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THE MAINE BROADCASTER

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PUBLISHED AS AN AID TO BETTER RADIO LISTENING

Vol. II, No. 4

Portland, Maine, April, 1946

Price, Five Cents

Radio Parish Church To Observe 20th Anniversary

New Author



Ralph E. Gould of Madison, author of an article in a recent issue of the Saturday Evening Post and the book *The Yankee Storekeeper*, is interviewed by Irving Hunter at WLBZ.

TMB

NBC Repeats Wins In Billboard Poll

NBC stars and programs won even higher favor in Billboard magazine's recent radio editors' poll than in 1945. Of the 21 divisions of the poll, NBC accounted for 14. The annual poll, started by the New York World-Telegram and continued 12 years by that paper before being taken over by Billboard, is the oldest tabulation of its type.

Fred Allen in his 1945-46 comeback won the coveted Program We'd Hate to Miss classification. Bob Hope repeated his 1945 success as Favorite Comedian, and Bing Crosby as Favorite Male Singer. Perry Como took runner-up position to Bing.

Dinah Shore repeated as Favorite Feminine Singer. Bill Stern did likewise as Favorite Sports Announcer. A newcomer to the winners' circle was announcer Ken Delmar who was named Radio's Newest Star, as Senator Claghorn. H. V. Kaltenborn took first honors as Most Interesting News Commentator. Don Wilson came out on top in the Favorite Studio Announcer category, and John Charles Thomas won as Top Male Singer of the Classics.

NBC programs honored in the Billboard poll were Information Please as Favorite Quiz or Contest program; The Army Hour as Top War program, and Chesterfield Supper Club as Favorite 15-Minute program.

Johnson Wax was the winner in the Air's Top Commercial division with its Fibber McGee and Molly program.

Presidential Approval

George Burns and Gracie Allen had the thrill of their long career when they received a telegram from President Truman who had listened to their NBC program recently. The program that week was built around a letter which they thought was from President Truman—then the actual telegram arrived the following morning.

The telegram read:

"We all enjoyed the show immensely. There was more truth than poetry in many of the jokes. Mrs. Truman, Margaret and myself listened with a lot of pleasure. I'd like a copy of the script."

George and Gracie sent a note of thanks to the President along with a copy of the script.

Lowell Thomas Garners Award

Lowell Thomas, noted radio news reporter, has a new honor—The Alfred I. duPont Radio Foundation Commentator Award. It was presented to him at a dinner recently in the St. Regis Hotel in New York. Other winners were KDKA of Pittsburgh, Pa., NBC affiliate, and WNAX, Yankton, S. D., in the large and small station categories, respectively.

The awards carry cash prizes of \$1,000 each. The Commentator Award is given annually for "distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio, and the presentation of expert, informed and reliable interpretation of news and opinion through the medium of radio."

The station awards are granted for "outstanding meritorious public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves."

The presentations were made by the Committee of Awards representing the permanent foundation. The members are: Dr. Kathryn McHale, director of the American Association of University Women; M. H. Aylesworth, former president of NBC; Dr. Francis P. Gaines, president of Washington and Lee University and chairman of the Committee; the Rt. Rev. Henry S. Tucker, presiding bishop of the Episcopal Church, and Mrs. Alfred I. duPont. William Goodman is secretary of the Committee.

Thomas has been an NBC commentator for 16 years. Until his radio debut in 1930, he was known chiefly as a biographer, historian, lecturer and explorer. He is heard in Maine through WCSH in Portland, Monday through Friday at 6:45 p.m.



Roger Paul Jordan Photo

THE REV. HOWARD O. HOUGH

Notable Guests To Participate In Service April 7th

Representatives of the religious, educational, business and political life of Portland and Maine and of even broader fields will participate in the twentieth anniversary broadcast of the First Radio Parish Church of America, Sunday morning, April 7.

On that date, the First Radio Parish Church of America, the first of its kind ever established so far as considerable research has determined, will be 20 years old. It is still under the leadership and direction of its founder, the Rev. Howard O. Hough.

The anniversary observance will be conducted in the ballroom of The Eastland in Portland, and will be open to the general public. The broadcast, to be carried by WCSH and WRDO, will be extended to a full hour, from 10 to 11 a.m. The Rev. Mr. Hough will preach the anniversary sermon and music will be by the First Radio Parish choir, directed by Arthur F. Kendall. A feature of the service will be participation by the congregation in the singing of well known hymns.

Notable among the guests taking part in the service will be Dr. Kenneth C. M. Sills, president of Bowdoin College and honorary president of the First Radio Parish Church of America, who will preside; Governor Horace A. Hildreth, U. S. Senator Owen Brewster, Dr. Gay S. Vannab, president of the New England School of Theology, Boston; Dr. Daniel L. Marsh, president of Boston University; Dr. Harry Trust, president of Bangor Theological Seminary.

Especially well represented will be the radio industry with persons prominent in broadcasting nationally, in New England and in Maine.



BARBARA FULLER

Florence A. Paul, contributing editor of the York Weekly and York correspondent for the Maine Radio News Service, was interviewed March 19th on the Woman's Radio Journal program in Boston. On the program, which was carried by WCSH, WRDO and WLBZ, the well known Maine newspaperwoman, explained to listeners the problems confronting publishers of weekly newspapers and told several anecdotes of her career.

TMB

Fred Allen—noted NBC comedian—has been accepted as a member of the Old Orchard Beach, Maine Businessmen's Association, Inc. Allen—who spends his summers at the resort town—requested membership and sent his dues to the association recently.

USO Memorial

Jack Haley, star of NBC's Sealtest Village Store, recently organized a committee of entertainers for the purpose of erecting a memorial in Hollywood for 28 USO performers who lost their lives while entertaining servicemen. The committee represents film and radio personalities who contributed their services in an entertainment capacity during the war.

Barbara Fuller Subs In Major NBC Role

Blonde, attractive, Barbara Fuller is breathing easier these days, now that she is firmly established in the role of Claudia in NBC's "One Man's Family." (Sundays, 3:30 p.m.)

Her case represents something of a milestone in radio history, for she is the first person to be substituted in a major part on the Carlton E. Morse show.

"Frankly, I was a little bit scared when Mr. Morse offered me the chance to play Claudia," she admits. "It was a big order, and I knew that all the millions of 'Family' fans would be listening with critical ears for Claudia's return to the air. I guess I was all right, though, because the letters I have received have all been most kind."

Barbara still doesn't know whether it was coincidence or fate which brought her to Hollywood just at the time Morse was seeking a new Claudia. After a successful radio career in New York and Chicago, she headed for Hollywood last Fall, with a letter of introduction to the man who has been writing and producing "One Man's Family" since 1932.

"I was surprised when he gave me the chance to play Claudia, but my New York and Chicago friends weren't," she says. "They wrote and reminded me that they had told me years ago that my voice resembled Claudia's."

TMB

STAFF SLANTS

Although the March issue of *The Broadcaster* reported that dates had not been set for the weddings of Ellen Maddocks and Rowena Meisner of WLBZ, whose engagements were announced a month ago, the young ladies evidently decided upon nuptial dates soon afterward. In fact, by the time this issue reaches subscribers, both will be brides.

Miss Maddocks was married to Harold F. Brown at the Hampden Methodist Church March 20th and Miss Meisner became the bride of Richard G. Hinds at the Baptist Church in Dover-Foxcroft on the 24th.

Back In Civies, Radio Cowboys Air Daily Program Over WLBZ



WAR'S OVER, BACK TO THE AIR—Ray, Ann and Dusty of the Ray Little Cowboy Show look over lyric before air time.

Listeners in Eastern Maine partial to cowboy and hillbilly music welcomed the advent of Ray Little and His Radio Cowboy Show recently. Just a short while ago Ray, Dusty, Champ and Gene climbed out of uniform and back into civies, dusted off banjo, bass, guitar and fiddle, and hit the musical trail they'd left to enter the service months before.

Gene is a newcomer to the troupe, providing smooth ballads. Ray and his banjo, Champ and his fiddle, Dusty and the "doghouse" and Ann with her vocals, now provide weekly fare at 1:15, Monday through Saturday, over WLBZ. Between times they play road engagements throughout the section where their radio programs are heard.

THE MAINE BROADCASTER

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LINWOOD T. PITMAN, Editor

JOHN F. HOGAN, Assistant

Easter

By the REV. SAMUEL M. DONOVAN
St. Patrick's Parish, Portland

The best authorities tell us that Easter, derived from an old English word, was originally the name of the dawn-goddess whose festival was celebrated at the vernal equinox. As the frontiers of ancient paganism were set back further and further by the advance of Christianity, most of these pagan festivals disappeared altogether, or the festival itself disappeared, while the name remained to take on a new religious and therefore Christian signification. Such was the word Easter which from being used at first to designate the pagan festival of Spring, came to mean the great Christian festival commemorating the Resurrection of Christ and corresponding by coincidence to the Jewish Passover, the name of which it bears in most European languages—English being the notable exception.

It was, of course, a slow beginning. But with sure-footed onwardness Christianity came finally to replace the primeval darkness of spirit, the defeat of man's greatness as man which from out of the depths of time had enshrouded in gloom our strange human nature. It was a spirit in total contradiction to everything that had preceded it because it was the spirit of light and life, of hope and triumph and victory and finally of peace. It came from Him who is the Light of the World because of a singular marvelous event which thrilled and enthralled those who were its witnesses and who passed on the story of its happening to those who put it down in words that it might be known to the whole world.

True enough, when Paul first preached at Athens, his mention of Christ's resurrection provoked the jeers of his hearers. It is not a phenomenon with which we are unfamiliar. But it is also true that the skepticism of a couple of generations ago has in our own day been superseded by an entirely different attitude towards the once generally accepted conflict between science and religion. The marvels of science are everywhere about us and no man living can predict what marvels science may yet reveal. Were an ancient Roman to be told in his day that a man could hear the sound of his own voice coming through the ether from a source a thousand miles away, his immediate reaction would be: "Impossible!" Yet through what we call transcription we know it to be an accomplished fact. If we of today with all these marvels of science about us could envision the wonders that science will reveal even a hundred years from now, our attitude might not be entirely different from that of the ancient Roman.

The point is that modern science, advancing by leaps and bounds, is giving us a new outlook and concept of the mysterious. Men are less inclined today than they were even a generation ago to speak of the conflict between religion and science. Scientific thought in these days has, on the whole, become the ally of religion. It has destroyed the blind-alley mentality of: "Impossible!" It has drowned out the jeers of Paul's first audience. It senses, too, the need of something outside of and beyond nature to lighten and strengthen the heart of man in the hourly, daily conflict which is the normal lot of human existence. That something is faith, faith unashamed in God, the faith of the witnesses who had seen the Risen Christ among whom were more than five hundred brethren at once—the faith of Easter which is the fount of the light and joy and peace this weary world needs so badly, which it must have if freedom, justice and equality, the fruits of Christian living, are ever going to make it the world in which we want to live.

TMB

The National Association of Broadcasters says that more than eight out of every ten Americans think radio is doing either an excellent or at least a good job. A nationwide survey—taken by the National Opinion of Research Center of Denver University—shows that most listeners like radio programs just as they are. Criticism of commercials was limited to 29 per cent of the population.

TMB

Technicians who attended the sixth annual Broadcast Engineering Conference in Columbus, Ohio recently agreed that radio is on the verge of great developments. The technicians said that facsimile broadcasting, civilian walkie-talkies and electronic heating have reached a practical stage because of wartime research.



Army Signal Corps Photo

Governor Horace A. Hildreth and Lt. General Oscar A. Griswold, Commanding General of the First Service Command, as they appeared on a recent broadcast over WRDO and the Maine Broadcasting System. The occasion was an Army luncheon at the Augusta House, attended by officers from all the recruiting sections of the state, State Guard officers, mayors and guests.

General Griswold was Governor Hildreth's guest for the day. The general praised the 103d Maine Infantry in his remarks. He is a veteran of the Pacific war, having participated in the Solomon and Philippine campaigns.

Manager Jack Atwood of WRDO renewed acquaintances with the General before the broadcast having served with a Marine unit attached to General Griswold's 14th Corps during the Bougainville Campaign.

MAINE FARM TOPICS

By Jake Brofee

Agricultural Director—Maine Broadcasting System

Greetings farm friends! The spring season—about the busiest time of year for the farmer—is just around the bend. But this year as Maine farm operators prepare for planting, innumerable problems loom on the horizon which tend to knock the 'spring' out of spring-fever.

Better pastures will be needed by the dairyman as a result of the acute feed shortage. Higher crop goals

have been set by the Department of Agriculture to mitigate food shortages overseas. There is still a paucity of fertilizer and good seed. And, the labor shortage continues critical, although the Maine Extension Service has promised aid again this summer.



JAKE BROFEE

Although, springtime for the farmer this year doesn't seem too promising. Nonetheless, Maine farmers always have managed to bring their 'Yankee ingenuity' into play and survive every crisis. We've done it before—we'll do it again.

DDT To Control Fleas

Whether those blood-sucking pests are dog fleas, cat fleas, rat fleas or chicken fleas, DDT will get them. Entomologists of the U. S. Department of Agriculture suggest that about one tablespoon full of ten percent DDT powder, dusted in the hair along the dog's back will rid him of fleas. He may act more uncomfortable than ever for several hours. DDT works slowly but surely.

For general use in or about farm buildings, a two and one half percent suspension of DDT, made by mixing the DDT powder in water is recommended by the Entomologists.

Dairying

Recommending the breeding of as many cows as possible now so they will freshen in time for fall milk production is being considered by dairymen in the Eastern United States. This should be given some very careful attention.

During the war, milk prices have been such as to encourage spring production rather than fall production. This has been responsible, in part at least, for an increasing spread between the level of milk produced during the spring months and the fall months. Previous to the war, there has been a gradual tendency to even this production through a gradual increase in the level of

fall milk production. This seems to have been lost in the past two or three years. Already officials of the larger milk markets here in New England, of which many Maine farmers shipped their milk, are beginning to worry about their milk supplies for this coming fall. Considerable pressure is being exerted to open up the eastern milk market and allow western milk to come in. Most of our cities do not wish to do this, but will if they cannot get their supplies otherwise.

All dairymen here in the east should be fully aware of this situation. Breeding cows now will bring them in in December when most milk is needed. It is one way, Maine Dairymen can help meet this situation.

Fruit Industry

Care in choosing orchard sites depend upon superior apple varieties and improved cultural practices that fruit growers must consider to help them meet changed post war conditions. Many Maine orchardmen have already followed these points. Others will have to follow if they expect to be successful in the future.

Lower apple prices, higher cost of machinery and labor, a lack of skilled workers, and increased competition are factors that will effect Maine apple growers in the immediate future. The only way growers can meet these new conditions satisfactorily is by "putting to work those things they do not have to pay for." In this category, I place proper environment for apple growers and apple varieties best suited for Maine conditions. Closer knit growers organizations would also be helpful in promoting fruit growing here in our state.

A good apple tree is one that manufactures more starch and sugar than it utilizes for growth. Maine fruit growers during the last few years, have gone to the front in developing better trees and better orchards for our state. They now have an organization for orchardmen here in this state who are promoting the apple industry fast. In the future I can see better orchards in Maine.

Number One Enemy

Twice as many Americans—607,000—were killed by cancer between Pearl Harbor and VJ Day as were slain by Nazis and Japs. Tragic, you say? Read on!

Right now, cancer is killing 175,000 Americans a year—478 every day—20 every hour. Two thousand American children now living never will reach the age of 21.

Of course, it's tragic! The pity is that fully one-third of the victims need not have died—need not yet die if knowledge were available to them—knowledge which would have banished their fears and superstitions—knowledge which would send them in search of medical care when time still would permit their lives to be saved.

Something can be done about it for future sufferers. What we know today, what we pass on to others, may save a life. We can obtain full information on how to fight cancer through the Maine Cancer Society, Inc., with headquarters at 33 Court Street, Auburn. Organized in 1937, the society attacks the enemy through education, service and research. Annually the society distributes more than 100,000 pamphlets, showing the danger signals that may mean cancer, a listing of the five approved tumor clinics in Maine, which are operated primarily for the indigent patient, but to which any physician may refer any patient by making previous application with the hospital staff. The Maine Cancer Society assumes expenses for radium and x-ray treatments for indigent patients. More than 2,300 patients have received this aid, for which more than \$80,000,000 has been expended. No appeal has been denied.

In addition to its State Commander, the Maine Cancer Society has a full-time Field Worker, both of whom are prepared to discuss any cancer problem with any person at any time, be it a matter of information, treatment, transportation or terminal care. Financial aid may make nursing home care available.

April, with its Easter season of hope, is the month set aside by Act of Congress and Presidential proclamation as National Cancer Control month.

Maine's goal is \$68,000—covering administrative expenses, treatments, service expenditures and contributions to research. This goal can be reached easily if everyone gives according to his means.

TMB

Kaltenborn Returns From Latin America

Youth, it has been maintained, is a prerequisite to the rigorous job of news reporting. But it would be difficult to convince NBC's H. V. Kaltenborn of that.

Kaltenborn, now in his 68th year, has been an outstanding commentator for the past 25 years. He has recently returned from a news-gathering tour of South America, and Maine listeners are hearing him again every Monday, Wednesday and Friday at 7:45 p.m. on WCSH, WLBZ and WRDO.

Among the many awards he has received is a certificate for having been chosen the nation's most popular news commentator in Motion Picture Daily's 1945 "Fame" poll of radio editors throughout the country.

Before turning to radio, Kaltenborn was a reporter and editor. His radio career began Apr. 21, 1922.

Since 1932 he has covered the Republican and Democratic national conventions. In 1933 he covered the London Economic Conference, and in 1935 and 1937 was in Geneva to report on the League of Nations Conventions. He won a gold plaque for his account of the attack on Irun during the Spanish Civil War, and became the first radio newscaster to cover a war—a broadcast complete with sounds of artillery and machine gun fire.

In 1938 Kaltenborn attracted world-wide attention by his 19-day coverage of the Munich crisis. He won additional honors in 1940 by reporting the results of his personal interviews with Hitler, Mussolini and Chiang Kai-Shek. During World War II he broadcast from many of the Allied capitals.

Maine Man Gave Jack Haley His First Break

Bashful Ben Back From Navy Duty To Comic Role With Gildersleeve



Louise Erickson and Ben Alexander supply the romantic teen-age complications on the Great Gildersleeve program, heard every Sunday at 6:30 p.m. on Maine's three NBC stations.

Unaccustomed as he is to having pretty girls making love to him, Bashful Ben Waterford (Ben Alexander) becomes the most flustered soul that can be found. Especially when Marjorie (Louise Erickson) tries to woo him on NBC's broadcast, The Great Gildersleeve. But off mike, it's another story for the versatile Ben Alexander.

Ben, at the age of 34, can look back on a 30-year career. When he was four years old, Ben became an actor, starting at the old Lasky studio in a Hollywood picture with Fanny Ward called "Each Pearl A Tear."

As a juvenile actor, Ben appeared opposite many famous stars whom only the grown-ups of today would recall.

In 1934, Ben turned to radio. When he was asked what type of work he has done since he started in radio, his reply was amazing. "I've done just about everything—writing, announcing, producing daytime serials, emceeing, acting and narrating," he said.

During the war he was a Navy lieutenant, serving as a radar officer aboard a baby flat-top, the USS Steamer Bay. He boarded the ship when it was first commissioned, and

went through seven major engagements. During the two years he was in the Navy, none of his shipmates knew of his Hollywood successes.

Ben said, "I didn't want them to think I was one of the Hollywood glamor boys, so I never talked of that side of my life. Many of my friends are now calling me up or writing to me puzzled as to how I could be Bashful Ben Waterford on the Great Gildersleeve program."

Lovely little Louise Erickson, who plays Giddy's irrepressible niece, is a college student, who takes time out from her campus activities to appear on the Great Gildersleeve show every Sunday at 6:30 p.m.

The Great Gildersleeve himself is Harold Peary, and if you'll think way back to 1935 you may remember that he got his start playing Gildersleeve on the Fibber McGee and Molly Show.

The infectious Gildersleeve guffaw and the half-hour of fun that goes with it are always popular with Maine listeners. Maine's three NBC stations broadcast this comedy program, which originates in Hollywood.



Jack Haley shows Eve Arden the location of Bath, Maine on a map of New England—a city he will always remember.

News Broadcasts Are Preferred Among Nation's Rural Population

The importance of radio news to rural people was demonstrated recently in a survey made by the U. S. Department of Agriculture and the Federal Communications Commission. Farm people were asked what kind of programs they would miss most if they had to go without radio service.

The survey revealed that up to 85 per cent of the men in various sections of the country would miss the newscasts most if their radio wouldn't work. The same opinion was expressed by up to 78 per cent of the women.

Getting more to the point, 93 per cent of farm people "liked best"

the news broadcast when given a list of programs from which to make their selection. Eighty-seven per cent of the small town or rural non-farm people made the same choice.

The program preference study was further broken down to show percentages among men and women listeners in the North Central, Southern and Western regions. News programs were preferred by 87 per cent of the men in the North Central area; 86 per cent in the South and 87 per cent in the West. Percentages by which women preferred the newscasts were: 82 per cent in the North Central; 83 per cent in the South; 82 per cent in the West.

Bath Movie House Manager Credited By NBC Comedian

Jack Haley—star of the Sealtest Village Store program—will always have a warm spot in his heart for Maine and Maine people. Jack's pleasant connections with the Pine Tree State center specifically around the city of Bath and a Bath theater manager—George Sargent.

Oddly enough, this story of Jack Haley and the State of Maine begins in Buffalo, N. Y. A number of years back, Jack was a struggling, young comedian, waiting—like theater people always wait—for that lucky break which would place him in the 'big-time' brackets.

Jack's morale was at a low ebb. It was almost Christmas and he was jobless. Dreams of Broadway were about as dim as they ever could be. Then, George Sargent, who was managing a theater in Buffalo at the time, met Haley and things began looking up.

Mentioning that he had once played on the Keith vaudeville circuit in Bath, Haley soon convinced Sargent that he should be given a booking. This was the break that Haley needed, and he put everything into his act. When Haley began packing in the audiences, Sargent realized that Jack belonged on Broadway. He wired a Broadway booking agent, and as a result, Jack got a Broadway engagement which led him eventually to the Palace Theater and stardom.

Today, as Jack Haley looks back across the years, he thinks of his career as a success story in four chapters.

"The first began when I ran away from home," says Haley. "The second when I went on the stage, the third when a film studio placed me under contract, and the fourth when I joined NBC's Sealtest Village Store program."

At the age of 18, Jack was working as an apprentice electrician at the Boston Navy Yard at fifteen dollars a week, when he decided that Boston could get along without him very well. He ran away from home, setting out for New York to scratch a theatrical itch in his soul.

"New York terrified me in those days," recounts Haley, "so when a fellow who had heard me in a try-out, offered me a job as a song-plugger in Philadelphia, I packed my suitcase immediately."

Jack, after three months of "plugging," was talked into joining a vaudeville act as a light comedian. They opened in Hoboken and Haley got his first smell of grease paint. Thus started the second chapter of his career.

After George Sargent helped boost Haley onto Broadway, Jack's career progressed smoothly and rapidly. He scored in a succession of hit plays, including "Good News," and "Take A Chance."

Sandwiched between these hits, Haley made several films, and the third chapter of his career began unfolding. Today he is riding the crest of well-earned film popularity, under contract to two studios.

A year and a half ago Haley was offered the top male comedy spot as 'manager' of the Sealtest Village Store. Now he's an accepted radio star and hardly a week passes that he isn't invited to guest on other national programs.

Haley's success in radio is assured. With clever Eve Arden for support, Jack has hoisted his Sealtest Village Store program into the top-ten-bracket nationally. Surveys show that Maine listeners were among the first to acclaim the Sealtest Village Store as a top-flight radio show.

Jack Haley, Eve Arden and the whole Sealtest gang are on the air every Thursday at 9:30 p.m. Listeners encounter no dull moments when they seek entertainment on WCSH, WRDO and WLBZ at that hour.

The Abbott and Costello show goes in for extremes. Connie Haines, featured songstress who recently left the cast, is one of the shortest girl singers in radio. Amy Arnell, her successor, is one of the tallest.

Voice Of Firestone Presents Top Artists

The Voice of Firestone program will continue to bring to radio audiences the "voices" of the great of the musical world.

The voice program which began on December 3, 1928, has used the same program-plan during all these years. During the present season, Maine listeners have heard Metropolitan tenor Richard Crooks, and Gladys Swarthout, mezzo-soprano of the Met, as featured soloists.

The voice of the Firestone Symphony Orchestra, conducted by Howard Barlow, presents symphonic arrangements of songs, ranging from the very latest hits to favorites from the classics. Barlow came to the program in October, 1943, as the fourth regular conductor of the series. Preceding him were Hugo Mariani, who started the series with the late Vaughn de Leath as soloist. Following him, William Daly took the baton and his death in 1936 brought Alfred Wallenstein to the podium. Wallenstein left after seven years to become musical director of the Los Angeles Symphony Orchestra.

Richard Crooks has been heard on the program as featured soloist for fifteen consecutive years. During the years top names of the musical world have appeared on the program. Some of them are: Lily Pons, John Charles Thomas, Nelson Eddy, and Yehudi Menuhin.

The Voice of Firestone, heard in Maine through WCSH, WRDO and WLBZ each Monday at 8:30 p.m., is directed by Edwin Dunham and Hugh James announces.



INTERSCHOLASTIC BASKETBALL TOURNEY AIRED—Top left—Guilford-Bangor playoff at Memorial Gymnasium, U. of M. where WLBZ set up microphones. Left to right—Chief Engineer John Wibby (with earphones); John McKernan, sports editor of the Bangor Daily News; Walter Ulmer, play by play reporter, and, partly hidden by spectator young lady, Eddie Owen, commentator.

Top right—Jack Moran reporting play by play of State Championship game between Edward Little of Auburn, winner, and Bangor High, over MBS stations.

Below—Victors in State title game pose with plaque presented by Gov. Horace A. Hildreth. Front row—Coach Clyde Hatch, Capt. Dan Driscoll and Gov. Hildreth.



WLBZ APRIL NIGHT SCHEDULE

620 ON YOUR DIAL

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Young People's Choir
6:15	Digest of the Air (Shell Oil) Social Security	Dancing Party (Maine Central RR)	Digest of the Air (Shell Oil) Interlude	Echoes of the Tropics	Digest of the Air (Shell Oil) Interlude	Rhapsody in the Rockies	Eso Reporter Maine Radio News
6:30	Treasury Salute	Veterans Administration	Treasury Salute	Allen Roth Orchestra	Allen Roth Orchestra	Your State House Reporting	The Great Gildersleeve (Parkay)
6:45	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	
7:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Our Foreign Policy	Jack Benny (Lucky Strike)
7:15	News of the World (Alka Seltzer)	News of the World	News of the World (Alka Seltzer)	News of the World	News of the World (Alka Seltzer)		
7:30	Carolyn Gilbert	His Honor The Barber (Ballentine's Ale)	University of Maine Hour	Arthur Hale (Richfield Oil)	Carolyn Gilbert	Arthur Hale (Richfield Oil)	Fitch Bandwagon (Fitch Shampoo)
7:45	H. V. Kaltenborn		H. V. Kaltenborn	Along Maine Trails	H. V. Kaltenborn	New England Forum of the Air	
8:00	Calvacade of America (Du Pont)	Follies of 1946 (Philip Morris)	Mr. and Mrs. North (Woodbury Soap)	Burns and Allen (Maxwell House Coffee)	Nissen's Minstrels (Nissen Baking Co.)	Life of Riley (Teel)	Charlie McCarthy Show (Chase & Sanborn Coffee)
8:30	Voice of Firestone (Firestone Rubber)	A Date with Judy (Tums)	Hildegard (Raleighs)	Dinah Shore (Birdseye Foods)	Duffy's Tavern (Minit Rub-Vitalis)	Truth Or Consequences (Duz)	Fred Allen Show (Tenderleaf Tea)
9:00	Telephone Hour (Bell Telephone System)	Amos 'n' Andy (Rinso)	Eddie Cantor (Trushay-Sal Hepatica)	Kraft Music Hall (Kraft Cheese)	People Are Funny (Raleighs)	National Barn Dance (Alka Seltzer)	Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder)
9:30	Information Please (Socony-Vacuum)	Fibber McGee and Molly (Johnson's Wax)	Mr. District Attorney (Vitalis-Ipana)	Jack Haley Show (Sealtest Ice Cream)	Waltz Time (Phillips Milk of Magnesia)	Can You Top This? (Palmolive Shave Cream)	American Album of Familiar Music (Bayer Aspirin)
10:00	Contented Program (Carnation Milk)	Bob Hope (Pepsodent)	Kay Kyser's College of Musical Knowledge (Colgate-Palmolive)	Abbott and Costello (Camels)	Mystery Theater (Molle Shave Cream)	Judy Canova Show (Colgate-Palmolive)	Hour of Charm (General Electric)
10:30	Dr. I. Q. (Mars Candy)	Red Skelton (Raleigh Tobacco)		Rudy Vallee (Proctor & Gamble)	The Name Speaks State OPA	Grand Ole Opry (Prince Albert)	Meet Me At Parky's (Old Golds)
11:00	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News
11:15	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Clifton Utley	Story Behind the Headlines
11:30	Copacabana Orchestra	400 Club	Plaza Hotel Orchestra	Story of Music	World's Great Novels	Terrace Room Orch.	The Pacific Story
12:00	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News

MORNING AND AFTERNOON SCHEDULE

6:15 A.M.—Maine Today	Daily except Sun.	12:00 Noon—Korn Kobblers—Bangor Baking Co.	Daily except Sun.
6:25 A.M.—YANKEE NEWS	Daily except Sun.	Today's Concert	Sunday
6:30 A.M.—Maine Farm Topics	Daily except Sun.	12:15 P.M.—ESSO REPORTER—Eso Marketers	Daily except Sun.
7:00 A.M.—Maine Central Almanac—MCRB	Daily except Sun.	12:20 P.M.—Maine Radio News	Daily except Sun.
7:15 A.M.—Sacred Heart Program	Mon. through Sat.	12:30 P.M.—Marjorie Mills	Mon. through Fri.
7:30 A.M.—ESSO REPORTER—Eso Marketers	Daily except Sun.	New England Dairymen	Saturday
7:40 A.M.—Program Highlights	Daily except Sun.	Musical Memoirs—Eastern Trust	Sunday
7:45 A.M.—Berwick Musical Clock—Berwick Cakes	Mon., Wed., Fri.	12:45 P.M.—Newport Playhouse	Sunday
Employment Service	Tues., Thurs.	1:00 P.M.—YANKEE NEWS	Daily
Hawaiian Serenaders	Saturday	1:15 P.M.—Ray Little's Radio Show	Daily except Sun.
8:00 A.M.—YANKEE NEWS	Daily except Sun.	America United	Sunday
Maine Council of Churches	Sunday	1:30 P.M.—Matinee Revue	Mon. through Fri.
8:05 A.M.—Organ Reveries	Sunday	The Veterans' Advisor	Saturday
8:15 A.M.—WORLD NEWS ROUNDUP	Daily except Sun.	The Music Room	Sunday
8:30 A.M.—Happy Kitchen	Mon. through Fri.	1:45 P.M.—MORGAN BEATTY	Mon. through Fri.
Organ Recital	Saturday	The American World	Saturday
Church School of the Air	Sunday	Christian Science Program	Sunday
8:45 A.M.—4-H Club News	Saturday	2:00 P.M.—The Guiding Light—Betty Crocker Soups	Mon. through Fri.
YANKEE NEWS	Sunday	Harvest of Stars—Int. Harvester	Sunday
9:00 A.M.—NINE O'CLOCK NEWS—National Biscuit	Mon. through Fri.	The Constant Invader	Saturday
Home Is What You Make It	Saturday	2:15 P.M.—Today's Children—Bisquick	Mon. through Fri.
Maine Council of Churches	Sunday	Your Host Is Buffalo	Saturday
9:15 A.M.—Chapel On The Hill	Mon. through Fri.	2:30 P.M.—A Woman in White—Wheaties	Mon. through Fri.
Story to Order	Sunday	John Charles Thomas—Westinghouse	Sunday
9:30 A.M.—Women's Radio Journal—First National	Mon. through Fri.	The Baxters	Saturday
Fashions in Melody	Saturday	2:45 P.M.—Hit Tunes	Thurs., Fri.
Words and Music	Sunday	Harry D. McNeil	Monday
9:45 A.M.—A Miss and a Male	Saturday	Maine Federation of Women's Clubs	Tuesday
Drama of Palestine	Sunday	Esther Sings	Wednesday
10:00 A.M.—ALAN SCOTT	Mon. through Fri.	3:00 P.M.—A Woman of America—Spic and Span	Mon. through Fri.
Eileen Barton Show	Saturday	Schaeffer Parade—Schaeffer Pens	Sunday
National Radio Pulpit	Sunday	Orchestras of the Nation	Saturday
10:15 A.M.—Margaret Matson—Freese's	Mon., Wed., Fri.	3:15 P.M.—Ma Perkins—Oxydol	Mon. through Fri.
Faith in Our Time	Tues., Thurs.	3:30 P.M.—Pepper Young's Family—Camay Soap	Mon. through Fri.
10:30 A.M.—Road of Life—Duz	Mon. through Fri.	One Man's Family—Royal Desserts	Sunday
Adventures of Archie Andrews	Saturday	3:45 P.M.—Right to Happiness—Ivory Soap	Mon. through Fri.
NBC String Trio	Sunday	4:00 P.M.—Backstage Wife—Dr. Lyons Toothpowder	Mon. through Fri.
10:45 A.M.—Joyce Jordan—Crisco-Dreft	Mon. through Fri.	Energine	Mon. through Fri.
11:00 A.M.—Fred Waring Show (A.M.I.—Tu. Th.)	Mon. through Fri.	Doctors at Home	Saturday
MATTHEW WARREN—NEWS	Saturday	National Hour	Sunday
ESSO REPORTER—Eso Marketers	Sunday	4:15 P.M.—Stella Dallas—Phillips Milk of Magnesia	Mon. through Fri.
11:05 A.M.—Columbia St. Baptist Church	Sunday	Danderine-Mulsified Shampoo	Mon. through Fri.
11:30 A.M.—Lone Pine Mountaineer—Rapaport Tire	Mon., Tues., Thurs., Fri.	4:30 P.M.—Lorenzo Jones—Bayer Aspirin	Mon. through Fri.
Newport Playhouse	Wednesday	First Piano Quartet	Saturday
Benjamin Moore Program	Saturday	The RCA-Victor Show	Sunday
11:45 A.M.—Melody Lane	Mon., Tues., Thurs.	4:45 P.M.—Young Widder Brown—Phillips Toothpaste	Mon. through Fri.
Doctors Courageous	Wednesday	5:00 P.M.—Shoppers' Variety Revue	Mon. through Fri.
One Man's Destiny—Atherton Furniture	Friday	Easy Money	Saturday
Red Cross Program	Sunday	General Motors Symphony of the Air	Sunday
		5:30 P.M.—Just Plain Bill—Anacin	Mon. through Fri.
		JOHN W. VANDERCOOK	Saturday
		5:45 P.M.—Front Page Farrel—Bisodol-Kolynos	Mon. through Fri.
		'In Pan Alley of the Air—Leaf Gum	Saturday

U. of M. Radio Guild Airs Weekly Show On WLBZ

First Radio Parish Church Is WCSH's Oldest Feature



RADIO PARISH CHOIR — Clifton Perry, tenor; Mrs. Hazel Higgins, soprano; Miss Catherine O'Connor, contralto; Harold C. Furlong, bass. At the console Arthur F. Kendall, organist and director.

Twenty years is a long time in radio in Maine!

The First Radio Parish Church of America is the oldest feature on the WCSH schedule. It will reach its twentieth anniversary at Easter this month.

It had its origin in experiences in broadcasting a regular church service over WCSH in the early days of radio in Maine. Through the cooperation of the late Henry P. Rines, a pioneer in Maine radio and the founder of Station WCSH, broadcast facilities and an office were provided. This non-sectarian church of the air was incorporated in 1926 under the laws of the State of Maine and has been in constant service since.

The First Radio Parish Church of America has a board of directors of representative business and professional men and women. Frank E. Walker is president; Archibald Main and Peter Anderson are vice presidents; Frederick B. Nelson, treasurer; Sadie P. Norcross, secretary; Executive committee consists of the officers and Joseph H. Edward, George F. Kelley, Jr., William E. Wing, Rev. Howard O. Hough. Other directors are Neal W. Allen, Fred D. Gordon, Walter E. Harmon, William H. Hinman, Daniel W. Hoegg, Albert E. Libby, Philip MacDonald, Henry F. Merrill, David E. Moulton, William S. Newell, William S. Nutter, William H. Rines, Dr. Kenneth C. M. Sills, (honorary president), and Virginia Wentworth.

The pastor and founder, the Rev. Howard O. Hough, occupies not only a "radio pulpit," but also gives his entire time to personal pastoral duties arising from contacts made over the air. The Radio Church brings the teaching and inspiration of the simple gospel to people where they are—many being unable to attend a church of their choice. It cooperates with established churches and works in every way possible to serve them.

Last year Mr. Hough conducted 285 different services either by radio or directly in person. These included Sunday Church services, weekday morning devotions, observance of special occasions, — Christmas, Easter, etc., addresses before outside meetings, funerals, weddings.

Visitation of the sick, both at home and in hospitals, is also a very important part of this work.

It has been estimated after careful study, that approximately 60 per cent of the people of Maine are out of touch with religious worship due to the lack of church and church school facilities; that about 75,000 children in Maine lack religious training due to lack of these facilities. What a challenge!

The First Radio Parish Church of America serves people irrespective of race, color or creed. It is not "just another church" in the usual sense. It extends beyond the boundaries ordinarily reached by churches. Hundreds of letters on all kinds of human problems are received. Scores of personal interviews are held. All involve some personal situation where religious counsel and advice are sought.

The broadcasts reach all the way from Cape Cod to Nova Scotia and

inland into Maine and New Hampshire, as indicated by addresses of correspondents—from farms, islands, forests, villages, cities, ships at sea,—many not served by any church.

This unique State of Maine and Northern New England service is supported entirely by voluntary contributions. The board of directors controls all funds which are carefully accounted for and disbursed by an outside treasurer, according to an approved budget.

The Sunday broadcasts include excellent music by a quartette of professional musicians, directed by Arthur F. Kendall, well known composer and pianist-organist.

As Mr. Hough says—"The people who 'attend' this church do so because they want to. Nobody need be bored. You can always turn it off."

Sunday Church services are broadcast over WCSH-WRDO at 10 a.m.

Morning Devotions are broadcast Fridays and Saturdays at 8:30 a.m. over WCSH only.

—TMB—

During his student days in Cleveland, tenor soloist Donald Dame of NBC's American Album of Familiar Music, used to sneak into his favorite theater during the afternoon at a side door and wait in the men's lounge for several hours until the performance began, whereupon he would take his place among the standees.



University Radio Group Airs Weekly Show — Left to right, Angie Verenis, Jerry Hermanson, announcer, Lala Jones.

Portray Cinderella Characters



CINDERELLA CAST AT REHEARSAL—During the past winter season, the Children's Theater of Portland has presented half hour Saturday morning broadcasts over WCSH of well known children's stories, notably Rabbit Hill and Cinderella. Stories are adapted for broadcasting by Arlyn E. Barnard, also known as the Three A Safety Man, and presented by group of volunteers.

Here are principals in one of the Cinderella presentations: Front, Mary Lou Thomas, Connie Motherwell and Gay Tapley; back row, Ruth B. Smith, Arlyn E. Barnard, Joseph Pothier and Laura Nye Stockwell.

Meet Your Daytime Drama Friends



PRINCIPALS IN ROAD OF LIFE — heard over Maine Broadcasting System stations Monday through Friday at 10:30 a.m. Left, Marion Shockley as Carol Brent and Matt Crowley as Dr. James Brent; right, Doug Parkhurst as Bertram Furness and Charlotte Manson as Dr. Carson McVickar.



Road of Life, serial drama heard over WCSH, WRDO and WLBZ daily, Monday through Friday, at 10:30 a.m., is based on the human angles of the medical profession.

The program, originated by Irna Phillips, began in the Fall of 1937, and at that time was considered a novelty because it delved into a new field of subject material. Miss Phillips believed that the listeners

would be interested in realistic portrayals of the careers of those who dedicate themselves to prolonging life. The popularity of Road of Life has borne out Miss Phillips' theory.

Now written by Howard Teichmann, the program remains basically the same. Action centers about the original hero, Dr. Jim Brent, whose career has developed logically from the first episodes describing

his internship at City Hospital, to his entry into private practice and his success as a surgeon.

"The ugliest and meanest boy in school," says Kay Kyser, jokingly, was the title the janitors at Rocky Mount, N. C. high school bestowed upon him—but the students voted him the wittiest, most loyal and most likely to succeed.

Students Write, Produce Sketches Of New England

"The University of Maine Radio Guild presents . . ." That introduction, heard over WLBZ on Wednesday evenings at 7:30, might be voiced by Pat Buchanan, Lee Davis or Jerry Hermanson, University announcers.

The weekly quarter hour show is written and produced by students under the supervision of J. H. Platt, instructor of Radio and Public Speaking. The series, as far as possible, has dramatized history and literature of New England, with an emphasis on Maine.

Students who have made up the casts include Marnel Abrams, Kay Bridges, Bob Browne, Jean Campbell, John Goff, Douglas Johnson, Lala Jones, Polly Marcous, Reggie Roderick, Angie Verenis, Robert Warren and Clifford Worthing. The only students who have had commercial radio experience are Pat Buchanan and Jean Campbell.

Two students have been responsible for monitoring and controlling the program from the University studio. Helen Gorden and Glendon Porter, both interested in electrical engineering, have been receiving practical experience in their parts of the productions. Jeanette Nadeau has handled the sound effects for most of the programs.

Since the programs are primarily student productions, credit should be given to Reggie Roderick, Jean Campbell and Phyllis Eldridge for their work as student directors. All of the participants, including writers Cynthia Tribou, Dick Pratt, Cecil Pavey and Gerry Small, have spent a great amount of time and preparation to make the programs successful.

Mr. Platt, the group supervisor, has previously directed educational programs at Bowling Green State University and at WSUI, Iowa City, Ia. He served as a staff announcer at WIZE, Springfield, Ohio and as a staff announcer and newscaster at WTOL, Toledo, Ohio.

Western Adventure Returns To WCSH

"Lone Journey," dramatic story of Montana ranch life, returns to WCSH on Monday, April 1, and will be heard thereafter five times a week, Monday through Friday at 10:00 a.m. Written by Sandra and Peter Michael, "Lone Journey" will star Staats Cotsworth and Charlotte Holland.

Miss Michael was the 1942 winner of the Peabody Award for excellence in radio drama.

"Lone Journey," which was heard on WCSH from 1940 to 1943 through NBC, is based upon the premise that every man fights alone in his search for happiness. All the characters in the drama are real people in the ranch country, and are friends of the writers. The story is founded on actual events in their lives at Spear-T Ranch and in the mining town of Lewiston, Montana.

This program replaces Robert St. John in the 10:00 a.m. weekday slot.

STAFF SLANTS

A new program assistant at WCSH is Margaret Smith of Portland. Margaret, who started in radio at WGAN, began her career in the war years in a job traditionally held by men, that of control operator. She is a member of the Portland Players and has appeared frequently in Gilbert and Sullivan productions in Portland. She is a graduate of Northeastern Business College.

The theme music for the Harvest of Stars program was composed by Bernard Hermann exclusively for the program and is as yet untitled.

Red Skelton has started his first movie since his return to civilian life. He will play the title role in The Show-Off. Marilyn Maxwell and Virginia O'Brien have been cast in the same picture.

WCSH APRIL NIGHT SCHEDULE

970 ON YOUR DIAL

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	News
6:15	Digest of the Air Maine State News (P & R Coal)	Sports Diary Maine State News (P & R Coal)	Digest of the Air Maine State News (P & R Coal)	Sports Diary Maine State News (P & R Coal)	Digest of the Air (Shell Oil) Maine State News (P & R Coal)	Sports Diary Maine State News (P & R Coal)	Lucille Lavin Songs (Wayside Furniture)
6:30	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Your State House Reporting	The Great Gildersleeve (Parkay)
6:45	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	New England Forum of the Air	
7:00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Our Foreign Policy	Jack Benny (Lucky Strike)
7:15	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)		
7:30	Maine Liners (B & M RR)	His Honor The Barber (Ballentine's Ale)	One Man's Destiny (Atherton Furniture)	Bob Burns Show (Lifebuoy Soap)	Maine Liners (B & M RR)	Your Radio Reporter Don't You Believe It	Fitch Band Wagon (Fitch Shampoo)
7:45	H. V. Kaltenborn (ABC Oil Burner)		H. V. Kaltenborn (ABC Oil Burner)		H. V. Kaltenborn (ABC Oil Burner)		
8:00	Cavalcade of America (Du Pont)	Follies of '46 (Phillip Morris)	Mr. and Mrs. North (Woodbury Soap)	Burns and Allen (Maxwell House Coffee)	Highways in Melody (Cities Service Co.)	Life of Riley (Teel)	Charlie McCarthy Show (Chase & S'b'n Coffee)
8:30	Voice of Firestone (Firestone Rubber)	A Date with Judy (Tums)	Hildegard (Raleighs)	Dinah Shore (Birdseye Foods)	Duffy's Tavern (Bristol-Myers)	Truth Or Consequences (Duz)	Fred Allen Show (Tenderleaf Tea)
9:00	The Telephone Hour (Bell Telephone System)	Amos 'n' Andy (Rinso)	Eddie Cantor Show (Trushay- Sal Hepatica)	Kraft Music Hall (Kraft Cheese)	People Are Funny (Raleighs)	National Barn Dance (Alka Seltzer)	Manhattan Merry-Go-Round (Dr. LyonsToothPowder)
9:30	Information Please (Socony Vacuum)	Fibber McGee and Molly (Johnson's Wax)	Mr. District Attorney (Vitalis-Ipana)	Jack Haley and Eve Arden (Sealtest Ice Cream)	Waltz Time (Phillips Milk of Magnesia)	Can You Top This? (Palmolive Shave Cream)	American Album of Familiar Music (Bayer Aspirin)
10:00	Contented Program (Carnation Milk)	Bob Hope (Pepsodent)	Kay Kyser's College of Musical Knowledge (Colgate-Palmolive)	Abbott and Costello (Camels)	Mystery Theater (Molle Shave Cream)	Judy Canova Show (Colgate-Palmolive)	Hour of Charm (General Electric)
10:30	Dr. I. Q. (Mars Candy)	Red Skelton's Scrap Book (Raleigh Tobacco)		Rudy Vallee (Proctor & Gamble)	Bill Stern—Sports Newsreel (PalmoliveShaveCream)	Grand Ole Opry (Prince Albert)	Meet Me at Parky's (Old Golds)
11:00	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News (Beverwyck Ale)	Yankee News	Yankee News
11:15	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Clifton Utley	Story Behind the Headlines
11:30	Swing Circle	Swing Circle	Swing Circle	Swing Circle	Swing Circle	Swing Circle	The Pacific Story
12:00	News	News	News	News	News	News	News

MORNING AND AFTERNOON SCHEDULE

5:30 A.M.—The Downhomers	Daily except Sun.	12:30 P.M.—Marjorie Mills	Mon. through Fri.
6:00 A.M.—NEWS	Daily except Sun.	Dairy Chat	Saturday
6:05 A.M.—The Downhomers	Daily except Sun.	Robert Merrill Show	Sunday
6:15 A.M.—Sunrise Salute	Daily except Sun.	12:45 P.M.—Homemakers' News	Saturday
6:25 A.M.—YANKEE NEWS	Daily except Sun.	1:00 P.M.—YANKEE NEWS	Mon. through Fri.
6:30 A.M.—Maine Farm Topics	Daily except Sun.	NEWS	Saturday
7:00 A.M.—NEWS	Daily except Sun.	1:15 P.M.—MAINE NEWS—Guardian Finance (Mon., Wed., Fri.)	
7:15 A.M.—Keyboard Tapestries	Mon. through Sat.	Woodfords Furniture (Tues., Thurs.)	Mon. through Sat.
7:30 A.M.—Breakfast Serenade	Mon. through Fri.	America United	Sunday
7:45 A.M.—3A Safety Man	Mon. through Fri.	1:30 P.M.—Musical Matinee	Mon., Tues., Thurs., Sat.
7:30 A.M.—Good Morning Show	Saturday	Let's Talk About Children—Rines Bros.	Wednesday
7:45 A.M.—Morning Melody Parade	Saturday	Next Door Neighbor—Rines Bros.	Friday
8:00 A.M.—YANKEE NEWS	Daily except Sun.	The Shadow—Blue Coal	Sunday
8:00 A.M.—NBC NEWS	Sunday	1:45 P.M.—Morgan Beatty—Burnham & Morrill (Tue., Thu., Fri.)	Mon. through Fri.
8:05 A.M.—Organ Reveries	Sunday	American World	Saturday
8:15 A.M.—WORLD NEWS ROUNDUP—Hood's Milk (T-T-S)	Daily except Sun.	2:00 P.M.—The Guiding Light—Betty Crocker Soups	Mon. through Fri.
8:30 A.M.—Highways of the Spirit	Mon., Tues., Wed.	The Name Speaks	Saturday
Sacred Heart Program	Thursday	Harvest of Stars—Int. Harvester	Sunday
Morning Devotions	Fri., Sat.	2:15 P.M.—Today's Children—Bisquick	Mon. through Fri.
Church School of the Air	Sunday	Your Host Is Buffalo	Saturday
8:45 A.M.—NEWS	Daily except Sun.	2:25 P.M.—Betty Crocker	Mon. through Fri.
YANKEE NEWS	Sunday	2:30 P.M.—Woman in White—Wheaties	Mon. through Fri.
9:00 A.M.—The Peabodys	Mon. through Fri.	The Baxters	Saturday
Keep Posted	Saturday	John Charles Thomas—Westinghouse	Sunday
Sunday Song Service	Sunday	2:45 P.M.—Masquerade—Softasilk Flour	Mon. through Fri.
9:15 A.M.—Nylon Time	Mon., Wed., Fri.	Nelson Olmsted	Saturday
Tello-test	Tues., Thurs.	3:00 P.M.—A Woman of America—Spic and Span	Mon. through Fri.
9:30 A.M.—Women's Radio Journal—First National	Mon. through Fri.	Orchestras of the Nation	Saturday
Recess Time—State Theatre	Saturday	World Parade—Shaeffer Pens	Sunday
Drama of Palestine	Sunday	3:15 P.M.—Ma Perkins—Oxydol	Mon. through Fri.
9:45 A.M.—D & H Miners—D. & H. Coal	Sunday	3:30 P.M.—Pepper Young's Family—Camay Soap	Mon. through Fri.
10:00 A.M.—Lone Journey	Mon. through Fri.	One Man's Family—Royal Desserts	Sunday
Eileen Barton Show	Saturday	3:45 P.M.—A Right to Happiness—Ivory Soap	Mon. through Fri.
First Radio Parish Church	Sunday	4:00 P.M.—Backstage Wife—Dr. Lyons Toothpowder	
10:15 A.M.—Lora Lawton—Bab-O	Mon. through Fri.	Energine	Mon. through Fri.
10:30 A.M.—Road of Life—Duz	Mon. through Fri.	Doctors at Home	Saturday
The School Librarian	Saturday	National Hour	Sunday
NEWS	Sunday	4:15 P.M.—Stella Dallas—Phillips Milk of Magnesia	
10:45 A.M.—Joyce Jordan—Crisco-Dreft.	Mon. through Fri.	Danderine-Mulsified Shampoo	Mon. through Fri.
Children's Theatre	Saturday	4:30 P.M.—Lorenzo Jones—Bayer Aspirin	Mon. through Fri.
Organ Interlude	Sunday	Wake Up, America	Saturday
10:50 A.M.—State Street Congregational Church	Sunday	RCA Victor Show—Radio Corp.	Sunday
11:00 A.M.—Fred Waring Show—(A.M.I., Tu. and Th.)	Mon. through Fri.	4:45 P.M.—Young Widder Brown—Phillips Toothpaste	Mon. through Fri.
Teentimers Show	Saturday	5:00 P.M.—When A Girl Marries—Calumet Baking Powder	
11:30 A.M.—Barry Cameron—Sweetheart Soap	Mon. through Fri.	Baker's Chocolate	Mon. through Fri.
Smilin' Ed McConnell—Buster Brown Shoes	Saturday	Wonderland of Music	Saturday
11:45 A.M.—David Harum—Bab-O	Mon. through Fri.	General Motors Symphony of the Air	Sunday
12:00 Noon—NEWS—Blue Ribbon Bread	Mon. through Sat.	5:15 P.M.—Portia Faces Life—Grapenuts-Swansdown	Mon. through Fri.
NEWS	Sunday	5:30 P.M.—Just Plain Bill—Anacin	Mon. through Fri.
12:15 P.M.—Luncheon Club	Mon. through Sat.	JOHN W. VANDERCOOK	Saturday
London Column	Sunday	5:45 P.M.—Front Page Farrell—Bisodol-Kolynos	Mon. through Fri.
		Tin Pan Alley—Leaf Gum	Saturday

Original Duffy's Tavern Established Back In 1795

Your Announcer Is



Hal Dyer, Chief Announcer at WCSH.

Since Hal Dyer started his announcing career at WCSH in July, 1941, his has become one of the most familiar radio voices in the State of Maine. His versatility and long service have raised him to the post of chief announcer.

Listeners have heard Hal handle just about every type of broadcast there is—news, interviews, musical programs and sportscasts. But the programs from which Hal himself gets the greatest kick are sports shows. Tuesday, Thursday and Saturday at 6:15 p.m. Hal presents his Sports Diary—an accurate, swift-moving account of happenings in the sports world. Sports audiences throughout the State heard his colorful account recently of activity at the Portland Exposition Building during the State Basketball Tournament.

Born in Bangor 27 years ago, Hal has spent most of his life in Auburn where he graduated from Edward Little High School in 1936. He attended Emerson College for a year and then accepted an announcing job at WCSH where he has been ever since.

He was married in September, 1942 and now has two children—both boys—Lawrence, age 2, and Lloyd, age 1 month. Hal is openly proud of his new son and has nicknamed him "Chuck"—which he thinks is an ideal name for a sportscaster's son.

Hal's hobbies are his family, sports and reading, but being a true family man, his family takes precedence over everything else.



DEAR DOCTOR! — Before becoming an actress, Jean Cagney, sister of movie actor James Cagney, studied medicine. Now she plays the role of Dr. Malvine Price in the NBC drama, Young Widder Brown. (WCSH, WRDO and WLBZ—Mondays through Fridays at 4:45 p.m.)

TMB

Bill Stern, ace NBC sports announcer, will be aboard when a USO unit flies to Japan in May. Others in the unit will be Linda Darnell, Susan Hayward, Jess Barker and a troupe of boy and girl dancers from Mike Todd Shows.

Mystery Theater Is Unique Thrill Show

Distinctive among radio crime shows, the Mystery Theater presents weekly dramatizations of the most celebrated detective, spy, crime and mystery stories of all literature.

Unlike many suspense programs whose scripts are air originals penned by contemporary writers, the Mystery Theater offers an air adaptation of a proven favorite, sometimes a full length novel, sometimes a short story. No standardized formula is followed. The script may be a psychological horror story, a campus murder, a drama of child delinquency or an out-and-out whodunit—the only prevailing requisite in all of them is that they be genuine, tested spine-tinglers.

Geoffrey Barnes, host and narrator of the series, sets the scene at the beginning of each program. An amateur criminologist himself, he has made a lifelong study of the criminal mind and has an enviable collection of crime fiction.

Barnes first became interested in crime detection when he began reading Edgar Allen Poe stories at a precociously early age. He also took a liking to the theater when a youngster, but an illness which partially paralyzed the muscles of his throat left him with an embarrassing speech impediment. Self-consciously he avoided other children and spent many solitary hours overcoming his vocal defect and reading avidly. In his early teens he was cured by Dr. Frank Miller, laryngologist.

The young actor got his first stock company role at 19 and never has been out of work since then. On the air, he has portrayed more than 400 characters of all types but is best known for his suave Continental roles and his criminal characterizations.

The study of the criminal mind is his hobby and a useful one in his understanding and presentation of the chilling mystery series. When Barnes sets the scene, he does so with a voice and manner guaranteed to reduce the listener's temperature at least ten degrees before he hears the first words of the drama.

The Mystery Theater, sponsored by Molle, is heard in Maine on WCSH, WRDO and WLBZ every Friday at 10:00 p.m.

Perfect Alibi

William Bendix, who is always getting into a jam on his program, The Life of Riley, helped an Atlanta, Georgia youth out of the worst jam he had ever been in. The boy had been indicted for robbery, but was acquitted when he proved that he had been home listening to The Life of Riley program at the time the alleged crime was committed.

The trial of the boy was held up so that a script and a recording of the program could be secured as evidence. The boy's story jibed word for word with the script, and he was exonerated.

Bendix, informed of the incident, revised his famed tagline, "What a revolvin' development this is" to "What a wonderful development this is," and sent the lad a congratulatory telegram.

Back in the days when George Burns and Gracie Allen were playing in vaudeville at New York's famed Palace Theater, they did a five-minute bit on a radio station to learn how they'd sound on the air. Auditioner's solemn verdict: "You'll never succeed in radio. Gracie's voice is much too 'squeaky'."



Geoffrey Barnes



Manager Archie (Ed Gardner) answers the phone on Duffy's Tavern program. (Program time: Fridays at 8:30 p.m. on Maine's three NBC stations)

'Oversight,' Says Archie, Who Thinks It 'Put Up Job'

When radio's "Duffy's Tavern" first went on the air, Ed "Archie" Gardner thought he had obtained the title exclusively from his friend, the late Bernard C. Duffy, proprietor of Duffy's Radio Tavern on West 44th Street, New York.

Just the other day, Gardner learned that the first Duffy's Tavern was established back in 1795. And even then, it seems, they were saying "Duffy ain't here," for this hostelry was run by two women, both Miss Duffys—Mary Ann, the manager, and Margaret, the housekeeper.

The inn was 15 miles west of Williamsport, Pa., on the stage coach route from Williamsport to Pittsburgh, and had little in common with the rowdy Duffy's of radio fame. The atmosphere was sedate, not to say prim, for the Misses Duffy tolerated no nonsense and prudently refused to serve more than one drink to any one guest.

Ed Gardner can't understand why the book in which this first Duffy's Tavern is described makes no reference to a 1795 Archie. It's a put-up job, he avers.

"It is my considered opinion," he says, "that this is an oversight of history due to the fact that the two Miss Duffys was too many. Undoubtedly, my ancestor took the first stage coach back to New York, along with Duffy, who couldn't stand it, neither."

Duffy's Tavern is one of the most carefully prepared comedy shows on the air. Eleven script writers and gag men are employed to turn out each program. Despite his rugged exterior, Ed Gardner is one of the greatest perfectionists in radio, and insists on using jokes that appeal to all classes of people with no slurs on any particular racial group.

Ed, master of the malaprop, began gathering material for the program some years ago while playing piano in a saloon. The salary was small, but the free lunch was liberal—until his mother caught up with him. He then had a brief career as a prize fight manager, then as a stenographer, paint salesman, and a venture in show business producing a stock company on a shoe-string. An agency man caught his act in a New York hotel, and the next thing, Gardner was an agency man too.

He produced such radio successes as the Ripley show, Burns and Allen and the Rudy Vallee show.

When he originated Duffy's Tavern, he couldn't find a suitable actor to play the part of Archie, the leading character. So he decided to play the role himself. From that day to this, Ed Gardner has been classed as one of the finest comedians on the air.

Maine listeners can hear Duffy's Tavern every Friday at 8:30 p.m. on either WCSH, Portland; WRDO, Augusta or WLBZ, Bangor.

Lucille Lavin Sings Over WCSH Score Of Years After Radio Debut

One of the most accomplished vocalists known to WCSH audiences in pioneer days is still one of its most welcome artists. Many a WCSH listener, hearing the program Lucille Lavin Sings on Sunday evenings at 6:15, recalls her young coloratura voice on the air a score of years ago when WCSH was a new station.

Lucille Lavin, now a young matron, has been singing for radio since her high school days. Before she tried radio she already had won local recognition as a soloist of promise through occasional week-long engagements with the Strand Symphonic Orchestra under Arthur F. Kendall at the Strand Theater in Portland. It was with Kendall that she made her radio debut, and later she sang with Dick Lewis and other bands over WCSH.

Not satisfied to rest on early laurels, Lucille Potter, as she was known before her marriage, continued her studies, begun under Susan G. Coffin in Portland, at the New England Conservatory of Music in Boston. Shortly after she returned home she was married to David J. Lavin, but the urge for further study was strong, and she went to New York where she tutored with Estelle Lieblich.

Followed a succession of radio engagements, which included a series with Sigmund Romberg over NBC, a series over CBS, and appearances



LUCILLE LAVIN

with Rudy Vallee, Paul Whiteman and others.

But marriage and family meant more than a career, and Lucille Lavin returned to Portland, where she has continued in radio intermittently over the years, and where she has kept up her interest in musical club work, frequently singing at Rossini concerts. She has two daughters, both vocalists and much interested in music.

Eileen Barton's Whim Drives Painter Nuts

Eileen Barton's garage man is rapidly going mad. It seems that Eileen is having her car painted—and having a lot of trouble deciding on the color. At first she thought red would be nice, but as the painter started mixing his material, she switched to blue, then green and yellow.

All this doesn't make the painter very happy, but the pay-off came when Eileen made her final choice—chartreuse. Where, says the poor, unhappy workman, can he get a couple of gallons of chartreuse paint—and a straight jacket?

Eileen is the teen-age singing star of the Eileen Barton show on NBC each Saturday at 10:00 a.m.

By all means, forget radio; stay in vaudeville." The stars of Maxwell House Coffee Time recently started their fifteenth broadcasting year.

Announcer Charles Lyon and commentator John W. Vandercok have been heard on the same program—News of the World—for five years but never met until a week or two ago. Lyon delivers his commercials from Chicago and Vandercok holds forth in New York.

Margaret Whiting, vocalist on Philip Morris Follies of 1946, has a collection of nearly 15,000 classical records. Her favorite composers are Delius, Ravel and Debussy.

Bill Stern, noted sportscaster, became author when his new book, My Favorite Sports Stories, hit the newsstands lately.

Perry Como of the Chesterfield Supper Club has beat the housing shortage by buying a home on Long Island—but now he can't find furniture to put in it.



BACK TO BENNY has come Dennis Day, Ireland's gift to the Jack Benny show. Dennis returned to the Benny program on St. Patrick's Day after almost two years in the Navy, during which time he and a troupe under his command entertained soldiers, sailors and marines from Guadalcanal to Iwo Jima.

WRDO APRIL NIGHT SCHEDULE

1400 ON YOUR DIAL

Table with 8 columns (Monday to Sunday) and 18 rows of program listings with times and titles.

MORNING AND AFTERNOON SCHEDULE

Table with 2 columns of program listings, listing times, program titles, and days of the week.