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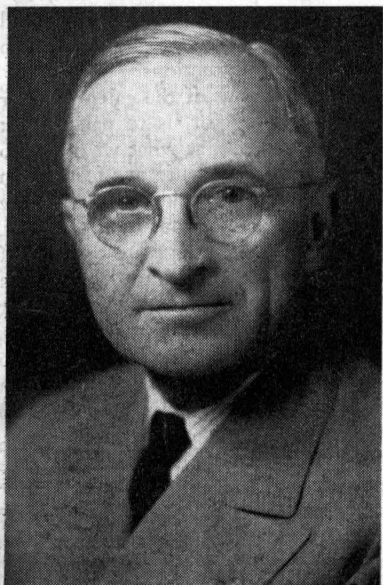
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HEIDT SHOW TAKES OVER BENNY TIME ON NBC

Truman Inaugural On MeBS Jan. 20

NBC Staff Of 250 To Cover Events For Radio-Video



(Chase-Statler Photo)

Harry S. Truman

The combined efforts of more than 250 persons will be utilized to bring the Presidential inauguration to the radio and television networks of the National Broadcasting Company on January 20 from Washington, as Harry S. Truman begins his second term in the White House. Plans for coverage of the important event have been announced by William F. Brooks, NBC vice president in charge of news and international relations.

Listeners of WCSH, Portland, WRDO, Augusta and WLBZ, Bangor, NBC's three Maine stations, will have an opportunity to hear much of the ceremonies which will occupy more than five hours beginning with the inaugural on the Capitol steps at 11:30 a. m., followed by President Truman's inaugural address.

With NBC's Midwest television network linked with the NBC East Coast video network by coaxial cable (effective Jan. 11), the inauguration will be the first major on-the-spot news telecast from the nation's capital for Midwestern viewers.

The 250-man staff covering the inauguration for NBC will include commentators, announcers, cameramen, rewrite men, engineers, reporters, directors and electricians.

Among the NBC commentators covering the inauguration for the radio audience will be H. V. Kaltenborn, Robert Trout, Morgan Beatty, Richard Harkness, Ned Brooks, Leif Eid and Robert McCormick.

Other NBC reporters will be at the following vantage points to report on highlights of the inaugural parade, which is expected to last five hours: Blair House, Capitol dome, Capitol ground and Washington Monument. Two mobile automobile units and a blimp also will be used to cover proceedings.

The telecast will be carried over the combined facilities of the major television networks.

Ben Grauer and John Cameron Swayze, NBC commentators, will describe the ceremonies on the Capitol steps for the television audience.

Smilin' Ed McConnell now can be called Sailin' Ed. He's planning to buy a yacht this winter, which will be moored off Santa Monica, and be used as a floating office.

Maine Youth Returns To Win Acclaim As Baritone Soloist

Lloyd Knight Nearly Forsook Music For Baseball

A Maine young man who almost would rather play baseball than sing, but whose rich baritone voice today is pleasing thousands of Maine listeners, is the newest addition to artist ranks at WCSH, Portland.

Lloyd, who is well over six feet tall and has an athlete's build, recently returned to his native state from touring the country with the Mary Martin company of Annie, Get Your Gun. During the recent holiday season he was sponsored week-day mornings from 9:30 to 9:45 by the Maine Hardware Company and Philco wholesalers. Plans are now in the making for new sponsorship for this talented young baritone for WCSH and possibly Maine Broadcasting System appearances.

Knight, who is the son of York County Sheriff Everett Knight, was born in Limerick and received his early education there. He was graduated from Bowdoin College in 1945. As an undergraduate he sang with the glee club and earned his varsity letters in track and baseball. Upon graduation, he won a scholarship to the Curtis Institute of Music in Philadelphia and later transferred to the Academy of Vocal Arts there. While resident in the Quaker City, Lloyd sang in light operas and operatic performances, also in church choirs. He also had church work in New York, and later in Hollywood.

He traveled westward to Hollywood and became a finalist in the 1947 Atwater Kent radio auditions. As a result of this success, he became staff baritone at station WBAL, Baltimore. He was soloist, also, with the Baltimore and Ohio Glee Club.

Then he joined the Annie, Get



Lloyd Knight

Your Gun company. Upon the close of its run, he returned to Maine to seek work and his talent won him immediate placement on the WCSH schedule.

His baseball proclivities, however, almost turned him from music. While still a student days, he was offered a contract with the Boston Red Sox, to be trained at one of their "farms", but decided in favor of continuing his musical career. And while in Philadelphia, he worked out at some length with the Phillies of the National League.

Lloyd is married to the former Ellen Carleen, a professional of the stage and native of New Jersey, and they have one son, Everett R. Lloyd hopes to bring them to Maine in the near future and establish their home here.

Like most Maine boys, young Knight enjoys fishing and hunting and still likes to play baseball when opportunity affords.

Gildy's Niece "Jane-on-the-Spot"



NEWCOMER—Twenty-one year old Marylee Robb is the new Marjorie (the niece) of NBC's Great Gildersleeve.

Marylee Robb, the new "Marjorie" on NBC's Great Gildersleeve show Wednesdays at 8:30 p. m. thinks that Johnny whoever-he-was who was "always on the spot" had nothing on her experiences. She owes her present good fortune to playing that being-

on-the-spot game as ably as he.

As a girl who was always around for Gildersleeve rehearsals, she had frequent small but rewarding parts thrown her way. Now and then, the director would call her in to read a commercial in her own teen-age style. Then, when Louise Erickson, who was the regular "Marjorie" of the show, was ill with the flu, Marylee was called upon to fill the breach. It was only natural that when other commitments made it necessary for Louise to give up the role, Marylee got first call.

That and her occasional turns on the Burns and Allen Show are excellent first-year "breaks" for the 21-year-old newcomer.



Horace Heidt

Academy Award Winner In Cast Of Nora Drake

Joan Loring, who won an Academy award for her performance as supporting actress in The Corn Is Green, brings a wealth of dramatic experience to her role of Suzanne Turrie, sensitive young European musician, in the daytime romance series, This Is Nora Drake, heard on MeBS stations at 11:00 a. m. Monday through Friday.

Besides appearing in several other motion pictures—among them Good Sam, The Other Love, and The Lost Moment—the petite and blond Joan played in a number of West Coast stage productions. She was cast as Laura in The Glass Menagerie, and worked with Larry Parks in A Free Hand. Her tour of the summer theater circuit this year was her first visit to the East Coast.

Born in Hong Kong, China, Joan made her first public appearances dancing at benefits and bazaars given by the local American colony. Emigrating to the United States when she was eleven years old, she was heard on the radio for the first time a year later in the production of Dear John, with Irene Rich. She moved into her teens as the leading lady in radio versions of Suspense, Passport for Adams and Paul Gallico's Snow Geese.

Although she looks like a mischievous elf, with twinkling blue eyes heightening the effect, the rising young radio star is in reality a deeply serious actress with a profound understanding for the characters she portrays. Unmarried, she lives with an actress friend with whom she worked while in Hollywood.

Women's Clubs On Air

A new time of broadcast marks the return to the WLBZ schedule of the Maine Federation of Women's Clubs program. Heard over the Bangor station for a considerable period of years, the Women's Club quarter-hour is now presented each Monday afternoon at 2:45, with the program devoted to local and national activities and interests of the federation.

Fred Allen Is Moved To Spot Bergen Vacated

In what may be characterized as radio's greatest program transfer in years, the Horace Heidt Show moves from Sunday nights at 10:30 on the NBC network to the coveted 7:00 o'clock spot so long occupied by Jack Benny. The Fred Allen Show concurrently steps ahead on the same network to the 8:00 o'clock period previously held for many seasons by Edgar Bergen and Charlie McCarthy.

Particular emphasis was placed by NBC officials and executives of Philip Morris and Company, sponsors of the Heidt show, on the move of the latter to the Sunday evening 7:00 o'clock segment because of the importance in the Sunday evening listening pattern of that half hour period. The change, NBC program officials emphasized, highlights the network's plans to enlarge the scope and importance of its current Sunday night entertainment lineup as well as additional plans to rearrange and add to its week-day schedules so that shows of gala popularity will be spotted every night in the week. NBC has plans, it was reported, already under way to bring to the network a constant flow of new and original talent in addition to the already established and nationally recognized entertainers.

Heidt's "Youth Opportunity" program was said to have been selected for the 7:00 p. m. Sunday spot because of its popularity with young as well as adult listeners and its success in enlarging with new and fresh talent the entertainment pool from which both sound radio and television must draw in the future. In the past year that Heidt has been on the air, he has had phenomenal success in attracting a large and loyal following for his program. His efforts to promote new and youthful talent have won him the warm support of millions of listeners who are anxious to give newcomers every possible opportunity for success. Moving his program to the new time period is expected to add new impetus to NBC's continual efforts toward the same end.

Horace Heidt was born in Alameda, Calif., and was an athletic star both at Culver Academy, where his twin sons now are students, and at the University of California. He had thought of becoming a professional coach until the orchestra he organized to play at college festivities became a solid success. During the war Heidt and his boys worked days in a California war plant and evenings they played for war bond drives. Heidt is accompanied on all his tours by Mrs. Heidt, a former school teacher who coaches and mothers the youngsters in his outfit. Besides the twins at Culver, Mr. and Mrs. Heidt have Horace, Jr. aged two, who travels with them, and Hildegard, 7, who is in school.

When Edgar Bergen announced last month that he would retire from radio after his broadcast of the day-after-Christmas, saying he wanted time "to get a new perspective on both radio and television", NBC officials promptly decided to move the Fred Allen Show into the 8:00 p. m. period. Allen will continue to be sponsored by the Ford dealers of America.

The Little Boy Who Wasn't Afraid of Anything Almost is the title of a children's record album, written by Helen Mack, producer of NBC's A-Date with Judy program, and writer-comic Roger Price.

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 10.

For instance, subscriptions expiring this month are dated 1/49 which stands for January 1949. 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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LINWOOD T. PITMAN, Editor
JOHN F. HOGAN, Associate Editor

MAINE FARM TOPICS

BY "JAKE" BROFEE

AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

Let's take a look at the prospects next year for farm supplies. I believe in general the outlook is good, but here are the prospects one at a time.



The feed supply this year is about the best in history. The amount of feed per animal unit is the largest on record. The corn crop is the largest ever harvested. Wheat is second to the record-breaking crop of last year. Other grains are plentiful. Protein supplies are up 20 per cent. Hay is adequate. The silage crop is excellent. Most grain prices will be at or below government support prices.

Now farm machinery. Production in 1948 was the highest on record. There was a big increase in production of tractors and tractor equipment. But the supplies of tractors and equipment have not yet caught up with the backlog of orders. The supplies of dairy and poultry equipment are adequate to meet the needs.

The production of seeds was small in 1948. On June 30, 1948, the stocks of 34 kinds of field seeds were 35 per cent below 1942-48 average. That's why farmers are being urged to save seeds and order supplies early.

There will be enough fertilizer for the coming year, with the possible exception of nitrogen.

Farm Costs and Income

Farm costs are the highest on record. In fact, agricultural extension economists say that farm costs now are double the pre-war average during the years 1935-39. And the prediction is that they'll go higher in 1949, with the exception of feed costs.

Let's look at some of the individual farm costs.

Farm wage rates are five to ten per cent higher than a year ago and the trend is still upward. Prices of farm machinery have gone upward continuously since 1940 . . . they are now at a record high. And the trend is still upward.

Field seed costs will be higher in 1949. Fertilizer prices are expected to be higher in 1949. However, prices of insecticides and fungicides are expected to be near the 1948 levels.

Farm land values in the United States increased seven per cent during last year. Land is now valued two per cent above the inflationary peak reached in 1920.

How about farm income?

Since farm costs are still going up . . . and with some farm commodity prices going down, there is only one expected result. The net farm income in 1949 will be down from this year. That trend started in 1948, when net farm incomes were down about ten per cent from the year before.

However, the level of farm income in 1949 is expected to be high compared with most years.

Farmers And European Recovery

How will the European Recovery Plan affect farmers in this country?

Here's the answer, from economists of the U. S. Department of Agriculture. They see three main effects; direct, indirect, and long-term effects.

First, the direct effects. Naturally, if bigger crops free folks in Europe from crippling want, they'll probably import less food and more of the other things they need to build up their industries. The economists ex-

pect less bread-grain exports, but still maybe five or six times the amount of wheat we exported before the war. They see larger shipments of cotton and tobacco than last year. In all, foreign demand will go down considerably but prove strong enough to help hold farmers' prices and incomes near last year's levels.

Considerable farm machinery and fertilizer may go abroad, so farmers here may continue to have some trouble getting as much of some items as they want.

Second, the indirect effects. By assuring large exports another year, the Recovery Plan will help keep up productions, employments, and incomes in this country. That will make for continued strong demand for food and other farm products at home.

Third, the long-term effects. The economists say the plan will not only ease the immediate drop in our farm exports, but will speed the reconstruction of Europe and make more likely and sooner foreign market for U. S. farm products in the years ahead.

Farmers Holding More Hens

Although farmers in the United States raised about 15 percent fewer chickens this year, there will be about as many layers on farms January 1st as there were a year ago.

United States Department of Agriculture economists say that the highest prices for eggs and the lower cost for feed encouraged farmers to cull their flocks very lightly this Fall. And with that lighter culling, a greater percentage of the poultry flocks is made up of old hens. That temporarily reverses the trend toward more pullets in the flock. But the economists expect it to be only temporary.

During the past year, more commercial broilers were marketed. And that partly offset the reduction in the number of farm chickens which went to market. But the net total was smaller than last year. And with a continued strong demand for eggs, farmers have been getting the highest prices for chickens on record. In fact, the demand for chickens and eggs has brought low levels for the stocks of dried eggs, and for chickens and turkeys in storage. The same has been true for stocks of shell and frozen eggs.

For this year, the Secretary of Agriculture has suggested State goals which would bring a 10 percent increase in the number of chickens and turkeys farmers raise.

The economists figure that will be enough to provide at least 370 eggs per person during 1950. And it should be enough to provide about four pounds of turkey per person . . . compared with less than three-and-a-half pounds which is the 1949 estimate.

Fran Carlon, star of Big Town, has had a brief taste of Broadway—and that's why she's sticking to radio. Years ago, she came to New York from Hollywood for a stage role. After three months, she was given the understudy part to the leading lady. Prior to the opening, she took over the lead on one day's notice, played the role when the show opened, and had given four performances when the production closed. "It's too much for the nervous system," she says.



MESSAGE FOR CHRISTMAS—Governor Horace Hildreth, who undoubtedly utilized Maine radio facilities more than any of his predecessors to carry timely messages to the people of the state, took time out in the closing days of his administration to record a message for residents of the 1947 forest-devastated towns, explaining he planned distribution of funds provided through gifts of money to the State after the fire disaster. The message was carried on the As Maine Goes program over MeBS stations Sunday, Dec. 19. Watching the Governor record was his administrative assistant, Charles G. H. Evans, former staff member at WCSH.

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

Happy New Year to each of you! You with whom I chat each morning at 8:30 and you I reach only once a month in this column of the Broadcaster. I look forward to talking with you and passing on those helpful suggestions we homemakers are always looking for. Don't forget you may have a suggestion or recipe which may help your Maine neighbors. Why not take the moment to tell me about it? You can reach me through the Broadcaster and I'd love to have your suggestions to pass on.



Winter is in swing, so let's check up on those nutrition rules we learned. Good health goes hand in hand with good nutrition and in the holiday rush we may have let things slide a bit. Use carrots, squash and rutabaga turnip. They contain Vitamin A. Cabbage in salads and canned tomatoes or tomato juice give us Vitamin C as do oranges and grapefruit. Milk dishes, custards, chowders and milk to drink are needed too, by every member of the family. I need to go on, you know the rules. It's just that we all need to check ourselves once in a while.

Let's be practical this month and try out two delicious and inexpensive main dishes. Serve either of these with a big crisp cabbage salad, hot muffins and a custard and you will have a meal well balanced and delicious as well. May I say again—shred cabbage fine, don't put it through the meat grinder or chop it to a watery pulp.

Well here they are:—

UPSIDE DOWN SAUSAGE PIE

1 lb. Pork Sausage Meat
1½ cups mashed sweet potato
½ cup orange juice
1 tbsp. grated orange rind
1 egg
½ tsp. salt
Brown sausage well. Combine sweet potatoes, orange juice, orange rind, beaten egg, and salt. Drain sausage. Place in bottom of an 8-inch pie plate. Top with sweet potato mixture. Bake in a moderate oven (375°F.) for 30 minutes. Invert on a platter. Cut in pie-shaped pieces to serve.

JOHNNY MUZZETTI

1.
4 med. onions. Cut fairly fine
1 No. 2 can tomatoes
C. meat cubed (frankforts good)
Simmer slowly 20 minutes or longer
2.
6 oz. pkg. macaroni cooked, while still hot and drained add:

½ lb. cheese cut up.

Add: 1 can tomato soup (condensed)

Add to first mixture. Put in greased casserole and bake in moderate oven one half hour.

—Mrs. John Woodbury, So. Portland, Maine

Again may the year ahead bring peace and joy to us all and let's remember:—

"All prayers are answered. Doubters forget that the wisest answer is often 'no' ". (author?)

Until next month—Good bye

—Agnes Gibbs

George Burns: Gracie, I have to hurry to the bank. How about some breakfast?

Gracie Allen: Yes, dear, I have it all ready.

George: Good, I could eat a horse.

Gracie: I wish you had spoken sooner—I fried bacon.

—NBC's "Burns and Allen Show."

Newest Quiz Kid



BIG BOOK, SMALL BOY—But Melvin Miles, aged 5, knows his way around in the Chicago telephone directory. He's a recent comer and manages to hold his own with the other QK regulars heard Sundays over Me BS stations at 4.00 p. m.

Values In Living

By REV. LLOYD R. YEAGLE
Cumberland Center

"Now that the holidays are over," Mrs. Watts was saying to her husband, "maybe we can settle down to a normal life again. With all the rush and hustle from the middle of November until now, I've had hardly a chance to think clearly."

Mrs. Watts' mood crystalizes our thoughts, for many of us feel like her. We planned for giving gifts, and secretly hoped that this year we'd get what we wanted, whether we needed it or not. Then we made our resolutions for the new year, only to wish we could keep them, but we knew we would break them soon, and regularly.

But why should we? Are we afraid of ourselves? Do we fear our friends and neighbors? If we make resolutions to lift ourselves above the level of the mob, to adopt an ideal for daily living, will our friends, if they are real friends, try to discourage us and help us break our intentions?

The beginning of the calendar year is a good time for us to pause, look at where we are, at what we'd like to be, and then make sure our feet are on the right path to take us there. We have with us and about us at all times, and in all places, the greatest source of strength. We can draw upon it in any moment of weakness for help, or in humility offer our thanks for God's presence when we have continued to do right. There is as great a thrill in right living as there is in submitting to temptation. If we face life squarely, we can be worthy of God's guidance and we will have no need to fear our friends. We can keep our good resolutions, think clearly, and be worthy citizens in our communities.

Key To Success

Adrian Anderson, writing in Your Life magazine, uses the following illustration to emphasize the maxim that success does not ordinarily come to those unwilling to work for it. It is still sound advice in an era when so many people seem to incline to the theory that security through government subsidy or dole is preferable to individual effort for reward.

One day, many years ago, in a classroom at Stanford University, a young man loftily remarked to the noted geologist, Dr. John Casper Branner, on the "luck" of a certain fellow student. "What do you mean by talking about his 'luck'?" Dr. Branner demanded. "He has not had luck; he has reward. If I tell one of you to do a thing, I have to come around in half an hour to see if you have done it. But I can tell your 'lucky' schoolmate to do a thing, and never think of it again. I know it will be done. If I told him to start to Kamchatka tomorrow and bring me back a walrus tooth, I'd never hear of it again until he came back with the tooth. (And then I'd ask him how he did it.)"

The young man the professor so stoutly defended was an orphan, without money or influence, working his way through college. He was not a child of good fortune, but he possessed the open sesame to fame and fortune: he had learned early in life to perform the tasks to which he was assigned promptly, efficiently — and without asking a lot of questions. Thus fortified, he was able, in time, to supervise the sinking of great mines, direct the feeding of countless millions of hungry people and, finally, to become the President of the United States. This man was Herbert Hoover.

DAR Begins Series

The second Friday of each month and 2:45 are the date and time of the monthly program conducted by the Daughters of the American Revolution over WLBZ, Bangor. Officers and members of the DAR discuss topics related to the projects of the National Chapter and on a local basis. The DAR program is another broadcast in the public interest that has been presented over WLBZ for several successive years.

NBC To Offer Orchestral Music Series In Home-Study Course

Early next month, listeners of Maine's three NBC stations will be enabled, along with millions of other radio turners of the country to gain a broader understanding and fuller enjoyment of music under a new project of NBC's University of the Air, recently announced. It will be set up under the guidance of the College of Music of the University of Southern California.

Nub of the new enterprise will be a 17-week concert series titled *Pioneers of Music*, which will be presented by leading orchestras of the nation on Saturdays, starting Feb. 5, from 3.00 to 4.00 p. m. over NBC stations. The program will trace the evolution of orchestral music from the beginning of the 17th century to the present time. Under the plan, the university will issue weekly study guides and other materials and will read, mark and return to home-study students all reports regularly submitted. A handbook, written by Ernest LaPrade, NBC director of music research and network supervisor of the *Pioneers of Music* series, also will be issued. A registration fee of \$10 per student will be announced.

The new program series is designed as part of the NBC network's long-range plan to provide organized education for people at home anywhere in the United States.

Follow is a schedule of participating orchestras and the weekly subjects:

Feb. 5 — Kansas City Philharmonic Orchestra, Hans Schwieger conducting; *Pioneers of Harmony*. (Monteverdi, Beethoven, Debussy, Schoenberg, Stravinsky).

Feb. 12 — Baltimore Symphony Orchestra (Reginald Stewart conducting; *Pioneers of the Symphony*. (Stamitz, Haydn, Beethoven, Liszt).

Feb. 19 — Columbus, Ohio Philharmonic Orchestra, Izler Solomo conducting; *Pioneers of Orchestration*. (Gossec, Gluck, Beethoven, Berlioz, Wagner, Rimsky-Korsakoff).

Feb. 26 — New Orleans Symphony Orchestra, Massimo Freccia conducting; *Pioneers of Romanticism*. (Weber, Mendelssohn, Schumann, Wagner).

Mar. 5 — Buffalo Philharmonic Orchestra, Willam Steinberg conducting; *Pioneers of Program Music*. (Beethoven, Berlioz, Liszt).

Mar. 12 — Utah Symphony Orchestra, Maurice Abravanel conducting; *Pioneers of Nationalism*. (Glinka, Smetana, Grieg, Albeniz, Villa-Lobos, Gilbert).

Mar. 19 — Indianapolis Symphony Orchestra, Fabien Sevitzyk conducting; *Pioneers of Impressionism* (Debussy, Delius, Griffes, Ravel).

Mar. 26 — San Antonio Symphony Orchestra, Max Reiter conducting; *Italian Pioneers* (Locatelli, Sgambati, Respighi, Casella).

Apr. 2 — Pittsburgh Symphony Orchestra, Vladimir Bakaleinikoff conducting; *French Pioneers*. (Lully, Rameau, Berlioz, Debussy, Milhaud).

Apr. 9 — Pittsburgh Symphony Orchestra, Vladimir Bakaleinikoff conducting; *English Pioneers*. (Purcell, Handel, Elgar, Williams, Britten).

Apr. 16 — Rochester Philharmonic Orchestra, Erich Leinsdorf conducting; *Czech Pioneers*. (Smetana, Dvorak, Weinberger, Martinu).

Apr. 23 — Oklahoma Symphony Orchestra, Victor Alessandro conducting; *German Pioneers*. (Bach, Beethoven, Brahms, R. Strauss, Hindemith).

Apr. 30 — Duluth Symphony Orchestra, Joseph Wagner conducting; *Austrian Pioneers*. (Haydn, Mozart, Schubert, J. Strauss, Toch).

May 7 — Provo (Utah) Symphony Orchestra, Allen Jensen conducting; *American Pioneers*. 19th Century. (Converse, Paine, MacDowell, Chawick).

May 14 — Santa Monica Symphony Orchestra, Jacques Rachmilovich conducting; *Russian Pioneers*. (Glinka, Moussorgsky, Tchaikovsky, Stravinsky, Shostakovich).

May 21 — Eastman School Symphony Orchestra, Howard Hanson conducting; *American Pioneers*. 20th Century. (Taylor, Hanson, Harris, Copland).

May 28 — Eastman School Symphony Orchestra, Howard Hanson conducting; *American Composers Today*. (New works by young American composers).

Pocket Books, Inc., has brought out an edition of Bill Stern's *Favorite Boxing Stories*. In the volume are 29 of the most interesting fistic tales collected by Stern during his years as director of sports at the National Broadcasting Company.



Soothsinger Plans For New Travels



Morton Downey

It's a case of here he comes, there he goes when Morton Downey is around. The much traveled tenor star of the Songs by Morton Downey program heard over MeBS stations Tuesdays, Thursdays and Saturdays at 11:15 p. m. had just returned from Hollywood, Cal., and was ready making preparations for another trip — this time to Hollywood, Fla., for Christmas.

For Downey, his recent trip to the cinema city had been quite entertaining, for it had been his first visit there in over 10 years. He had been pleasantly surprised by the tremendous expansion of the city and remarked on how much it had changed since his last visit. The Connecticut singer had also wondered about the reaction of his Hollywood audiences, but found no change over the years. They gave him a happy welcome.

However, there have been changes, both in Hollywood and the career of Morton Downey, who is nearing the end of his sixteenth year as a radio favorite. His travels have carried him to all parts of the world, and his voice has been heard in many foreign countries.

He was born in Wallingford, Conn., the son of a local fire chief. He worked first as a candy-and-news butcher on the New York, New Haven and Hartford Railroad. His boss, however, did not appreciate his tendency to vocalize while working, and he was fired. Shortly after this, one of Paul Whiteman's talent scouts heard him sing, and Downey was on his way up.

Since then, he has become an inveterate traveler, always on the move. Recently he completed a tour of South America before returning to Hollywood for a short stay, and once more is on the go as he plans his Christmas holiday — Hollywood again, but this time in Florida.

Have you checked your subscription to *The Maine Broadcaster*?

Thousands of youngsters in the WCSH audience were thrilled nightly for the three weeks preceding Christmas when Santa Claus talked directly to them and acknowledged the many letters they sent to him. During the first two weeks, the genial old gentleman spoke from his North Pole workshop, via direct line to WCSH, but in Christmas week he moved to Portland and used the WCSH studios for his nightly broadcasts at 6:30.

But his personal appearances at the Saco and Portland stores of the James E. Speirs Company, headquarters for Philco products, were the highlights of the week. He visited the Saco store on Dec. 18 and 20, and the Portland store on Dec. 21, 22 and 23, talking with hundreds of youngsters on each visit, listening to their Christmas desires, and introducing Uncle "Jimmy" Speirs to them.

NBC Symphony Member Owns Famous Violin

David Sarser, violinist of the NBC Symphony Orchestra, has just become the owner of the famed "Lamoureux Stradivarius" violin. The instrument is described as one of the finest examples of the later work of the great violin maker. It was made when he was 91 years old, in 1735.

The violin was acquired by the French conductor Lamoureux in 1870. His family sold it in 1924 and Efrem Zimbalist, celebrated violin virtuoso, owned it until Sarser obtained the instrument.

During his service in the army, Sarser became acquainted with the noted violin maker and dealer, William Moenig, Jr. of Philadelphia. It was through Moenig's interest in

him that Sarser was able to acquire the "Strad" from Zimbalist.

Sarser is now in his third season as a member of Toscanini's NBC Symphony Orchestra. He was born and educated in Kansas City. In 1942, before entering military service, he was winner of the Naumburg Foundation Award in music.

Social Security Series

A new series of informative programs conducted by the Social Security Administration is presented over WLBZ in Bangor Friday afternoons at 2:45 with the exception of the second Friday of each month. The discussions, relative to the work and activities of the administration, are headed by Edward L. McManus, manager of the Bangor office, and his assistants.

The Eastland Hotel

Portland, Maine
January 1, 1949

Dear Mr. and Mrs. Maine Resident:

Happy New Year Greetings!

Did you know that both of you may spend any two nights of a week-end — that is, Friday and Saturday, or Saturday and Sunday — in Maine's largest and finest hotel, for the price of one single room?

The next time you plan a trip to Portland, make it a week-end visit, bring your "Mr." or "Mrs.", and take advantage of our two-for-one offer.

It might be a good idea to telephone or write ahead for reservations.

Sincerely yours,

The Eastland Hotel.

Choosey About Bread?

Try

NISSEN'S
OLD HOME
BREAD

THE OLD FASHIONED WHITE BREAD
WITH THE ALL-GRAIN FLAVOR



CELLOPHANE WRAPPED TO SAVE THE FLAVOR

JOHN J. NISSEN BAKING CO.
PORTLAND

ASK FOR IT AT YOUR GROCER'S

COMPLETE JANUARY PROGRAM SCHEDULE F

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
WLBZ—World News
11.05 WLBZ—Church Service
11.15 WRDO—Words & Music
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 WRDO—U. P. News
WCSH—Bob Trout and the News
WLBZ—Bob Trout and the News
4.35 WCSH—As Maine Goes
WRDO—Living—1948
WLBZ—Living—1948
5.00 WCSH—Jane Pickens Show
WLBZ—Jane Pickens Show
WRDO—Jane Pickens Show
5.30 ALL—Robert Merrill with Boston
Pops

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—Night with Horace Heidt
7.30 ALL—Alice Faye and Phil Harris
8.00 ALL—Fred Allen Show
8.30 ALL—To Be Announced
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—To Be announced
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
8.00 ALL—Maine Network News
8.15 WCSH—Let's Have Music
WRDO—Do You Remember
WLBZ—Devotional Service
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
WLBZ—Do You Remember?
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Happy Kitchen
9.15 WCSH—Tello-Test
9.30 WCSH—Lloyd Knight
WRDO—Going Places, Jean Murray
WLBZ—Clevelandaires
9.45 WCSH—Sweetwood Serenaders
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—Inside Story
WLBZ—Music of Manhattan

AFTERNOON

12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobbler
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Marine Band
WLBZ—Jumpin Jacks
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—Me, Fed. Women Clubs
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—Musical Moments

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—Speaking of Sports
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 Lavin Sings
WLBZ—Art Van Damme
7.45 WCSH—Here's To Veterans
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
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—News of World
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Appointment with Music
12.00 ALL—News

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
8.00 ALL—Maine Network News
8.15 WCSH—Let's Have Music
WRDO—Do You Remember
WLBZ—Chapel On the Hill
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
WLBZ—Do You Remember?
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Happy Kitchen
9.15 WCSH—Tello-Test
9.30 WCSH—Lloyd Knight
WRDO—Going Places, Jean Murray
WLBZ—Clevelandaires
9.45 WCSH—Sweetwood Serenaders
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 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—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—Musical Moments

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Great Moments in Sports
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Symphony of Melody
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—Speaking of Sports
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—This Is Your Life
8.30 ALL—Alan Young Show
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—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
8.00 ALL—Maine Network News
8.15 WCSH—Let's Have Music
WRDO—Do You Remember
WLBZ—Chapel On the Hill
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
WLBZ—Do You Remember?
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Happy Kitchen
9.15 WCSH—Tello-Test
9.30 WCSH—Lloyd Knight
WRDO—Going Places, Jean Murray
WLBZ—Clevelandaires
9.45 WCSH—Sweetwood Serenaders
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—Piano

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—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
3.45 ALL—Backstage Wife
4.00 ALL—Stella Dallas
4.15 ALL—Lorenzo Jones
4.30 ALL—Young Widder Brown
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—Musical Moments

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Great Moments in Sports
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Symphony of Melody
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—Speaking of Sports
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—This Is Your Life
8.30 ALL—Alan Young Show
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

SDAY

THURSDAY

FRIDAY

SATURDAY

ING

rm Topics

News
Heart Program
Reveille
A Safety Man
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News
Reporter
Reveille
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Have Music
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On the Hill
Agnes Gibbs
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Time N. Lambert

NOON

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Radio News
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Network News
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Network News
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Reporter
World
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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
7.15 WRDO—Radio Reveille
WLBZ—The Haymakers
7.15 WCSH—Three-A Safety Man
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
8.00 ALL—Maine Network News
8.15 WCSH—Let's Have Music
WRDO—Roger Nye
WLBZ—Chapel On the Hill
8.30 WCSH—Here's Agnes Gibbs
WRDO—Thoughts for the Day
WLBZ—Do You Remember?
8.45 ALL—Maine Network News
9.00 WCSH—Trading Post
WRDO—Honeymoon in New York
WLBZ—Happy Kitchen
9.15 WCSH—Tello-Test
9.30 WCSH—Lloyd Knight
WRDO—Going Places, Jean Murray
WLBZ—Clevelandaires
9.45 WCSH—Sweetwood Serenaders
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 Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Luncheon with Lopez
WLBZ—Luncheon with Lopez
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
WRDO—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
5.25 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—Musical Moments

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Great Moments in Sports
WLBZ—Musical Interlude
6.30 WCSH—Tony & Juanita
WRDO—Keep On Keepin' On
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—Speaking of Sports
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—Flight with Music
WRDO—Art Van Damme Quintet
WLBZ—Maine Sports
7.45 WLBZ—Richard Harkness
WCSH—Memorable Music
WRDO—Down Harmony Lane
8.00 ALL—Aldrich Family
8.30 ALL—Burns and Allen
9.00 ALL—Kraft Music Hall
9.30 ALL—Dorothy Lamour Show
10.00 ALL—Screen Guild Theater
10.30 ALL—Fred Waring
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—Roosevelt Grill Orchestra
12.00 ALL—News

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.25 WCSH—News
WLBZ—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
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11.45 WCSH—Lora Lawton
WRDO—Inside Story
WLBZ—Music of Manhattan

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WLBZ—Korn Kobblers
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12.10 WRDO—Noontime Revue
12.15 WCSH—Luncheon Club
WLBZ—ESSO Reporter
WLBZ—Marjorie Mills
WLBZ—Marjorie Mills
12.45 WRDO—Radio Rodeo
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WLBZ—TBA
WLBZ—Marine Band
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Manhattan Melodies
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2.00 WCSH—Double Or Nothing
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2.15 WRDO—Matinee Musicale
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2.45 WCSH—Light of the World
WLBZ—Social Security Talk
WRDO—Myrt and Marge
3.00 ALL—Life Can Be Beautiful
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WLBZ—Shoppers Variety Revue
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WLBZ—Shoppers Variety Revue
5.30 WCSH—Just Plain Bill
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WLBZ—Visit with Hezzie
5.45 WCSH—Front Page Farrell
WLBZ—Musical Moments

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—Music of Manhattan
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—Speaking of Sports
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—New of the World
7.30 ALL—Yankee Yarns
7.45 WCSH—To Be Announced
WRDO—H. V. Kaltenborn
WLBZ—H. V. Kaltenborn
8.00 WCSH—Highways in Melody
WRDO—Longine Symphonette
WLBZ—Xavier Cugat Music
8.15 WLBZ—U. S. Navy Band
8.30 ALL—Jimmie Durante Show
9.00 ALL—Eddie Cantor
9.30 ALL—Red Skelton
10.00 ALL—Life of Riley
10.30 WCSH—Sports Newsreel of the Air
WRDO—Vincent Lopez
10.45 ALL—Pro & Con
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—News of World
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Pastels in Rhythm
12.00 ALL—News

MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WLBZ—Sacred Heart Program
WRDO—U. P. News
7.05 WRDO—Radio Reveille
7.15 WCSH—Sacred Heart Program
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 WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Let's Have Music
WRDO—Homes on The Land
WLBZ—Dick Liebert
8.30 WCSH—Maine Kitchens
WRDO—Thoughts for the Day
8.45 WCSH—News
WRDO—Decision Now
WLBZ—4-H Clubs
9.00 WCSH—School Librarian
WLBZ—Mind Your Manners
WRDO—Story Shop
9.30 WCSH—Recess Time
WRDO—Coffee in Washington
WLBZ—Coffee in Washington
10.00 WCSH—Mary Lee Taylor
WLBZ—Music Hall Varieties
WRDO—Proudly We Hail
10.30 ALL—Adventures of Archie Andrews
11.00 ALL—Meet The Meeks
11.30 ALL—Smilin' Ed. McConnell

AFTERNOON

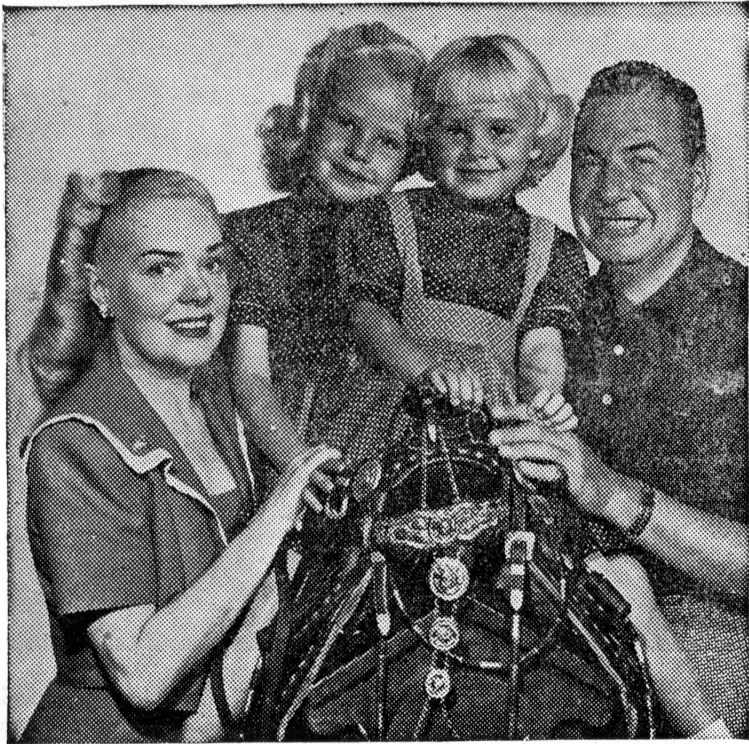
12.00 WCSH—Noontime News
WRDO—U. P. News
WLBZ—Korn Kobblers
12.05 WRDO—Maine Radio News
12.10 WRDO—Noontime Revue
12.15 WCSH—Dairy Chat
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—4-H Club
WLBZ—Frank Merriwell
WRDO—Meet the Mike
12.45 WCSH—Music in Marchtime
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Pigskin Parade
WLBZ—March Time
1.20 WCSH—Salon Strings
1.30 ALL—National Farm and Home Hour
2.00 WCSH—Mormon Church Program
2.30 WCSH—To Be Announced
3.00 ALL—Orchestras of the Nation
4.00 ALL—Your Health Today
4.30 ALL—Adventures of Frank Merriwell
5.00 ALL—To Be Announced
5.30 ALL—Dr. I. Q. Junior

EVENING

6.00 WCSH—Maine Network News
WRDO—Maine Network News
WLBZ—Esso Reporter
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Maine State News
6.30 ALL—NBC Symphony
7.30 WLBZ—U. S. Marine Band
WCSH—Vic Damone
7.30 WRDO—Decision Now
7.45 WRDO—Adventures in Research
7.45 WLBZ—Jumpin Jacks
8.00 ALL—Hollywood Star Theater
8.30 ALL—Truth or Consequences
8.45 WRDO—Here's to Veterans
9.00 ALL—Your Hit Parade
9.30 ALL—Judy Canova Show
10.00 ALL—Dennis Day
10.30 ALL—Grand Ole Opry
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—Saturday Nightcap
12.00 ALL—News

Phil And Alice "Nice Folks"

**Harrises Prefer Domestic Quiet To Hollywood Parties—
Phil Helps With Cooking, Too**



ALL BUT THE HORSES—Alice, Jr.; 6; (left) and Phyllis; 4, children of Phil Harris and Alice Faye, have their boots, spurs and saddle - but no horses - yet. The family's merry and confused domestic adventures are presented Sundays over MeBS stations from NBC at 7:30 p. m.

You like some people even better after you get to know them. Phil Harris and Alice Faye are like that. Personable as they seem to listeners to NBC's Phil Harris - Alice Faye Show heard Sundays at 7:30 p. m., perhaps the fact that they are completely unlike their radio selves in private life makes them "nice folks to know" as well.

As Phil puts it, "If we carried on at home in the same uproarious manner we do on the air, Alice would probably desert me. She's a real home girl. That's why she gave up her movie career—so we could have a family and bring the children up in the normal way. If I cut up around the house the way I do on the air, I'd never get away with it. Fact is, I wouldn't want to."

The Harrises are a devoted couple. Alice is rather shy and retiring. Phil, when he stops being the wisecracking, smart-aleck musician of the Jack Benny and Harris-Faye shows, is serious, soft spoken and conservative in his tastes. Conservative in all respects but one, that is. He characteristically favors loud, prominently checked sports coats. Alice restrains him in this direction somewhat by choosing most of his suits for him.

Surprisingly enough, Phil is an excellent handyman about the house, and a better than average cook. In fact, Alice admits he taught her a few things about cuisine. Because Phil likes to hunt and fish, Alice does too, and the Harrises — all four of them now that their two little daughters,

Alice, Jr., and Phyllis; are old enough — generally spend their vacations in mountain and lake regions when the catch is particularly good.

'At Home'

Since the Harrises rarely go out at night, they like to entertain at home. Their circle of friends is small and intimate. Best friends are Walter and Betty Scharf — he is the musical director of their NBC show and she is one of Alice's oldest friends, a New Yorker like Alice who started in the Chester Hale chorus when Alice did—and Frank and Helen Remley.

Frankie, Phil's guitar - playing chum, though he is portrayed by Elliott Lewis on the Harris-Faye program, is an actual person, a guitarist who has been with Phil since he organized his first professional west coast band. Helen, Remley's wife, works part-time as Phil's secretary and is better-known to the Harris clan as "Stubbs."

"We don't go for these Hollywood parties and stuff," explains Phil. "Instead, we share a lot of interests in common with the same result that would take place anywhere, whether in Hollywood or East Lynn. Alice and I are as much in love now, I guess, as we were seven years ago when we got married."

Symbolic of that sentiment, perhaps, is the cigarette lighter Alice gave Phil on their wedding day and which he still uses. Engraved on it are the words, "It will always be you — Alice."

Quiz Kid Hits High In Football Poll

Quiz Kid Joel Kupperman has figured out a mathematical system of predicting football game results that Mr. Gallup might well study for use in other types of predictions. Joel's system has produced an .860 percentage of accuracy, as compared to the .750 percentage scored by many a sports writer. Of 39 games Joel tackled recently, the Quiz Kid came out right on 33 predictions.

Here's his system. The team's predicted score is the difference between its total offensive score in previous games during the season and the opposing team's total defensive scores, computed from opponents' scores in previous matches. Thus, if Michigan and Notre Dame were to meet this season and the Wolverines' record was 70 offensive points and 51 defensive points against Notre Dame's 72 offensive and 42 defensive, the final score would be 70 minus 42 for Michigan - 72 minus 51 for Notre Dame - or 28 to 21 in Michigan's favor.

As most readers know, Michigan

Servicemen Abroad See Army-Navy Game As Filmed By NBC

By special arrangement, U. S. Army, Navy and Air Force personnel in England and Germany recently had an opportunity to see the annual Army-Navy football game in films provided by the National Broadcasting Company, as photographed by NBC newsreel cameras. The films were shipped to NBC commentators Merrill Mueller in London and Ed Haaker in Berlin, who distributed them to the armed forces in their respective areas. Clips of the film were also edited into explanatory documents on BBC television in London.

According to NBC television and news officials, similar showings may be arranged, if not already completed, for U. S. servicemen in the Pacific area. The films also have been shown aboard Navy ships in the Atlantic and Mediterranean fleets.

was selected as the nation's leading team in the final Associated Press grid poll.



SERENADE NEW ENTERPRISE—WCSH's Tony and Juanita, "Sweethearts of the Air", were among the entertainers who serenaded the throngs who visited the First National Stores' new Congress Street Market when it opened last month. The event was broadcast over WCSH by Bob Dargo.

Alan Young Again To Have Own NBC Show In January



Alan Young

It was during the spring of 1944 that a shy, mild-mannered and worried Alan Young came to the United States from Canada.

The deep worry lines that marked his face were caused by what he considered his uncertain future, even though he had a contract as summer replacement for NBC's Eddie Cantor Show. The Canadian comic wasn't at all sure that his drolleries and "everything-happens-to-me" type of humor that had been convulsing audiences in Canada would go over with American audiences.

His worry was needless, for the young Mr. Young was an immediate hit. Such a hit, in fact, that when the 1946 fall season started, Alan had his own NBC network show, from New York. And he had started in radio only a few years before — at \$3 a week.

Later his show moved to Hollywood and continued there until July, 1947. Alan spent much of the remainder of that year in a hospital due to a broken spine, the result of an old automobile injury.

This year Jimmy Durante signed Alan for his NBC show, and the two have made a great team.

And now, beginning Tuesday, Jan. 11, 1949, at 8:30 p. m., Alan will also be heard on his own NBC comedy program, the new Alan Young Show. Maine's three NBC stations will carry the program.

The successful comedian was born in England in 1919. His family moved to Vancouver, British Columbia, when he was four years old. He made his professional debut at the age of 13 as a junior emcee for several Canadian clubs. He and his sister, Harriet, often were cast as sweethearts on the stage and radio.

Henry Aldrich Now In 10th Year In Same High School



Ezra Stone - Henry
Jackie Kalk - Homer

The perennially adolescent Ezra "Henry Aldrich" Stone easily qualifies for the title of radio's most school-aged actor. In his starring role on NBC's The Aldrich Family, currently celebrating its tenth air anniversary, the chunky rascal has been attending "Centerville High School" for more than a decade.

Ezra, himself, was graduated from Philadelphia's old Lane Country Day School in the normal length of time. However, he and his radio-self, Henry, have one thing in common—they both seem to have majored in mischief-making. Once Ezra finished school, he ran away to New York and the stage so many times that the harassed Stone parents finally gave their mischievous son family approval and he enrolled at New York's American Drama and Art—the start of one of show business' most successful careers.

Born in New Bedford, Mass., Ezra journeyed with his family to Phil-

adelphia where he stayed, with the exception of his futile New York excursions, until his exasperated parents gave his proposed thespian career their approval.

While gesturing his way through the Academy, Ezra made his first stage appearance in the Theatre Guild's Parade, which closed quickly as did his next show, O, Evening Star. Next, he stayed behind-the-scenes and produced plays at a summer resort but received a parental order to return home if he didn't find a more stable job.

On the prowl, he landed a part in the road company of Eugene O'Neill's Ah, Wilderness, which opened in Philadelphia, giving his parents a chance to see him act for the first time. They approved.

Ezra came out of the wilderness and into the limelight with top roles in two successive comedy smashes, Three Men on a Horse and Brother Rat. However, the real break happened in 1938 when Clifford Goldsmith was auditioning for his new comedy What A Life. When the actor slated for "Henry Aldrich" didn't appear, Ezra did—and thus happened the wedding of Ezra Stone and "Henry Aldrich."

In 1941, Ezra deserted Centerville for the U. S. Army where he was assigned to direct the dramatic sequences of the famed This Is The Army. During his four years of answering to reveille, Ezra's life bore a resemblance to the one of the Aldrich mischief-maker he portrayed. In October, 1945, Ezra made a fast change from Master-Sergeant to schoolboy Stone and once again returned to high school as radio's "Henry Aldrich."

With his wife, ex-comedy star Sara Seegar, and their two children, Josef, 4, and Francine, 2, Ezra lives on a 250-acre farm at Washington Crossing, Delaware.

WLBZ's Lambert Adds Piano Time

Equipped with the standard complement of fingers, Norm Lambert usually gives the impression of possessing an extra digit or two. He aptly demonstrates this theoretical addition on his new program over WLBZ known as Piano Time.

Sponsored by the L. H. Thompson Company of Brewer, Piano Time is a weekly Wednesday feature over the Bangor station at 11:45 a. m. Presiding at the studio Steinway, Maestro Lambert exhibits his ability to dress up an old or new tune in a refreshingly different black and white pattern fashioned for pleasant listening.

Have you renew your subscription to The Maine Broadcaster?

Marine Diesel Manufacturer Sponsors Down East News



MR. HOGAN MEET MR. HOGAN!—John B. Hogan, promotion representative for Fairbanks-Morse's Boston division, makes the acquaintance of John F. Hogan, WCSH news director, who will supervise handling of news and timely information on station's new program for coastal fishermen at 6.25 a. m.

Down East News, a new five-minute news and information feature designed particularly for Maine coast fishermen and allied industries, takes to the air over WCSH Mondays through Saturdays from 6:25 to 6:30 a. m. early this month. Beginning January 17 the feature will be sponsored by the Fairbanks-Morse Company's marine diesel engine division, of Chicago.

While arranged particularly for fishermen and allied industries, with weather reports, tide reports, fish landings at Portland and Rockland and other pertinent information, besides condensed reports of world-wide news, much of the content will be also of service to regular listeners.

In connection with sponsorship of the new feature, John B. Hogan, promotion representative of the Fairbanks-Morse Company's Boston division, visited Portland recently and met WCSH's own John (F.) Hogan, news director of the station, who will supervise the preparation of the program. The "Boston Hogan" also visited his company's marine diesel distributors in this area in line with promotion of the Down East News series.

Also in Portland to set up the schedule and program details were L. A. Harlow, Fairbanks-Morse advertising manager, and Lester L. Jacobs, of The Buchen Company, advertising agency handling the F-M account.

Spelling Error Proves Lucky For Singing Fontane Sisters



TAKE YOUR PICK—Redhead, blonde and brunette are Geri, Margie and Bea Fontane heard with Perry Como on Chesterfield Supper Club Mondays, Wednesdays and Fridays on NBC.

What's in a name? According to the Fontane Sisters, a name is mighty important, despite what Mr. Shakespeare had to say about it.

These three pretty misses who sing with Perry Como on his Monday, Wednesday and Friday night NBC Supper Club stanzas at 7:00 p. m. think that a name, or least the spelling of it, can make the difference between a good "break" and a bad one. A few years back, you might have known them as the "Fontaine Sisters" when they flaunted an extra "i" in their name.

As Bea, the brunette and most talkative member of the trio, put it, "That's the way the family spells it and the way we used to spell it until something unusual happened to us this year."

"When we signed for the Supper Club show to sing with Perry, a typographical error in our contract resulted in the dropping of the 'i' in 'Fontaine'."

Then someone pointed out that the mistake gave us seven instead of eight letters in our name, and seven, you know, is supposed to be lucky.

"Because this new show is the biggest break in our career, we thought maybe that mistake added up to something. Put it all together—a lucky seven, lucky to be singing with Perry on a top NBC show—well, frankly, we thought it would be bad luck to change back to the original spelling. So we're sticking to 'Fontane' for good."

The girls—Margie, a blonde; Geri, a redhead, and Bea—have been singing ever since they were youngsters. Their mother was a church choir director in New Milford, N. J., where the girls were raised, and Mama Fontaine got her daughters "into the act."

Frank Rides Coast-to-Coast To Greet Pals



Frank Sinatra
(Note style change in tie)

Frank Sinatra is the latest celebrity to join the ranks of NBC's coast-to-coast commuters.

Though Frank and Nancy recently purchased a new home in California, their fondness for their eastern friends impels them to maintain New York headquarters as well. Any New York theater or night club opening which lists a friend of the Sinatra family insures a "surprise" visit from Frank. Though Nancy is sometimes too busy with the three Sinatra children to join Frank on his cross-country treks, she makes the effort as often as possible.

The latest event to call Frank and Nancy to New York was the opening of Ray Bolger's new Broadway musical. Where's Charley? Frank, the star of NBC's Your Hit Parade broadcast at Saturdays 9:00 p. m. and his attractive wife, who were present in the "first night" audience, also made it a point to stage a reunion of both their families.

When Frank and Nancy head east, young Nancy, Frank, Jr., and baby Christina are in the care of a nurse and family friend. However, the Sinatra family ritual of saying "good night" to each of the youngsters is always observed. A long-distance phone call takes care of it if the Sinatras are unable to be at the Children's bedside.

almost as soon as she discovered they could carry a tune without flapping. Soon the two older daughters—Geri, the youngest, was still attending school—had branched out from non-paying local benefit jobs to the professional circuit. After a start with an all-girl unit on an eight-month tour of theaters, Margie and Bea eventually joined forces with brother Frank, also a singer, and sang as a trio over local NBC stations in Cleveland and New York.

Frank, who went overseas with the infantry during the war, was killed in France in 1945. But in true family spirit, Geri, who had been groomed to sing in Frank's absence, carried on in his stead permanently when the sisters recovered sufficiently from their tragic loss to resume their careers.

This isn't the first time the girls have sung with Como. They "knew him when"—when he, too, was starting to make a name for himself in radio on a network sustaining show. They think he is "the greatest guy in the world."

Gracie Allen: I'm giving a birthday party for George tonight.

Girl: How wonderful! Will it be a surprise?

Gracie: I'll say! It's not even his birthday.

—NBC's "Burns and Allen Show."

'Ma Perkins' And Her Happy Family Celebrate 15th Anniversary On Air



ANNIVERSARY PORTRAIT—"Ma Perkins" and her cast pose for family portrait, on the 15th anniversary recently of NBC's serial drama. Grouped about "Ma" (left to right) are Charles Egleston, who plays Shuffle Shober; Rita Ascut as Fay, and Kay Campbell as Evey, her daughters; and Murray Forbes as Willy Fitz.

One of the oldest and most beloved of daytime dramatic serials marked another milestone recently when NBC's Ma Perkins heard Mondays through Fridays at 3:15 p. m. completed its fifteenth consecutive year on the air.

Rich in human interest and warm and intimate in its characterizations, the story centers about Ma Perkins, a kind, generous old lady, who is deeply interested in the problems of her family and her friends in Rushville Center. A widow, Ma Perkins manages a lumber yard left by her husband and endears herself to all who meet her by her down-to-earth philosophy and her honest advice.

Fay, her daughter, is played by Rita Ascut, who has been with the show so long that she says she really feels like Ma Perkins' daughter. The pert young radio actress keeps Ma Perkins pretty well occupied in her role of Fay, who often lets her emotions get the best of her.

Charles Egleston, who plays the role of Shuffle Shober, is a charter member of the cast, having made the initial broadcast in 1933. Egleston, whose fondest memories are of his characterizations of "Scrooge in Dickens' Christmas Carol, prepared for his radio career with long service on the stage.

Willy Fitz, the ne'er-do-well of the family, is portrayed by Murray Forbes, who is another old-timer in the cast, having joined the show shortly after it opened. Forbes is also a successful author. His latest book, Hollow Triumph, was a best-seller.

Kay Campbell, who has appeared on the stage as well as radio, portrays Evey, Ma's other daughter.

The cast has played together so long that the smoothness of the show, the air of easy comradeship and the warmth with which each part is portrayed make it seem as though they are a real family group—and to many listeners throughout the country they definitely are.

New Quiz Kid Seeks Title

Melvin Miles, Now Five, Spurns Cowboy Or Fireman Glamor, In Favor Of M. D. Degree



HELPFUL BROTHER—Five year old Melvin Miles, who appears frequently as one of the juvenile experts on NBC's Quiz Kids program, acts as baby sitter for little brother Lawrence. Evidently Miles is initiating Lawrence into some phases of toy aviation.

What do most kids want to be when they grow up? Well, at the advanced age of five, most boys will settle for a career as a fireman, a cowboy, or maybe a circus clown.

But not Quiz Kid Melvin Miles. Melvin, who appears frequently on the Quiz Kids program heard Sundays at 4:00 p. m. wants to become a doctor, and although he admits he has a few years to wait (he entered kindergarten this fall), the chances are pretty good that some day the shining "Melvin Miles, M. D." will be

waving in the breeze.

Melvin, whose quick wit and enthusiasm have rapidly made him a favorite in the radio classroom, often entertains his family and friends with songs and stories. The unusually retentive memory of the blonde, blue-eyed youngster has provided many a chuckle for his admirers.

Blondie And Dagwood Adapt Own Home Problems Into Radio Comedy



UNPREDICTABLE BUMSTEADS—Confused Dagwood and quizzical Blondie — caught in characteristic poses by Sam Berman noted caricaturist. Penny Singleton and Arthur Lake have the leading roles in the Blondie comedy show heard Wednesdays over Maine's three NBC stations.

Family problems ordinarily are taken serious, but when difficulties confront the bewildering Bumsteads of the NBC "Blondie Show," the laughs erase the worries.

And here's why, as explained by pert Penny Singleton, who plays Blondie in the network comedy series heard Wednesdays at 8:00 p. m. She says, "The problems of the Bumsteads are really practically the same as those in most American households. All we do is exaggerate them a little. So, actually, most people are laughing not at what happens to the Bumsteads, but what it reminds them of in their own lives."

Arthur Lake, who portrays the constantly misunderstood Dagwood, added, "So many of the things that happen in my own family, with my wife and children, remind me of the Bumsteads, and I usually try to work some of the situations into the script." Lake is a busy man, with varied interests. Besides his radio and screen work, he is active in several business enterprises, including film production.

Penny is the wife of Robert Sparks, movie producer, and the mother of

two lovely daughters. She is active in groups seeking to check juvenile delinquency and has definite ideas on the subject. She says, "Many parents actually instill fear and distrust of law enforcement agencies quite unwittingly by small things. For instance, when the family is out riding, they'll say, 'Now slow down!' or 'Be careful, there's a motorcycle policeman!' And some parents threaten, 'I'll call a policeman if you're not a good boy.' Such things cause a trend of resentment against the law that is hard to overcome."

Penny believes that if children and the policeman on the beat were brought closer together, much of the fear and disrespect for the law would be overcome. "Let all the children in the neighborhood adopt a cop as their 'uncle,' let him get to know and understand them, and many of the juvenile problems would be taken care of," she advises.

Tongue-Twisters Help Beryl Train For Radio Program



Beryl Vaughan

"Abecedary, Euphuistic, Dequantitate, Mnemonic with a Coryledon and a merry Zymologic with a Parhelion"—these odd words reverberate through the Vaughan apartment when Beryl of the clan sings in the shower.

Beryl, who portrays Peggy Meek on NBC's Meet the Meeks program broadcast Saturdays at 11:00 a. m., quite obviously doesn't go in for ordinary songs at bath-time—and for a very good reason. The pretty actress prefers to get her linguistic muscles in trim by tossing off all the tongue-twisters that come to her mind. Her theory is that tongue and throat muscles, like any others, need training exercises.

Garry Moore Finds Single Harness Best



COME AND GET IT!—Emcee Garry Moore beckons to a contestant whose name has just been taken from the goldfish bowl, to compete for the \$64 question.

Garry Moore, whose principal job is to ask contestants on his Sunday evening Take It Or Leave It show to make decisions which may mean money in their pockets, has had to arrive at career-making decisions of his own. (Take It Or Leave It is heard over MeBS stations at 10:00 p. m.).

One of the most important came not long ago, at the height of the give-away fad. "Should the \$64 prizes on Take It Or Leave It be increased?" was Moore's problem.

Eileen Wilson Of Hit Parade Well Prepared



Eileen Wilson

Eileen Wilson, tall, grey-eyed, honey-blond, is the featured girl vocalist of NBC's Your Hit Parade, which stars Frank Sinatra. Until recently, Eileen sang with the Les Brown orchestra and it was Brown who decided she was ready to strike out on her own and encouraged her, even as he had his former vocalist, Doris Day, whom Eileen replaced.

Eileen is a musician. A graduate of UCLA, she holds an A. B. degree. In college, she majored in music and coached others as an extra-curricular activity.

The daughter of Lt. Comdr. and Mrs. Eshelman, Eileen and the family moved westward to San Diego in 1940. Eileen was of high school age. Equipped with a fine voice, she was soon starred in school operettas. Sometime before she entered college, Eileen auditioned for Mort Werner, one of the early disc jockeys in Los Angeles. Werner helped foster her career by recommending her to a well-known vocal coach, Art Wilson. And while she was at UCLA, Eileen began to sing on sustaining programs emanating from local radio stations. Skitch Henderson finally signed her as vocalist of his ABC show, and she adopted the last name of her coach for professional purposes.

In the ensuing few years, she gained extensive experience and considerable popularity as featured vocalist with Will Osborne, Lou Brink, Al Sack, Ray Herbeck and their orchestras. When Doris Day left Les Brown to make a career for herself as a soloist, Les signed Eileen, bringing her to the Bob Hope Show. The Hit Parade assignment is the first big step toward a bright, new future.

One of Eileen's many activities aside from radio has of necessity been little publicized. She is the singing voice of Ave Gardner in two of the latter's latest motion pictures. Eileen dubbed the sound track of Hucksters and One Touch of Venus in sequences in which Miss Gardner was supposed to sing.

Her maiden name is Eshelman, her professional name is Wilson, but Eileen's legal name is now Mrs. Ray Kellogg. She is the wife of another featured vocalist in the Les Brown Band.

In whatever spare time she has, Eileen is taking post graduate courses leading to a master's degree.

Garry took a stand in favor of bona fide entertainment as opposed to lavish give-aways. Sixty-four dollars, he reasoned, was an established "item of currency" on his program, an excellent means of identification that shouldn't be changed.

"The happy sound of nice people having a nice time is a great thing to guarantee a show's lasting success," Garry says.

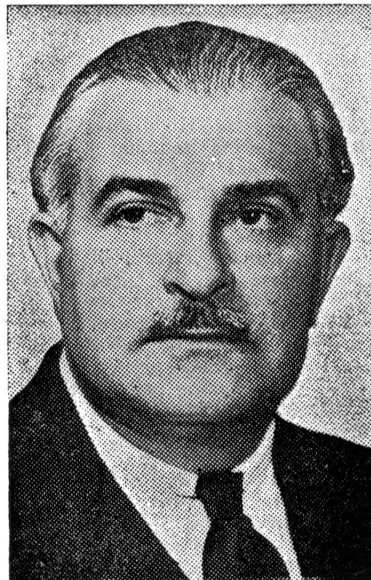
He likes to "send them away happy" — and he does.

Almost with his advent into radio, Garry has had to make serious and correct decisions. He originally quit school to write a comedy (which was never produced) with the late F. Scott Fitzgerald.

About this time, a writing job was offered at WBAL in his home town

Boston Pops Success Based On 63 Years' Tradition

Fine Repertoire Under Fiedler Plus Popularity Of Baritone Bob Merrill Enhance Appeal Of Music America Likes Best



Arthur Fiedler

The initial RCA Victor-sponsored program of the Boston Pops Orchestra, under noted conductor Arthur Fiedler, early last month, marked the first time this famed musical organization had broadcast coast to coast.

The Pops, born and grown in Boston, are as much a part of that city as the swan boats on the Charles River and Christmas Eve on Beacon Hill. Sixty-three years of concerts, built upon a tradition of informality and congeniality, have made these concerts an unique contribution to the musical life of America.

The Pops have something special which, although often imitated, has never been successfully duplicated on quite the same scale in any other American city. For one thing, Arthur Fiedler is the most popular of all Pops conductors, if attendance can be taken as a criterion. Under his regime the informal, sociable appeal of the orchestra has been a great audience builder. For the past twenty years, the Boston concerts have been sell-outs nightly.

Another reason for the striking success of the Boston Pops is the unique skill of Arthur Fiedler in expanding the orchestra's repertoire, keeping it in the lead in true American fashion. Not content with giving his public time-tested compositions that have proved dear to music lovers through repeated performance in the concert hall, Arthur Fiedler is continually adding interesting and provocative orchestrations which delight his growing audiences.

The repertoire of this versatile orchestra has grown to the point where it exceeds by a long way the so-called "symphonic repertoire". Today it embraces, in addition to standard illustrations from ballet, opera, folk music, marches, waltzes and dance compositions, a whole new crop of contemporary music of symphonic caliber that comes under the heading of "Americana".

A daring freshness and newness of approach to the arrangement of old and new music plus solid success in the performance of the classics—these

of Baltimore. He took it, and held it until the station wanted him to take over a comedy spot. Vexed and dissatisfied, he decided to quit and went to a St. Louis station for a new attempt at script writing.

Here, too, he was finally ordered into comedy chores. At the end of seven months, Moore quit again. He wanted to write. At this time, NBC in Chicago asked him to take over Club Matinee. Garry reviewed his radio career and wisely made up his mind—at last—to be a comedian.

After two successful years on that show, Garry moved west. Through a series of appearances as guest of his friend, Jimmy Durante, he won a place as Durante's sidekick on the comedian's radio show.

are factors that will pay off in audience building for the RCA Victor Show as Arthur Fiedler and the Boston Pops Orchestra are heard from coast to coast in the Music America Loves Best.

Although guest singers have appeared on concert programs of the Pops in Boston, the new RCA Victor Show brings to radio audiences for the first time the Pops Orchestra and a nationally famous singing star. The teaming up of Robert Merrill, star of opera, concert stage and radio, with the popular Boston Pops has all the earmarks of an ideal musical entente. Golden-voiced Robert Merrill is known to his radio audiences as an artist of great musical versatility. He has never been, in movie parlance, "typed". His heavy Metropolitan Opera roles, such as the elder Germont in La Traviata and Tonio in Pagliacci stand side by side with his amazing success with the Yale Whiffenpoof Song and Joshua Fit de Battle of Jericho.

Informality, too, is a characteristic of Robert Merrill as with Arthur Fiedler and the Boston Pops. His whole background, from Brooklyn's baseball lots to his recent concert tours, have given him the "common touch" that endears him with mass audiences. Also a "musician's musician" (he's a favorite of Maestro Arturo Toscanini), Robert Merrill has won wide acclaim from music critics for his sound technical ability, style of delivery, and purity of tone.

Added to success in concert, radio, and opera, is the growing popularity of Robert Merrill as a recording artist. Last year, while his Whiffenpoof recording was soaring to bestseller ranks, his performance of an aria from La Traviata was chosen by the Recorded Music Society as the outstanding single operatic record of the year.

Anyway it's viewed, the new team of Robert Merrill, Arthur Fiedler, and the Boston Pops is a "natural" for the presentation of the Music America Loves Best.

Keeping Friends Apart Is Edwards' Problem

Hollywood is none too big so far as Ralph Edwards and his This Is Your Life program assistants are concerned at present. For his new program, heard over MeBS stations Tuesdays at 8:00 p. m., Edwards brings to Los Angeles not only the persons whose life is to be recreated, but friends and relatives who helped shape it.

Since they do not meet face-to-face until the program is actually on the air, the problem of keeping them apart is a major one. Special shopping hours are allocated to the groups and they have constant escorts until program time.

1949 Tele Sets May Hit Billion Dollars

Martin Codel of Washington, who operates an industry information service, estimates that next year's production of television sets will have a retail trade value of one billion dollars. This estimate includes installation and extras such as special lenses, tables and gadgets.

Codel points out that the trade refers to 1947 as radio's "billion-dollar year" in retail sales. He says:

"In its third full post-war year, barring unforeseen circumstances, television will equal or better the best year in radio's history."

Despite television's spectacular growth, radio sets still have about a 20 to 1 edge in production.

Charlie McCarthy: Stick around and later we'll play a little pony express.

Marsha Hunt: Pony express? What's that?

Charles: That's postoffice with a little more horsing around.

—NBC's "Charlie McCarthy Show"

Television Topics - - Video Views

NBC Executive Foresees Television Hitting Two Billion Dollar Mark In Five Years

Hedges Predicts 500 Stations In 150 Markets To Serve 16,000,000 Families By 1954 With Hundreds Of Satellite Stations

Within the next five years, according to William S. Hedges, NBC vice president in charge of planning and development, the television industry may well hit the two billion dollar mark. He based his prediction, he said, on an annual set production of 4,000,000 at an average retail price of \$350 per set, for a total of \$1,400,000,000 plus \$600,000,000 for the sale of time and talent.

He envisioned that between eight and ten billions would be accounted for in time, talent, set manufacturing and investment in transmitters between 1949 and 1954, and that television will be responsible for the employment of more than a million persons.

Hedges also predicted that the use of television would stimulate the sale of merchandise and services in the ratio of 30 billion dollars in sales for the 600 millions expended by advertisers.

Hedges described television as the fastest growing industry in America, pointing out that in the last three years it had expanded from about 10,000 receivers in four cities to about 800,000 sets served by 41 stations in 25 cities. He predicted that the growth of television in the next few years will be concentrated in the northwest section of the United States.

He also foresaw television within five years "in at least 150 markets of the nation with a total of 500 stations serving an audience of sixteen million television families. In addition there will be hundreds of satellite stations, perhaps as many as 600, relaying programs to smaller cities."

According to Hedges, the bulk of the \$560,000,000 a year for television time and talent will be "new money—money which television will be able to create by speeding up the movement of goods from the manufacturer to the consumer and thus making it an invaluable aid in improving the efficiency of the distribution machinery of the nation. In the history of advertising, obsolescence has not overtaken any media. The advent of radio scared a few, but the advertising volume, whether measured in dollars or space, is greater in printed media than it was 28 years ago when radio made its debut. Just what effect television will have on sound radio no one knows."

"For the first time in the history of advertising, sight, sound and motion are combined in the consumers' own homes. The advantages of the printed word are still retained, the value of illustration is enhanced by giving it

action, and above all the persuasiveness of the human voice, which has made broadcasting so potent a force, is kept at work for television."

By the end of the current year 1949, the National Broadcasting Company will be supplying programs to at least 45 television stations, either direct interconnection or by kinescope recording, William S. Hedges, NBC vice president in charge of planning and development has recently reported. Referring to the importance of network transmission to television development, Hedges pointed out that by Jan. 12, when the east and midwest networks are interconnected, NBC will have a television chain of 15 stations. Of these, eight will be on the East Coast and an additional seven in the mid-west. Besides these 15, eight more will be provided with NBC Television network service through kinescope recordings, bringing the total served to 23.

"The role of the network in the development of television, both as a medium of mass communication and as an industry, is one of vital importance," Hedges said. "While it will be possible for stations to exist without the aid of networks the going will be tough and the program fare exceedingly meagre except for those stations which are copiously endowed with money and are located in talent center."

"Networking of programs is the most practical way in which to get the highest quality program at the lowest possible cost."

NBC Television's fifteen-station network on Jan. 12 will include outlets in Boston, Providence, Schenectady, New York, Philadelphia, Baltimore, Washington and Richmond. The seven midwest stations are Buffalo, Cleveland, Toledo, Detroit, Chicago, Milwaukee and St. Louis. The eight additional cities which will get NBC network service through recordings are St. Paul, Cincinnati, Atlanta, Fort Worth, Hollywood, Louisville, Memphis and Seattle.

At least twenty-two more stations will be receiving NBC Television network programs by the end of 1949, Hedges said, bringing the total to 45.

NBC Develops Split Screen Video Image

The first broadcast of a split screen television image involving pictures from two different origination points was seen on station WNBT, New York, and WNBW, Washington, recently on the occasion of the Television Broadcasters Association television clinic in New York.

The special telecast featured NBC commentator John Cameron Swayze, in New York, interviewing Rep. Karl E. Mundt (R., S. D.), acting chairman of the House Committee on Un-American Activities, in Washington, each of whom simultaneously shared the television screen. Swayze and Rep. Mundt spoke of the latest developments in the committee's investigation of alleged spy activity in pre-war years.

This split screen picture was transmitted through a new piece of equipment, the "Image Splitter," which was developed by the National Broadcasting Company engineering department, under the supervision of O. B. Hanson, NBC vice president and chief engineer.

"This 'Image Splitter,'" Hanson said, "will enable viewers to see two pictures, each from origination points as far apart as the NBC network extends, on the screen at the same time. This will be especially advantageous for interviews and special events, where a central commentator will be able to call in reporters and personages from myriad locations to share the screen with him. Viewers will be able to see two separate phases of a special event, such as a parade, simultaneously. The advertiser may present an announcer on one side of the screen, while a graphic description of the product on films or live, is seen on the other."

NBC's Texaco Star Theatre First In Poll

The NBC Texaco Star Theater with Milton Berle, ranks first by a wide margin in a poll of East Coast radio and television editors, conducted by Television Daily to determine "Your Favorite TV Program." Six other NBC video programs or stars were also honored in the poll, the first of its kind among TV editors.

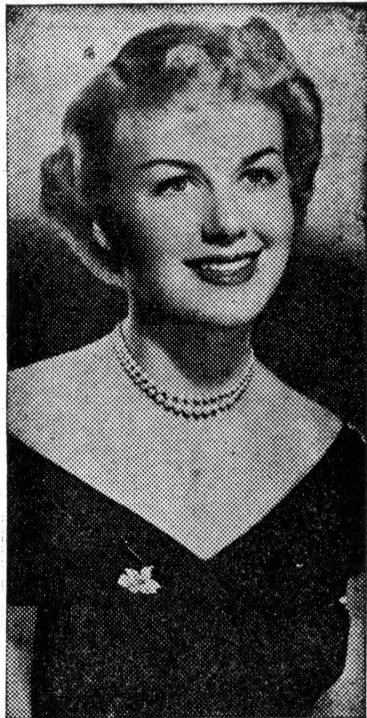
Fifty newspapermen on the East Coast in cities served by television stations participated in the survey. They ranked variety programs first in preference; dramatic, second; sports, third, and forum, quiz and children's programs tied for fourth place.

Philco Television Playhouse, NBC's hour-long dramatic program, garnered a large share of the popularity votes from the editors. Meet the Press, another NBC video program, was given a high rating in the forum category.

In the "most promising new artists" category, NBC stars took four of the five places receiving the most votes. They are songstress Kyle MacDonnell, star of Girl About Town; Barbara Marshall, song stylist, who was heard on Musical Miniatures before her recent operation; and Helen King, graphologist, topping the list in the women's division; and Bob Smith and "Howdy Doody" leading the list of male artists in this category.

There's a new radio club flourishing. It's called the "500" Club and its members are five-to-twelve-year-old youngsters who have appeared on 500 or more radio shows.

Girl About Town Hailed As Toast Of Manhattan



Kyle MacDonnell
Video's Girl About Town

For it's talented, hard-working Girl About Town on the show of the Kyle MacDonnell who really is THE same name on NBC's east coast television network (Wednesdays, 8:00 p. m.) and who provides much of the "punch" in the Broadway musical, Make Mine Manhattan.

To prepare for her 20-minute television show requires about 20 hours of rehearsal for the blonde singing star. This, in addition to the time she spends on-stage and in rehearsal for Make Mine Manhattan, of which she is the singing ingenue.

In her "spare time" she must be available for fashion and publicity photos, interviews and acting before motion picture cameras to keep the film portion of her program topical.

Both Texas and Kansas claim her. She was born in Austin, Tex., but when she was five years old, her family moved to Larnard, Kan., where

they still live. Kyle attended grade school there, and then the Ward Belmont Seminary in Nashville, Tenn., until she became ill. Following her recovery from tuberculosis three years later, she attended Kansas State College, then returned to Ward Belmont. While studying voice there, she was selected Queen of the Air Transport. One of the judges, Harry Conover, told her that if she came to New York and signed with his agency he would guarantee her \$10,000 a year in modeling fees. Kyle, however, decided to continue her studies and it was not until two years later, at the Army-Notre Dame football game in New York, that she again met Conover. He repeated his offer. The second time she accepted it.

Receives Film Bids

While modeling, she tried out for a role in the Max Gordon musical comedy, "Park Avenue." She not only got the part, but on opening night received three movie offers. Kyle signed with Warner Brothers and went to Hollywood. After six months of sitting around or posing for bathing suit photos—interrupted once by a six-second part in That Hagen Girl with Shirley Temple—she obtained her release to replace Carol Bruce in Louisiana Purchase when the musical, with the original New York cast, opened in San Francisco.

Last year Kyle returned to New York and was offered roles in two shows. One of them was in "Make Mine Manhattan," which she took, luckily, as next month that show will round out a year's run. The other show, which she had refused, folded after two weeks.

Kyle has opening night luck. She was "spotted" by an NBC executive on opening night of Make Mine Manhattan. He suggested she audition for television. The audition led to her own NBC sustaining program, For Your Pleasure, which had the same format as Girl About Town has. Her success in the video field was immediate and last Spring she was named Miss Television of 1948 by Life Magazine.

Industry Weighs Effect Of First "Met" Telecast

Thousands See Grand Opera For First Time In Experimental Showing From Historic New York Stage

The recent first telecast of a performance of the Metropolitan raised the question:

Will the magic of television make grand opera popular with the general public? The answer, of course, remains unknown.

The event was historic not only because it was a "first" beyond that, the performance of Verdi's Otello was witnessed by more people than the aging Metropolitan Opera House could seat in perhaps a decade of continuous daily presentations.

While the telecast had some obvious shortcomings, the public reaction appears to have been favorable and it was pleasing to officials of the American Broadcasting Company. They estimate the show was seen by several hundred thousand persons along the ABC east coast network.

A considerable portion of that audience was attracted by the novelty of the telecast. For tens of thousands, it was their first actual look at grand opera.

No decision has been made as to future telecasts from the Metropolitan. It will take more of them to tell how much of a regular audience opera attract through television.

ABC's Saturday afternoon radio broadcasts of the Metropolitan opera in listeners each succeeding year. But have shown slow but steady increases in listeners each succeeding year. But it appears to have been more a case of coming closer to the maximum of a

limited, discriminating audience than creating any great numbers of new converts to grand opera.

Some think the magic eye of television—enabling millions to see as well as hear the artists—may make many new opera fans. If it should, opera would assume a new and more important role in American entertainment. It would be not merely public service programming, but good business as well for the sponsor.

A survey made by the Hooper audience measurement firm indicates most of those in New York who tuned to the Otello telecast stayed with it to the finale. The performance started with a Hooper rating of 42.3 and still had 41.3 at the end. This rating, incidentally, is stopped by only three regular television programs reported in the last Hooper survey, and on the night of the telecast the opera drew more viewers than all other television shows on the air in New York.

The distaff side of the Horace Heidt family is no stranger to show business. Although Mrs. Heidt takes no part in her hubby's weekly Philip Morris talent show, she's near the grease-paint constantly tutoring the school-age performers in Horace's troupe, and making personal appearances on local stations.

NBC Newsreel Goes On Video Network

Already increased from ten minutes to 15 in length, the NBC Newsreel will be presented on the entire NBC east coast television network and will be seen on seven additional NBC television midwestern stations starting this month, according to Carleton D. Smith, NBC director of television operations. The feature is sponsored by the Oldsmobile division of General Motors Corp., and has been seen in its 10-minute form since last February on WNBT, New York.

NBC Newsreel presents the most up-to-the-minute news in pictures as compiled by NBC Television newsreel cameramen.

It sounds like a new twist on an old gag, but it really happened: Johnny Wolf, NBC staff trumpet player in Chicago, recently built a new garden gate. It's a magnificent thing, fancy designs and all. Only trouble is, the gate is much too unwieldy to be removed from the workshop, let alone be set in place; it rests now in the Wolf cellar until such time as Johnny stops chewing his nails and does something destructive about it.

'Riley' Screened

Living "The Life of Riley" is no longer a once-a-week proposition for William Bendix, star of the popular "Riley" comedy series on NBC (Fridays, 10:00 p. m.).

Bendix is now in the role "up to my big cauliflower ears", as he put it the other day. In addition to his radio rehearsals and broadcasts Bendix puts in five full days every week performing as Riley, the big-hearted but bungling family man, in the Life of Riley adaptation for the screen. The motion picture version will be ready for release next spring.

When Riley appears on the screen, he will be assisted by many of the players familiar to his radio listeners. John Brown, who portrays Digby "Digger" O'Dell, friendly undertaker of the radio version, will also take part in the film play. Irving Brecher, producer-creator of the air show, is also directing and producing "Riley" for the screen.

"I've been playing the role of Chester Riley on the air so long," says Bendix, "that stepping into the screen role has not only proved relatively easy but most enjoyable. If the theater-going public takes to The Life of Riley the way radio listeners do, we'll have a hit."

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Page 10

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THE MAINE BROADCASTER

January, 1949

NBC Signs Sensational Martin-Lewis Team



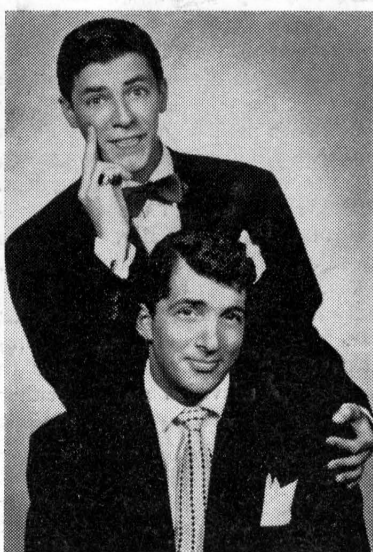
NOT A NEW TOY—Jake Brofee, MeBS's agricultural director, admires authentic model of new Ford Tractor recently given to him when he began his sponsored series of broadcasts thrice weekly for the Ford Tractor dealers of Maine.

Saturday Nightcap Due For Birthday In WLBZ Session

The Anniversary Waltz won't be played for the occasion, but the Saturday Nightcap will celebrate its first birthday over WLBZ January 8 with a full hour broadcast instead of the usual half-hour.

The Nightcap, presided over by John Wellington, specializes in jazz, swing and unusual music. A regular feature of the program is an excursion to the Collectors' Corner for some item of rare jazz or swing that rates as a collector's item. Strictly for jazz fans, the Nightcap, according to Wellington, is a program that spikes previous reports that "swing is dead" and melody is king. Whenever Wellington is absent from this jazz jubilee, a fellow hot record enthusiast steps in to "spin the acetates." Bill Mincher is the Nightcaps' "Man Friday" and will share honors with John on Anniversary Night.

Content of the January 8 show will be the best of the collectors' items of the past year that have been aired on this particular half hour and will include an old Biederbeke or two, a Goodman classic, some all-star aggregations, Dixieland and other mediums of musical expression. Starting time for the celebration will be 11:30 p. m. and the closing theme will secure the Nightcap for another session at 12:30.



Martin and Lewis

Young Comedians Hit Top Flight In 2-Year Climb

Signing of a contract with Dean Martin and Jerry Lewis, sensational young comedians, for exclusive radio and television rights, has been announced by the National Broadcasting Company. They will first be heard regularly early in the new year.

In making the deal known, Ken R. Dyke, vice president in charge of programs, said:

"This is another step in NBC's long-range campaign to bring new voices to radio and new faces to television. NBC will continue to develop new programs of all types - comedy, music, drama or documentary - to present to the listeners who have made NBC the Number One network in radio and television."

The Martin and Lewis program, already in the building stage under Robert L. Redd, top Hollywood radio producer, will be heard soon on NBC stations. It is tailored to their special talents, not only as a comedy team, but also as to Martin's singing ability. Dick Stabile and his orchestra will provide musical background.

Martin and Lewis joined forces only two years ago, and since then have catapulted to the top of the comedy field. An appearance at an all-star Hollywood benefit last fall brought them offers of contracts from major motion picture studios, and they have since signed with Hal Wallis Productions at Paramount Studios. Their first radio appearance was only a few weeks ago, when they were guests on the Bob Hope Show.

The pair were appearing individually at Atlantic City's 500 Club, Martin as a singer and Lewis as a comedian, when they decided to team up in 1946. Since then they have played the nation's leading theaters and night clubs.

Martin and Lewis are both married and make their permanent homes in Southern California. Martin, who was born in Steubenville, Ohio, on June 7, 1917, is married to a non-professional and has four children. Lewis, whose wife is the former Jimmy Dorsey vocalist, Pattie Palmer, has one child. He was born in Newark, N. J., on March 10, 1926.

How Bill Makes Hit With Screen Stars

Bill Lawrence of Hollywood is a capable radio director. Bill is responsible for all the fine radio adaptations of famous movies heard on NBC's Thursday night Screen Guild Players. Quiet and reserved, Lawrence has to work with a different set of movie stars each week, and never seems to have any trouble with any of them.

Recently he was asked the secret of his getting along so nicely with the big name stars. Bill smiled and said his secret was never to argue with them. Quite often, he pointed out, the celebrities want to change the script in some particulars.

"So I let 'em," he said. "It's as simple as that. You see, I understand why they want to make the change. It may be only the switching of one word, but the reason they want to do it is because they want the script to conform to the original screen script. If it helps their portrayal of their screen success, then I'm for it."

Joe Kearns: I've never seen anyone so anxious to meet a train. You're certainly bent on it, aren't you?

Judy Canova: No, I only walk this way when my garters pull me down. —NBC's "Judy Canova Show."

As One NBC Comic Said To Another—

Red Skelton showed up at NBC Hollywood a little earlier than usual one Friday recently, so to kill a little time, he stepped across the hall and stood in the wings of the studio where Jimmy Durante was going through his broadcast.

Red laughed, and loudly, when Jimmy had trouble getting out a punch line on a joke which had to do with "draggin' Chloe out of the swamp". When Jimmy finished his show he walked over to Red and chatted about his difficulty. Then Red had a great idea.

"Jimmy," he exclaimed, "tell you what! Come on over to my program and we'll work a gag. It doesn't go on for a half hour yet."

"Well, what do you want me to do?" Jimmy replied. So Red told him of his plan and the pair walked across the hall where they broke the news of the last-second switch to the harried Skelton program producer.

So when it came time for the familiar Skelton theme song to sound on the NBC network, there came instead the voice of Jimmy Durante, reciting correctly this time the line about Chloe in the swamp. Then he paused a moment, slapped his hand to his head in Durante style, and yipped: "If I could only say 'em that well on me own program!"

The orchestra swung into the Skelton theme song then, Durante stalked off and the audience in the studio roared.

One of the best-looking young married couples, both on and off the air at NBC, is the Joan Banks-Frank Lovejoy combination. Joan and Frank are heard in the leading roles of Carlotta and Christopher Barnes on Today's Children. Off-mike, Joan is Mrs. Lovejoy and the mother of a little boy and little girl. They moved to the West Coast two years ago, half afraid they were doing the wrong thing. However, it turned out to be the best move they could have contemplated, for in addition to their love for California's climate, they are among the most in-demand young couples in radio.

Radio Romances

There is evidence around NBC's Hollywood studios that romance goes with radio appearances.

Gale Gordon, who plays the befuddled Mayor LaTrivia on the Fibber McGee and Molly show, fell in love with attractive Virginia Gordon when they were cast together on another show. Same thing happened to George Petrie who portrayed Commissioner Grant on NBC's summer show, Call the Police, last season. He and Mrs. Petrie met while they were

playing opposite each other on a daytime serial.

Barbara Eiler, who is the Mildred of the Dennis Day show Saturday nights, met her new husband Don Nelson, when he visited a rehearsal to see his brother Ozzie.

Jerry Silver, the new Alexander Bumstead of the Blondie program, is not only an accomplished actor but he can play the piano and sing, more than creditably, as well. Jeffery started his theatrical career with the Cleveland Playhouse Curtain Pullers.



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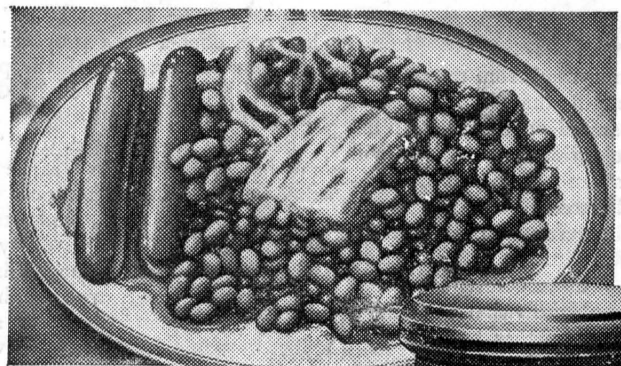
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