



# THE MAINE BROADCASTER



Affiliate

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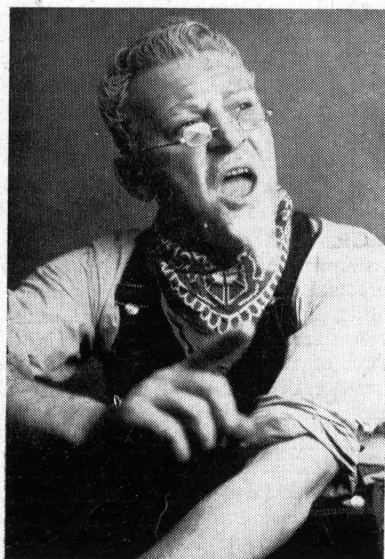
## TOSCANINI TO CELEBRATE TENTH YEAR ON NBC

### "My Philosophy In Rhyme"

---When Troubles Are Knocking At Your Door---

By

UNCLE HEZZIE Q. SNOW



When troubles hit ya awful hard,  
much more so than before,  
'Twon't do ya one darn bit of good  
to lay down on the floor  
And pound ya head and kick ya feet  
and groan with all ya might;  
Go out and take a nice brisk walk,  
things will turn out all right.  
There's nothing any better when  
troubles hit ya hard,  
Than getting out and walking around  
your own barnyard,  
Or if ya from the city, go walking in  
the park  
And look around, see God's hand-  
work, then things won't seem so  
dark.  
There's an awful lot of comfort in a  
good brisk, snappy walk,  
If ya'll let your brain snap like a whip,  
as to your mind ya talk,  
And say: "I guess it ain't so bad; my  
neighbor down the road —  
he's hurting twice as much as me—  
Yep, twice as much the load."  
And soon you're feeling better, after  
taking count of stock;  
Ya see it paid to git right out and  
walk around the block  
Or 'round the barnyard, which 'ere  
it be, it helped ya—Huh? Old  
Sock!  
Jest cause ya took the time ta go right  
out and walk and walk.

LATEST PICTURE of Uncle Hezzie, posed for the Maine Broadcaster. Maine's favorite character presents his downeast wit and homespun philosophy on two daily programs. One is the Tradin' Post, heard Monday through Friday at 9:30 a. m. over WCSH, Portland. The other is A Visit With Uncle Hezzie, heard over WRDO, Augusta, and WLBZ, Bangor, Monday through Friday at 5:30 p. m.

### Bangor Hoop Team To Replay Games By Wire Recording

The Bangor High School basketball team will have an opportunity to "replay" some of the past season's games through the medium of wire recordings. Station WLBZ has kept a file of several contests which totals some six and one-half hours of play. The play-by-play broadcasts of the games were recorded by the station for rebroadcast during the basketball season.

Plans have been made to give the Bangor hoopman a "busman's holiday" with an off-the-record playing of this transcribed review of their season's efforts.

The Bangor team annexed the Eastern Maine Schoolboy crown and lost a one-basket thriller to Portland's Cheverus High for the State Title.



SCRIPTER—So actresses have a corner on glamour? Meet Agnes Eckhardt, scriptwriter. Miss Eckhardt has won great praise for her frequent literary contributions to numbers of top network shows on NBC. She's one of radio's most attractive writers.

Yep! My little poem is very true. Of course if ya a shut-in, ya got to have faith in the Almighty and try to think of all the nice things that have happened in ya lifetime. When ya a shut-in, yer memories are very important—that and hobbies. Yep, every shut-in should have at least one hobby—a scrap book, saving poetry, or something. And every shut-in should have a Bible too. Yep, they should read it and look to their God for comfort.

Well, I think that takes care of most of us ordinary, living folks 'round the State of Maine. Hope ya find some comfort in what I tried to put into rhyme. *Take Care Of Yourself—Won't Ya Chummies?*

Most sincerely yours

UNCLE HEZZIE Q. SNOW  
East Horn Spoon, Maine

### Youngsters Shine In Radio Work

Youth will be served and radio has long been known for the opportunities it offers youth. But recently, it apparently has gone out of its way to prove it.

There's 10-year old Bobby White, who last month made his third appearance of the season with Fred Allen. Bobby, boy singer and actor, is the son of Joe White, famous in the early days of radio as "The Silver Masked Tenor."

And there's Quiz Kid Ruthie Duskin of Chicago, whose book, "Chemi the Magician," will open the fall season of the famous Goodman Children's Theater in Chicago. The book is being put into dramatic form and later will be available for use in schools throughout the country.

On the west coast, the first graders of Virginia Road Elementary School in Los Angeles are proud of their fellow classmate, six year old Alan Barry, who made a guest appearance on Jimmy Durante's Wednesday night NBC show, and made such a hit that the Schenozzola has signed him as a regular member of the cast. Alan is the son of "Ripple-Voice" Dave Barry, a member of Durante's cast since the show went on the air. The youngster can also put that fascinating ripple in his voice.



VISITING NBC STARS—Jackie Kelk (left), who plays Homer in the Aldrich Family, and Virginia Payne, known to radio listeners as the popular "Ma Perkins," dropped in at the WCSH studios recently during a personal appearance in Portland. They were interviewed by Bob Dargo (center), WCSH announcer.

### --- YOU ASKED FOR IT ---

Next month's issue of The Maine Broadcaster—Maine's only publication devoted exclusively to radio news—will bring subscribers a pleasant surprise. In response to the growing popularity of the publication during the past two years, the publisher and editors have decided to expand the paper's facilities in order to bring more features, pictures and stories to the listening and reading public—at no additional cost! Listen to your MeBS station during April for full details on the new and greater Maine Broadcaster.

## Critics Approve Batoneer's Art Work

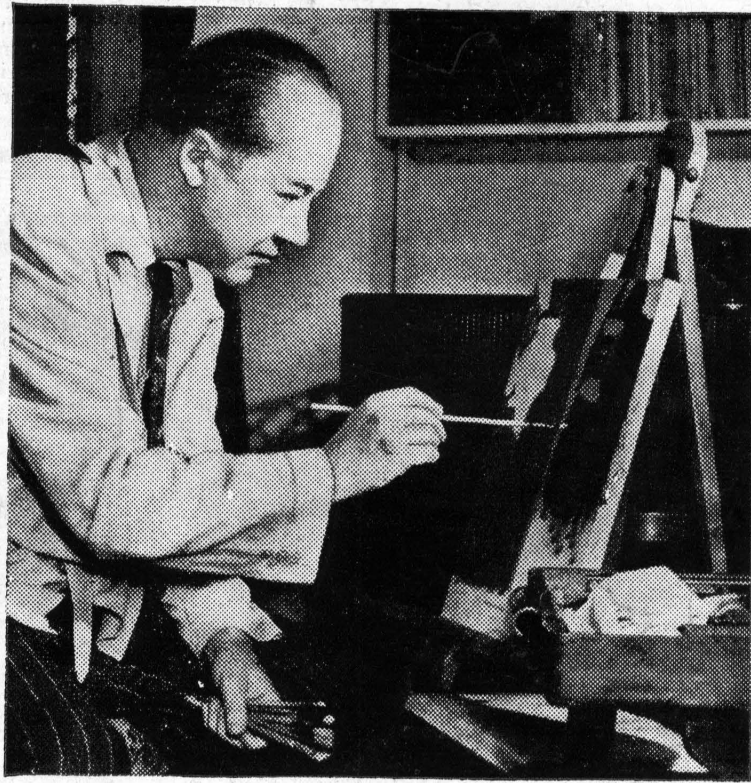
Some people relax by reading, others tune in the radio or go to the movies, Lloyd Shaffer tries them all, but when he is particularly fatigued after a long day of rehearsals as leader of the NBC "Supper Club" orchestra, he finds relief and pleasure in putting down the baton and picking up the paint-brush.

Lloyd got his first box of paints in 1933 as a gift from George Gershwin, for whom he was then working as chief arranger on Gershwin's weekly radio show. Most of the boys played cards after the band rehearsals were over. But Lloyd wasn't much of a card player in those days, and he admits he's no better today.

Gershwin realized this and figured that Lloyd should have a substitute recreation. Gershwin liked to paint, and thought that maybe Lloyd would, too.

Lloyd accepted the paint set a bit apprehensively; he doubted that he had a spark of talent. When he had finished his first painting, however, musician Shaffer was singing a different tune, one that sounded strangely like an artist who had recently "discovered" himself.

Now the NBC conductor paints eagerly at every spare opportunity, and is happy to learn from critics that his work shows remarkable skill and maturity.



THE EASEL WAY—Lloyd Shaffer says that he paints as a means of relaxing after a busy day of rehearsals leading the NBC Supper Club orchestra. However, critics say that much of his art work, which already has been exhibited shows real talent. He's heard, leading his band, over WCSH, WRDO and WLBZ on the Chesterfield Supper Club.

### CHECK YOUR SUBSCRIPTION DATE, PLEASE!

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

For instance, subscriptions expiring this month are dated 4/48, which stands for April 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

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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

## Good Care Produces Healthy Lawns

First job is raking, which should be done as soon as soil is dry. A good lawn does not just happen. A lawn is really the most difficult job in gardening for it requires not only skill intelligence, but also persistence. When you see a rich, velvety expanse of grass, you know that the man taking care of it knows his job. This is particularly true here in New England where our hot Summers are often fatal to even the most carefully tended greenswards.



Spring is the most important time of the year for, upon work done now, much of the health and beauty of the grass in the months ahead depends.

The first job is a thorough raking. This must be done as soon as it is possible to walk on the sod without damaging it, that is when it first dries solid. All the sticks and stones, bits of paper and other trash that accumulated during the Winter should be removed before they injure the growing grass plants. Do not use a steel rake, for it will tear the little plants out by the roots and cause a great deal of damage. A bamboo rake or "broom" is best suited for this purpose. Never clean a lawn by burning it. Fire destroys the humus layer on the surface of the soil; humus which is just about the most important food and conditioner your lawn has. Burning a lawn costs you at least a dollar a square foot in lost lawn food.

Next, after cleaning, roll the lawn. If the sod is too soft, wait, for such rolling packs down the soil and injures the grass plants by lack of aeration. The same trouble can be caused by using a too-heavy roller. A water-ballast roller is best because the weight can be adjusted to be just heavy enough to push the grass plants back into the soil where they may have been lifted out by frost heaving as well as to re-set those plants that may have been pulled up by the rake. Never try to roll out bumps or ruts. These should be corrected with a spade.

## Fertilizer Feeding

The next job comes along when the weather is warmer and the lawn starts to grow. This job is feeding with a fertilizer fairly high in nitrogen. Well-rotted manure is, of course, always good but difficult to obtain. A commercial fertilizer, such as 8-6-4, or 10-5-5 will do the job if applied at about 10 pounds to each 1000 square feet. The best time is just before a rain. If the grass is dry and rain is not certain water the fertilized lawn gently.

In May, also an application of 2-4D may be given to control weeds. If 2-4D is used be certain to follow direction on the package precisely for improperly applied the grass itself and adjacent material can be injured.

The biggest job is filling in bare spots, or if the lawn is too far gone the making of a new sod. In treating bare spots loosen the soil with a steel rake or some convenient tool, sow seed, roll and keep the spots well watered until the grass is well grown. If the grass is thin, but the sod is fairly solid, scratch the sod very lightly, sow seed over the entire area, cover with a quarter-inch top dressing of sifted soil mixed with fertilizer, roll and then water very gently.

## Make Old Lawns New

Often an old lawn can be repaired or rejuvenated; but some have not been turned under, and times the lawn must be rebuilt. This job is best

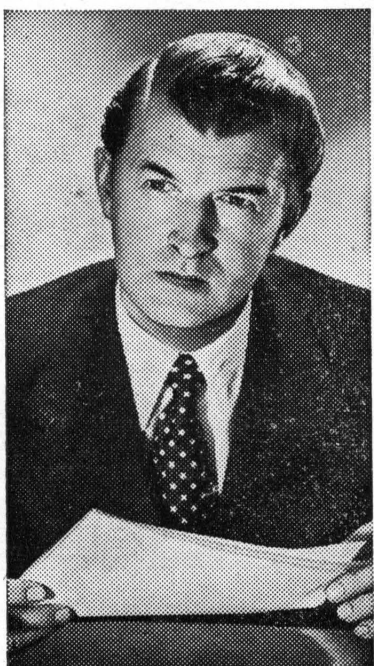
done in the Fall, but it can be carried out in the Spring too. Snow, frost and cold rain will not harm new grass plants in the slightest.

Spade the lawn over, pulverize the soil with a rake, remove all stones and scraps of sod and have a soil test made. Do not lime a lawn unless you know that lime is needed! The soil test will also indicate how much fertilizer should be applied. If a test is not made, four pounds to each 100 square feet is usually safe.

Let the prepared soil sit for a week to settle. Use this time in obtaining the seed! Buy the very best that you possibly can find. A cheap mixture, usually pasture grass, makes a poor lawn. There are various special purpose mixtures sold by reliable houses, like those for shade and those for spots given hard wear. For general use, for a space not much shaded and not sandy, a mixture with considerable Kentucky blue grass is indicated. For sandy soil, Cheving's fescue is desirable. Other grasses are needed in each mixture, such as a nurse grass to protect the perennial grasses until they are established.

## Maine Farm And Home Week At U. of M.

This month, Jake Brofee, agricultural director of the Maine Broadcasting System, is covering the Maine Farm and Home Week at the University of Maine for his listeners to Maine Farm Topics. All of his morning programs are originating from Bangor during the event, and he is preparing an extensive series of wire recorded interviews with farm leaders for use on later programs.



'MR. D. A.'—Jay Jostyn, the star who plays the part of Mr. District Attorney on the NBC show of the same name, boasts an interesting career in radio. He's considered somewhat of an oracle on the future of his profession by other radio people. Read a complete article about Jostyn in next month's issue of The Maine Broadcaster, especially prepared for Maine listeners.



FAITHFUL SON OF IRELAND—Dennis Day, NBC tenor and comedian, gazes wistfully at a tiny map of Ireland during a special St. Patrick's Day program last month. Day's own program (8:00 p. m. Wednesdays) fell on March 17 this year, and he observed the event with his version of typical Irish ballads. Dennis also is heard each Sunday at 7:00 p. m. on the Jack Benny Show. Both programs are carried by MeBS stations.

## AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

Spring is in the air these days and although we can't plan on digging in the garden yet, we should have our garden plans pretty well formulated by now.



First the vegetable garden for reasons: economy and because the Department of Agriculture is urging those of who can to have a garden to supplement the national food supply. Vegetable seed should be chosen carefully keeping in mind our short growing season and choosing the variety which does best in our climate. Gardens are fun but they're work too, so don't "bite off more than you can chew!"

If you aren't sure how much fertilizer or lime you need, send to your County Extension office for directions on how to take a soil sample and then send it to the place they suggest. It only cost 50 cents a sample to have it tested and will save you money, for you will know just how much and what kind of fertilizer to use on your particular garden. Testing prevents wasting fertilizer. Don't in your enthusiasm start seedlings indoors too soon. Spindling plants aren't the best for setting out.

Now for flower gardens. You probably know much more about them than I do and there are so many books and articles on the subject that we can be just as well informed as we wish. There is one thing I'd like you to keep in mind, however, it's the old story of Maine and its short growing season. Don't be disappointed in your lack of flowers because you failed to check on "days to maturity" when buying seeds.

These are the days you watch for wild greens — dandelions and fiddle heads being the most popular in New England. There are many others however, which are delicious eating. They are easily identifiable after referring to Extension Bulletin No. 324, "Some Edible Wild Greens." Speaking of eating, this orange Cream Pudding satisfies old and young alike.

## ORANGE CREAM PUDDING

1 package prepared vanilla pudding mix  
5 oranges  
3 egg whites  
1/4 cup sugar

Add: 1 Orange Cream Pudding, Prepare the vanilla pudding accord-

ing to the directions on the package. Cool. Peel the oranges. Slice them and arrange in the bottom of a shallow baking dish. Spread the cooled vanilla pudding over the orange slices. Make a meringue by beating the egg whites until stiff, but not dry, and adding the sugar. Spread the meringue over the top of the pudding. Bake in a moderately slow oven (325°F.) for about 15 minutes. Cool. Makes 6 servings.

This salad is nice enough to serve for a party and easy enough to prepare and serve for a hurry up lunch.

## FRUIT SALAD

Pear halves, pitted dates stuffed with cream cheese sprinkled with chopped nuts. Serve on lettuce leaves. Serve this with milk, hot biscuit or toast and for dessert a piece of cake.

Watch canned-goods prices and pick up a few extra cans of fruits and vegetables. Prices on the 1947 pack often drop just before the new pack comes in. Fruit juice prices are down and this may be the time to stock up in preparation for hot days and cool drinks. Have fun!

Until next month then—Good Bye.

—Agnes Gibbs

## As Maine Goes Aims At Current Thinking

"As Maine Goes," the Maine Network News Service regular Saturday night program, departed from its usual format last month and presented a show built around the question: Does the United States Face War?

Speakers on the special broadcast were Senator Owen Brewster, Governor Horace Hildreth, Adjutant General George M. Carter and Assistant Attorney General Nunzi F. Napolitano.

The show was handled in an interview style, bringing out the thinking of these ranking citizens on that all-important question. The program (heard each Saturday at 7:30 p. m. over WCSH) was presented as a public service effort by the station.

Jake Brofee, agricultural director of the Maine Broadcasting System, addressed a group of businessmen in Springfield, Mass., this month.

## 3 NBC Newsmen In Italy To Cover Crucial Election

When Italy holds its crucial national election Apr. 18, three NBC foreign correspondents will be on hand to provide American listeners with a full account of the background, the outcome and the consequences of the balloting.

In addition to Jack Begon, NBC Rome correspondent, Henry Cassidy, chief of NBC's European news staff, and Leon Pearson, who recently joined the network as roving European reporter, are now in Italy and will spend the next few weeks studying the situation there and reporting back their findings to listeners in the U. S.

The network will be kept on a "ready" basis throughout the period immediately preceding and following the elections, during which time any spot bulletins broadcast by the two men will be flashed across the U. S. at a moment's notice.

Cassidy is one of the best known newsmen in Europe. He has to his credit a long string of famous newsbeats, including two exclusive statements from Stalin during the critical days of the siege of Stalingrad. He has spent 11 of the last 12 years in Europe.

Pearson claims that his specialty is international diplomatic conferences. Ever since he was assigned to cover the State Department in Washington for International News Service during the war, he has found himself in the midst of international meetings. He was one of the three American newsmen admitted to Moscow for the Big Three meeting of 1945; he has covered the United Nations from its inception at Dumbarton Oaks, through the San Francisco Conference and the first London meeting of the General Assembly. In the spring of 1947 he reported on the Big Four foreign ministers' conference in Paris, and later that year he covered the four foreign ministers as they meet in London.

Pearson and Cassidy hold two of the three Croix de Guerre that have been conferred on NBC newsmen. John MacVane, chief of the network's UN bureau, has the 3rd award.

## What Did You Do With Your Sundays?

By

The Rev. Frederick H. Thompson,  
Pastor of the  
Woodford's Congregational Church,  
Portland, Maine.

Have you ever stopped to realize that a person fifty years of age has already lived five years of Sundays? That is equal to four years in college and a year for graduate study. As we look back over our years, what of real lasting worth have we been creating during our years of Sundays? If we have nothing more to show than a Sunday dinner waist line, a bunch of old golf scores and some apocryphal tales of the fish or bird we did not get, we do not have much to be proud of, do we? Life is too important to toss two, three or five years of it into the "You can't take it with you" column.

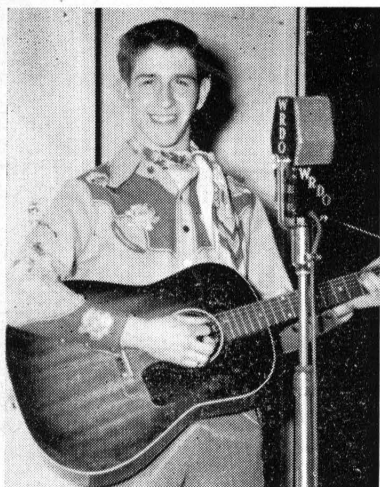
I am not one to frown on using part of Sunday for good wholesome recreation and getting better acquainted with one's own family. To have developed this way of life, however, to the complete disregard of our own religious and spiritual development, I believe, is not an expression of the highest type of wisdom. We are spiritual beings and our spiritual nature needs nurture.

A well-known psychiatrist in commenting on man's need for spiritual food said, "There is more actual lift and help in the Church service than in any medicine I can give. In the last analysis real faith in God is the most important need that man has." The one institution in your community which is prepared to help you meet that need is your Church. Seek out a Church starting next Sunday and make Sunday the most valuable day in your life.



# WCSH Exchanges Broadcasts With French Radio

## Yodeling Rambler's Popularity Climbs



Don Rix

Listeners to WRDO, Augusta, are hearing a new program of songs and yodeling by Don Rix, radio's Yodeling Rambler. Each Saturday at 1:15 p. m., Don answers the song requests of listeners, sings a special hymn and concludes his program with a "motto for the day." Since his first broadcast on WRDO some two months ago, he has received enough fan mail to fill two pick-up delivery trucks.

Don was first heard on the air through WRDO's popular talent program, Meet The Mike, and his work drew so much favorable comment that he is now featured on his own show.

Don lives in Winthrop with his parents, four brothers and a sister. He attends Winthrop High School where he is active in football and swimming. His favorite hobby is a daily 'guitar and song' session with his brother Bob.

Don says his formula for daily living can be summed up in an aphorism which he featured on one of his recent programs: "Don't turn your back on trouble—this only serves to make it worse. Remember, shadows always fall behind you when you face the sun."

## Topsham Woman Wins Contest

Mrs. Robert Dow of Topsham was the winner of a new Robert Merrill record-album this month in a contest conducted by WCSH and the RCA Victor Company, sponsor of the Robert Merrill Show (Sundays at 2:00 p. m.).

Mrs. Dow, whose home is at 56 Elm St., Topsham, wrote a letter of less than 100 words, requesting Merrill to sing "When Day Is Done." She explained her reasons why she particularly liked the tune in her contest letter.

The contest was conducted during the last two weeks of February and more than 50 letters were entered in the competition. Mrs. Dow's letter has been entered in the national contest being conducted by NBC and the Robert Merrill sponsors.

Judges for the local contest were program director Arthur Owens, Phil Johnson and Hal Dyer.

## Bangor Station Offers New Mystery Production

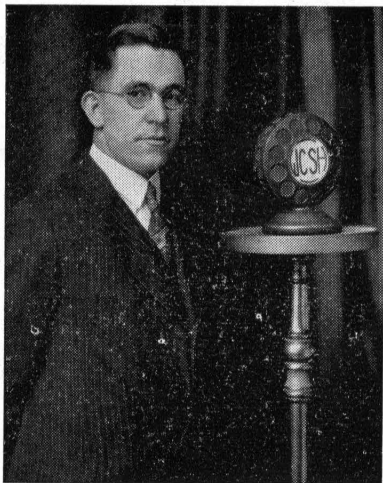
Mystery fans now are finding a choice assortment of thrills and chills each Friday at 10:00 p. m. over WLBZ, Bangor, on The Haunting Hour. Detective stories, psychological studies, exciting tales and stories of the supernatural are skillfully enacted on this shudder-evoking quarter-hour.

Listeners who like to turn down the lights while the wind moans uneasily in the deep of night will find in The Haunting Hour a program of eerie suspense and excitement.

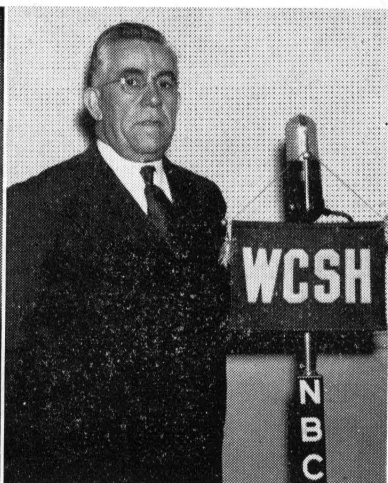
## Practical Joke

Even the master of ceremonies, Ralph Edwards of NBC's Truth or Consequences show, isn't immune from having practical jokes played on him. One of his writers slipped into Edward's hotel room prior to his arrival in New York last month and posted a large sign: "WELCOME TO ART LINKLETTER."

## Rev. Howard Hough Celebrates Anniversary Of Radio Church



RARE PHOTOS—The photograph at left was taken in the WCSH studios in 1926, shortly after the Rev. Hough started his radio church. The photo at right was taken this month as he prepared to celebrate his 22nd consecutive year on the air.



—The Rev. Howard O. Hough, Pastor and founder of the First Radio Parish Church of America, observes his 22nd anniversary in radio this month. Since April, 1926, the famous radio clergyman has presented his Sunday services over WCSH and other Maine and New England stations.

The idea for a radio church was born when Rev. Hough was a young ministerial student. While others were debating whether radio would ever amount to anything, Rev. Hough realized its great potentialities in the field of religion.

He organized the First Radio Parish Church—the first in America—and obtained the sanction of WCSH to present radio church services each Sunday. Later, he incorporated the church, and named a board of directors of prominent citizens.

Rev. Hough aimed his broadcasts at Maine's vast rural population, unable to attend churches, and he brought his spiritual messages to hundreds of shut-ins. But, he was not content to let his work stop there.

He visited his radio parish in person—calling annually on hundreds of ill persons, performing marriage ceremonies and conducting funerals. He says that his parish extends from northern Maine to the southern tip of the state, and each year he makes it a point to visit as many of his flock as he can.

Rev. Hough's radio church services are non-denominational. He endeavors to preach a Christian gospel that brings hope to persons of all ages and religious faiths. The hundreds of letters from listeners which he receives yearly indicate that he has succeeded.

The First Radio Parish Church of America is heard each Sunday at 10:00 a. m. over WCSH, WRDO and WLBZ. The broadcast features sacred music by Arthur Kendall at the organ and hymns by a mixed quartet.

## Garry Moore To Visit Veterans' Hospitals

When Garry Moore goes on the road in April with his Take It or Leave It show, he will take time between his Sunday broadcasts to visit as many veterans' hospitals as possible. Cities on his schedule of broadcasts include Oklahoma City on April 4, Memphis on April 11, Atlanta on April 18, Cleveland on April 25, Detroit on May 2, Minneapolis on May 9, Kansas City on May 16, Salt Lake City on May 23 and Seattle on May 30.

## Puzzles And Quiz Contests Next Month

The Maine Broadcaster will present a series of radio puzzles and quiz contests in next month's issue which listeners and readers will find interesting, informative and amusing. Don't fail to get your copy of the May issue of The Maine Broadcaster.

## Maine Listeners Hear Program From Nantes



Ellis O'Brien

Last month, Radio Station WCSH—key station of the Maine Broadcasting System—participated in an international exchange of programs with the French Broadcasting System—Radio diffusion Francaise. The event was the sailing of the Rotary Friendship "St. Patrick" from Portland harbor and its arrival, 13 days later in Nantes, France.

Through a special program, prepared in French by WCSH, listeners in Nantes were able to hear a description of the ceremonies held just before the "St. Patrick" set sail for France. In return, the French Broadcasting System met the vessel in Nantes and broadcast a description of its arrival. The Nantes broadcast, voiced in English, was handled by Esther Howard, an American employed by the French Radio. It was recorded in Nantes and short-waved to New York, where it was recorded a second time. The recording was then sent by air-express to Portland for presentation to Maine listeners.

The broadcast for French listeners was recorded in the WCSH studios and voiced by Ellis O'Brien, the station's multi-language announcer. It was air-expressed to New York and then sent to Nantes by plane. News Director John Hogan and O'Brien collaborated on the script.

Although he has never visited France, O'Brien was congratulated by officials of the French Broadcasting System for his command of the French language.

The exchange of radio programs between WCSH and the French Broadcasting System illustrates the important role radio can play in bringing the people of the world closer together. Through the medium of short wave broadcasting, which has been improved by the development of more sensitive receivers, it is possible for Americans to listen to the programs of other nations. And through the State Department's extensive Voice of America service, the peoples of 22 foreign nations are able to hear broadcasts originating in the United States.

[Editor's note: The "St. Patrick", referred to in the above article, carried 107 tons of food and clothing to the people of Nantes, France, as a gift from the 32 Rotary Clubs of Maine. The vessel was built in Bath, Me., one of several fishing trawlers constructed for the French Supply Commission to replace those lost during the war.]

H. V. Kaltenborn, news commentator, is currently in Hollywood. His tour through the western cinema city this month included visits to many of the major motion picture studios and other points of interest in Hollywood.

Another NBC television starlet has come to the attention of film talent scouts through her acting on video shows. She is Mary Alice Smart, young blonde actress whose most recent appearance on NBC in "Outside of Time" has led to a movie test.

## BASEBALL BAROMETER

By  
HAL DYER, MeBS SPORTSCASTER

With opening of the Major League baseball season only two weeks away, the time has come for your reporter to write a story on the outcome of this year's pennant races. It is a difficult task this year to predict in April the standing of 16 baseball teams, six months hence. We remember well, last year, when we so blithely predicted that the Boston Red Sox and the St. Louis Cardinals would repeat their 1946 Triumphs. Boston did well to finish in third place, while St. Louis battled it out with Brooklyn and landed five games behind in second position. However, it seems that it is the custom for sportscasters to make predictions so here is mine:

### In The American League:

NEW YORK—Despite the general swing toward Boston, I feel that New York will win the pennant. The Yanks have overall balance, and in the stretch that will mean the difference.

BOSTON—The Red Sox have a new manager, several new players and perhaps a new spirit. But there are too many questions marks, particularly the pitching.

CLEVELAND—The Indians have pitching and plenty of power. They will make trouble for the front runners this season and could finish higher.

DETROIT—The Tigers have pitching problems, too. Trucks, Newhouser and the rookies will answer this question for the fans.

PHILADELPHIA — Connie Mack managed his team to fifth place last year and with a bit of luck he can do it again.

WASHINGTON — The Senators position is pretty much the same as last year. No definite improvement in make-up of team.

CHICAGO — The White Sox will battle to get out of second division. I can't see any possibilities.

ST. LOUIS—The Browns sold their stars. With them they finished eighth last season. How can they do better without them?

### In The National League:

ST. LOUIS—The Cardinals have the best chance this year. Although the race will be tighter.

BROOKLYN — The Dodgers will make a race of it and might edge them out.

BOSTON—The Braves are, in my book, the team to watch. Stanky will be a big help in the infield. They could take the Pennant.

NEW YORK—The Giants make up the fourth of the quartette I feel will battle it out. They surprised everyone last year when they finished in the first division. They'll be tough again.

CINCINNATI—The Reds haven't improved enough over last year to be too dangerous.

CHICAGO—The Cubs have fallen on dark days. This year will be no exception.

PITTSBURGH—Even Bing Crosby can't help the Pirates this year.

PHILADELPHIA—The Phils are trying but they won't get to far this season.

And there you have them for 1948. File it away if you wish and I'll be ready to dodge the bricks and pop bottles come next October.



# COMPLETE APRIL 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—Eternal Light  
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—Voices Down The Wind  
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—Here's To Veterans  
12.45 WLBZ—Newport Playhouse  
1.00 ALL—Maine Network News  
1.15 WCSH—Salon Strings  
WRDO—Safety Program  
WLBZ—Men Behind The Melody  
1.30 WCSH—University of Chicago Roundtable  
WLBZ—University of Chicago Roundtable  
WRDO—Heaven's Harmony Hour  
2.00 WCSH—To Be Announced  
WRDO—To Be Announced  
WLBZ—Salon Concert  
2.30 ALL—RCA Victor Show with Robert Merrill  
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 WCSH—Manhattan Merry - Go-Round  
WRDO—Manhattan Merry Go - Round  
WLBZ—Allen Roth Symphony  
9.30 WCSH—Am. Album of Familiar Music  
WRDO—Am. Album of Familiar Music  
WLBZ—Memorable 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—Clifton Utley and The News  
11.30 WCSH—Dave Garraway Show  
WLBZ—Dave Garraway 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—Slim Bryant Wildcats  
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—Musical Clock  
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—Easy Aces  
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—The Click 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—Slim Bryant Wildcats  
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—Musical Clock  
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—Easy Aces  
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—Melody Lane  
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—Organ Tones  
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—Roosevelt Grill Orch.  
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—Slim Bryant Wildcats  
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—Musical Clock  
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—Easy Aces  
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—Musical

### 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—Melody Lane  
3.00 ALL—Life Can Be Beautiful  
3.15 ALL—Ma Perkins  
3.30 ALL—Pepper Young's Family  
3.45 ALL—Right To Happiness  
4.00 ALL—Backstage Wife  
4.15 ALL—Stella Dallas  
4.30 ALL—Lorenzo Jones  
4.45 ALL—Young Widder Brown  
5.00 WCSH—When A Girl Marries  
WRDO—U. P. News  
WLBZ—Shoppers' Variety Revue  
5.05 WRDO—1400 Club  
5.15 WCSH—Portia Faces Life  
WLBZ—Shoppers' Variety Revue  
5.25 WLBZ—Standard Shoe Pgm.  
5.30 WCSH—Just Plain Bill  
WRDO—A Visit with Hezzie  
WLBZ—Visit With Hezzie  
5.45 WCSH—Front Page Farrell

### EVENING

6.00 ALL—Maine Network News  
6.15 ALL—Shell Journal  
6.25 WCSH—Maine State News  
WRDO—Program Prevues  
WLBZ—Musical Interlude  
6.30 WCSH—Tony & Juanita  
WRDO—Sweet & Swing  
WLBZ—Organ Tones  
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 Memoirs  
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 Gild  
9.00 ALL—Duffy's T  
9.30 ALL—Mr. Distr  
10.00 ALL—The Big S  
10.30 ALL—Jimmy D  
1.00 WCSH—Maine N  
WRDO—World N  
WLBZ—ESSO R  
11.15 ALL—News of V  
11.30 WCSH—Swing C  
WRDO—Reserve  
WLBZ—Meadow  
12.00 ALL—News



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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—Slim Bryant Wildcats  
 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—Musical Clock  
 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—Easy Aces  
 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  
 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—Organ Tones  
 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—New England Round Table  
 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—Appointment With Music  
 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—Slim Bryant Wildcats  
 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—Musical Clock  
 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—Easy Aces  
 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—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—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 WCSH—Waltz Time  
 WRDO—Waltz Time  
 WLBZ—Musical Comedy Gems  
 10.00 WCSH—Mystery Theater  
 WRDO—Mystery Theater  
 WLBZ—The Haunting Hour  
 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

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—Slim Bryant Wildcats  
 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—Decision Now  
 WLBZ—4-H Clubs  
 9.00 WCSH—School Librarian  
 WRDO—Story Shop  
 WLBZ—Story Shop  
 9.15 WCSH—Tello-Test  
 9.30 WCSH—Coffee with Congress  
 WRDO—Coffee with Congress  
 WLBZ—Mind Your Manners  
 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 Kobbler  
 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—Coffee with Congress  
 WRDO—Meet the Mike  
 12.45 WCSH—Music In Marchtime  
 1.00 ALL—Maine Network News  
 1.15 WCSH—Maine News  
 WRDO—Don Rix  
 WLBZ—Band Parade  
 1.20 WCSH—Salon Strings  
 1.30 ALL—National Farm and Home Hour  
 2.00 WCSH—Federation Women's Clubs  
 WLBZ—Music for the Moment  
 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—Sammy Kaye  
 5.05 WRDO—1400 Club  
 5.30 ALL—The Tenth Man  
 5.45 ALL—Kin Cole Trio

EVENING

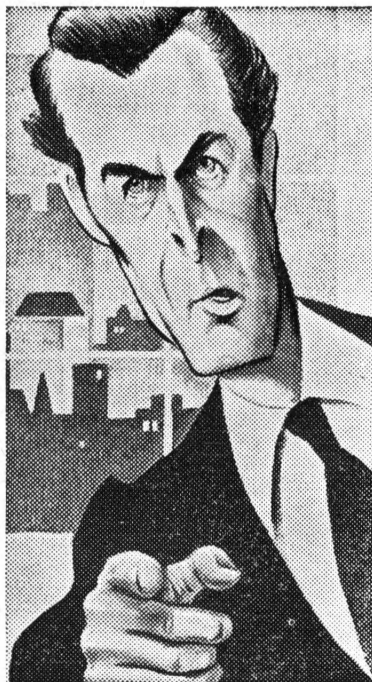
6.00 WCSH—Maine Network News  
 WRDO—Maine Network News  
 WLBZ—Eso Reporter  
 6.15 ALL—Sports Journal  
 6.25 WCSH—Maine State News  
 WRDO—Maine State News  
 WLBZ—Musical Interlude  
 6.30 ALL—NBC Symphony  
 7.30 WCSH—As Maine Goes  
 WRDO—Curtain Time  
 WLBZ—Sweetwood Serenaders  
 7.45 WLBZ—Jumpin' Jacks  
 8.00 WCSH—Life of Riley  
 WLBZ—Life of Riley  
 WRDO—Guest Star  
 8.15 WRDO—Here's To Veterans  
 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—Saturday Nightcap  
 12.00 ALL—News



# Broadcaster Cartoon Quiz - - No. 4



1



2



3



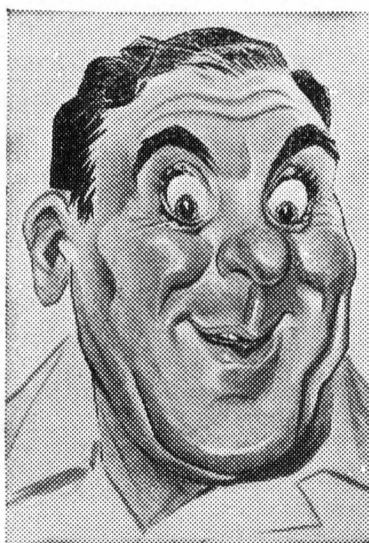
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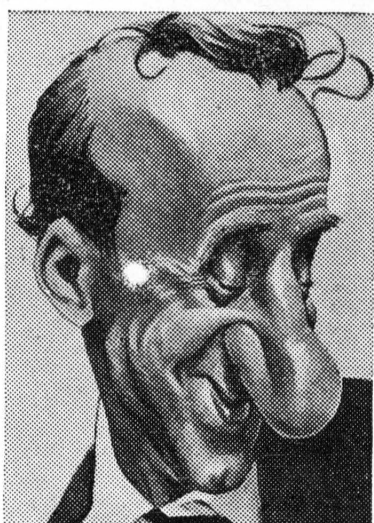
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6



7



8

## Who Are They?

This is the last in a special series of cartoon puzzles presented by The Maine Broadcaster. Artist Sam Berman has drawn this roster of amusing caricatures to see if you can identify the radio stars and programs represented above. Each caricature represents a well-known NBC radio personality. You've seen their pictures from time to time in The Maine Broadcaster. Take a careful look, and then turn this page upside-down to learn how accurately you named them.

1. Eleanor Steber and Christopher
2. Jay Jostyn (Mr. District Attorney)
3. Father and Mother Barbour (One Man's Family)
4. "Red" Foley
5. The Aldrich Family
6. Buddy Clark
7. William Bendix
8. Jimmy Durante
9. Louise Erickson (Date With Judy)
10. Morgan Beatty



9



10

## WRDO Launches Drive For Highway Safety

Augusta's NBC station, WRDO, announces the inauguration of a 13-week highway safety campaign during April, May and June. The drive will be conducted in cooperation with a number of merchants and community organizations in Augusta, Gardiner and Hallowell.

Taking the theme, "Save A Child's Life," the campaign will include weekly safety programs on Sunday afternoons with prominent speakers—a heavy schedule of highway safety announcements each day—a school essay contest with \$100 in prizes—poster displays—direct mail—and a series of newspaper announcements.

Station manager Jack Atwood has been planning the campaign for some time. Already more than 50 subscribers have pledged themselves to work on the drive and a number of organizations have offered support.

The plan has been endorsed by the National Safety Council.

## MeBS Heads Attend Washington Dinner

Four MeBS staffers attended the New England Regional Network's annual congressional dinner in Washington. William H. Rines, Managing director; Ed Guernsey, WLBZ manager; Jack Atwood, WRDO manager, and John Hogan, director of the Maine Network News Service, represented the Maine Stations.

Among prominent guests at the Mayflower Hotel affair were Wayne Coy, chairman of the Federal Communications Commission; George Sterling, commissioner, and former Peaks Island resident; Justin Miller, president of the National Association of Broadcasters; Senator Owen Brewster, Rep. Margaret Chase Smith, Rep. Frank Fellows and Rep. Robert Hale.

During the dinner, the New England Round Table was presented as a part of the program.

## Peggy Lee Sundae

Peggy Lee, blonde and lovely singer on the Jimmy Durante Show recently gave something new in the way of Hollywood parties. Peggy invited about 40 friends to a picnic at which Norwegian dishes were served. To top it off, she served a super ice cream sundae.

Peggy's recipe for the sundae includes the following: three scoops of vanilla ice cream, top with fresh strawberries and a dash of pecan nuts, plus four ounces of Chauvenet sparkling burgandy, poured over the entire sundae. Peggy reports the guests loved it, and who wouldn't?

## Blonde From Boston Won't Be 'Typed'

The one thing that never worries actress Doris Dalton is that she will become "typed" in the parts she plays.

During her career on the stage and radio she has run the gamut from a role as a sophisticated "other" women to a naive and beguiling young English girl.

Another thing that has made Doris the envy of other actresses is the interesting group of leading men she has played opposite. They include Rex Harrison, Henry Fonda, Dennis King and Clifton Webb.

A tall and willowy blonde from Boston, Miss Dalton has the sleek and sophisticated look, as well as the voice, for playing the role of Alice Cameron Smith on the NBC serial, Young Widder Brown. The program is heard Monday through Friday at 4:15 p. m. over WCSH, WRDO and WLBZ. "Although my

## Tubular Recordings Confound Platterman

An interesting variety of old phonograph records has been mailed to WLBZ's Musical Clock program for the "old record" contest—a feature of the early morning show. But, disc-chief Eddie Owen ran into a puzzler when listeners started mailing in some of the out-dated cylindrical records that were used in years past.

Some of the ancient selections bear the labels: Gold Moulded Record and Oxford Record.

The platter problem is how to play them on the air. Modern turntables are not geared to reproduce these old fashioned recordings, and so the Musical Clock has been unable to locate a record player designed for these early waxings. Can anyone relieve the situation?

radio role is a 'heavy'," said Doris Dalton. "I like it because it counter balances many of the stage roles I have played."



# Favorite Comedy Team Now Featured On WLBZ

## WRDO Program Manager Wins Promotion Prize

Don Powers, WRDO program manager, recently received word from the Toni Company that he has won third prize, an Emerson portable radio, in a nationwide radio promotion contest. The Toni Company, sponsors of the Nora Drake program, (NBC, 11:00 a. m., Monday thru Friday) ran the contest among promotion men of radio stations and offered prizes to those doing the best job in promoting the show.

Most interesting of the WRDO ideas was a two week write-in contest. Entrants wrote a letter, in 25 words or less, on the subject, "Why I Like Nora Drake Program." For the three best letters, the writers were sent a free Toni Home Permanent.

Assisting Powers in the campaign were Dan Kelly and Creighton Hill. The contest was featured on their programs, the 1400 Club and the Noonday Revue.

Those writing the winning letters were Mrs. James E. Murphy of Randolph, Miss Attalie Boynton of Hallowell and Miss Yvonne LaVasseur of Augusta. About a year ago, WRDO received nationwide acclaim in radio circles in winning second prize of \$500,00 in an Eddie Cantor promotion contest.

## Waring To Extend Choral Courses For Teachers



Daisy Bernier

For many years listeners to the Fred Waring Show on NBC have admired the precision of his glee club. Music educators throughout the country have written for information about the methods of training and rehearsal.

In order to assist choral directors and teachers, Waring published pamphlets about his method of choral singing and rehearsal. But that was not enough, so several years ago Waring established a choral workshop.

Last summer Waring ran the choral workshop for eight weeks for over 600 music educators from all over the country in the little town of Shawnee on Delaware, Pa. The entire company of Pennsylvanians was present for the regular NBC broadcasts and also to help with the school. Many of the vocalists including Daisy Bernier, Jane Wilson, Joan Wheatley, Leonard Kronendonck, Stuart Churchill and Joe Marine sang and illustrated Waring's principles of "tone syllables" and enunciation.

This year the school will be extended to 10 weeks, because of the success of last year's project. Lara Hoggard, Don Craig and Fred Cully, Waring's music assistants, will be there with all the Pennsylvanians.

Attractive NBC scripter Claris Ross is thrilled with her new assignment to do the scripts for the NBC Symphony broadcasts, not only because it's one of the real writing plums on the network, but because she can now attend Toscanini's rehearsals.

## The Helpful Fan

BOUTONNIERES CROCHETED BY WOMAN AS GIFTS FOR HEIDT AND HIS BAND



Horace Heidt

Many radio stars have large fan followings and inspire fan clubs; many receive gifts galore from admirers. But here's a fan who really does something very useful to show her esteem.

It's Miss Gertrude Goedel of E. Rockaway, L. I., who makes those boutonieres which have come to be the trademark of Horace Heidt and the members of his band on the NBC Philip Morris Night with Horace Heidt (Sundays, 10:30 p. m.).

Miss Goedel began crocheting the lapel decorations nine years ago, and her interest hasn't flagged since then. She supplies Heidt himself with a constant flow of these crocheted carnations in both white and blue; those for the 18 men of the orchestra are blue. When one batch becomes soiled, Miss Goedel makes a complete new set. They are, of course, more practical than real flowers in every respect, besides being distinctive in appearance.

Heidt receives hundreds of letters every day from young aspirants seeking to appear on the program, and his talent scouts average 3,000 auditions weekly. The most talented young performer then appear before audiences at the Heidt theater stage shows in various cities. Their applause determines which of the aspirants will be chosen for the broadcast finals. It is the studio audience at the air show whose applause finally decides each session's winner.

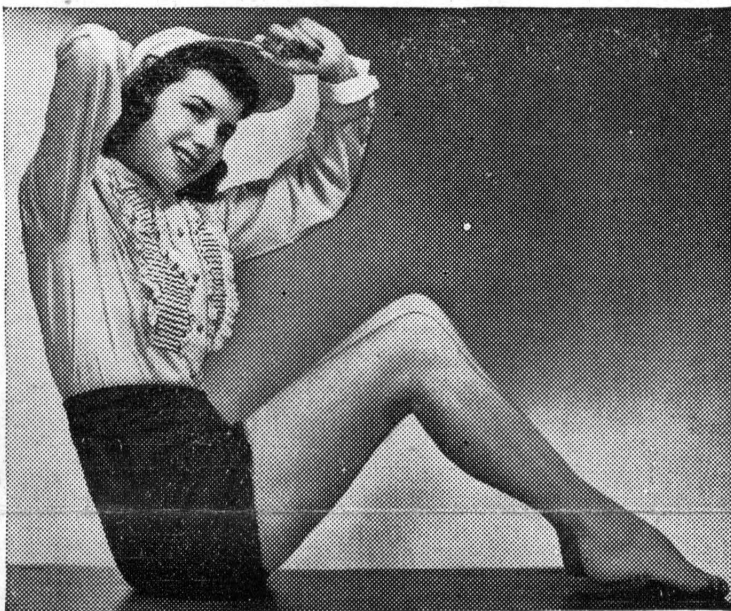


**HARMONY PAL**—In answer to several requests from Maine Broadcaster readers, here is a photo of Bob Hannon, handsome baritone who appears each week on Waltz Time over WCSH and WRDO at 9:30 p. m. Bob has been singing since he was four years old and has earned his living at it since he was 12. He started his career as a child soloist with a boy's choir in Kansas City.



Jane and Goodman Ace

## Anne Sargent Of Radio And Screen Studies Ballet To Aid Acting Career



**FAIR AND WARMER**—Pert Anne Sargent takes time out from her busy acting schedule to model the latest fashion in play clothes for the outdoor season. Anne, who recently had a lead part in a Broadway show, plays a featured role in the new film, "Naked City," and regularly appears on NBC's The Right To Happiness program as Deborah Nelson, the district attorney's sister.

Anne Sargent, successful radio, theater and movie player, takes two dancing lessons a week with New York's New Dance Group to further her acting career.

The hazel-eyed miss is studying ballet and modern dancing. "I take ballet," Anne says, "because it gives an actress greater poise and balance for the stage. My lessons in modern dancing help, too, because they make my stage actions more fluid and flexible in front of an audience."

Anne seeks to be a perfectionist in her work and in addition to her dancing lessons, finds time in her busy acting schedule for voice coaching and instruction in French conversation.

The young actress was born in West Pittston, Pa. She studied dramatics at the Carnegie Institute of Technology, and made her stage debut on Broadway in 1945 with a role in "The Late George Apley." Since then she has played the title role in "Janie," and has acted in other productions. She currently appears in a featured role in the new movie "Naked City."

Anne started her radio career early in 1947, when she was selected for her present role as Deborah Nelson on NBC's The Right To Happiness drama. The program is heard Monday through Friday at 3:45 p. m. over WSCH, WRDO and WLBZ.

The testimonial dinner given last month by the Mount Sinai Men's Club for Jimmy Durante was one of the biggest dinners of its kind this year. Hundreds of Hollywood's top names were there and Durante received a beautiful gold plaque in appreciation for his 33 years of work in the entertainment field.

## Easy Aces Return To Radio After Long Absence

Each weekday, Monday through Friday at 9 a. m. Freese's presents the program Easy Aces on WLBZ, Bangor. Pictured at left are Jane and Goodman Ace whose easy-going comedy style has made Easy Aces one of America's top programs.

Jane and Goodman Ace have been doing their program for so long that they often become confused over whether they are themselves on the program, or off the air. Thus many adventures they encounter in private life find their way into the script.

Easy Aces is written by Goodman Ace, who has been writing this and that since he was 17 and a student in Northeast High School, Kansas City, Missouri. The first recognition he received for his writing was a prize for his paraphrase of Guy De Maupassant's famous short story, "A Piece Of String." He edited the school paper during his senior year.

At 19, Ace joined the staff of the Kansas City Post-Journal as drama critic. His cousin, Hy White, got him the job. White was a press agent and figured if Goodman was drama critic he could get "breaks" for his clients. Ace stayed with the paper 12 years before breaking into radio.

In 1928, Goodman talked Jane into marrying him. She had been his "flame" in high school, although Jane didn't know it at the time. But the persistent Ace finally convinced her.

Radio came to Goodman Ace, and vice versa, on station KMBC, Kansas City, where Ace was billed as "The Movie Man".

One evening early in 1930, Ace was on the air with his "Movie Man" program. Jane was in the studio with him. The Talent for the following fifteen-minutes didn't show up and the program producer told Ace to keep talking. He and Jane ad-libbed fifteen minutes, and got so much fan mail that the program became a fixture.

Both listeners and those in radio have acclaimed Easy Aces. Fred Allen says: "Goodie Ace is America's greatest wit." Walter Winchell says: "Orchids to Easy Aces program which holds up handsomely with an undiminished quota of laughs, and Newsweek Magazine calls them "A radio institution."

## Contest For Charity

Truth or Consequences famed "walking man" contest, one of the biggest contests of its kind ever conducted, brought in approximately a million dollars for the American Heart Association. More than 1,350,000 letters were received and the letters averaged about 72c each in contributions from listeners.

## Trends In Music

Scott Colton, emcee of the WCSH Swing Circle, will author an article appearing in next month's gala issue of the Maine Broadcaster on the subject of American popular music. Colton, a former orchestra leader and Hollywood player, will present his views on trends in music which he feels are altering American musical tastes.



**GEORGE AND GRACIE**—Here's the latest picture of George Burns and Gracie Allen as they rehearse a script for their regular weekly program. The comedy pair works long hours during the week preparing the script and final rehearsal usually takes a full day before airtime. Burns and Allen are heard each Thursday at 8:30 p. m. over WCSH, WRDO and WLBZ.



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Page Eight

SAMPLE COPY

THE MAINE BROADCASTER

April, 1948

# Documentary Show Aims At Painless Education

## Dennis Day's Naive Girl Friend Finds Home-Town Career



Barbara Eiler

Barbara Eiler, an attractive brunette, got her break in network radio playing juveniles—mostly teenagers—and found that she had fashioned for herself a real career on the air.

Barbara didn't have to travel to gain experience—she made good in her own home town. She was born in Los Angeles, played her first radio role while still in high school (age 16) over a local station and decided that this was the career for her. She has hazel eyes, brown hair and is five feet, three inches tall.

Her radio debut was far from auspicious; she had a minor role in "Babes in Arms," and another bit part in an NBC West Coast day-time serial, "Aunt Mary." But she was heard by two producers who thought she had further acting ability, and before long she was appearing on the Frank Morgan Show, the Kenny Baker Show and with Ozzie Nelson and Harriet Hilliard.

Now she's a featured actress. For instance, she plays the naive Mildred Anderson on A Day in the Life of Dennis Day (NBC, Wednesdays, 8:00 p. m.) and Babs, the daughter of Chester Riley (William Bendix) on The Life of Riley (NBC, Saturdays, 8:00 p. m.).

In the role of Mildred, she's the how-dumb-can-you-get girl friend of Dennis Day, a soda dispenser in the little town of Weaverville. As Babs, she is a bright, happy teen-ager with many boy friends.



**PERPLEXED FRED**—Fred Allen, NBC comedian, is wondering whether he'll be able to vacation in Maine this summer. He has visited Old Orchard Beach for a number of years, but now he's faced with the possibility that this show will not take the usual summer layoff.

## Bill Stern Elected Sportscaster Head

Bill Stern, NBC's director of sports, has been elected president of the Sports Broadcasters Association, an organization of 36 radio and television sportscasters in the metropolitan area of New York City. He succeeds Ted Husing.

Purpose of the organization is to represent sportscasters in their mutual problems of covering sports events. This year the association established a trophy to be awarded annually, in memory of NBC's Graham McNamee, to the person who has done the most for sports in the preceding year. Branch Rickey, president of the Brooklyn Dodgers baseball club, received the award.

Stern has been on the sports announcing staff at NBC since 1934. He became director of sports in 1940. Motion Picture Daily has named him the top sports commentator for the past nine years, and this year he won the first annual reader poll of Radio Mirror magazine as "Favorite Sports Announcer."

## Morgan Beatty Is Real Dirt Farmer

"A real dirt farmer" is the description of NBC Washington commentator Morgan Beatty in an article in the March issue of American Home magazine.

The story, by E. L. D. Seymour, tells of Beatty's horticultural efforts at his Burnt Mills Hills, Md., home, where the commentator has built his own greenhouse on his one-and-a-quarter acre grounds and is experimenting in plant improvement through hybridization and selection.

Beatty's interest in gardening, according to Seymour, was inherited from his father, who in 1928 gave up his profession of tobacco salesman to become a retail florist.

Louise Erickson, star of A Date With Judy, is attending drama school at the University of Southern California.

## Can Women Mix Careers With Marriage?

### Attractive Mother Sees No Conflict

Mary Shipp, a slim, blonde girl with blue eyes and a strong will of her own, tossed her head for emphasis.

"Talk about women choosing between marriage and a career is old-fashioned," she said, then added "and it's generally promulgated by men."

Mary is the wife of Harry Ackerman, vice-president of a New York advertising agency, and the mother of a two-year-old named Susan. She finds, contrary to all theories, that her busy career as a radio actress offers no conflict.

"Of course, Harry opposed the idea of my continuing to work after we were married, and it was more or less on my promise to leave radio that we got married at all. But after two years during which he saw me almost exclusively in kitchen apparel, it was Harry who suggested I take up my career again. I think he realized how much happier I would be keeping active in a field for which I had trained and studied most of my life. I think we are both happier since making the decision," she said.

"When I first started doing radio work again, I found that I had more time for a pleasant home-life than I had anticipated," the attractive blonde remarked recently. "As a matter of fact," she said, "I've found that a paradox exists—the busier a person becomes, the more time there seems to be for additional tasks."



**CUES FOR LIVING**—Talk turns on music as orchestra conductor Milton Katims (left), director James Harvey (center) and narrator Ben Grauer engage in pre-broadcast discussion of 'Living—1948,' NBC's new documentary series. The program is designed to spark public thinking about currently important issues. It is heard over WCSH, WRDO and WLBZ each Sunday at 4:35 P. M.

### A Kiss --- Defined

Mrs. Mary Droyda — who keeps her address a secret — provided the following grammatical proof to back up her definition of a kiss in a letter to NBC.

A kiss is a noun—because it is "common" and "proper". It is a pronoun—because "she" stands for it. It is a conjunction — because it "joins together." It is a verb—because it expresses "action." It is a preposition — because it has an "object." And it is an adverb — because it tells "how much" he loves her!

Eddie Cantor turned fiction writer in the April issue of Liberty magazine. The popular NBC comedian's contribution, a short-short story, is titled, "No Pockets in Shrouds."

### Coronet Magazine Fetes Radio Pair

Coronet Magazine recently honored Amos 'n' Andy with a story in their March issue. As a follow-up to the story Hollywood columnist Hedda Hopper appeared as a guest on the Amos 'n' Andy Show and presented the famed comics with a special plaque on behalf of the magazine.

The dedication on the plaque read as follows: "To Amos 'n' Andy for their outstanding contribution to radio, which has made them living symbols of a great era. The warm characters they have created have entertained a generation."

The tribute was signed by Oscar Dystel, Editor-in-Chief of Coronet magazine.

Amos 'n' Andy (Freeman Gosden and Charles Correll) are planning a vacation this summer in Alaska.



**BERLE FOIL** — Mary Shipp, who plays the patient Mrs. Berle on NBC's Milton Berle Show, has been acting since she was in a Los Angeles stock company at the age of eight.

Mary thought at first it would be best to resume her career slowly, to take on only one show, perhaps, just to see how things worked out. She found, however, that it was no burden to take more assignments, so now she accepts as many parts as can be fitted into her busy schedule.

In addition to many one-time assignments on leading serials and night-time mysteries, she is heard regularly as Mrs. Berle on NBC's Milton Berle Show (Tuesdays 8:00 p. m.), and Kathleen, Henry's girl-friend, on NBC's Aldrich Family (Thursdays, 8:00 p. m.).

That still leaves plenty of time for daughter Susan and husband Harry. There's time, too, for the chief Ackerman recreation of poking around second-hand bookstores accompanied by their Scotch terrier, Grampf, while their black cat, Ermentrude, stays home with Susan and the governess. And time also to practice Spanish, which they study together, testing their pronunciation over after-dinner coffee cups.

"Having a career of my own, separate from the home, makes for a richer, more satisfying life for all of us," says Mary.

### Kay Kyser Party

The greatest honor ever given to NBC's Kay Kyser was the opportunity to announce to the army and marines in the Philippines that the Japanese had accepted the Allied terms of unconditional surrender. Kay made the announcement to troops commanded by Gen. Harlan "Howlin' Mad" Smith.

Late last month, Gen. Smith reminisced with Kay at his 10th anniversary party hosted by NBC. Also attending the party were Jack Benny, Bob Hope, Judy Canova, Dennis Day and many others.

## 'Living --- 1948' Keeps Listeners Abreast Of News

The question of educating listeners as painlessly as possible is one that has long nettled broadcasting officials. One answer—the product of considerable experimentation and research — is the documentary.

The increasingly important role of the documentary is one of the currently significant phenomena of radio. It is a form that found ready acceptance from a public not unwilling to be informed, but loath to be bored in the process.

It was the documentary approach that won out when the NBC Public Affairs and Education staff recently decided to undertake a new program series — "Living—1948" — that would dramatize important issues and arouse listeners to intelligent action.

### Summary in Definition

There's an apt summing-up of what the new series is trying to do in the nutshell definition of documentary in Webster's International: "Recording or depicting in artistic form a factual or authoritative presentation, as of an event of a social phenomenon."

On the agenda for future "Living — 1948" broadcasts (Sundays, 4:35-5:00 p. m.) are subjects like these:

"What Does Europe Think of Us?" (Not Tito, not Stalin, not Attlee, but the man-on-the-street).

"How Secure Are We?" (A military view of the U. S.)

Each drama-document will involve music, drama, narrative, human interest—an amalgam designed to attract a large segment of the listening public.

### Cooperation

The American Institute of Public Opinion and its director, Dr. George Gallup, are cooperating with NBC in over-all planning of "Living—1948" and in certain phases of research.

Lou Hazam, who wrote the recently concluded NBC "Home Is What You Make It" series, is the scriptwriter for "Living — 1948." Wade Arnold is program supervisor, Jane Tiffany Wagner is technical adviser, and Nancyann Woodard is research specialist. James Harvey is the director, and Milton Katims conducts Morris Mamorsky's orchestral scores.

A five-minute news report by Bob Trout is the appropriate prologue to "Living — 1948" each week (4:30 p. m.).

### Archie Takes Up Art

About eight years ago when Ed "Archie" Gardner announced to his friends that he was going to take up oil painting as a hobby, everyone thought it was a passing fancy and that he soon would forget about the whole thing. But Ed stayed with the painting hobby, studied the art when he had the spare time.

This month he surprised just about everybody when he announced that one of his latest canvases is on display in the movie stars art exhibit at the Los Angeles Hall of Art.

### Swift Retort

Recently, when Eddie Cantor broadcast his show from San Francisco, he had as his special guest Henry Kaiser, the industrialist. The two men exchanged gags on the show and then, after the show Cantor announced to Kaiser that he was going to call his home to check on how wife Ida liked the broadcast. Kaiser always ready with a witty answer, said, "Wait for me, I'll check with Frazer."