comedy-quiz show, is shown—in this caricature by Sam Berman—thinking up some new ones. Bob first conducted quizzes when he was a high school teacher of English.

Bob Hawk often wishes that everyone who hears his quiz program on the air could attend at least one broadcast in the studio.

Naturally, a certain number of them would be picked as participants on the show and come away with their pocketbooks heavier than when they started. But lest one get the mistaken impression that Bob is nothing other than a sentimental Santa Claus, he wants it known that he has a more practical consideration as well. If all who hear the Bob Hawk Show on NBC (Thursdays, 10:00 p. m.) could attend an actual broadcast, it might convince any skeptics among them that his contestants are not professional "stooges."

Because Hawk consistently finds himself in the middle of some of the funniest situations ever aired on a quiz show, a few "doubting Thomases" might suspect that no set of contestants could ever be picked at random and prove so comical.

But Bob has an answer for this. In his long career as a quizmaster, he has found that among any given group of people there is always bound to be a high percentage of the comic-minded, exhibitionists or high-spirited pranksters—whatever you want to call them. Hawk knows, because he has conducted many experiments in his time, hoping to find one infallible method for picking the brightest and best people for his show.

Some of the tests were rather complicated. In his early days, he would choose types, such as a lady who admittedly nagged her husband, a man who was totally bald, the man in the studio with the loudest necktie or the woman with the biggest hat. Such people turned out to be no brighter or wittier than the rest.

Child Writes Santa AFTER Christmas

Santa Claus gets thousands of letters from eager children every year—before Christmas. But, not many youngsters bother to write to Santa the month after Christmas.

One little girl, whose name is Sylvia Ann Reid, is an exception. In her childish handwriting, she addressed an envelope to "Santa Claus, North Pole." The Bangor post office forwarded the letter to WLBZ.

The note inside the envelope read: "Dear Santa—Thank you for all the nice things you brought me for Christmas." It was signed with kisses by Sylvia, who neglected to give her home address. The post mark on the envelope was blotted out and could not be deciphered—even by veteran post office clerks.

The prize for the best-kept secret of 1947 goes to Gordon "Bud" Kelley of the WLBZ sales staff. It was recently learned that Bud tied the matrimonial knot back in April, and so belated congratulations are in order to Gordon and the former Miss Bernice Talbot.

Meet at Mike

So now everyone has a chance to perform on Bob's shows whether he be colorful or indifferent in appearance, obvious extrovert or apparent introvert. Announcer Art Gentry roams through the audience and selects a few volunteers from each section of the house. Bob never sees them until they are introduced to him at the microphone.

"Every once in a while, though," says Bob, "a contestant will appear who will be so funny that people will swear he has been 'planted.' And how am I going to convince them to the contrary?"

But here's still another angle. The considered opinion of Hawk's critics is that Bob himself is so witty and quick with an ad-lib that he makes contestants appear far funnier than they really are. It's just that Bob is too modest to admit it.

Book Of Books Program Line-Up For February And March

The Maine Council of Churches has scheduled several important and interesting speakers during February and March on its weekly program—Book of Books. The program is heard each Sunday at 9:00 a. m. over WCSH, WRDO and WLBZ.

The February schedule presents Prof. Andrew Banning of the Bangor Theological Seminary (Feb. 1) discussing John Calvin. On Feb. 8 and 15, a distinguished Boston clergyman, the Rev. Dr. Frederick M. Meek of Old South Church, will speak on John Eliot and his Bible for the Indians and The Bay Psalm Book. One of the few copies of the priceless Bay Psalm Book is owned by Dr. Meek's church. Dr. Meek is well-known to Maine audiences, having served churches in Biddeford and Bangor before leaving Maine. He also served four years as president of the Maine Council of Churches.

On Feb. 22, Rev. Frederick D. Hayes of Auburn will discuss John Woolman, a noted Quaker leader, and on Feb. 29, Rev. Cornelius E. Clark of Portland will present a broadcast on his distinguished ancestor, the Rev. Jonathan Edwards.

Of more than usual interest are the programs scheduled for March. On March 7 and 14, Dr. Tertius Van Dyke of the Hartford Theological Seminary will discuss the use of his famous father, Dr. Henry Van Dyke, made of the Bible and will tell one of Dr. Van Dyke's widely-known stories. On Palm Sunday and Easter—March 21 and 28—the Rev. Charles Parkin of Rumford will discuss hymn-writers as interpreters of the Book of Books, using appropriate music to illustrate his talks.

Listeners to this regular religious program may obtain copies of the Book of Books handbook by mailing a post card or letter to station WCSH, Portland; WRDO, Augusta, or WLBZ, Bangor.

One Man's Family Portrays American Way Of Life



Mother and Father Barbour

The vital function of the home in the American way of life is one of the fundamental themes of NBC's One Man's Family, heard on WCSH, WRDO and WLBZ each Sunday at 3:30 p. m.

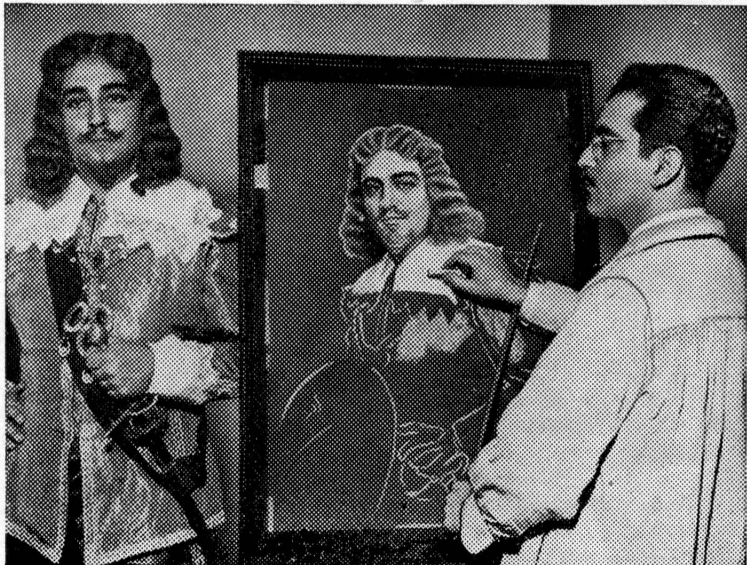
The program began in April, 1932, as an antidote for what writers and producers called an overdose of blood-and-thunder stories. One Man's Family swung to the opposite extreme to tell of life in an average American household. And to portray the Barbours, heads of a warm and cultured American family, J. Anthony Smythe and Minetta Ellen were chosen.

Smythe's mellowed richness of voice and understanding of character, so clearly evidenced in his "Father Barbour" role, are not the result of a natural gift. Years of tramping in stock companies and road shows as well as Broadway lie behind Smythe's finished technique. His Henry Barbour, the long suffering and often not-too-patient father on the program, has become a very human figure to listeners. Stubborn, honest, fair within his own limits and genuinely anxious to do the best for his family was the way Carlton Morse, author of the series, conceived Henry. And the way in which Smythe portrays the character makes many a real father sigh with sympathetic feeling.

Minetta Ellen as Fanny Barbour, mother of three boys and two girls and grandmother of 11 children, was a real-life mother and grandmother before she ever stepped before the footlights or behind the microphone.

Minetta spent her childhood in Cleveland, always looking for a chance to act. Her family admitted she showed talent, but looked with disfavor upon a professional career. She married, and it was not until her daughter had a daughter that Minetta was able to realize her life-long wish. She made her stage debut at Oakland, Calif., in a play which, oddly enough, also featured her present-day radio husband, Smythe.

Minetta believes that a good mother should have a wise head, warm heart, broad mind and a sense of humor. And Minetta must live up to that philosophy for her personal correspondence is as vast as that mail addressed to Mother Barbour.



THE ARTIST AND THE SINGER—Robert Merrill, singing star of NBC's RCA Victor Show, was chosen by the Cuban artist Heriberto Maza to represent American singers in a portrait series on American professions. Merrill is represented in his costume for the role of Lord Ashton in the opera "Lucia de Lammermoor." The series, to be completed in the spring, will go on exhibition throughout South America.

Ventriloquist!



BERGEN AND SNERD—Two popular stars on NBC pose for the Maine Broadcaster cameraman. Snerd, the figurative and literal dummy, is heard with Bergen and Charlie McCarthy each Sunday at 8:00 p. m. over WCSH, WLBZ and WRDO.

Staff Slants

Bob Dargo, Tello-Test quizmaster, announced his engagement to Jean Bradford Briggs of Wilton on Dec. 28. The date was also Bob's birthday.

Albert Willard Smith, national sales manager for WCSH, finished directing "Angel Street," latest production of Portland Plays, on Jan. 17. The next play to be cast is "All My Sons." Bert has been director of the Players since 1931.

Floyd Barnett of the WCSH technical staff spent a hectic week during January closing his mother's home for the winter. Mrs. Barnett spends the winter months with her sister in Springfield, Mass.

New staff announcer at WCSH is Don MacWilliams. Don joined the staff on Dec. 21. He has lived in Portland most of his life and has worked as an announcer at stations in Portland and Concord, New Hampshire.

Jim McConnochie, sales representative for WCSH, spent the New Year's holidays at Back-of-the-Moon Inn, Rangeley. Jim, as a member of the Penguin Ski Club, spends every week-end at a different resort, indulging in his favorite sport.

Dot Fuller of the WCSH general office staff has a new pride and joy at her house. It's her new Bedlington terrier, Kiki. The addition of Kiki to the domicile makes two dogs and a cat for Dot to feed.

Commentator Seeks New Type Of Programming

Regional programming to keep American radio on its toes is advocated in a January issue of the Saturday Evening Post by Paul Schubert, a network news commentator. He has just completed a 30,000 mile tour which took him into 44 of the 48 states.

"I wish the city of St. Louis could be handed the challenge of entertaining the United States for a week, and after that Seattle, and after that Atlanta, and on around the nation," Mr. Schubert writes. "We might hear some mediocre stuff, but we get that anyway."

"National programs are, of course, important. I am not sure, however, that American radio would not be greatly improved if we could change over to a much greater proportion to regional programming. . . ."

Mr. Schubert criticized "tired and jaded" disc jockeys, saying the only one in the United States he enjoyed listening to was broadcast from a Nashville, Tenn., station. He regrets that big-name talent has acquired "what amounts to a vested interest in the evening ether."

"A great many of the faults of American radio are the direct result of national network operation, with headquarters in New York and Hollywood," Mr. Schubert says. "At present, almost all network shows are built on the resources of those two cities, which, though considerable, are only a fraction of our real talent."

New Radio Album Devotes Space To NBC

Bob Hope's picture has the front cover and his fellow-stars of the National Broadcasting Company have the major amount of space inside the annual publication, "Radio Album," published by the Dell Publishing Company now on the newsstands.

The magazine contains 28 double-page spreads about radio programs and stars. Seventeen of these are devoted to NBC personalities and three other networks share the remaining eleven. NBC is first in single-page spreads also, having eight as against seven, four and three for the other networks.

Television is given four pages containing 15 photographs, 11 of which tell the story of NBC's leadership in the field.

Mrs. H. V. Kaltenborn has entered the lecture field.

Actress, Pianist, Writer, Artist, ---All In One

Joyce Hayward had a career problem early in life. She had decided to become an actress. Her father, Alfred Hayward, the cartoonist, wanted his daughter to become a writer. Today she is proficient in both professions.

The talented actress, who portrays Sandy Tyler on NBC's daytime serial "Katie's Daughter" (Mondays to Fridays, 11.15 a. m.) uses her spare time to write radio scripts and magazine articles.

Joyce is an experienced traveler. She was born in Ocean City, N. J. When she was six, her family took her abroad for a two-year stay in France and Switzerland. Then the Haywards returned to America and settled down in New Mexico. Joyce made her stage debut there when she was 10.

Later she played with the Theater League in Philadelphia. At 16 she advanced to a Shakespearean Repertory Company and then to the Cleveland Playhouse. Joyce came to New York in 1939, and the following year understudied Ingrid Bergman in "Liliom." In 1942, she began her radio career, which was interrupted while she toured overseas with the USO production of "Blithe Spirit."

In addition to her other talents, Joyce sings, speaks German and French, plays the piano and is something of a dialectician. She is married, is five-feet-five inches tall, has blue eyes, blonde hair and weighs 113 pounds.



Joyce Hayward

Crime Show Fans Enjoy Molle Theatre



Geoffrey Barnes

Maine listeners who are ardent fans of high-class mystery and crime stories, can get their fill of mystery classics on "The Molle Mystery Theatre" over WSCB, WRDO and WLBZ every Friday night at ten o'clock.

Unlike many suspense programs whose scripts are air originals created by contemporary writers, NBC's "Mystery Theatre" often offers adaptations of proven favorites which have appeared in print. Selections from the classics, such as works of Poe, are often heard. At other times, the works of Dorothy Sayers or other contemporaries are aired.

Geoffrey Barnes, host, narrator and crime connoisseur, presides weekly over the dramatizations of the most celebrated of detectives, spy, crime and mystery stories of all literature. No formula is followed in these plays, whether they're adaptations or originals. And, there are no stock characters who play running roles. Each broadcast is a play complete in itself and unrelated to any other which has preceded it.

The scripts vary from week to week, covering everything from psychological suspense stories to out-and-out whodunits. The only test which all stories must pass is that they be genuine, tested spine tingers. Bernard Lenrow, who plays Geoffrey Barnes portrays the role of an erudite amateur criminologist who has made a life-long study of the criminal mind and has an immense collection of the most unusual crime fiction. Lenrow, a former college speech professor, has the impressive voice and manner that go with the characterization of Barnes.

Lenrow was born at Binghamton, N. Y., and educated at Cornell University, where he also did graduate work in speech and dramatics. He became an instructor in the university's department of public speaking and assistant director of the Cornell Dramatic Club. He later directed the Iowa State Players and taught speech at Hunter College in New York.

Lenrow's radio debut, in a commercial spot, was an instant success and he has been busy ever since as a freelance actor-narrator-announcer. He was narrator for the City of Light at the New York World's Fair and did the narration for such film documentaries as "Men Against Microbes."

Lenrow keeps busy with gardening and carpentry at his Englewood, N. J., home.

Proud Portio

LUCILLE WALL HAS BEEN
ON 7,000 BROADCASTS—
SERIAL ROLE FAVORITE



Lucille Wall

Lucille Wall, who started her acting career as a very young girl, has established a remarkable performance record in radio. She has appeared on more than 7,000 broadcasts, during which she has played a wide variety of roles on many shows.

Of all the parts she has played, Lucille considers the role of Portia Blake Manning her favorite. That characterization in NBC's daytime serial — Portia Faces Life — (WCSH, Mon. through Fri. at 5.15 p. m.) which has been broadcast more than 2,000 times since it made its debut on NBC, gives her full opportunity for dramatic expression. Lucille has played the title role of the program since it began.

Lucille is a graduate of the American Academy of Dramatic Art, New York, and made her stage debut at 17 in Manhattan. Then followed experience in stock, Broadway productions and finally radio, where she found her permanent career.

NBC Facts And Figures Of 1947

Facts and Figures Dept. — During the year 1947, the National Broadcasting Company set these marks:

NBC is the only net to which 10 per cent or more of the radio families in every county in the U. S. listen at night (from Broadcast Measurement Bureau figures). It's the top network in 70 per cent of all U. S. counties at night, 54 per cent of all counties in the daytime.

During the year, 38,416 hours of program material were originated in the combined studios of the seven NBC offices and in "outside pickups." These included: 20,877 hours of live talent; 15,270 hours, recordings; 2,214 hours of "nemo" or out-of-studio pickups.

Excluding performing talent, 2,576 persons are employed by NBC, and 30,966 persons applied for jobs during the year.

The network's Information Department handled 165,000 letters and phone calls during the year, and this figure is exclusive of mail addressed to specific programs. Only 3 per cent of the total represented criticisms.

Auditions were regularly held, and 3,074 talent prospects were interviewed by NBC during '47. Of these, 190 passed auditions acceptably; 26 were used on NBC programs and more will be called in later for specialty jobs.

Eight new affiliated stations were added to the network, bringing the total to 167.

During the year, NBC's News and Special Events Department scored 21 major exclusive news beats.

In 1947, 45,000 persons participated in the audience reaction tests of NBC programs conducted by the Schwerin Research Corp.

And, in 1947, the average number of stations used by network advertisers was 134, as compared with 127 in 1946.

Airwave Oddity

When Dr. Harry D. McNeil, Bangor's City Health Officer, made his weekly broadcast over WLBZ (Monday at 2:45 p. m.) he didn't realize that it would have far reaching effects. According to Dr. McNeil, a resident of Cape Breton Island, north-east of Nova Scotia, heard the Health Officer's commentary while at home on the island. To add to this, it was not an ideal day for radio reception, as the program was picked up during a Nova Scotian snow storm, and recently reported to Dr. McNeil by the listener.

Betty Crocker Prize Winner



JACK POT—Mrs. Constance Gleason of Ellsworth must have felt like she hit the Jack Pot recently when she won a fur coat in the Betty Crocker Contest. She's shown above being congratulated on the air by program director Irving Hunter of WLBZ.

One of the happiest of the WLBZ listeners to visit the studios recently was Mrs. Constance C. Gleason of Ellsworth who dropped in to get a certificate entitling her to a beautiful I. J. Fox fur coat.

Mrs. Gleason was one of the third prize winners in a recent nation-wide contest conducted by Betty Crocker on the General Mills Hour, broadcast over WLBZ Monday through Friday from 2:00 to 2:45. She won the prize by completing the sentence "I like Betty Crocker soups because. . . ."

In the picture above, Mrs. Gleason is accepting her prize certificate during an informal interview conducted by WLBZ program director Irving Hunter. Later, Mrs. Gleason had the pleasure of selecting any 500-dollar fur coat in the I. J. Fox Catalog.

WLBZ Pays Tribute To Esso Reporter

A special salute on the ninth anniversary of Your Esso Reporter and the beginning of the tenth year of news broadcasting in cooperation with Esso Marketers, was presented over WLBZ on January first at 1:30 p. m.

To give its listeners a comprehensive survey of 1947, the Bangor station presented "Highlights of '47," a compact and factual condensation of that year's important news stories in transcribed and "live" form.

These "top" stories of 1947 were heard in bulletin form on the Esso Reporter news broadcasts over WLBZ, presented without comment and without bias, just as they happened, as released on the wires of United Press.

Joe deSantis, a sculptor in his spare time, has joined the cast of This Is Nora Drake, NBC's morning dramatic serial. He is heard as the father of Nora Drake, head nurse in a big hospital. And, further, his emoting as a feeble old man is interesting to watch. He's a strapping six-footer with a strong face leaning to the Bogart type.

Victor Moore Joins Durante Radio Show

A change in casting and line-up for the Jimmy Durante Show was announced this month by the National Broadcasting Company.

Comedian Victor Moore has become a permanent member of the Durante cast. Arthur Treacher will remain on the show for a few more weeks.

The program—with one exception—has given up the use of guest stars. Fred Allen appeared the last of this month with Durante on the first show to originate in New York City.

The rest of the cast—songstress Peggy Lee; comic singer, Candy Candido; sportscaster, Tom Harmon; bandleader, Roy Bargy; and announcer, Howard Petrie—will continue unchanged.

Benny's Phone Fan

No one in radio has fans more loyal than NBC's Jack Benny. A recent announcement which the William Schmitt family of Woodside, N. Y., sent is a perfect example of that loyalty. The cover of the Schmitt card, looking like a birth announcement, read as follows:

"A new voice has just come into our home

Whoa! not a baby nor a saxophone
But an honest-to-goodness telephone
Your calls are most welcome, few or many

But Sundays at seven we don't answer any

For then we'll be listening to Jack Benny."

The letter was signed and the new phone number listed.

Judy Canova, officially named the National March of Dimes Girl for 1948, has busy days ahead. She is scheduled to appear on many major radio shows to make personal appeals.

Come As You Are

San Francisco's station KPO tried something new in the way of parties last month. Jack Gregson, who emcees his own KPO show each Saturday, invited his listeners to a "come as you were when invited" party. He offered prizes to listeners who came to the broadcast which followed. Those with the most unique costumes received the awards. And, according to reports, some of the get-ups were sensational.



PENSIVE—Alice Faye, in her latest photo for The Maine Broadcaster, seems in a pensive mood. Perhaps she's thinking of her husband, Phil Harris, who gives her so much trouble on their NBC Sunday program (7:30 P. M.).



(From Yale Record)

"Bill Stern Says We Should Kick"

QUARTERBACK STERN:—NBC's Bill Stern, from his broadcasting booth, sees a football game from a different angle than the man calling the signals. So maybe there's more truth than poetry in the above cartoon from the Yale Record.

TO THE MAINE BROADCASTER

I wish to renew my subscription for—

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

Page Eight **SAMPLE COPY**

THE MAINE BROADCASTER

February, 1948

OL' PROFESSOR CELEBRATES 10th YEAR ON AIR

Sedan, Laundry And \$1,000 Watch To Be 'Walking Man' Contest Prizes

The Truth or Consequences program over NBC has started a new, nationwide contest which promises to become as popular as the recent "Miss Hush" competition. It's called the "Walking Man" contest and may be heard over WCSH, WRDO and WLBZ each Saturday at 8:30 p. m.

Rules and initial prizes—a four-door Cadillac sedan, \$1,000 diamond and ruby wrist watch and home laundry consisting of washer, drier and automatic ironer—were announced on the Jan. 3 program.

Rules of the contest are: (1) Finish the sentence, "We should all support the American Heart Association because—" in 25 additional words or less. (2) Print your name and address and telephone number in the upper right hand corner of the entry paper. (3) Do not include the name of the person you believe to be the "Walking Man." (4) Mail—with contribution for the American Heart Association, if you please—to "The Walking Man," Hollywood, Cal.

Each week, beginning Jan. 17, during the broadcast of "Truth or Consequences," Ralph Edwards will telephone the writers of the three best letters of the week and ask them to name the "Walking Man." A riddle containing clues to his identity will be read during each broadcast, and his footsteps will also be heard. The man himself, however, will not speak.

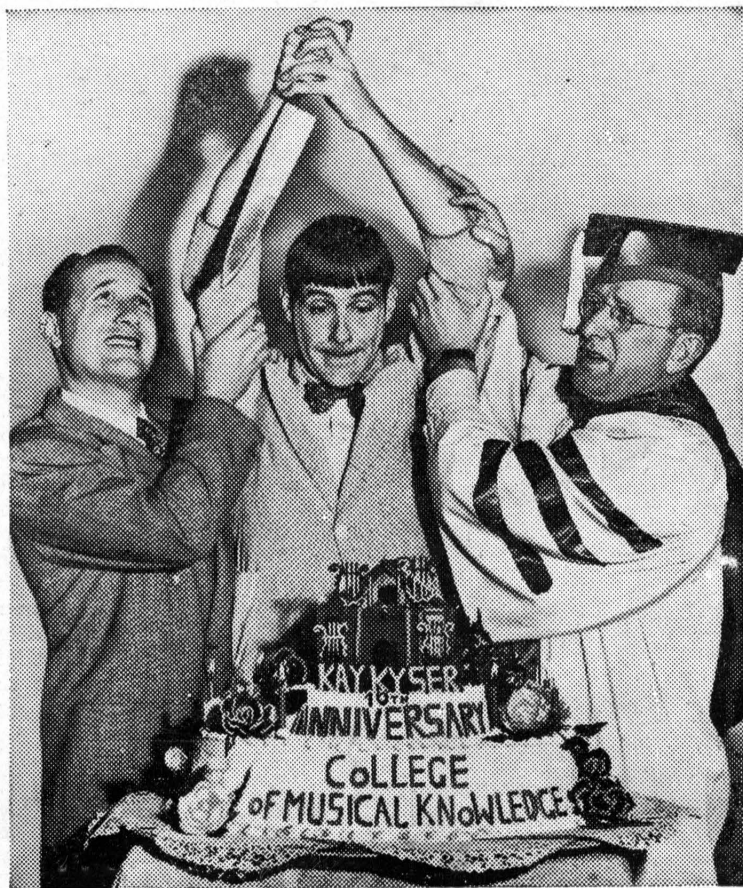
Portland Editor Speaks Over NBC

Duncan Oliphant, editor of the "Portland Press-Herald," appeared last month on NBC's annual year-end program, The Editors Speak.

Each year, NBC calls on editors of newspapers from coast to coast to express their views on prospects for the coming year.

This year, Oliphant represented the editors of New England on the broadcast, appearing with other editors including Turner Catledge of the "New York Times," James Mulroy of the "Chicago Sun," Palmer Hoyt of the "Denver Post" and Harland Palmer of the "Hollywood Citizen-News."

Oliphant's part in the program originated from the studios of WCSH, Portland.



'CUT IT OUT!' — It takes two men to restrain Ish Kabbille (center), who wants to cut the anniversary cake of Kay Kyser's College of Musical Knowledge ahead of time. Harry Babbitt, vocalist (left), and Kyser, the "Ol' Professor," are guarding the cake for the February celebration of the NBC show's 10th anniversary.

Talent Finder Is Proud Of 15 Discoveries

Kay Kyser, NBC's genial Professor of Musical Knowledge, is distinguished not only for his original melodic arrangements but also for his ability to discover top talent.

The bespectacled North Carolinian has discovered 15 "names" in the past decade. Kyser, who celebrates his tenth anniversary on the air during the week of Feb. 7, can reel off a list of names that sound like a "Who's Who" of music—and each of them has been his personal discovery.

Vocalist Ginny Simms was an early Kyser discovery, as was singing Harry Babbitt. Ginny left Kay's show to star on her own radio program, while Babbitt remained with Kyser to become a featured vocalist.

His Favorite

After Ginny came Kay's favorite discovery — gorgeous Georgia Carroll. She sang on his program until she retired to become Mrs. Kyser several years ago.

Trudy Erwin, spotlighted on Jack Paar's NBC show last summer, and Gloria Woods, vocalist who has advanced rapidly in radio, both came to the fore with the guidance of star-maker Kyser.

Shortly after he went on the air, the Old Professor noted that trumpet player Merwyn Bogue showed evidence of being a clever comedian, and so he encouraged him to change his name to Ish Kabbille. The funny man is still with the Kyser organization.

Just as Kyser did with Ish Kabbille, he discovered a new talent in movie actress Jane Russell. The sultry star sang one song for Kay at a party, and two weeks later she had been signed as featured singer with the Kyser orchestra, both on his NBC program and for his recordings.

Starting 11th Year

But 15 new "names" in 10 years are just the beginning for Kay Kyser, he claims, as he prepares to start his 11th year on the air with his College of Musical Knowledge (WCSH, WRDO and WLBZ, Saturdays at 10:00 p. m.).

Kay is always eager to try new ideas on his musical show. It was he who first originated the idea of announcing numbers by singing the song titles. It was he, too, who first introduced a vocal number with an instrumental signal. Four bars from his theme song indicated to the listener that a vocal was coming up. As always, Kyser believed in saying it with music.

Arctic Outpost Listens To WLBZ

Chief engineer John Wibby has discovered, by means of his "ham" set, that WLBZ in Bangor has an exclusive little audience in the Hudson Bay area, near Greenland. Frequent contacts with Resolution Island in the Hudson Straits and a group of four weather observers revealed that WLBZ is one of the best stations for broadcast listening in that remote area. In addition to four weathermen, the population includes seven Eskimos. Wibby has talked with them several times and has handled radio messages from them to their families in Nova Scotia.

Incidentally, WCSH in Portland has a large listening audience on Cape Cod in Massachusetts. The signal of the Portland station apparently is amplified as it travels over the Atlantic to the Cape.

Jerry Colonna Is Radio's Top-Flight Stogie



Jerry Colonna

The mad professor with the fire-siren voice, Jerry Colonna, has been a trade mark of The Bob Hope Show since it made its debut in September, 1938. The show is broadcast over WCSH, WRDO and WLBZ each Tuesday at 10:00 p. m.

The mustached, bulging-eyed gent whose comedy brings gales of laughter wherever he goes he discovered as a trombonist before he discovered that his comedy talent was his fortune.

Jerry, named Gerard by his musically-inclined Italian family, made his debut as a musician in New York. Even then his bugged eyes entertained listeners more than the music he played. Such well-known showmen as Fred Allen, Walter O'Keefe and Bing Crosby realized Colonna's talent and gave him the breaks.

Guest appearances on NBC offered Jerry his apprenticeship at the mike, and when the Bob Hope outfit took to the air, the professor was signed as glib star of the show.

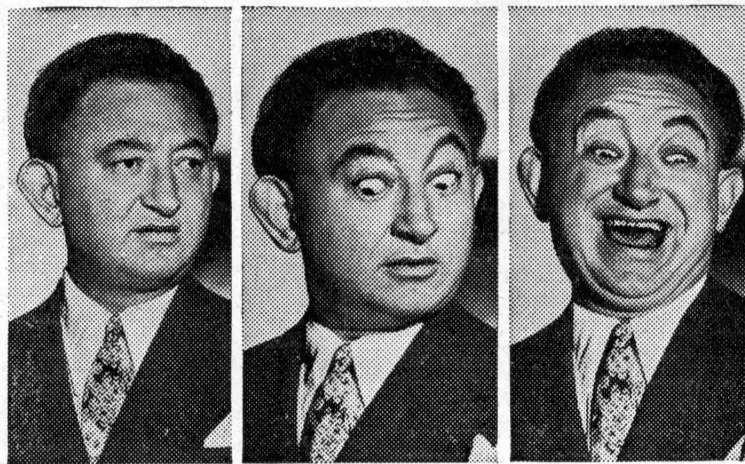
Colonna possesses a naturally excellent voice which he has developed into a burlesque grand-opera style to delight radio listeners and movie goers.

He was born in Boston, the son of a court interpreter. In his spare time, Jerry's father gave his son a sound musical training.

The origin of Colonna's famous mustache, according to its owner, was an ambition to develop a lip decor-

Reunion In Show Business

BERT GORDON'S MEETING WITH EDDIE CANTOR IS CUE FOR RETURN TO ACTING AS 'RUSSIAN'



THE BUILD-UP!—Comic Bert "Russian" Gordon of NBC's Eddie Cantor Show, still shows his vaudeville training as the photographer catches him in action. Gordon builds a characteristic joke for the radio show with as much visual expression and enthusiasm as if he were facing a live audience.

When Bert Gordon approached his old friend, Eddie Cantor, to try to sell him some advertising in a magazine, Cantor wanted to know what he was doing out of show business.

"Trying to find someone to help me get back into it," Gordon said.

Cantor took him at his word and ever since then — 1935 — Gordon has been the "Russian" of the Cantor NBC comedy program (Thursdays, 10:30 p. m.).

Gordon was born on New York's East Side, the son of a cantor. Bert sang in the synagogue choir until his voice changed. Then he turned to acting and never left it except for his brief fling at selling magazine advertising, an error on his part soon corrected by Cantor.

Gordon's first professional stage role was in a vaudeville skit, "The

ation that would out-do those popular in Boston when he was a boy. To say that Colonna fulfilled that ambition is a rash understatement—it's been his trademark for over 20 years.

Stage-Struck Kids," when he was 13. The following year Gus Edwards signed him for a touring act in a group which included Bert Wheeler, George Jessel and Walter Winchell. Gordon remained in vaudeville until 1921, when he was signed for a spot in George White's "Scandals."

He then toured Europe and America in vaudeville again. He made his radio debut with Jack Benny in 1932.

Essentially a serious man, his "Russian" routine is strictly an act and one he works hard at to make natural.

Hope Named Mayor

Comedian Bob Hope of NBC can now wield a gavel as well as a golf club. The comedian has been elected honorary mayor of Palm Springs, Calif., where he has owned a desert home for two years. The town says the honor was conferred on Hope for his work entertaining convalescent soldiers in Palm Springs during the war.

Announcer Grauer Is Magazine Subject

In an article entitled "Radio's Handiest Man," in the January issue of "American Magazine," author Clarence Woodbury says of his subject, Ben Grauer, "If you have never heard his voice, you may consider yourself a museum piece, because nearly everybody else has."

Grauer, an ace announcer of the National Broadcasting Company staff, is heard on the NBC Symphony program, the Chesterfield Supper Club from New York and Home Is What You Make It, to mention only a few.

At a rehearsal of Toscanini's production of "Otello," the maestro pulled out a copy of "Hamlet" and read to the cast Hamlet's famous "advice to the players" as an example in Shakespeare's own words of how to act the "Otello" parts.



APPROPRIATE! — Pert Kelton, whose appropriate first name was taken from a character in a play in which her aunt appeared when Pert was born, plays gravel-voiced Tallulah Feeney on NBC's "Milton Berle Show."