



Affiliate

# THE MAINE BROADCASTER

PUBLISHED AS AN AID TO BETTER RADIO LISTENING



BROADCASTING SYSTEM

Vol. IV, No. 3,

Portland, Maine, March, 1948

Price, Five Cents

## MeBS BLUEPRINTS COVERAGE OF JUNE PRIMARIES

### Musical Clock Program Started On Bangor Station

Musical echoes of the past are paraded over WLBZ, Monday through Friday at 7:45 a. m., in a sprightly program of old-time hits. Sponsored by the Darling Motor Company, the Musical Clock brightens the breakfast table with gay tunes of yesterday, and frequent time-checks help speed the family breadwinner and school children on their way to work or school.

Authentic musical arrangements in the old vaudeville and music hall style are featured in the transcribed and recorded selections; the artists include veteran performers such as Aileen Stanley, Irving Kaufman and saxophonist Al Gallodoro.

Occasionally artists such as Al Jolson and Eddie Cantor appear on the bill, singing the songs that made them stars years ago.

In addition to this musical entertainment, the Darling Motor Company has initiated a weekly "old record" contest, inviting listeners to dust-off old records they have around the house and send them to the Musical Clock program to compete for a weekly prize. Entries have been received from such communities around the state as Howland, Blue Hill, Macwahoc and other towns.

The first winner was Mr. Roger Nicholson of Howland.

### Tony And Juanita Heard At New Time

Tony and Juanita, popular radio singers, have started a new program series on the Maine Broadcasting System. They are heard now at 1:45 p. m. (Monday through Friday) over WCSH, WRDO and WLBZ.

Sponsored by the Burnham and Morrill Co., the new show is making a special offer to listeners. For the label of a can of B and M beef stew, Tony and Juanita fans can receive, as a gift, a picture of the two popular radio entertainers.

Tony and Juanita have been welcomed by Maine listeners for the past several years. They broadcast from studios in Portland each day, and appear throughout the state with their stage show nearly every evening of the week.



**TITLED**—Gale Page stars in NBC's The Story of Holly Sloan, in the title role of small-town girl who seeks a radio career. In private life, Gale is a countess, wife of Count Aldo Solito de Solis, concert pianist. She may be heard Monday through Friday at 2:28 p. m. over WCSH, WRDO and WLBZ.

### Next Month!

The April issue of The Maine Broadcaster will present the first in a series of new feature articles called "Broadcasting In Foreign Lands." These articles will reveal the kind of programs that listeners in other countries enjoy. They will be accompanied by pictures of foreign radio stars—entertainers who are seldom, if ever, heard in America.

Don't miss this and other new features. Check your subscription date now. Be sure to read the new and greater Maine Broadcaster.

### Quoddy, Quoddy, Who's Got Quoddy?

This month, the Maine Network News Service scored an outstanding scoop with the first wire-recorded interview with Samuel A. Greco—the man who claims the Government sold him Quoddy Village at Eastport.

Greco "took over" Quoddy and refused to believe that the War Assets Administration had turned down his bid for the tide-harnessing property.

He told his side of the story in a wire-recorded interview with John Hogan, director of the Maine Network News Service, at his hotel room in Augusta. His recorded statements were aired over WLBZ, WRDO and WCSH during the six p. m. newscast of Feb. 17. Other parts of the interview were presented on the program, "As Maine Goes," over WCSH. This broadcast is heard each Saturday at 7:30 p. m.

### "Blackie" Program Now Broadcast On NERN

Alton Hall Blackington, popularly known as "Blackie", now presents his program, Yankee Yarns, over every NBC station in New England. A contract was signed last month by his sponsor, the First National Stores, placing the program on the six stations of the New England Regional Network.

"Blackie" is now heard at 7:30 p. m. each Friday over WCSH, Portland; WRDO, Augusta; WLBZ, Bangor; WBZ, Boston; WTIC, Hartford, and WJAR, Providence.

His unique ability to tell stories and legends of New England people has won thousands of additional listeners during the past year.

### Program Directors Attend Conference

Three program directors of the Maine Broadcasting System attended an NBC conference on programs in New York last month. Arthur Owens of WCSH, Don Powers of WRDO and Irving Hunter of WLBZ participated in discussions on radio and television programs. Fred Crandon, chief engineer of MeBS, and Rudy Marcoux, national sales representative, also attended technical and sales discussions at NBC's radio city.



**ON-THE-SPOT BROADCASTING** — In the top photo, director John Hogan of the Maine Network News Service talks with Roy Kelley, publisher of the Boothbay Register (left), and Ralph Delano, the paper's editor (right). Interview took place in the paper's press-room at Boothbay Harbor. In the lower photo, special events reporter Phil Johnson interviews State Fish Hatchery Chief Gerry Wade in the natural history museum at the State House. Wade predicted good fishing in Maine this spring. Both interviews were aired on "As Maine Goes," weekly presentation of tape-recordings over WCSH, Saturdays at 7:30 p. m.

### Big Name Stars Will Sub For Waring During March

Top figures of the entertainment world guest-star on The Fred Waring Show Monday at 10:30 p. m. over MeBS during the month of March, while Fred is enjoying his first extended vacation in years.

Leading off on the March 1 program is Paul Whiteman. Like Fred Waring, he goes back to radio's crystal set days. The two have probably wielded the greatest influence in radio music, Whiteman specializing in orchestral effects and Waring developing air lanes singing to a new high.

Other top-ranking stars will be

featured on the remaining March programs, during Fred Waring's first prolonged absence from his Pennsylvanians in more than ten years.

In addition to singing as featured tenor soloist on the show, Stuart Churchill can and does fill in on bassoon, saxophone and drums. This gives "Stu" the versatility title in even as highly talented a group as the Pennsylvanians.

During the war, Churchill added another instrument to his repertoire. While an Army tent-mate of folksinger Burl Ives, "Stu" learned to play the guitar.

### Taft To Speak

Among the personalities who will speak before WLBZ microphones in the months ahead are Senator Robert Taft of Ohio, presidential aspirant, and Governor Horace A. Hildreth of Maine. Taft will address, according to present plans, a joint meeting of Bangor service clubs and Governor Hildreth will broadcast over WLBZ at 1:30 p. m. on March 24 before a gathering of service clubs. The Taft speech is tentatively scheduled for March 15th.

### State-Wide News Reporting System To Go Into Action

Although the June primaries in Maine are nearly three months away, the Maine Network News Service is making detailed preparations to cover the voting results swiftly and accurately.

News bureaus in Portland, Augusta and Bangor are lining-up correspondents in communities throughout the state who will report by telephone the official ballot count as soon as it is tabulated by the various town clerks.

The three bureaus — located at WCSH, WRDO and WLBZ — will exchange returns throughout election night and keep listeners in their respective areas informed on the voting trends. In past elections, the Maine Network News Service has used this system to report election results ahead of all other news-gathering organizations in the state.

#### Enlarged Staff

During the night of the June primary voting, the news staffs of the three MeBS stations will be enlarged in order to handle and tabulate returns. Five phone lines—each manned by a special operator—will receive calls from out-of-town correspondents. Another staff of comparable size will enter and sum-up the vote-count on huge forms, specially printed for that purpose. Then the regular Maine Network News Service writers will translate the figures into news bulletins for presentation on the air. All three stations will remain on the air until it is apparent that the winning candidates have been chosen.

#### Wide Field

This year's June primaries will pose a greater problem than in the past. Due to the large number of candidates already in the field (with more likely to enter) extra care will be taken to assure an accurate report. Five candidates for governor—in the Republican Party alone—are now in the race, and at least two more are thinking of entering the free-for-all. This number of contestants will delay the announcement of a winner—unless one candidate gets out in front early in the balloting and stays there.

At this point, it's out of the question to pick a favorite—either in the race for Governor or Senator. All candidates are putting on good campaigns; none is likely to drop out. But whoever wins, the Maine Network News Service will be out in front with the news.

### Farmers' Almanac Free With Two Year Subscription

For a limited time only, a copy of the Maine Farmers' Almanac will be given away free with every two year subscription to The Maine Broadcaster. This special offer is good only as long as the present supply of almanacs lasts.

A two year subscription is priced at \$1.00, which represents a saving of 20 cents under the regular newsstand price of the publication.

A two year subscription will start The Broadcaster coming into your home each month. A copy of the Maine Farmers' Almanac will be mailed with the first issue you receive. There are only about 1,000 almanacs remaining in the present stock. Subscribe to The Broadcaster now for two years and get one free.

### 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 3/48, which stands for March 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.

Publication and editorial offices are at WCSH, Portland

Entered as second-class matter April 12, 1946, at the Post Office at Portland, Maine, under the Act of March 8, 1879.

The subscription price is fifty cents a year, payable in advance  
LINWOOD T. PITMAN, *Editor on Leave of Absence*  
JOHN F. HOGAN, *Acting Editor*

## MAINE FARM TOPICS

BY "JAKE" BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM



Once again chicks are with us, and one wonders if the 1948 edition will be showing the "new look"! Certainly a "longish" and fast - appearing wing and tail feathers are good signs, because they usually denote quick feathering and early maturity.

There is considerable evidence that there is going to be a swing this year to pullet chicks, in an effort to save feed. One hatchery operator told me that he expected to have 500,000 surplus cockerel chicks. The killing of cockerel chicks doesn't seem right at a time when there is such a demand for food. However, \$6.00 feed will result in a lot of chick buyers limiting their orders to pullet chicks. In some ways cockerel chicks should pay out in 1948, particularly where one has the equipment and feed available.

The question you must answer will be — do I want the cockerel chicks which I have paid for? Remember the price paid for pullet chicks include the cockerels whether you take them or not.

1948 will see a lot more "hybrid" chicks being started looks like they are making interesting records in egg productions, quick maturity, and livability. Some of the "hybrids" being offered look promising.

## Care and management of 1948 Chicks

There is little reason for making any radical changes from previous years if the results have been satisfactory. Experience should dictate the detail to be followed in brooding. Chicks are like babies. There is a lot of free advice on how many they should be raised. No one has a monopoly on just how it should be done.

The following is a review of some more or less standard recommendations:

## Care And Feeding Of Chicks

The best start is to buy good chicks. They may cost more, but good chicks should mean faster growth and feathering, higher livability, and higher egg productions. No one can afford to waste his time, money, and feed on poor stock.

How can you be sure of getting good chicks? First and most important is, how do you rate the seller? If he doesn't rate, neither will his chicks. Second, U. S. Approved hatcheries provide a certain degree of measurement of quality in chicks. In any event, don't shop for bargains and don't be fooled by extravagant statements.

## Preparation For Chicks

Scrub, scrape, and scald is a good slogan to keep in mind in getting ready for chicks. This type of cleaning should be given not only to the brooder room, but also to all equipment.

A good cleaning solution can be made by using a mixture of 20 gallons of hot water and 1 pound of household lye. After cleaning, cover the floor with two or three inches of clean, dustless litter. For the first two days the litter is frequently kept covered with paper or clean feed sacks.

The brooder stove should be carefully checked, especially thermostat controls. Following a complete overhauling, the stove should be operated for at least two days prior to the arrival of the chicks.

## Temperature

Maintaining the proper temperature in the brooder house or room is

essential for normal feed consumption for good growth, rapid feathering, prevention of early mortality, and control of cannibalism. Exactly what the temperature should be is not so important so long as extremes are avoided. There are altogether too many brooder rooms with temperatures exceeding 70° F. High temperatures are dangerous. Don't confuse the temperature of the brooder room with that of the brooder stove which, as a rule, will run 20 degrees higher or more.

## Feed For Baby Chicks

Fortunately for the flock owner, in normal times there is no problem in finding a good feed. There are many satisfactory commercial feeds on the market and good mixtures can be made up from ingredients available in the area.

Items Of Equipment  
For Brooding and Rearing  
(300 Chicks):

1. Brooder space—an area 10x12 feet, or 120 square feet.
2. Brooder stove—a 56-inch hover for electric brooding, 10 square inches of floor space under the brooder per chick).
3. Indoor chick feeders—3 or 4 four-foot feeders.
4. Water fountains—4 or 5 one gallon containers.
5. Chick roosts—a strip of picket fence.
6. Range shelter—one about 10x12 feet in size, provided the cockerels have been sold.
7. Range feeders—two for 200 pullets.
8. Range water equipment—one 40-gallon container for two days' supply.

## Brooder Stove

There are many good makes of brooder stoves on the market, including coal, oil, and electric. Most manufacturers of poultry equipment are making good stoves as well as other items of poultry equipment.

What to look for in a brooder stove:

1. Size—Be shy of the small stove unless you have a small brooder room and intend to brood only a few chicks. The 56-inch is a good standard size. For electric brooders allow 10 square inches of floor space per chick under the brooder. Violate this rule and you are headed for trouble with dampness.
2. Insulation—In electric brooders, insulation is an important factor in the economy of operation.
3. Feeders—Buy or make sufficient feeders to provide one four-foot feeder for each 100 chicks, at which they can eat from either side. Use the open-type feeder—the simpler the better.
4. Water Fountains—For 100 chicks provide two one-gallon containers; for 200 chicks, three or four one-gallon containers; and for 300 chicks, four or five one-gallon containers. A chick requires about two pounds of water for every pound of feed consumed.
5. Chick Roosts—Teach chicks to roost when young. Failure to do this will result in trouble later. The advantages of early roosting are:
  - a. There will be no floor piling or bunching, which causes sweating and chilling.
  - b. A saving on fuel will be possible; brooder stoves will not be needed for as long a period as for chicks not roosting.
  - c. Weather changes will not affect roosting chicks as much as "floor" chicks.

A small piece of picket fence, like the snow fence used along highways, make a satisfactory early roost for young chicks.

## Brofee Broadcasts From Boston



BOSTON POULTRY SHOW—"Jake" Brofee, agricultural director of the Maine Broadcasting System (left), interviews Frank Reed of Orono, poultry specialist of the Maine Extension Service, at the Boston Poultry Show. Brofee covered this event last month for Maine farmers. He broadcast over Maine's three NBC stations through the facilities of WBZ, Boston.

## AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

So much has happened! My trip to New York, Philadelphia and Washington was grand, and I wish I could have taken each one of you in my pocket! The White House Tea with the President and Mrs. Truman, and Margaret was probably the highlight of the trip.



in their respective fields discuss these problems.

While I was in New York I went to the "Mecca," a Syrian restaurant. I'm extremely fond of Syrian food myself and am sure many of you would be too, if given the opportunity. The manager, Mr. Saber Kohauri, gave me some recipes while I was there and I'm going to give you the one for cooking rice. We Americans just don't seem to have the knack of turning out the delicious rice cooked by people of the near and far East. This recipe may help you and me do a better job. This is just the way Mr. Kohauri gave it to me.

## RICE

Wash cup of rice well with hot water. Soak in hot water 20 minutes, wash and drain.

To the 1C. rice add:  
2 C. hot water  
1½ C. hot water  
2 tablespoons butter (or other fat)

Boil fast until nearly dry, allow to simmer 10 to 15 minutes until most of moisture is gone. Mix well, cover and let stand 10 minutes. Serve. This makes four 1/2 C. servings.

There was one meal I had in Washington that gave me so many Lenten ideas. There was crabmeat creole, curried shrimp, fried oysters, fried shrimp, oysters Rockefeller, jellied fish salad and so many others. It made me think that maybe we should put a bit more imagination into our fish dishes. Serve creamed fish of any kind in individual scallop shells; lightly sprinkle the top with sharp cheese; dust with paprika, and pop them into the oven to brown.

The speakers at the many meetings were excellent and gave us many things to think about and discuss when we got home. Today many problems face us as citizens, and it was helpful to me to hear top men and women

## EPICUREAN FINNAN HADDIE

Soak:  
2 lbs. finnan haddie in water for one hour. Boil or bake in a moderate oven 30 minutes. Separate in flakes. Cook together.  
1 tbsp. finely chopped onion  
2 tbsp. finely chopped green pepper.  
2 tbsp. finely chopped red pepper on pimento in  
2 tbsp. butter for 5 minutes.  
Add  
1 tsp. salt  
½ tsp. paprika  
f.g. cayenne  
4 tbsp. flour and stir until well blended. Add  
2 cups rich milk, gradually

When thickened add finnan haddie, serve with toast or in potato nests. Serves six.

Fish and cheese dishes call for crisp and flavorful salads and this one from "Cooking To Beat The Band" (Deering Band Mother's Cook book) is a variation of our old favorite tomato aspic:

## JELLIED TOMATO SALAD

1 pkg. Strawberry Gelatin  
2 cups hot tomato juice  
¾ tsp. horse radish  
½ tsp. salt

Strain and mold. Serve on lettuce with mayonnaise. (Excellent with ham or hot cheese dishes)

—Evelyn Perkins

Have you ever wished for an easy way to soften grease that has caked in the oven? Next time you face the problem try putting a shallow bowl of household ammonia in the oven of the range. Then wipe off the softened grease with a damp cloth. A badly soiled oven, however, may need this treatment for several successive nights.

Let me know if I can be of help to you at anytime and let's all hope for milder weather, rain for those dry wells and a lovely early spring.

Good Bye—Agnes Gibbs

Page From The  
Editor's Note Book

The use of a wire or tape recorder to cover on-the-spot news events is coming into its own on the Maine Network News Service. Scarcely a day goes by without some recorded statement or colorful description being used on a news broadcast.

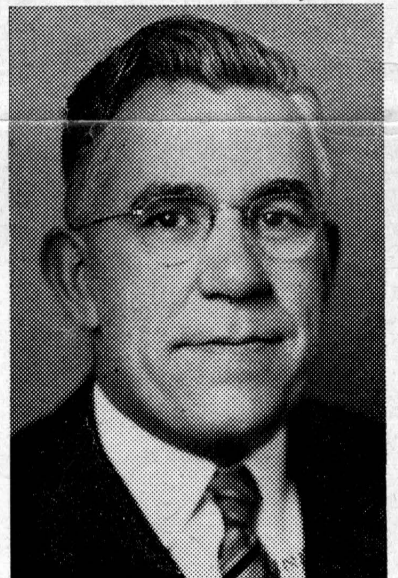
Recently, former Governor Harold Stassen of Minnesota made his own quote on several Maine Network News Service broadcasts by means of a tape recorder. Senator Owen Brewster, U. S. Rep. Margaret Chase Smith, Gov. Horace A. Hildreth and others have afforded excellent wire or tape coverage. This method of splicing-in quote from important figures (in their own voices) serves to bring the news to the listener more graphically. It also helps make the voter better acquainted with his elected officials—a democratic step in the right direction.

If you're curious about the home life of "Mr. District Attorney" just pick up the March issue of Radio Mirror magazine. There's an article and lots of pictures about Jay Jostyn who plays the role, and his family. The Jostyns live in a big fieldstone house set in four acres of Long Island countryside and there Jostyn sheds his dignified D. A. role to share in the interests and hobbies of his pretty blonde wife and two husky teen-age sons. The same issue of "Radio Mirror" also has a piece about Vicki Vola who plays Miss Miller in Mr. District Attorney.

## Message Of Easter

THE REV. HOWARD O. HOUGH

pastor of the  
First Radio Parish Church  
of America



Rev. Howard O. Hough

What a Winter this has been! The cold period has lasted so long, and apparently there is no life anywhere — dead trees — waste fields — wherever one looks. Such a picture makes one wonder: "Can there be any life left?"

One day last month I saw an auto truck carrying a small lawn roller, proceeding away from the city toward the place where it was expected to be used. One would say, "What has this to do with any message of Easter?" Simply this: "If Winter comes, can Spring be far behind?"

The fact of nature's reawakening the now dormant life is more than a reawakening; it indeed is a miracle of resurrection. So the Easter of the Church is more than the event about the Jesus of yesterday; it becomes the Resurrected Christ of today. The Resurrection conforms to all that is best in life. It gives eternal hope to man in his struggle toward God, and without it, in the language of the Apostle Paul, "we are of all men most miserable."

The Easter Message of the Resurrection is the answer to the world of fear. It is the assuring fact of our ultimate release from the dreaded destruction that broods upon man. We can rejoice that the love of God, through Jesus Christ, is even more certain than the fact of nature's revival in Spring.

"Why seek ye Jesus among the dead? He is not dead—He is living."



## Drama Of Small-Town Backstage Wife And Stage Idol To Start 14th Year

NBC's second oldest daytime serial, *Backstage Wife*, celebrated the start of its 14th year on the air with its 3,355th broadcast on Feb. 25.

The drama, which started on the air Feb. 25, 1935, is heard Mondays through Fridays at 4:00 p. m. over WCSH, WRDO and WLBZ. It is the story of Mary Noble, unsophisticated, small-town girl, and her problems as the wife of Larry Noble, handsome stage star and idol of a million other women.

In the current sequence, the Nobles' marital happiness is being menaced by the wealthy and unscrupulous Regina Rawlings. She is the backer of the play in which Larry stars, and is determined to take Mary's place in his life.

Claire Niesen, native of Phoenix, Ariz., plays the title role. She was trained as a dancer and made her first professional appearance in New York. Later Claire turned to acting, and soon had roles on Broadway in such productions as "Cue for Passion" and "The Talley Method."

James Meighan, who portrays Larry Noble, has been acting since he was eight years old and had a part in a school play. His first professional role was with a stock company as Billy Wiggs in "Mrs. Wiggs of the Cabbage Patch." He has appeared on Broadway in plays with such stars as Helen Hayes, Ethel Barrymore and Jane Cowl. Meighan has played almost every type of role during his 17 years in radio.

Other members of the *Backstage Wife* cast include Ethel Wilson as Maud Marlowe, Charles S. Webster as producer Tom Bryson and Anne Burr as the scheming Regina Rawlings. *Backstage Wife* was originated and is produced by Frank and Anne Hummert.

Judy Canova received an offer from the manager of London's Palladium Music Hall to appear there next summer. Although the salary is "breath-taking" to Judy, she has turned it down to take her young daughter, Tweeny, on vacation.



Claire Niesen

## Lambert Presents Organ Tones

On Tuesday and Thursday evenings at 6:30, WLBZ listeners are treated to a program of familiar melodies in new arrangements arranged by console artist, Norman Lambert.

The Maine Heating and Plumbing Company of Bangor presents this new series of Hammond organ programs, and each quarter-hour affords a restful interlude of well-remembered songs and the more melodic newcomers.

Known as Organ Tones, this new program has already been accorded a warm welcome by listeners to the Bangor station.

Australian-born Ara Gerald who plays Josephine Brandon on NBC's "Katie's Daughter" program, studied voice and sang operatic roles in Italy before making her Broadway dramatic debut in 1924. Since then she has played in more than 20 stage productions and has had many radio roles.

## Faye-Harris Combo Rates High With Maine Listeners

Alice Faye of the films and Phil Harris, Jack Benny's fast-talking, Dixie-loving bandleader, are stars of NBC's *Fitch Bandwagon* for the second successive season. Alice and Phil are one of radio's newest and most popular husband and wife combinations.

The Phil Harris of the show says his pretty blonde wife's salary is his only means of support. But that, like the rest of Phil's gags, is only a radio quip. Actually he's a perfect husband, kind to his children, the ideal sweet but not-too-clever man that a girl like Alice likes to have around the house. But, on the air he likes to portray himself as a gambling, liquor-loving loafer who always has an eye out for "dames" as he calls them.

Phil, who has been adopted by Southerners as their own because of his pleasant drawl and "that's what I like about the South" sentiments, was actually born in Indiana. The co-star of the "Bandwagon" began his career as a drummer, then switched to singing because he said it required less effort. He formed his own orchestra, became the rage of the college set probably because he could croon romantic love songs in one breath. Harris was signed by Jack Benny in 1936.

Alice, for her part, has a career in show business like a Cinderella story come true. The baby-faced New Yorker who attempts to keep her wild-and-wooly husband in hand on the "Fitch Bandwagon," graduated to film stardom in amazingly quick time. She began her career as a dancer in George White's "Scandals." She met Rudy Vallee, the crooning bandleader, who liked the way the youngster looked and sang and signed her as band vocalist.

When the Vallee outfit went to Hollywood to film "Scandals," Alice was given a featured role. And then—click! She remained in Hollywood and became one of the film capital's leading musical comedy stars.

The Harrises have been married six years. They're one of Encino's happiest couples with their two children, tow-headed Phyllis, 5, and Alice, Jr., age 3.

## Charlie's First Plane Ride



UNHAPPY AVIATORS—Edgar Bergen seems very concerned about Charlie McCarthy's uncomfortable condition that resulted from Charlie's first airplane ride. However both recovered in time for their Sunday program, heard at 8:00 p. m. every week over WCSH, WRDO and WLBZ.

## Bob Trout Joins NBC News Rooms Reporting Staff

Bob Trout, veteran radio reporter, has joined the NBC news staff. Trout will be given special assignments, reporting for both radio and television. He will be assigned also to spot coverage of the Democratic Republican national conventions at Philadelphia this summer.



A radio reporter since 1931 Trout has covered major new events on both sides of the Atlantic. He began his career as a news writer for CBS in Washington in 1931, and for the next four years, in addition to serving as Presidential announcer for the network, conducting a "man-on-the street interviews program and received general reporting assignments.

Transferred to New York in 1935, he continued his network political reporting and covered the national nominating conventions of 1936, 1940 and 1944. In 1937 he went to England for the coronation of King George VI, and in the same year he reported on the wedding of the Duke of Windsor and Wallis Simpson in France. Two years later, he traveled with the King and Queen of England on their tour of the U. S. and Canada.

During the war, he spent two years as a foreign correspondent in London, returning to the U. S. in 1943. In 1945, he went on a three-week round-the-world flight to gather facts on the Air Transport Command's Globemaster Route.

In all, Trout's radio reporting has taken him over 250,000 miles, through the 48 states and 20 foreign countries. One of radio's most fluent ad-libbers, he once extemporized for 58 minutes while waiting to describe President Roosevelt's return from a cruise. On D-Day he was on the air 35 times in 48 hours, for a total of two hours and 58 minutes.

Trout was born in Washington, D. C., on Oct. 15, 1908.

Gene Buck, the former bandleader who grew up to head ASCAP, has written a letter to NBC's young soprano, Elaine Malbin, that her (non-broadcast) appearance in Washington last week was "a magnificent performance by a lovely artist, blessed with a sweet personality and a wonderful future." Gene was emcee for her show there.

Fred Waring not only played host in Radio City to youngsters from the Carolina 4-H Clubs, but gave the boys a lesson on the ocarina after his NBC broadcast. The boys were the seven champion sweet-potato growers of Summit County, S. C., and presented Waring with a crate of sweet potatoes. He, in turn, presented them with the musical "sweet-potatoes".

## WLBZ Originates New Method Of Sports Broadcasting

The Sports department of Station WLBZ has initiated a new version of sports broadcasting during the basketball season of 1948. This streamlined presentation employs a wire recorder manipulated by Chief Engineer John Wibby and announcer Eddie Owen. To speed up play, as the listener hears it, the recorder is stopped or started when the ball is in or out of play.

To further condense the broadcast, time outs and intermissions are eliminated in the same manner. Several local high school games have been handled in this manner and the wire recording of the last half of these contests has been played back later in the evening over WLBZ. This enables the WLBZ audience to hear their favorite programs while the game is in progress and then hear a summary of the first half of the game and the play-by-play on a delayed basis.

This process is also designed for the benefit of out-of-town fans who are unable to hear games broadcast from Bangor by any other means, as the limited coverage of other local stations does not extend far enough for them to enjoy descriptions of the court clashes. The Stearns-Bangor game was sponsored by O. S. Gonya of Millinocket and reports from the Magic City indicate that the broadcast was very favorably received.

## Smooth Sailing

Amos 'n' Andy currently are celebrating their 23rd year together on the air. Freeman Gosden and Charles Correll, the men behind the black-face makeup, have actually worked together for 28 years and without having a serious argument. The reason is the simplest one possible—they are both exceptionally polite people.

Arturo Toscanini refused a box at Carnegie Hall which was offered to him for his family so that they could attend the benefit the maestro and the NBC Symphony Orchestra are giving for the New York Infirmary for Women and Children. Instead of accepting it as a gift, he bought it for \$250, making an additional contribution to the good cause. The non-broadcast program on Apr. 26 will feature Verdi's "Requiem."

Sometimes Lloyd Shaffer, conductor of the NBC "Supper Club," thinks he should have changed his last name to something simple like "Jones." Reasons: In addition to the fact that few people are able to master its unusual spelling, Lloyd ruefully recalls the time he was turned down for a job as conductor of a radio show for a beer company because his name sounded exactly like that of a competitor.

Secretary-receptionist Agnes Day of WRDO recently enjoyed a pleasure trip to Boston where she attended the 1948 Ice Follies.

## Going Places With Jean Murray Is New Feature Over WRDO



NEW PROGRAM PERSONALITY—Miss Jean Murray of Augusta poses in WRDO studio for The Maine Broadcaster cameraman during one of her daily programs, *Going Places with Jean Murray*. The attractive blonde made her debut this past month on the Augusta station.

Going places with Jean Murray..... that's the latest radio feature added to the WRDO schedule. Particularly slanted to the wants and needs of the ladies, *Going Places with Jean Murray*, heard at 2:45 p. m., Monday through Friday, brings to Central Maine an outstanding quarter-hour of women's club news, notes on the fashion parade, household hints, valuable shopping information and many human-interest stories of women, highlighted in the day's news.

One of the most interesting portions of the program is that during which Miss Murray keeps listeners posted on current activities, sponsored by the

numerous ladies' clubs in the area. Many times members of these organizations appear on the program in person to explain the club's effort in a certain project.

High listener appeal, however, is only one of the virtues of Jean's afternoon "talk it over" session. In addition, it provides vital publicity for social, charitable and welfare organizations.

Featured personality, of course, is Miss Jean Murray who arranges and presents each broadcast in an easy, friendly style. Vital information on Jean includes graduation from Cony High School in Augusta, one year's

attendance at Colby College, Waterville, graduation from the Massachusetts General Hospital School of Nursing and a recent position as an assistant instructor in Science at the Massachusetts Hospital.

Her radio training began in high school as a very active member of the Cony Radio Council and was followed by an extension course in microphone technique at Boston.

Jean is a member of the Capitol City theater group, "The Augusta Players", the American Legion Auxiliary and when time allows, is busily utilizing her hospital training as a nurse.



# COMPLETE MARCH 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 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 ALL—Bob Trout
- 4.35 ALL—Living, 1948
- 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—Agnes Gibbs' Date Book
- 1.30 WRDO—Robert McCormick  
WLBZ—Robert McCormick
- 1.45 ALL—Tony and Juanita
- 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—Going Places with Jean  
Murray
- 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—Agnes Gibbs' Date Book
- 1.30 WRDO—Robert McCormick  
WLBZ—Robert McCormick
- 1.45 ALL—Tony and Juanita
- 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—Going Places with Jean  
Murray  
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—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—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—Agnes Gibbs' Date Book
- 1.30 WRDO—Robert McCormick  
WLBZ—Robert McCormick
- 1.45 ALL—Tony and Juanita
- 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—Going Places with Jean  
Murray  
WLBZ—Wanda U. Murray
- 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
- 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—Musical  
WLBZ—Univ. of
- 7.45 WCSH—To You  
WLBZ—H. V. K.  
WRDO—H. V. K.
- 8.00 ALL—Day in Life
- 8.30 ALL—Great Gilday
- 9.00 ALL—Duffy's Ten
- 9.30 ALL—Mr. Dist
- 10.00 ALL—The Big S
- 10.30 ALL—Jimmy Du
- 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—Your Ur
- 12.00 ALL—News



SDAY

NG

1

rm Topics

News

Heart Program

Reveille

y of the Spirit

an Salute

d Tapestry

News

Reporter

Reveille

Highlights

But the Truth

. Barnard

g Roundup

ne Mountaineer

work News

dition

u Remember

Kitchen

Agnes Gibbs

ts for the Day

etwork News

Post

noon in New York

fe Saver

Test

on Hill

Theater

ing

Life

dan

Nora Drake

ughter

ch Show

awton

Story

of Manhattan

TOON

ne News

News

obblers

Radio News

ay Revue

on Club

Reporter

a Radio News

ie Mills

ie Mills

Shop

etwork News

News

Harris Show

e Revue

Gibbs' Date Book

McCormick

McCormick

d Juanita

Children

r. White

Holly Sloane

cker

of the World

Upton Sings

Places with Jean

y

Be Beautiful

as

oung's Family

Happiness

Wife

llas

Jones

idder Brown

A Girl Marries

News

rs' Variety Revue

lub

Faces Life

rs Variety Revue

ain Bill

t with Hezzie

'ith Hezzie

Page Farrell

ING

etwork News

rnal

State News

n Prevues

Interlude

Juanita

High Revue

Lambert

Extra

News

Reporter

Radio News

Radio News

lub

he World

Lavin Sings

l Portraits

f Maine Hour

in America

altenborn

Kaltenborn

ife of Dennis Day

dersleeve

avern

ict Attorney

tory

urante Show

etwork News

News

Reporter

World

Circle

ed for Dancing

nited 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 Tapestry
- 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 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 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—Agnes Gibbs' Date Book
- 1.30 WRDO—Robert McCormick
- WLBZ—Robert McCormick
- 1.45 ALL—Tony and Juanita
- 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—Going Places with Jean Murray
- 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
- 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—Rev. Howard O. Hough
- WLBZ—Skowhegan Salute
- 7.30 WCSH—Keyboard Tanestries
- 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—Agnes Gibbs' Date Book
- 1.30 WRDO—Robert McCormick
- WLBZ—Robert McCormick
- 1.45 ALL—Tony and Juanita
- 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—Going Places with Jean Murray
- 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—Adventures in Research
- 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

## 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—Rev. Howard O. Hough
- WLBZ—Lincoln Salute
- 7.30 WCSH—Keyboard Tapestry
- 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—Decision Now
- 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—Don Rix
- 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 ALL—Veteran's Journal
- 3.00 ALL—Orchestras of the Nation
- 4.00 ALL—Doctors Today
- 4.30 ALL—1st Piano Quartet
- 5.00 WCSH—Dr. I. Q. Jr.
- WRDO—U. P. News
- WLBZ—Edward Tomlinson
- 5.05 WRDO—1400 Club
- 5.15 WLBZ—Whitey Berquist Orch.
- 5.30 ALL—The Constant Invader
- 5.45 ALL—Kind 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 WCSH—Life of Riley
- WLBZ—Life of Riley
- WRDO—Guest Star
- 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



## Identity, Please?



**WHO IS HE?** — This serious lad, shown at the age of eight, grew up to become a member of one of the best-known, long-run comedy teams in the history of radio. Look elsewhere on this page for his identity.

## WLBZ Presents New Musical Gem Feature

The show tunes that never grow old are featured on Musical Comedy Gems over WLBZ. This new series of Friday night programs recalls, by means of recordings, musical comedy favorites that have delighted thousands through the years. Highlights of "The Merry Widow" and "The Red Mill" have been presented on this 9:30 to 10 o'clock program.

In conjunction with each Friday evening's presentation, a letter writing contest enables listeners to vie for an album containing selections from whatever show they choose to write about, as it appears on Musical Comedy Gems. All they have to do is write "I like the music of the Musical because . . . ." in 50 words or less. All entries become the property of WLBZ and the decision of the judges is final. Each Friday night at 9:30 the curtain rises on Musical Comedy Gems over WLBZ.

## Como, Camera Fan

Perry Como's latest hobby — and he's taking it very seriously — is photography. Camera-men who come up to the NBC Supper Club to take pictures of Perry, have a hard time keeping the singing star still for longer than five minutes at a time. More than likely he'll turn up instead at the photographer's side "crowding him out" as he takes a look through the lens himself.

One photographer recently complained that it took him a good two hours to get a decent candid photo of Perry — Perry was much too busy quizzing him about the various advantages of this or that camera model to sit still long enough for a picture. Perry already has a movie camera with which he has got at least two dozen rolls of his son, Ronnie, alone. He is now shopping around for a good "still" model.

## Cantor Honored

Many times honored by veterans' organizations, Eddie Cantor has been cited again—by the Disabled American Veterans. A citation received by the NBC comedian, which was signed by John Golub, national commander of the Disabled American Veterans, read in part: "For outstanding interest in this nation's war-time disabled veterans, the Disabled American Veterans especially commend Eddie Cantor for his 'Give a Gift to a Yank Who Gave' campaign."

## Coming Attraction!

In next month's issue of The Maine Broadcaster, Uncle Hezzie Q. Snow will entertain his many friends with another story about his homespun philosophy of life. There'll be another photo of Hezzie, too—the kind you can cut out and save. Check your subscription date now. Make it a point to read the new and greater Maine Broadcaster of 1948.

## Actress Helps Ex-GI Players

**GERTRUDE WARNER TAKES ROLES—AS HCBY—IN CLASS SKETCHES**

Gertrude Warner's current hobby has a different meaning for her than hobbies usually have.

Generally a hobby entails some activity different from routine occupation and usually falls into a category that consists of collecting things, painting, woodworking or some similar pursuit that shows tangible and obvious results. But Gertrude, whose regular occupation is radio acting, has a hobby that requires acting and which shows no visible results, but does give her a lot of personal satisfaction. She spends much of her spare time attending a class in radio technique and acting given by the Theater Wing for ex-GIs.



Gertrude Warner

Gertrude explains, "I attend classes to give the students a chance to play in sketches opposite a gal. And believe me, I find it most enjoyable and the boys really appreciate the little help I give."

Gertrude, who plays the title role on NBC's daytime serial, "Joyce Jordan, M. D." (Mon.-Fri., 10:45 a. m.), is a native of Hartford, Conn. At Hartford High she studied English and liked the subject so much that she planned to teach it as a career. That ambition was canceled during the summer following graduation, when she was introduced to the director of a radio stock company that played on station WTIC, NBC affiliate in Hartford. He suggested she take part in a forthcoming show, and Gertrude's radio career was begun. In a few months she was playing leads for the company, reading spot commercials and handling a household hint show.

After two years on WTIC, Gertrude came to New York in 1939 and soon was assigned to network programs. Since then, she has played the lead on several daytime shows and has appeared in featured roles on other programs.

These are busy weeks for Dennis Day. In addition to his own NBC show and a featured role on the Jack Benny show, he will soon start recording for the Technicolor picture "Babes in Toyland," which he will make for Boris Morros and William LeBaron.

## Agnes Gibbs Attends National Convention Of Women Broadcasters



**AT PHILIPPINE EMBASSY**—Shown above at a tea given by the Philippine Embassy in Washington are (left to right): Miss Marguerite Staples of WTVL, Waterville, Mrs. Narciso Ramos, Mrs. Melquiades Gamboa, Miss Leticia Ramos, Mrs. A. L. Valencia and Agnes Gibbs, WCSH home economics director.

Agnes Gibbs, home economics director of WCH, attended an annual convention of the National Association of Women Broadcasters last month in Washington, D. C. She joined more than 100 other women broadcasters who converged on the Capital from every state in the Union.

Chief highlights of the meeting was a White House tea, given by the first lady, Mrs. Harry Truman. Agnes also heard speeches by several well-known government leaders. She attended a welcoming tea at the Philippine Embassy. (See above photo.)

The event is held each year by the women broadcasters, an organization sponsored by the National Association of Broadcasters. Agnes attended the meeting with Miss Marguerite Staples of WTVL, Waterville. She stopped off during the journey at Philadelphia for a conference on home freezing methods, sponsored by the Philco Company.

## Radio Church To Air Easter Services

The Rev. Howard O. Hough, pastor and founder of the First Radio Parish Church of America, will lead two special Easter Sunday services on March 28.

The first—an early morning service—will be heard at 8:00 a. m. His regular service will be on the air at its usual time, 10:00 a. m.

Both broadcasts will be carried by WCSH, WRDO and WLBZ.

The Rev. Mr. Hough has presented his special Easter services on the air for the past 22 years without interruption.



**QUIZ KID CHEMIST**—Little Ruth Dunton—regular Quiz Kid contestant—performs an experiment in her home chemistry laboratory. Ruth is a junior chemist in her spare time. That's why she's always so fast with scientific answers when she appears on the Sunday program. (4:00 p. m. over WCSH, WRDO and WLBZ).

## Tomlinson Pioneer In Good Will For Other Americas



Edward Tomlinson  
(The Good Neighbor)

There's something about the career of Edward Tomlinson that reminds one of the early pioneers who crossed the North American continent to settle in the West.

For Tomlinson, NBC's advisor on Inter-American affairs, has played a somewhat similar role. The differences are that the territory he pioneered was Latin America, and instead of a covered wagon he has used the radio as his chief vehicle.

Just as the early American pioneers had abounding faith in the economic future of the land they settled, so Tomlinson for the last 25 years has been expounding his conviction that America's economic future tends to the south, where vast resources lay undeveloped.

It was in 1922 that Tomlinson first visited Latin America. That was long before Good Neighbor policy was adopted and remnants of the old "dollar diplomacy" still existed in the U. S. policy toward Latin America. It was then that Tomlinson decided that the only way to treat our Southern neighbors was as equals.

In 1922 he wrote, in Collier's Magazine, one of the earliest first-hand studies of the political and economic importance of Latin America. Six years later, in Chicago, he broadcast his first radio program on Latin America. In 1932 he became the first man to broadcast such a program on a coast-to-coast hookup.

The title of this program, "The Other Americas," was later adopted by the Roosevelt administration for official reference to Latin America in its Good Neighbor policy.

Former Secretary of State Cordell Hull has said that Tomlinson made "one of the finest contributions . . . by any private citizen to a more complete understanding between all the peoples of the hemisphere."

## Identity Given



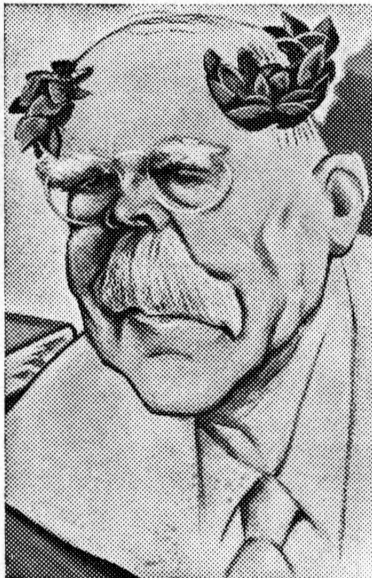
**THE BOY TODAY**—The curlyhaired boy whose picture appears elsewhere on this page grew up to become the smiling man at left above. He is Freeman "Amos" Gosden of NBC's "Amos 'n Andy" team, pictured with his partner Charles "Andy" Correll.



# Broadcaster Cartoon Quiz - - No. 3



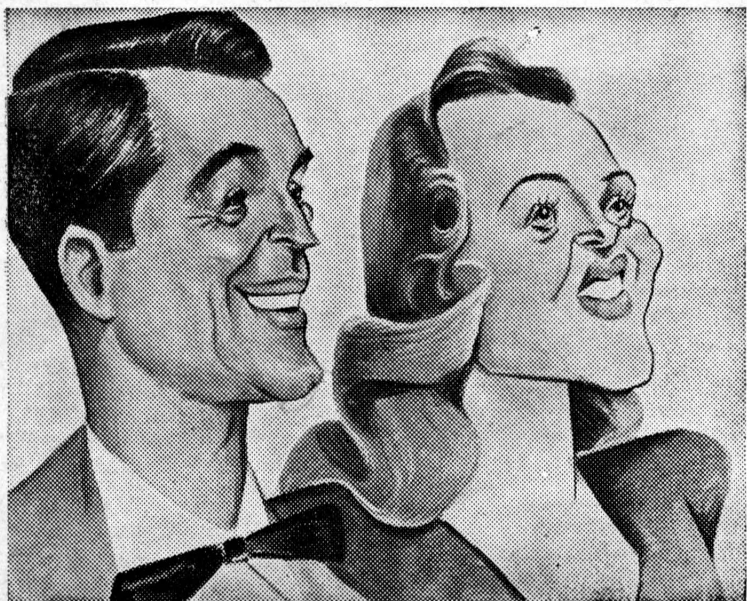
1



2



3



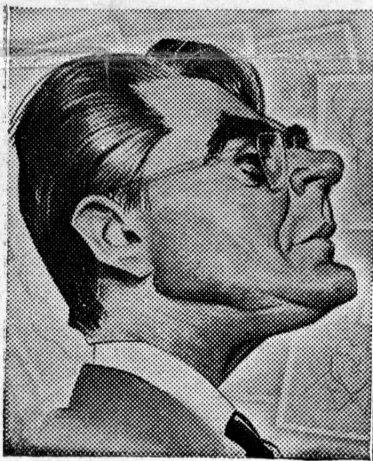
4



5



6



7



8

## Can You Spot 'Em?

The famous commercial artist, Sam Berman, has drawn another set of radio caricatures for the Maine Broadcaster. Each one represents a popular NBC star or program. They are presented on this page as the third in our current series of Broadcaster Cartoon Quizzes. The object is to identify the stars or program through Mr. Berman's ludicrous efforts. You've seen photographs of each star in previous issues of this publication, so the quiz should be comparatively easy. After studying them carefully, turn this page upside down and see how clever you were.

1. Jack Carson and Eve Arden
2. H. V. Kaltenborn
3. Take It or Leave It
4. Perry Como and Jo Stafford
5. Kay Kyser
6. Amos 'n' Andy
7. Donald Voorhes
8. Art Linkletter
9. James Melton
10. "Archie" of Duffy's Tavern



9



10

## Chicago Round Table Celebrates 17th Year

Seventeen years ago last month, three university professors sat at a card table before an old target mike and began, without benefit of script, a discussion of the Wickersham Commission report on Prohibition.

With this initial broadcast over a single radio station (WMAQ in Chicago), the authoritative University of Chicago Round Table program was launched. Today, the series is broadcast over 101 NBC stations across the country, including WCSH, Portland and WLBZ, Bangor. The program is heard each Sunday at 1:30 p. m.

Participants in the historic broadcast in February, 1931, were the late Percy H. Boynton, W. Garrison and T. V. Smith, all University of Chicago professors. The program was aired from studios on the campus.

The program went on the NBC network in October, 1933, and has been broadcast continuously each week since then. Oldest of all U. S. discussion programs, the Round Table has received almost a million letters from listeners. The circulation of the weekly Round Table pamphlet, first published in 1938, is the largest of any radio discussion panel.

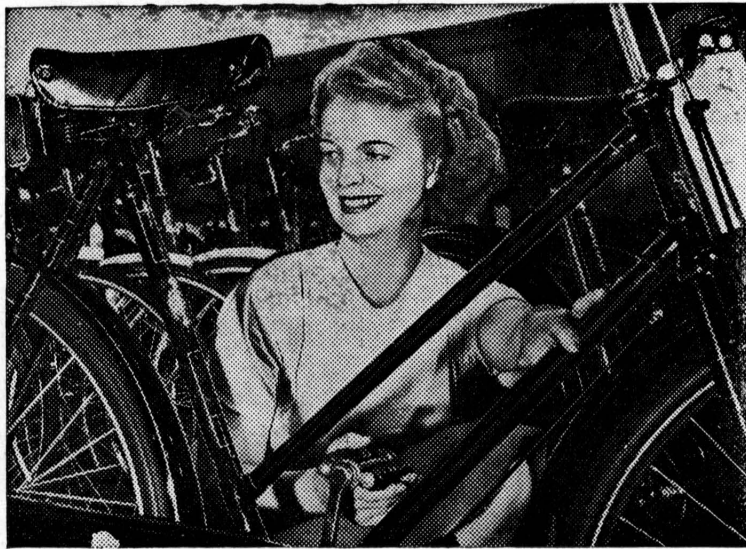
## Teacher Tribute

As tribute to American school teachers, Friday, March 5, closing date of the Quiz Kids \$6,000 Best Teachers contest of 1948, has been designated as National Teachers Day with the endorsement of the American Association of School Administrators and the Council on Education. Slogan for the day will be "Good teachers make good schools — good schools are the community's greatest asset." The third annual Best Teachers contest opened on January 25.

## Lucky Child, Maybe!

Little Anne Whitfield, who plays the role of "Penny" on NBC's One Man's Family and the role of Baby Phyllis on NBC's Fitch Bandwagon, is all excited these days about being the potential heir to an estate valued at approximately \$120,000. All the details have not been received but one of the clauses of the will is reportedly that the young heiress must marry within the next six years. Anne is only eight years old!

Gordon Milliken, WRDO early morning man, takes to the stage and footlights in Cony High School's annual Chizzle Whizzle Fair. Gordon won himself an end-man spot.



**PEDALER PREPARES**—Number one bicycle enthusiast around NBC's New York studios is actress Eunice Howard. She's shown here tinkering on her bicycle in preparation for a bike-and-hostel trip she's planning for this summer. If her plans materialize she'll bicycle into the Pine Tree State. Eunice plays Linda in the program, Pepper Young's Family and is heard also on other NBC shows.

Director Charles Irving of NBC's "This Is Nora Drake," acts regularly on "The Milton Berle Show," "Willie Piper," "Young Dr. Malone," "Inner Sanctum" and others. Bill Cullen of the same "Nora Drake" show does 15 live programs a week, plus transcriptions.

## W. W. Chaplin Airs Atomic Flower

W. W. Chaplin, NBC newsman who covered the forest fires in Maine last fall, claims to be the first man ever to put a flower on the radio. In a broadcast from the atomic energy exhibit at New York's Museum of Natural History, Chaplin held a radio active flower in front of a Geiger counter. Listeners could hear the distinct tick-tock of the counter as a flower made a coast-to-coast broadcast.

## Sports Feature

A coming attraction next month will be an article by sportscaster Hal Dyer on the baseball outlook for the 1948 season. Hal has been compiling statistics and gathering data on the major teams in both the big and little leagues. He'll express his views on how the season is shaping up in the April issue of The Maine Broadcaster. Hal is heard nightly over WCSH, WRDO and WLBZ at 6:15 with his personalized interpretation of sports news. His sports outlook will be an exclusive feature of the new and greater Maine Broadcaster of 1948. Don't fail to get your copy. Check your subscription renewal date now!



I wish to renew my subscription for—

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

# HIGHWAYS IN MELODY CELEBRATES 21st BIRTHDAY

## NBC Correspondent Saves Two Lives In Palestine

When John Donovan, NBC reporter in Palestine, helped to put out a fire of apparently incendiary origin near the studios of the Palestine Broadcasting Corporation Jan. 9, he reported the incident as "just another one of those things one takes for granted in the Holy Land these days."

This month "just another one of those things" happened, and Donovan was credited with having saved two lives. When the building of the Palestine Post was bombed this month, Donovan was having coffee in a nearby cafe. At the sound of the explosion, he rushed to the burning building.

One of the first to arrive at the scene, Donovan was called "a hero of the incident" by other reporters. The NBC correspondent entered the burning building twice, each time emerging with an unconscious victim.

## Confused Engineer Confuses Listeners

On the night of Jan. 30, a nationwide radio audience was confused by an accidental switch in programs on NBC and CBS.

The Columbia Broadcasting System had arranged with the American Broadcasting Company to "feed" the March of Dimes program onto the CBS lines at 11:15 p. m.

But ABC, recently divorced from NBC, still makes use of NBC's master control board. So, the switch by ABC into the CBS lines was handled by an NBC engineer. Inadvertently, he threw the wrong switch or pressed the wrong button.

For 40 seconds at the start of the program, listeners to CBS heard a news commentary by NBC's Morgan Beatty.

Engineers managed to rectify the mistake, but not before the NBC program had been heard on CBS for nearly a minute.

It's more than a busy life for announcer John Weigel on the NBC "Curtain Time" show. He not only has a busy schedule—he also owns and operates one of the Windy City's most famous delicacy shops.



**FUNNY STUFF**—Hal Peary (right) and Walter Tetley rehearse their roles as Gildy and his nephew, Leroy, on *The Great Gildersleeve* show, Wednesday at 8:30 p. m. Photo shows them scanning the script, and they find it very funny indeed. The program is heard over WCSH, WRDO and WLBZ.

## Utley To Present News Analysis



Clifton Utley, NBC commentator, will begin a program of weekly news analysis on NBC Sunday, Mar. 7 (11:15 p. m., EST). The program will be carried by WCSH, WRDO and WLBZ.

A veteran newsman, Utley has been with NBC since 1941. In 1945 he was awarded an honorary Doctor of Laws degree by Lawrence College for "the high standard of accuracy of his NBC broadcasts."

He studied at the Universities of Chicago, Munich and Algiers and at the National University of Algiers. Then he joined the Associated Press, and, until the outbreak of World War II, visited Europe almost every summer. He returned recently from a post-war European tour.

Utley formerly edited the Foreign Trade News, and for 11 years was director of the Chicago Council on Foreign Relations. In that capacity he lectured in every state of the Union.

The new program will replace *The Story Behind the Headlines*.

## Judy Canova, In Novel Leap Year Plan, Urges Higher Allowances For Wives

Judy Canova has devised a novel plan for Leap Year.

For single girls, Leap Year is the time when they may pop the question to reluctant escorts. Judy thinks that Leap Year should also offer something for wives.

So, the star of NBC's *Judy Canova Show* offers these Leap Year rules for married couples:

1. During Leap Year, all married men shall increase their wives' weekly allowances by 20 percent.
2. During Leap Year, all married men shall send their wives flowers at least twice a week.
3. During Leap Year, all married men shall let their wives have the family automobile at least half of the time.
4. During Leap Year, all married men shall take their wives along on all fishing and hunting trips and conventions.
5. No divorces shall be granted during Leap Year.

Judy hasn't laid her plan before Congress yet, but she's contemplating starting a fourth party with wives' rights as her platform. She knows she couldn't win the presidential election, but she thinks the publicity which married women would receive might boost them up the political ladder a little more.

Judy Canova's show is heard each Saturday at 9:30 p. m. over WCSH, WRDO and WLBZ. Surveys show that it's one of the most popular Saturday night programs in Maine.

## Harkness Prediction Comes To Pass

Richard Harkness, NBC Washington political analyst, scored another major scoop last month. Fourteen hours before General Eisenhower's dramatic announcement of unavailability for the Presidential nomination, Harkness flatly predicted that the General would withdraw himself from the race.

Additions to the cast of the NBC serial, *Lora Lawton*, are Florida Friebus as Valerie Thorn and Vivi Janiss as Miriam Blake.



**NEW HIGHWAY QUARTET**—Newest feature of NBC's *Highways in Melody* program, which is celebrating its 21st anniversary on the air, is the Cities Service Quartet—(l. to r.) Edward Hayes, tenor; Floyd Sherman, tenor; Leonard Stokes, baritone, and Alden Edkins, bass. All are experienced soloists as well as ensemble singers. They feature old-fashioned songs and arrangements.

## Mammy Singer Now Daddy

Al Jolson now is a father and one of the proudest in Hollywood. His two-year-old adopted baby boy is the apple of Al's eye, and the boy has been named Asa. This week Al wrote a special song for the boy and titled it "Nearest Thing to Heaven".

## Toscanini To Revisit Home City In Italy

Arturo Toscanini will revisit Italy in May to prepare a memorial concert for the 30th anniversary of the death of Arrigo Boito. Toscanini will conduct Boito's music at the famed La Scala Opera House in Milan on June 10, the anniversary date.

Toscanini was in Italy last in May, 1946, when he visited his home city to reopen La Scala, which had been repaired after the damage it suffered during the war. Toscanini directed a series of concerts there and in Switzerland, and returned to the U. S. in the fall for his NBC Symphony Orchestra broadcasts.

The Boito memorial will include two scenes from the opera "Mefistofele" and two scenes from "Nerone." Toscanini directed the world premiere of "Nerone" in 1924 at La Scala.

In December, 1947, Toscanini directed the complete Verdi opera "Otello" on NBC, with libretto by Boito, who was a poet as well as a composer.

Toscanini will complete his NBC Symphony season before his trip. He will direct several concerts through Apr. 3 (Saturdays NBC, 6:30-7:30 p. m., EST). He also will conduct Verdi's "Requiem" at Carnegie Hall on Apr. 26, a non-broadcast for the benefit of the New York Infirmary for Women and Children.

## Brofee Honored

Another honor came this month to "Jake" Brofee, agricultural director of the Maine Broadcasting System. "Jake" was given an honorary membership in the Boston Market Gardener's Association. The membership entitles him to attend all Association meetings and keep on the inside track of market trends. "Jake" is heard each morning at 6:30 over WCSH, WRDO and WLBZ.

## Radio - Screen Actor

One of the actors in the new film, "Naked City", is a man who long has been famous on stage and in radio but is making his first appearance in the movies. He's House Jameson, perhaps best known as Sam Aldrich, Henry's father in *The Aldrich Family*. Jameson, who often is cast as a professional man because of his dignified voice and bearing, plays a Park Avenue physician in the picture.

## Oldest Continuous Commercial Show On The Air

Happy Birthday wishes again are in order for NBC's *Cities Service Highways in Melody*. And this year it's a special occasion—the 21st anniversary.

This is the oldest continuous commercial program still on the air. It started on Feb. 18, 1927, on only 16 stations, which included WCSH in Portland, Me. Today 82 stations bring the music of Paul Lavalle and his orchestra and glee club, baritone Mac Morgan and the Cities Service Quartet to millions of listeners each Friday at 8:00 p. m. The program is carried in Maine by WCSH, Portland.

Each year the program has added new features for the musical enjoyment of its vast public. The Goldman Band, the Revellers Quartet, James Melton, Rosario Bourdon, Jessica Dragonette, Lucille Manners, Frank Black and many others have been in the spotlight. Several years ago Paul Lavalle and his string orchestra took over, then Mac Morgan joined the cast and later a male glee club. The most recent addition is an old-fashioned male quartet—composed of trained, experienced singers, who have worked as soloists as well as ensemble singers.

Tenor Edward Hayes was born in Flint, Mich. He received much of his musical training in Boston and New York, and has sung professionally since the age of 10 in theater, radio, concert and oratorio. As a boy soprano, he appeared in the Broadway production, "Music in the Air."

Floyd Sherman, tenor, is a native of St. Louis, Mo. He studied music in Hagerstown, Md., where he was a church soloist. He sang later at the famed St. Mark's Church on the Bowery in New York; in opera with Rise Stevens, and made his radio debut with Andre Kostelanetz.

Baritone Leonard Stokes has been heard as soloist on *Highways in Melody* and many other radio shows. He hails from Moultrie, Ga., which also is the birthplace of James Melton. Stokes gave his first public performance at the age of 23. Radio claimed him first then he turned to concert, oratorio and opera. One of his teachers was the world renowned Jean de Reszke.

Alden Edkins, bass, was born in Springfield, Mass. He studied at the Boston Conservatory of Music. In 1931 he won the Atwater Kent prize and was launched on his radio career. He sang in the 1936 spring season of the Metropolitan Opera in "Fidelio" under Walter Damrosch's direction.

John Hogan, director of the Maine Network News Service, became the father of a baby girl on Jan. 24th. Her name is Marcia Noble Hogan. She is his second daughter.

## Washington Man Heads NBC Television Dept.

The National Broadcasting Company has named a Washington man to head the network's television department. He is Carleton D. Smith who has been general manager of the Washington station WRC since 1942. He also has been manager of the NBC Washington television station WNBW.

NBC television director Noran E. Kersta said that Smith would take over his new post this month. He will have headquarters in New York.

**LEAP YEAR HUNTER** — NBC's Judy Canova didn't have to be reminded that 1948 is open season on bachelors. She has been watching the calendar for months, and has her hunting gear ready.

Elaine Malbin, young (17) NBC singing star, was in Washington Jan. 17, for an appearance before the Alfalfa Club at the Mayflower Hotel, and plans two concerts in Florida toward the end of February.