



THE MAINE BROADCASTER



PUBLISHED AS AN AID TO BETTER RADIO LISTENING

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McCRORY SUCCEEDS HOGAN AS NEWS DIRECTOR

Ann Rutherford Starts New Career

Film Star Switches To Radio As
Blondie In Popular NBC Comedy



FAMILY HUDDLE—The Bumsteads—Dagwood (Arthur Lake), young Alexander (Jeffrey Silver) and Blondie (Ann Rutherford) - go into conference over a current script for their Wednesday night NBC show.

Pretty Ann Rutherford, who plays the title role on NBC's Blondie program (Wednesdays, 8:00 p. m.), has learned that things happen just as fast in radio as they do in the movies.

"Where else could I suddenly start a new career -- as the mother of an 11-year-old daughter and a 12-year-old son -- just by signing my name to a piece of paper?" asks the lovely young star.

Her role as the female head of the Bumstead household is quite a switch for Miss Rutherford. "In the movies, I was always cast as a breathless young thing, all fluttery over some adolescent male," she says. However, the able young actress is well-suited to portray the young suburban matron, who has the mature responsibilities of family life plus the ever-recurrent problem of straightening out the entanglements of her bewildered spouse, Dagwood.

Unanimous Choice

That was proven conclusively when

she won the unanimous approval of a special panel of judges in auditions held in Los Angeles to fill the coveted radio role. A total of 88 persons from all walks of life—a banker, an advertising agency secretary, an NBC page and 85 others with diversified backgrounds and occupations—chose Miss Rutherford as a "natural" to play "Blondie."

In all, they heard 53 screen and radio actresses compete for the part. Each aspirant was identified only by an assigned number.

In some cases, the judges listened to "live" readings; at other times, they gathered in groups after work to listen to recordings of the tests for the girls who auditioned to play "Blondie." The fact that the 88 judges, all regular listeners to the weekly NBC comedy show, reached a unanimous vote, was an amazing result, but left no doubt in anyone's mind that Ann Rutherford was the one actress who could—and should — play Blondie.

Friendly Rivalry Develops On Two WLBZ Disc Shows

Music A La Carte, WLBZ's newest jazz and unusual records show, is now in competition with the Bangor station's older Saturday Nightcap for the plaudits and comments of devotees of "music played as it's felt." The Nightcap half hour, Saturday nights at 11:30, had the complete attention of the "hot wax" enthusiasts until Music A La Carte, Monday eve at 11:30, began to fan the competitive breeze. Nightcap emcee John Wellington and Music A la Carte maestro Bill Mincher are now digging deeper into the record and transcription files and their knowledge of music to keep the spotlight on their respective disc jockey sessions.

Coincidentally, both "lonely vigil men" are addicted to percussion instruments and have an informative interest in top drummers of past and present. The friendly rivalry between the two nighttime record spinners has added a bantering edge to the weekly half hours. This has been acknowledged by their listeners and resultant mail received has pointed up their

NBC Actress Is Chosen To Depict Typical Mother

The gracious, loveable character of the Mother Barbour of NBC's popular Sunday program, One Man's Family, is to be honored on the occasion of Mothers' Day this month.

After 12 years on the air, the cast of One Man's Family still retains seven of the original members, among them Minetta Ellen, who plays the role of Mother Barbour. Because she thus is associated in so many people's minds as a typical American mother, she was chosen by the Florists' Telegraph Delivery Service to be the mother in their posters to be displayed in thousands of floral shops from coast to coast in connection with the annual Mothers' Day observance this month.

selections and comments to make Music A La Carte and Saturday Night Cap, well handled shows with pertinent and informative comment.

Both Wellington and Mincher point out that communications are welcome and suggestions for jazz items to be used will be received with interest.



TOP DRAWER INTERVIEW—John Hogan, retiring MeBS news director, shown here in hitherto unpublished photo interviewing Presidential hopeful Thomas E. Dewey during 1948 Governors' conference near Portsmouth.

Latter Planning Washington News Bureau For Radio



William F. McCrory

John F. Hogan, radio news director of WCSH and the Maine Network News Service for the past three and one-half years, is leaving his position May 1 for projected work in the National Capital. He is succeeded by William F. McCrory who has been his assistant since Oct. last.

Hogan's present plans contemplate setting up a Washington news bureau designed to cater especially to radio stations. Most of the news he expects to handle will be of a legislative nature, written for the areas where his subscriber stations are located. He also will handle special assignments on order.

Hogan joined WCSH in November of 1945, directly after serving two years during wartime in the U. S. Maritime Service. There he worked for awhile in the public relations department, where he produced radio programs heard on most of the nation's stations. Soon after he arrived at WCSH, he began strengthening the Maine Network News Service, now the dominant radio news unit in the state. About 90 correspondents cover news for the service in all sections of Maine. The organization includes a Washington correspondent, and the regular staff at the central newsroom at WCSH.

In 1946, Hogan founded the National Association of Radio News Directors, of which he was the first president. He was reelected for a second term, and now is on the executive committee of the organization. The association now boasts of a membership of 150.

Hogan is a member of a New England committee, set up to study copy from Associated Press radio wires. The object of the study is to determine whether the news is properly adapted, as far as style is concerned, for reading over the air.

Among other activities while at WCSH, Hogan produced several feature broadcasts for use on the French Broadcasting System and the Voice of America, a program beamed to countries overseas. He also has made several broadcasts on the National Broadcasting Company and the British Broadcasting System. Recently a portion of his tape recording of Gorham's town meeting was included in a nation-wide NBC news broadcast.

Hogan also edited The Maine Broadcaster for 15 months. On a larger scale, he edited two booklets

(Continued on Page 10)

These Quiz Kids Boast Of 'College'



CHOIR KIDS—Mike and Mark Mullins, two of NBC's Quiz Kids, doff their classroom togs for choir boys' robes for Easter service. Mike, at left, is an old hand at choir practice (he's 11) but brother Mark (aged 8) is a beginner.

One question that Mike and Mark Mullin, irrepressible imps of NBC's Quiz Kids program (Sundays, 4:00 p. m.), delight in answering, is, "And what school do you go to?"

Whether alone or together the Mullin boys (Mike is 11 and Mark is 8) will answer with straight faces and studied nonchalance, "The University of Chicago," usually leaving their questioner bewildered.

And as far as it goes they are right—the youngsters are both enrolled in the University of Chicago Laboratory School, although not quite up to the college level yet.

The youngsters, favorites with radio listeners, are of contrasting personalities. Mike is of a calm, quiet, serious nature, and is seldom upset. Mark, however, is an energetic, excitable, joke-loving lad of bubbling enthusiasm and refreshing humor.

Although they are inseparable, their hobbies and their ambitions are as divergent as their personalities. Mike is interested in nature studies and music, while inquisitive Mark wants to be a writer or a traveler. Much to the despair of Mrs. Mullin, the house is never lacking for frogs, lizards, dead butterflies and other symbols of Mike's nature studies.

As close as they are, they still manage to get into the brotherly squabbles that arise over certain possessions or family rights and Mike, due to his size, is usually the victor. Mark has the answer to this, however, although it depends on time and circumstances. He explained to his mother: "When I get married, I'm going to have two boys. The oldest I'm going to name Mark and the youngest Mike. Then, for a change, Mark will get even with Mike."

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 5/49 which stands for May 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

MAINE FARM TOPICS

BY LINWOOD "JAKE" BROFEE
AGRICULTURAL DIRECTOR - MAINE BROADCASTING SYSTEM

MAY BEST TIME TO GET YOUR GARDEN
STARTED IF YOU LIVE IN MAINE

The 1949 planting season is off to an early start. Just what kind of weather is in store for us we do not know, but from past experience it is safe to say that the middle of May is the best time of year to get gardens started in Maine.

Vegetables will be in plentiful supply this Summer but prices are bound to be pretty high so if you have a chance for a vegetable garden and the inclination to plant one, now is the time to get it started.

You can turn over the soil for the whole garden or only that part to be planted during the next few weeks.

These vegetables are hardy and can be planted any time now: Seeds—Peas, lettuce, spinach, beets, carrots, onions, chard, radish, kale, kohlrabi, parsley, turnip, and

endive. Plants—Lettuce, cabbage, onions (or sets), asparagus, rhubarb.

These vegetables are not quite so hardy, so should not be planted until after May first: Seeds—Potatoes, parsnips. Plants—Broccoli, cauliflower, celery.

These vegetables are not quite so really should not be planted until all danger of frost is past: Seeds—Bush beans, sweet corn, Cucumbers, squash, melons, pumpkins and watermelon seeds should not be planted around Maine until the latter part of May, and tomatoes, peppers, eggplant and lima beans should not be planted until after June 1st.

You can make a real profit on your home vegetable garden this year if you try. On good soil and in a good location, the time you spend gardening will return as neat a profit as any other part of the farm or home business. But the returns do vary, and quite widely. One big reason is that some folks don't fertilize right.

The need for lime often is noticeable on well drained soils. The only accurate way of determining whether your soil needs lime is to take a soil test.

For fertilizer, try some 5-10-10. It's not a good idea to put on all your fertilizer when the garden is plowed. Make your application at the rate of about 4 pounds per 100 square feet, then rake the fertilizer well into the soil. Side-dress any of your long-season crops with readily available nitrogen....such as nitrate of soda. You don't need much....only about half a pound for every 100 square feet.

Egg Prices: Producers Vs. Consumers

Most anytime, most anywhere, if you want to get a lively discussion under way, just bring up the subject of the difference in prices between what the farmer gets for his product and that which the homemaker pays at the store. Let me pass this information along about the difference in egg prices between the farm and the consumer's refrigerator.

On March 1, the Northeastern Poultry Producers' Council reported on this spread. In 1913, the egg producer on an average got 74 cents of the dollar the consumer paid for eggs. In 1948, the proportions were the same. Poultrymen last year got 74 cents of the consumer's egg dollar.

There are naturally wide differentials for different egg producers within the same community and in different communities. Poultry growers who retail directly to the consumers get 100 per cent of the consumer's dollar. But they have higher marketing costs because they have to buy egg cartons, and have labor and transportation costs that other growers don't have.

Marketing studies made by the Agricultural Extension Service this year showed that those growers generally have the least marketing expense who sell to hucksters or truckers. But they have a tendency to get the lowest prices for eggs. The widest margins for fresh eggs between the producer and the consumer prices are during the seasons when egg prices are declining. This is usually from December to May. The narrowest price margins are when the egg prices are advancing from June

to November. Some of the widest margins are in eggs that are placed in storage in the Spring and sold to consumers in the Fall. These storage eggs must absorb the storage and handling charges.

How Do Your Pastures Rate?

Are your pastures the best, just average, or the poorest in your neighborhood? What can you do to grow better pasture? You can find answers to both these questions if you join the 1949 Green Pastures Program. The Green Pastures Program will help you to grow better hay and pasture and to put up grass silage.

Here is the program: Although there will be no cash or fertilizer prizes this year, you still can be a winner. Every dairyman who enrolls will have his pastures rated as excellent good or fair.

The best pasture in your county will be selected for state honors. Three dairyman with the best pastures in Maine will be picked for state honors. County judging of the 1949 Green Pastures Program will be done the last half of July.

Here are the rules: 1. Anyone who gets the major part of his income from dairy farming is eligible to enter the program. In special cases the State Green Pastures Committee will decide before judging whether or not an applicant is eligible.

2. Your entry in the Green Pastures Program must be in the hands of your county agent by May 1, 1949.

3. Pastures will be judged upon the basis of furnishing enough high-quality feed for the normal pasture season for the entire herd.

4. The season's pasture may consist of permanent pasture, ladino, emergency crops such as millet or sudan grass, and early cut meadows.

5. If total pasture feed requirements are from—only one type of pasture, full credit will be given.

6. New England winners who received cash prizes in 1948 may enroll but cannot be a county or state winner in 1949.

Leaves From The
Editor's Note Book

John MacVane, NBC news commentator and analyst, Portland native, was honored for the second successive year by the Association of Radio News Analysts at a recent annual meeting in New York. The association returned MacVane to its presidency.

The season's fashion highlights are sketched by fashion commentator Margaret Matson over WLBZ in a program presented by Freese's in Bangor. Each Monday, Wednesday and Friday at 1:15, Miss Matson, with a background of practical experience in the fashion world, reports on spring and summer fashions at Freese's department store with a commentary on current trends and styles.

Those accustomed to the frequent changes in the mode of transportation



LAURELS FOR LEADING "RAM" — Ray Cox, four-letter Bangor High senior, is awarded Bill Stern plaque as high school "athlete of the year" in the Bangor area. Left to right: Norman "Cy" Perkins, BHS football and track coach; John McKernan, WLBZ sportscaster; Cox, and Frederick "Red" Barry Ram basketball and baseball mentor.

The Bill Stern plaque, awarded by the NBC sports director through his Sports Newsreel sponsor, Colgate-Palmolive-Peet Company, to the outstanding high school or prep school athlete in selected cities where NBC stations are located, recently was presented to Ray Cox, Bangor High School senior. Award to the husky four-letter Ram was made in Stern's behalf by WLBZ's sports reporter, John McKernan, on the latter's Monday evening Maine Sports broadcast.

Cox has earned his letters in football, basketball, baseball and track. He played guard with the Rams' grid and court teams, behind the plate in baseball and is a weight man of the track team. He also is vice president of his class and prominent in other school activities. The son of Mr. and Mrs. Raymond Cox, Odlin Road, Bangor, Ray plans to enter the University of Maine in the Fall to prepare for law study.

AGNES GIBBS' LETTER

WCSH HOME ECONOMICS DIRECTOR

Dear Friends:

Spring is really here and occasionally we get a hint of summer weather ahead. Probably at last you have had your fill of dandelion greens and are planning on tangy rhubarb and strawberry pies. Fruit pies just naturally go with Spring and since lemon pie is an old favorite, I thought I'd give you my favorite recipe—it's one from the Sunkist kitchen and since they raise the lemons, they should know how to use them.

Lemon Pie

7 tbsp. cornstarch
1½ cups sugar
½ tsp. salt
2 cups boiling water

3 eggs, separated
¼ cup lemon juice
2 tbsp. butter or margarine
1 tbsp. grated lemon peel

You'll be saying "easy as lemon pie" once you learn the secrets of preparing this dessert. Just follow the recipe directions carefully, give special attention to the meringue and use your favorite pie crust mix.

Now for the problem of how to make a good MERINGUE: Beat 3 egg whites until a fine foam mounds gently around the beater. Add 6 tablespoons sugar - 1 tablespoon at a time. Beat after each addition. Brown in moderate oven 350°F. for 15 minutes.

Here are some extra tips to insure your efforts in making this delicious dessert. Don't change the recipe.

Separate the eggs carefully. Absolutely no yolk in the whites. Leave whites in covered bowl to warm to room temperature before beating. Don't take the filling from the heat while you are adding the beaten egg yolks. Cool the filling to room temperature without stirring before pouring it into the cooled baked shell. Never cool filling in refrigerator.

To seal meringue to crust, place it on the pie around the edge, a little at a time. Press it to the crust all the way around. Pile remaining meringue in the center and spread lightly to cover pie completely. Cool the baked meringue away from drafts about two hours before serving. Cut pie with wet knife and meringue will cut easily.

I hope you enjoy this pie as much as I do and I know it will have a repeat engagement on your table after the first appearance and here is another which rates cheers from the family.

Hawaiian Cheese Pie

1 No. 2 can crushed pineapple (2½ cups)
1½ envelopes unflavored gelatin
½ cup pineapple syrup
2 eggs separated
½ cup sugar
1 tsp. salt
¾ cup pineapple syrup
1 cup cottage cheese
1 tbs. grated lemon rind
2 tsp. rum flavoring, or
1 tsp. vanilla
½ cup cream (whipped)
1 9-inch baked pastry shell

Drain pineapple well. Soften gelatin in ½ cup pineapple syrup. Place egg yolks, sugar, salt and ¾ cup pineapple syrup in top of double boiler. Cook over boiling water, stirring occasionally (about 15 min.) Add softened gelatin and stir until dissolved. Cool until mixture begins to thicken. Blend in cottage cheese, lemon rind, lemon juice, flavoring, and drained crushed pineapple. Beat egg whites until stiff and fold into cheese mixture with whipped cream. Pour into baked and cool crust. Chill thoroughly (about 2 hours). Top with toasted coconut. 6 to 8 servings.

A salute to Home Demonstration Agents during the week of May 1 to 7. They serve us each day throughout the year so let us express to them our appreciation of that service by saying thank you!

Don't forget to be prepared for the canning season ahead. Get a canning bulletin from your County Home Demonstration Agent.

If I can be of help at any time do feel free to drop me a line care of the "Broadcaster" for I'm sure we can be of mutual help to each other. I have long believed in this quotation, "To have a friend, you must be a friend."

Until next month—good bye.

Agnes Gibbs

chosen by WLBZ musical director Norman Lambert, report that the well known musician has switched . . . to Oldsmobile. It's a flashy black convertible with white sidewalls for Lambert . . . for the time being.

The recent Farm and Home Week at the University of Maine in Orono saw Maine Broadcasting System personnel actively engaged in reporting various aspects of the event. WCSH home economist Agnes Gibbs and Jake Brofee of Maine Farm Topics

broadcast their comments on the annual affair to their respective listeners through the facilities of WLBZ in Bangor. And throughout the week, Chief Engineer John Wibby of WLBZ covered the Maine campus with a tape recorder in company with Mrs. Gibbs and Brofee as they interviewed and chatted with prominent home makers and agricultural experts of the state and from outside Maine. The final count showed that Wibby recorded a total of 10 broadcasts during Farm and Home Week.

The Ice Is Out

By Rev. HAROLD C. BONELL
Central Square Baptist Church
Portland



A letter came from Uncle John the other day. He wrote:

"It's a long way to town now that Spring has come. Just a month ago I could walk across the ice on the river and be on Main Street in no time, but now the ice is gone we have to go way down to the bridge."

That chance remark set me to thinking. There are a lot of folk who are terribly dependent upon surface conditions. They skate along with ease and speed, and everything seems to go well, but it's dangerous to get to the place where you always have to depend on being able to stay on the surface. There are times when the surface cracks up and it becomes suddenly necessary to know how to handle yourself in the deep places.

A popular magazine carried a story some years ago about a group of men and women who were stranded on a South Pacific isle. They were quite troubled that the natives were so primitive and utterly lacking in the gifts and graces of civilization. The castaways felt sorry for such barbarians. The time came, however, when all the supplies saved from their wrecked craft were exhausted. The "civilized" folk could shake a cocktail, or dance a rumba, or recall the last reports they had heard from the stock market, but they couldn't build a shelter without tools; they did not know which fruits were fit for eating nor could they find their way safely about their little island. The "ignorant" natives had to do that for them. You see, the surface had suddenly cracked up, and they were beyond their depth.

We have developed a great generation of skaters but our divers are few and far between. We can struggle along fairly well when our health is good, our pay is high, when our friends and family are close at hand, but do we have what it takes when health breaks or income is low or when we lose the ones we love the most? It was a wise man who said that the basic requirement of life is "To do justly, to love mercy, and to walk humbly with your God."

That's not superficial, and it builds a life that is independent of surface conditions.

Experience Is Best!

A Maine farmer was endeavoring to instruct his new hired man in the best and most approved method of planting potatoes. But the latter, resentful of being told how to do his work, loudly protested, "In all my twenty years' experience I have never heard of planting potatoes that way!"

To which the farmer rejoined, "In all your twenty years of planting potatoes you had no experience. All you had was practice!"

The farmer knew what he was talking about. The hired man had been doing the same old thing, over and over again, in the same old way. That had been practice-of a sort. But the farmer had gone a step farther. He had intelligently studied the results of practice, and applied the lessons thus learned to improve future practice.

—Andrew Meredith in Your Life

Studebaker Dealer Sponsors Roth Music



A musical treat appreciated by Central Maine music lovers is the quarter hour titled Allen Roth and His Symphony of Melody, presented over WRDO Wednesdays at 6:30 p. m. by the Marden Motor Company, Augusta Studebaker dealer.

In July 1939 Roth, already known in the music field as an artist, was an-

nounced as a newcomer to radio. By some he was called the "Beethoven of Jazz". He had been a teen-age violin prodigy and his ambition forced him along to a place as one of NBC's musical directors. By the end of his first year with NBC, he was being referred to as one of the country's foremost conductors of modern music. Via his transcriptions, Roth

and his aggregation are heard today on hundreds of radio stations.

Great musical scope characterizes the Symphony of Melody. In a framework of elegance and finesse, each Roth arrangement is a gem of entertainment. Each selection is tailored in the Roth style for his recordings by orchestra and chorus.

Teen Agers Acclaim Cantor As Good Will Ambassador

The star of the Eddie Cantor Show proved himself a popular man when he attended a high school in Brooklyn recently to receive a plaque voted him by the students as their choice for the annual Franklin Delano Roosevelt memorial award.

It was at Midwood High School and 4,000 students go there. Teachers and policemen were virtually helpless when the young people began pouring into the auditorium to see and hear Cantor. The star was the only one who could quiet them, moreover. When the ceremony was finished, he was the only one who could persuade them to leave the auditorium so that other students, not accommodated in the first ceremony, could take their places.

The plaque was awarded to Eddie because the students considered him the person who has done most to further understanding among peoples of different colors, creeds and nationalities. Cantor related to them how the late President Roosevelt had asked him for help in getting donations for his infantile paralysis campaign, and how he had suggested to the President that the March of Dimes be organized.

Eddie also told the girls and boys of his childhood on New York's lower East Side where he was raised by his grandmother. "Nowhere else



Eddie Cantor

in the world," he said "could a young fellow from an East Side tenement get the opportunities I've had, but in America.

Cantor received other honors while in New York. The Jewish War

Lads And Lasses Confuse Chivalry

When Henry Aldrich and pal Homer recently debated versus girl friends Kathleen and Agnes, both sides advanced some striking arguments, on NBC's Aldrich Family (broadcast Thursdays 8:00 p. m.).

The subject was the comparative merits of the 19th and 20th centuries. The boys were pro-20th century, and the girls, con.

Said the girls: "Back in the 19th century two boys could have a wonderful evening, with dates, for 25 cents.

Whereas the boys pointed out that nowadays girls have equal rights. "And when two boys take two girls out for a dance, the girls no longer have to be embarrassed by having to allow the boys to do all the paying. The girls are now free to pay their own way. And if they want to, they don't need to be embarrassed if they pay the entire bill.

Veterans of the U. S., who were honoring Chief of Staff General Omar Bradley at a dinner, had an award for the NBC comedian for "cheering the hearts and lifting the spirits of American soldiers and their war-disabled comrades in time of national emergency and in time of peace". That was at least in part recognition of Cantor's undertaking of the Purple Heart circuit in hospitals, reminding entertainers that G. I.'s in hospitals must not be forgotten,

Ralph Edwards' Newest Show Stems From Old Parlor Game



LOOKING AT LIFE—Emcee Ralph Edwards believes everybody's life is interesting and collects facts and brings people from the past to surprise guests on *This Is Your Life*, heard over MeBS stations Tuesdays at 8:00 p. m.

From a well-known parlor game a very enjoyable and popular radio show was dreamed-up, and from a stunt on that program there emerged the idea for another successful air show.

Nine years ago Ralph Edwards was a busy commercial radio announcer, working in New York. Then he started on the road to nationwide fame when he and his wife, Barbara, got the idea of translating the old stand-by parlor game, Truth or Con-

sequences, into a radio show heard on NBC, Saturdays at 8:30 p. m.

One Saturday during the war, Edwards came up with a stunt on the Truth or Consequences show that had emotional and novelty appeal. The idea called for selection of an unsuspecting contestant from the studio audience and then reviewing that person's life for the nationwide radio audience. The husband of the chosen contestant was in on the stunt, to be certain that she would be in the audience. From behind stage at the proper dramatic moment in his narrative about the woman's life, Edwards introduced persons who had been important to her. The dramatic climax of the stunt occurred when her son, who was flown in from the war-torn Pacific theater of operations, appeared on the stage.

Reviewing the Past

From that stunt developed the idea that an entire series of programs could be built around the past of people from all walks of life. Early in 1948, Edwards brought audition records to New York, where his program idea was accepted. The show, *This Is Your Life* scheduled on NBC, Tuesdays at 8:00 p. m., has been on the air since Nov 8, 1948.

Each program takes many days of preparation. It requires telephone calls to all over the country — and sometimes overseas — to ferret out the little-known details of the past of the person whose life is to be reviewed. Then comes the job of arranging for transportation and hotel accommodations for the people who will appear on the program. Finally there are the long hours of weaving interesting threads of the past into the highly listenable type of script that is offered weekly on *This Is Your Life*.

Morgan Works --- And Plays --- Hard; Loves To Cook

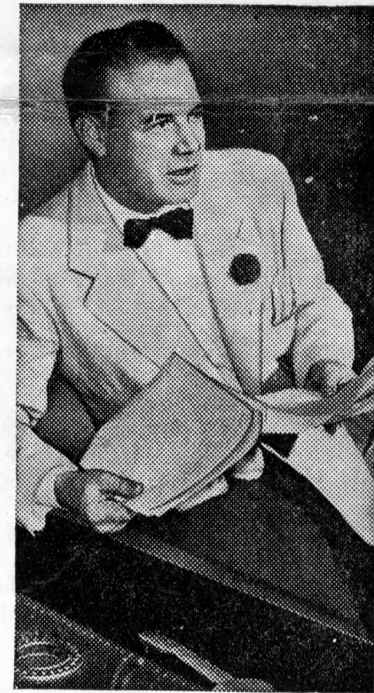


LAUGHING BOY—Henry Morgan, NBC's new comic, seems mighty happy in this caricature by Sam Ber-

Few entertainers work any harder in preparation for their shows than NBC's new comic, Henry Morgan, of the show bearing his name which is aired Sundays at 8:30. Studio people say it's easy to tell when Henry is busy, for when he's at work, there's always a grin on his face that makes him look like the crown prince of all pixies.

Henry has a half-hour radio show on Sundays, and a television comedy series every Monday, Wednesday and Friday evening — a schedule not designed for relaxation. For every 15-minute program on television, Morgan must rehearse at least two hours. In addition, the material must be assembled, fitted into a format, discussed and gone over thoroughly for flaws — even before it gets to the rehearsal stage.

Henry takes all this excitement in stride. No matter how hectic the rehearsal, he keeps up a steady stream of ad lib comments that has the studio people in constant laughter. And



BACK IN LATE SPOT — Horace Heidt, whose Original Youth Opportunity show is again heard Sundays at 10:30 p. m. The popular band maestro was scheduled at 7:00 o'clock until the new Dick Powell adventure series began.

when Patsy Kelly, who is on the program with him, gets into the act with her raucous humor, the fun is fast and furious. Henry's idea of relaxation after one show is to go over the material for the next program. He tries his jokes out on anyone who happens to be present. Matter of fact, Morgan likes to approach strangers and throw gags at them. If they laugh, the joke stays in the script.

Henry, on his own recent birthday anniversary, decided to prepare a special dinner for his mother. After a considerable time, during which Mother Morgan paced the dining room, she discovered Henry banging away with pots and pans in the kitchen. They stared blankly at each other for a few moments. Then Henry casually dropped everything, got his coat and his mother's, and both went elsewhere for dinner.

The April 26 issue of Look magazine has an article on Morgan's culinary adeptness and shows him tossing a neat salad.

SAVE \$ \$ \$ ON TONIGHT'S DINNER



COMPLETE MAY PROGRAM SCHEDULE FOR

SUNDAY

MORNING

- 8.00 ALL—NBC News
8.05 ALL—Voices Down the Wind
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—Catholic Hour
10.45 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—Silver Strings
WLBZ—News
12.15 WCSH—London Column
WLBZ—Christian Science Program
12.30 WCSH—Melodic Patterns
WRDO—Eternal Light
WLBZ—Here's to Veterans
12.45 WLBZ—Salon Music
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 WCSH—U. S. in World Affairs
WRDO—U. S. in World Affairs
WLBZ—U. S. in World Affairs
2.30 ALL—NBC University Theatre
3.30 ALL—One Man's Family
4.00 ALL—The Quiz Kids
4.30 ALL—Bob Trout
4.35 WCSH—Jane Pickens Show
4.35 WLBZ—Jane Pickens Show
5.00 ALL—Robert Merrill with Boston Pops
5.30 ALL—Harvest of Stars

EVENING

- 6.00 WCSH—News
WRDO—Catholic Hour
WLBZ—News
6.15 WCSH—Romance of Famous Gems
WLBZ—Guest Star
6.30 ALL—Dean Martin-Jerry Lewis
7.00 ALL—Richard Diamond Private Detective
7.30 ALL—Alice Faye and Phil Harris
8.00 ALL—Fred Allen Show
8.30 ALL—Henry Morgan Show
9.00 ALL—NBC Theater
9.30 WCSH—Am. Album of Familiar Music
WRDO—Am. Album of Familiar Music
WLBZ—Allen Roth Symphony
10.00 ALL—Take It or Leave It
10.30 ALL—Horace Heidt
11.00 ALL—Maine Network News
11.15 ALL—Clifton Utley and The News
11.30 WLBZ—Dave Garroway Show
WRDO—Sign Off
WCSH—Sign Off
12.00 WLBZ—News

MONDAY

MORNING

- 6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—Down East Fisherman's 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—Bar B-T Boys
7.30 WCSH—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Morning Devotions
WRDO—Fact & Fancy
WLBZ—Devotional Service
8.20 WCSH—Keyboard Tapestries
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—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—Sweetwood Serenaders
9.45 WLBZ—Clevelandaires
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—Dr. Paul
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Eddy Arnold Show
WLBZ—Music of Manhattan

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
WRDO—Spotlight on a Star
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Eddie Duchin Show
WLBZ—Margaret Matson
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Show Tune Time
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WLBZ—Melody Lane
WRDO—Sammy Kaye
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
WRDO—Daily Diary
WLBZ—Eddy Arnold
5.55 WRDO—Speaking of Sports

EVENING

- 6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—To Be Announced
WRDO—Tele-Friend
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Music of Manhattan
WRDO—Echoes from the Tropics
WLBZ—Maine Sports
7.45 WCSH—Here's To Veterans
WRDO—H. V. Kaltenborn
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—Music A La Carte
12.00 ALL—News

TUESDAY

MORNING

- 6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—Down East Fisherman's 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—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Morning Devotions
WRDO—Fact & Fancy
WLBZ—Chapel On the Hill
8.20 WCSH—Keyboard Tapestries
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—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—The Battle of Books
9.45 WLBZ—Clevelandaires
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—Dr. Paul
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Eddy Arnold Show
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
WRDO—Spotlight on a Star
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Fiber Facts
WLBZ—Hometowns
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Salon Concert
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—Sammy Kaye
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
WRDO—Daily Diary
WLBZ—Eddy Arnold
5.55 WRDO—Speaking of Sports

EVENING

- 6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—To Be Announced
WRDO—Tele-Friend
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Sippy Hollywood Theatre
WRDO—Dardanelle Trio
WLBZ—Down Harmony Lane
7.45 WRDO—Richard Harkness
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—Meadowbrook Club Orch.
12.00 ALL—News

WEDNESDAY

MORNING

- 6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—Down East Fisherman's 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—Bar B-T Boys
7.30 WCSH—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WRDO—Morning Roundup
WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Morning Devotions
WRDO—Fact & Fancy
WLBZ—Chapel On the Hill
8.20 WCSH—Keyboard Tapestries
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—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—Sweetwood Serenaders
9.45 WLBZ—Clevelandaires
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—Dr. Paul
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Eddy Arnold Show
WLBZ—Piano

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
WRDO—Spotlight on a Star
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Musical Interlude
WLBZ—Margaret Matson
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Here's Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Show Tune Time
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WRDO—Sammy Kaye
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—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
WRDO—Daily Diary
WLBZ—Eddy Arnold
5.55 WRDO—Speaking of Sports

EVENING

- 6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—To Be Announced
WRDO—Tele-Friend
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—News of the World
7.30 WCSH—Sippy Hollywood Theatre
WRDO—Dardanelle Trio
WLBZ—Down Harmony Lane
7.45 WRDO—Richard Harkness
WLBZ—Richard Harkness
8.00 ALL—Blondie
8.30 ALL—Great G
9.00 ALL—Duffy's
9.30 ALL—Mr. Dis
10.00 ALL—The Big
10.30 ALL—Curtain
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—Hotel
12.00 ALL—News

WEDNESDAY
MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—Down East Fisherman's 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—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
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—Morning Devotions
WRDO—Fact and Fancy
WLBZ—Chapel On the Hill
8.20 WCSH—Keyboard Tapestries
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—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—Sweetwood Serenaders
9.45 WLBZ—Clevelandaires
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—Dr. Paul
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Eddy Arnold Show
WLBZ—Norm Lambert

NOON
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—Inside Story
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Marine Story
WLBZ—Hometowners
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Concert Hall of the Air
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WLBZ—Wanda Upton
WRDO—Sammy Kaye
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
WRDO—Daily Diary
WLBZ—Eddy Arnold
5.55 WRDO—Speaking of Sports

EVENING
6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—To Be Announced
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 ALL—N. E. Round Table
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—Hotel Pierre Orch.
12.00 ALL—News

THURSDAY
MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—Down East Fisherman's 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—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
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—Morning Devotions
WRDO—Fact and Fancy
WLBZ—Chapel On the Hill
8.20 WCSH—Keyboard Tapestries
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—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—Sweetwood Serenaders
9.45 WLBZ—Clevelandaires
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—Dr. Paul
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Eddy Arnold Show
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—Inside Story
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
WRDO—Marine Story
WLBZ—Hometowners
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Concert Hall of the Air
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WLBZ—Wanda Upton
WRDO—Sammy Kaye
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
WRDO—Daily Diary
WLBZ—Eddy Arnold
5.55 WRDO—Speaking of Sports

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—To Be Announced
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 ALL—N. E. Round Table
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—Hotel Pierre Orch.
12.00 ALL—News

FRIDAY
MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—News
6.25 ALL—Down East Fisherman's News
WLBZ—News
6.30 ALL—Maine Farm Topics
7.00 WCSH—News
WRDO—U. P. News
WLBZ—Sacred Heart Program
7.05 WRDO—Radio Reveille
7.15 WCSH—Three-A Safety Man
WLBZ—Bar B-T Boys
7.30 WCSH—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
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—Morning Devotions
WRDO—Fact and Fancy
WLBZ—Devotional Service
8.20 WCSH—Keyboard Tapestries
8.30 WCSH—Here's Agnes Gibbs
WLBZ—Do You Remember?
WRDO—Thoughts for the Day
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—To Be Announced
WRDO—Going Places, Jean Murray
WLBZ—Lloyd Knight
9.45 WCSH—Sweetwood Serenaders
9.45 WLBZ—Clevelandaires
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—Dr. Paul
11.15 ALL—We Love and Learn
11.30 ALL—Jack Berch Show
11.45 WCSH—Lora Lawton
WRDO—Eddy Arnold Show
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
12.30 ALL—Marjorie Mills
12.45 WRDO—Spotlight on a Star
1.00 ALL—Maine Network News
1.15 WCSH—Maine News
1.15 WRDO—Tabernacle Bible Quiz
WLBZ—Margaret Matson
1.20 WCSH—Agnes Gibbs' Date Book
1.30 ALL—Tony and Juanita
1.45 WCSH—Tello-Test
WRDO—Jack Kilty
WLBZ—Matinee Revue
2.00 WCSH—Double Or Nothing
WLBZ—Double Or Nothing
WRDO—Show Tune Time
2.30 ALL—Today's Children
2.45 WCSH—Light of the World
WLBZ—Social Security Talk
WRDO—Sammy Kaye
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
WRDO—Daily Diary
WLBZ—Eddy Arnold
WLBZ—Organ Loft

EVENING

6.00 ALL—Maine Network News
6.15 ALL—Shell Journal
6.25 WCSH—Maine State News
WRDO—Program Prevues
WLBZ—Musical Interlude
6.30 WCSH—To Be Announced
WRDO—Music of Manhattan
WLBZ—Norm Lambert
6.45 WCSH—3-Star Extra
WRDO—U. P. News
WLBZ—ESSO Reporter
6.50 WRDO—Maine Radio News
WLBZ—Maine Radio News
7.00 ALL—Supper Club
7.15 ALL—New of the World
7.45 WCSH—All Good Things Begin
At Home
7.45 WRDO—H. V. Kaltenborn
WLBZ—H. V. Kaltenborn
8.00 WCSH—Band of America
WRDO—Longine Symphonette
WLBZ—Bangor Jr. C. of C. Forum
8.30 ALL—Jimmie Durante Show
9.00 ALL—Eddie Cantor
9.30 ALL—Red Skelton
10.00 ALL—Life of Riley
10.30 ALL—Sports Newsreel of the Air
10.45 ALL—Pro and Con
11.00 WCSH—Maine Network News
WRDO—World News
WLBZ—ESSO Reporter
11.15 ALL—News of World
11.30 WCSH—Swing Circle
WRDO—Reserved for Dancing
WLBZ—Pastels in Rhythm
12.00 ALL—News

SATURDAY
MORNING

6.00 ALL—News
6.05 ALL—Paul Gil
6.25 ALL—Down East Fisherman's 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—News
WRDO—U. P. News
WLBZ—ESSO Reporter
7.35 WCSH—Late Edition
7.35 WRDO—Radio Reveille
WLBZ—Program Highlights
7.45 WLBZ—Musical Clock
8.00 ALL—Maine Network News
8.15 WCSH—Morning Devotions
WRDO—Dick Liebert
WLBZ—Dick Liebert
8.20 WCSH—Keyboard Tapestries
8.30 WCSH—Maine Kitchens
WRDO—Thoughts for the Day
8.45 WCSH—News
WRDO—Errand of Mercy
WLBZ—4-H Clubs
9.00 WCSH—School Librarian
WLBZ—Mind Your Manners
WRDO—Mind Your Business
9.30 WCSH—Recess Time
WRDO—Coffee in Washington
WLBZ—Coffee in Washington
10.00 WCSH—Adventures of Archie Andrews
WRDO—Adventures of Archie Andrews
WLBZ—Archie Andrews
10.30 WCSH—Mary Lee Taylor Show
WRDO—Proudly We Hail
WLBZ—Mary Lee Taylor
10.30 WLBZ—Music Hall Varieties
11.00 ALL—To Be Announced
11.30 ALL—Smilin' Ed. McConnell

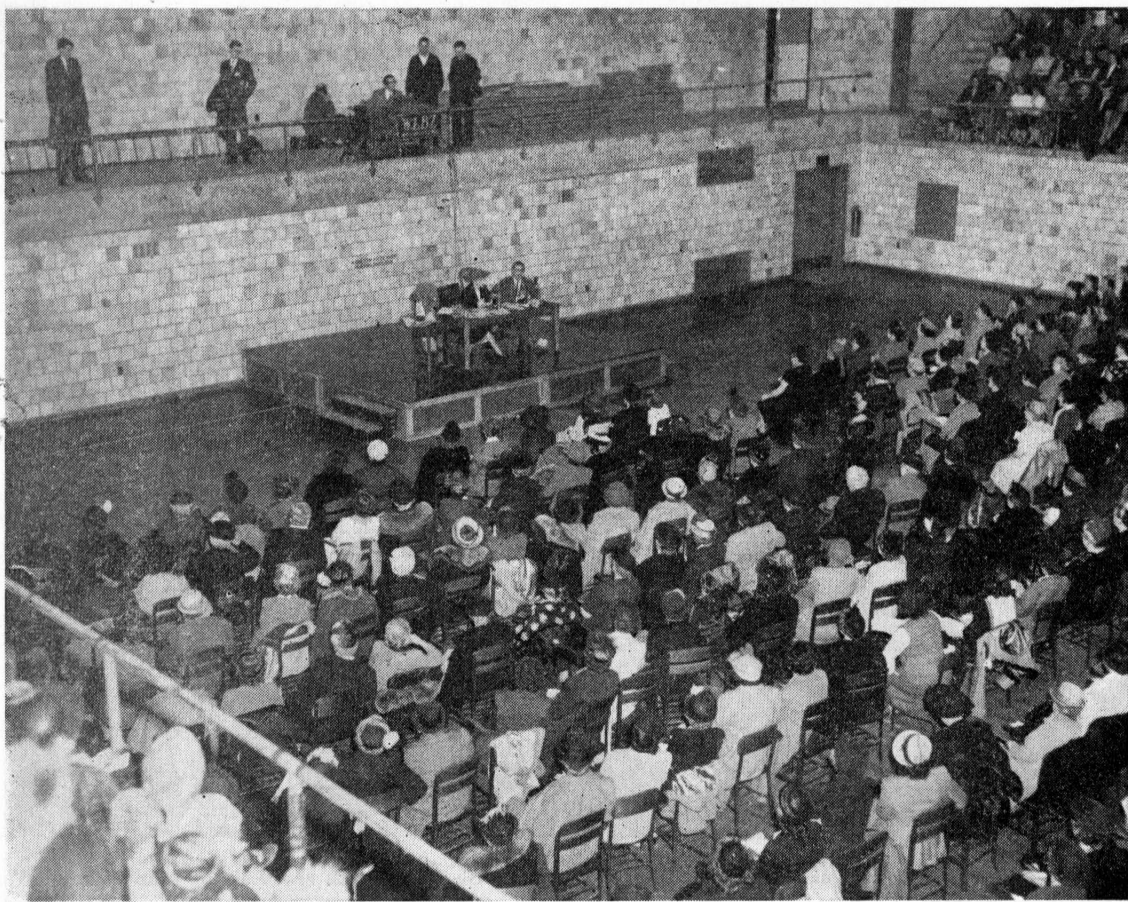
AFTERNOON

12.00 WCSH—Noontime News
WLBZ—Korn Kobbler
WRDO—Meet the Mike
12.15 WCSH—Dairy Chat
WLBZ—ESSO Reporter
12.20 WLBZ—Maine Radio News
12.30 WCSH—Visit With Uncle Hezzie
WLBZ—Uncle Hezzie
WRDO—Uncle Hezzie
1.00 ALL—Maine Network News
1.15 WCSH—4-H Club of the Air
WRDO—Adventures in Research
WLBZ—Pinto Pals
1.30 ALL—National Farm and Home Hour
2.00 WCSH—Musicana
WRDO—Jazz Jamboree
WLBZ—Musicana
2.30 WCSH—Edward Tomlinson
WRDO—Edward Tomlinson
WLBZ—Edward Tomlinson
2.45 WCSH—The Constant Invader
WRDO—The Constant Invader
WLBZ—The Constant Invader
3.00 ALL—Pioneers in Music
4.00 ALL—Your Health Today
4.15 WCSH—Hits
WLBZ—Hits
4.30 ALL—Adventures of Frank Merriwell
5.00 ALL—Lassie
5.15 WCSH—Wormwood Forest
WRDO—Vincent Lopez
WLBZ—Wormwood Forest
5.30 WCSH—Matinee At Meadowbrook
WRDO—1400 Club
WLBZ—Matinee at the Meadowbrook
5.55 WRDO—Speaking of Sports

EVENING

6.00 WCSH—Maine Network News
WRDO—Maine Network News
WLBZ—Eso Reporter
6.15 ALL—Sports Journal
6.25 WCSH—Maine State News
WRDO—Maine State News
WLBZ—Musical Interlude
6.30 ALL—NBC Symphony
7.30 WLBZ—Jumpin Jacks
WCSH—Vic Damone
7.45 WLBZ—Eddy Duchin Show
WRDO—Record Party
8.00 WCSH—Hobby Lobby
WRDO—Record Party
WLBZ—Stairway to Stardom
8.30 WCSH—Truth or Consequences
WLBZ—Truth or Consequences
WRDO—Guest Star
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

Marjorie Mills At Farm And Home Week



MARJORIE GOES TO COLLEGE—Marjorie Mills and Carl DeSuze visited University of Maine in early Spring to address thousands of women attending 42nd annual Farm and Home Week. Popular home economist and announcer are shown here in University gymnasium with part of large audience.

Periodically, Marjorie Mills, popular home economist of the New England Regional Network, and her program go on tour whenever worth while events occur elsewhere in New England than Boston. Such an occasion, annual Farm and Home Week at the University of Maine, early this Spring, attracted Marjorie and Carl De Suze, WBZ announcer assigned to her program.

A Maine native, Marjorie Mills always is glad of an excuse to come back to the state, and especially for an opportunity to address in person large groups of women who form her regular radio audience. On the day

of Farm and Home Week that she was in Orono, Miss Mills broadcast her regular NERN show from 12:30 to 1:00 p. m. from Maine's Memorial Gymnasium after previously, that morning, speaking to a large attending audience on Mixing Bowls and Mixing People. Altogether, some 2,200 persons heard Marjorie in the auditorium. Her appearance was sponsored by the Maine Home Economics Association.

The facilities of MeBS station WLBZ, Bangor, were used to feed Miss Mill's regular 12:30 broadcast to the New England Regional Network, with Engineer John Wibby in charge.

Music Director Is Honored For Youth Project

Gus Haenschen, genial conductor of NBC's Pet Milk orchestra, heard over WCSH Saturdays at 7:30 p. m., was honored recently for his work in developing and completing a project to combat juvenile delinquency.

Gus' project, and it was his pet project for a long time, was the building and equipping of a Quonset Hut for recreation and hobbies for children of all ages. The Quonset, which has been named the "Kraft Shop" is fitted out with complete tool kits of all types, leather kits, metal working kits, photography equipment and even a small machine with various power tools installed. Although it started out as a local civic project sponsored by Gus, it has developed into a national venture, for hundreds of communities all over the country have written in for plans so they might build one for their own locality.

The shop was officially dedicated Feb. 7, in Norwalk, Connecticut. Lt. Governor William Carroll of Connecticut and Major General Frank A. Keating, Commanding General of the First Service Command, officiated. After the official ceremonies, Vic Damone and Kay Armen, NBC singing stars, Colonel Stoopnagle noted comedy star, and Frank Leahy, famed football coach of the University of Notre Dame, combined their talents to entertain the guests. Gus has received much praise for his venture, including letters from President Truman, Governor Dewey of New York, Governor Bowles of Connecticut and many influential industrialists. Gus is so proud of his achievement that he wants every community in the country to build one of these recreation spots for kids, for, as he says, "There won't be any delinquency then."

Jimmy Durante: Its a cold winter, Alan. Every morning when I wake up, I feel a chill run down my back and settle at the base of my spine.

Alan Young: Well, Jim, you see that was caused by the fact that you were in an elevated atmosphere and the early condensation of fog and mist due to thermal updraft causes a vaporization of the cumulus cloud formations bringing down a chilled precipitation. That's why you felt a chill run down your back and settle at the base of your spine.

Jimmy: How can I tell him my mattress sags in the middle and I got a leaky hot water bottle?

—NBC's Jimmy Durante Show.

Entertaining Eddie

Here's what NBC comedian Eddie Cantor has to say about his work: "I've enjoyed every minute of it. Show business is the common denominator because there's no equalizer like laughter. In a world top-heavy with tears, I've been in a business where I could watch people laugh. I am the one who has been entertained."

Eddie Cantor: What makes you say I don't pay you a good salary?
Harry Von Zell: Before I came with you I used to be a sporty dresser. I had fancy suits with patch pockets. Now I have patched suits and no pockets.

Eddie Cantor: Russian, I loaned you my car to collect clothing and you promised to bring it back piled up.

Bert (Russian) Gordon: I kept my promise.

Cantor: About the clothing?

Gordon: No, the car.

—NBC's Eddie Cantor Show.

Educators And UN Association Laud NBC's Public Service Policy

Singling out NBC for its outstanding record in the field of public service programming, the American Association for the United Nations presented its Oscar to the network at a recent annual conference on the U. N. in New York.

The honor came after a year of continuing experiment by NBC with novel and untried ways of education-by-radio.

The projects which have won high commendation from educators and listeners-at-large in recent months include:

Music and Literature

(1) NBC University of the Air, whose aim is to excite the listener to study. Pegged to "NBC University Theater" is a home-study course in Anglo-American literature; tethered to "Pioneers in Music" is one in music appreciation; two more (one in politics, one in economics) have "University of Chicago Round Table" as their core.

The growing list of schools that have joined the air university includes: Washington State College; University of Southern California; University of Louisville; University of Tulsa; University of Chicago; and Kansas State Teachers College.

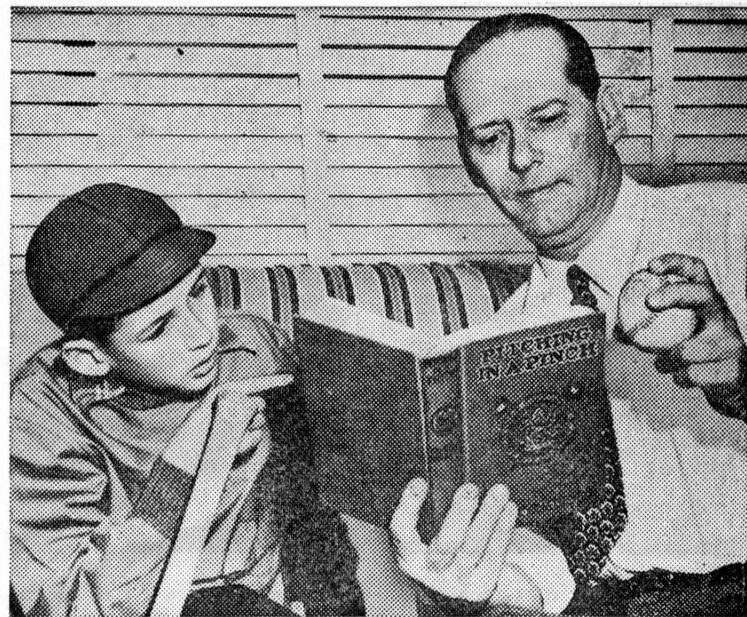
(2) "Living-1949", the only documentary-a-week series on current issues aired by any network. In over a year of continuous weekly broadcasting, this series has treated all manner of subjects from the condition of American humor to the Marshall Plan.

(3) Full-hour documentaries of which the first in the series was a study of the changing status of marriage in contemporary society, and the second a look at man's plundering of the planet.

Explaining the U. N.

(4) United Nations Week, co-sponsored with the A.A.U.N. — a

Quiz Kid Lonny Lunde Takes To Sand Lot For His Pastime



DIAMOND POINTS—Lonny Lunde, one of NBC's versatile Quiz Kids, gets some pitching pointers from his dad, Arvid Lunde, a former sem-pro player. Lonny, second baseman for his neighborhood team, may switch to the mound as a result of dad's teaching.

From sonatas to stolen bases, librettos to line drives, Beethoven to baseball. That's the kind of a diet that Lonny Lunde, energetic young mental marvel on NBC's Quiz Kids program, thrives on.

The 13-year-old lad is torn between two loves, baseball and music. A prolific song writer, Lonny has written many tunes, from blues to operas. His latest will be published soon. It's titled *My Wonderful Mother*, his own tribute for Mother's Day.

Lonny also is an ardent baseball fan, and one of his greatest ambitions is to become a major league player. He works out often with his father, Arvid Lunde, who was a well-known semi-pro player on the West Coast. As soon as the sandlot season starts, Lonny takes over the second sack for his neighborhood team in Chicago.

Like all true diamond fans, Lonny backs up all his arguments with statistics, and when he's not busy writing a tune or playing ball, he's studying past performance records, batting averages and pitching marks of the big league players.

And, like every rabid rooter, he gets involved frequently in arguments about various players, their ability or past and present records, and thanks to his intense study of statistics, he

usually come off pretty well in his arguments.

Lonny's love for baseball, however, leads him along that same old limb that so many other experts crawl out on each year — that is, the selection of the winners of each league. For 1949, Lonny took a fast look at his crystal ball and chose the Boston Braves and Cleveland Indians to retain their titles.

Here's how Lonny figures them out for the 1949 season:

AMERICAN	NATIONAL
CLEVELAND	BOSTON
BOSTON	BROOKLYN
NEW YORK	ST. LOUIS
DETROIT	CHICAGO
PHILADELPHIA	PITTSBURGH
ST. LOUIS	NEW YORK
WASHINGTON	PHILADELPHIA
CHICAGO	CINCINNATI

George Burns: Why do you always use tricks to get things? If you want a fur coat, just come right out and ask me for it. That's the way to get it.

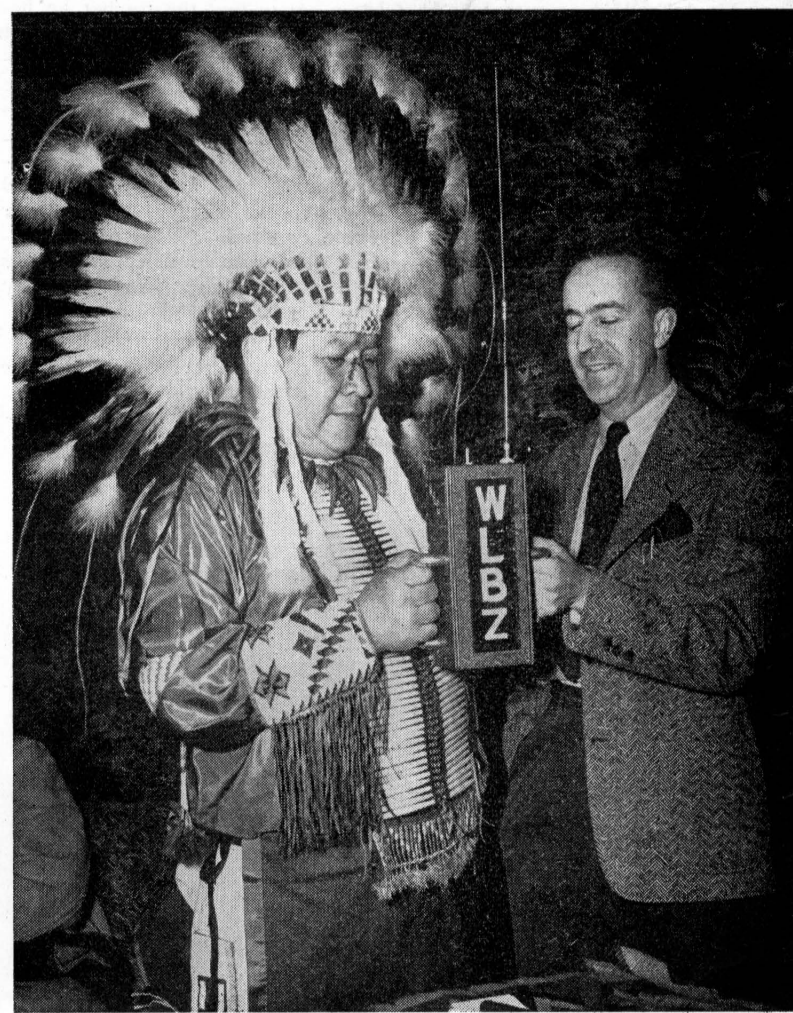
Gracie Allen: It is?

George: Sure.

Gracie: George, may I have a fur coat?

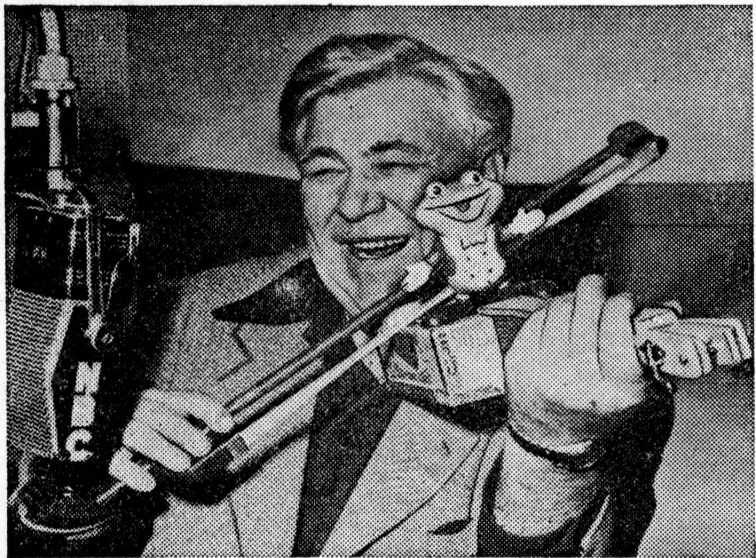
George: No.

—NBC's Burns and Allen Show.



HEAP BIG INTERVIEW—Chief Crazy Bull, an entertainer at the Bangor Sportsmen's Show, makes a song request through WLBZ's portable transmitter during Norman Lambert's Keyboard Melodies program. The broadcast was originated from the sportsmen's show last month. Program director, Irving Hunter wandered through the audience, relaying requests to Lambert on stage through the short wave transmitter.

Smilin' Ed McConnell Touched By Weekly Turnout Of Youngsters



STRINGING' ALONG — Smilin' Ed McConnell likes to get in the mood for his Saturday show for children over NBC and MeBS stations by playing a violin solo. His intentions are good, but Froggy, the Gremlin, makes it difficult by perching on the cigar-box fiddle.

Early every Saturday morning, rain or shine, there is always a group of excited children and parents outside of NBC's Hollywood studio waiting to get in to see a man who has been a radio favorite for many years — Smilin' Ed McConnell.

"Their turnout every week," says Smilin' Ed, "is the greatest tribute a performer can get. By the time I walk out on the stage for my show and see that audience filled with kids and growups alike, I want to shake everyone's hand and tell them all how proud they make me."

Smilin' Ed, who tips the scale at about 295 pounds, says his program heard at 11:30 a. m. hasn't changed very much since he started in radio, back in 1922. As he describes it, "We have a little skit, I sing a little, and finally some of my special friends drop in for a chat."

The special friends that Smilin' Ed refers to are odd characters that he has had around for years. They are:

Froggy, the gremlin; Midnight, the tabby cat; Squeaky, the mechanical mouse; and Old Grande, the talking piano.

Midnight was one of Ed's childhood pets which he carried over into his radio scripts, and Squeaky was a queer little field mouse that inhabited the McConnell barn and usually appeared at milking time.

One of Midnight's tricks inspired creation of Old Grande. The musical voice, says Smilin' Ed, was the outgrowth of Midnight's old sport of putting his paws on the piano keys and thumping out a tuneful similarity to a man's voice.

Smilin' Ed claims that the Gremlin, although adopted from the RAF's mythical family, stems from his long collection of pranks as a boy.

Most of the songs that the veteran performer sings are his own compositions, and the fiddle he plays was made, in part, from an old cigar box.

WLBZ Records First Salmon Pool Action

When the famed Bangor Salmon Pool, whose first catch traditionally is sent to the President of the United States, greeted the first fisherman of the season, the WLBZ roving microphone and tape recorder were present.

Announcer Irving Hunter and Engineer John Wibby rose by the dawn's early light to join the anglers at the Salmon Pool Clubhouse for a hearty New England breakfast. Then Hunter, armed with the portable microphone, stepped into a boat in company with Horace Bond of Bangor and conducted an "on the water" interview over a background of familiar casting reel whirring.

Back on shore again, Hunter returned to the clubhouse and wandered among the group assembled there to record their comments. The tape was re-recorded and later broadcast over WLBZ.

Six Maine Children Win QK Awards

Six Maine school children emerged with awards or honors from the Quiz Kids 1949 Best Teacher contest, recently concluded.

Leading the six was Robert Wilber of Rangeley who received a 17-jewel Longines-Wittnauer watch for his letter nominating the teacher he believed had been most helpful to him.

The other five, all of whom received certificates of honor, were: Sylvia Dean, 13, Lincolnville; Charlotte Emery, 13, 92 Essex Street, Bangor; Adrian Pray, 9, Bradford; Shirley Lester, 13, Long Island; and Dorothy A. Conley, 30 Winter Street, Portland. All six of the children also were awarded gold Quiz Kids pins, making them "honorary Quiz Kids".

Check your subscription to the Maine Broadcaster.

WLBZ Helps Welcome Caravan Of Hope



Bangor's welcome to Caravan of Hope, sponsored by United Jewish Appeal, was broadcast by MeBS station WLBZ, using wireless microphone shown.

Left to right in photo are: Announcer Irving Hunter; Major Yeraham Cohen, Jewish war hero; Capt. Tamar Hamburger of Palestine; Marcel Kirschner, representative of United Service for New Americans; James F. White, chairman, Bangor City Council; Elihu D. Stone of Boston; and Bangor City Manager Oliver D. Comstock.

Announcer's Job No Longer Simple

Time was when a radio announcer was required only to stand before a microphone and spiel out the "commercials". Today top-flight announcers, particularly those serving network programs, must be actors and sometimes comedians. Take Harry Von Zell, for instance.

Besides being one of the most capable announcers in radio, Harry has, within the past few years, developed into one of the best straight men in the business. He demonstrates this every Friday night when he steps to the microphone to take his place opposite goggle-eyed comedian Eddie Cantor. But Harry maintains that he is happiest as an announcer. He says, "I've no illusions about competing with Fred Allen, Bob Hope, or my boss, Eddie Cantor. I'd much rather be known as one of the best announcers in the business—and let it go at that."

Harry began his radio career more than 20 years ago as an announcer-performer on serious and dramatic programs. His was the world-shaking voice of many a senator and ambassador on the old March of Time show. He played on documentaries, and announced symphony broadcasts. His first opportunity as announcer-straight man came in 1935, when he was assigned to the Fred Allen show. One day at rehearsal one of the cast was absent, so Allen asked Harry to step in and read the comedy lines. Fred assumed that a professional replacement would be found by broadcast time. But Harry did so well that Allen kept him in the role, and from then on, he was given a few comedy lines on each show.

Harry joined Eddie Cantor's program in 1939. Eddie, who devotes much of his time to developing new talent, recognized Harry's flair for comedy, and he forthwith began building him up to his present position as featured performer as well as announcer.

Persistence!

Judy Canova: Paw, you're the laziest human I ever did see. You been fired from every job you ever had.

Paw: Well nobody can call me a quitter.

—NBC's Judy Canova Show.

Harry Von Zell: They have wonderful restaurants in San Francisco. I know, because I've eaten a lot around the bay area.

Eddie Cantor: And it's beginning to show around your bay area.

High Fare

Bob Hope (after dining out): I wouldn't say that restaurant was expensive, but it's the first place Fort Knox calls and says, "Send some more, boy, we're running out".

Bob Hope (Talking about energetic people): What they don't know is that all the time they're burning with energy, their pilot light is slowly going out.

—NBC's Bob Hope Show.

WLBZ Adds To News Staff

Joseph Eaton, WLBZ news director, announces the addition of three new correspondents. Mrs. Janet C. Cooperstein, Fort Fairfield, has been assigned to that area replacing James Cowan who has moved out of the state. William Oberg is the new correspondent for the Millinocket and vicinity area, while Mrs. Reginald H. Dority will cover Milo and environs.

Items supplied by these new correspondents will be used on WLBZ's Maine News Service broadcasts.



THE HECKLERS—Announcer Harry Von Zell (left) and star Eddie Cantor join forces to heckle hapless comedian Bert (Russian) Gordon during a sequence of NBC's Eddie Cantor Show. Through long association with Cantor and Von Zell on the Friday night program, Gordon has become adept at defending himself against their gags.



BONNY, BONNY, EASTER—Gay Blue Bonnets worn by pretty Audrey Sterlin, Pat Olsson and Pat Leslie are the hit of New York's Easter Day fashion parade at Radio City, the Plaza and in Central Park. Inspiration for this style leader in spring headwear comes from the familiar bonnet picture on a margarine package that most homemakers identify with flavor, nutrition and economy rather than fashion decrees.



GOOD NEIGHBOR—Rosemary Rice plays wistful Betty, the helpful girl-next-door in the NBC comedy of teensters, Archie Andrews, heard Saturdays at 10:00 a. m. over WCSH, WRDO and WLBZ. Often she is heard, also, on Cavalcade of America, Monday evenings at 8:00.

Drama Of Stage Marks 14th Year



BACKSTAGE WIFE—Claire Niesen portrays Mary Noble, wife of matinee idol Larry Noble on NBC's serial drama Backstage Wife, heard weekdays except Saturday on MeBS stations at 4:00 p. m. Program recently began its 15th year on air.

The ever-popular NBC daytime serial, Backstage Wife (Mondays to Fridays, 4:00 p. m.), added another year to its impressive record when it celebrated its 14th anniversary of continuous broadcasting recently.

The program, concerning the domestic life of a distinguished actor and his wife, was introduced over a local New York radio station Feb. 25, 1935. The show was favorably received, and on Mar. 30, 1936, it became a network feature.

The story of what it means to be the wife of a famous actor is related through events in the life of Mary Noble. An unsophisticated small-town Iowa girl, Mary met and married stage actor Larry Noble and became a backstage wife to a star who is the idol of thousands of women. The Nobles' quiet home life is often interrupted by situations beyond their control.

Heading for Trouble

In the current sequence, they unwittingly invite new trouble through their generosity to young George Taggart, whom they have taken in to their home. George, a defensive adolescent, has had an unhappy home life. His father, financier Edward Taggart, may back the next show in which Larry hopes to appear.

Claire Niesen, a native of Phoenix, Ariz., plays the starring role of Mary Noble. Claire deserted a dancing career for the theater, and has appeared in several Broadway shows. Since she first appeared on the air in 1938, Claire has done most of her acting in radio.

Larry Noble is portrayed by James Meighan, who has been acting since his eighth birthday. He made his professional debut with a stock company

and has appeared on the stage opposite such theatrical greats as Alice Brady, Helen Hayes and Ethel Barrymore.

Others in the cast include Ethel Wilson as Maude Marlowe, Charles S. Webster as Tom Bryson, Billy Redfield as George Taggart, Flora

Campbell as Madeline Taggart, Edward Stanley as Edward Taggart, Billy Lipton as Teddy Graves, and Susan Douglas as Jean Baker.

The Backstage Wife program was originated and is produced by Frank and Anne Hummert.

Don Ameche With Durante Show

Don Ameche, who recently joined the Jimmy Durante Show on NBC Friday nights, is one of radio's first matinee idols. Don, who is well known as an actor, singer and come-

dian, was born in Kenosha, Wis., in 1908. He attended Columbia College in Dubuque, Iowa and Marquette and Wisconsin Universities, taking part in campus dramatic shows. He began his radio career with NBC 15 years ago, in Chicago.

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Television Topics - - Video Views

Popular And Classical Music Featured On Harvest Of Stars



WELCOME HOME—NBC President Niles Trammell (right) welcomes tenor star James Melton (left) and orchestra conductor Frank Black as they arrive at Radio City, New York, for return of Harvest of Stars to network after a year's absence. Program started on NBC in 1945.

The second half of NBC's "full hour of fine music on Sunday afternoons" is filled with the musical offerings of the Harvest of Stars program at 5:30-6:00 p. m. This outstanding musical show immediately follows the famous RCA Victor Show (5:00-5:30 p. m.).

Harvest of Stars features tenor star James Melton and orchestra-chorus conductor Frank Black, with Glen Heisch as producer-director. A well-balanced assortment of popular and classical selections and a short, light dramatic sketch are presented on each "Harvest" program.

Baritone Robert Merrill is the solo star of the RCA Victor Show, with the internationally known Boston Pops orchestra directed by Arthur Fiedler. It is broadcast from Symphony Hall, Boston.

The first five Harvest of Stars programs in the NBC series were broadcast from the West Coast. Beginning with the May 8 broadcast, Harvest of Stars will return East to take up its regular stand in the NBC New York studios.

Melton's career began at college, when he aspired to be an opera singer. He attended University of Florida, Vanderbilt University and University of Georgia. That ambition remained with the tenor through the years as he sang in musical shows as a protegee of the late S. L. (Roxy) Rothafel, as he spent seven years in radio quartet work, as he made a cross-country concert tour

with George Gershwin, and as he played in Hollywood movies. He made his radio bow on NBC with Roxy's Gang in 1927.

In 1938, Melton realized his ambition and made his first appearance in opera, in Cincinnati. He became leading tenor with other opera companies, and in 1942 made his debut with the Metropolitan. In addition to his operatic roles, Melton now has a repertoire of more than 3,000 songs.

Conductor Frank Black combines many talents. He is a top-rated symphony and light music director, and composer, too.

Jesting With Judy

Judy Canova: What about that bloody nose, Pedro? Who gave you that?

Mel (Pedro) Blanc: Nobody, senorita, I had to fight for it.

Hans Conreid: My friend is an eminent psychiatrist. He has written a famous book on a woman's brain.

Judy Canova: Golly, how did he get it into a typewriter?

Hans Conreid: How are you this morning, Miss Canova?

Judy Canova: I feel like I look, Conreid: Oh, that's too bad.

NBC's Judy Canova Show.

Lucky Change

Singing Voice Of Screen Stars Gets Chance To Be Seen, Too, On TV



SUMMER-TIME AHEAD! Margot Powers, NBC Hollywood singer, demonstrates that fortunate Californians already are enjoying the luxuries of the warm season, not so far away for Maine residents now.

The movies' oversight was television's good fortune. Like many pretty girls the country over, singer Margot Powers succumbed to the blandishments of a screen contract. She was firmly convinced that if she worked hard she would eventually become a famous movie star.

In Hollywood, she learned a different story. Though the studios were indeed interested in her, she found, to her dismay, that it was her voice, not her personal charm, that had won most attention.

So Margot, accepting her fate with more than customary aplomb, decided that if it was her voice they favored, she would accept the dictum. She was put to work immediately as the singing voice of many famous movie stars not equipped with vocal talents as compelling as her own. Among the pictures in which she sang, but was not seen, were My Dream Is Yours and The Jolson Story.

But as it happens, the heart of the motion picture industry is only a short jump from NBC's famous West Coast studios at Sunset and Vine. Fortunately for both Margot and NBC, her good looks did not go unnoticed by NBC's television and radio scouts.

She was assigned to an NBC radio variety show, The Time, the Place and the Tune. Now she is seen regularly on NBC's Hollywood TV station KNBH, and may soon be seen on other NBC stations when kinescope recordings of her show make the rounds.

NBC Wins Top Award For Safety Program

The National Broadcasting Company recently was voted the 1948 Alfred P. Sloan award to a radio network for the best non-commercial program in the field of highway safety. Announcement of the award came from the Automotive Safety Foundation.

The board of judges rated Death on a Weekend, an NBC program featuring Jinx Falkenburg and Tex McCrary, as the top-ranking program in that category. The feature was aired from coast to coast in 1948 during the July 4th and Labor Day week-ends and on New Year's Eve.

Doctor: Now stick out your tongue and remove your hat.

Judy Canova: I'll try, but I don't think my tongue can reach that high.

NBC Television Scores First With Hospital Tragedy Pictures

Camel News Caravan scored its 14th "first" when motion pictures of the tragic hospital fire in Effingham, Ill. first were shown on the NBC television network the next evening after the catastrophe.

Presentation of the films was made possible by close cooperation of NBC personnel in St. Louis and Chicago, personnel of the Eastman Kodak Company in Chicago and law enforcement officers in that city.

A news cameraman, Roy Anderson, assigned by NBC, was flown from St. Louis by charter plane to the site of the fire, where he shot the pictures. He was then taken by the same plane to Chicago, where the film was rushed to the Eastman laboratories for processing. The films were still being processed when the program went on the air at 7:45 p. m.

Eight minutes after the program went on the air, the films arrived at the Civic Opera House, which houses

the NBC projection room. Less than two minutes later, they were installed in projectors used for putting film on the air.

As the film was being seen by the television audience, NBC reporter Jim Hurlbut told the story of the tragedy. The Chicago end of the operation was under direction of William Ray, director of news and special events for NBC Central Division.

Some indication of the speed used in getting the film on the air comes from the fact that the trip from the Chicago airport to the Eastman studios, which ordinarily takes one hour, was made in exactly 15 minutes; while the trip from Eastman to the NBC studios, ordinarily a 20-minute run, was made in just five minutes, all with the aid of municipal enforcement officers. An express elevator was waiting for the films, taking them to the studio in exactly 42 seconds — 42 long seconds, Hurlbut said.

Television Proves To Be Tattletale

As far as Kyle MacDonnell is concerned, nothing is sacred or personal when you are a television star. Kyle is the blonde beauty on NBC's Around the Town video show. One Monday morning recently, Kyle's physician telephoned her. "How are you, Kyle?" the doctor asked. "I feel fine," said Kyle, "How are you?" The doc said, "I'm fine, but you're not. I want to see you in my office this afternoon."

"But why should I waste an afternoon in your office when I'm not ill?" Kyle asked. Said the doctor, "You may not be ill, but you don't look well. I saw your program on television last night." "Oh, said Kyle, "That's just the camera and lights."

The doctor held fast. He said, "You just come in this afternoon and I'll decide whether it's the camera, lights or MacDonnell." Well, Kyle obeyed orders. She went to his office, had a complete examination, and spent the next five days in the hospital — resting. Nothing serious, but the doctor found she was physically run down.

Charles (Finnegan) Cantor: Y'know, Arch always was a great fighter. I remember when he was in school he could lick anybody in the fourth grade.

Eddie (The Waiter) Green: No wonder. At that time he was in the eighth grade.

NBC's Duffy's Tavern.

NBC's Television Audience Biggest, Rating Is Highest

NBC's television network has taken a significant lead over all other networks in programs, advertisers, stations and audience preference, according to a report recently released by Harry C. Kopf, administrative vice president in charge of sales.

The report noted that NBC offers advertisers television's biggest audiences with the top-rated program in virtually every major category — variety, drama, sports, news, forum, juvenile, art, feature film — including the highest-rated show of all, the "Texaco Star Theater." NBC also possesses nine of the top 15 sponsored programs, and the highest average rating, day and night. (All of these statistics are substantiated by both Hooper and Pulse for March).

There were 29 network advertisers on NBC, twice as many as on the second network, and more than all other networks combined. NBC advertisers, the report continued, use, on the average, double the number of stations — 14 compared to the 7 used on the network with the next largest number of sponsors. In addition, there are nearly three times more commercial hours on NBC.

NBC has 31 stations in operation in key cities across the nation. And NBC's production of kinescope film, facilitating the swift growth of a nationwide network, already exceeds in volume the annual production of film by major motion picture studios.



IN NEW TIME—Conductor Arthur Fiedler of Boston Pops Orchestra (left) and baritone Robert Merrill are the two artists responsible for high quality of NBC's RCA-Victor Show, heard now on Sundays from 5:00 to 5:30 p. m. on Maine's NBC stations.



HELPING HAND — Milton Berle's number one fan—his mother, Mrs. Sandra Berle—aids her son during his record-breaking 16-hour television marathon on NBC. Berle's "telethon" raised more than \$1,000,000 in pledges for Damon Runyon Memorial Cancer Fund.

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Lisa Kirk Remains True To Childhood Ambitions



WEATHER-WISE—When April showers come your way, "let it rain" says Lisa Kirk, silvery-toned songstress of NBC's Henry Morgan Show. Lisa believes in dressing for the weather.

When a high school girl concentrates on academic accomplishments and becomes editor of the school paper, honor student and captain of the debating team, as Lisa Kirk did, it would be long-distance guessing to predict that she would ever choose show business as a career.

That is, if you didn't know Lisa's father and mother and their ambitions for her. Lisa was encouraged in theatrical as well as educational ambitions by her parents from the time she was three year old, when she learned her first heel-and-toe tap routines.

At 15, Lisa was singing over a local radio station in Pittsburgh. A year later, while going to school, she sang with a local band.

Lisa headed for New York after graduation from high school and found a job with the Follies Bergeres. Understudy roles followed in quick

succession in various stage productions, including *Windy City*, *Good-night, Ladies* and *Are You With It?* In the meantime, she had her own radio program in New York.

In 1947 she appeared in the Rodgers and Hammerstein production of *Allegro*, and scored in a singing-acting role. More recently, Lisa signed for a prominent role in the Broadway musical, *Kiss Me, Kate*, in which she is currently appearing. When NBC put the Henry Morgan Show on the air on Sunday nights (8:30 p. m.), Lisa was given the role of featured singer.

A tall, lissome brunette, (five feet, seven inches) Lisa has a rich, throaty voice that really "sends a song." And when the charming chanter warbles her latest hit, *Always True to You in My Fashion*, on stage or on the air, there is general agreement that Miss Kirk chose the right career, after all.

Fibber And Molly Pass 15th Year In Hit Radio Career



'TIS FUNNY, McGEE! — Marian Jordan reverses her usual Molly McGee criticism as she chuckles at husband Jim's comment on a Fibber McGee and Molly script. Show started its 15th year last April 19.

Another happy birthday was celebrated by NBC's Fibber McGee and Molly when they began their 15th year on the air Tuesday, Apr. 19.

Originated in Chicago by stars Jim and Marian Jordan and writer Don Quinn, the show started in New York on April 16, 1935, since the trio thought that a Radio City opening would give the program prestige. However, the premiere created barely a ripple and the result was very discouraging. The names of Mr. and Mrs. McGee were totally strange, the characters surprisingly new and awkward, and the whole adventure was a daring one.

After a few shows in New York, the program was taken back to Chicago to be worked over. That the work was done successfully is fully attested by the steady rise of the show to its present position as one of the most popular programs in radio. The unusual success story of the pair was related in two installments in Saturday Evening Post issues of April 9 and 16.

Fibber McGee and Molly follow their own formula:

"First on our list of 'musts' is kindness. Beyond skirting such subjects as serious infirmities, races and religions, which simply is a matter of



FOR THE RECORD—Niles Trammell (right), NBC president, accepts an award to the network from American Association for the United Nations for an "outstanding record" in past year toward building a better-informed public opinion in support of UN. Award was made by Clark M. Eichelberger, AAUN director. (See story on page 5).

good taste and good judgment, we extend the taboo to any material which strives for laughs with nasty innuendo or acidulous comment. We can take and dish out insults, but if they are not intrinsically good natured, we don't want them.

"To us, comedy is merely a risible distortion of circumstances and attitudes. Mostly, of course, a distortion by exaggeration, which we think is the American type of humor. And as for construction, we simply take an ordinary humorous incident, dilly it up, broaden its scope, throw in a couple of nonsequiturs, hide the denouement behind a few inconsequential, indicate a glass crash, and pay it all off with a word twist."

McCrory Succeeds Hogan

(Continued from Page 1)

for the use of news directors all over the country. These were Tips for Small Station Newsrooms, and Getting Ready for Television.

He got his start in radio at WMAZ,

Macon, Georgia, in 1939, while he was still a journalism student at Mercer University at Malcom. He worked with radio news and public relations at WMAZ, and another Macon station, WBML, and free-lanced for several other southern stations before coming to WCSH in Portland.

Staff associates at WCSH presented Hogan a purse of money before his leave-taking.

Bill McCrory has had eight years in radio news work and announcing. A graduate of Drake University, Des Moines, Iowa, where he received an AB in Journalism, he is a member of Sigma Delta Chi, journalistic fraternity.

He served three years in the Army Signal Corps in the last war, two of them overseas in France with the 3188 Signal Service Battalion. While in France Bill helped to establish one of the first American Forces Network radio stations. He was discharged in Paris in 1946. He also worked as director of civilian personnel as a War Department employ at Strasbourg and Aix. He came to WCSH from station KSO, Des Moines.

Jerry Lewis The Perennial 'Child Star'



TEARS FOR TWO—It's anybody's guess whether Dean Martin (left) and Jerry Lewis (right) are crying because they have to drink their milk or because they are having their picture taken. In either case, their parents are sure the boys will be on their best behavior for their new NBC comedy show.

Dean Martin and Jerry Lewis, NBC's new comics, (Sundays, 6:30 p. m.) are often referred to as the most unpredictable comedy team in radio, but 22-year-old Jerry insists on being called a "child star."

"You see," Jerry explains, "I started in show business when I was 13, and to make sure that everybody knew what I did for a living, I had the words 'child star' sewn on my clothing—you know, as kids do when they go to camp and have their names on everything for identification.

"Well, I've had so much success since sewing on those labels, I consider them a good luck charm."

In his desire to hold on to his good luck charm of "child star," Jerry has these words—even today—sewn on all his 61 shirts, 72 pairs of socks, 52 ties and 84 sets of underwear.

Recently, while at Miami Beach, Jerry's dressing room was destroyed in a night club fire, and he lost all of his specially labeled apparel. The following morning, he bought new clothing, but would not wear any of it until his hotel had found two maids to sew the words "child star" on every article.

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