



THE MAINE BROADCASTER



Affiliate

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NBC Stations Plan Full Election Coverage

MeBS Boosts 4-H Club Project

Buys Champion Baby Beef At Fryeburg Fair

To substantiate its demonstrated interest in the future of Maine agriculture and the part of youth in that future, the Maine Broadcasting System went to auction at the Fryeburg Fair early in October and purchased the grand champion steer of the show. The price was 80 cents a pound, and the champion, "Dombey" to his young master, Herbert York of Mosher Hill, Farmington, weighed 1010 pounds. He was a Hereford and grand champion of the show and the sale.

It was the 11th annual sale of Four-H Club baby beef and the second of the season at Maine fairs. It was also the largest baby beef sale held in the state since the beef raising project was undertaken by the 4-H boys and girls. Seventy-five steers, aggregating 73,689 pounds, were sold that morning at Fryeburg Fair and netted their young owners a total of \$28,702.72. Four-H Clubs of 14 Maine counties were represented. Young York, who raised the champion, is a member of the Beef Busters Club.

"Jake" Brofee, agricultural director of the Maine Broadcasting System bid on the champion for the radio network. Lowest price paid for any steer was 32 cents a pound, and the average paid for all the beef was 39 cents per pound.

Four-H Club boys and girls interested in the baby beef project annually purchase their calves when the animals reach a weight of between 300 and 350 pounds. They are assisted in selecting their stock by Sam Dorrance, livestock specialist of the State Department of Agriculture, working with the 4-H Club county agents, and on problems of feeding and raising. Members of the Maine Livestock Association also assist the youngster in their project, as does Kenneth Lovejoy, 4-H Club leader of the University of Maine Extension Service.

The young stockmen raise their steers until they weigh approximately 1,000 pounds, usually at the age of 17 months, then sell them at auction at one of the Maine summer fairs.

Grange To Join In First Radio Parish Service

On Sunday, Nov. 14, officers and members of the National Grange are to join in the regular morning worship of the First Radio Parish Church of America, the Rev. Howard O. Hough, minister, has reported. This Sunday falls during the National convention of the order in Portland.

Services will be held in the Eastland Auditorium at the usual hour, 10 to 11 a. m., and music will be by the Radio Parish quartet.

Meredith Willson is attempting something different in commercials for his sponsor's programs on three different networks. Willson and his "Five Talking People" pattern their commercials after the old Greek chorus—talking in unison to music. The result might be described as a cross between a glee club and a college cheering section.



GREETING AND PARTING—Young Herbert York of Farmington is congratulated by Jake Brofee, who as high bidder has just purchased youth's grand champion steer at auction at Fryeburg Fair. Boy's mingled emotions, pride at receiving top price, and regret over parting with his prize steer, seem apparent in photo.

National Grange Convention Broadcasts Booked On MeBS

The three stations of the Maine Broadcasting System are expected to offer several broadcasts from the National Grange convention scheduled for Portland from Nov. 10 through 19, "Jake" Brofee, MeBS agricultural director and convention radio chairman for the Grangers, has announced. Brofee, who is a member of the Grange, expects that a number of radio farm directors of radio networks and important stations throughout the country will visit Portland during the convention and broadcast or record programs for the benefit of their home audiences.

Important among the Grange programs planned or proposed, Brofee expects that the MeBS network will carry a special broadcast Tuesday evening, Nov. 9, the eve of the convention opening, from the reception to National Grange officers in the Eastland ballroom, Portland. Participating in the program will be U. S. Senator Owen Brewster, Governor Horace A. Hildreth, Gov.-elect Frederick G. Payne, Albert E. Goss, National Grange master, and E. Carroll Bean, master of the Maine State Grange, and Mrs. Lottie York, State Grange lecturer. A concert by the Deering High School Band is scheduled as part of the reception.

Another state-wide broadcast scheduled will be that of the opening session of the convention when National Master Goss delivers his keynote address. Time of the broadcast is set for 2.45 to 3.45 p. m. Wednesday, Nov. 10.

Still another projected program for

the three-station network is a round table discussion by prominent Grange leaders on subjects of interest to rural listeners, sometime during Saturday, Nov. 13.

The National Broadcasting Company has under consideration originating one or more programs from the convention, also, and may schedule the National Farm and Home Hour from Portland on Saturday, the 13th, according to information received by Brofee.

Sports Assist

A new system for spotting players in broadcasts of football and basketball games has been perfected by Manager Ed Guernsey and sportscasters John McKernan and Eddie Owen of the WLBZ staff. The new system has been used successfully during the current football season and will be utilized during the coming hoop season in broadcasts over WLBZ.

The system enables the play-by-play announcer to have the current line-up and substitutions at his finger tips, with complete information on each player, readily accessible.

According to Bob Hope, President Truman made so many speeches on a recent tour that he lost his voice. When he returned to his office at the White House, he could only whisper, "Well, I'm back again." Whereupon, one of his secretarial staff replied, "You don't have to whisper, they're not here yet!"

Keep Your Own Score

On pages 2 and 3 of this issue, The Maine Broadcaster provides an election tabulation chart with which its readers, if they so desire, may keep a running tabulation of the Presidential election.

As you listen to WCSH, WRDO results, Tuesday evening, Nov. 2, or WLBZ, all of which will carry the full election reports of the National Broadcasting Company's ace reporters and commentators, starting at 8.00 p. m. and continuing until midnight or later, you will find this chart convenient for inserting the figures given from time to time by the network reports.

McKernan Aims Weekly Sports Stint On WLBZ



John McKernan

Established in good standing with sports fans is the Thursday evening WLBZ feature, Maine Sports, with John McKernan. The well-known northern Maine sports writer is heard weekly on Thursday at 7.30 in this period of sports information and commentary, as well as in play by play reports of football and, in season, basketball games in the WLBZ area.

McKernan flavors his Maine Sports program with predictions on gridiron battles around the state, interviews with coaches and sports figures, and a weekly tribute to some outstanding player or coach. His weekly "Salute to the Man of the Week" highlights the performance of an individual who excels in his particular field during the current week.

For his interviews, if the personality to be presented is unable to be with McKernan in person Thursday evening, the director records his subject's views in advance and presents them as part of the broadcast. McKernan keeps a sharp ear turned to the sports events of interest all over the state and includes those he believes of greatest interest to his WLBZ audience.

Entire Evening To Be Devoted To Tabulations

Maine radio listeners are assured of fast, accurate and complete coverage on Presidential election returns the night of Tuesday, November 2 through facilities of the MeBS stations. WCSH, WRDO and WLBZ, all NBC affiliates, in common with the network, will devote the entire evening to reporting results of the nation-wide balloting.

The Chevrolet division of General Motors and the Chevrolet dealers of the country are sponsoring the election returns over NBC, and the network is providing its top experts for the job of reporting country-wide returns.

Commentators on the job will include H. V. Kaltenborn, Robert Trout, Richard Harkness, Morgan Beatty and W. W. Chaplin. All programs regularly scheduled for the evening of Nov. 2, from 8 o'clock on, have been cancelled to make way for reporting election results.

In addition to election reports from the 48 states of the Union, NBC reporters will bring reactions from foreign capitals, at various times during the evening, as the voting trend becomes established.

Elsewhere in this issue of The Maine Broadcaster will be found an election tabulation chart, provided especially to enable readers of this paper to keep a running record of election returns as the evening progresses.

WRDO's Jean Murray Doubles Schedule

Stepping up her program schedule with the addition of a quarter hour each morning, Monday through Friday, WRDO's Jean Murray is living up to the title of her broadcasts, "Going Places". The new series is aired at 9.30 a. m. and Miss Murray retains her previous program schedule at 2.00 p. m. each afternoon, five days weekly. Both programs are carried under the original title, Going Places With Jean Murray.

The morning edition features local club news, notes on fashions and other items of feminine interest. The afternoon program has such features as interviews with Red Cross personnel, school teachers and supervisors, housewives and persons in general whose activities make for interesting listening. Often Miss Murray presents the United Press features, Women in the News and In the Women's World.

McKernan, now co-owner and publisher of the Penobscot Times, formerly was sports editor of the Bangor Daily News.

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 12.

For instance, subscriptions expiring this month are dated 11/48 which stands for November 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.

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THE MAINE BROADCASTER

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LINWOOD T. PITMAN, Editor

JOHN F. HOGAN, Associate Editor

MAINE FARM TOPICS

BY "JAKE" BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

Grangers Coming To Maine

Final preparations for the 82nd annual convention of the National Grange are well in hand and a great parade of Grange members will head for Portland, for the opening on Nov. 10, to continue ten days. Plans are thoroughly organized and Portland is getting into shape to take care of the 25,000 to 30,000 Grange visitors confidently expected. Special trains, all sorts of chartered buses and thousands of private Grange cars will help to swell the total and will tax the city's facilities to the utmost.

The class of Seventh Degree initiates is expected to break all records, even the great Columbus total of last November which exceeded 18,000. Each New England state has set up a definite quota of candidates, and preliminary meetings to arouse enthusiasm and confer the lower degrees are in progress all over the northeastern territory.

Prominent figures from Washington will address the convention and several state governors are expected to be honor guests. Pressing problems of the hour will be up for earnest discussion and Grange pronouncements will be awaited with keen interest.

Maine Farm Topics will cover this convention throughout the ten days, bringing you special pick-up broadcasts direct from the assembly hall and special guests on our farm program each morning.

Feed Grain Efficiently

With grain prices so favorable, it's to be expected that many dairymen will want to feed enough grain for maximum milk production this Fall. But dairy specialists have a word of caution. They urge dairymen to feed grain on an efficient basis. They add that you should feed the grain according to the daily need of each cow.

Dairy specialists say too that the pounds needed depend on the amount, kind and quality of roughage fed—and on the cow's daily production and butterfat test.

Here are a few suggestions for dairymen: weigh the milk of each cow daily or weekly, or often enough to know her production. Then check carefully on the amount and quality of roughage she eats. And when you're feeding grain, use a feed cart and pair of scales—or a weigh scoop.

Scrap Metal Needed

Better take a look around your farm for any scrap metal. The hunt for scrap iron and steel is on again. The nation needs additional material for steel output. And another general drive to find and assemble all available iron and steel scrap is underway. So don't waste any time but look around your property and see if you have any scrap metal. Then contact a local dealer who'll be ready and willing to take the scrap off your hands.

Many of you, I'm sure, found damage this year to your evergreens, the needles turning brown. This was because they didn't have enough water to last them through the winter. In our neck of the woods, it looks as though Mother Nature is repeating herself. The ground is very dry and, unless we get a lot of rain between now and freezing-up time, evergreens are going to suffer damage next winter.

In other words, if you have a valuable evergreen, see to it that it has plenty of water before the ground freezes. It's pretty hard to give any definite amount, but here's a basis on which to start. Seventy-five to a hundred gallons of water to a tree, say six to ten feet high. This can be applied by simply putting the hose

on the ground next to the base of the tree. Of course, you'll have to use your judgment as to how long to leave the hose there. An hour or so for three days should give the tree plenty of moisture for winter.

Incidentally, you probably know that a lot of your trouble in evergreens dates back to the time when you planted them. You neglected to do a good job. The soil which you use when planting evergreens should be about one-third peat moss or leaf mold. Evergreens can be planted in the Fall provided you get them in so that they'll have from two to four weeks before the roots freeze solid.

On this weed killing business, according to the experts there's considerable promise ahead. Many promising weed killers are being experimented with, but the experimenters would prefer not to make recommendations just at this moment.

However, one thing that can be recommended is the use of ammate in killing witch grass. October seems to be the most effective time, although October 1 is usually a little better than the latter part of October. The only difficulty with ammate is that it is rather expensive, but it is nevertheless effective. Use a mixture of three-fourths of a pound to a gallon of water, and a gallon should be spread over at least 100 square feet.

For poison ivy, June is the best time for killing that weed pest. So remember it when next June comes around.

Belated Blooms

Popular songs like Spring In December and June In January are not as fanciful as they might seem if recent arrivals in the office of WLBZ's Maine Radio News Service are any indication. News editor Joe Eaton recently received a cluster of blossoms from a crab apple tree picked by William Boynton on his farm in Mercer. Boynton said the blossoms were as fragrant as any that ever grew in Spring. The Indian summer weather also brought apple blossoms to the town of Carroll. Mrs. Iola Oliver mailed samples of apple blossoms picked in Carroll to the WLBZ newsroom. The flowers were picked October third and tenth.

Teacher Contest Early

The Quiz Kids "Best Teacher" contest, usually begun after the first of the new year, is to start early this year and conclude before Christmas.

Sponsors of the NBC program, heard over MeBS stations Sundays at 4 o'clock, are offering 553 prizes to students of high or elementary schools for the best letters written on "the teacher who has helped me most". Top award is a \$1,000 U. S. Security bond.

The winning teacher will receive \$1,500 for a full year of study plus an additional \$1,000 cash. Second and third place teachers each will receive \$1,000 each.

The closing date is Dec. 18 and letters are to be mailed to Quiz Kids, Chicago 77, Ill.



BACK FROM FAR NORTH—Mrs. Donald B. MacMillan, wife of renowned Arctic explorer and scientist, tells Agnes Gibbs and her radio listeners of customs of people in Labrador where she journeyed via Arctic schooner Bowdoin with her husband the past summer.

Mrs. MacMillan had entertained Mrs. Gibbs in Bowdoin's galley, morning before schooner sailed from Boothbay Harbor, for Philco's Maine Kitchen broadcast, and at that time agreed to visit Mrs. Gibbs when she returned from Far North.

Mrs. Gibbs holds copy of Mrs. MacMillan's latest book, Green Seas and White Ice, recently released.

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

Portland and Maine are welcoming Grangers from all over the United States this November. We hope their visit will be a happy one and that they will come again. Popular in New England these days are cranberries and to combine two of our favorites into a delectable dessert, try—

Cranberry Apple Pie

- 1 9-inch pie pastry recipe
- 2 1/4 cups sugar
- 1/2 cup water
- 2 cups apple slices
- 4 cups Cranberries
- 2 tablespoons cornstarch
- 2 tablespoons water



Prepare pie crust as directed. Roll out half of dough and fit into 9-inch pan. Combine sugar, water, apple slices and Cranberries in saucepan. Cook until cranberries pop—about 10 minutes. Make a paste of cornstarch and remaining water, stir into fruit and continue cooking until thick and clear—about 5 minutes. Cool and pour into pie shell. Roll out remaining crust and cut in strips. Arrange crisscross fashion over top. Bake in 425°F oven 25 minutes.

Squash and pumpkin pie are favorites too with their spicy fragrance. This recipe from the Toll House Cook Book is one of my favorites.

Squash Pie

Mix:

- 2 1/2 cups squash
- 2 cups milk
- 1 tsp. salt
- 1 tsp. cinnamon
- 1 tsp. ginger
- 1 tbps. molasses
- 1/4 cup sugar, or more to taste
- 1 tbps. butter. Beat slightly 2 egg yolks and
- 1 egg white. Add to the above mixture. Beat stiff
- 1 egg white. Add this to the mixture, using the egg beater. (This prevents skin from forming over the top)

Line a pie plate with plain paste, pour in the mixture and bake 10 minutes at 450° and 30 minutes 325°.

Hearty meals for winter appetites are often a problem as we consider food costs. This simple recipe is delicious and I first had it at Edith Martin's in Damariscotta.

Tuna and Noodles

Cook noodles and put in layers with one can of tuna in greased baking dish. Pour over one can mushroom soup. Bake until it bubbles—Top with crumbs if you wish. This served with hot biscuit a green salad and simple pudding, can be served as a menu for a party or for the family.

With party days ahead you will want to make plans for family and

neighborhood get together. Cider, doughnuts, our good Maine apples and pop corn balls are always popular and are easy on you. Here is a good recipe for:

Pop Corn Balls

- 4 qts. popped corn
- 1 1/2 cup sugar
- 1 cup water
- 3/4 cup corn syrup
- 1/3 tsp. each, salt and vinegar
- 1 tsp. vanilla

Boil sugar, water and corn syrup without stirring until mixture becomes brittle when tried in cold water; add remaining ingredients and cook two minutes longer. Have corn in large pan and pour on gradually the syrup, stirring the corn gently so that it may all be evenly coated. Shape in balls, let stand in a cool place to harden.

Do your Christmas planning early and until next month—Good Bye

—Agnes Gibbs

Page From The Editor's Note Book

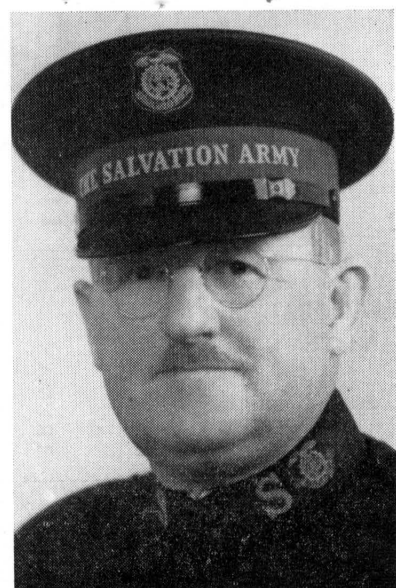
Transition from duties under the heading of State government to compiling and editing material for The Maine Broadcaster once again, has brought changes in the mental processes and personal habits of the editor, within the past month. While there is no need nor urge to narrate here in the experiences of a 17-month hiatus from broadcasting while in the service of Governor Horace Hildreth and the State of Maine, a few recollections and thoughts stimulated by that experience may be acceptable.

Governor Hildreth, by the way, has shown himself to be more cognizant of the place of radio in modern information and communications services than any of his predecessors. On every occasion when time permitted of radio station reservations and public interest could be served, the Governor took to the microphones to tell the citizens the story.

This was particularly emphasized during the forest fires of October 1947, when every day brought fresh disaster and new problems. The radio stations of Maine entered into the emergency with full cooperation, and enabled Governor Hildreth to utilize a complete state-wide network for each of his timely reports and messages.

Too, the Governor has felt that the State's annual financial report deserved special treatment and has used the facilities of the Maine Broadcasting System to outline features of the report not entirely apparent in the publication of cold figures.

Again, Governor Hildreth has made himself available often to broadcast or



"Thanksgiving"

MAJOR ERNEST A. MARSHALL
Divisional Officer, Salvation Army,
Portland

There is something significant in the fact that the observance of Thanksgiving precedes Christmas, yet, while year by year there is less separation between the two, somehow we must keep clearly in mind that to be properly conditioned for receiving we must cultivate the virtue of gratitude. Thankfulness implies recognition of our own insufficiency. Nothing chills the benefactor so much as the casual acceptance of his gift nor are life's blessings fully enjoyed or likely to be properly used when casually accepted. We all know the joy of doing a service; giving a gift or making a sacrifice for one who appreciates it and shows it by the use he makes of it.

The value of every benefit also increases in proportion to the gratitude with which it is received and, loses in value to the ungrateful. God thus has a way of evening things up for most of us when the economic system works injustices and hardships.

"Be ye thankful" is not only a Christian injunction but an actual key to a golden treasure chest.

As we observe the traditional Thanksgiving Day, patterned by our Puritan forebears, let us emulate their piety in turning to our Heavenly Father in grateful recognition of the abundance we enjoy and in the prayer that our industrial, mechanical and scientific achievements will not give us such a sense of self-sufficiency that we will lose this essential to gracious and abundant living.

"Giving thanks always for all things unto God and the Father in the name of our Lord Jesus Christ." Eph. 5:20.



TWO IN TEMPO—Songstress Peggy Lee and her husband Dave Barbour set the tempo for Miss Lee's stint as NBC "Supper Club" headliner each Thursday. Barbour will be musical director for his wife in the "Club."

Where Peggy Lee Goes Hubby Sure To Be There

Peggy Lee, a new singing star of the Supper Club program Thursday nights at 7:00 o'clock over Maine's three NBC stations, has many fans in various parts of the USA. But very few realize that she is part of a successful twosome. Though a starred vocalist in her own right, Peggy is an important member of a successful song-writing duo. Her partner is her husband, Dave Barbour, who has a fine reputation as a musician. Dave's meter, in addition to composition, is guitar-playing.

Together, Peggy and Dave are the newest Supper Club attractions, joining Perry Como, who sings Mondays, Wednesdays and Fridays, and Jo Stafford, who is the Tuesday night hostess.

Whether singing or song-writing, Peggy works in constant kinship with her husband. Dave is inevitably on hand to arrange, conduct and set the tempo of the rhythm section with his guitar accompaniment whenever Peggy keeps a singing date. Theater managers, record companies and agents are no longer surprised to find, after signing Peggy to a contract, that they also get her husband in the bargain. True to form, Dave turns up regularly as musical conductor for Peggy's weekly NBC Supper Club appearances on Thursdays.

The Barbours met when Peggy joined Benny Goodman's band as vocalist and Dave was the guitarist. Peggy says it took two years to get Mr. B. to the point of proposing.

After their marriage and the arrival of daughter Nikki, Peggy decided she was ready for retirement. And so she gave up band-singing and turned her attentions to the role of housewife and mother. Occasionally, she would write a song or two in her spare time. Her first two numbers, *It's A Good Day* and *You Was Right, Baby*, were such instant successes that Peggy's radio friends were inevitably asking her to "come on over" and sing some of her current hits on their shows. Before she knew it, she was singing full time again.

After finishing the 1946-47 radio season with Bing Crosby, Peggy signed for NBC's Jimmy Durante Show on which she was heard this past year. At the same time, Peggy and Dave were turning out more and more record hits, including *Manana* and *Caramba*, *It's The Samba*, two 1948 favorites.

The Music Man

Henry Russell was musical director for NBC's Western Division when, in 1947, he was called in to build an orchestra for the NBC summer series starring Dorothy Lamour. "Front and Center." Despite his extensive musical experience, he never had taken the baton before for a big radio program.

Miss Lamour found Russell's work so satisfactory that now he serves as musical director of all her film and record work and leads the orchestra for her current NBC Sealtest Variety Theater, Thursday, 930 p. m.

O'Keefe Picks Own Contestants For Quiz Show



Walter O'Keefe

Tact and understanding of human nature, Walter O'Keefe finds, are quite necessary equipment for conducting his Double Or Nothing program five days a week as his ready wit and natural proficiency as a master of ceremonies. Double Or Nothing is heard over WCSH and WLBZ of the Maine Broadcasting System, Monday through Fridays at 2.00 p. m.

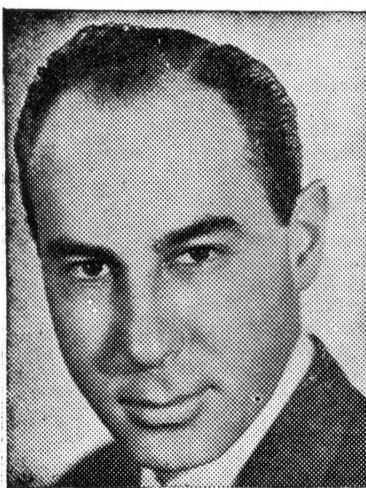
Before the program goes on the air, O'Keefe steps down with his portable microphone and circulates among the members of the studio audience. He talks to many of the spectators and selects about 20 persons who are invited to the stage. These prospects are finally narrowed down to the six or eight contestants O'Keefe considers interesting enough to contribute entertainment to his program.

The task of selecting contestants is a difficult one. O'Keefe insists on personally conducting the careful screening necessary to find persons who have the best of the comparatively simple requirements to compete in the quiz.

The main requirements to compete are: First—Can the person speak understandable English? Second—Is he a "professional," who tries to make a living out of repeated appearances on quiz shows? O'Keefe has the NBC Guest Relations director with him during his audience inspection to point out quiz show repeaters. Third—Does the person have an interesting job, hobby or story to tell? Fourth—Is the person sincere and "at peace with the world," or does he have an axe to grind at the expense of the listeners?

O'Keefe experience with people, and his show business background, make him well qualified to select what he calls "the most interesting and listenable" contestants for the Double or Nothing program.

Bill Stern Starts Tenth Year With Sports Newsreel



Bill Stern

Bill Stern, host of the Sports Newsreel program broadcast on NBC Fridays at 10.30 p. m., has started his tenth year of this popular sports review. During the past nine years he has presented the top names in almost any field of sports imaginable, as his guests.

Babe Ruth was Stern's first guest—and he naturally talked about baseball. Asked who some of his other guests had been, Stern quickly reeled off a roster of notables in many fields:

Betty Grable, Jimmy Stewart, William Powell, Frank Sinatra, Jack Dempsey, Bobby Jones, Joe DiMaggio, Joe Louis, Max Baer, Eddie Arcaro, Earl Sande, Eleanor Roosevelt, Linda Darnell, George Raft, Booby Feller, Byron Nelson, Donald Budge, Eleanor Holm and many others at the rate of one a week for nine years.

During football season, Stern frequently must interview his guests by remote control. When he is away from New York broadcasting football games he originates the Sports Newsreel from NBC stations in cities where he is visiting. Sometimes he interviews one of the coaches on the eve of a big contest he is covering, but just as often his guest is in Chicago, Hollywood, New York or some other point far from the game site.

Hal Dyer Takes Leave Of Absence

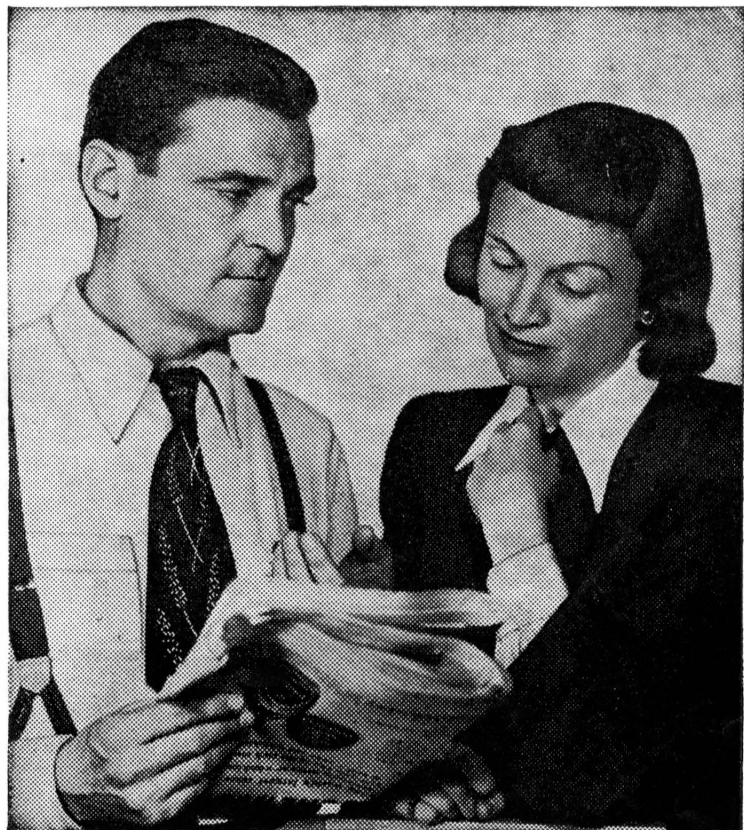
Hal Dyer, popular MeBS sportscaster, has left radio work temporarily on the advice of his physician. His doctor recommended an indefinite rest from the difficult grind and tension of radio broadcasting.

Dyer, who was heard nightly in Portland, Bangor and Augusta with his Sports Journal, had been in the employ of WCSH and MeBS for the past seven years. A graduate of Edward Little High School, Auburn, Me., he was trained for radio at Emerson College in Boston.



"HOW'S THAT AGAIN?"—Ed "Archie" Gardner (left) is revealing a top secret regarding new plans for the NBC Duffy's Tavern program. Eddie "The Waiter" Green (center) and Charlie "Clifton Finnegan" Cantor display their customary alert reaction to the news. The program is heard each Wednesday at 9:00 p. m. on WCSH, WLBZ and WRDO.

Crusading Editor And Girl Reporter Fight Rackets In Big Town Drama



CHECKING THE ANGLES—Ed Pawley and Fran Carlon, who play the roles of Steve Wilson, editor, and Lorelei Kilbourne, reporter; in NBC's Big Town dramas review phases of their latest crime expose.

The role of a crusading newspaper in exposing crime and in political reforms forms the background of the new NBC drama series, *Big Town*, heard over WLBZ, WRDO and WCSH Tuesdays at 10.00 p. m.

The hero of *Big Town* is Steve Wilson, crusading managing editor of "The Illustrated Press," a man with a political conscience and a firm passion for law and order. This role has been played for the past five years by Ed Pawley, a husky six-footer whose determined chin and healthy good looks would qualify him to portray the crusading editor on television. The character was created by Edward G. Robinson, who had the role when the show first went on the air.

Helps the Boss

Fran Carlon in the part of Wilson's star reporter, Lorelei Kilbourne, is equally well suited to her role. Miss Kilbourne, in whom Wilson is more than professionally interested, accompanies her boss on his racket-breaking and reformist rounds. Miss Carlon, the actress in the part, is a pert brunette who once had a brief fling in motion pictures and was disturbed to find that her attractive appearance and not her acting ability was of interest to the film-makers. After a year of posing for stills and enacting two minor film roles, she abandoned Hollywood for a permanent place in radio.

Rod O'Connor: I heard your wife was shy.

Red Skelton: She is . . . she's shy about twelve teeth.

Pawley, too, is a former film actor, though his cinema experience was somewhat happier. For years, Pawley was a familiar figure in gangster films. Interestingly enough, he was always the villain, never the hero, very much in contrast to the side of the law on which he stands in radio roles today.

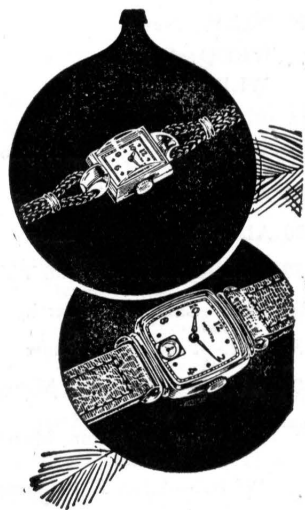
Gets Top Role

In 1942, wearying of movie work, Pawley came to New York and was co-starred with Martha Scott in a play, *The Willow and I*. His good friend Goodman Ace advised him to stay in the east and bide his time in radio until another good play turned up. Pawley didn't find a suitable play but he did win the role of Wilson in *Big Town* in 1943, when it was being recast following Edward G. Robinson's departure.

Big Town is written and directed by Jerry McGill, a former newspaperman, who believes in going straight to the source for the material of his dramas.

HAMILTON

The Perfect Christmas Gift



GRETA \$100.00
17 jewels and a natural or white gold case.

NORMAN \$66.00
17 jewels and a natural gold-filled case.

J. A. Merrill & Co.
Jewelers Since 1851

503 Congress St., Portland, Me.

COMPLETE NOVEMBER PROGRAM SCHEDULE

SUNDAY

MORNING

- 8.00 ALL—NBC News
- 8.05 ALL—Organ Recital
- 8.30 ALL—Church School
- 8.45 ALL—Maine Network News
- 9.00 ALL—Book of Books
- 9.15 WCSH—Hear O'Israel
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—Xavier Cugat
- 11.15 WRDO—Words & 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—Who Said That?
WLBZ—Salon Music
- 12.15 WCSH—London Column
WLBZ—Christian Science Program
- 12.30 WCSH—Anderson Family
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—Waltz Lives On
WLBZ—Men Behind The Melody
- 1.30 ALL—University of Chicago
Roundtable
- 2.00 ALL—First Piano Quartet
- 2.30 ALL—NBC University Theatre
- 3.30 ALL—One Man's Family
- 4.00 ALL—The Quiz Kids
- 4.30 ALL—U. P. News
- 4.35 WCSH—As Maine Goes
WRDO—Living—1948
WLBZ—Living—1948
- 5.00 WCSH—Longine Symphonette
WLBZ—Jane Pickens Show
WRDO—Jane Pickens Show
- 5.30 ALL—RCA Victor Show

EVENING

- 6.00 WCSH—News
WRDO—Catholic Hour
WLBZ—News
- 6.15 WCSH—Romance of Famous Gems
WLBZ—Frank Parker Show
- 6.30 ALL—Ozzie and Harriet
- 7.00 ALL—Jack Benny Show
- 7.30 ALL—Alice Faye and Phil Harris
- 8.00 ALL—Charley 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—Guest Star
- 9.45 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 WLBZ—Dave Garroway Show
WRDO—Sign Off
WCSH—Sign Off
- 12.00 WLBZ—News

MONDAY

MORNING

- 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—Three-A Safety Man
WLBZ—Slim Bryant
- 7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
- 7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
- 7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
- 7.55 WCSH—Uncle Hezzie
- 8.00 ALL—Maine Network News
- 8.15 WCSH—Let's Have Music
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—Novatime
- 9.15 WCSH—Tello-Test
WLBZ—Devotional Service
- 9.30 WCSH—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Clevelandaires
- 9.45 WRDO—According to the Record
- 9.55 WRDO—U.P. News
- 10.00 ALL—Fred Waring
- 10.30 ALL—To Be Announced
- 10.45 ALL—The Brighter Day
- 11.00 ALL—This is Nora Drake
- 11.15 ALL—We Love and Learn
- 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 Koblbers
- 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—Marine Band
WLBZ—Contrasts
- 1.20 WCSH—Agnes Gibbs' Date Book
- 1.30 ALL—Tony and Juanita
- 1.45 WCSH—Manhattan Melodies
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
- 2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Jean Murray
- 2.15 WRDO—Matinee Musicale
- 2.30 ALL—Today's Children
- 2.45 WCSH—Light of The World
WLBZ—Melody Lane
WRDO—Myrt and Marge
- 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
WLBZ—Rod Hendrickson

EVENING

- 6.00 ALL—Maine Network News
- 6.15 ALL—Shell Journal
- 6.25 WCSH—Maine State News
WRDO—Sports Story and Error
WLBZ—Musical Interlude
- 6.30 WCSH—Tony & Juanita
WRDO—Symphony of Melody
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—Art Van Damme
- 7.45 WCSH—Pleasure Parade
WLBZ—H. V. Kaltenborn
- 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—Radio City Playhouse
- 10.45 ALL—Radio City Playhouse
- 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—Biltmore Hotel Orchestra
- 12.00 ALL—News

TUESDAY

MORNING

- 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—Three-A Safety Man
WLBZ—The Haymakers
- 7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
- 7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
- 7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
- 7.55 WCSH—Uncle Hezzie
- 8.00 ALL—Maine Network News
- 8.15 WCSH—Let's Have Music
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—Sweetwood Serenade
- 9.15 WCSH—Tello-Test
WLBZ—Church in Wildwood
- 9.30 WCSH—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Clevelandaires
- 9.45 WRDO—According to the Record
- 9.55 WRDO—U.P. News
- 10.00 ALL—Fred Waring
- 10.30 ALL—Road of Life
- 10.45 ALL—The Brighter Day
- 11.00 ALL—This is Nora Drake
- 11.15 ALL—We Love and Learn
- 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 Koblbers
- 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—Luncheon with Lopez
- 1.20 WCSH—Agnes Gibbs' Date Book
- 1.30 ALL—Tony and Juanita
- 1.45 WCSH—Manhattan Melodies
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
- 2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Jean Murray
- 2.15 WRDO—Matinee Musicale
- 2.30 ALL—Today's Children
- 2.45 WCSH—Light of the World
WRDO—Myrt and Marge
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
WLBZ—Rod Hendrickson

EVENING

- 6.00 ALL—Maine Network News
- 6.15 ALL—Sports Journal
- 6.25 WCSH—Maine State News
WRDO—Sports Story and Error
WLBZ—Musical Interlude
- 6.30 WCSH—Tony & Juanita
WRDO—Symphony of Melody
WLBZ—Norm Lambert
- 6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
- 6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
- 7.00 ALL—Supper Club
- 7.15 ALL—News of the World
- 7.30 WCSH—Sippy Hollywood Theater
WRDO—The Smoothies
WLBZ—Bangor Male Chorus
- 7.45 WRDO—Little Show
WLBZ—Richard Harkness
- 8.00 ALL—Mel Torme Show
- 8.30 ALL—Date with Judy
- 9.00 ALL—Bob Hope Show
- 9.30 ALL—Fibber McGee and Molly
- 10.00 ALL—Big Town
- 10.30 ALL—People Are Funny
- 11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
- 11.15 ALL—Morton Downey
- 11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Biltmore Hotel Orch.
- 12.00 ALL—News

WEDNESDAY

MORNING

- 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—Three-A Safety Man
WLBZ—The Haymakers
- 7.30 WCSH—Late Edition
WRDO—U. P. News
WLBZ—ESSO Reporter
- 7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
- 7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
- 7.55 WCSH—Uncle Hezzie
- 8.00 ALL—Maine Network News
- 8.15 WCSH—Let's Have Music
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—Sweetwood Serenade
- 9.15 WCSH—Tello-Test
WLBZ—Church in Wildwood
- 9.30 WCSH—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Clevelandaires
- 9.45 WRDO—According to the Record
- 9.55 WRDO—U.P. News
- 10.00 ALL—Fred Waring
- 10.30 ALL—Road of Life
- 10.45 ALL—The Brighter Day
- 11.00 ALL—This is Nora Drake
- 11.15 ALL—We Love and Learn
- 11.30 ALL—Jack Berch Show
- 11.45 WCSH—Lora Lawton
WRDO—Trio Time
WLBZ—Norm Lambert

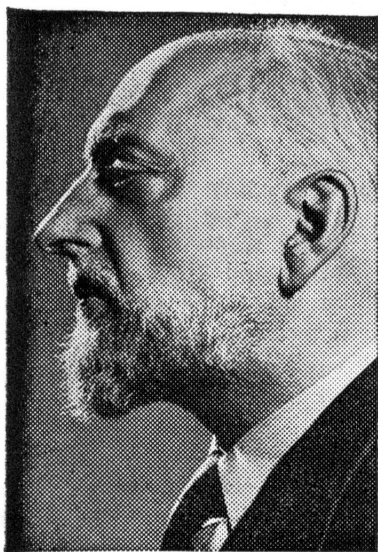
AFTERNOON

- 12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Koblbers
- 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—Luncheon with Lopez
- 1.20 WCSH—Agnes Gibbs' Date Book
- 1.30 ALL—Tony and Juanita
- 1.45 WCSH—Manhattan Melodies
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
- 2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Jean Murray
- 2.15 WRDO—Matinee Musicale
- 2.30 ALL—Today's Children
- 2.45 WCSH—Light of the World
WRDO—Myrt and Marge
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
WLBZ—Rod Hendrickson

EVENING

- 6.00 ALL—Maine Network News
- 6.15 ALL—Sports Journal
- 6.25 WCSH—Maine State News
WRDO—Sports Story and Error
WLBZ—Musical Interlude
- 6.30 WCSH—Tony & Juanita
WRDO—Symphony of Melody
WLBZ—Norm Lambert
- 6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
- 6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
- 7.00 ALL—Supper Club
- 7.15 ALL—News of the World
- 7.30 WCSH—Sippy Hollywood Theater
WRDO—The Smoothies
WLBZ—Bangor Male Chorus
- 7.45 WRDO—Little Show
WLBZ—Richard Harkness
- 8.00 ALL—Blondie
- 8.30 ALL—Greatest Show
- 9.00 ALL—Duffy
- 9.30 ALL—Mr. Lucky
- 10.00 ALL—The Big Town
- 10.30 ALL—Curtain
- 1.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
- 11.15 ALL—New
- 11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Biltmore Hotel Orch.
- 12.00 ALL—News

Toscanini Opens 1948-49 NBC Symphony Season With Six-Week Brahms' Festival



Ernest Ansermet

Man Of Renown

A list of the composers whose works have been given world premiere performances under the direction of the Swiss conductor, Ernest Ansermet, reads like a contemporary who's who in music.

He has given first performances of works by Stravinsky, Honneger, Ravel, de Falla, Martinu and many others. Last year, as guest conductor of the NBC Symphony Orchestra, he directed the American premiere of Martinu's Symphony No. 5 and of Frank Martin's Symphony Concertante for Harp, Harpsichord, Piano and Strings. He also directed rarely-performed music of Debussy and Templeton Strong.

In the 1948-49 season, as guest conductor of the NBC Symphony for four concerts—Dec. 18 and 25 and Jan. 1 and 8 (6:30-7:30 p. m.)—he is expected to select more new music as well as a number of the classics. Ansermet's success at NBC last season led to his immediate re-engagement with the orchestra and to engagements with the Cleveland and Philadelphia Orchestras. He will arrive in this country late in November to prepare his concerts.

The 65-year-old Swiss conductor is musical director of the Orchestra de la Suisse Romande, which he founded at the end of World War I.

Ansermet won world renown as conductor of the famed Diaghilev ballet during the period of Nijinsky's great successes. It was Ansermet who first conducted Stravinsky's Petroushka in this country. His performance of the work last season on NBC won high praise. This winter he will conduct Stravinsky's Firebird Suite, regarded widely as another "tour de force" Ansermet performance.

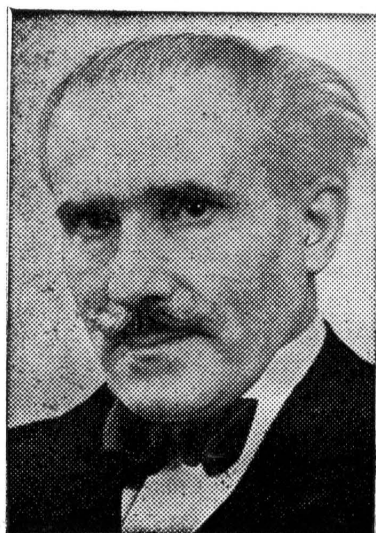
Ansermet first visited America in 1916 with Diaghilev, and came back again in 1936 only for a few concerts in Hollywood Bowl and Chicago. His return last year was hailed by press and public.

Bird Expert Appears On As Maine Goes

One of the nation's foremost ornithologists, Dr. Alfred O. Gross of Bowdoin College, appeared this month as a special guest on As Maine Goes, weekly news program of WCSH, Portland.

Dr. Gross told his interviewer, Ellis O'Brien (an amateur ornithologist) of the work being done in Maine to control herring gulls along the coast. Dr. Gross said that spraying the eggs with chemicals, scientists were able to keep the gull population from becoming a hazard to strawberry growers.

As Maine Goes is heard each Sunday at 4:35 p. m. on WCSH, Portland. The program features intimate sidelights of the news of the week in Maine and personal contact with people who make the news.



Arturo Toscanini

Maestro Returns

Featuring a six-week cycle of Brahms music, Arturo Toscanini, renowned Italian conductor, has opened the 1948-49 season of the NBC Symphony Orchestra. It is heard over the three stations of the Maine Broadcasting System Saturday evenings at 6:30. During the opening concert Toscanini presented the distinguished piano virtuoso, Vladimir Horowitz, his son-in-law.

This year marks Toscanini's 11th season as permanent conductor of the NBC Symphony. He will share it with two guest directors—Ernest Ansermet, distinguished Swiss conductor of the Orchestra de la Suisse Romande, and Guido Cantelli, 28-year-old Italian conductor discovered by Toscanini this past summer in Milan. Toscanini will direct a total of 16 concerts in two series of eight each, the first group starting Oct. 23 and the second group on Feb. 12, 1949. Ansermet and Cantelli will have four concerts each in the periods between Toscanini's broadcasts.

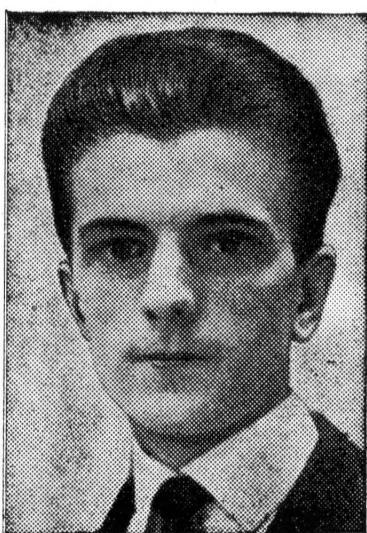
Selects Choral Works

As part of the Brahms cycle, Toscanini has chosen two infrequently heard choral works—Nanie, a cantata for chorus and orchestra, and the famous Gesang der Parzen for six-part chorus and orchestra. The popular Liebeslieder Waltzes and the four symphonies also will be included in the series.

During his second group of concerts, the maestro will present a complete performance of Verdi's last opera, Falstaff. The cast for this opera has not yet been chosen by Toscanini, but several new singers as well as others who have sung with him in recent years are under consideration. If plans can be completed, Toscanini also will direct a complete performance of Verdi's Aida at the end of his first series of concerts.

At 81, Toscanini continues to work with unabated energy. During his 62 years as a conductor he has made musical history. On Christmas night, 1937, he directed the first broadcast concert of the NBC Symphony Orchestra, which was formed for his return from Italy to this country. After he left the New York Philharmonic Symphony Orchestra in 1936 he thought to retire. But the call of the podium was too strong, and Toscanini returned on the invitation of David Sarnoff, as president of RCA, to direct this orchestra.

Eleven years ago, when NBC commentator John Cameron Swayze was a reporter for the Kansas City Journal, he got a letter from a reader at Christmas time. She told him she was an unemployed widow with two children, and asked if he could get her a job. He couldn't, but he sent her \$5 as a Christmas present. Last week he received five \$1 bills in the mail. They were from the widow (who since had re-married). She had heard Swayze on NBC's Who Said That? program.



Guido Cantelli

Youthful Find

Guido Cantelli, 28-year-old Italian conductor who will make his American debut in January, 1949, as guest conductor of the NBC Symphony Orchestra, comes to America and NBC as a "Toscanini discovery."

Toscanini heard him direct an orchestra this past summer in Milan, Italy, and was so impressed that he returned several times to hear his concerts. After one concert, in July, Toscanini went up to the young conductor and praised his performance. But Toscanini told him that he waved his arms too much. The maestro warned the young musician against putting on a dance performance on the podium which would distract the audience from the music. Cantelli took the warning to heart, but at the next concert was just as gymnastic on the platform. However, since then he has had plenty of time to tone down his movements.

Cantelli, who is deeply interested in contemporary music, plans to do a number of such works on his NBC programs, scheduled for Saturdays, Jan. 15, 22 and 29 and Feb. 5 (6:30-7:30 p. m.). He also will present the music of modern Italians who are little known here.

Cantelli was born in Novara (Piedmont) on April 27, 1920. He studied piano at an early age and showed great talent. He gave his first piano recital at the age of 14, but soon decided to turn to the study of composition. He attended the Conservatorio Giuseppe Verdi in Milan, where he was given opportunities to conduct. He was soon engaged to conduct at the Teatro Coccia of Novara (which was inaugurated in the year 1889 by Arturo Toscanini).

During the war Cantelli was sent to Germany as a prisoner for refusing to collaborate with the Germans in Italy. There became one of the "living skeletons," brutalized by the Nazis. Finally, getting closer and closer to Italy through one pretext after another, he escaped. He narrowly missed being a victim of a Nazi firing squad shortly before the capitulation of the Germans.

WRDO Promotions

Two WRDO staff members, Don Powers and Les Hubley, have recently been advanced in their respective fields. Powers has been made Assistant Manager in charge of sales, and Hubley is now Program Manager for the Augusta outlet of MeBS, according to word from Manager Jack Atwood.

Powers received an additional lift shortly after his promotion when his first child arrived. It's a boy, named Keith Addington.

Rod O'Connor: Red, can you really start a fire by rubbing two sticks together?

Red Skelton: No, but the exercise keeps me warm.

—NBC's "Red Skelton Show."

WCSH Plays Host To Officials Of British Broadcasting Corp.



BBC VISITORS—Anthony McDonald of the BBC, London (left), is interviewed on WCSH by news director John Hogan (right). Sam Slate, BBC's American representative, produced the special feature.

Two officials of the British Broadcasting Corporation visited WCSH, Portland, in October during an eight week tour of American broadcasting stations. Anthony McDonald, a senior producer for the BBC in London, and Sam Slate, American representative of the BBC in New York, spent three days at the Portland station, during which they supervised the recording of a special news commentary on the American political campaign.

The commentary was written and voiced by John F. Hogan, director of the Maine Network News Service, who outlined trends in New England political thinking. The program was short-waved to London for presentation over a BBC network—one of four such broadcasts, each from a different section of the country.

During the visit, McDonald was interviewed on As Maine Goes, regular Sunday news feature of WCSH. He told listeners that he was impressed by the unhurried atmosphere of the State of Maine, as contrasted with the speed and tension of New York. Before coming to Maine, McDonald

spent 15 days in New York and Philadelphia. Also scheduled on this, his first trip to America, are stops at Toronto, Canada, Atlanta, Ga., and several mid-west cities.

Slate, who accompanied McDonald to Maine, is program director for the BBC in the United States. He is an American, who has represented the British radio system in this country for the past three years. He was formerly associated with the United Press and the Columbia Broadcasting System.

It's moving time for the Eddie Owens, again. The WLBZ staff announcer, his wife and young son, Marc are posting a new address at 144 Garland Street in Bangor.

Bob Hope says he's interested in reports that an Air Force plane has exceeded the speed of sound. "This means I could tell a joke here in Hollywood, realize that it wasn't funny, and send a plane out to shoot it down over Chicago."

Archie Andrews And His Pals In Endless Comic Confusion

Two of the most comic characters in all popular forms of humor play their parts each week in the comedy formula of NBC's Archie Andrews program, heard over WCSH, WRDO and WLBZ Saturday mornings at 10:30

They are Jughead (Harlan Stone) and Betty (Rosemary Rice). Jughead typifies, in the person of a teen-age boy, the bumbling incompetent — he who means well and tries hard but somehow never quite gets what he wants. Of such, in the grown-up category, are the stuff of the Casper Milquetoasts of the cartoonists, as well as the characters portrayed by George Burns and Dennis Day on the air, the Stan Laurel of Laurel and Hardy movies, the "straight" man of all vaudeville teams.

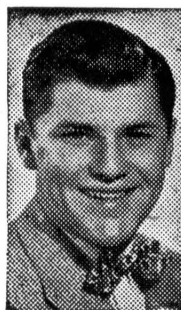
When Jughead and Archie (Bob Hastings) set forth on an adventure, Jughead is an optimistic as Archie about the outcome, as confidently sure of success. But it is Jughead who always comes out a poor second best, whether it's in competition for a girl or in one of the many "business" enterprises by which the two seek to augment their weekly allowances. Betty fares no better. She is the girl-next-door, the one who never gets the boy. Betty is a faithful portrait of the nice, reliable but unglamorous lass who is always on hand when Archie needs help with his homework—but is always forgotten when he wants a date.

And, even when poor Jughead attempts a Halloween gag, he can't win; nor can Betty. Jughead hopes his cleverness in thinking up a mask prank all by himself will make Betty realize he's as clever as Archie. But when he unmasks and Betty sees that it is Jughead instead of Archie, she makes no secret of her disappointment. Jughead loses—again.

Ambitious Archie

BOB HASTINGS A SUCCESS AS YOUNG COMIC—BUT HE WANTS TO SING

Bob Hastings, like most other actors, yearns to do the thing he's not doing.



Bob Hastings

A success as a juvenile comic he plays the lead in the NBC comedy show, Archie Andrews heard Saturdays at 10 a. m. over WCSH, WRDO and WLBZ — young Hastings has been taking vocal lessons for many years and would rather sing than almost anything else.

Now and then scripter Carl Jampel sympathizes and writes a song sequence into the script so that Bob, as Archie can give with the songs. And during rehearsal breaks Bob entertains the rest of the cast with vocal imitations of name singers — Jolson, Sinatra, Crosby and others.

Bob's ideal would be to combine singing with acting, and he hopes to appear in musical comedy one of these days. Since he's a good-looking, high-spirited lad with an alert sense of timing, he stands a good chance of realizing his ambition.

Elgin's Holiday Show On NBC

Leading comedians of stage and radio, renowned singers and entertainers from New York and Hollywood and others will be heard by a nation-wide audience over the NBC network Thanksgiving Day from 4.00 to 6.00 in the afternoon. Sponsored by the Elgin National Watch Company, Holiday Star Time will be presented this year for the first time over NBC, and Maine audiences will hear it over WCSH, WRDO and WLBZ.

Don Ameche will be master of ceremonies and Ken Carpenter will announce. Among the stars of the show will be Jack Benny, Red Skelton, Frances Langford, the Mills Brothers, Mario Lanza, Vera Vague, Jimmy Durante, Garry Moore, Dean Martin and Jerry Lewis, Andre Previn, pianist. Music will be under the direction of Robert Armbruster.

This will be the first of two such holiday programs to be presented by Elgin over NBC. The second will be on Christmas Day.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION ETC. REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933 AND JULY 2, 1946 OF THE MAINE BROADCASTER published monthly at Portland, Maine, for November, 1948.
State of Maine,
County of Cumberland,

ss Beforeme, a notary public, in and for the State and county aforesaid personally appeared Linwood T. Pitman, who, having been duly sworn according to law, deposes and says that he is Editor of the Maine Broadcaster and the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933 and July 2, 1946 embodied in section 537, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Name of Post Office Address
Publisher, Maine Broadcasting System
Portland, Maine
Editor: Linwood T. Pitman,
Portland, Maine

Managing Editor: None
Business Manager: William H. Rines
Portland, Maine

2. That the owner is: (If owned by a corporation, its name and address there under the names and addresses of must be stated and also immediately stockholders owning or holding one per cent of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member must be given.)

Congress Square Hotel Company,
157 High Street, Portland, Maine
All voting stock of the Congress Square Hotel Company is held by trusteeship composed of: Adeline B. Rines, Portland, Maine; Mary R. Thompson, So. Portland, and William H. Rines, Portland, Maine.)

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are (If there are none, so state.)

Auburn Savings Bank
South Paris Saving Bank
Biddeford Saving Bank
Androscoggin County Bank
Brunswick Saving Bank
First National Bank of Biddeford
Livermore Falls Trust Co.
Richardson Wharf Company
Maine Savings Bank
Franklin County Savings Bank
Merrill Trust Company
Bath Savings Institution
Norway Savings Bank
Piscataquis Savings Bank
Peoples Savings Bank
Waterville Savings Bank
Portland Savings Bank
Skowhegan Savings Bank
Saco & Biddeford Savings Bank
Machias Savings Bank
Penobscot Savings Bank
Machias Savings Bank

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of bona fide owners; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him.

LINWOOD T. PITMAN,
(signature of Editor)
Sworn to and subscribed before me this 28th day of September, 1948,
BESSIE M. BLAKE

[Seal]
(My commission expires July 23, 1953)

The BIG

3

In

Maine

Radio!



the Maine Network News Service



Maine's only independent radio news gathering organization with more than a hundred reporters throughout the State gathering on-the-spot news for delivery over the stations of the Maine Broadcasting System. Clear, concise and up-to-the-minute news is yours because the editors appreciate the value of time . . . they know **WHAT** makes news . . . they know **WHEN** it's news.

the Maine Broadcaster



The only publication of its kind! Devoted exclusively to good radio listening, giving its thousands of readers all the news about the radio programs they love and the people who make them. Published monthly, the Maine Broadcaster also contains **COMPLETE** radio program schedules of the three stations of the Maine Broadcasting System, WCSH, Portland, WLBZ, Bangor, and WRDO, Augusta. It contains not only news of your favorite NBC programs but little bits and anecdotes about the local people on your favorite Maine station. You'll know radio personalities better, you'll enjoy your radio more by subscribing to the Maine Broadcaster.

the Maine Broadcasting System



The Maine Broadcasting System serves the State of Maine with programs in good taste . . . fine music . . . programs in the public interest . . . comedy and drama to fit every ear. In short radio at its best for Maine people. Within the Maine Broadcasting System organization are men with 10, 15, yes, 20 years of broadcasting experience working together to bring you the best in radio.

WCSH

PORTLAND

WLBZ - WRDO

BANGOR | AUGUSTA

Television Topics - - Video Views

NBC Television To Provide Election Returns To Midwest

Plans to expand its election night television coverage to the midwest with a seven-station network extending from Buffalo to St. Louis have been announced by John K. West, public relations executive for RCA Victor, and William F. Brooks, vice president in charge of news and international relations of the National Broadcasting Co.

Duplicating its arrangement for coverage of the November 2 returns in the east, NBC Television will set up telecasting headquarters in the studios of Cleveland's station WNBK. There the election studio will be outfitted with huge charts to depict the progress of the election. Commentators Alex Dreier of Chicago, Robert McCormick of Washington and Ed Wallace of Cleveland will give a running account of the proceedings.

Starting at 8:00 p. m. EST, the telecast will continue until the election is decided. An elaborate system of pickups from other cities in the midwest network, including St. Louis, Detroit and Milwaukee, will be arranged as cut-ins for the regular telecast.

To supplement its midwest news staff, part of the NBC Washington news office will be moved to Cleveland to help supervise the operations. Commentators from NBC Television's affiliated stations in St. Louis, Detroit, Milwaukee and Buffalo also will be headquartered in Cleveland during the election night return coverage.

To keep the midwest network continually abreast of election developments in the east, Brooks said that special lines will be installed from NBC's headquarters in New York to the midwest headquarters in Cleveland. Special visual aids, films and charts are now being created to enable the viewer to follow the election result without difficulty.

Stations on the NBC television midwest network which will carry this historic program include NBC's owned and operated stations WNBK, Cleveland, and WNBQ, Chicago, as well as affiliated stations WBEN-TV, Buffalo; KSD-TV, St. Louis; WTMJ, Milwaukee; WWJ-TV, Detroit, and WSPD, Toledo.

RCA Victor will sponsor the entire night's program over the full midwest network.

Video Brings Out Music's Eye Appeal

Music has visual charms; it plays to the eye as well as the ear.

So states Orrin E. Dunlap, Jr., in his new book — *Understanding Television* — just published by Greenberg.

"When Arturo Toscanini first waved his baton across the television screens in directing the NBC Symphony Orchestra," Dunlap writes, "he opened a new era in the evolution of musical performances."

In discussing Toscanini's television premiere of March 19, 1948, Dunlap says the 81-year-old maestro proved to be dramatic television personality, "for his face and hands were eloquently telegraphic coupled with the grandeur and grace of the rhythmic motion of the baton."

Dunlap's book breaks down, in layman's terms, the intricate story of what television is and how it works. The author, a vice president of the Radio Corporation of America, has included a television I. Q. test for the reader as well as a glossary and bibliography on the video art.

Mary Lee Robb once wanted to be a dress designer, but is now concentrating on her radio career since her break recently when she was awarded the role of Marjorie on NBC's *The Great Gildersleeve*.

Vaudeville Players O.K. For Television Says Willie Howard

Willie Howard, veteran comic and dean of vaudeville performers, is one man who sees no bugaboos in television. Critics have been wondering how some of the standard vaudeville and supper club acts would make out in the new medium. A celebrated skit can tour the rounds of the country and overseas, too, year in and year out without a change; but in television, they argue, all that is changed since you can't come up with the same old material over and over on a television screen.

True enough. Mr. Howard agrees. "But who said anything about being limited to one skit?" he wants to know. "I've got a thousand acts, and I could do any of them with a day's rehearsal," he says.

Howard, who has been featured several times lately on the NBC Television Texaco Star Theater feels sure that other seasoned performers have plenty of material up their sleeves, too.

Bob Hope Casual Toward Television

Bob Hope, one of few major comedians to score pronounced success on both radio and screen, is looking before he leaps into the field of television. Actually, Hope, who has been acclaimed a television "natural" because of his proven audio and visual appeal, has been keeping close tabs on developments in the new field. To get the feel of video, he has made several guest appearances in New York and on the West Coast and has had his writers prepared experimental scripts.

But Bob's major activities for the present are confined to his new Swan radio show, Tuesdays at 9:00 p. m., over the NBC network and its Maine trio of stations, WLBZ, WRDO and WCSH. The revised format of his new show is "so new that even I am scared," he says.

Hope says he will consider national television after he has his NBC show in good order.

"I'm like one of my Cleveland Indian pitchers," he muses. "I like to warm up before tossing the stuff to the big boys."

Top Ring Battles Revived

"The Greatest Fights of the Century", film highlights of historic ring battles, are being presented on the NBC Television network weekly on Friday evenings. The five-minute motion pictures follow the Friday nights telecasts of boxing bouts at Madison Square Garden.

Video Views

How much do folks watch television after the novelty of having a new set wears off? A survey by the Hooper research organization shows viewing among those who have had their sets a year or longer runs only six per cent less than those with new sets. Dr. Peter Langhoff, research director of the Young and Rubicam Agency, says this shows "A high level hard surface" of sustained interest. The Corning Glass Works has increased its glass melting capacity for television picture tubes ten-fold since the beginning of 1947 and still is hard pressed to keep up with demand.

Alan Young: Last week my Aunt Sophie was on a quiz program and won a house, a lot, free maid service for a year, a six-month cruise, a washing machine, an eight-foot freezer and four coconut bars.

Dorothy Lamour: I'll bet she was happy.

Alan: Right! She loves candy! —NBC's "Seatest Variety Theater"

Telecasters Pay Due Heed To Small Fry Program Needs

Small children occupy a big spot in program plans of the infant television industry.

The four East Coast networks alone provide one and a quarter hours of continuous entertainment for the very young set daily from Monday through Friday. Programs by individual stations often stretch this to an hour and a half or an hour and three-quarters.

There also are numerous kiddies' shows on Saturdays and Sundays both on the networks and individual stations.

The programs are as popular with mothers as the children inasmuch as the shows keep the kids from under foot while they're on the screen. The only trouble is Junior and little Alice may invite so many of their friends in that the living room looks like a nursery.

The network programs start at 5:30 p. m. EST. NBC's juvenile headliner at that hour is *Howdy Doody*, featuring a mischievous puppet of that name and master of ceremonies Bob Smith, Mondays through Fridays. ABC competes for the romper crowd's attention at that time with *The Singing Lady*, featuring Irene Wicker, Mondays and Wednesdays and *Cartoon Teletales* on Tuesdays and Thursdays.

Dumont comes on at 6 p. m. with the half-hour *Small Fry Club* conducted by Bob Emery Mondays through Fridays. It includes two animated cartoons in each program

and starting at the end of the year will have a marionette show now being filmed in Hollywood.

Emery will be remembered as "Big Brother" of the radio club of that name broadcast successfully for several years during the mid-1920's and later over WEEI, Boston.

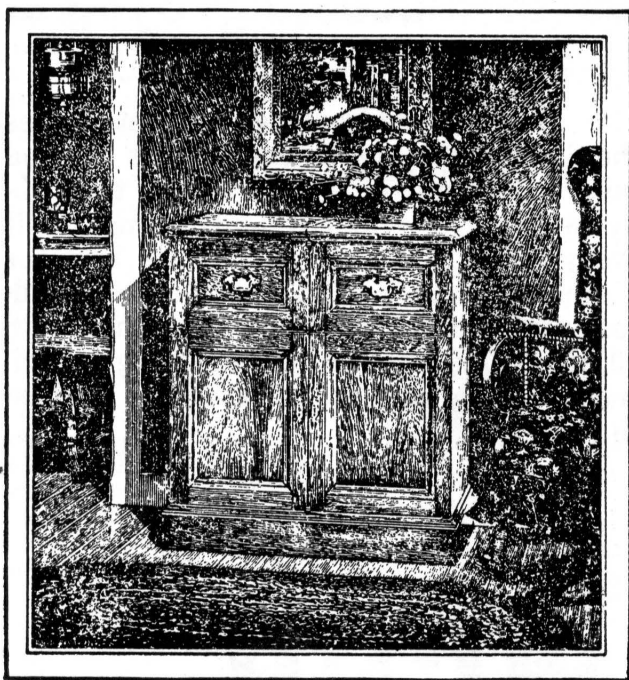
CBS follows at 6:15 with a 15-minute puppet show entitled *Lucky Pup*, conducted by Doris Brown.

Both *Small Fry* and *Howdy Doody* make liberal use of animated cartoons.

The puppet *Howdy Doody* came out as the kiddies' candidate for President some weeks ago. Each child writing in was offered a campaign button. NBC had 2,000 prepared, but they were exhausted by the first flood of mail. Before all requests had been filled, the total had passed 85,000.

Television Provisions For Apartment Dwellers

Many apartment builders are making provisions for television in their construction plans, with wiring inside the walls and outlets in each apartment. A novel installation is being made by a Newark builder, Philip J. Bowers, in a 178-unit project at Red Bank, New Jersey. The television antennas will be in a loft space underneath the roof to keep the rooftop from becoming a "Clothesline Alley."



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Magnavox
radio-phonograph

The Magnavox Traditional . . . one of fourteen distinctively different models. Flawless furniture with a mellow hand-rubbed finish to delight the eye. Your ear will thrill to fresh horizons in musical enjoyment! Incomparable Magnavox tone, fully automatic record changer with noiseless feather-touch pickup, 12-inch Magnavox speaker, powerful 10-watt receiver and amplifier chassis. In mahogany, walnut or maple . . . **249.50** with FM . . . **298.50**

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Ideal For Christmas Giving!

NEW, SUPER-POWERED 560-WATT
Sperti PORTABLE Sunlamp

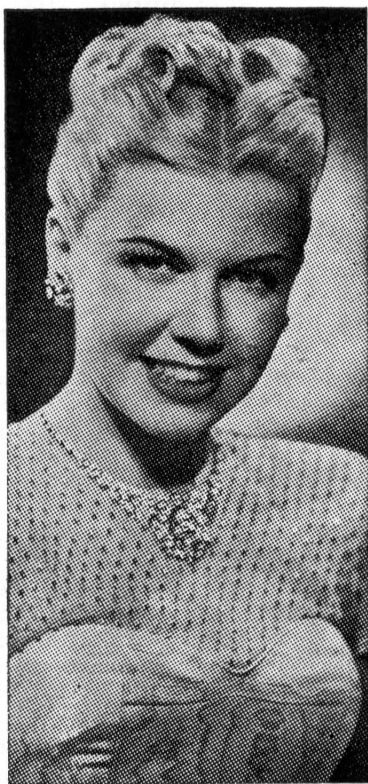
A radiant, "picture-of-health" sun tan, right through sun-stingy winter months. That's what you give your family when your gift is the amazing Sperti Portable Sunlamp. Camera-size convenience. Yet it tans faster than many bulkier lamps . . . faster than *seashore sunshine*. Genuine high-intensity mercury arc. An amazing value. Come in for 3-minute demonstration.

Approved by Underwriters' Laboratories.

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Accident Provides Turning Point In Doris Day's Career



Doris Day

Doris waited quite a while for her success to arrive, and then, in a single year, she received a good share of it. During the past 12 months, she has played in two motion pictures, joined the ranks of recording featured vocal artists and signed her contract to appear with the Hope show.

Things have not always been so easy for Doris, as she well remembers. She started her professional career as Doirs Kappelhoff, dancer. A few years later, she was in an automobile accident, suffered a broken leg, and wore a cast for 14 months.

To avoid boredom, she studied voice while she recuperated. Eventually she regained her ability to dance, but she had become such a fine vocalist that friends and critics convinced her that she was a better vocalist than dancer.

So her singing career really began. She changed her name to Doris Day, sang "for free" on Cincinnati radio stations, then professionally with a local band. She advanced to better known orchestras—Bob Crosby's and Les Brown's. Then came greater recognition—the movies, and now she's in the spotlight as vocalist on the Bob Hope Show.

Mary Lee Taylor Show Now On NBC No Radio Newcomer

The Mary Lee Taylor Show, one of radio's oldest sponsored programs, recently moved to the NBC network and currently is heard over WCSH, WRDO and WLBZ Saturday mornings from 10 to 10.30. With the move the program began its 15th year on the air.

Mary Lee Taylor, a native of St. Louis, is an ardent housewife who brought to radio a program about buying, cooking and budgeting of foods back in November, 1933, and the program has remained on the air constantly since that time.

She offers test recipes, tips on how to avoid wasting food and nutritionally sound menus. A staff of five full-time assistants, working in specially-built kitchens, gives each dish a thorough test before the recipe is presented on the air.

Her idea is that maximum nourishment and variety can be combined with minimum expenditure and waste.

The program is sponsored by the Pet Milk Sales Corporation.

Hogan To Preside At National Parley

John F. Hogan, director of the Maine Network News Service, will preside over the third annual convention of the National Association of Radio News Directors in St. Louis, Nov. 12, 13 and 14. Hogan, who is president of the organization, will conduct the business sessions at the meeting, which some 250 news directors are expected to attend.

The association will play host to the news directors of three of the nation's major networks—Frank McCall of NBC, Wells Church of CBS and A. A. Schechter of the Mutual Broadcasting System. They will be heard in a panel discussion on evaluation and selection of news material for broadcasting.

Major topic for the convention, however, will be television news and the use of films in reporting events of the day. A workshop period will be conducted for the convention delegates in the newsroom of KSD—Television, St. Louis.

Riley: Bruce! Bob! Don! Is this why I'm sendin' you to college, daughter? To flirt with every Tom, Dick and Harry?

Mom: Now don't get excited. It's only her first day at college. Besides, she's bound to meet boys.

Riley: Meetin' them is one thing, but she's collectin' them!

—NBC's "Life of Riley."

"Comes Naturally"

HOLLACE SHAW, ONE OF A FAMILY OF MUSICIANS, GOT START IN CONTEST



Hollace Shaw

Hollace Shaw, formerly heard as "Vivian" with Phil Spitalny's all-girl orchestra and chorus, and now featured on the Pet Milk Show with Vic Damone, had only to follow family tradition to become a singer of note. Maine radio listeners now hear her on the Damone program Saturdays at 7.30 p. m. over MeBS stations. Idle two years after leaving the Spitalny program in 1944 to become the wife of C. Turner Foster, an Air Forces colonel, she returned to radio in 1946 on Saturday Night Serenade which preceded the Pet Milk Show.

Her brother, Robert Shaw, is widely recognized as one of America's leading conductors of vocal groups. This past summer, for instance, he was conductor of the Robert Shaw Chorale on NBC Sunday nights. Before that, he led choral groups for the maestro, Arturo Toscanini.

A sister, Anne Shaw Price, was a former soloist with Fred Waring, and now is a radio favorite in Peru, where she lives with her engineer husband.

And a younger brother, John, is majoring in dramatics at Pomona College in California, which Hollace, also, attended.

Hollace's mother was once a well-known concert singer on the West Coast. Her father, the Rev. Shirley Shaw of Stockton, Cal., directs choirs and leads choral groups in his church.

In 1937, "Holly" was astonished to learn that she had won a state-wide singing contest over 5,500 competitors. Prior to that, she had sung publicly at recitals.

Later, she joined the Marx Brothers' show on the air, became a hit, and came to New York for radio shows with Raymond Paige, Mark Warnow and Howard Barlow. Then she played in two Broadway musical comedy successes, Higher and Higher and Very Warm for May.

Roland Martini is producer of the Pet Milk show. Emil Cote and the Serenaders furnish the musical backgrounds for Damone and Miss Shaw.

College Math Cinch For Joel

If Quiz Kid Joel Kupperman, 12, is ever a problem-child to his eighth grade teacher in Chicago's Volta public school, it could be only because he's so far ahead of his fellow students in mathematics.

Last year, Joel was an A student in his special high school geometry course which he took on a scholarship, aside from his other regular seventh grade subjects.

This Fall, he was invited to take the entrance examinations in mathematics given by the University of Illinois to all incoming college students, and requiring a thorough knowledge of algebra and geometry. Joel, who took the test along with a group of adults, came out with an A—rarely accorded anyone on this difficult exam!

Have you checked your subscription date for the Maine Broadcaster?

American Album Of Familiar Music Celebrates Start Of 16th Year



FIVE FAMILIAR VOICES—The musical stars of the American Album of Familiar Music program. Seated, left to right - Margaret Daum, soprano; Gustave Haenschen conductor and Evelyn MacGregor, contralto; standing, Donald Dame, tenor, and Jean Dickenson, soprano. Miss Dickenson has been heard in Portland in a community concert series.

American Album of Familiar Music, one of the oldest musical programs on the air, started its 18th year during the past month. Originated in 1931 by Frank Hummert, who still produces the program, American Album of Familiar Music is heard over the three MeBS stations in Maine each Sunday at 9.30 p. m. In addition to being heard over the NBC coast to coast network, it also is carried by a nation-wide network of Canadian stations.

Listener requests determine what selections are included in the program's repertoire and, chances are you cannot listen two Sundays in succession without hearing one of your own favorite pieces of music. A typical program often will include an aria from opera, a Victor Herbert composition or a tune by Irving Berlin.

That its popularity continues, not only with listeners but with music and radio editors as well, is attested by the best of its kind on the air for three successive years in the Musical America magazine poll.

The artists heard regularly on the American Album of Familiar Music include Donald Dame, tenor; Margaret Daum, soprano; Jean Dickenson, coloratura soprano; Evelyn Mac-

gregor, contralto; Bertrand Hirsch, violinist; the Buckingham Choir and Gustave Haenschen's orchestra.

Southern Insight

Southern sports announcers seem to be better forecasters than those in other parts of the country, according to incomplete records thus far compiled by Eddie Dooley in his NBC Supper Club football prediction contest.

After three weeks, a check-up of the predictions of local NBC and affiliate sports announcers who are stacking their own predictions against Dooley's, reveals that Allen Stout of WROL, Knoxville, Tenn., is top man. Stout has predicted the outcome of 78 percent of games correctly to date.

Top man at the end of the 10-week period, closing Dec. 3, will win a trip to the Rose Bowl game with all expenses paid.

Harold Peary is preparing the cast of The Great Gildersleeve for television by organizing them in a stock company to do one and two-act plays this Winter in and around Los Angeles. If successful, Peary plans to put the show on the road next Summer.

RIGHT at lunch time

**MOTHER'S
Enriched White Bread**

Sold by Independent Grocers

and

the "Korn Kobblers"

12 Noon Monday thru
Saturday

WLBZ

BANGOR BAKING COMPANY

The Brighter Day New Daytime NBC Serial

Depicts Story Of Minister And Children

The story of a widower minister, father of six children, transferred from a church in a large city to a small town pastorate, is that of *The Brighter Day*, new Monday through Friday serial drama now heard on MeBS stations at 10.45 a. m. The new program replaced Joyce Jordan, M. D. on the NBC network.

The *Brighter Day* relates the day by day affairs of the Dennis family. Richard Dennis, called "Poppa" by his brood, finds life beginning anew in his transfer to a small community.

"Liz", his second daughter, is the principal personality of the drama. She is 25 and has managed the family affairs for the past six years. Margaret Draper plays this exacting role and William Smith that of the minister-father.

Other members of the Dennis family are Marcia, 28, married to Ben Batterbury and living in Los Angeles; Grayling (Gray), 23, the only son; beautiful Althea, 19; Patsy, 16, a tomboy but not a rowdy; and Barbara (Bobby), 14, the baby of the family.

Orin Tovrov writes *The Brighter Day* and Arthur Hanna directs.

Bangor Male Chorus Sponsored Over WLBZ By Eastern Trust



EYEFUL OF TALENT—Bangor Male Chorus, heard weekly on Tuesdays over WLBZ. In foreground are Director William Cupp and accompanist Harold Annas, at piano.

Music lovers of eastern and northern Maine have a new program of distinct appeal on Tuesday evenings, provided by the Bangor Male Chorus. This organization, notable among those of the state, broadcasts from WLBZ from 7.30 to 7.45 under sponsorship of the Eastern Trust and Banking Company of Bangor.

The chorus, organized in December 1937, gave its first concert the following May 10th under direction of John White Thomas. In 1931 the talented group enjoyed the distinction of singing for Admiral Richard E. Byrd when he visited Bangor. The membership of the chorus now numbers 40.

It has been the tradition to present a combination of classical and popular music in four stated concerts during each year, and in various special programs.

William Cupp is director, Harold Annas accompanist and Harold L. Miller president.

Lambert Increases Weekly Schedule At Organ and Piano

It's always the busy man who has time for more work. Two new quarter hour programs of Console and Keyboard, featuring WLBZ's musical director Norman Lambert, have recently been scheduled over the Bangor station to intensify a busy week for him at the Hammond organ and grand piano.

In addition to the Monday, Wednesday and Friday Console and Keyboard programs at 6.30 p. m., and the 11.45 a. m. shows on Tuesdays and Thursday, sponsored by the Maine Central Railroad, Norman now presents another package of rhythm and melody on Tuesdays and Thursdays evenings at 6.30. While all of the Console and Keyboard offerings afford the artist ample opportunity to display his versatility in novel and contagious arrangements of outstanding song favorites of past and present, the two new shows are devoted entirely to familiar favorites, songs that have been accepted as traditional or standard by music lovers everywhere.

Westbrook Program Offers Prizes For Identifying "Mystery" Tunes

Bob Dargo as disc jockey. Begun in mid-summer, the Westbrook program has attracted competition of listeners from such outside communities as Biddeford, Saco, Freeport, Sanford, Brunswick, Bath, Springvale, Gorham and other Maine towns, as well as from Westbrook and Portland.

The prize, offered by one of the participating Westbrook advertisers each program, is awarded to the listener first correctly identifying the mystery tune in a telephone call to the sponsor's place of business.

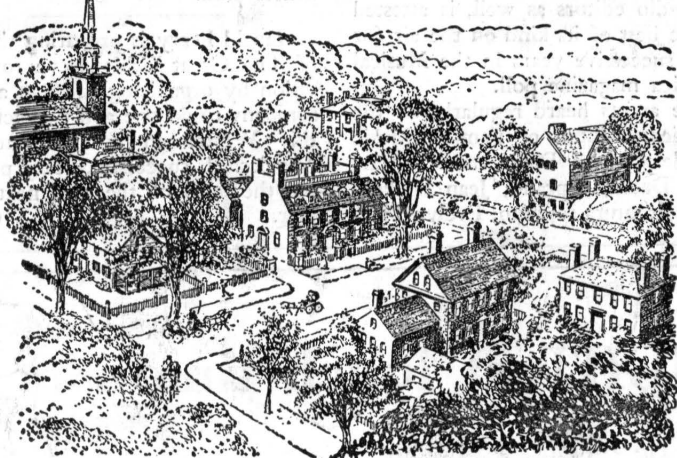
Among the awards already made have been an electric mixer, traveling clock, 10 gallons of gasoline, \$5.00 worth of cleaning service, 50 pounds of flour, nylon hosiery, children's shoes, a dozen roses, two gallons of ice cream and a lady's hat. One Westbrook family already has won two awards.

Apart from entertainment, the program is designed to promote the progressive community of Westbrook as a desirable place to live and to shop. A mystery tune which remains unidentified after its first broadcast is played on succeeding programs with additional prizes added until it is identified, the winner taking the "jackpot".

Advertisers presently sponsoring the program are: Alice St. Pierre's Millinery, Beron's Specialty Shop, Cumberland Cycle and Hardware, Elmable Farm, La Fond & Company, The Men's Shop, Porrell's Westbrook Remnant Store, Rocheleau's Clothes Shop, Stultz Auto Supply, Vallee's Pharmacy, Westbrook Farmers' Union, and Westbrook Tire & Appliance.

NBC's Jim Jordan once was a quiz-master. In 1933, he was on the air as "Mr. Twister," who asked questions of the studio audience.

As native to old Maine as the chime of church bells



...was the fragrance and familiar goodness of real old-fashioned bread!

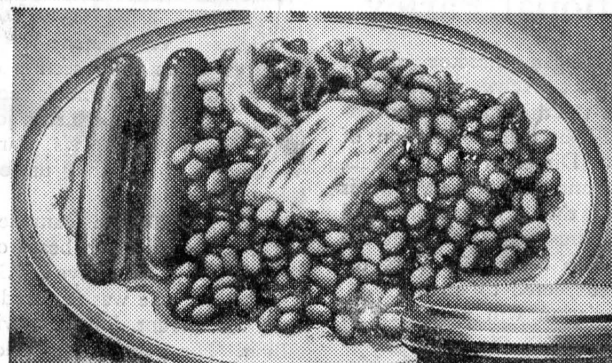
Try those Plump, Golden Loaves of Flavorsome Goodness



Ask for it at your grocer's

The Old Fashioned White Bread with the All-Grain Flavor

SAVE MONEY AT MEALTIME



Yet Enjoy Supreme Goodness

Enjoy a big saving in your food costs by treating your family more often to supremely delicious feasts of B & M Brick-Oven Baked Beans. These top-quality, old-fashioned flavored New England favorites are baked (not steamed) an entire day in famous B & M ovens "Down East" in Portland, Maine.

IN GLASS OR TIN



LISTEN TO TONY AND JUANITA
TUESDAYS AND THURSDAYS 1:30 P. M.
WCSH • WRDO • WLBZ