



Affiliate

THE MAINE BROADCASTER



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FORMER MAINE GIRL IS NBC ACTRESS

Maine Listeners To Hear News Of G-O-P Conclave

Listeners to the Maine Network News Service were assured special coverage of the Republican National Convention in Philadelphia when it was announced that Washington staff members would report on activities of the Maine delegation next month. Washington Bureau head Bulkley Griffin and assistant Don Larabee will go to Philadelphia on June 21—opening date of the convention—to cover news of special interest to Maine listeners.

Maine's delegation is unpledged to any particular candidate, so the big news of how they will vote, probably will originate in Philadelphia after a group caucus. Griffin and Larabee will file their stories to the Maine Network News Service's Portland bureau for presentation over WCSH, WRDO and WLBZ.

Maine Network News Service broadcasts are heard over the three stations daily at 8:00 a. m., 1:00 p. m. and 6:00 p. m.

Presented On Television

The Voice of Firestone, radio's second oldest sponsored musical show, became the first program last month to be presented on Television and AM and FM radio. All three mediums of communication carried the show simultaneously.



GARDEN GIRL—Joyce McClusky, apartment-dweller, dons garden togs to tend her spring garden. Joyce is new to radio and is heard on NBC's Betty Crocker program, Monday thru Friday at 2:40 p. m. She's also a featured actress on a number of other NBC programs.

Lavalle Named Music Adviser

Paul Lavalle, conductor of NBC's Cities Service Highways in Melody, has been appointed National Music Consultant to the Boys' Clubs of America.

Lavalle, who is a conductor of symphony and popular music and a composer and arranger, will help plan musical activities for the 275,000 boys who are members of the 300 clubs throughout the country. A program will be developed to stimulate interest and participation in both vocal and instrumental music.

Baking Concern Gives Away Record Albums

Musical Comedy Gems, heard over WLBZ each Friday at 9:30 p. m., is now sponsored by the John J. Nissen Company, bakers of Blue Ribbon Bread. Musical Comedy Gems features highlights from stage hits of the past and current Broadway attractions.

The recorded albums used in each broadcast are awarded to the weekly winner of the program contest by the baking company.

Cap And Gowners

Jim and Marian Jordan, NBC's "Fibber McGee and Molly," were awarded honorary Doctors of Law degrees by St. Joseph's College in Indiana last month. The Rev. Henry Lucks, president of the college, said the degrees were awarded in recognition of "the outstanding good taste and all-around family acceptability" of the Jordans' work as entertainers.

Pandit Nehru, Prime Minister of India, made his first broadcast to United States listeners over NBC last month. He spoke from New Delhi and was heard on the University of Chicago Round Table.

Modern Youth 'Sharp', Says 'Dr. I. Q. Jr.'

Lew Valentine speaks with authority, for as NBC's traveling Dr. I. Q., Jr., he has had considerable experience with the juvenile set.

The show is heard via NBC over WCSH, Portland, each Saturday at 5:30 p. m.

"All in all," says Lew, "those kids rake in dimes with even greater facility than their seniors take unto themselves the silver dollars I pass out on the senior program." The senior program to which he refers is Dr. I. Q., which is heard Monday on NBC at 9:30 p. m.

Valentine hastily assures the elders that he doesn't mean today's youth contend, "We are better than our fathers." It is merely that book learning is much closer to young people's sphere.

Then, too, youngsters are less self-conscious about facing a microphone. They are able to speak into it freely without the mike-fright bugaboo that besets their elders.



MARY PATTON

Mary Patton Spent Childhood In Bath And Winthrop

Mary Patton, NBC actress, calls Maine her home though she was born in Minnesota and has lived just about everywhere in the U. S. Daughter of a country doctor, Mary spent her early years — from four to twelve — in Bath and Winthrop. But when Father Patton turned to industrial medicine, the family moved along with him all over the face of the country. But someday Mary expects to buy property in Maine and settle down.

"The State has a great draw for people who love it," she says. "The ruggedness of the land and the down-to-earth quality and independence of Maine people — well, there're hard to describe. You know, I still write regularly to one of my grade-school teachers, Mrs. Winifred Brawn of Winthrop."

Mary Patton isn't likely to return to Maine for a while yet, though, with radio, television and the movies to keep her busy. Currently she's one of the most active actresses around NBC's Radio City studios in New York, featured regularly in Lora Lawton, Believe It or Not, and often heard on Road of Life, Life Can Be Beautiful and Ford Theater.

Mary likes acting in all mediums. Since 1939 she has been appearing regularly in NBC Television productions. Last Christmas she played Mary, Mother of Jesus, and calls that her most memorable television experience so far. Recently she appeared on Broadway in an experimental stage play called "Afternoon Storm."

Then there's the movies. Mary is featured in "The Search," the foreign-made film in which she plays the American mother, Mrs. Fisher. It was while she was abroad with her husband last year — Mary went along as his secretary with his documentary radio production unit — that she was cast for "The Search." Her husband is Frank Papp, one of the National Broadcasting Company's leading directors. He directs Eternal Light, among other things, but Mary has never appeared in one of his productions because "It's better that way," she says.

At 16 Mary went to New York on a two-year scholarship with the Neighborhood Playhouse School of the Theater. During that period she worked nights and Saturdays in department stores. She got her first stage contract, she says, by making a nuisance of herself haunting the casting office of "You Can't Take It With You." She got the job — which turned out to be that of an understudy to six different characters. For seven months she sat patiently backstage waiting to step in and save the show in case an accident befell one of the principals. She was rewarded eventually with the ingenue lead in the West Coast company of the show.

In 1939, Mary turned to radio, and since that time has been appearing regularly in NBC radio and television productions, building a solid reputation for her portrayal of emotional roles, like Emily in "Our Town," which she has done on the air.

Right now Mary has an idea she'd like to go to China, play "St. Joan" and Eugene O'Neill's "The Straw" on the stage, and devote more time to her newest hobby, painting.



CHILD'S PLAY—Lew Valentine as "Dr. I. Q., Jr." interviews young contestants eager to participate in the mystery drama satire which is a feature of the NBC juvenile quiz show. The best amateur actor in the weekly skit wins a bicycle.

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 5/48 which stands for May 1948. Check your figures NOW. This may be your last issue under your present subscription. If so, and you wish to renew, simply clip off the top of the page, including the printed box, your name and address and the expiration date at the right. Check whether you wish to renew for one or two years, and mail the clipping with the correct remittance, to your nearest MeBS station - WCSH, Portland; WRDO, Augusta or WLBZ, Bangor.

THE MAINE BROADCASTER

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

Petrillo Turns On Green Light

Statement by Frank E. Mullen, Executive Vice President of NBC

The arrangements recently completed with the American Federation of Musicians through its president, Mr. James C. Petrillo, are of the greatest significance to the entire broadcasting industry.

Peace has been established on the network front with the removal of the many burdensome restrictions which impeded the orderly progress of sound broadcasting and television, and a long step forward has been taken toward the establishment of harmonious relationships between the union and its employers. The willingness of the American Federation of Musicians to cooperate with the broadcasters for the development of television is most heartening and will provide a great stimulus to the entire television industry.

Recognizing the economic condition of the television broadcaster at the present time with high costs confronting him on every side, the action of Mr. Petrillo in promising to provide the services of the members of the Federation at reasonable rates and working conditions is most encouraging. I am certain that the development of television in the United States will provide new and additional employment to the members of the Federation.

The enlightened action taken by Mr. Petrillo in making music and musical performers available to television set owners is to be highly commended. We have been assured of the full cooperation of the union in the creation of a complete television service to the nation. It is my hope that the other unions involved in our industry will likewise cooperate to the end that television service may be expanded rapidly to reach all the homes in the country.

The National Broadcasting Company will immediately use the service of musicians in the televising of many of its programs.

We propose that already established sound programs such as the NBC Symphony under the direction of Arturo Toscanini, the "Fred Waring Show," the "Chesterfield Supper Club" and the "Telephone Hour" will be televised.

The Federal Communications Commission first gave the green light to television. Mr. Petrillo and the American Federation of Musicians have now put the orchestra in the pit so that the curtain can go up on what will inevitably be the greatest show on earth.

MAINE FARM TOPICS

BY "JAKE" BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

STRAWBERRY PLANTS SHOULD BE PART OF EVERY HOME GARDEN

An old proverb says that the Lord might have made a better fruit than the strawberry but He never did. This probably expresses my idea towards strawberries better than anything else.



The strawberry, like corn, peas and asparagus, is a home garden plant. You can only get the real flavor, the real tang of the fruit, by picking it fresh from your garden. No food plant is more interesting

to observe than the strawberry. It's a joy to grow them.

White petaled flowers, studded with golden centers, rise from luxuriant masses of green foliage in May. In June, comes the crimson crop. A yield of a quart from each plant set out the year previous is not unusual. It can be estimated that one hundred plants lined out this spring should, a year from this June, bear for the average size family enough berries to be eaten fresh and to be preserved.

Desirable Varieties

The beginner should play it safe and select a variety of proven quality and yield for our region. Recent tests conducted by the Maine Agricultural Experiment Station suggests that some of the new strawberry varieties may prove superior to Howard 17 (Premier) which has long been the most widely planted variety in Maine. Winter injury, and recently the red stele disease, have caused serious losses in many plantings of this well known variety. Suitable hardy and red stele-resistant varieties are needed to replace it. *Sparkle* is perhaps the most promising variety to plant, it is as fully as productive as Howard 17, a good plant-maker, and produces better sized, more attractive berries of good quality.

Its season of maturity is four or five days later. This new variety is reported as being resistant to red stele disease and to be excellent for freezing. Other varieties that you might try that have plants that are

vigorous, (the yield is high and the quality is pleasing and are fairly new to the strawberry grower) are the *Temple* and the *Fairland*.

Use northern grown plants from near-by growers in the vicinity where you live. Compared with plants shipped from the south, they are fresher, less infested with pests and not so advanced in growth. Locate the strawberry bed where it will receive at least a half-day direct sunshine. If trees are near, the invasion of their roots into the bed will arrest the growth of the plants more than a shade.

Soil that is not waterlogged and well supplied with humus will produce a crop of strawberries. An area that has turned out a satisfactory lot of vegetables is suitable. On such land, 25 pounds of commercial fertilizer should be spread over each one thousand square feet. A piece of newly cleared brush land fortified in this manner will usually produce a good crop of berries. Lime is hardly ever needed.

Sod Invites Grubs

White grubs, the larvae of June bugs, invariably infest sod land. Therefore, to turn under a stretch of sod for a strawberry bed would be to invite disaster. The grubs, deprived of their grass root rations, turn their attention to the strawberry roots.

Plants may be set out as soon as the ground can be worked — the earlier they are in, the better established they will be.

When the plants arrive from the grower, unpack them promptly to prevent smothering and rotting. If not possible to set out when the plants arrive, separate the plants and spread them on a cool earthen or concrete surface. You also may make a furrow in the garden and line them along in that, covering the roots with earth. Water them, and in whatever manner you hold them, spread moist burlap or cloth over them.



GUBERNATORIAL THINKING — A sample of Governor Horace A. Hildreth's thinking on foreign affairs was taken last month by John Hogan, director of the Maine Network News Service. The on-the-spot interview was tape recorded at the state house and presented to WCSH listeners on the weekly program, As Maine Goes.

Photo By O'Brien

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Hello There,

Had any dandelions yet? Maybe you are one of those people who can a great many. Have you tried salting them? Salting, I think is especially good for greens of all kinds and for string beans. Here are the simple directions:

Salting Beans & Greens



Wash the beans or greens thoroughly. Lift them out of wash water. These vegetables grow close to the ground and some times they are hard to get clean. After a wash in cold water, a wash in warm water will help in the cleaning. Remove any dead leaves and woody stalks. Tip the beans, cut them as for serving. Weigh the vegetables. Mix the greens, with 1/4 their weight of salt in the crock. Do not bruise or crush the greens. For beans, fill the crock—a layer of salt, and a layer of beans. Cover with a clean cloth. Place a plate that just fits inside of the crock to hold the weight. Hold down with a clean stone. When the vegetable has settled more can be added until crock is full. Allow them to stand in a cool dark place (cellar). Brine must cover the vegetable at all times. If needed, add brine. (1 cup salt to 1 quart of water). If mold forms, remove it. They are ready to use at any time.

These busy garden days fruit and cookies can be the simplest dessert to serve. If you make delicious homemade cookies your family won't object a bit. Why not try these? They keep well if the family will leave them alone, but then, cookies are for eating, aren't they?

Once strawberry roots dry out they are useless.

When the bed has been made ready—fertilizer and manure well stirred into the top eight inches—trim the plants. Lay them on a board and chop off the ends of the roots allowing four inches to remain. Remove half the oldest leaves and leaf stems.

Plants must be placed in the earth in such a way that the roots are well spread and completely buried, yet the crown (point from which the stems start) is above ground. Too shallow planting, will cause the roots to dry out. Too deep planting will cause the crowns to smother. With the foot, press the earth snugly against the roots. Wet the earth around each plant with water after setting out the plants.

There are several systems of spacing plants. The most practical for the home gardener is to set them two by two feet. This allows space for new plants produced by runners to root later in the summer. In this way by October the bed is completely filled in.

Where weeds are a factor in the fall, another system is preferable. You can set the plants sixteen to eighteen inches apart, keep all runners removed, and depend on the original plants to produce the crop. Obviously, hoeing is simplified by this method, since you contend with no runners. It's a tough job to remove weeds from

GUMDROP COOKIES

Sift together:

1 cup sifted enriched flour
1/2 tsp. baking powder
1/2 tsp. soda and
1/2 tsp. salt into a bowl. Add
1/2 cup soft shortening,
1/2 cup granulated sugar,
1/2 cup brown sugar,
1 egg

1 tablespoon water and
1 tsp. vanilla. Beat until smooth, about 2 minutes. Fold in 1-1/2 cups rolled oats and 1/2 cup gumdrops, cut fine. (Omit licorice ones). Shape into small balls by hand and roll in coconut. Bake on a greased baking sheet in a moderate oven (350°) 12 to 15 minutes. Makes 3-1/2 dozen cookies.

Correction please — In the March Broadcaster when I told you about the rice, the recipe should read: 1 C. rice, 2 C. hot water, 1 1/2 tsp. salt. I hope you enjoy these recipes, and if you have some pet ones of your own won't you share them with us?

Until June — Good bye

—Agnes Gibbs

Alma Kitchell, whose cooking program is seen weekly on NBC Television, is the only person ever to have interviewed the wives of all the top representatives to the United Nations. They include Mrs. Warren Austin, Mme. Andrei Gromyko, Lady Theodosia Cadogan, Mme. Quo Tai Chi and more than 20 others.

Ezra Stone, "Henry" in the Aldrich Family, is establishing a reputation as a Broadway director. With "Me and Molly" running smoothly, Stone now is directing rehearsals of "To Tell You the Truth," a forthcoming comedy.

a strawberry bed full of runners in August and September.

Nature intended that the plants you set out this spring should bear a crop of berries this June. Don't permit it. Due to the shock of transplanting, the yield would be low indeed.

As the flower buds appear, pinch them out promptly to strengthen the plants.

Soon runners, creeping stems, will form. At the end of each runner is borne a miniature plant which will root to make a new one. If you follow the first method of growing described, encourage the new plants to root by keeping the earth mellow by cultivation. The second requires that all runners are to be removed as fast as they appear. If you follow the latter system more plants are required in the beginning, it will be easier for you to control the weeds, but you will have a larger and a better quality of fruit.

Seldom does it pay to carry the bed over for a second year of picking.

Before the ground freezes in the fall the bed should be covered with a mulch of weed-free straw, marsh hay, evergreen boughs or similar material. But more about that when the time comes.

Page From The Editor's Note Book

There's an article in the April issue of the American Magazine which every American should read. The article is called "Every Chance in the World" and it is written by a man who soon discovered, after coming to America from Europe at the age of nine, that America offered him exactly that. The Author is David Sarnoff, who is now president and chairman of the board of the Radio Corporation of America, which is the parent organization of the National Broadcasting Company. Mr. Sarnoff writes: "The United States is even more the land of opportunity than it was when I arrived here nearly 50 years ago. To keep it so, by maintaining and perfecting our democracy, should be the aim of every true American." He discusses the communications field and what it has to offer in the way of employment.

"The opportunities that await the young men and young women in the United States today exceed many times those that existed in this or any other country at any time in history, he says. "That is why I believe in American democracy."

Rural Life Sunday

By the

REV. B. F. WENTWORTH
Pastor of the Wilton Methodist Church, Wilton, Maine



Rev. B. F. Wentworth

On the first Sunday in May, Rural Life Sunday will be observed in rural and urban churches all over the country. The nation's debt to rural life is recognized by our educational system by the distribution of tax money on the basis of the needs rather than sources from which these taxes come. United States Census figures show that rural areas have an over-balance of children and youth without an adequate income to give them a good education. The majority of these youth leave for the cities just when their earning power could help with the financial support of social institutions that concern the growth of democracy.

Just as public school money is used to relieve this situation, so should money for the building of Christian Character be applied by the churches. Rural Life Sunday is a day when all this need can be shown. City churches would find it to their advantage to concern themselves with the sources of their growth, for to a great degree the active leadership of most city churches is drawn from the rural church.

The rural church is proud of its privilege of furnishing Christian people for city churches, but it is handicapped by a small financial support. I am thankful for city churches who send an offering each year for the support of rural work in Maine and New England, and I hope that the number of these friends of rural life will increase. We must keep the foundations of our democracy strong with Christian Ideals. The rural church is one of the most important builders of that foundation of democracy. Is the church in YOUR town strong and active? Give it your help.

Marjorie Mills Presents Program From Portland

Lib's Travels Lead To Stage And Radio



Elizabeth Reller

Elizabeth Reller, NBC actress, traveled more than 3,000 miles to fulfill her ambition for thorough dramatic training.

Elizabeth — or Lib, as she is known along Radio Row — became stage struck when, as a child in her home town of Richmond, Ind., she danced and acted in amateur theatricals. After high school, she attended Swarthmore College because of its famous dramatic department.

Two years later, she went to the world-renowned Royal Academy of Dramatic Arts in London, England. She studied there for two years and received her degree.

Then Lib returned home, and made daily trips to Chicago seeking an acting job in the theater. She soon did receive an acting assignment—but not in the theater. Her first job brought her to radio, where she read a commercial on NBC's "Amos 'n' Andy" program.

A few days later she was auditioned with 24 other girls for the feminine lead in a network show. Lib got the role—and played it for more than two years. However, she was still interested in acting on the stage and moved to New York.

But again Lib found herself before the microphone instead of the footlights. She was soon acting on various network programs, and got the role of Ann Malone on the serial-drama, "Young Dr. Malone." She played that part for more than five years, and during that time also appeared in Broadway stage productions, including "Abe Lincoln in Illinois" and "Day in the Sun."

Today, Elizabeth is considered among radio's finest actresses. She is heard on several programs, and has played the featured role of nurse Kathy Campbell on NBC's "Portia Faces Life" (Mondays through Fridays, 5:15 p. m.), for more than three years. The program begins its ninth year on the air this month.



SATISFIER — Helen Carroll was brought up in Memphis, but dropped the southern accent when she joined the Satisfiers, the vocal group which is heard on the NBC Supper Club nightly.

Portland Newsman Serves On Board

John F. Hogan, director of the Maine Network News Service, served this past month as a member of the inspection committee which passed on the acceptance of Boston University's school of journalism. The school was inspected by members of the Council on Radio Journalism and the American Association of Schools and Departments of Journalism. Hogan represented the former organization on the committee, reporting on the qualifications of BU's radio news courses.

Chairman of the committee was Dr. Earl English, professor of journalism at the University of Missouri. Other committee members were Stephen Noland, editor of the Indianapolis News, and Frank W. Heanue of the Boston Globe.

Louise Erickson, star of NBC's A Date With Judy, also heard as "Marjorie" on The Great Gildersleeve, is playing lead in Robert Sherwood's comedy, "Road to Rome," a Geller Theater Workshop production, which opened in Los Angeles during April.



MARJORIE AND CARL—Marjorie Mills and Carl DeSuzo take time out after their recent Portland broadcast to autograph tickets for several Maine listeners. More than 800 faithful fans came from all sections of Maine to hear Miss Mills when she broadcast from the Eastland Hotel last month.

Huge Audience Attracted To Broadcast

Marjorie Mills, popular star of the New England Regional Network, visited Portland last month and addressed a gathering of Maine hotel operators. During her visit, she broadcast her regular daily program from the main ballroom of the Eastland Hotel before a group of more than 800 women.

This was one of her rare appearances in the Pine Tree State, and it created a mad scramble for program tickets which almost went out of hand. Fans from all sections of Maine came to Portland for the event; some drove more than 100 miles to see Marjorie Mills.

Miss Mills ordinarily broadcasts from Boston—in the studios of station WBZ—but her program is heard also in Maine over WCSH, Portland, and WLBZ, Bangor.

With her regular announcer, Carl DeSuzo—a former Maine man—Miss Mills presented her program to one of the most enthusiastic audiences she has ever had.

Broadcasting in a soft, conversational style, she presents a program which home-makers have always found helpful. Studded with light-hearted chatter with her announcer, Miss Mills tells her listeners about many time-saving methods of home-managing, and she always includes a few new recipes which listeners send in each day.

A native of Waterville, Me., Miss Mills went to Boston many years ago, where she became associated with the Boston Herald-Traveler. She still writes a daily column in the paper.

She says she enjoys broadcasting more than any other activity, especially when her shows originate outside Boston. Then, she says, she gets an opportunity to meet many of her listeners and learn how her program is being accepted.

Her announcer, Carl DeSuzo, has been a part of the program for some six years. He and Marjorie are great personal friends and they form a perfect air-team, especially during ad-lib periods. Carl always knows just when Marjorie is going to come out with a witty remark; he's an ideal foil for her subtle humor.

Marjorie Mills is heard each day (Monday through Friday) at 12:30 p. m. Her program is heard in Maine over WCSH and WLBZ.

DeMarco Sisters Grateful To Friend Who Helped Them On Way To Fame



HELPING HANDS—The singing DeMarco Sisters, heard each Sunday night on NBC's Fred Allen Show, were busy last month regulating clocks for the switch to Daylight Saving Time. Adjusting the clocks for the change are (standing) Jean, at left, and Ann; and seated (left to right), Maria, Arlene and Gloria.

Remember back in 1935 when "The Isle of Capri" and Pinky Tomlin's "Object of My Affection" were hit tunes on the air? In May of that year the singing DeMarco Sisters, heard on NBC's "Fred Allen Show" (Sundays, 8:30 p. m.), made their debut on the network.

Now there are five of them—Ann, 22; Jean, 20; Gloria, 18; Marie, 17; and Arlene, 13—but back in 1935 it was the trio of Ann, Jean and Gloria which scored a radio hit on the network's "Week-End Revue." They've been on the air ever since, and the team of five joined Fred Allen in the fall of 1945.

They have an unusual story to tell. It began with Giuseppe Battaglia, prosperous Rome, N. Y., wholesale food dealer, who was just back from a trip around the world and a winter in Florida. He called a friend and asked, "Can you suggest anything to do tonight?" The friend suggested driving over to Utica, where he said "three little Italian girls are a big hit in a theater."

Signor Battaglia was impressed by their act and he went backstage to meet them and their father, Rosario DeMarco, who played their accompaniment on an old guitar. After that visit and others, Battaglia bought new silk dresses and white slippers for the children, then drove them and their father to New York. Interviews and auditions followed, and soon they were signed for a network appearance. Because of school demands, they did not make their first broadcast from New York, but from WGY, Schenectady affiliate of the network. And the featured tunes on that show were "The Isle of Capri" and "Object of My Affections."

In 1937, the family moved to New York, and the girls continued their schooling while making guest appearances on radio shows. A little more than three years ago they pooled their savings and bought a home in Brooklyn.

Their plans for the future? Ann, their spokesman sums it up: "We hope to keep singing and to keep working."

As Maine Goes Now Heard On Sundays

The popular news presentation, As Maine Goes, is now heard at a new time over WCSH, Portland. The program has been moved from 7:30 p. m., Saturdays, to 4:35 p. m., Sundays. In its new time-slot, the show will follow five minutes of world news by NBC's noted reporter, Bob Trout.

As Maine Goes is a program of timely interest to State of Mainers. By the use of wire and tape recordings and on-the-spot pick-ups, the Maine Network News Service presents a cavalcade of events, human interest features and news interpretations about happenings in Maine.

Recent programs have featured talks by Senator Owen Brewster, U. S. Rep. Margaret Chase Smith and Governor Horace A. Hildreth; on-the-spot broadcasts from the state house dome in Augusta, a Northeast airliner and a Coast Guard boat in Portland harbor, and interviews with Ray W. Stetson, founder of the People's Alliance and chief game warden Lester Brown.



THE BIG STORY—Bob Sloane, shown here in a caricature, stars as narrator of NBC's Big Story series, dramatizing the true experiences of living newspapermen. Sloane, who was graduated from Dartmouth with Phi Beta Kappa honors, also is noted as a radio writer and director.

COMPLETE MAY 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—Cameos of Music
WLBZ—Eternal Light
- 9.45 WCSH—D. & H. Miners
WRDO—Southland Music
- 10.00 ALL—First Radio Parish Church of America
- 10.30 WCSH—News
WRDO—Voices Down The Wind
WLBZ—Voices Down The Wind
- 10.45 WCSH—Organ Interlude
- 10.50 WCSH—State Street Church
- 11.00 WRDO—Words and Music
WLBZ—World News
- 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—Here's To Vets
- 12.15 WCSH—London Column
WLBZ—Christian Science Program
- 12.30 WCSH—Patterns in Melody
WRDO—Eternal Light
WLBZ—Matinee Melodies
- 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 ALL—Olmsted and Co.
- 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 WSCB—As Maine Goes
WRDO—Living—1948
WLBZ—Living—1948
- 5.00 ALL—Ford Theater

EVENING

- 6.00 WCSH—News
WRDO—Catholic Hour
WLBZ—News
- 6.15 WCSH—Arlyn E. Barnard
WLBZ—Guest Star
- 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 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—Radio Ramblers
- 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—Navy Band

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—Fashion Parade
- 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—Garden Show
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—Fashion Parade
- 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—Dr. Harry McNeil
- 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—Call For Music
- 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
- 6.00 ALL—Paul Gil
- 6.05 ALL—News
- 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—Radio Ramblers
- 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—Music

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—Fashion Parade
- 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—Garden Show
- 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—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
WLBZ—Univ. o
- 7.45 ALL—Albion B
- 8.00 ALL—Day in L
- 8.30 ALL—Great Gil
- 9.00 ALL—Duffy's T
- 9.30 ALL—Mr. Dist
- 10.00 ALL—The Big S
- 10.30 ALL—Jimmy D
- 1.00 WCSH—Maine N
- WRDO—World
- WLBZ—ESSO I
- 11.15 ALL—News of
- 11.30 WCSH—Swing C
- WRDO—Reserve
- WLBZ—Meadow
- 12.00 ALL—News

WCSH 970 - WRDO 1400 - WLBZ 620

WEDNESDAY

5.30 Gil
6.00 Gil
6.05 Farm Topics
6.25 News
6.30 Heart Program
6.35 Reville
6.40 ay of the Spirit
6.45 Ramblers
6.50 ard Tapestry
6.55 News
7.00 Reporter
7.05 Reville
7.10 um Highlights
7.15 ng But the Truth
7.20 E. Barnard
7.25 ing Roundup
7.30 al Clock
7.35 etwork News
7.40 Edition
7.45 ou Remember
7.50 y Kitchen
7.55 Agnes Gibbs
8.00 ghts for the Day
8.05 Network News
8.10 ng Post
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8.20 Aces
8.25 Test
8.30 el on Hill
8.35 Theater
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8.55 Nora Drake
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THURSDAY

5.30 WCSH—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
7.15 WRDO—U. P. News
7.30 WCSH—Keyboard Tapestry
7.35 WRDO—U. P. News
7.45 WRDO—Radio Reville
8.00 ALL—Maine Network News
8.15 WRDO—Radio Reville
8.30 WRDO—Radio Reville
8.45 WRDO—Radio Reville
9.00 WRDO—Radio Reville
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23.30 WRDO—Radio Reville
23.45 WRDO—Radio Reville
24.00 WRDO—Radio Reville

FRIDAY

5.30 WCSH—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
7.15 WRDO—U. P. News
7.30 WCSH—Keyboard Tapestry
7.35 WRDO—U. P. News
7.45 WRDO—Radio Reville
8.00 ALL—Maine Network News
8.15 WRDO—Radio Reville
8.30 WRDO—Radio Reville
8.45 WRDO—Radio Reville
9.00 WRDO—Radio Reville
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23.15 WRDO—Radio Reville
23.30 WRDO—Radio Reville
23.45 WRDO—Radio Reville
24.00 WRDO—Radio Reville

SATURDAY

5.30 WCSH—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
7.15 WRDO—U. P. News
7.30 WCSH—Keyboard Tapestry
7.35 WRDO—U. P. News
7.45 WRDO—Radio Reville
8.00 ALL—Maine Network News
8.15 WRDO—Radio Reville
8.30 WRDO—Radio Reville
8.45 WRDO—Radio Reville
9.00 WRDO—Radio Reville
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23.00 WRDO—Radio Reville
23.15 WRDO—Radio Reville
23.30 WRDO—Radio Reville
23.45 WRDO—Radio Reville
24.00 WRDO—Radio Reville

Broadcasting In Other Lands - Series 1



POPULAR BRITISH STARS—In photo at left, heart singer Vera Lynn rehearses a song with her pianist, Fred Hartley. Vera is one of England's most popular radio singers on the BBC. In photo at right, radio comedian Tommy Handley goes over a routine during one of his regular comely programs. Handley might be called the Jack Benny of the British Isles. His BBC program, "ITMA", holds top favor with home listeners.

BBC Photos

Archie Defends The Tavern --It's His 'Bread And Water'



BROOKLYNESE EXPERTS—Ed "Archie" Gardner is in genial mood as he rehearses a scene for the Duffy's Tavern show with Florence "Miss Duffy" Halop. The two leading exponents of Brooklyne were born in towns not far apart—near Brooklyn—and find realism in their roles a simple matter.

Ed Gardner—he created the low-brow type of tavern manager who is perhaps the best known of contemporary language-maulers—uses a formula that has been a sure-fire laugh-getter ever since Sheridan dreamed up Mrs. Malaprop in "The Rivals".

"Archie" who presides over the weekly antics of "Duffy's Tavern" is played by Gardner, and his supply of malapropisms is fortified with frequent transfusions from a writing staff of competent wits. Nevertheless, Gardner's own style guides and strongly flavors the tone of each broadcast.

Consider his definition of hydrogen: "Half hydro and half gin". Here's a typical speech crammed with Archie-isms: "Well, Bogey, welcome to our constituent! And may I sincerely eschew you that I take great humbrage for you to disfigure this place with an actor of your ilk and posterity!"

Archie is an expert also with the confused cliché. He warns a guest, "I wish you would desist from rapping this place. After all, don't forget it's me bread and water".

Archie treads fearlessly where etymologists tremble, as: "Mrs. Duffy and the milkman—a candlestick affair, huh?" Nor does he hesitate at profound philosophical definitions such as "Marriage is friendship that gets loused up".

Archie is even sassy to the boss and warns him, "As long as I'm running this joint, I'll thank you to book your own interference".

Archie, well-rounded, is an authority on the arts: What did Grandma Moses know about oil paintin'? Nothin'. Yet it didn't stop her from paintin' the Mona Lisa".

Duffy's Tavern is heard each Wednesday at 9:00 p. m. over NBC. Maine listeners should tune to WCSH, Portland; WRDO, Augusta or WLBZ, Bangor.

Mr. and Mrs. Ed Gardner announce the birth of a second son. The baby was born on their fifth wedding anniversary. They have another son, Ed, who is three. Ed, Senior, is

Moscow Correspondent Now Heard On NBC

Former Moscow correspondent Robert Magidoff is proving himself more valuable in New York than he had been in Russia. The NBC newsmen, who was expelled from the Soviet Union last month by Red authorities, is presenting a series of stories on Russia during NBC's News of the World broadcasts, 7:15 p. m., Monday through Friday.

Magidoff was accused by the Russians of being an American spy. He denied the charges, but was ordered out of the country. He was accused by his American-born secretary Cecilia Nelson,



THE BRAINS TRUST—A BBC show which resembles America's Information Please. Seated at the microphone left (to right) are: Sir John Boyd Orr, the eminent dietician; Robert Nichols, poet; Col. Walter Elliot; Donald McCullough, the question master; Cmdr. A. B. Campbell, and C. E. M. Joad.

Staff Slants

Dorothy Fuller, WCSH secretary, has resigned her job to become affiliated with station WPOR, Portland, as that station's announcer of women's programs.

John Hogan, director of the Maine Network News Service, addressed a gathering of the Cumberland and Androscoggin Pomona Grange at Naples this past month. He spoke on the domestic and international importance of radio news in furthering understanding and good will among the nations. His talk was illustrated with a series of wire-recorded world-wide news broadcasts.

Gladstone "Tom" Sawyer, WCSH technician, is the licensed operator of amateur radio station WICPL in Portland. He operates in the 144 megacycle experimental band. His most distant contact has been with a station operator in Connecticut—an achievement on such high frequencies.

Gordon "Bud" Kelley, Sales Representative of WLBZ, and Mrs. Kelley, were recently host and hostess to a group of friends including fellow staff members of the Bangor station, at a housewarming party.

Lambert Presents New Program

The musical activities of Norman Lambert, WLBZ musical director, have been increased by a new quarter-hour program heard each Sunday at 12:15 P. M. over WLBZ. Matinee Melodies, featuring Norman Lambert at the Hammond Organ, is sponsored by the Foster Motor Service of Bangor.

The Foster Motor Service, are distributors of the famous Higgins line of pleasure craft. The Higgins line includes everything from a 12 foot outboard to a seaworthy sports cruiser.

British Listeners Hear Programs Similar To U. S. Radio Shows

By JOHN H. HOGAN
Director of Maine Network News Service

Radio broadcasting in the British Isles differs basically from that in the United States, yet if American listeners could tune in a typical British radio station, they would hear many programs similar to those broadcast on American networks. The basic difference lies in the fact that British radio stations are operated by a government-owned corporation, while radio stations in the United States are privately-owned and operated.

British radio listeners get their radio entertainment and information from the British Broadcasting Corporation, which operates a number of radio stations throughout the British Isles. The BBC presents three programs services, which would correspond to three different networks—The Home Service, The Light Program and The Third Program. Each program service (or network) presents a varied menu of music, drama, information and news, but each with a different flavor.

The Home Service offers programs of general appeal with a great many variety features, including symphony music, plays, talks, sports broadcasts, religious periods and children's stories.

a group of zany people (stooges) who always succeed in upsetting his hair-brained schemes. The program also features an orchestra and vocalist.

Handley has been in radio since 1924. He started in show business shortly after World War I, and once did a double act with Jack Hylton, one of London's leading orchestra leaders. He's married to former-actress Jean Allistone. His program, ITMA, was popular with the armed forces during the war, and many American G-I's heard it while in the British Isles.

In 1942, Handley did a Command Performance at Windsor Castle—the only radio show to have this honor. In fact, ITMA is the Royal Family's favorite program.

But, British listeners enjoy other programs too. Quiz shows come in for their share of popularity. Wilfred Pickles' "Have a Go," is a favorite quiz program which travels around the United Kingdom from city to city. Another is "Twenty Questions," and a program similar to Information Please is the BBC "Brains Trust."

Variety Listening

Girl singers are widely-enjoyed in Britain. One of the most popular is charming Vera Lynn, who has her own daily program on the BBC.

"Just William" is another radio show which has an American counterpart. It tells the story of a British Henry Aldrich, who is just as energetic and amusing as the one Americans know so well.

Serious drama finds a place on the BBC. "World Theater" is a program series which might be compared to NBC's Ford Theater program. Among the ambitious dramatizations it has attempted under the guidance of Val Gielgud, the BBC's Director of Drama, are Ibsen's "Hedda Gabler, Shaw's "Man of Destiny" and Euripides' "The Trojan Women." This series, by the way, has been recorded and is sometimes heard in the United States.

As for sports, BBC listeners hear play-by-play accounts of rugby and cricket games, as well as football and tennis. But America's favorite sport baseball, is naturally lacking on the BBC.

The BBC also boasts the largest overseas short-wave service in the world. It broadcasts in 46 languages and serves the Empire and much of the rest of the world. BBC overseas program can be heard in the United States on various short wave channels.

British radio, being government sponsored, is financed by a tax on each radio set. The present tax is about \$4.00 per set. This income however has to be increased by a federal appropriation to pay for the BBC's extensive program service.



CONGRESSIONAL DINNER—This group photo was taken last month at the Mayflower Hotel in Washington when the New England Regional Network played host to New England members of Congress. Seated, left to right: Rep. Robert Hale, Rep. Margaret Smith, FCC Commissioner George Sterling, and Sen. Owen Brewster. Standing, left to right: Jack Atwood, of WRDO; William Rines, of MeBS; Rep. Frank Fellows, Ed Guernsey, of WLBZ; and John Hogan.

Broadcaster Feature Page

Swing Is Dead---Long Live King Melody!

By Scott Colton, Emcee Of WCSH's Swing Circle Disc Show

"Swing," which is the type of music preferred by most of those who bring about the trends in popular music, has suffered the same fate that befell the "Black Bottom" the "Charleston" and the other musical novelties of post-World War I. The youth of the country today, suffering from the restlessness and ennui brought on by World War II, is turning to the simplicity of the ever-reigning "king" of music—melody.

This trend is nothing new, but it is a sign-post and if properly handled by the psychiatrists, could be turned to a national advantage.

You see, the musicians themselves have little or nothing to do with these musical trends. They happen in one small corner of our nation and spread like a gigantic grass fire—overnight, so to speak.

"Swing" was born with — or at about the same time as the so-called Bobby-Soxers, and it was not much different than the music of the Jazz Era, only the Jazz Era had something to say musically. It's my opinion that the "swing" era just didn't.

What Is Swing?

Let us examine "swing" and see what it's made of. To do that, take any favorite tune of the past 25 years. Make sure it has a good, danceable tempo. If you think carefully, you'll notice that somewhere along the line, since you first heard the song, it has suffered the treatment of "swing." What is this treatment? Well, take for instance the music of Benny Goodman and his Sextet, as a good, reliable purveyor of either Jazz or "swing."

Benny would take a tune—one made popular by Sophie Tucker, for instance—and play it with six men. It was good, and we still like it, but people began getting restless for "something more" — Nobody knew what. The original Dixieland Jazz Band had said everything for most of us for some years. And so, the youngsters (meaning you and me) decided to have larger halls, larger crowds and larger voices to make larger headlines. Where a saxophone had once played a musical phrase, four or five were added until the average six-piece combination became a 25-piece band.

Comics' Corner

Jokes Heard Recently On Top Network Shows

Maid: Say, Miss Livingstone, how old is Mr. Benny really?

Mary Livingstone: Oh, I'm sorry, I can't tell you . . . You see, Mr. Benny and I have an agreement that saves us both a lot of embarrassment . . . I never tell anyone his age and he never tells anyone my salary.

—NBC's "Jack Benny Show"

Red Skelton: Relax Don't you feel safe with me?

Girl: I feel about as safe as an alligator walking through a hand-bag factory.

NBC's "Red Skelton Show"

Ish Kabibble: Professor, I've got five hundred dollars worth of real gold sewed up in my mattress.

Kay Kyser: Why do you keep it in your mattress?

Ish: So I'll have something to fall back on.

—NBC's "Kay Kyser's College of Musical Knowledge"

Milton Berle: The telephone is the mighty coordinator of modern living.

Frank Gallop: Today the telephone is at the peak of its perfection.

Milton Berle: Yes, after 105 years of continual research and technical development, science has given us an instrument that without fail rings exactly three and two-tenths seconds after you sit down in the bathtub.

—NBC's "Milton Berle Show"

Radio Comic Tries His Hand At Baby-Sitting

The male half of the comedy team of Burns and Allen has built up a reputation in Hollywood—as a baby-sitter.

George and Gracie live in a quiet section of Hollywood. And like any place in the country, the neighbors and friends have kids whom they would like to forget now and then by stepping out for an evening.

One night, a neighbor dashed over to the Burns household and said her regular sitter was sick, and would George sit just this once? So George rambled over after supper with two cigars and a flock of old vaudeville tales.

The woman told the other neighbors. And the first thing he knew, George was signed up several evenings a week. "Available George," Gracie calls him as he sets out for an evening of bottle feedings and periodic changes.

As for the kids, they never had it so good. George says modestly—"I use psychology on 'em. If kids don't wanta eat, they don't wanta eat. They know what's best," he adds. "I've been reading up on child care—and that's the latest gimmick from the experts."

George says he caught on to the idea himself years ago. His daughter, Sandra, used to like the paint on the wall better than Pabulum. So he let her eat the paint. And she's a thriving 13 now.

Burns even lets the kids take their pets to bed with them—that goes for turtles and guppies, too. And that's one part of his service the mamas don't like. But with the baby-sitter situation what is it, they don't complain too much.

What does the baby-sitter deluxe do with infants who yowl like crazy around midnight? He dances with them.

"And I want you to know, 'Burns grins, 'I'm a darned good dancer. I start out with a nice, jiggy samba, sec. That shuts 'em up,' he says. 'Then I swing into a rumba. That lulls 'em to sleep,' he continues. 'For a final touch,' he adds, 'I waltz 'em back to the nursery and sling 'em in the sack.'"

And there's not a peep out of junior till morning. George guarantees it. You can't beat a system like that.

The only thing wrong is that it must be kind of tough on poor Pa the next night — especially if he can't cut a mean rug like his baby-sitter.

Bill Stern, NBC's Director of Sports, made an award last month to former heavyweight boxing champion Jack Dempsey. The award was for "unselfish devotion to sports."

The arrangers then began juggling musical phrases back and forth, teasing the chorus, until it became a brassy "flare" that would "send" the dancers into a glassy coma that laid 'em in the aisles, so to speak. And that was how "swing" happened to be born.

Jazz Said Something

The early Dixieland Jazz said something, because it gave something. It was simple. It is the American folk music of the popular variety that will always be here, but there's a limit to how big you can blow a thing up. "Swing" tried it and failed.

With the end of World War II, the boys and their girls began to look for something they could hang on to. There isn't much comfort in hearing 25 men bawling around involved musical phrases; it isn't intimate enough.

The public began looking for tunes that said something again—tunes that we could listen to without the aid of a bicarb. So "swing" — almost overnight—had to fold its careworn, kicked around self like the tents of the Arabs, and silently creep away.

Paul Whiteman, the Jazz King, always has refused to play in the swing style, and he still is one of our top musical figures.

In answering requests for the Swing Circle programs over WCSH, I've noticed a definite trend toward small instrumental combinations, playing sweet, intimate melodies. Such tunes as "Now Is the Hour," the Maori love song, and "The Stars Will Remember" are tops with today's listeners.

This would seem to indicate that the war of nerves, at least in the desires of musical audiences, is dead, too. I hope so. Farewell to an empty era in the music of America—while the melody lingers on!

Quiz Kid Wins Again

Darice Richman, seven - year - old "Quiz Kid" has been chosen for the third consecutive year as a winner of the annual Illinois Federation of Music Clubs' piano competition for children. Judges gave Darice a rating of 100 points, an honor seldom accorded children in this competition. She will perform at the federation's convention this month in Chicago.



MOORE THE MERRIER—Looking as sporty as if he had just won the \$64 question on a quiz program, Garry Moore steps to the microphone, questions in hand. He is master of ceremonies on NBC's popular Take It Or Leave It, heard each Sunday at 10:00 p. m. over WCSH, WRDO and WLBZ.

Maine Broadcaster Golden Mike Awards

For Outstanding Radio Work

Each month, The Maine Broadcaster's editorial staff will select five radio personalities whose mike work has distinguished them as leading radio figures, and honor them in this column. This month, a news reporter, a girl singer, a quizmaster and two radio actresses heard on NBC are feted for their outstanding performance on the air.



Betty Wragge

QUIZMASTER—Joe Kelly, emcee of the famed Quiz Kids program, is honored for his work in the field of juvenile welfare. Through his "Best Teacher" and "Good American" contests for children, Kelly has contributed to the betterment of youth throughout the nation. He is more than a radio star. He is practically an established institution.

Joe Kelly likes the job he has in radio. That's why he's such an outstanding success at it. Always an admirer of children, he knows how to work with them to bring out their better sides before the mike.



Peggy Lee

RADIO ACTRESS — Louise Arthur, star of the serial drama Women In White, (NBC, 2:15 p. m. Monday through Friday), is one of the most versatile actresses along radio row. In the course of her radio career, the pretty brunette has played almost every type of role from female heavy to a light-hearted girl of sixteen. She has also appeared in stage roles.

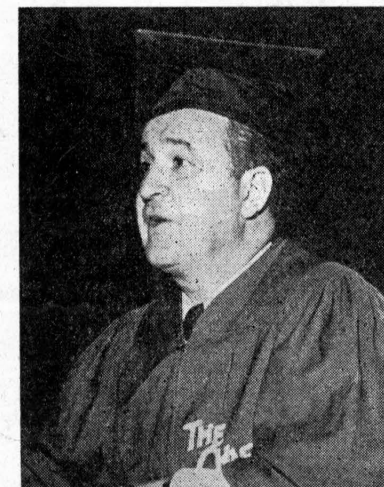
Louise also is expected to do big things in the drama when television becomes the leading media. She already has appeared in a few NBC television shows.



Morgan Beatty

SOAP OPERA STAR—Betty Wragge has played the part of "Peggy" in the serial drama, Pepper Young's Family for more than 10 years. This attractive radio player boasts one of the longest continuous performances on NBC. For this reason, The Maine Broadcaster honors her this month. She made her first professional appearance at the age of three.

The attractive blonde has played in Pepper Young's Family for so long that she has begun to live the part in real life. Her fellow workers at Radio City call her "Peggy" when they meet between radio shows. She's one of the few actresses at NBC who is cast to type, who looks the parts they play on the air.



Joe Kelly

SONGSTRESS—Peggy Lee, soloist on Jimmy Durante's program over NBC, has distinguished herself in the field of song writing. She is the composer and author of a number of hit tunes, more recently her popular "Manyana. Peggy deserves high praise for her singing style and contribution to music. She is married and has a daughter.

Peggy Lee also is making a name for herself as an actress and comedienne. Listeners to the Jimmy Durante Show (NBC at 10:30 p. m. Wednesday) know that she can handle a gag line as well as the next one.



Louise Arthur

HEADLINER—Morgan Beatty, NBC commentator and reporter, won the National Headliners' Club award for 1947 for "outstanding assigned radio reporting." He was honored for his top-flight coverage of the Texas City explosion-disaster. Beatty is heard on News of the World, Monday through Friday, over WCSH, WRDO and WLBZ. His headquarters are in Washington.

Beatty, a former employee of the Associated Press, won his early laurels for disaster reporting. He covered several Florida hurricanes and mid-west floods. At the present time, he's devoting more attention to news analysis.

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

Three Top Entertainers Now Heard On NBC

Radio's Mr. D. A. Rounds Out Ninth Year On Air

Continuously among the top-rated radio shows, NBC's Mr. District Attorney is rounding out his ninth year on the air—always on NBC and always in the same time-spot (Wednesdays at 9:30 p. m.)

The program, in its early days, was heard five times weekly for a short time, and since then has been in its Wednesday spot on the now-familiar weekly schedule. That adds up to about 500 performances, since the program takes no summer hiatus.

Miss Miller (Vicki Vola), often introduced into criminal circles under another guise as a decoy, has been in mortal danger approximately 63 times. Harrington (Len Doyle), a two-fisted guy at all times, has found occasion really to mix it up in hand-to-hand combat about twice that often. Even more frequently he has been forced to shoot criminals, but always in the arm or leg.

The D. A. himself (Jay Jostyn) seldom comes to blows with anyone, since he works mainly from his office and usually appears on the scenes of violence in Harrington's wake, to wrap up the case. However, he has been known to strike a few telling blows—about 25 through the years—when circumstances warranted, and once spent a period in the hospital with serious injuries inflicted by a criminal he had captured.

Maine Listener Wins Quiz Kid Radio

Helena Muise of Macwahoc, Maine, will receive a Zenith Portable Radio for a question contribution to the Quiz Kids program—heard Sunday afternoon at 4:00 over NBC. This Maine listener tried to stump the juvenile experts with this question: "If your stride is 2 feet long, and you take a stride every second, taking 3 strides forward and 2 backward continuously to dodge traffic, how long would it take to cross a road 22 feet wide."

The youthful brain trust gave the correct answer which is 43 seconds.

Agnes Gibbs Offers New Program Series

A new series of Saturday morning programs are now on the air, presented by Agnes Gibbs, home economics director of station WCSH. The new show is called Maine Kitchens, and takes listeners into homes of persons who have developed novel arrangements and home-making techniques to make kitchen work easier.

The program is aired by means of tape-recordings which Mrs. Gibbs obtains during the week. She visits a home, talks with the housewife and describes her kitchen to the listeners.

Production on the program is by Phil Johnson and technical work by Roy Morris of the WCSH staff.

Maine Kitchens is heard each Saturday at 8:30 a. m. over station WCSH, Portland.

Laugh Week Awards Go To NBC Stars

The "best-written comedy show on the air" designation of the National Laugh Week Foundation was awarded to the Amos 'n' Andy program at the National Gagwriters' Convention in New York last month.

Two other NBC stars—Bob Hope and Gracie Allen—were honored as "top comedian" and "top comedienne," respectively, at the convention. Art Henley, scriptwriter for NBC, was cited "for the introduction and discovery of the 'mathematics of humor' as revealed in his book, 'Radio Comedy: How to Write It'."

The gagwriters' convention marked the start of the third annual National Laugh Week.

WLBZ Wins Praise Of Marine Corps

The Marine Corps has presented a Certificate of Appreciation to station WLBZ. The certificate was awarded "for cooperation and assistance rendered by WLBZ in fostering and promoting interest in activities of the Marine Corps Reserve." The citation further calls the WLBZ assistance a demonstration of loyalty, devotion and initiative and an integral part of the National Defense Establishment.



CALL FOR MUSIC — And the call is amiably answered by (left to right) trumpeter Harry James and singers Dinah Shore and Johnny Mercer. They join talents on Call for Music, a program of tunes in the popular tempo, which started on NBC last month.

Author's Research Gives 'Cavalcade' Plays Historical Realism And Accuracy

Over-writing is the formula that works best for Virginia Radcliffe, author of many NBC "Cavalcade of America" scripts.

Her original scripts for this carefully documented program are, "about an hour and a half too long." A good fault, in this case, since Miss Radcliffe's dramatized coordination of bales of research contains every scene, every phase of the main character's life and times which might be effective in the final draft, cut to fit in the broadcast period. This thoroughness results in an atmosphere both accurate and realistic.

Since December, Miss Radcliffe has written five already-produced "Cavalcade" scripts: "Roses in the Rain," the story of President Grover Cleveland's courtship; "The Black Duster," dealing with the Texas Panhandle dust-problem; "No Greater Love," a drama of the yellow fever control campaign in Cuba; "Paging Miss Ellen," first woman to attend Massachusetts Institute of Technology, and "The Justice and the Lady," concerning the happy marriage of Chief Justice Oliver Wendell Holmes and Mrs. Holmes.

Miss Radcliffe who was born in Chicago, attended U. C. L. A. and Stanford in California, and wrote for campus publications. She also has been a music critic and a model. It was Hector Chevigny, who wrote the NBC "Plays by Ear" series last summer, who interested her in doing historical scripts. She had brought him some scripts for criticism and he suggested a change in style and subject matter which proved highly successful.

This tall, slender brunette is married to writer Peter Ruric. They recently finished their first collaborative effort, a play about Buffalo to be produced on "Cavalcade" soon.

Chaplin May Get Medal

Republican Senator Arthur Capper of Kansas has proposed that Congress vote medals to 16 newsmen who witnessed Germany's V-E Day surrender at Reims, France.

Capper drafted a bill authorizing the President to award the medals. Among correspondents who would receive them is W. W. Chaplin of the National Broadcasting Company.

Charlotte Manson, the "Dr. Carson McVicar" of NBC's Road of Life program, flew to Ciudad Trujillo, Dominican Republic, for her first vacation in five years last month.



Virginia Radcliffe

The Mail-Getter

The NBC University of Chicago Round Table is one of the network's biggest mail-getters. Almost a million letters have been written by listeners expressing their appreciation for the more than 700 Round Table programs. More than 3,500 letters were sent in by listeners after the discussion of "The Child in Today's Culture" with Dr. Arnold Gesell last year.

The circulation of the weekly Round Table pamphlet is the largest of any discussion program. The broadcast on "Equality of Educational Opportunity" in July, 1947, hit a high of 33,000 requests for pamphlets.

The program is heard each Sunday at 1:30 p. m. over WLBZ and WCSH.

Video Coverage

NBC Television, which will cover every minute of the coming Republican National Convention in Philadelphia, is the only video company with previous experience in covering a national political convocation. NBC's telecast of the Republican convention in 1941 marked the first and only such telecast. It also was the first television network program—from Philadelphia to New York, via coaxial cable.

Call For Music Features Shore, James And Mercer

Three top entertainers—Dinah Shore, Harry James and Johnny Mercer — form a musical triumvirate to bring NBC listeners in Maine a program of tunes in the popular tempo, heard each Tuesday at 8:00 p. m. over WCSH, WRDO and WLBZ. The program is aptly titled Call for Music.

Miss Shore sings the bright new tunes in that sweet and husky voice which has inspired a bevy of fans to chant her praises in a new catchphrase, "There's nothing finer — than Dinah!"

Starting from modest beginnings on a small New York station after her arrival "up north" from Tennessee in 1938, in less than five years Dinah became the new girl singer whom everyone was talking about. During that time, she appeared on NBC as one of Eddie Cantor's most promising proteges on the "Time To Shine" program, won quite a reputation as "The Dinah of the Blues" on the "Chamber Music Society of Lower Basin Street," and was signed for a long-term engagement on the Paul Whiteman show. Her rise on the last-named program was so rapid that the original title "Paul Whiteman Presents" was changed within a year to read "Paul Whiteman Presents Dinah Shore." The screen and the recording industry claimed her too.

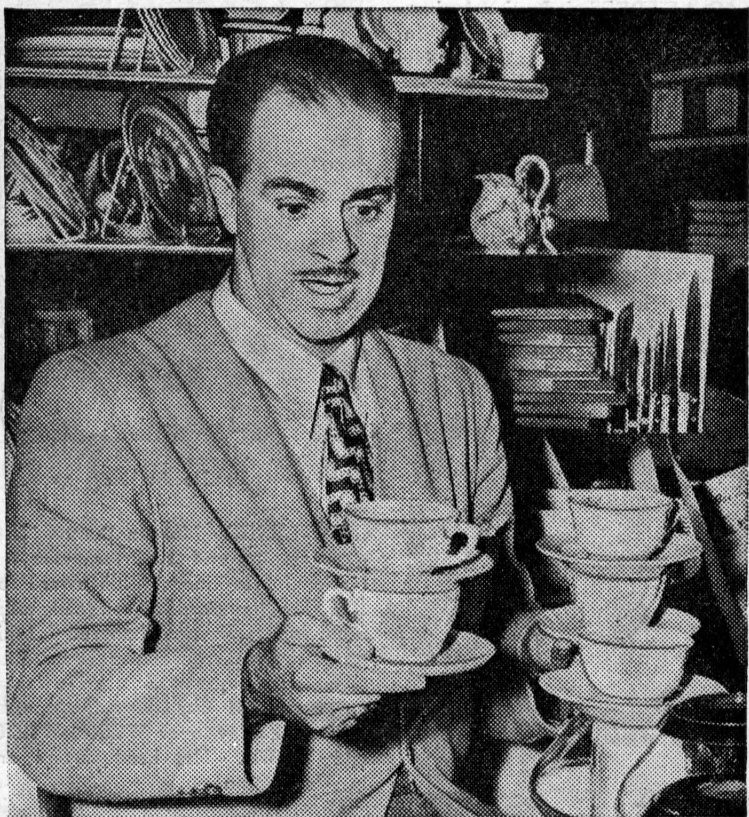
Harry James, "the world's number one trumpeter" whose band recordings are on the best-selling lists, will share star billing on the show with Miss Shore. Discovered by Benny Goodman as he played "hot licks" in a recording session with Ben Pollack, Harry was a Goodman band headliner for three years before going out on his own in 1939. The going was rough for Harry and his Music Makers during the first few years, but thanks to a hit recording in 1941 — "You Made Me Love You" — the organization attained prominence. There it has remained ever since. James and his band have been featured on the screen and radio.

The third featured performer on Call for Music is Johnny Mercer, who is often considered Tin Pan Alley's most unusual lyricist and composer. It is hard to judge in which field Mercer has been the most successful—song singing or song writing; he has done equally well in both. Like Dinah, he is a Paul Whiteman alumnus. Johnny wrote his first smash hit with Hoagy Carmichael while under the Whiteman banner. Its title: "Lazybones." Like James, Mercer is also an alumnus of the Goodman band, with which he appeared for a time as vocalist. After his tune, "And the Angels Sing"—written while with the band—hit the crest, Johnny answered the call of Hollywood.

Further credits on the "Call for Music" show go to Bobby Lee and Jerry Lawrence who will write, produce and direct it. The Lee-Lawrence team wrote the book of "Look, Ma, I'm Dancin'," current Broadway success. Harry Zimmerman will conduct the orchestra for Miss Shore's ballads. Jack Rourke will announce.

Weighty Warbler

Elbert "Tiny" Hutton, 363-pound comedy singer who won the Philip Morris Night with Horace Heidt in Richmond, Va., but lost in Hartford, Conn., nevertheless landed a job with the Heidt band. He will be the comic in Heidt's stage show, offering such numbers as "Too Fat Polka" and "Laughing Polka." "Tiny's" home is in Hampton, Va.



NEAT TRICK—It takes a steady hand and good control to balance five cups, but Bill Herson, emcee of NBC's Coffee With Congress, has had three years of practice. During that time he has interviewed more than 100 Congressmen in their homes. The unusual feature is heard in Maine over WLBZ at 12:30 p. m. each Saturday.