

# MAINE TV

# Radio

# SOUVENIR

## First Edition

Vol. 1 - No. 1

April, 1953

# NEWS and GUIDE

TV Comes To Maine

TV—Radio PROGRAMS

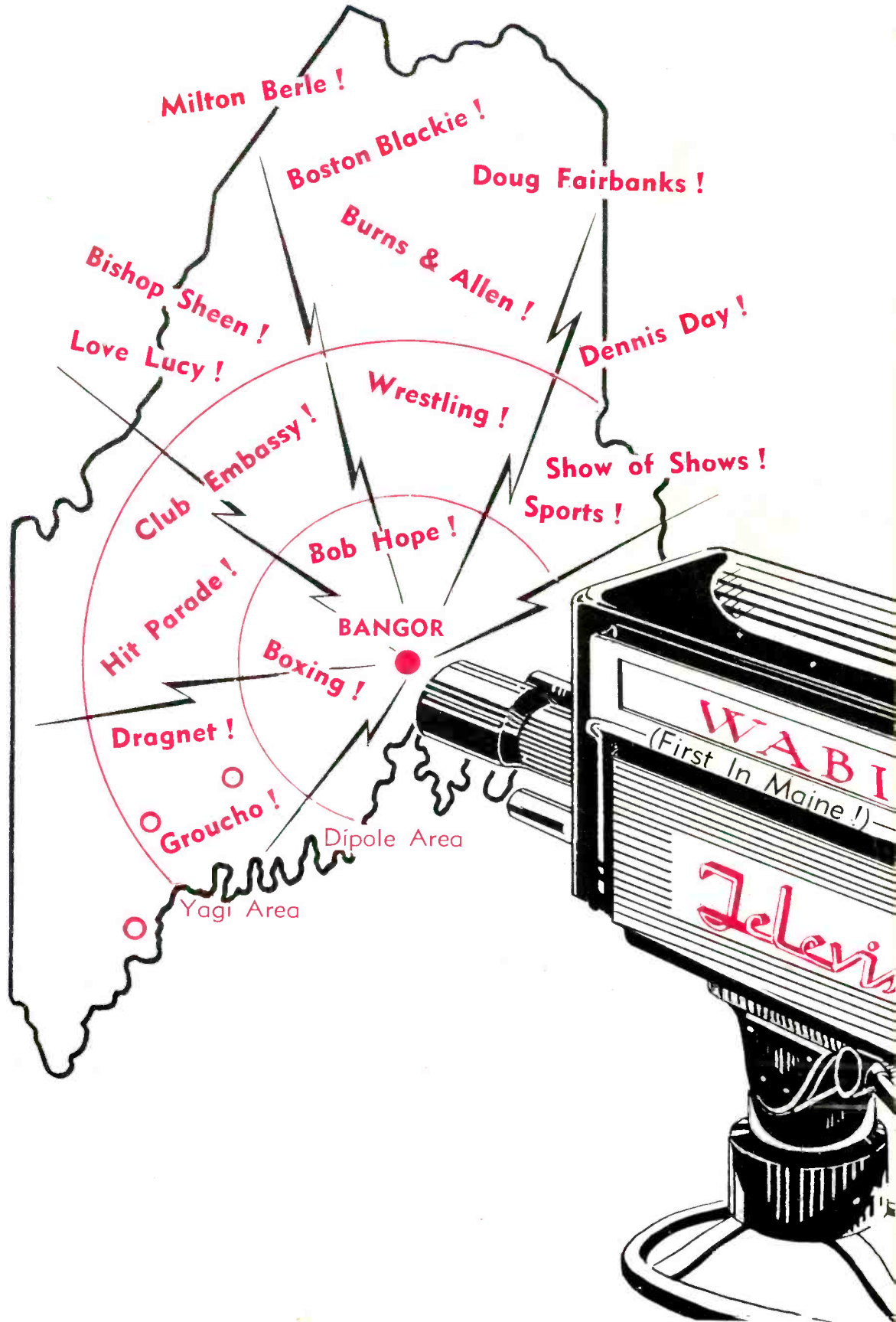
What's Ahead In Maine TV

Antennas!

Know

Your Set!

VHF-UHF



Milton Berle!

Boston Blackie!

Doug Fairbanks!

Burns & Allen!

Dennis Day!

Bishop Sheen!

Love Lucy!

Wrestling!

Show of Shows!

Sports!

Club Embassy!

Bob Hope!

BANGOR

Hit Parade!

Boxing!

Dragnet!

Groucho!

Dipole Area

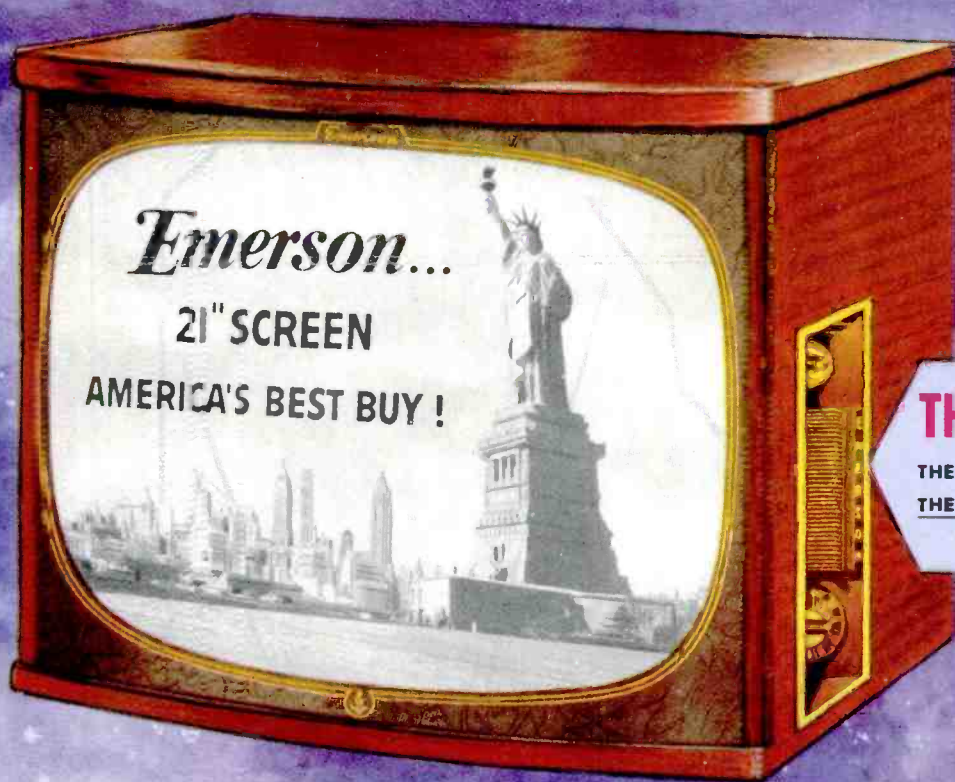
Yagi Area

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(First In Maine!)

Television

**NOW! GIANT 21" PICTURE IN THE SLIMMEST, TRIMMEST,  
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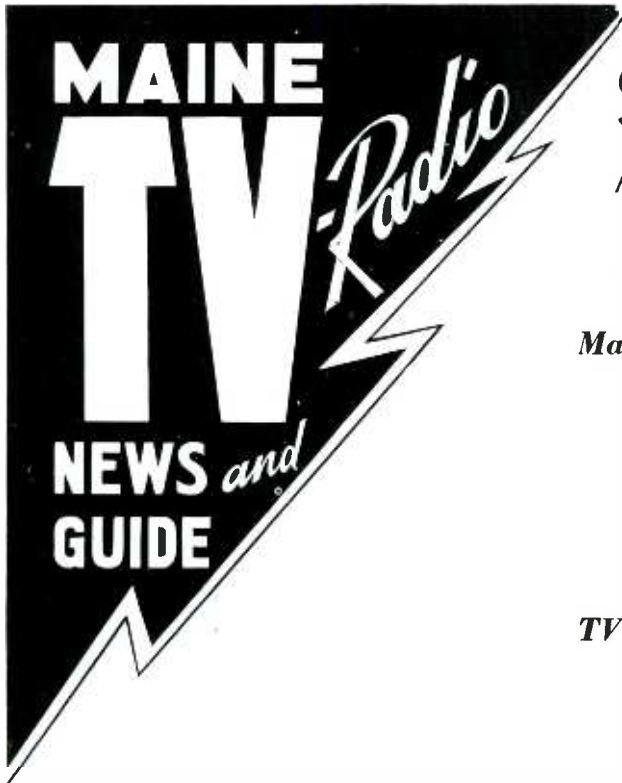


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Television brings you new worlds—brings them right into your living room. . . . and the cost is only a very few cents for a "TV" evening on the HYDRO'S low-cost electricity!

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# Souvenir First Edition

April 1953

Vol. I, No. 1

*The First and Only Illustrated Feature Magazine of News and Views of TV and Radio Personalities and Events in Maine.*

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**BANGOR, MAINE**

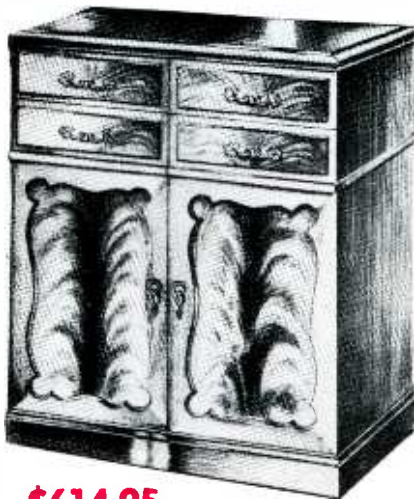


# Tele

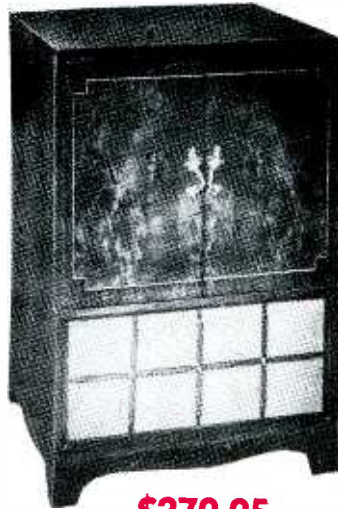
## THE BEST IN TELEVISION

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A direct-view, truly full-size picture, in an authentic American Chippendale-style decorator cabinet, with matched crotch panels, hand-rubbed to bring out the rich color of its fine-grained mahogany veneer.



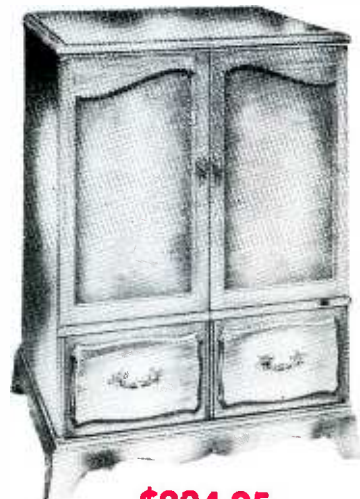
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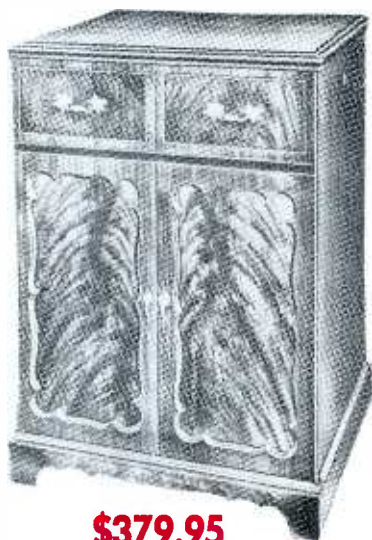
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**\$369.95**

21" Console Model KD13 with Removable Glass Front and New Non-Glare Features

This magnificent Traditional Early American console is notable for its rich mahogany veneers, and is hand-rubbed to bring out the utmost beauty of its fine grain and depth of color.



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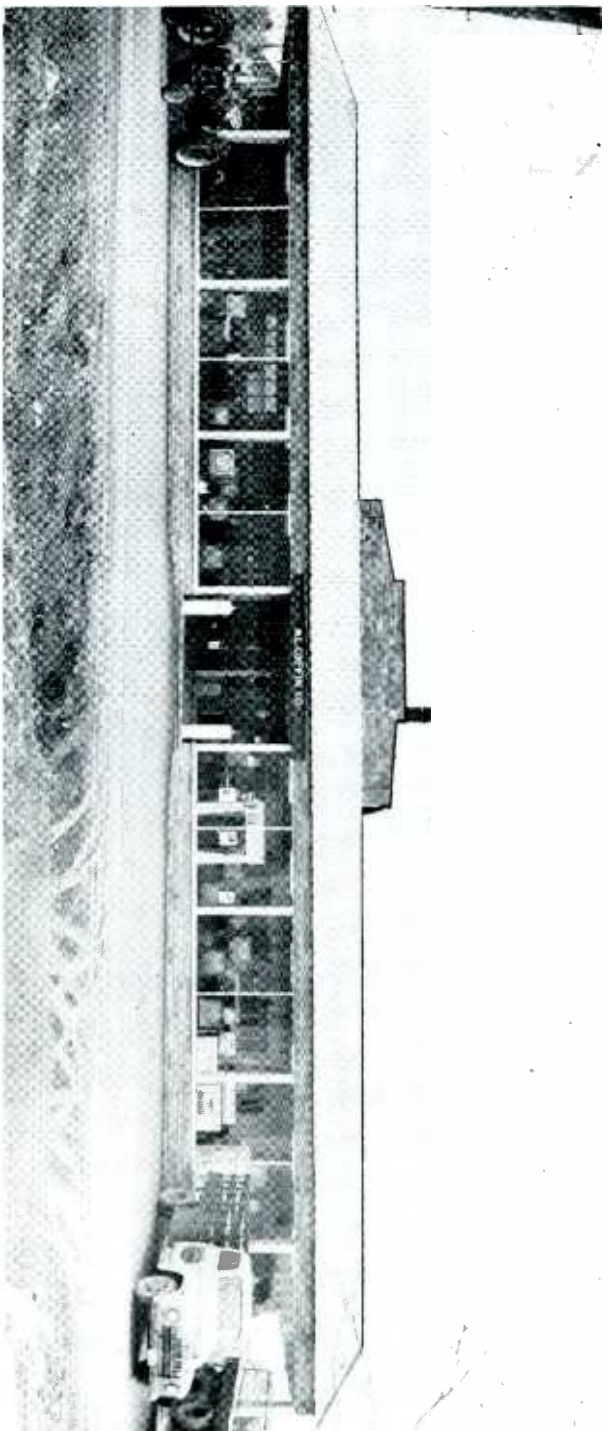
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Incomparable  
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Established 1933

DIAL 8289

You have a grand experience awaiting you. Only the vast resources and leadership of Capehart-Farnsworth could have developed the electronic marvel that is Capehart Television. Capehart television today is a tribute to the inventive genius of its Research Director, Philo T. Farnsworth, inventor of electronic television, and to a quarter-century of electronic leadership. Capehart-Farnsworth engineering perfection is an inspiration to the entire television industry. The Capehart instrument that you select for your home is timeless in the sheer artistry of its cabinets . . . the symphonic richness of its tone . . . the gem-like brilliance of its pictures . . . and its flawless performance. Each model is a masterpiece.

IS  
THE  
INVENTOR'S  
PRODUCT



*Modern TV Was Conceived  
In Mind Of 15-Year-Old Boy !*

# The Inside Story of Electronic Television

**B**EHIND a desk in a Fort Wayne, Indiana, manufacturing plant today there sits a slight, bespectacled man with a modest manner and a shy smile; a man who, although only in his early forties, is responsible for an idea which now promises to change the living habits of all of us.

The man is Philo T. Farnsworth, Vice President and Technical Director of the Capehart-Farnsworth Corporation, a subsidiary of the world-wide International Telephone and Telegraph Corporation, who, while a teen-age Utah farm lad, still a freshman in high school, first conceived the idea of an electronic system of television.

Today, largely as a result of this youth's pioneering research and development, the nebulous idea of television has grown into a business which shows promise of becoming one of the biggest and most dramatic industrial bonanzas in American history.

Present day television is the successful culmination of years of research and experimentation. To understand the significance of Farnsworth's accomplishment, let's examine briefly the history of the development which made it possible.

In the ancient empires of Assyria, Rome and Greece, men studied sight in order to see better or further. They learned something about how the human eye works, and though they never guessed the scientific meaning, they made the first discoveries of what we know as electricity.

Television puts their two fields of science together—optical science to capture a scene and reproduce it, and electricity to send it through space to your television set. The connecting links between these sciences are two curious materials, one which turns light into electricity, and the other which turns electricity into light.

Discovery of these materials' properties, known respectively as "photoelectric" materials and "phospor" materials, along with an increasing knowledge of electricity, set many in-

ventors to work on television systems during the latter half of the nineteenth century. "Television inventions" began appearing regularly in both America and Europe. *However, all failed on one fundamental fact.*

## Here's The Problem

To send just one picture electrically through space, it is necessary to divide it into thousands of separate dots or pieces and send them to a receiver that can put them together in the proper order and thus reproduce the original picture. To show motion, a series of thirty pictures must be sent each second. The inevitable problem of the early inventors was *how to control precisely the breaking up and putting together of thirty pictures per second.*

Various mechanical methods were tried in an effort to solve this problem. A few years after the end of World War I, mechanical television systems were produced and demonstrated in England as well as in the United States. These systems did televise pictures, but the pictures were crude and obviously did not begin to fulfill the answer to television dreams.

The solution, paradoxically, was found not by a prominent scientist in a modern research laboratory, but by schoolboy Farnsworth.

While still a freshman in high school, young Philo Farnsworth first evolved



**Philo T. Farnsworth at work in his laboratory.**

his scientific ideas for television. He had no first-hand knowledge of television experiments that had been made up to that time, or of the problems that were baffling the world's great scientists. Perhaps these very facts accounted partially for the success and originality of his ideas. For Farnsworth's system of television proposed to *pick up, transmit and reproduce pictures entirely by electronic means; with no moving parts.* And electronic television as invented by Farnsworth proved to be the answer to the problem that had stopped other inventors.

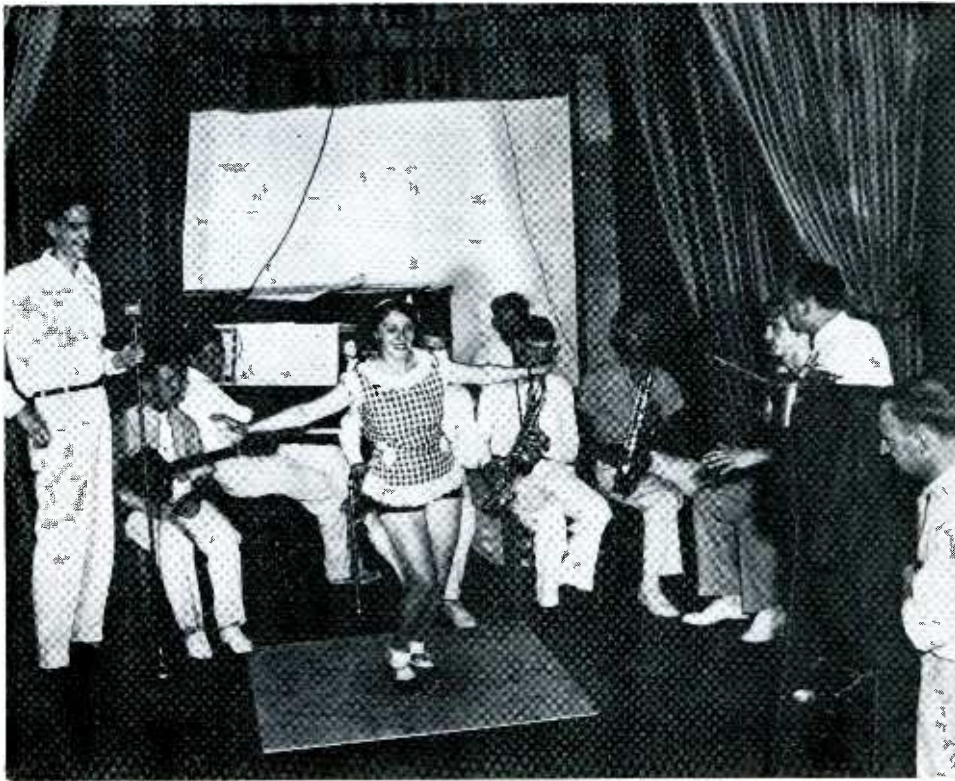
Farnsworth's high school science teacher admitted frankly that he knew less about the art of electronics than did his ambitious pupil. But the teacher thought the youth's ideas for electronic television were sound, and he encouraged him to continue his studies further and to seek more advanced scientific help.

## First TV Patent At 20

In 1927, at the age of 20, Farnsworth applied for a patent covering a complete electronic television system. A year earlier, he had acquired the financial backing of some West Coast businessmen and the help of experienced engineers. Work was underway to perfect electronic television.

You probably began to read and hear about the coming wonders of television in the 1920's. Radio made its commercial debut and soon was reaching homes in large and small towns alike throughout the nation. With imagination aroused by the new radio art, it was little wonder that the public eagerly accepted the word of over-enthusiastic boosters who advised that television was "just around the corner."

Probably only the scientists actually  
*(Please Turn Page)*



**An experimental telecast in the spring of 1935 at the Farnsworth Experimental Station . . . at Philadelphia.**

working to perfect television realized how much work remained to be done before the proverbial corner could be turned. It was not a matter of months, but of years . . . years of tireless research and experimentation.

The imagination of the public was running particularly high in San Francisco, where Farnsworth had set up research laboratories in his home. He and his assistants carried on their work in secrecy for awhile, but the secret soon leaked out.

Prohibition was in effect, and some of the neighbors, noticing that lights burned in Farnsworth's home nearly all hours of the night and that much odd-looking paraphernalia was carried into the house, became suspicious. When government investigators came to search for a still, the amused inventor showed them his television apparatus and explained how it was possible to transmit images by electronic television.

When word spread of the work young Farnsworth was doing, all sorts of curiosity seekers began to knock at his door. Inquiries and visits were received from scientists in Europe as well as America. Interest was heightened further by a television demonstration given before the press of San Francisco in 1928.

In addition to much time, the television research required a considerable

expenditure of money. This prompted one of the businessmen helping finance the work to ask Farnsworth jokingly whether the inventor "saw any dollars in that television tube yet." Farnsworth promptly painted a dollar sign on a sheet of glass, placed this before his television camera and transmitted the image to a receiver in another room, where the startled businessman was getting his first look at television.

### **Operating In '29**

The first effective transmission of motion was that of cigarette smoke. By 1929 the Farnsworth laboratory was making both *studio and motion picture transmissions*. One of the latter showed Mary Pickford combing her hair, and in the day-in and day-out testing, scores of copies of this film were worn out. That part of the Dempsey-Tunney fight film showing the much-disputed long count also was used frequently in the experimental work.

In 1931 the Farnsworth research staff moved to Philadelphia where developmental work continued. Two years later a pioneer television broadcasting station was opened in connection with the Farnsworth laboratories.

Farnsworth's perfection of his camera pickup tube, called the *Image Dissector*, was a historic step forward for electronic television. This tube, which made pos-

also was used frequently in the experimental work.

pictures, did for television what the radio vacuum tube did for radio.

It is a cylindrical vacuum tube about 10 inches long and 5 inches in diameter. One end of the image dissector tube is coated with caesium, a photo-sensitive substance which emits electrons in proportion to the amount of light which strikes it. The opposite end has a small periscope with an eye opening toward the center of the tube.

A lens, like that of a camera, brings the scene being televised to a focus on the caesium surface, which then throws off electrons giving the exact counterpart of the picture in an extended electron image instead of light rays. The electron picture enters the periscope and is unraveled — or dissected — into a continuous straight line of electric vibrations that are transmitted to the receiving set.

### **First Public Showing**

The first public demonstration in the world of electronic television was made in the Summer of 1934 during a 10-day showing at the Franklin Institute, Philadelphia, with portable equipment constructed especially for the purpose by Farnsworth and his staff.

During the next few years, television transmitting and receiving equipment was steadily improved. The definition of images was standardized at 343 lines in 1935, then increased to 441 lines in 1937, and finally to 525 lines in 1940—the standard definition of television pictures today.

*(Continued on Page 11)*



**This view of a man smoking a cigar was one of the first television images Philo T. Farnsworth ever received.**



THE INCOMPARABLE

# Capehart



For a  
Thrilling  
Experience  
in  
Television



## The CAPEHART "Bedford"

Luxury television at a realistic price . . . for those who are limited in room size . . . Crystal-Clear Picture . . . exclusive Symphonic-Tone. Ultra sensitive chassis meets all requirements for UHF and VHF primary and fringe reception areas. 21-inch Picture.

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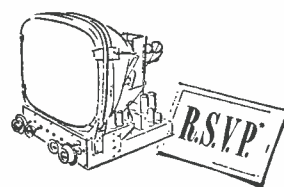
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ELLSWORTH, MAINE



THE INCOMPARABLE  
**Capehart**



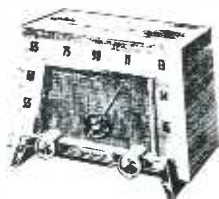
**For Years  
of Enjoyment**



When you buy a Capehart, you buy a lifetime of enjoyment. Capehart cabinetry is fashioned by master craftsmen for enduring beauty. Exclusive Symphonic-Tone reproduces voice and orchestra with concert-hall fidelity. And here are just a few features of Capehart's amazing new chassis . . . \*Reserve Supply Video Power . . . noise immunity . . . automatic focus control . . . maximum vertical stability . . . designed to meet *all* requirements for UHF and VHF in local and *fringe* reception areas. SEE AND HEAR this Capehart today!

**The CAPEHART "Jamestown."** Unusual in styling, graceful in proportions, an outstanding example of Capehart cabinetry. 21-inch Crystal-Clear Picture, exclusive Symphonic-Tone.

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**The CAPEHART Table Radio (Model T-522).** As distinctive in styling as it is in performance. Automatic volume control, tone compensation, vernier tuning. Plastic cabinet in choice of rich colors.

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**The CAPEHART "Deluxe 6" Clock Radio (Model TC-62).** The most beautiful Clock Radio in the world. 6-tube performance. An accurate alarm, a superb radio, turns on appliances. Plastic cabinet in choice of rich colors.

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**The CAPEHART "Charlestown."** Handsome cabinetry, brilliant performance. 21-inch Crystal-Clear Picture, world-famous Symphonic-Tone.

**\$449.95**



**ATLANTIC CLARION INC.**

*The House of Television*

96 State Street

— Tel. 9471 —

Bangor, Maine



## Inside Story:

By 1938 it was apparent that the refinements and improvements brought about in the field of television by *years of constant research finally had made practical its introduction commercially in the United States*. Accordingly, the Capehart-Farnsworth Corporation, at that time operating as the Farnsworth Television & Radio Corporation, acquired plants in Indiana for the mass production of television and radio equipment, tubes and other special electronic apparatus.

Television stations were in operation in New York City, Chicago, Schenectady, Philadelphia and Los Angeles, and several companies were producing home television receivers as well as studio and transmitting equipment prior to the entrance of the United States into World War II. However, there were less than 10,000 television receivers in homes at

that time, and further expansion of the new art was curtailed by the war.

### War Speeded TV

Although the growth of commercial television was stymied by the war, many technical refinements and developments resulted from exhaustive research in this field. New applications of television were found and adapted to valuable use by the armed forces. At the end of hostilities in August, 1945, television was far advanced in quality over that of the pre-war period.

Today, the Capehart-Farnsworth Corporation is a leading manufacturer of top-quality television receivers and phonograph-radios, noted for their technical perfection, fine tonal quality and distinctive cabinetry and design. Philo T. Farnsworth's accomplishment, now bringing pleasure and information to more and more people, is a boy's dream come true.



**Farnsworth demonstrates one of his first television receivers . . . note the small size of the then-practical viewing screen.**

# Farnsworth Developed "Eye" For Modern Cameras

**TELEVISION has three main jobs to do to show you a scene taking place miles away. It must "take" a continuous series of pictures of the subject or scene; it must send them through space; and it must reproduce them on a screen for you to see. And all this, practically instantaneously!**

**Look closely at any photograph on this page through a magnifying glass . . . you will see a pattern of small dots. The picture has been "DISSECTED" into thousands of parts. This is the practical way to reproduce a picture in print—AND IN TELEVISION.**



**Philo T. Farnsworth inspects one of his first television cameras, which was demonstrated publicly in 1934.**

The television camera *dissects* each picture it takes into as many as 350,000 separate pieces, accurately arranged in horizontal rows, with hundreds of pieces to each row. Then it picks the pieces up, one by one and row by row, and sends them in that order to the receiving set. There, they are laid down in the same order—so swiftly that your eyes see a complete picture all at once. This procedure is called *scanning*. You are *scanning* the lines on this page right now, word by word and line after line.

The human eye has a quality known as "persistence of vision," it retains for a fraction of a second the scene it has just scanned, and these scenes or pieces merge into what appears to the eye as a complete and unbroken picture.

To show you clear images and un-blurred action, electronic television takes and reproduces 30 complete pictures every second—for an astronomical total of 10,500,000 separate dots or pieces!

The part of television that dissects pictures into hundreds of thousands of pieces is its "eye"—working very much like your eyes, or like your camera.

In order to get electronic television, a machine had to be built to duplicate and even surpass the power of the human eye. The camera was a step in that direction, but it only went part way. It sees only one picture at a time, and to reproduce that picture there must first be a long pause while the film is developed by the chemicals.

In television this is unnecessary. There is no film, no chemical emulsion to be developed. Like the human eye, the television camera is completely electrical and instantaneous in its action.

### Acts Like Human Eye

In a nutshell, here's how you are seeing these words. Light waves falling on this page are reflected into your eye, carrying with them the image of these words. To make it simpler, let us take just the letter "A". The image of "A" goes into your eye through the lens which focuses it on the back wall of the eye, the retina. The retina is studded with the ends of millions of very special nerves. These nerve endings are "photo-sensitive," which means that when light falls on them, they are stimulated. In each one a tiny "nerve-current" is created.

All these millions of nerves run out the back of the retina, tied together in one big bundle, the optic nerve. The nerve-currents, which are in effect a recording of the image, run through the nerves to the brain—which converts them  
*(Continued on Page 13)*



You will always be proud to say "We own a Capehart" because the incomparable Capehart is the inventor's product. Capehart television, manufactured by Capehart-Farnsworth Corporation, Fort Wayne, Indiana, an IT&T associate, has the heritage of leadership in the electronic television industry. Why wait longer to enrich your home? There is nothing finer than the incomparable Capehart because all television depends upon basic patents owned by Capehart-Farnsworth. Your home deserves the best . . . the world's finest instrument for home entertainment . . . pictures crystal clear and diamond brilliant . . . symphonic tone that rivals living music . . . and, of course, Capehart exquisite cabinetry is in a class by itself. Yes, for your home, choose the incomparable Cape-

hart, known and recognized the country over as the very finest.

You have a grand experience awaiting you. Only the vast resources and leadership of Capehart-Farnsworth could have developed the electronic marvel that is Capehart Television. Capehart television today is a tribute to the inventive genius of its Research Director, Philo T. Farnsworth, inventor of electronic television, and to a quarter-century of electronic leadership. Capehart-Farnsworth engineering perfection is an inspiration to the entire television industry. The Capehart instrument that you select for your home is timeless in the sheer artistry of its cabinets . . . the symphonic richness of its tone . . . the gem-like brilliance of its pictures . . . and its flawless performance. Each model is a masterpiece.

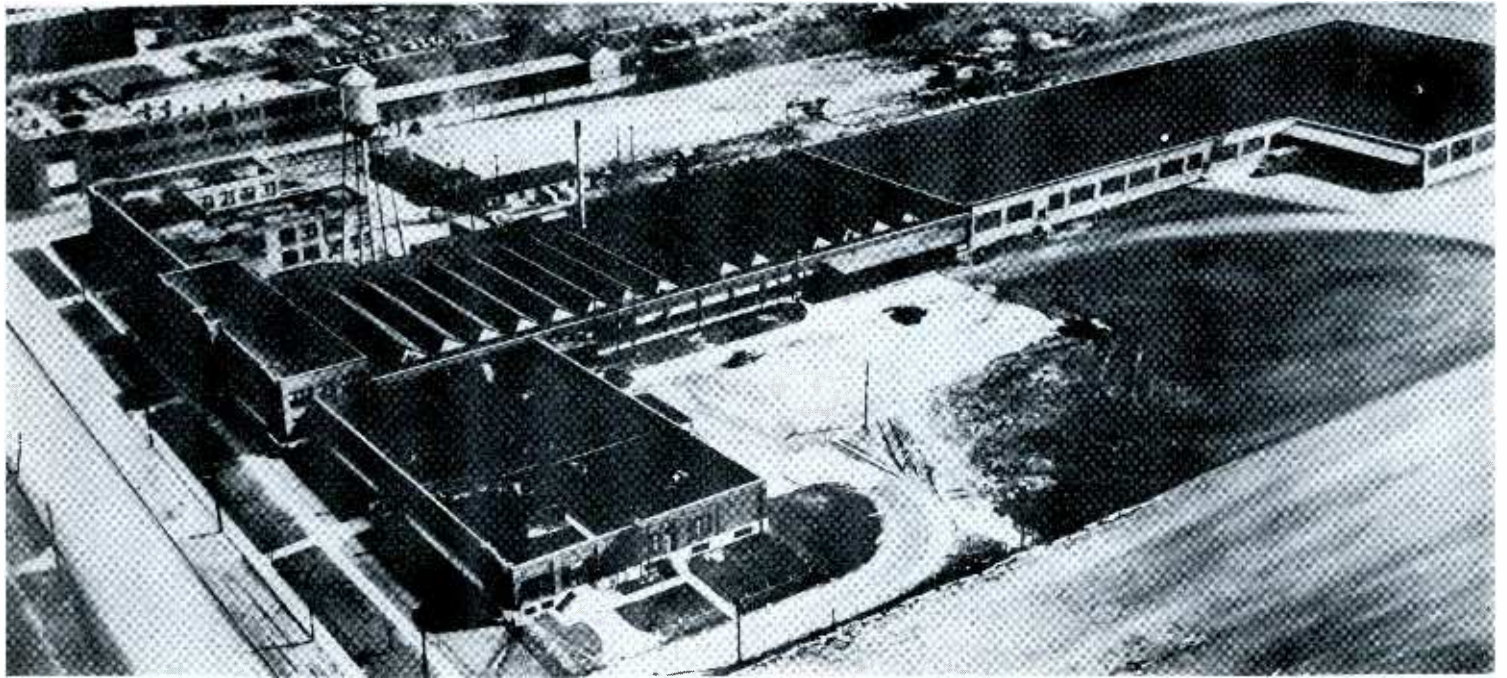
## M. L. Coffin Co.

27 SUMMER STREET

TEL. 2100

DOVER - FOXCROFT





An aerial view of the Fort Wayne Plant of the Capehart-Farnsworth Corporation.

### Farnsworth Developed:

into the sensation which we call "sight" or vision. That is how the eye, the human camera, sees.

When the image dissector tube was developed in the early 20's by Philo T. Farnsworth, vice president and technical director of Capehart-Farnsworth Corporation, a subsidiary of International Telephone and Telegraph Corporation, television acquired an eye that in many ways duplicates your eyes—and in some ways excels them.

As in your eye, light from the scene or the "A" is focussed on the back of the image dissector. The image falls on millions of dots of peculiar material. This material is *photo-electric*—that is, it throws off an electrical charge whenever light strikes it.

When light in the "A" shape strikes the photo-electric surface, an identical "A" bounces off—but this "A" is electricity—an invisible pattern of *electrons*. This goes then to the optic nerve of the tube—a small circular opening in the dissector tube.

The problem is to get the whole picture through that small hole—and under control. *Scanning* might do it—but moving the hole across row after row of the image would be too slow. So television moves the image back and forth—a sort of backwards scanning that feeds the electric image into the hole.

What makes this possible is the fact that electrons can be moved and con-

trolled by magnetic force. Coils of wire around the tube, carrying an electric current, produce magnetic forces in the tube. Varying the current varies the magnetic field—and the electronic image of "A" is directed into the hole, dot by dot and row by row.

So rapidly does electricity travel that this scanning takes place almost instantaneously—30 electronic images per second are directed into the tube's "optic nerve," each one a single-file parade of electrons that can form the same electronic pattern somewhere else.

### **Electron Multiplier**

But electrons are weak and infinitesimal. As they come into the tube's optic nerve, they are not strong enough to travel far. So they are multiplied many times in strength by another extraordinary development of Farnsworth engineers, the *electron multiplier*.

This device bounces the parade of electrons up a ladder of metal plates, and each bounce multiplies each electron by about 400 per cent. At the end of eleven bounces, each electron has released 4,000,000 or so additional electrons which creates a strong enough electrical signal to start the long trip to your television receiver.

Television, like radio, rides through space from the broadcasting studio to your receiving set. The sight travels on one set of radio waves, the sound on another. The pattern and sequence of electrons formed in the camera remains the same—a parade that will form a perfect

series of pictures when put together in order.

The receiving tube uses the camera tube process in reverse. It receives the electron pattern that has come through space from the broadcasting studio. At its narrow end is a device called an "electron gun" which sprays out a stream of electrons representing the dissected pieces of the picture as they left the camera.

These electrons shoot from the gun toward the flat end of the tube, which is covered with a fluorescent material (phosphor). The nature of this material is such that, when an electron strikes it, a pin-point of light appears.

Coils of wire circle this tube too. Just as coils create magnetic force to control the scanning in the image dissector so they control and aim the electrons shot from the gun in this tube.

Synchronized perfectly with the scanning in the camera tube, the gun's stream of electrons projects dot after dot, row after row on the fluorescent end of the tube, making the same pattern that was picked up in the camera.

The fluorescent material turns this pattern into spots of light of varying brightness—and the picture is completely and faithfully reproduced! To be more exact, a series of 30 pictures every second is reproduced! Because your eyes work far too slowly to distinguish 30 pictures in one second, what you see is smooth, continuous action, clear in outline, details and motion.



# The Incomparable

Without CAPEHART-FARNSWORTH Patents,  
modern electronic television would not be possible.

# Capehart



SEE  
**CAPEHART**  
THE  
INVENTORS  
PRODUCT



The showroom at HARRIS ELECTRONICS CORP., 18 Cross Street in Bangor, is one of the largest and most attractive in town. It's especially attractive to the TV Buyer, because there are over 60 different models all on display so that you can check one set against another, make first hand comparison, and decide more easily which model is most suitable for your home. HARRIS ELECTRONICS CORP. features the Incomparable Capehart, because these beautiful sets perform as beautifully as they look. Millions of owners of Capehart radios have come to depend on the Capehart name for top performance and dependability. These people, especially, will see Capehart TV before they decide on any set. The Incomparable Capehart features cabinets of beauty and artistry which house a chassis of equal excellence. Capehart gives you thrilling tru-to-life pictures . . . and Capehart gives you the truly magnificent tone of the Capehart Symphonic Tone System. You'll enjoy a Capehart T-V set in your home . . . HARRIS ELECTRONICS CORPORATION has a model of the correct size for your room, and cordially invites you to visit their showrooms before you make a final decision on TV. The folks at HARRIS ELECTRONICS will be glad to show you all Capehart models and they'll answer the questions that you may have about television reception. There will be not obligation whatever.



Television buyers in the Channel 5 area will benefit from the invaluable experience of Harris Electronics in serving the fringe area of Portland. Besides the expert service and correct installation, Harris Electronics features the Incomparable Capehart TV. Nothing is more thrilling than Capehart's Tru-to-life pictures . . . or more magnificent than the Symphonic-Tone System . . . or more exciting than Capehart's modest prices. Look for these handsome Capehart models at any of the Harris Electronic Stores. They have NO superior! In making your decision on TV, it's well to give considerable thought about the ability of the dealer to service it properly! In this respect Harris Electronics is second to none!

**Immediate Guaranteed  
Service  
on All Makes**



**SO. PORTLAND STORE**  
48 Ocean St. - Tel. 3-7612

**FREE  
90 Days of Guaranteed  
Service on All Sets**

# HARRIS ELECTRONICS CORPORATION

**ORONO STORE**  
2 Mill Street  
at Burpee-Davidson's

**BANGOR STORE**  
18-20 Cross Street  
Telephone 2-3439

**NEWPORT STORE**  
at  
Rawdings Store  
Telephone 100



# Letters To Maine TV-Radio News and Guide

**N**OT ONLY did WABI-TV make Maine history with its microwave relay of the basketball tournaments at the University of Maine last month, but MAINE TV-RADIO NEWS and GUIDE also made history by becoming the first Maine publication to advertise on TV through its sponsorship of the Maine Central Institute-Higgins Classical prep school finals.

Following are a few of the hundreds of letters received from televiewers and WABI radio listeners in response to the advertising, solicited c/o WABI and asking for televiewer reactions:

Mount Desert, Maine

Please send me the Souvenir copy first edition of Maine TV News magazine. Enclosed please find fifty cents as requested.

Enjoying T. V. more every day. Keep up the good work.

Mr. and Mrs. William Freeman

Dixmont, Maine

Find enclosed check for fifty (50) cents for which please send me Maine T. V. News.

Also wish to tell you my husband and myself both enjoy your T. V. programs very much. I said my one great desire was granted when I saw Gene Autry

and Arthur Godfrey on T. V. Also enjoyed your picture last night, Trees and Homes. Thought it very instructive. Wishing you the very best of luck.

Mrs. Lewis L. Ramsdell

Weston, Maine

May I suggest your station put a children's program on the first of the evening.

Enclosed find .50 cents cash to receive your T-V Guide Book.

Reception where I live fair, but 3 1/2 miles from my home it's very good. Could be a mountain, or line on the side of.

Omah R. Lee

Greenville, Maine

It would seem ungrateful on my part did I not express my appreciation of what you are doing thru TV for the enjoyment of a great many people. In the variety of your programs it would seem there is something of enjoyment for every one—as for myself, I like them all.

The telecast of the games the past two weeks has been super. I think we could see the plays over TV even better than the ones who attended the games in person.

Your announcers are grand—Hal Shaw is a peach, Lee Nelson should be in Hollywood, Bob Patten in his interviews was fine, Ralph Hunt has a nice voice but we didn't see much of him, and Bud Leavitt couldn't be beaten in his play by play description of the games. Now, do we see Johnny MacRae on TV?

Enclosed find my check for fifty cents for which please send me Maine TV News when ready.

Thank you again for the great pleasure I am deriving thru WABI-TV.

Bernice J. Young

*(Please Turn Page)*

*Don't Miss A Single Issue!*

## MAINE TV - RADIO NEWS and GUIDE

will bring you this coming year all the latest programs, the news and views of TV-Radio personalities and events in Maine.

**MAKE SURE OF YOUR COPY OF EACH ISSUE**

*(and save one-third)*

Use the handy postal card inserted in this SOUVENIR EDITION.

**(Please let us have your suggestions and comments)**

**MAINE TV-RADIO NEWS and GUIDE**

97A Exchange Street

Portland 3, Maine

Howland, Maine  
 Enclosed is a money order for 50c for the magazine Maine TV News. You asked for criticism of your TV shows, they're all very good, only I wish they'd start earlier in the evening and more shows for children. Also, I wish I could get the Prince Macaroni shows, as I enjoyed them in Mass.

Mrs. Keith A. Lane

Rockland, Maine  
 Enclosed is 50 cents, please send me a copy of Maine T-V News.

We have been looking at all your programs from the very beginning. The reception has been very good.

The "live" programs come in especially good and we do want to see the an-

nouncer when he gives the news.  
 Mrs. Leslie A. Wilson

Pittsfield, Maine

You can send me a TV News, if you will.

You people have done a good job on T. V. I've seen quite a lot, and Bangor is as good as any. The games have come in good. Thank you.

J. E. Mercier

Hampden Highlands, Maine

We are enjoying our T. V. set more than we ever expected. We hope that in the future you will plan for some religious services on Sunday. Your Radio programs for Sunday are the best of any we know. Please send me a copy of the

T. V. News and find 50 cents enclosed. Thank you.

Francis W. Newry

Bangor, Maine

Your telecast of the basketball games was marvelous and the other shows were just as grand. I and my family sure enjoy them greatly. Wishing you the greatest success for a long and pleasant season.

Charles O. Goggins

P.S. Enclosed please find 50 cents for souvenir magazine.

Gouldsboro, Maine

I am writing for a copy of Maine T. V. News. We all enjoyed the basketball games very much and all the other programs as well. We think that for the short length of time since you started the station you have done a marvelous job and it's improving daily.

I have a little brother and a grandmother just waiting and hoping for the Lone Ranger. We live 37 1/2 air-miles from the station and it comes in one hundred per cent. Keep up the good work and lots of luck to all of you.

Lois Moore

P.S. Better tell the boys up on the hill to take it easy on the coke.

Great Works, Maine

I've been getting your programs since you started telecasting and have wanted to write you a letter of praise, but never got around to it. Your programs all suit me fine. You did a great job on the tournament. Lee Nelson and Hal Shaw are tops.

I'd like to see some wrestling. The match I saw was enough to make me want more. I can't find anything to kick about. I think we are lucky people to get T. V. around here so soon. The programs are getting better all the time. Please send me the Maine T. V. News and thanks for everything.

Lester Pelletier

Dexter, Maine

Please send me for the enclosed fifty cents one of the copies of the T. V. News published soon.

We get marvelous reception of the Sat. night games, much the best of the week. Have enjoyed them all. We have an RCA Victor Deluxe and are very much pleased with the programs. Of course, some we enjoy more than others, but that is to be expected. You have done a wonderful thing for us older people who had rather sit at home than venture out *on the ice*. Thanks from all the family.

Mrs. Adrian Robinson

(Continued on Page 81)

## Rice & Tyler

FORTY SIX YEARS  
 SERVING OUR CUSTOMERS

*The BEST In:*

- Television Receivers
  - General Electric
  - Bendix
  - R. C. A.
- Sylvania
- Magnavox
- Philco

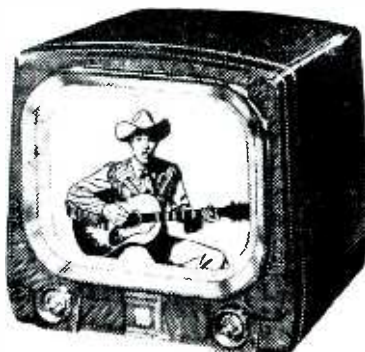
Utmost Satisfaction Through  
 "PROMPT -- FRIENDLY SERVICE"

74 Central St.,

Bangor

*For Quality, Performance and Value*

## Motorola TV



Motorola TV has all the outstanding features that provide the best picture and the most dependable performance in television. These plus features—developed by the nation's top engineering skills and now copied by others in the industry—are the result of years of development and testing. Proven in the field, they are now ready to serve the public—providing greater viewing pleasure and greater dependability than ever before.

**VICTOR PERKINS**

99 CENTER ST.

TEL. 2-2068

BREWER



# MAINE TV-RADIO NEWS BEST LETTER CONTEST

Want to win a clock radio, a portable radio, or a year's subscription to MAINE TV-RADIO NEWS and GUIDE?

Here's all you do to enter the contest:

Write us a letter of 100 words or less on either or both of the following titles:

1. "My Favorite Announcer."

2. "My Favorite Program."

All Maine radio and TV stations are included:

## Contest Rules

A. All entries remain the property of MAINE TV-RADIO NEWS and GUIDE and may be edited for publication.

B. Entries will be judged by a special Board of Judges, assisted by the editorial staff of this magazine.

C. First prize in each category will be a 1953 clock radio.

D. Second prize in each category will be a 1953 portable radio.

E. Five honorable mentions will be awarded in each category, each to receive one year's subscription to MAINE TV-RADIO NEWS and GUIDE.

Send all entries to:

MAINE TV-RADIO NEWS and GUIDE

97A Exchange Street

Portland 3, Maine

F. Contest closes June 15 and awards will be announced in the July issue.

G. Staff employees of this magazine or their relatives are not eligible for this contest.

As Advertised On Inside Front Cover  
Your Local EMERSON DEALER  
Is!

BANGOR—

HARRIS ELECTRONICS  
18 Cross St.  
LeBLOND'S RADIO & TV  
108 Hammond St.

ELLSWORTH

LOUNDER'S

LINCOLN—

GATEWAY MOTORS

MILLINOCKET—

BILODEAU'S TV  
SALES & SERVICE  
209 Penobscot Ave.

OLD TOWN—

ROY BROS.  
185 So. Main St.

ORONO—

LaBEAU'S TV CENTER  
Main St.

SO. BREWER—

EPSTEIN'S  
527 Main St.

WATERVILLE—

NAGEM'S MAYTAG STORE  
28 Main St.

# GOLDSMITH FURNITURE COMPANY



Headquarters For

**Philco TV**

in

**"OLD TOWN"**

Priced As Low As

**\$199.<sup>95</sup>**

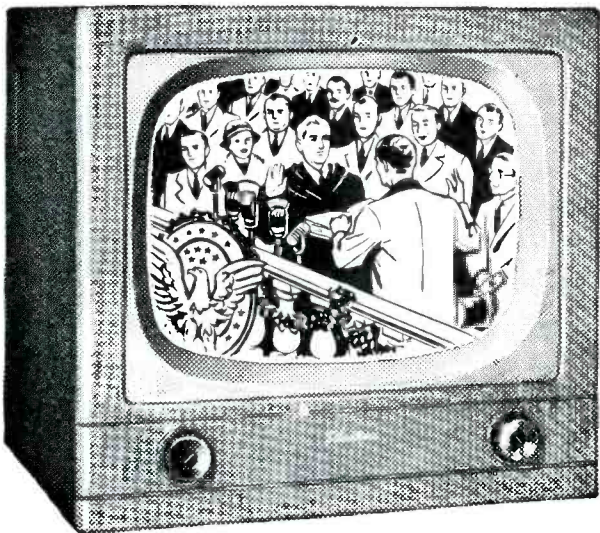
Come In And Meet  
Your PHILCO Salesmen

**"JOE and HOWARD"**



Sensational  
**T-V**  
**for '53**  
with SEARS

*Silvertone*



**Big 17" Silvertone  
Table Model T-V**

REGULAR **\$178<sup>88</sup>**  
\$199.95

**ONLY \$10.00 DOWN** DELIVERS TO YOUR HOME!

\* Simple 2-Knob Tuning

A Great TV value in every way! Big-as-life pictures! Handsome mahogany colored leatherette covered cabinet fits any room decor. Save!

**SEARS BANGOR STORE**

Post Office Square - Phone 8271

## INSIDE TV-RADIO

**WATCH OUT** for major program changes and time schedule switches during the next two months, especially on the choice evening TV and radio shows. Several of the big sponsors (Lux, Luckies, P & G, et al.) are reported jockeying for competitive spots, which might cause a revision in schedules over a broad area. Springtime is "option time" in airwave show biz.

WNAC-TV, BOSTON, Channel 7, hopes to get its new higher antenna up and to go to 200,000 watts (double the new WBZ-TV, Channel 4, power) by late April.

**LOOKS LIKE THE TV-MOVIE** uncertainties will resolve themselves much as did the radio-record "competition" of 20 years ago. At first, you'll recall, record companies clammed up on radio broadcasting, tried to keep their platters from being played on radio. As new, lean-and-hungry, uninhibited recording companies entered the field during the Depression Years, they welcomed the free advertising radio gave to their new discs.

Today it's a race to be firstest with the bestest disc jockeys and radio can make smash hits of records overnight. The record industry has grown ten times over, since those early days of being coy and the Nation's 2,400 AM stations now receive an average of 20 free discs a week. In fact, there's been a virtual wedding between the two industries (to their mutual benefit). Billboard's latest survey shows a national average of 47.2 per cent of all radio time is now disc shows.

Within the past few weeks a similar development is becoming evident in the TV-movies "rivalry." Test rushes of feature films ("clips," or "inserts") have been put on popular network TV shows, with sudden zooming results at the box office, as well as customer demand for waxing of hit musical sequences. Ed Sullivan's "Toast of the Town" TV show (CBS, WNAC-TV, Boston, Channel 7) has become the most sought after spot to video film "rushes." Could it be that TV will produce "film jockeys?" The new development has been a hypo both to Sullivan's show and box office for the films quickied.

For the past two years, more celluloid foot-



age has been produced in Hollywood strictly for TV than for movie theater showing. On the other hand, some film producers are doing quite well, thank you, on subjects and stars made popular on the Nation's 22,000,000 TV screens. Keep your eyes peeled for TV rushes from the better upcoming flickers.

---

AN ESTIMATED TEN PER CENT or better of the estimated 22,000,000 TV sets now in use are "second" sets for the home, for the children's room, bedrooms, recreation rooms, etc. Only two per cent of present viewers are turning in their old sets when buying new ones. The "second" set for the home is definitely the sales pitch in Boston right now. Unbelievable as it seems, trade sources claim that TV sets now outnumber telephones in Boston, Baltimore, Cleveland, Los Angeles, Philadelphia and St. Louis, while the figures are presently just about even in New York, Chicago, Detroit and Washington. Nobody can give us an accurate figure for Maine, but our best guess, based on known figures of a few months ago, would place the total in the neighborhood of 50,000!

---

COLOR TV? LATEST CONSENSUS of the leading pundits is that it is at least five years away from the general market. Some trade crystal-ball gazers, in the past few weeks, have swung to the speculation that "3-dementia" will be on TV generally before color. TV color, both mechanical and electronic, is now being operated experimentally, but color sets and circuits are either too complicated or too costly for the mass market. There'll have to be some radical new developments to change the picture. Let's figure on getting "local" TV established first. That will be expansion enough for the next three years, at least.

---

NO TOP PUBLIC FIGURE, to our knowledge, has yet sounded off as to what TV could mean to the rural and coastal areas of Maine, particularly the islands, of which only a small fraction are "built up" to any extent. But it will come, as the word seeps up from the grass roots, that, all of a sudden, we can have heaven and TV, too!

WABI-TV, Bangor, by getting a jump in every way on all other Maine TV applicants, is covering two-thirds of the total area and one-half the total population of Maine. Good sets and antenna installation are even bringing the Bangor signal into Portland proper, with perfect sound and video re-

(Cont. On Page 92)

# HATHORNS

Bangor End of Brewer Bridge

## 35 Years

*in*

## Bangor

## Now in T V

- Free Home Demonstration
- Easy Budget Terms
- Expert Repair Service
- Customer Satisfaction  
Guaranteed

NO PARKING PROBLEM . . . DRIVE RIGHT TO THE FRONT DOOR

The BEST In Sets By

# WESTINGHOUSE

"You can be sure if it's WESTINGHOUSE"

## WABI-TV's First Test Pattern Shows What Can Be Done As

# TV COMES TO MAINE

**H**UNDREDS of TV enthusiasts in Central and Eastern Maine had their sets tuned on Channel 5 just after midnight on Jan. 27.

Word had gone out that the WABI-TV test pattern would be "aired" for the first time early that day and the critical moment was near. The viewers had been waiting a long time for this—ever since they had seen television in Boston or New York. TV had seemed a long way off for Maine.

Suddenly, the hushed silence was broken by the voice of the announcer and on the screen flashed the familiar lines and circles. TV had come to Maine!

Not only from Bangor, but from Augusta, Waterville, Millinocket, Gardiner, Ellsworth, Bar Harbor, even in St. John, New Brunswick, reports were received later that WABI-TV's test pattern had come in clear and fine.

To General Manager Murray Carpenter, Chief Engineer Walter Dickson and the entire staff of WABI, that first broadcast was not only the culmination of several months of intensive effort. It was the beginning of a new era of service to Maine people. It meant that programs of an entertaining, educational and ennobling nature would be planned and presented in the new medium which represents man's greatest advance in the communication arts.

### Starts With Best

For the first programs, which went on the air Saturday, Jan. 31, at 8:30 p.m., Carpenter had been able to obtain such topflight presentations as "Boston Blackie", "I Love Lucy", "Amos 'n Andy" and similar Grade A features. All on kinescope or films, however, as live network programming still has reached no farther east than Boston.

The first few weeks, WABI-TV was able to be on the air for only three or four hours a day. As planned, the schedule has been gradually stepped up, however, and more hours of televiewing are in the cards as time goes on. Even so, WABI-TV viewers are generally happy to be getting the shows presently available, if a sampling of the voluminous mail reaching the Bangor station is any indication.

From the relatively few "squawks", however, which always seem to attract more attention than hundreds of appreciative messages, Carpenter admits

now that he may have made a mistake.

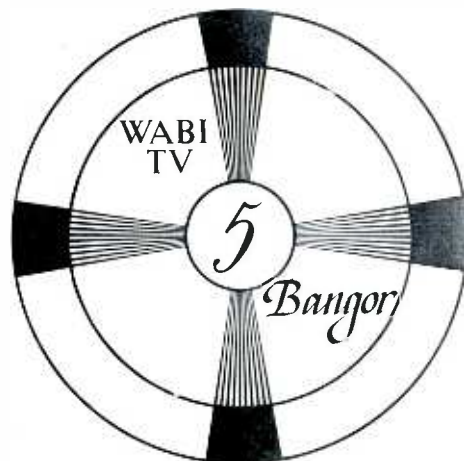
"Everyone expected that for quite some time at first we would present only Grade C offering," Maine's first TV station manager observes. "We could have loaded the programs with this type of offering and expanded our "on the air" time, but I don't think Maine people would have reacted so favorably. I have always sought out the best in radio and TV programs and I hope to continue to do so. All I ask is that Maine folks have a little patience and we will work out programs that will be the best available."

### Topnotch List

Industry gossip credits WABI-TV with being one of the first TV stations in the Country to start out with Grade A programs. Included in the topnotch list being videoed regularly by WABI-TV are such toppers as Show of Shows, Hit Parade, Jackie Gleason, GE Theater, Toast of the Town, Robert Montgomery, Douglas Fairbanks, Jr., Texaco Star Theater, Bishop Sheen's "Life is Worth Living", Club Embassy, Date With Judy, Dragnet, Burns and Allen, My Friend Irma, Dennis Day, Life of Riley, Playhouse of Stars, What's My Name, and Big Top.

News and weather, commentaries, religious and educational films round out the programs. A local feature is a "TV Clinic", in which Chief Engineer Dickson answers questions on TV reception problems sent in by televiewers. This is being done as a partial attempt to answer the hundreds of letters arriving each day as interest in TV and the number of sets in use grows daily in the WABI-TV coverage area.

In the meantime, the WABI-TV staff



is being built up into an effective team, utilizing the skills and talents so ably demonstrated by the group in rebuilding WABI-AM over the past several years.

Lee Gorman is supervising sales for the new TV station, as well as the radio station. Dick Bronson has been swung over to direct WABI-TV programming, Bob McCausland is concentrating on WABI-TV sales, and Lee Nelson and Hal Shaw, doing the announcing, are proving highly popular with WABI televiewers.

### Eyeing Portland Setup

While he concentrates on building up the WABI-TV operation in Bangor, Carpenter is also looking forward to expansion into the Portland TV picture, where he first made a name for himself in Maine as manager of WPOR. His Community Broadcasting Service, Inc., is competing with Station WGAN for Channel 13, one of the VHF frequencies allocated to Portland.

TIDE Magazine's recent full page tribute to Carpenter for his record in revising WABI (in partnership with former Gov. Horace A. Hildreth) is reprinted in another article in this issue.

BOB HOPE nifties (on the Academy Award telecast):

"Welcome to 'Suspense' . . . This is Hollywood's most exciting giveaway show, broadcast on a coast-to-coast nervous system . . . Thanks to the wrestlers for relinquishing their usual time. It just shows what one group of actors will do for another . . . TV is the place where movies go when they die . . . You'll see some great acting, especially if you watch the losers cheering the winners . . . etc., etc.



# Tide Salutes WABI Record

In its Nov. 7, 1952, issue, **TIDE**, the national weekly news magazine of sales and advertising carried the following full-page salute to former Gov. Horace A. Hildreth and General Manager Murray Carpenter for their success in remaking radio station WABI. The article appeared before the construction permit for WABI-TV was announced:

## WABI BANGOR: a fast gamble revived it

An ex-governor and an erstwhile ad-man turn a \$43,000 risk into a healthy equity in three years.

In 1949, when former Maine governor Horace Hildreth and ex-Compton advertising executive Murray Carpenter bought ailing WABI (Bangor, Me.) for \$43,000 the prospects were less than promising. The station's poor cash position was no better than its advertiser acceptance, the staff was demoralized; CBS Radio had pulled out, leaving the programming badly dented and the audience well below par. Now, three years later, 27-year-old WABI is turning twice the profit it did even in its best days.

When the two investors bought the station, Hildreth was president-elect of Bucknell University (Lewisburg, Pa.), and Carpenter had just sold out his remaining 20% stock in WPOR (Portland, Me.), a station he had helped found. After splitting the WABI stock 50-50 and setting up an organization with Hildreth as president and Carpenter as treasurer and general manager, they moved fast.

They paid every local bill immediately (and cleaned themselves of cash in the process); they wrote every non-Bangor creditor and asked for a year's deferment (all but one agreed); they brought in a new program director and a new sales manager, put each in absolute control of his department with orders to succeed or else; then, to get some local attention, they started running stunts, remotes and audience promotions in every direction.

By the fall of 1951, the station was



Murray Carpenter

showing clear audience dominance in the area. A Pulse survey for the week October 23-29, 1951, for example, put it ahead of the other two Bangor stations in share of all-day-all-evening audience for the six-county area.

## No N.Y. Psychology

Carpenter, who sees no ceiling on radio and "can't understand the New York psychology that not only puts a ceiling on it but looks down to it," admits he might never have gotten into the station if he'd known the extent of its trouble in 1949. "It was a dog. It was six months before we found out how much we owed people, and we owed plenty; it finally turned out we'd lost about \$5,000 a month at the worst point."

His basic operating philosophy is simple. A radio station, he says, has such a large lump of semi-fixed cost that it is better to force income to raise above expense than to cut costs to less than expense. On this theory, he and Hildreth gambled on a fast reorganization to get them out of the red, rather than trimming operations.

Since Hildreth is out-of-state most of the time, Carpenter runs the station, gives lieutenants Lee Gorman (sales manager), Dick Bronson (program director) and Walter Dickson (chief engineer) plenty of scope. "When we restaffed, all I did was to outline programming and sales policy and insist that the department heads take full responsibility for execution. I told them I'd be interested in excuses when the banks started to honor them instead of money," Carpenter says.

The main factor has been enthusiasm, some of it based on very little or even nothing at all. On the theory that most people can't distinguish between motion and progress and that eventually one turns into the other, WABI is always in feverish activity. The day MacArthur was fired, the staff placed calls to both Hirohito and the general, had a Japanese student on hand to interpret in case



Ex-Gov. Horace Hildreth

Hirohito was talking; those two calls didn't connect, but others did and were taped and put on the air all evening. This three-ring-circus philosophy is carried out in everything the station does. The tag, "One of the nation's great stations," appears all over. The station's promotion is even sent to other stations around New England as a talk-promoter.

## Progress vs. Motion

WABI is now affiliated with ABC, takes almost everything commercial the network has to offer but carries a lot of it on delayed time, spotted around local block programming. The station is currently bolstering the afternoon picture with a local three-hour music & talk show emceed by a personality who built the early morning time into a good share-of-audience. WABI schedules a lot of local sports specials and Boston baseball—anything, in fact, that keeps an audience or looks promising. It takes at least a year to build a program, Carpenter figures.

The station has had several rate increases. Since it now has more daytime listeners than nighttime, it charges Class A prices in the morning, Class B in the evening. Carpenter says the business divides roughly into 65% local, 32% national spot and 3% network. National spot business is running three times the pre-1949 level and local business has more than doubled, but network revenue is less than in the CBS days. Over-all, the year is running about 30% ahead of last, some of the new business being a delayed result of sales work done in the field two years ago.

WABI still doesn't have much cash on hand—a case of being owed, now, rather than owing. Hildreth and Carpenter are going to use manufacturer and bank credit to finance TV expansion (they have applied for a permit in Bangor and another in Portland), apparently planning to attack the next problem in much the same way they did the original.

# BASKETBALL ON TV

**A** lot of people didn't realize it at the time, but WABI-TV's television coverage of the eastern Maine interscholastic Class S, M and L basketball tournaments was a history-making event all of its own.

An estimated 80,000 people—in addition to the nearly 3,000 seated spectators at each of the games—watched the eastern Maine L games March 5-6-7 at the U. of M.'s Memorial Gymnasium. This number, most obviously, is the largest ever to witness such a tournament in Maine.

The effect of the telecast—the very first of its kind in Maine—was, in the words of announcer Bob Patten, that it “built up a tremendous interest in the high school teams and created a desire for people to actually witness the games themselves.”

A great deal of work, ranging from setting up a small transmitter on the roof of the gym to building a wooden platform in the bleachers, went into this initial local telecasting venture.

## **Equipment Worth \$90,000**

Equipment for the telecast came from RCA Victor in Camden, N. J., along with two cameramen and two technicians. The equipment included two large cameras (one with a wide angle lens and the other with a closeup lens), camera control gear, monitors and micro-wave equipment—all of which were mounted on the 18 by 6 foot wooden platform with the necessary personnel to operate it. Estimated cost of all the equipment was between \$75,000 and \$90,000.

A crew of seven men, including three of the four from RCA, were required for the operation of the equipment and the play-by-play commentary. WABI announcer Bob Patten and Bangor sports writer Bud Leavitt handled the play-by-play. Technical details were taken care of by RCA men Jim Closs, Jim Mc-



**WABI-TV Chief Engineer Walter Dickson operates the closeup camera at the basketball tournaments.**

Carville and Fred Brown and WABI technicians Walter Dickson and Wally Edwards.

Commercials for the TV broadcast were done by Program Director Lee Nelson and Announcer Hal Shaw from the WABI-TV studio on Copeland Hill in Holden where WABI's Carl Blake, Elmer Snow, Leroy Taylor and Paul Palmer and RCA man George Conway were also located. A receiving antenna, resembling a huge washbowl five feet in diameter and weighted down with sand bags and lead weights because of high winds, picked up the micro-wave broadcast from a similarly rigged transmitter on top of Memorial Gymnasium. At the Copeland Hill tower the picture broadcast and the play-by-play broadcast over wire were combined.

## **Radio Coverage Also**

A WABI-Radio broadcast was also done of the tournament games completely separate from the TV broadcast, except for the dedication ceremonies at the end of the final game on Saturday night, when the AM radio line was tapped for the verbal presentation of the ceremonies.

WABI-TV was also on the spot to televise the Maine prep school basketball tournament played between the high school games on Friday and Saturday afternoons for a full three days of “shooting” basketball.

Eight 500-watt photoflood lamps mounted around the gym provided the special lighting needed for the telecast and were the reason why the cameras



did not show up into the crowd, since direct light is dangerous to the camera tube. The same holds true in regard to holding the cameras still, which accounts for the fact that they were always moving no matter what the action was on the playing court.

### Flashes Ruined Tubes

Largest single expense of the operation was the ruining of four camera tubes by the flash of cameras from the floor. The tubes, costing \$1,200 apiece, were affected by a white spot each time a camera flashgun went off in the range of the camera lens.

Both cameras followed the play on the floor at all times, the wide angle lens taking the play from one end of the court to the other and the closeup lens showing the activity around each team's basket. A switcher, apart from the camera team, made the change and neither cameraman knew at what time his camera was on.

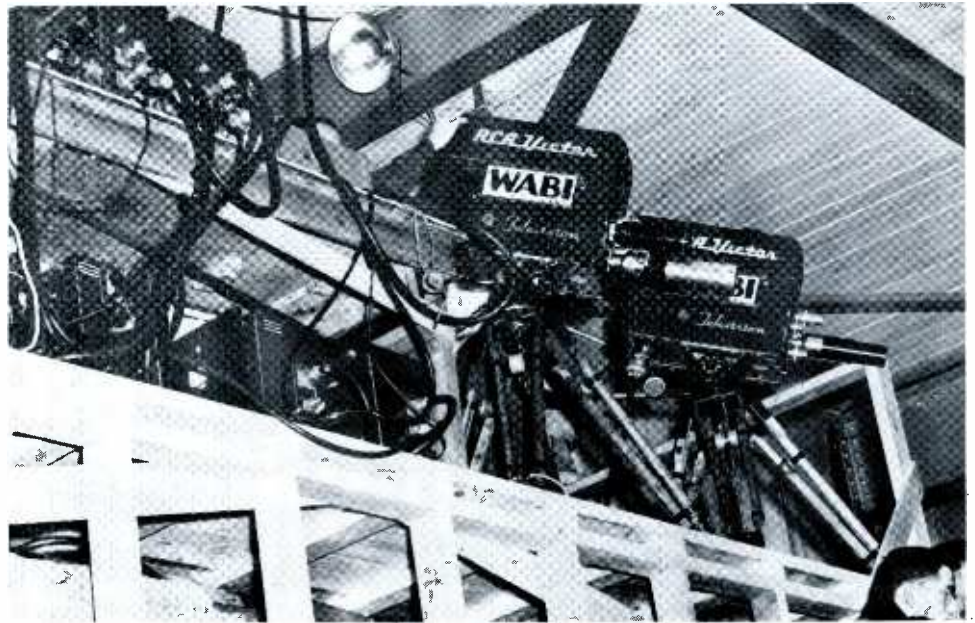
Three days were required to set up all of the equipment used at the site of the games, and the specially erected wooden platform took up the space of 24 seats at the full cost of each seat for each individual game.

In a comparison of announcing for radio and for TV, Bob Patten expressed his impression that verbal activity is a lot easier on TV and is more in the order of interpreting rather than reporting. Bob summed up his situation quite adequately by saying that the "telecast of games either makes a liar out of a radio man or makes him honest."

### BOOTHBAY HARBOR MAN ON CBS RADIO SHOW

BOOTHBAY HARBOR—James Fassett, son of Mrs. J. L. Fassett of Boothbay Harbor, and Director of Serious Music for CBS, is often heard on Sunday afternoons during intermissions of the New York Philharmonic-Symphony concert over that network from 2:30-4 P. M.

Recently he narrated the little-known story of Amos Fortune, an 18th Century slave who bought his freedom and contributed to the cause of good citizenship in New England. Fassett has narrated stories and conducted interviews during the concert intermission for the past several years. He first entered radio as an announcer in Boston, later moving to New York, where he has been for the past 15 years. He has been coming to Ocean Point Summers since he was ten years old and recently visited his mother here. He is a graduate of Dartmouth College.



The TV camera array as seen from the bleachers in the O. Of M. gymnasium.

### MAINE SARDINES MAKE TV DEBUT IN NYC

NEW YORK—Maine sardines made their TV debut recently at an industry-sponsored Fashion and Food Show over WPIX, one of New York's foremost video stations.

Richard E. Reed, executive secretary of the Maine Sardine Industry, announced that Blanche Ravisse, widely-known fashion and food expert, had been signed on a three-weekly, quarter-hour show for 13 weeks as part of the \$750,000 national advertising program for Maine sardines.

### BAR HARBOR LAB IN TV CANCER FILM

BAR HARBOR—Dr. Clarence C. Little of Jackson Memorial Laboratory was the first speaker in a new TV film series launching the American Cancer Society Campaign, which premiered from New York TV stations on March 29.

NBC crews recently shot the film here for national release. Jackson Laboratory is one of five research institutions in the Nation specializing in Genetics and has done world-famous work in cancer research.

### PALMYRA FAMILY HITS TV HEARTLINE JACKPOT

PALMYRA—Mrs. Edmund Hartsgrove and daughters, Norma, 11, and Dianne, 7, returned home recently after appearing on the TV Heartline Show in New

York, where their family plight resulted in a greater than average response with offers of help and other assistance.

Mr. Hartsgrove is a patient in Togus Veterans Hospital, suffering from stomach ulcers, and has been unable to work for several months. There are nine children in the family, with Norma the oldest.

### NORWAY MAN ACTIVE IN CHICAGO TV WORK

NORWAY—Gene Descoteau, formerly of Norway and a recent graduate of Northeastern University Drama School, Evanston, Ill., currently is appearing in legitimate theatre in the Chicago area, as well as doing television work in several Chicago studios. On the stage, he is in the revival of "My Sister Eileen," starring Patsy Kelly, a TV favorite on All Star Revue. Gene is angling for a Broadway production spot, come Fall. His sister is Mrs. Lucille Morrisette of Elm Hill, South Paris, and his brother is Robert Frost of North Norway.

THE RECENT annual New York exposition of the Institute of Radio Engineers had on exhibition, among countless latest electronics inventions: A radio set, the size of a pack of cigars; a portable TV set (using transistors), 5" x 7" x 15" (about as big as a large shoe box); an electronic gimmick the size of an alarm clock, for armchair control of TV sets (without moving out of the chair, you change channels, adjust volume, image control and brightness).

# LET'S BUILD A TV STATION

By WALTER L. DICKSON  
Chief Engineer, WABI-TV and WABI-AM

**"Let's build a TV station!"**

**That's what Murray Carpenter kept saying, back in 1950, virtually every time we would get together and talk future plans.**

**Then, out of a clear sky, in June of 1951, Murray called me on the telephone and told me to gather immediately the necessary data and other material required for filing TV applications for both Bangor and Portland.**

Although this sounded easy, it was far from being that simple.

To begin with, the FCC requires a huge amount of data for TV station applications. Among other things, they want to know where you intend to build the station, down to degrees, minutes and seconds of latitude and longitude. They want to know how much power you intend to radiate, precisely how much of an area you plan to cover, exactly how many people will be served. They require sample programs and complete program plans.

They want to know the average height of land from the prospective TV tower for ten miles in at least eight directions, submitted with charts and maps. They require complete and detailed information on all landing fields and major airports within ten miles, with maps, etc. to support your statement. All these are only a few of the major requirements just for filing a TV station application with the FCC.

After the application has been filed, you have just started. You must negotiate for a site for your transmitter, the highest point of land you can obtain and still be within a reasonable distance of the city you intend to serve. (Height is a requirement for good coverage).

In our case, we selected Copeland Mountain in Holden, which is 800 feet above sea level. After we located and secured the site, we had the problem of building a road to the top that could be used the year around. Building roads to the tops of mountains in Maine, or anywhere else, is not easy. You must contract with surveyors, construction crews and architects, rights of way must be obtained and approved by land owners.

As soon as the land is cleared and the road is built, the power company and telephone company must move in, set poles, run power lines and cables, trees

must be cut back for clearance. All this on a mountain, where weather conditions are usually much more severe than down town.

While the construction is going on, you must be negotiating for transmitting equipment, have a supporting structure designed for a tower, plan on the thousand and one items that will be needed for the building and equipment.

You must decide whether you intend to have studios on the mountain, or downtown. In our case, we chose the former, because with studios downtown it would require an elaborate and very expensive micro-wave relay transmitter there to get the signal up on the mountain for general transmission. We do hope to do this later on, but for the time being we originate all our programs from the mountain.

Assuming you have laid out your plans well, you should be ready to start the foundation for your tower and building as soon as the road is completed to the mountain top.

In our case, we chose to erect a guyed tower to withstand the heavy winds on Copeland Mountain. We chose a prefabricated steel and aluminum building to house our transmitting plant, because we knew we would be building in the middle of the Winter. We decided we could erect this type of building much quicker and easier than any other type and it would withstand the elements encountered on the mountain.

In the meantime, while all this construction is going on, you have transmitting equipment arriving, so you must make provision either for storing it, or setting it up on a temporary basis. We were in a rush to get on, so we started unpacking and wiring up equipment downtown at Murray Carpenter's home, while we were waiting for the building. We used the kitchen, living room and dining room and actually turned the



Walter Dickson

home into a transmitting plant.

As soon as the building was ready, we took everything apart again and moved it, piece by piece, to the mountain and set it up again. We actually had our engineers working in shifts around the clock.

After getting the equipment set up, you run into new problems as it takes time to "shake down" any new equipment and get it working properly. Engineers must familiarize themselves with the equipment and adjust the hundreds of controls and new circuits that are in a television transmitter.

While all this is going on, your program and film department must be preparing film and slides to start off the new station that is now taking shape. At this point the telephone calls come faster and faster and you begin to get these questions:

"How many hours are you going to operate?"

"Are you going to have Arthur Godfrey?"

"Why don't I get the signal in my location?"

"Are you running full power yet?"

"Why don't you use the live camera?"

"Is the test pattern round?"

"How do I get rid of ghosts?"

"What is the best set to buy?"

"Do I need an antenna?"

"Why do I get light spots on my screen?"

And dozens and dozens of similar questions.

We would like to answer them all, but they are now coming so fast that we are swamped. You find that getting the station on the air was not so difficult after all. The problems are still with you, but there is now a new set of them!

Following are a few typical questions and answers. We hope they will help you get WABI-TV a little bit better.

See you on TV!



Q. Are you all through making tests and is it all right to have my set adjusted?

A. Yes. We are now transmitting a good, clear picture and our transmitter is properly adjusted. Your set can be adjusted and this should be done by a competent service man.

Q. Should the test pattern on my screen be round?

A. Yes. For all practical purposes, the service man can adjust your set so that the test pattern will be round. We transmit a perfectly round test pattern. It may be slightly off round on your set, but that is nothing to worry about and can be adjusted.

Q. Are you running full power, and how much?

A. Yes, we are running our full power of 2,000 watts on the video transmitter and 1,000 watts on the audio transmitter.

Q. Are you going to increase power later on?

A. We probably will increase power at some later date. However, we have no immediate plans for increasing power.

Q. Why do some films come through clear and others look grey or cloudy?

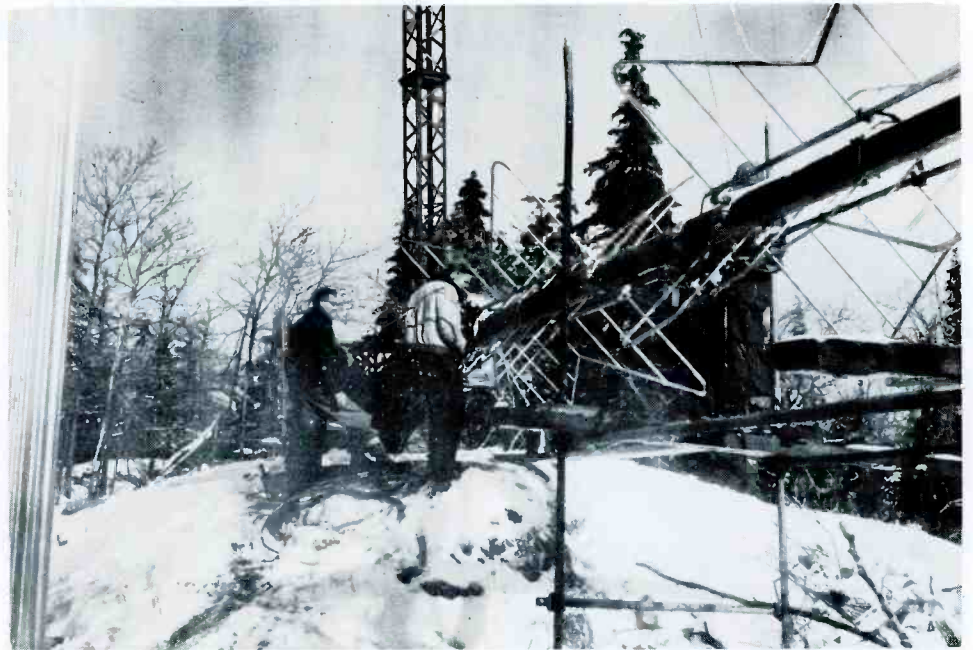
A. Some films used on TV are called "kinescopes", that is, made from a TV picture in the originating studios, such as in New York, Chicago or Hollywood. The quality is not quite as good as film made for usual projection purposes. The result is that it looks a bit washed out.

Q. Why do I get a double picture on my screen?

A. These are what are known as "ghosts" and you are getting, besides the direct signal from our transmitter, a reflected signal from a building or a hill. This reflected signal is arriving at your antenna just a fraction of a second later, giving the picture a "ghost" outline. Turn your antenna in any direction until the "ghost" disappears.

Q. Why don't we see the announcer when he gives the news?

A. This requires the live camera and added personnel. We plan to use the live camera on the news very shortly.



**Top:** Walter L. Dickson, chief WABI-TV engineer, left, and TV Engineer Elmer L. Snow put the finishing touches on the bat-wing antenna just before it is hoisted into place on Cope-land Mountain.

**Bottom:** The studio building was erected in the dead of winter to get WABI-TV on the air as soon as possible.

Q. Should I buy an antenna?

A. Yes, whether you live in Bangor or miles away, you should use some sort of antenna, preferably an outside one. In Bangor it can be very simple and many are top-of-the-set rabbit ears. However, out of town sets should have a good outside antenna. Your service man knows what type works best in your locality.

Q. Do you transmit the same amount of power in all directions?

A. Yes. Our antenna is non-directional and sends out the same signal power in all directions.

Q. Are you going to have live camera shows from downtown Bangor?

A. Eventually, but not at the present time. This requires micro-wave equipment for retransmission, which we don't have at the present time. We hope to be able to do this later on.



# Operations Staff of WABI-TV-AM

**Lee Gorman, Jr.**

*"Lee"*



At 29, Lee Gorman, Jr., is general sales manager for both WABI-TV and WABI-AM, both the youngest and, at the present time, the only TV-AM sales manager in Maine. His record as sales manager at WPOR, Portland, was outstanding, so Murray Carpenter invited him along to Bangor for the WABI operation. He is a graduate of Portland High School Hebron Academy and Tilton School and went into radio sales after a brief career in promotional work. He has scored many sales "beats" in his radio-TV career and is looking forward enthusiastically and excitedly to keeping WABI-TV not only the first, but the best, in Maine.

**Richard B. Bronson**

*"Dick"*



Dick Bronson, new program manager at WABI-TV, although only 33, has been wrapped up in radio and entertaining since he was a youngster. After attend-

ing the Belmont and Watertown, Mass., schools, he studied journalism at Suffolk University and Broadcasting and Allied Arts at Emerson College, Boston.

He has been announcer at WESX, Salem, Mass., program director at WKNE, Keene, N. H., chief announcer, network announcer and program director of WONS, Hartford, Conn.; program director at WHNC, Henderson, N. C., chief announcer and program director at WPOR, Portland; and program manager of WABI, Bangor.

He is active in the Junior Chamber of Commerce, moderator of Veazie town meetings and active in the Veazie Congregational Church, Community Chest, Cancer, Heart and March of Dimes campaigns. His hobby is circus lore and the collection of Circusiana. During the war, with his wife, he had a "Barnstorm Players" troupe on the road and played military installations on the East Coast. Other professional experience includes band leader, night club emcee and vaudeville.

**Milton C. Chapman**

*"Chappy"*



Chappy is local sales manager for WABI, having been a former account executive at WPOR, Portland. Like all good sales personnel, he gets around with the "best people" and is a member of the Tarratine Club and the Junior Chamber of Commerce. He is a graduate of Westbrook High School and St. Louis University. Chappy is 32, married, and has one son.

**Elmer C. Snow**

*"Elmer"*



At 28, Elmer is technical supervisor of WABI-TV, making with all the gadgets that put out a good picture and sound from Copeland Mountain. He saw service with the U. S. Army in communications and later was at WGUY, Bangor. He is a graduate of Crosby High, Belfast, and the University of Maine. Elmer is a member of the Masonic Lodge and the proud father of two youngsters.

**Walter C. Warman**

*"Walt"*



Walt is WABI-AM plant supervisor and is a real veteran with the station, having first gone to work there for a year in 1941-42. Later he was an operator for the FCC, a ship's radio operator, and also taught at the U. S. Maritime Service Radio School. He graduated from Madison Memorial High and Massachusetts Radio and Telegraph School. At 37, he's married, has two children and is a member of the Masonic Lodge. Hobbies? You guessed it - amateur radio and photography. Walt returned to WABI in June of 1946.



## Robert H. Patten

"Bob"



Bob Patten, just promoted to program manager of WABI-AM, learned the business at WLBZ, Bangor, just prior to and after the war, when he saw three years' service with the Navy. He also took time out after the war to get an AB degree at the University of Maine and an MA at the University of Denver. He's a member of the Bangor Toastmasters Club, the Bangor Civic Theater and is chapter adviser to Rho Rho Chapter of Sigma Chi at the U. of M. He's 30 and married, thank you.

## Forrest C. Beal

"Judge"



Continuity director for both WABI-TV and AM, "Judge" is a real old timer among the WABI youngsters. He's had 20 years of freelance writing for national magazines and estimates that he has composed over 5,000,000 words of ad copy and continuity for WABI in the past two years, which must be some kind of a record.

He graduated from Milbridge High School in 1917 and Bowdoin College in 1927, after which he has done graduate work at the University of Maine and Columbia. He taught modern history in

the Bangor schools for nine years and presently has a daughter, Ruth, at the U. of M., and a son, Allen, at Scripps Institute, University of Southern California. Besides all this, "Judge," who is 52, likes to hunt and fish.

## Leon H. Nelson

"Lee"



Lee Nelson is the photogenic TV announcer who is building up a great following with the Central and Eastern Maine gals of all ages. Just turned 24 (and single!), Lee is announcer-producer for WABI-TV. He attended Edward Little High in Auburn and then majored in journalism at Antioch College, Yellow Springs, O. He first came to WABI in 1949, after stints at WJEL, Springfield, O., WMRN, Marion, O., and WPOR, Portland.

He returned to WABI last December, after two years active duty with the U. S. Army Psychological Warfare Branch in Tokyo. He was news-commentary writer for the propaganda radio operation known as "The Voice of the United Nations Command." He's a member of the Bangor Civic Theater.

## Harold M. Shaw, Jr.

"Hal," "Mac"



Hal Shaw, another popular announcer on WABI-TV, has been at WABI just

a year, but has considerable network and theatrical experience. Just 28, he's a professional actor, having been with the State Theatre of Virginia, CBS and NBC Television, and has appeared in the Civic Theatre and summer stock. He studied at The Citadel, University of North Carolina, where he was graduated with a BA degree. He put in one year with the American Theatre Wing in New York and took Pat Kelly's announcing course at NBC. He's a member of Actor's Equity, was an Eagle Scout and a member of the Delta Psi Fraternity at U. N. C.

## George F. Mulherin

"George"



George, who is film director and film cameraman at WABI-TV, is a familiar figure around Bangor, where he's done newspaper writing and photography for 10, these many years. He admits he's the same age as Jack Benny and got his well-rounded education in the College of Hard Knocks, Anywhere, but mostly in Maine. He took aerial photos, stills and movies for the Air Force for four years and probably has shot more footage and taken more stills than any other photographer in Northern and Eastern Maine. He has covered the biggest stories there for the past 20 years and has done documentaries for some of the big paper companies and other clients.

George was grabbed up by WABI-TV last December and has been putting in more overtime than regular time, in order to get film ready for WABI-TV viewers. He's a member of the Tarratine Club and a former card holder in the International Alliance of Theatrical Stage Employees, though he won't say whether he was a grips or a spot lighter. Nothing pleases George more than to have a movie camera in his hands, unless it's fooling around with his three youngsters. The question has always been, "How does he find time for everything?" Quite a guy!



**John F. McRae**  
"Johnny"



Johnny's voice and pleasant patter have been a fixture at WABI for more than seven years, but it wasn't until he did part of the U. of M. basketball tournaments for TV where he teamed with Bud Leavitt, that many of his fans got to see what he looked like. Johnny has been doing the "Rise and Shine" program over WABI since 1945 and last year put on a "Matinee With MacRae" program that topped all radio ratings in Bangor. He also does a stint called "The MacRaes At Home," which brought SRO to the radio period. "Rounding 34," Johnny dotes on his two kiddies and still has a great future ahead of him in Bangor radio-TV work. WABI is his first assignment in the field.

Johnny is a native of Nova Scotia and was educated in Massachusetts and Michigan. He first got into radio via the U. S. Navy in World War II, in the Navy

incentive network out of WBZ, Boston.

He started the "Rise and Shine" program shortly after coming to WABI in 1945 and built it up into a 2 1/2-hour show, with more than 100 weekly sponsors, many of them national. At Johnny's suggestion, WABI listeners have contributed over \$20,000 to the March of Dimes, sent thousands of cards to shut-ins, and donated hundreds of articles of clothing to help rehabilitate burned-out families.

His present "Matinee With MacRae" show is a three-hour daily spot (2-5 p. m.) and Johnny also has become Sales Service Manager for the station. The "MacRaes At Home" program ran for three years and was the only "Mr. and Mrs." show in Maine radio. Mrs. MacRae was the former Stella Smallidge, a Maine girl.

**Paul J. Dugas**  
"Doug," "Dugie"

As sports director and staff announcer at WABI, Doug has a key spot on the WABI staff, which he joined 15 months ago. After graduating from Lynn English High School, where he was a baseball star, Doug was tapped by Uncle Sam and slogged it out for three years in the Infantry. He took his Bachelor's Degree in radio production from the University of Miami and then spent six months interning as sportswriter-sportscaster with WMIE, Miami. He also put in six months educational training at WTVJ-TV, Miami, and for ten months was combo man with WTWN, St. Johnsbury, Vt. In college, he also played baseball and hockey. At WABI he also does a deejay stint on "Record Room," from 8:15 to 10 p. m. daily. Doug is a member of Alpha Gamma Rho and the Penobscot Valley Country Club.

**Ralph S. Hunt**  
"Zeke"



Now in the "Rise and Shine" deejay spot on WABI, "Zeke" Hunt makes use of his musical education to good advantage. His staff announcing record includes previous chores at WFAU, Augu-

sta, and WTSE and WLOB, Claremont, N. H. After graduating from Claremont High School, he spent two and a half years at the Metropolitan School of Music in Chicago, which puts him in a position to pass judgement on the current disc offerings. "Zeke" is a member of the Bangor Civic Theatre, is 24, married and has one daughter.

**Walter G. Broadhurst**  
"Pops"



Just a young guy trying to get along and doing a good job of it is "Pops" Broadhurst, who currently is slaying them on "Shoppers' Bandstand" over WABI from 9 to 10:30 a. m. Saturdays. He hails from Stamford, Conn. After high school, "Pops" graduated from the School of Radio Technique in New York, then dug down into the Deep South for an announcing job at WVIM, Vicksburg, Miss. He's 23 and single, as if you couldn't tell by the pep he puts into his pet "Shoppers Bandstand" project, his pride and joy.

**Guy A. Corey**



Knowing his way around is a big asset to Guy, who helps keep the WABI payroll going with his excellent sales efforts. He's 63 and happy in the radio game, having had a good taste of the entertainment life via 20 years on the



vaudeville circuits, where he specialized as a trumpet tooter. He also learned the selling game with the experts and was good enough to stay six years with National Cash Register, which was as long as he wanted at the time. Guy came to WABI in 1933 and likes to reminisce on the old days, when vaude was playing to packed houses and it was a thrill even for the orchestra members to have their efforts applauded. He's the original "old timer" at WABI.

**Robert W. Young**  
"Bob"



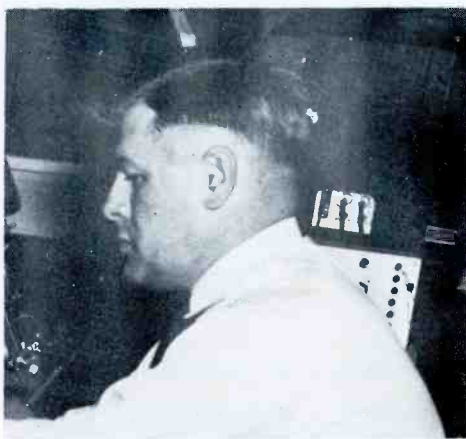
Most recent addition to the WABI staff is "Bob" Young, radio sales account executive, whose pleasing personality and experience in sales work makes him a valuable asset to the WABI "team." Bob was for three years an account executive with Station WGAN in Portland and prior to that was territorial representative of Kelly Springfield Tires for some three and one-half years. He's 29, married and has two children, is "sold" on the State of Maine and looking forward to going places in the Bangor sales field, where he has a host of friends and business acquaintances.

**Robert C. McGausland**  
"Bob"



Bob is a comparative newcomer at WABI-TV (but so is the station), where he's building up some of the major accounts. Guiding the many "deals" involved to a happy conclusion for both the clients and the station ought to come easy to Bob, as he did a somewhat similar chore steering sky buggies around for the Air Force in the last two periods of unpleasantness. His civilian forte has been in newspaper advertising and layout work, which gives him a good prepping for the demands of the new TV medium. After high school in Portland, Bob studied political science for two years at the University of Florida and is anxious to complete his education by observing the intricacies of Bangor politics. Bob likes Bangor and he's all keyed up at what TV can do for business there. He's 31 and married.

**Paul D. Palmer**



It takes a good crew of engineers to keep a TV station on the air and Paul is one of them, having the added advantage of being a Brewer boy and a radio ham since he was 16 years old (WIBPX). From Brewer High he went to the University of Maine, from which he also took the extension course in fundamentals of radio-TV engineering. He also spent eight years in the sales department of the Eastern Corporation, but electronics proved a stronger attraction, so now he's helping to make sure WABI-TV goes out with a good video-audio signal. He likes to fish, is 38, married and has three children.

**Rosemary Shaw**

Assisting Dick Bronson with WABI-TV programming, Mrs. Shaw (nee Romer) has had considerable voice, ballet and dramatics experience in her brief, to date, career. She attended King-Smith Professional School in Washington, D.C., and the opera Workshop at Columbia University. She also had six years private training in voice and coaching in

New York and attended the Martha Graham School of the Dance for three years. She has studied ballet for ten years and has taken private training in languages and drama.

In New York, she was secretary to the art director of Cushing & Nevelle and in the sales department of Radio Reports. She also has done restricted work for the Armed Forces. Mrs. Shaw is a lyric coloratura soprano and has appeared in quartets in clubs and hotels around New York. She also is a recitalist and was soloist in St. John's Church, Washington, D. C.

**Leroy E. Taylor**  
"Ed"



Ed is another of the WABI-TV engineers and joined the WABI staff just a year after he graduated from Bangor High School in 1942. He's single and 28 and is tickled to death to be able to have a hand in putting his hometown on the map through being the first city in Maine to have television. It has been a busy three months for Ed and the other engineers, but he feels that the results are well worth the effort. His goal is to have WABI-TV put out the best signal that the equipment will produce, and there is none in Maine more up to date.

**Wallace K. Edwards**  
"Wally"





Besides making his career in radio and electronics, Wally Edwards also has quite a background in piano and organ playing, having studied the subject for eight years in Portland. He has been in radio quite a few years, having been seven years in aeronautical radio with Northeast Airlines and five years in the broadcast field with WGUY-AM and FM. He is transmitter operator and technician at WABI-TV and has his own amateur radio station (W1OHV). He holds a first class radio telephone license and an Air Way Weather Observer's Certificate. His hobbies are music and amateur radio. He's 36, married, the father of three children.

**Carl Blake**

Completing the crew of WABI-TV engineers is Carl Blake, a Boothbay Harbor High and M. I. T. graduate. He also teaches electrical engineering at the University of Maine, a position he has held for the past four years. He also served more than a year as factory engineer for Philco and worked in the component testing lab and on television research. He's a member of the American Society of Electrical Engineers and the International Radio Engineers, as well as Eta Kappa Nu. Carl is 27, married and has one daughter.

**Kenneth G. Crabtree**  
"Ken"



Ken Crabtree has been a radio technician at WABI since 1942, having spent three years in the Bell Telephone lab in New York City. He's a graduate of Hebron Academy, Bowdoin College and M. I. T., is a licensed professional engineer and a member of the AIEE and the ASEE. He's 54, married and has four children.

**Edwin W. Hadley**  
"Ed"



Another Brewer boy in the WABI fold is Ed Hadley, who has had wide experience in amateur and maritime radio and radar. He spent nine years as marine officer on all types of ships and has had some TV experience in Rhode Island and Connecticut, as well as FM experience. He's currently transmitter engineer and technician with WABI. He's 37, married and has a son, whom he hopes will be a radio-TV man like his dad.

**Anne M. McCarthy**



Almost from the beginning of the rush period to get WABI-TV on the air, Mrs. McCarthy, as secretary to Murray Carpenter, found herself up to her ears in detail and hard work. No stranger to either, she is an Air Corps veteran, having served as cartographer at Sebring, Fla.; as an Air Corps secretary and personnel clerk; as secretary to the Intelligence Officer, CBI; as librarian of the CBI Southeast Asia Command; as secretary to the Chief, Education and Training, VA, Bangor; and as appointment

clerk and reception clerk at Dow Air Force Base, Bangor.

"Mac" is a graduate of Mattawamkeag High School and Maine School of Commerce, learned gauge inspection and blueprint reading at the Colt Firearms School and also studied administration, radio operation, weather, navigation and airways subjects with the Air Corps. She is a member of the American Legion and St. John's Council of Catholic Women.

**Esther J. Brontas**



As Gal Friday to Lee Gorman, Miss Brontas keeps everything running smoothly with her bright, pleasing personality. Like all good secretaries, she is invaluable to the expanding WABI operation. Miss Brontas graduated from Bangor High School in 1946 and gained previous experience with the Agricultural Extension Service of the U. of M. and in civil service at Dow Air Force Base. She came to WABI just over three years ago and is a member of the Schumann Club and Bangor Civic Theatre.

**Eugene L. Irish**  
"Gene"



Gene completes the roster of WABI engineers, having worked previously with the former WJOR, Bangor, and WIDE, Biddeford. He holds a commercial radio telegraph license and studied at Massachusetts Radio School after graduating from Standish High. He's a member of the AFAM, is 26 and married.

(Cont. On Page 67)



# What's Ahead In Maine TV

By Richard W. Hobson

Managing Editor, Maine TV-Radio News & Guide

**WITH NEW developments and improvements coming almost daily in the Nation's fastest growing industry—Television—the average Maine citizen finds himself beset with the question:**

**"Should I buy a set NOW, or should I wait until some of these predictions in the daily news take place?"**

The average layman hears talk of color TV, three-dimension TV, portable sets, new stations coming on the air, prices less than half what they are now, smaller sets, larger screens, no antennas needed—the field of speculation seems endless. And, we might add, most of these possibilities are still a long way off from mass market availability.

Our general answer to the general question on whether to buy now or wait another year or more is:

"Yes, buy now, if you can afford it; if you are in an area of reasonably good TV reception; if you want to enjoy the improving programs, the major sports events, the many thrilling spectacles that will be on TV during the coming year!"

## Maine Situation

First, here's the situation on Maine TV stations themselves:

WABI-TV, Bangor, Channel 5, already on the air and is being saluted in this Souvenir First Edition of MAINE TV-RADIO NEWS and GUIDE. Although it is averaging only 5-6 hours of evening broadcast, it plans to step up its schedule in the near future as more top TV shows become available. Right now its signal is covering two-thirds of the area and one-half the total resident population of Maine, in approximate figures.

(See separate articles on WABI-TV coverage and programs).

Station WPMT-TV, Channel 53, Portland, is moving ahead with its construction schedule, has set a target date of August 15 for test patterns, August 30 for regular programs. In addition, WPMT-TV has been assured that the telephone company will install a special microwave relay system between Boston and Portland to give WPMT-TV live network shows when it goes on the air.

Frank S. Hoy, president-general manager of radio station WLAM in Lewis-

ton-Auburn, heads the group building WPMT-TV. He recently estimated that his Channel 53 (UHF) signal would reach a Maine population area of 309,882 persons, roughly one-third of the State's population.

Even more exciting is the possibility of a TV station atop Mt. Washington. Permit is being sought by a group of Maine and New Hampshire radio station executives, headed by former Gov. Horace A. Hildreth. This station, for which Channel 8 (VHF) is asked, would cover more than 24,000 square miles in Maine, New Hampshire, Vermont and the Province of Quebec, Canada. An estimated coverage area of more than 1,500,000 population in the three States is predicted.

One of the features of Mt. Washington-TV is its plan to build its own microwave relay towers from Boston to the 6,288-foot high mountain top transmitter, also assuring live network programming. One-channel microwave relay towers cost only about one-tenth of the standard telephone company towers, set up to carry four-channels and also used for telephone and radio relays, as well as TV.

## Signals This Spring

The FCC already has granted permission for Mt. Washington-TV to begin test signals this Spring from a transmitter located on the mountain top. The Mt. Washington-TV Channel 8 allocation currently is being sought also by the corporation owning Station WLAM, Lewiston-Auburn, and the corporation owning WCOU-AM-FM, Lewiston.

Other Maine TV applications on file with the FCC include those for Channel 6, Portland, for which radio Stations WCSH and WPOR, Portland, are competing; and Channel 13, Portland, for which Station WGAN, Portland, and Community Broadcasting Service

(WABI, Bangor, affiliate) are competing.

How soon these contests will be resolved is highly indefinite. Although previous experience indicates public hearings and expected appeals might consume two to three years, there are signs that the FCC is speeding up its schedules and, if it is able to obtain more manpower from the new administration in Washington, possibility exists that definite decisions may be forthcoming sooner than was expected some months ago.

Northern Maine residents also are tuning in Channel 2, Montreal, which came on the air last Autumn. For other TV channels allocated to Maine and a brief outline of the difference between VHF and UHF channels, please refer to the article on "VHF and UHF" in this issue.

## Boston Signals Good

Thus far we have not mentioned Boston Channel 4 (WBZ-TV); Boston Channel 7 (WNAC-TV); or Providence Channel 11 (WJAR-TV), which have been commonly received for the past four years in Southern Maine up to the Greater Portland area and somewhat beyond. As the radiated signal power of these stations increases (WBZ-TV now, WNAC-TV shortly), reception has become more and more dependable as far as the Greater Portland area and considerably beyond.

Reports have been received of Boston reception, in certain weather conditions, as far north as Bingham, some 200 air-line miles north of the Hub.

(Please Turn Page)

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Greater Portland is now considered an acceptable "fringe area" for reception from Boston, while points beyond would be in the "ultra fringe area". With the modern long-distance sets and the new, improved antennas, warm weather reception of strong TV signals as much as 100 to 200 miles distant from transmitters is now an accepted fact. See the article "Know Your TV Antennas" in this issue.

With dependable TV signal reception from some source now a commonly enjoyed fact in most of Maine, and with one more definite and several probable stations in the near future, there seems little reason to delay any longer the installation of a TV set for home entertainment and education.

### Prices Firming

As to prices, national and local distributing and service personnel foresee no radical changes in the near future. If anything, there have been indications of a firming up of the price structure over the past 12 months, in spite of record production. The reason is the greatly growing demand nationwide for sets and equipment, as the number of new stations grows weekly.

Actual experience shows that the TV set market and available installation service greatly tightens up in any area as the time for a new local station to come on the air approaches. This has been true in every large market area and was brought closer to home when WABI-TV, Bangor, went on the air two months ago. It reached a peak just before and during the televising of the basketball tournaments from the University of Maine at Orono over WABI-TV, and is still growing as TV becomes more and more a part of the entertainment pattern for Eastern, Northern and Central Maine.

From the price standpoint, therefore, industry seers do not believe that much, if at all, can be gained moneywise by those who delay buying in the expectation of cheaper prices. As the weather becomes warmer and the Maine business level picks up, as it does every Spring and Summer, the demands on the industry in Maine may be expected to become greater.

As to technical advances, such as color TV, 3-D TV, etc., all these are still a long way off from mass market production. Although color TV may be thrown open to free competition in the near future, the best brains in the industry, including those which have been working on color TV, declare that it is at least five years away from general commercial use, maybe longer.

## FOR THE JUNE ISSUE MAINE TV-RADIO NEWS and GUIDE

Will feature the radio stations in the  
**LEWISTON-AUBURN AREA**

as well as a

## Special Salute to the Opening of STATION WRUM, RUMFORD

**This special coverage of the news, views personalities and programs of Radio and TV in the "Industrial Heart of Maine" will continue our policy of featuring, in each issue, the various sections of Maine covered by Radio-TV service.**

**We will continue also our feature schedule on outstanding national programs, the latest TV-Radio information written for the layman, or general public. We hope to add to the various departments and, with each succeeding issue, expand our general news and feature coverage on all Radio and TV stations in Maine.**

**We welcome the comments, criticisms and suggestions of our readers to make MAINE TV-RADIO NEWS and GUIDE the most useful, interesting and newsworthy publication of its type anywhere !**

### Programs Improving

Aside from technical features, such as gradual improvement in set circuits, picture tubes, antennas, etc., the most significant advance in television during the past 12 months has been in programming. The coast-to-coast microwave relay went into operation just a year ago last Jan. 1. Since then major spectacles, such as the recent atomic bomb blast, the Academy Award program from Hollywood and New York, the political convention and campaign coverage, the big sports events, such as the World Series, football classics, championship boxing and other sports and entertainment have become commonplace.

Even more rewarding and spectacular programs are being planned as the networks vie with one another, as they must in the American free enterprise system, to give the public the best and the most. Studio and pickup techniques also

have shown great improvement and many experts in the world-famous Hollywood motion picture industry are bringing their talents and skill to television. In fact, show trade experts are reporting a gradual "wedding" between TV and the film industry, to the undoubted mutual gain of both.

All such basic factors considered, it seems to MAINE TV-RADIO NEWS and GUIDE that those Maine people who are seriously considering a TV set might be wiser to make their selection now, than to wait even a few months longer, when there is bound to be a "rush" as the "on air" date for WPMT-TV, Channel 53, Portland, draws closer. If Mt. Washington-TV, or any of the other applicants gets a permit—and this could come sooner than now expected—the resulting demand might even cause some irritating delays.

*(Cont. On Page 96)*





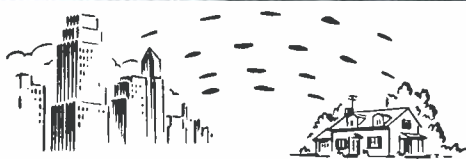
**The Biggest Year for TV Entertainment**  
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# SYLVANIA TV

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**HALOLIGHT\***

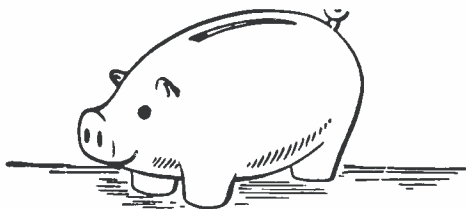
*The Original Frame of Light That's Kinder to Your Eyes!*

**WHEREVER YOU LIVE**



City or country, your best bet is Sylvania TV! You get the clearest, the sharpest pictures possible. And only with Sylvania TV can you get amazing HALOLIGHT the soft frame of cool light around the picture. It's much kinder to your eyes.

**WHATEVER YOUR BUDGET**



There's a high quality Sylvania TV just made for your budget. Whether you want a value-packed 17" table model or the thrilling Sylvania big 3-way combination... you can't do better than 1953 Sylvania

**WHATEVER YOUR FURNITURE TASTE**



What do you prefer... modern, traditional, blonde, mahogany? No matter what your furniture taste, there's a Sylvania TV receiver "just made" for your particular living room. Come in... see our fine TV selection.



**The Beautiful Kensington... A Corner Console Ensemble**

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**BANGOR and PORTLAND**



*The "Queen City" Of The East Was A Logical Place  
For Maine's First Station—We Also Predict*

# TV WILL BOOST BANGOR

**W**HEN Murray Carpenter and former Gov. Horace Hildreth took over Station WABI, Bangor, they entered the field of commercial communication service in an area covering a tremendous slice of Maine and containing some of its most important natural resources.

Bangor, the "Queen City", is not only an industrial and commercial center for all of Northern and Eastern Maine, it is also a transportation and business "hub" for what has become one of the fastest growing regions of the entire northeastern United States.

Now, with WABI-TV radiating a dependable signal that covers approximately two-thirds of the area and one-half the population of the entire Pine Tree State, the reciprocal benefits of this new service should prove a great boost, not only to the Bangor area, but to the entire coverage zone.

No other city in Maine has Bangor's historic glamour and few can match its civic pride, or its strategic economic location.

## Is "Gateway" City

Bangor has been a "gateway" since the earliest history of the Penobscot Indians. It was a sailing ship seaport and was once the biggest lumber shipping port in the world, a century ago. Today, the city itself, third largest in the State is a funnel through which pours most of the wealth and production of most of Northern and Eastern Maine. Through it passes most of the traffic coming and going from the eastern seacoast, the northern forest areas and the Maritime Provinces of Canada.

It is a city of wide, metropolitan streets and avenues; of modern department stores, wholesale centers, banks, educational institutions, industrial firms and with a trading area estimated at ten times its resident city population of 32,000. It is the headquarters of the Ban-



**An aerial view of downtown Bangor.**

gor & Aroostook Railroad, best revenue line of any American "small" railroad; of the Great Northern Paper Company, largest newsprint manufacturer in the world; it is the location of Dow Field, second largest airport in Maine, now used as a jet plane base.

In 1945, an income of more than \$60,000,000 for its citizens ranked Bangor in eighth place in the Nation for per capita income. Its retail volume has increased more than 25 per cent in the past 15 years. It has more than 600 retail establishments, nearly 100 wholesale firms and more than 400 professional offices. Its five banks have total resources of more than \$100,000,000.

Where once lumber and paper overshadowed all other production in the Bangor area, industry is now greatly diversified and this trend is accelerating. More than 70 manufacturing plants of all sizes produce pulp, paper, wood products, lumber, tools, machinery, stoves, furnaces, building material, brick, cigars, candy, fish products, meat and agricultural packs, clothing, sports equip-

ment, furs, printing, baking and beverage products, shoes, moccasins and fertilizers.

In fact, Bangor today has the greatest concentration of moccasin production in the Country, mostly hand sewn.

## Bangor's "Hinterland"

Besides the cities and towns of Penobscot County, for which Bangor is the focal point for business, its economic "Hinterland" also comprises Aroostook County, famous for its huge potato production and diversified agriculture, one of the richest agricultural counties in the United States and larger than the States of Rhode Island and Connecticut combined; Washington County, center of the blueberry and fish packing industries; Waldo County, with its burgeoning poultry production; Piscataquis County, with its many industries, topped by the paper and pulp production; Hancock County, with its lumber, paper and vacation-travel industries, notably Bar Harbor and Mount Desert Island; and part of  
*(Cont. On Page 84)*



with "Miracle Interlace"

brings the action right into the Room...  
Nearer and Clearer than ever before!

Now your customers can enjoy a television picture *far more restful to the eyes*—with twice the detail—thanks to Motorola's Standout Picture with "Miracle Interlace"! Perfect, permanently synchronized interlace eliminates the annoying "lines" found in some sets. The picture is *completely* filled in from top to bottom, side to side—a Standout Picture!

**NO WASHED-OUT WHITES, NO BURNED-OUT BLACKS!**

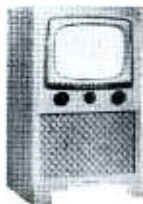
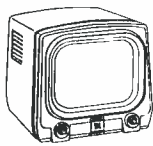
Here's true picture realism—more natural than you've ever seen before! No stark blacks and whites but a full range of tones in black, grey and white. Only Motorola's advanced science of *Optronics* offers your customers just the degree of contrast they desire, with all of the delicate tonal qualities that create an exciting new picture depth never before possible.

The Big 21" picture has better definition than older small screens—it is not necessary to have a large room; it is easy to view "close-up"!

*twice as much detail*



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# How WABI-TV Estimated Coverage

By WALTER L. DICKSON,  
Chief Engineer, WABI-TV  
and WABI-AM

**On Dec. 8, 1952, at a Meeting in Bangor, for the express purpose of acquainting distributors and dealers with WABI-TV construction plans, on air date, and proposed coverage, the WABI-TV Engineering Department made the following statements:**

(1) We will be on the air Feb. 1 if we get a Construction Permit before the end of December.

We received the Construction Permit at 12:45 p. m., Dec. 31.

We applied power to our 3-bay antenna on Jan. 25 and put on our first test pattern 12:46 a.m., Jan. 27. We predicted we would do it—*We did it!*

(2) We will erect a 3-bay antenna on a 80-foot supporting structure in one piece and in one operation regardless of the weather. We predicted we would do it in 14 days—*We did it in nine!*

(3) We will put a good acceptable signal into the towns of Greenville, Millinocket, Lincoln, Waterville, Augusta, Bingham, Brownville Junction and Rockland, even though all of these towns are well beyond our Class B coverage area. We are not only putting an acceptable signal in these towns but in many cases a signal far beyond what we did not predict. We said the signal would be there, *and it is there.*

For Example: Measurements made independently by the Philco Field Survey Mobile Unit No. 5 during the month of February and forwarded to this station show the following:

Skowhegan	70 microvolts
Waterville	95 microvolts
Sherman Station	
(80 mi. North of Bangor)	30 microvolts
Millinocket	70 microvolts
Lincoln	300 microvolts
Bar Harbor	600 microvolts

Why does WABI-TV service these areas?

Why did the Engineering Department say that WABI-TV would cover this area with 2,000 watts of radiated power?

The answer is very simple:

It is a well known fact among the

Radio and TV people that Television is a line of sight proposition—and can be stated simply as:

Line of Sight	1.23	transmitting antenna height plus
		receiving antenna height

Now, for example, if you were standing on top of the Empire State Building in New York City, which is 1,515 feet above sea level, your line of sight would be:

Line of Sight	1.23	1515
Line of Sight	1.23x39	48 miles

Of course, the reason line of sight is only 48 miles in the case of the Empire State Building is due to the curvature of the earth.

Now there are two ways to increase the line of sight. You can build the Empire State Building higher. Suppose we built it to 2,000 feet, then line of sight would be 1.23x45 or 55 miles. We would gain about seven miles.

The other alternative would be to leave the Empire State at 1,515 feet above sea level. At 55 miles, which now would be beyond line of sight of the Empire State Building, build a receiving point high enough in the air so that we would again be in line of sight. This can be calculated very easily because

Line of Sight	1.23	1515	Receiving height
---------------	------	------	------------------

Suppose we put ourselves on top of a building 25 feet above sea level 55 miles from the Empire State.

1.23 ( 1515      25 )

1.23 (40-5)

1.23x45 55 miles

So we now have same thing as though we raised the Empire State to 2,000 feet.

OK—So what!

So it just doesn't happen that, for example, the town of Brownville is 500 feet above sea level, Millinocket is 478 feet above sea level, Greenville is over 1,000 feet above sea level, etc. They have always been right there (waiting for TV). Is it any wonder then that these towns are getting reception?

You don't even have to figure it on paper because we can stand in the doorway of our transmitter on Copeland Mountain and look at Greenville and Bingham and hundreds of towns in our (coverage) area.

Let's see what happens when the receiving height above sea level instead of 25 feet or 50 feet or even 200 feet becomes 600 feet. WABI-TV is 900 feet above sea level on Copeland Mountain. We put it there purposely. That gives us our transmitting height above sea level. It is the highest TV antenna above sea level in New England and only 600 feet less than the Empire State.

Now it does just happen (and we knew it when we were predicting coverage) that from our location at Copeland Mountain the terrain rises gradually out to a distance of approximately seventy-five miles reaching an average height of approximately 600 feet. Let's see what happens when our 900 foot antenna is used in conjunction with a 600 foot receiving location.

Line of Sight	Transmitting antenna height plus
	Receiving antenna height
Line of Sight	67 miles

Line of Sight—67 miles—includes Greenville, Lincoln, Millinocket, Dover-Foxcroft, Brownville, Dexter, Charleston, Waterville, Bingham, Madison, etc.

It's height that counts in the State of Maine, not power. And, if you have height you can bet you have line of sight. And, when you have both you have WABI-TV, even if it is 67 miles away.

P. S. We don't cover Lubec and Calais very well. These towns are eighty miles away and are at sea level.

P. P. S. When we predicted our coverage in December we said we wouldn't cover these towns, and we don't.

Palsy: "What did Murray do when you asked him for a raise?"

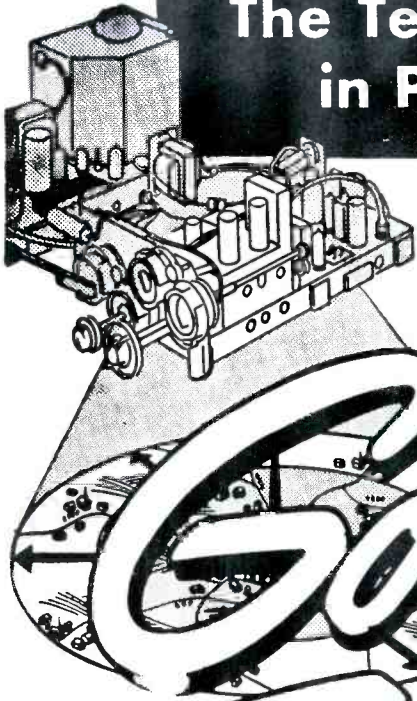
Walsy: Oh, he was gentle as a lamb."

Walsy: "What did he say?"

Walsy: "Ba-a-a-a!"



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**PHILCO** with

**Golden Grid**

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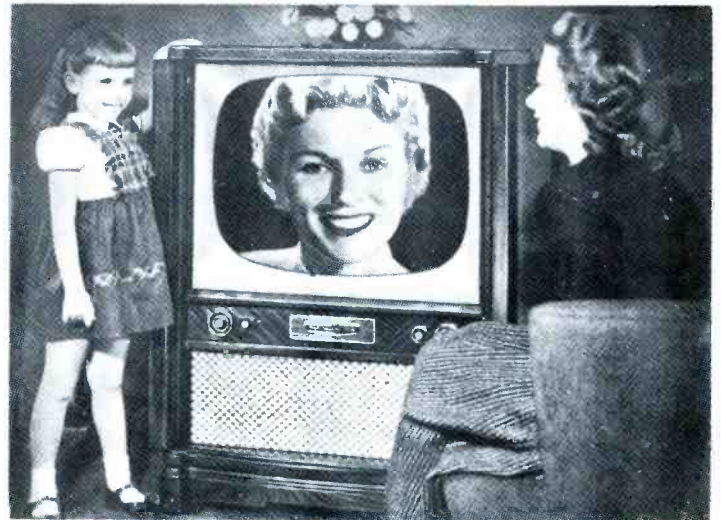
**PHILCO**  
Television

Now in the finest  
21-inch open face console  
ever designed for television



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Here's Philco's famous TV 90 Chassis with Golden Grid Tuner... the "heart" of the most advanced television set ever built for the American public. Unmatched anywhere for sensitivity and sheer power, it comes to you now in a wide choice of table models, consoles, and TV combinations, new for '53. Again, it's the big news of the year.



The Leader Everywhere  
in **VHF** and **UHF**  
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*Bishop Sheen Proves :*

## **Life Is Worth Living!**

**B**ISHOP Fulton J. Sheen, educator, lecturer, writer and one of the nation's foremost religious leaders, has successfully carried over to television his ability to attract and hold the attention of an audience. A master of the English language, he delivers his video talks in the simple, spontaneous dynamic terms that made him such a popular radio lecturer for over 20 years. His TV program, "Life is Worth Living," is seen over WABI-TV (5) Bangor; and WNAC-TV (7), Boston, (Tuesdays, 8 P. M.).

Twelve years ago, when television was still in more or less an experimental stage, Bishop Sheen conducted the first religious service ever to be telecast.

Bishop Sheen was born in El Paso, Illinois, in 1895, and was educated at St. Viator College, Kankakee, Illinois, and St. Paul's Seminary, St. Paul, Minnesota. He did graduate work in the United States, Belgium and Italy and is the recipient of the A. B., J. C. B., Ph. D., D. D., and Honorary LL. D., Litt. D., and L. H. D. degrees. He was Professor of Philosophy at the Catholic University of America for twenty-four years, and frequently preaches at Westminster Cathedral and St. Patrick's Church in London. He has been described by the London Universe as the "most popular of American preachers who have come to England."

In 1934, he was named a Papal Chamberlain of Pope Pius XI with the title of Very Reverend Monsignor and in 1935 was made a Domestic Prelate with the title of Right Reverend Monsignor.

On November 1, 1950, he officially assumed the position of National Director of the Society for the Propagation of the Faith, directly responsible to Pope Pius XII. The Society maintains over 97,000 missionaries in many parts of the world, 47,000 schools and thousands of dispensaries, hospitals, homes for the aged and leprosaria.

Monsignor Sheen became His Excellency, the Most Reverend Fulton J. Sheen, Titular Bishop of Cesariana and Auxiliary Bishop of New York on June 11, 1951.

He has written thirty-seven books, the latest of which is "The World's First Love," "Three To Get Married," "Peace of Soul," "Lift Up Your Heart," and "Communism and the Conscience of the West" are other recent volumes. He is one of the country's foremost opponents of communism.

His radio - - and now television - - addresses are characterized by a deep and sincere charity. Rabbis, Protestant ministers and laymen have enthusiastically commended his talks, some of which have been read from Protestant pulpits and excerpts published in Protestant papers.

Bishop Sheen contributes regularly to periodicals. The New York Herald Tribune, in commenting on his gift as a writer, stated "Dr. Fulton J. Sheen's pen is recognized as the most trenchant and potent now at the service of the Catholic Church."

The program is now sponsored by Admiral Corporation. It is produced by Du Mont and directed by Frank Bunetta.

"Television will grow in age and wisdom when it brings



**Chalk in hand, Bishop Sheen turns dramatically from his blackboard.**

to the public, programs by learned men who understand their subjects so well they can explain it to those who know nothing about it," is the sage advice offered by Bishop Fulton J. Sheen in an exclusive article in a recent issue of "Television."

Bishop Sheen, whose Du Mont Television Network series "Life is Worth Living" returned to its Tuesday 8:00 p. m. time slot on November 18, authored the article titled "What the People Want." In his analytical look at television programming today, the prelate notes there is "too little originality and too much imitation."



## Has Program Ideas

The Bishop suggests two types of programs that would have public appeal.

"The public wants to learn," the Bishop writes, "Human nature is incurably curious; we all hate to have secrets kept from us, men just as well as women. Man is not a working beaver; he is a thinking biped. He wants not only to improve his health, but also to improve his mind.

"Television cameras are for the most part concentrated in studios and theatres; they will grow up when they move into universities and pick out the two or three professors in each university who can talk intelligently and simply on their subjects without reading from notes.

"People also want conviction," Bishop Sheen writes in making his second point. "The television audience living in a world of conflict, would like to have something else besides conflict. It wants conviction. It wants to listen to politicians, teachers, labor leaders, business men, philosophers, who really BELIEVE in something - - and so much so, they are ready to die for it, if need be.

"The world is hungry for an absolute; it craves a Truth which it can embrace, a goodness which compels sacrifice, a cause that demands service. As television passes from the field of controversy to conviction; when it moves from giving news, which for the most part is news only because its basis is the breaking of one of the Ten Commandments, to news, because somebody obeyed one of the Ten Commandments; when it breaks the pattern of pointing out even the dark side of the good, by finding blots on escutcheons; when it begins to revive loyalty, devotion, faith, courage, self-sacrifice, surrender to the good, altruism, charity, love of neighbor—it will have come into that maturity which will make it one of God's greatest blessings to men."

## Wins Top TV Awards

A veteran of only one year on television, Bishop Sheen has amassed some of the top TV awards and citations for his stimulating discussions on "Life Is Worth Living."

The top Freedoms Foundation Award in the video field is the latest honor to be given the noted clergyman, educator and author for his Tuesday night series. The Bishop received this award for "outstanding achievement in bringing about a better understanding of the American Way of Life."

Bishop Sheen was named "Man of the Year" in television on the basis of a nation-wide poll of radio and television editors conducted by Radio-Television Daily.

A similar poll conducted by the Academy of Television Arts and Sciences voted him the "most outstanding personality on television in 1952."

Other awards which have been presented to the Bishop as a result of his video chores are:

An Associated Press poll of newspaper and radio editors conducted at the end of 1952 voted Bishop Sheen "Man of the Year in Religion."



An American Weekly poll of newspaper editors acclaimed the pastor for "his spirit-sustaining talks."

The editors of TV Digest of Philadelphia gave him a special award for "His Outstanding Spiritual Contribution to Television."

The Catholic Stage Guild of Ireland cited the "Life Is Worth Living" star for his television activities in their annual merit awards.

## MAINE INLAND FILM READY FOR TV USE

AUGUSTA, Jan. 20—The State Highway Commission has recently completed a new color film entitled "Inland Maine" and it is now available for clubs, granges, or other meetings.

"Inland Maine" as its name implies, shows scenic spots and highways in the farm land, lake regions, and wood land areas of the State. It takes its audience on a trip to many beauty spots and to such noted houses as the Hannibal Hamlin House at Paris Hill which is the birthplace of Maine's vice-president under Abraham Lincoln, also, to the Farmington home and birthplace of the

noted opera singer Madame Lillian Nordica and it shows the century old Batchelders Tavern on Route 126 at Litchfield which was a noted hostelry of the stage coach days.

The object of the picture is to tell Maine people as well as visitors what they can find in Maine. It pictures some of the activities in the lake regions. It shows some fine beef cattle and a beautiful farm home and it tells much that goes on at a large Maine fair.

This film was planned and photographed by Guy Nicholas who made the films "Building Maine Highways," "This is Maine" and "Coastal Maine," all of which are now continually being shown in Maine and in many other states. It is expected that "Inland Maine" will be as well liked and will follow "Coastal Maine" which is now being shown by television stations in Boston, Massachusetts, New Haven, Connecticut, New York City, New York and Philadelphia, Pennsylvania.

Parker Fennelly, better known to radio audiences as Titus Moody and who is a native of Southwest Harbor, did the narration for "Inland Maine" at the radio station where he is employed in New York City.

Not only will this film be shown to audiences in Maine and other states, but it will be a part of the State of Maine exhibit at the Springfield Exposition in September, 1953.

## FRANK MERRIWELL TO LIVE AGAIN ON TV

CAMDEN—News that a series of Frank Merriwell stories is being done for television recalls the popular Maine author of an earlier generation, Gilbert Patten, who wrote under the name of Burt L. Standish.

Patten was born at Corinna, but lived for many years in Camden, where his secretary was Mrs. Ralph Trimm of Rockland. With Patten's prodigious output of 648 full-length books, the name Frank Merriwell became part of the living language of the Nation, a recent article in Reader's Digest declares. The Merriwell series began in 1896 and were published in 208 books, mostly "paperbacks." Patten's lifetime literary output is estimated at 40,000,000 words.

Although the Merriwell series stopped in 1913, three other writers, hired to keep the hero alive in print, failed in the task. Merriwell then appeared in comics and on radio and now, seven years after Patten's death at 78, Frank Merriwell is coming to life again in a television series.

*We Nominate As :*

# Maine's First Family of TV - Radio

The All Girl Brooks Family of Pittsfield, Maine



*And Now There Are Thirteen !*

For no other reason than to call attention to this national-record Maine family, the Brookses of Pittsfield, Maine, this first edition of MAINE TV-RADIO NEWS and GUIDE hereby nominates them to be "Maine's First Family of TV-Radio."

We have a strong hunch that when Mrs. Brooks is fully recovered from having her 13th baby girl, born March 18, they will be invited to appear on a national TV show, thereby bringing a good deal of favorable publicity to the State of Maine. We expect to see and hear a good deal about them in TV and radio from now on.

Now, for our part, this magazine makes the following offer:

To any manufacturer, distributor, wholesaler, retailer, or any combination thereof, who will give a TV set, completely installed, to the Brooks family, MAINE TV-RADIO NEWS and GUIDE will give free, in a future issue, at least one full page of pictures and appropriate publicity. We propose this in the belief that TV uniquely fits into the pattern of large-family life.

To us, the miracle of the Brooks family is not so much that there are 13 girls, but rather that the father and mother have been able to keep them alive on his \$50 a week as a woolen mill worker -- when there is work! When this was written he was in a temporary layoff.

The above picture was taken by the Associated Press to point up that it takes a lot of shoes to supply the Brookses. It also takes a lot of food, clothing and other incidentals. A local dairy is giving them a supply of milk for three months. They also use 50 pounds of potatoes a week. How about it, Maine potato growers? To any of our readers: Here they are, with their ages -- what can you do for them?

In front, Mrs. Brooks (before the latest child was born), is holding Joyce, 14 months; then there's Janet and Janice, 8, (twins); Donna, 7; Hazel, 5; Rae Jean, 4; and Eleanor, 3.

Down the line from Pappy, in back, are Eunice, 15; Alma, 14; Elaine, 12; Ervina, 11; and Rosalie, 9.

Does Maine take care of its own?



# V. H. F. and U. H. F.

**VHF stands for "Very High Frequency".**

**UHF stands for "Ultra High Frequency".**

**Electronic sound and video signals are sent out from transmitting stations on "carrier" waves of varying length and frequencies.**

**Except possibly for a general acquaintance with the various groups of frequencies used in radio-TV work, the average radio and TV set owner need not delve into the intricacies of wave-length and frequency. This is the special field of the technician and electronics engineer.**

The entire radio frequency spectrum comes under public regulation, just as do the channels of land, sea and air transportation. In the United States, this regulatory agency is the Federal Communications Commission, which also acts in concert with international agreements.

The international agreements and the FCC have blocked off certain segments of the radio frequency spectrum and designated these "blocks" for specific uses, such as AM radio, FM radio, international short wave radio, police calls, experimental and amateur radio work, radar and television.

Identification of the wave bands used for particular purposes, and for particular transmitting stations is commonly given by the "frequency" of the carrier wave, which is the number of complete wave cycles made each second.

Thus, AM radio sets, for example, have various types of tuners to cover the allotted AM range, or band width, which is generally from about 550 to about 1600 kilocycles. (A kilocycle is a thousand cycles a second, a megacycle is a million cycles a second).

Most radio sets merely have numbers on their tuning dials and specific radio stations are "tuned in" according to their allotted kilocycle frequency. Complete identification and location of each transmitting station is given by both the frequency and wave-length, the latter being shorter as the frequency increases on the wave scale.

## **VHF-UHF Channels**

In television, "Channel" numbers are used to identify two separate blocks of carrier waves. One block is called the "very high frequency" range, or VHF. The other block is called "ultra high frequency," or UHF.

The former has been used during the past several years for commercial television. The latter, or UHF, is just now coming into general commercial use.

The VHF block covers Channels 2 to 13. Channels 2 to 6 of this block also are commonly called the "low TV band." It ranges from 54 to 88 megacycle frequencies, in steps of six-megacycle band widths for each channel. The "high band" covers Channels 7 to 13 and extends from 174 to 216 megacycles and also is in steps of six megacycle band widths for each channel.

The sound and video signals of each station are transmitted on frequencies in the middle of the allotted band widths to allow a margin for possible overlapping of the signals from one band width to another. Thus, in Channel 2, which has been allotted the 54 to 60 megacycle band width, the sound and video signals are carried on specified fractions of the frequencies in the 54 to 60 megacycle band width. The picture, or video carrier wave will be at 55.25 megacycles and the sound carrier wave will be at 59.75 megacycles.

The 1948 "freeze" on commercial television was ordered by the FCC to enable that agency to study and systematize future TV frequency allocations for the entire country.

When it was lifted, just about a year ago, the "ultra high frequency" block of wave carriers was thrown open for allocation. The wider spread in the UHF wave block allowed for the setting up of new Channels 14 to 83, inclusive, thus allowing for the establishment of many more TV stations to cover the Nation adequately.

The UHF block extends from 470 to 890 megacycles, and also is in steps of six megacycles for each band width.

*(Cont. On Page 87)*

## **HERE'S MAINE LIST**

**FCC channel allocation for Maine TV stations, announced last April, were:**

PLACE:	CHANNEL NUMBERS
<b>Auburn</b>	<b>23</b>
<b>Augusta</b>	<b>10 and 29</b>
<b>Bangor</b>	<b>2, 5 and X16</b>
<b>Bar Harbor</b>	<b>22</b>
<b>Bath</b>	<b>65</b>
<b>Belfast</b>	<b>41</b>
<b>Biddeford</b>	<b>59</b>
<b>Calais</b>	<b>7 and 20</b>
<b>Dover-Foxcroft</b>	<b>18</b>
<b>Fort Kent</b>	<b>17</b>
<b>Houlton</b>	<b>24</b>
<b>Lewiston</b>	<b>8 and 17</b>
<b>Millinocket</b>	<b>14</b>
<b>Orono</b>	<b>X12</b>
<b>Portland</b>	<b>6, 13, X47, 53</b>
<b>Presque Isle</b>	<b>8 and 19</b>
<b>Rockland</b>	<b>25</b>
<b>Rumford</b>	<b>55</b>
<b>Van Buren</b>	<b>15</b>
<b>Waterville</b>	<b>35</b>

**Channels 2 to 13: VHF**  
**Channels 14 to 83: UHF**  
**X: For educational purposes.**

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 NEWS and GUIDE**

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**YOUR SHOW OF SHOWS,"** the television industry's greatest, longest and most lavish Broadway-styled revue starring Sid Caesar and Imogene Coca, returned to NBC Television and WBZ-TV, Boston, Channel 4 for another brilliant season last Fall. It also appears on WABI-TV, Bangor, Channel 5. The 90-minute variety showcase presents the slate of stars, who, together with the Caesar-Coca combine, have made the program live up to its title . . . the **SHOW** of shows!

**This glittering video extravaganza is whipped into shape by the master showman, Max Liebman, the capable producer-director who has been called the Ziegfeld of the television musical theatre.**

The show's performers, too, with the incomparable team of Caesar and Coca, have made the program one of the most outstanding features of television today, include the specialty dancers, Mata and Hari; tenor Bill Hayes; Judy Johnson, the pretty brunette vocalist; the Billy Williams Quartet; baritone Jack Russell; the Hamilton trio, dancers; Carl Reiner, straight man and actor.

The vast and immediate success of "Your Show Of Shows" after its premiere, was a surprise to many people in the TV industry. However their surprise quickly changed to acclaim, which is still growing, for the hour-and-a-half show that embodied a new concept of television entertainment by bringing comedy, ballet, musical production numbers, pantomime, and opera . . . all tightly woven together by a master craftsman, to the general public.

Writers Lucille Kallen and Mel Tolkin along with Caesar and Liebman, are responsible for the sketches which have been cited not only for their hilarity but for their sensitive insight into contemporary life.

Charles Sanford is musical director; James Starbuck is responsible for choreography. Paul du Pont designs the costumes, with Freddy Fox in charge of sets. NBC supervisor of production is George McGarrett, in association with Hal Janis.

### **Imogene Coca**

Imogene Coca returned from vacation and summer stock last September to "Your Show Of Shows" to find her fans applauding more loudly than ever for the delicious satire and delicate humor that has made her name so popular.

But to the young dancer, wrapped in a large overcoat and waiting to audition for Leonard Sillman's "New Faces of 1934", the only applause came from her own hand clapping . . . to keep warm. The clapping didn't work, so Imogene tried hopping about to stir up her circulation. The only thing she stirred was the imagination of Leonard Sillman. Before she could get out of the large coat, Sillman had Imogene, the coat and her talents packaged into a side splitting comedy routine. Her days as a hopeful ballerina

were over . . . Imogene Coca was on her way to stardom.

She was born in Philadelphia. Her late father, Joe Coca, was an orchestra leader and her mother, Sadie Brady, a retired vaudevillian. When she was 11, she made her debut as a tap-dancing single in a New York vaudeville house. A quiet and introspective girl, she spent a great deal of time observing people around her and storing up impressions.

Before appearing in "New Faces" Imogene had solo dance spots in several Broadway musicals. The summer after her debut as a comedienne she met and married a tall, genial actor named Bob Burton. The young couple had their financial ups and downs, like most show-people, and in the fall of 1939 they appeared in Max Liebman's production, "Straw Hat Revue."

Every Summer from 1938 to 1942 Imogene and Bob appeared in the hot weather shows Liebman staged for vacationists at Tamiment Lodge in Pennsylvania's Pocono Mountains. When her husband was drafted in 1942 Imogene tried out for the part of Ado Annie in "Oklahoma," lost out to a newcomer named Celeste Holm, and decided to put together a night-club routine.

Her success at fashionable New York East Side spas was so great that she was grabbed for the Paramount Theater, where she proved that smart material and comedy showmanship can please all audiences. Her satire with Phil Spitalny's All-Girl Orchestra ("I'm Slush Pump Annie, The Girl With a Mean Trombone") and her impudent joshing of I. J. Fox drew belly laughs, even from the late furrier king himself.

After building up a following at such elegant bistros as Cafe Society (Uptown and Downtown) and LeRuben Bleu in New York, at the Palmer House in Chicago, and the Park Plaza in St. Louis, Imogene was offered a job on Max Liebman's TV show, "Broadway Revue," in 1949.

### **Sketches Accidental**

A young regular on "Broadway Revue," Sid Caesar, occasionally did a number with Imogene -- but it was quite by accident that they evolved the first of their classic sketches: a pantomime about a boy taking his girl to the movies. Imogene suggested it, when a sketch was needed, because she and her husband used to do it on the stage. It was, of course, wildly successful.

On "Your Show of Shows," which began two and one-half years ago on NBC Television, Imogene may be a nagging, disheveled wife, a ballerina burlesquing just subtly enough to be hilarious, a harrassed heroine of the silent films, or a sultry siren of the Theda Bara school. In



private life she is shy and self-effacing.

"When I think of that big audience, it scares me," she has said. "It also makes me work very hard to be good. As a matter of fact, I've never worked so hard, or so long at a job before."

It took her 16 years to achieve fame, stardom and fortune. And when she reached the top, the glitter, she discovered it was not what she dreamed it would be. She and Caesar begin rehearsals almost immediately after each performance. The rehearsals run from morning to night, right up to show time the following week.

"When I started in showbusiness," Imogene said, "I thought stardom meant a big home, a chauffer, closets full of clothes, long vacations. Why I've been so busy I haven't even had time to buy a new hat -- literally."

### Sid Caesar

A funny man without a gag or a lemon meringue pie in his pocket, Sid Caesar has been making the folks laugh for years . . . just by being himself, and any other character or object that he's seen and cares to satirize.

Sid Caesar was born in Yonkers, N. Y., Sept. 8, 1922. He grew up in Yonkers, where the signs of affluence were steam baths on Sunday with long cigars, and quarts of celery tonic with corned-beef sandwiches, of which he never got his fill.

Caesar's father was the proprietor of an establishment known as the St. Clair Lunch, a restaurant in which Caesar and his two older brothers went to work as bouncers when they reached the age of 14. Both of his brothers are bigger and heavier than Sid's six feet, 206 pounds -- "they're also funnier," Caesar has said.

Listening to the thunderous denunciations of patrons whose presence in the St. Clair Lunch was no longer welcome, Caesar began to amass an extraordinary repertoire of accents, dialects and impressions of foreign languages. For some reason Caesar's father urged him out of the restaurant business, and in high school young Sid took up the saxophone. He used to play at dances with an aggregation known as Mike Cifichello's Swingtime Six. He played, he told writer Bill Davidson, of *Collier's*, "from 9:00 P. M. until unconscious," for fees averaging about \$2 a night.

### Worked As Usher

Graduating from high school with a burning ambition to become a serious musician, Caesar took the usher's job to earn enough money to further his studies at the Juilliard School of Music, in New York.

"I rose rapidly from the ranks," he said. "In practically no time at all (less



The Billy Williams Quartet, one of the smash hits in Your Show of Shows.

than two years) I rocketed to doorman, at \$18 a week. It wasn't so much the money; it was the prestige -- and the overcoat."

He did get to Juilliard, and was making plans to continue his musical career at the Paris Conservatory when World War II intervened. Meanwhile he had played with "name" bands, including those of Charlie Spivak, Claude Thornhill and Shep Fields.

In 1942, at the age of 19, Caesar joined the Coast Guard. As a saxophonist he was assigned to duty in a Coast Guard musical revue, "Tars and Spars," which was directed by a soft-spoken civilian named Max Liebman. One day during rehearsal when he thought no one but his colleagues were watching, Caesar launched into a devastating satire of one of his officers, and then broke into his subsequently celebrated interpretation of an aerial dogfight, Hollywood style.

Liebman, however, happened to be watching, and immediately tapped Caesar for a comedy role in "Tars and Spars." After appearing in the movie version of the Coast Guard musical, Caesar vegetated in Hollywood ("I played tennis in the morning, swam in afternoon, and a phone call would have upset my routine," he said). He gravitated toward New York, won a featured role in the Broadway musical "Make Mine Manhattan," and, under Liebman's guidance, became a success overnight.

When Liebman was asked to produce "Broadway Revue" on television the following year, he asked Caesar to head the cast, added the piquant ingredient of Imogene Coca, the sprightly, satiri-

cal comedienne, and in 1950 brought the entire show to NBC-TV's "Your Show of Shows."

### Is Master Satirist

Caesar is a satirist, who specializes in monologues and pantomime. "In Caesar," Liebman has said, "we have the greatest master of invisible props around today. He will put on a coat and you'll know whether it is a raglan or a chesterfield, whether it's brown herringbone or grey flannel."

He is equally at home portraying a woman rising in the morning, a six-month-old baby, a dog, a frock-coated professor from practically any European country, a British colonel, a boxer named Steve, a French general, a Texas cowboy named Slim, or a Russian miner.

He has been a husband who has just had a fight with his wife and suddenly thinks of the things he should have said, an awkward boy attending his first dance and then -- seen several years later -- in all his revolting self-confidence as a jitterbug.

In other routine Caesar is teamed with Imogene Coca in skits involving satires of clichés and platitudes, or parents taking their children to school for the first time, or parodies of film, both foreign and silent.

Caesar's rehearsal schedule for "Your Show of Shows" is about as tight as it can be without adding more hours to the week. He derives most of his limited leisure time pleasure from two rather incongruous hobbies: browsing around art galleries and collecting guns. He also lifts weights, smokes long black cigars -- and drinks all the celery tonic he wants.



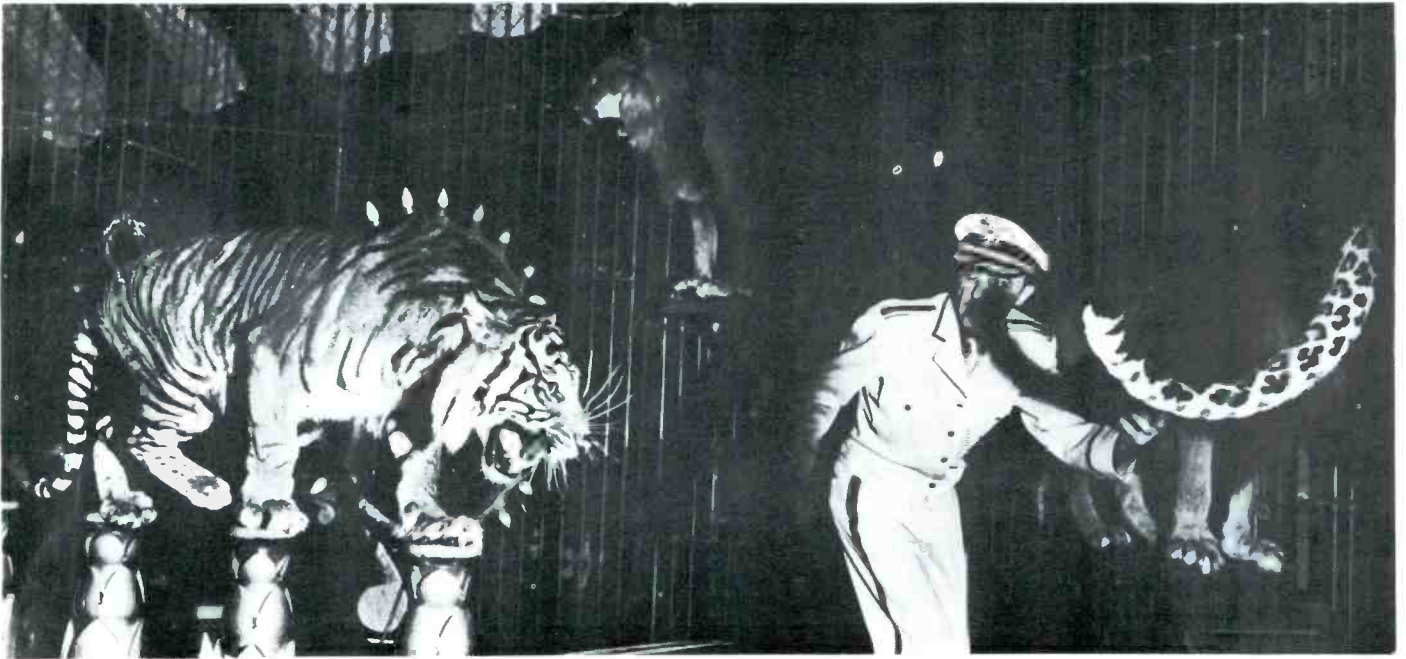
# SEALTEST "BIG TOP" WABI-TV



Ringmaster Jack Sterling blows his whistle to signal the start of the Sealtest Big Top circus, televised every Saturday noon over the CBS Television Network. Handsome Jack is right at home in his role of ringmaster, as he has been in caudeville, road shows, and even circuses since he was seven. In addition to his Big Top role, Jack has his own daily early morning radio show over WCBS.



PRESIDING OVER THE SEALTEST SNACK BOOTH on the Big Top show are the Sealtest Smoothies—the Ryan Brothers and Julie Conway, and Barker Bob Russell (all shown above). Dean Crane as Jingle, and Dan Lurie, the man with the unbelievable muscles, also star in the commercials.



Professor George Keller gives Sealtest Big Top viewers a big thrill when he puts his snarling tigers, roaring lions, and slinking panthers through their paces. One of the favorite acts on the show,

Professor Keller and his jungle beasts are viewed through a plexiglas window replacing the bars in one section of the big cage.



# IS SMASH HIT WITH YOUNGSTERS



*SETTING THE MOOD* and atmosphere for the hour-long SEALTEST BIG TOP show is the funny face and flashing nose of Ted Develet. When Ted presses a button in his baggy pants pocket, his nose flashes a cherry "hello" to the television audience, and it's show time under the Big Top!



*Strong Man on the Sealtest Big Top* is Dan Lurie, winner of more Mr. America awards than any other athlete, and holder of the world's record in parallel dips and floor dips. He has done 1665 push-ups in one and one-half hours and 1225 parallel bar dips in the same length of time.

## SEALTEST Brings To You For Your Added Pleasure



AN OVERALL SHOT of the BIG TOP show gives an idea of the scope of the set. It takes 125 persons to televise the weekly circus, including performers, commercial cast, cameramen, lighting and sound experts, production crew and roustabouts, band, and others. The BIG TOP is telecast from the huge Camden, N. J. Auditorium.

## YOUR SEALTEST DEALER Brings You Circus EVERY Saturday

All the thrills, chills, and spills of a real sawdust and tanbark extravaganza are yours for the dialing when the Sealtest Big Top hits the air-waves over WABI-TV every Saturday at noon.

This hour-long circus on television is not only the biggest television show on the air, but the show with the biggest audiences, the biggest staff and the most people performing before the camera of any on the video screen.

The show's live audience averages 3,000 youngsters and their parents every week. Opening each show is the huge "spec", with 350 people marching before the camera to the

exciting music of the calliope and brass band—roustabouts, performers, clowns, the band, the Sealtest regulars, and from six to eight troupes of Boy and Girl Scouts, all dressed up in their uniforms and accompanied by their leaders.

Big Top, sponsored by National Dairy Products Corporation, originates in the huge Camden, N. J. Auditorium, usually the scene of conventions, basketball games, boxing matches, or dances. Its spaciousness allows plenty of room for the acts to assemble, for the bandstand, grandstand, and for the actual ring—the world's largest, measuring 50 feet across, in

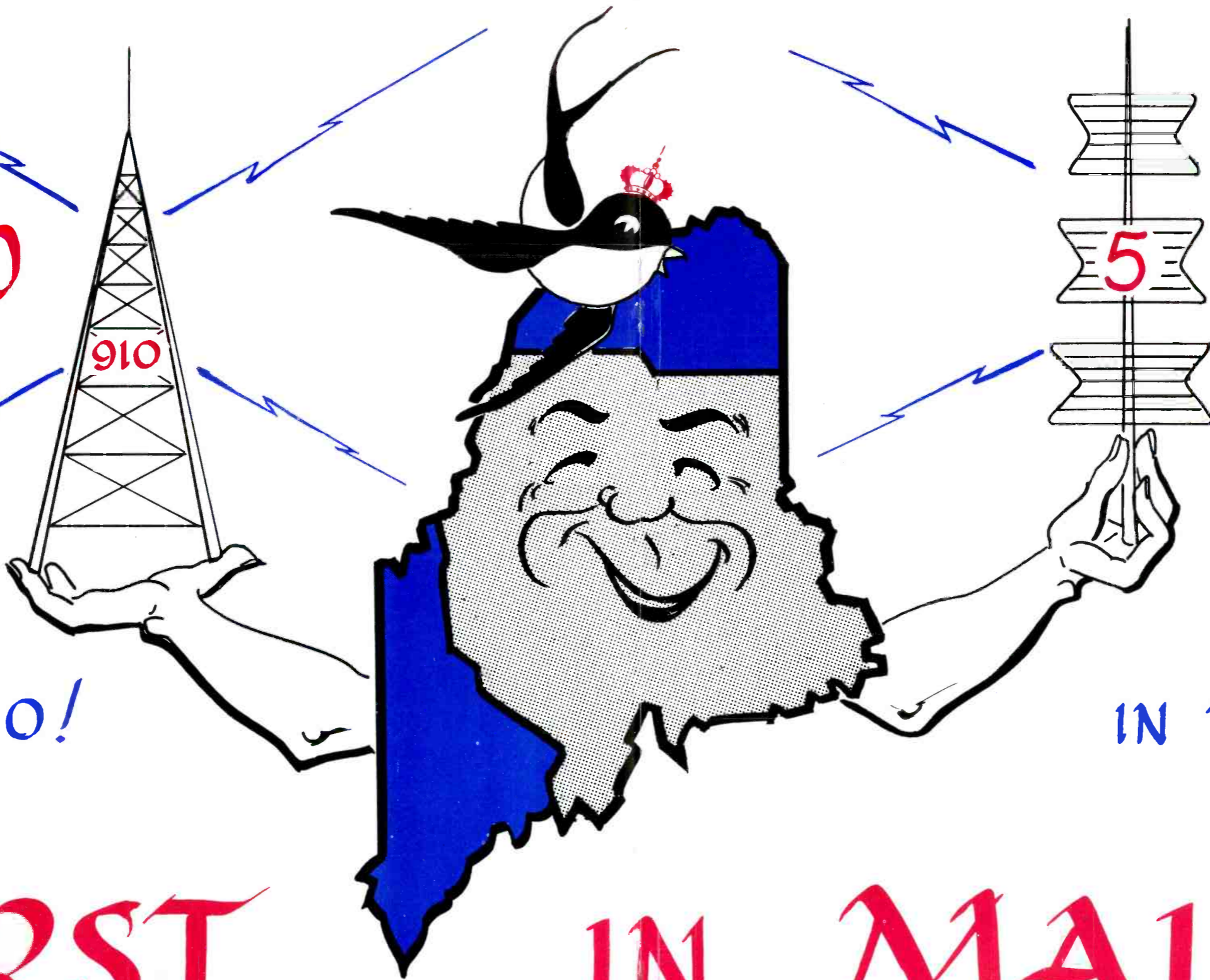
comparison to the standard 37-foot diameter of most rings.

Each week Ringmaster Jack Sterling presents six sensational acts to the television audience. These can range all the way from sixteen performing pachyderms to a daredevil motorcycle rider who whips his vehicle in breathtaking loop-the-loops in a globe-shaped frame. There are unbelievable aerialists, trampoline performers, wild animals, prancing poodles, jugglers, cyclists, tumblers, exciting acts from all parts of the world. These are real circus people straight from Barnum and Bailey, Mills Brothers, and other famous circuses, many of them making their television debut.



**WABI  
RADIO**

**FIRST  
IN RADIO!**

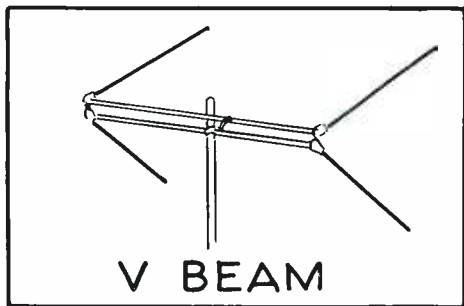


**WABI  
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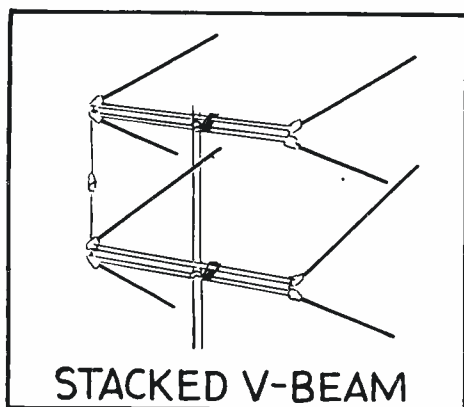
**FIRST  
IN TELEVISION!**

**FIRST IN MAINE!**

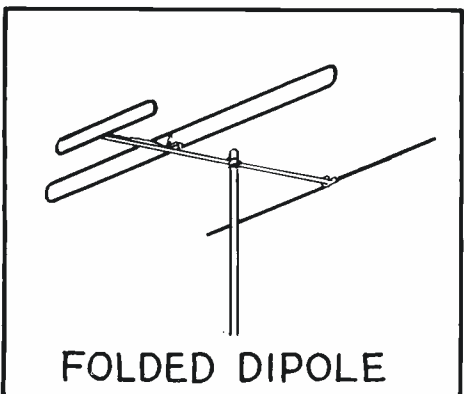




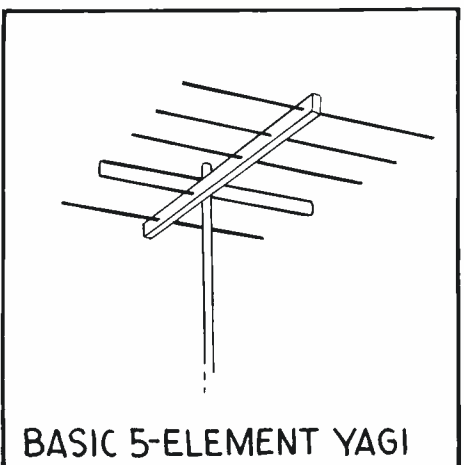
V BEAM



STACKED V-BEAM



FOLDED DIPOLE



BASIC 5-ELEMENT YAGI

Laymen's Language:

# KNOW YOUR

**It takes a balanced combination of available TV signal, proper antenna in good condition and efficient set performance to produce enjoyable picture and sound in television.**

**Of these three basic factors, the antenna installation is probably the least complicated problem to solve, yet often is the most neglected.**

Practical service experience, gaining in volume as the number of TV sets in use multiplies, indicates that a high percentage of poor video-audio results can be traced to antennas. Thus, it becomes important, especially in fringe areas, for the present or prospective TV set owner to understand a few basic ideas about the performance of antennas.

One of the first questions asked by the average layman becoming interested in TV is:

"Why can't you just string up a wire and connect it to the TV set, just as we did in the early days of radio?"

The answer is somewhat too complicated to present in an article of this scope for general reading, involving quite technical electronic principles and terms.

The TV public should, however, have a general knowledge of TV antenna types, their performance and the importance of proper maintenance.

In discussing the more popular types of antennas now being used for v. h. f. (Channels 2 to 13) reception, we will bypass for the moment such location problems as may be present, such as proximity to tall buildings and other structures, which may cause "ghost" reflections; "shadow areas" due to peculiarity of land surface contours (hills, valleys, etc.); and "ground attenuation", all of which have the effect of delimiting, or even eliminating incoming signal strength.

The TV receiver "location" is, in fact, a problem all by itself in many cases and will be resolved according to the installing service man's accumulated experience, possibly assisted by technical data available from location tests previously made with mobile equipment. In any event, you may be sure that there is an "answer" to every location problem,

though some may be figured out more easily than others.

## Follow The Signal

In simplified language, the general theory for TV antennas is as follows: The signal impulse from the transmitting station arrives at the TV antenna either by direct radiation (line of sight) or by some modification thereof, such as atmospheric bending, or reflection, as from clouds, tall buildings, trees, poles, the ionosphere, etc. Such reflection is called "bounce" and is, of course, not nearly as reliable as the direct signal.

The incoming TV signal is "focused" on the so-called "driven element" of the antenna, usually called the "dipole" by two or more "director" elements. A reflector element, or rod, acts to prevent the signal impulse focussed on the dipole from being lost, holding it on the dipole. The signal impulse travels through the folded dipole element in the manner of alternating current, thence down a twin-wire lead in to the TV set. A lightning arrester shunts stray high-voltage charges from the lead in to a suitable ground as a safety precaution.

It is the placing of the metal elements, or rods, of the antenna in proper relationship to each other, and their being cut to the proper size for the job the antenna must do, that determines an antenna's correct performance, other factors being equal.

For installations within a radius of up to 10 miles from the transmitting station, a "top-of-the-set" antenna may be sufficient, but for all-round TV set performance, an outside antenna will be found best for both u. h. f. (Channels 14 to 83) and v. h. f. especially where reception from more than one station is desired.

More familiar types of "top-of-the-set" antennas are the "V-Ball," with extendable metal whips, such as automobile radio antennas; the "rabbit ears," two metal loops which closely resemble the outlines of rabbit ears; the "bat-wing," two metal loops similar to "rabbit ears," but more flattened out and extending away from each other; the horizontal "spiral;" and the simple "T-pole," or horizontal rod. All of these are freely rotated on top of the set to give the best directional results as shown on the picture tube.

# TV ANTENNAS

All of these indoor antennas may give side and rear reflections if the set is located in built-up areas close to the transmitter, which is another reason for using the outside antenna, since it can be designed to reduce reflected signal pickup from the rear and sides. Such reflections, as noted before, will produce "ghost" images and "echoes."

## Outside Type Antennas

One of the simplest outside antenna designs is the "V-Beam," as illustrated, which performs well in primary radiated signal areas up to 30 miles. It is highly directional and has a good "front-to-back ratio," which eliminates ghost and noise pickup. It is of the "all-channel" type, which makes it desirable in locations where more than one station signal is received.

The Stacked V-Beam, a combination of two V-Beams connected in parallel, also is highly directional, with a high interference and noise rejection ratio, and has a rated efficiency of up to 50 miles.

The high-low folded dipole, with reflector, is similar in performance to the V-Beam, although it is not as directional and does not reject as much noise. It also is rated as efficient up to about 30 miles. Its smaller forward dipole element is tuned to Channels 7 to 13 and the larger rear folded dipole covers Channels 2 to 6.

The Single Bay Conical also is a primary area antenna of the all-channel type and compares favorably with the V-Beam and the high-low folded dipole in performance. It is one of the most versatile types of TV antennas. In single bay it has a rated efficiency of up to 30 miles from the transmitter. In bi-stacked array, its efficiency extends to about 75 miles.

The basic five-element Yagi consists of a folded dipole as the main element, with three forward (toward the station) directors and one reflector. Its folded dipole is cut to the exact frequency of a TV station and thus it is a "specific," rather than an all-channel antenna. It has been found to be one of the most effective designs for both primary and secondary areas, that is, with an efficiency of up to between 60 and 70 miles.

The "true" five-element Yagi differs from the "basic" in that the folded dipole, instead of being a continuous length of

half-inch tubing, has a cut one-inch diameter tube as the "collector." The Yagis are rated as providing more signal gain than any other single antenna array, although this point may cause some argument at the present stage of TV antenna development. Adjacent and co-channel interference are greatly reduced by the high front-to-back ratio of this type of antenna.

## Multi-Stacking

The multi-stacking of V-Beams, high-low folded dipoles and conicals is done to attain the same performance as the Yagi, the latter having such a high performance rating due to its specific tuning for only one station. The smaller cut Yagis are for the higher v. h. f. channel numbers (7-13) and the longer cut elements are for the lower channels (2-6). In high-low Yagi assemblies, separate lead-ins are used, connected to a switch installed on or near the set.

For "fringe" and "ultra-fringe" areas of 100 to 200 miles from the transmitting station, multi-stacked arrays are used, such as the four-bay conicals, the four-bay Diamonds (bow-ties) and the four-stacked Yagis. The Yagis may be stacked in as many units as desired for each channel to be received.

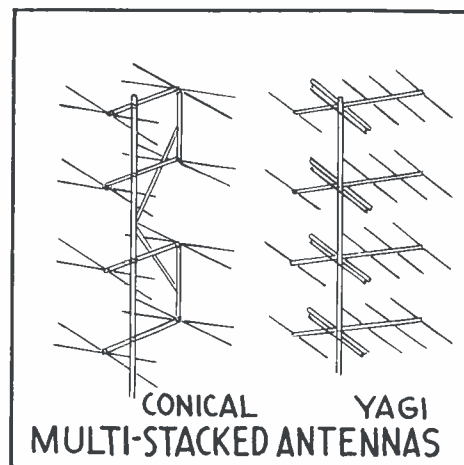
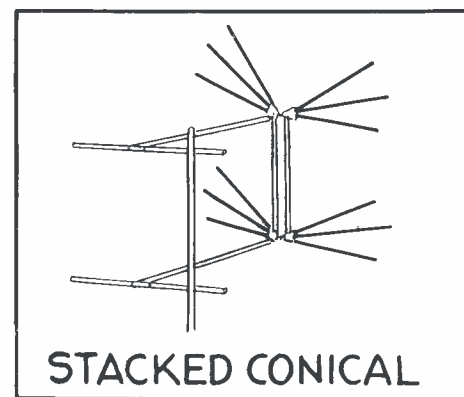
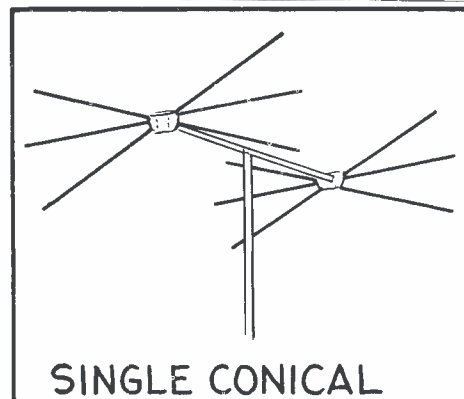
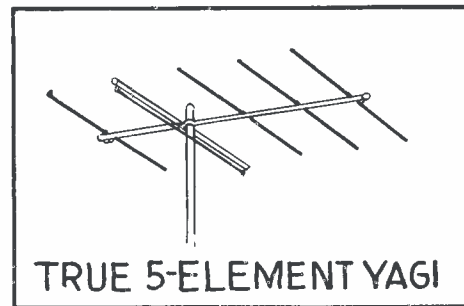
Several other types of "fringe-area" antennas, in varied array, are coming on the market, with varying claims as to performance, which will be borne out or not in actual experience in Maine.

A notable development giving good results for distant stations is the ten-element Yagi, which is about the equivalent of two five-element stacks. If the ten-element Yagi is stacked, it should be done only on an extra-strong mast or tower, to allow for icing, high winds and other hazards of the Maine climate. The cost of a two-stacked assembly should be about 30 per cent more than the cost of a single bay installation, with multi-stacks also proportionately higher.

## Beware Corrosion

All mast antenna assemblies should be anchored with sufficient guy wires to care for Maine climate eventualities. They should be located far enough away from power lines so they cannot fall down on the latter. Chimney-mount brackets are often the most convenient point of antenna installation, but

(Cont. On Page 79)







**S**NOOKY LANSON'S first name is actually Roy, but don't bother commiserating with him -- he prefers to be called "Snooky" by everyone. The boyish-looking, russet-haired singing star of "Your Hit Parade" (NBC-TV), currently is on WABI-TV, Bangor, Channel 5 and WBZ-TV, Boston, Channel 4. He got his moniker before he was old enough to approve or object to it -- at the age 2, actually.

Back home in Memphis, Tenn. where the Lanson lad was born on March 29, 1919, the "hit parade" rage of the day was an Irving Berlin tune called "Snookey-Ookums." Everybody, including Snooky's mother, hummed the song and Mrs. Lanson thought it cute enough to use as a nickname for her son and heir.

Despite the usual neighborhood hazing, the soubriquet stuck and Snooky proudly decided he would not change it for anyone. Snooky was offered his first professional singing job at station WSM in Nashville in 1934 while still in high school. The management thought Snooky wasn't quite the proper "handle" for a tyro singing star and suggested he use his legal name. Snooky's insistence on remaining Snooky came close to costing him the job, but it was the management that finally gave in!

Snooky's break came when he was engaged to sing with Ray Noble's orchestra and then with Ted Weems' Navy Band in 1942.

"Ted didn't argue about my name," Snooky recalls. "How could he, with a guy named 'Honey' in his organization?"

However, when Lanson joined "Your Hit Parade" in 1950, the sponsors agreed to hire him -- providing he kept his name . . . There has been no objection by anyone since and now the name of Snooky Lanson is nationally known to

the millions of viewers of "Your Hit Parade" each Saturday night.

The Lansons live in a comfortable suburban home in Scarsdale, New York. They have two children: Ernie, age 7 and Beth, age 4. Snooky relaxes between TV and recording commitments by fishing and also by playing ball with his son and the neighborhood kids. (He used to play semi-pro baseball). A family man, Snooky enjoys fixing breakfast for his offspring practically every morning.

### JUNE VALLI

Less than two years ago, a lovely looking young brunette named June Valli was working busily at her desk in the bookkeeping department of a lingerie manufacturing company, not even remotely thinking of herself as a possible TV and recording star. Today, the same young brunette, lovelier than ever and twice as wide-eyed, is on "Your Hit Parade" as a singing star and is already an established RCA Victor recording artist with several popular discs to her credit.

It was not always thus. June Valli was born in the Bronx, New York, the only child of an Italian-born father (who, incidentally, was a street singer in his native city) and an Austrian mother. After graduation from Washington Irving High School, teen-age June took a couple of summertime jobs clerking at her neighborhood Woolworth's and at Alexander's Department store in the Bronx. Then more permanent employment came as a bookkeeper with the Van Raalte Company and June became a regular subway rider to Manhattan.

Christmas Day, 1950, marked the beginning of a series of events that would have been the envy of the original Cinderella. When June's mother found herself unable to attend the wedding of a dear friend on that day, June was asked to "do the family honors." It was a gay Italian affair and during the post-nuptial festivities, a girl friend pushed June up to the microphone and insisted that she sing. Though June had never before sung in public and was fairly terrified at the prospect, she nevertheless managed to get through a couple of choruses.

One of the wedding guests, who chanced to be Abe Burrows' uncle and accordingly had a good eye and ear for talent, was so impressed that he arranged for June to be auditioned for a television program dedicated to ferreting out new talent. On January 15, 1951, the still incredulous June, too embarrassed to refuse her new champion "after he had gone to all that trouble," faced the TV cameras for the first time, quaking inwardly. The tyro thrush sang "Stormy Weather" so affectingly that she copped first prize, a check for more money than she ordinarily earned in six weeks and a week's employment as a guest vocalist on radio.

### Salter Caught Debut

June's lucky star shone very brightly that night, for Harry Salter, one of show business's most important musical directors, chanced to tune in on June's debut in time to catch her singing the last bars of her winning number. Knowing a "comer" when he heard one, Salter invited June to audition.

In May, 1951, Monte Proser engaged her to sing on the same bill with Celeste Holm at his exclusive "La Vie En Rose" boite in Manhattan. The next month, the rising starlet became a featured vocalist on Bill Slater's "Broadway to Hollywood" television show.

By July, 1951, Harry Salter, who had been tirelessly coaching her in technique and stage deportment (June has never taken any professional vocal lessons), made a special recording of June's voice with his own orchestra and submitted it



**Snooky Lanson**

to two major recording companies. Both offered her exclusive contracts. June signed with RCA-Victor, cutting two sides -- "Always, Always" and "Now, Now." Her second release was "Cry" and "The Three Bells." "Strange Sensation," has already been named as a sure-fire hit by the nation's top experts in the "pops" field. The 22-year-old songstress has just cut two sides titled "Tabu" and "Mighty Lonesome Feeling" for future release.

### Hits Jackpot

When she was informed that the producers of "Your Hit Parade" had selected her as their newest star, she was so overjoyed that she confesses to having spent a sleepless night. "It is the biggest break I've had so far," she admits. June is aware of the fact that such singers as Lanny Ross, Buddy Clark, Bea Wain, Joan Edwards, to name a few, were all "Your Hit Parade" vocalists on the way to the top.

Petite June is five feet tall, weighs 102 pounds, has rich brown hair which she currently wears brushed into short curls, large hazel eyes fringed with sweeping black lashes, a heart-shaped face and a golden tan skin tone that is the delight of make-up artists. Her constant companion is a dachshund named Schatzie (a Viennese expression approximating "darling") which she bought with half of her first TV earnings. June can cook all the traditional Italian food dear to the heart of her Neapolitan father and is especially proud of her prowess with the temping dish called "lasagna." Her flower preferences are gardenia corsages and large vases full of lilacs in season. She spends her spare time at rehearsals making wonderful handknit booties and bonnets for all the new

babies she knows. Her chief hobby is collecting and studying the history of rare, exotic perfumes.

### Dorothy Collins

Most parents hope their daughters will grow up to pursue sensible careers -- something close to home and hearth in their own bailiwick -- perhaps that of a secretary, rather than a star of show business. Most little girls who are blonde, beautiful and blessed with charming singing voices hope they won't grow up to be secretaries, but rather dream of fame and fortune. The reverse was true in the case of lovely Dorothy Collins, another singing star of "Your Hit Parade."

The daughter of Nellie and Sydney Collins, Dorothy was born in Windsor, Ontario, Canada, Nov. 28, 1926. Her early ambition was to follow in her favorite aunt's footsteps and become a first-rate secretary. Her parents, noting her sweet singing voice, had other plans. They entered her, as a sort of lark, in a local amateur songfest. Dorothy won first prize. As a result, she was given the opportunity to appear on a children's program originating across the big lake in neighboring Detroit. Dorothy was such a sensation on the air show that she remained with it for the remainder of her school days.

In 1942, the young lady was visiting friends in Chicago when Raymond Scott chanced to hear her sing. He advised her to study for a year and promised not to forget to listen to her again. A year later, when he went on the air with the "Raymond Scott Show," the talented maestro not only kept his promise to audition her but engaged her as his featured vocalist. She enlarged her professional experience by touring all over the country in the next few years with the Scott organization. As chaperone, Dorothy's mother also saw a great deal of the U. S.



**Dorothy Collins**

A. In 1948, the songstress temporarily left the tour to join the "Herb Shriner Time" radio show.

When the series ended, Miss Collins rejoined Raymond Scott for a tour with his celebrated "Quintet." A few months later, Scott disbanded his group to become director of the "Your Hit Parade" orchestra and Dorothy once again concentrated on vocal lessons.

### Makes TV Debut

Early in 1950, the American Tobacco Company, sponsor of "Your Hit Parade" for Lucky Strike Cigarettes, was looking for a new type of advertising commercial. Scott, commissioned to write some of the jingles that eventually gained national popularity, used Dorothy anonymously. The sponsor, impressed with the singer's voice, was equally impressed with her personal appearance and soon Dorothy made her TV debut, singing the Lucky Strike commercials. By October of 1950 Dorothy not only was a jingle singer but was promoted to featured vocalist on both radio and TV versions of the show, along with Snooky Lanson.

Her personal hallmark on the air, which has helped make her one of the most readily recognizable video faces in the business, has been a crisp, dressy blouse of her own design, with high neck, black tie and evening shirt effect that has already set a fashion note.

Recognition on radio and television has led Dorothy into the recording field as well. She has cut discs for National, MGM, and most recently, with Decca, co-starring for the latter with Gordon Jenkins.

The petite star is 5' 2" tall, weighs 106 pounds, has lustrous, natural blonde hair and hazel eyes. When time permits, she enjoys watching baseball and riding horseback. Until her marriage to Raymond Scott in July, 1952, she lived with her parents and 19-year-old brother in Long Island, NY, and more recently, New Jersey.



**June Valli**



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Model 1077.  
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**TV-PHONO Combination**

**"Looking Ahead," The Key To  
His Amazing Success, Finds**

## "PETE" ANDERSON IN TV

**Being a success has come to be an old habit with Peter A. Anderson, president of Appliance Wholesalers, Inc., of Portland.**

**In one of his frankest quotes, this outstanding Maine business leader recently said:**

**"Whatever success I've had has come from looking ahead to see which way the fox is going to run, and then making short cuts so I could chase him."**

No wonder then that the unassuming "Pete," who still vividly remembers the Christmas night when he was a boy of 12, just over from Sweden and unable to speak a word of English, virtually penniless and alone at a deserted Aroostook County railroad station, has now gone into TV as part of his Appliance Wholesalers' line.

For "Pete" has come a long way from that cold, dark first night in Maine. He took his first business fling in grocery stores in Bangor, went up into automobile dealership in the early days of that industry, took a licking in the Florida land boom of the '20s and then finally came back in a big way in the bottled gas business, which he has just sold out.

Now watch his Appliance Wholesalers, with its distributorship of television, radio, refrigerators and other types of household appliances. "Pete" also is interested in a number of other business ventures, such as market packaging, especially of "Aroostocrat" potatoes. He can still be counted on to outsmart the fox!

### **Sells UDI**

Just two weeks ago, "Pete" Anderson announced sale of his Utilities Distributors, Inc., largest bottled gas distributor in New England, with headquarters at Thompson's Point, Portland. This operation, which he and his nephew, E. Martin Anderson, has built up from scratch, was sold to four subsidiaries of Suburban Propane Gas Corp. of New Jersey.

The new management will continue to operate the Portland headquarters. UDI also has plants at Augusta, Bangor, Pres-



*Peter A. Anderson*

que Isle, Littleton, N. H., Brattleboro, Vt., and Ashton, R. I., all of which will continue in operation under the new management.

Just as he summed it up, "Pete" Anderson has been "looking ahead" ever since he was a youngster. He was "looking ahead" when he left his native Sweden for the greater freedoms and opportunities in the United States. With an address tag on his lapel, since he couldn't speak English, he arrived, somewhat by a mistake in routing, at the isolated hamlet of Jemtland, near New Sweden, in Aroostook County. All he had was a suitcase of clothes and some small change in his pocket. He had been routed there by mistake by train attendants in New York.

"Pete" started down the track until he came to a house with a light in it. There he managed to make his plight understood and was taken in until he could continue the journey to the nearby village of New Sweden. There he found work in a grocery store and paid a man to teach him English, despite his small wages. Looking a little further ahead, "Pete" said to himself, "The only way really to get ahead is to have my own store."

Finally, while still a young man, he was able to open up his own grocery store in Bangor. Long hours and hard work went into the project. Still looking

ahead, he decided the store must be as modern as possible. He must continually get and apply new ideas to the business. Soon he had other stores. He was among the pioneers in the self-service idea; although a bit ahead of his time, so he had to switch back from that.

He foresaw the future of the automobile industry and took a hand in a dealership at about the time when the switch was being made from the horse and buggy. His Florida flyer was one of the few ventures which didn't pan out, but "Pete" doesn't feel too badly about that now, especially when he recalls how many "big" men in the Country also got caught when the bubble burst.

### **Success In LP**

It was in the early '30s that he took up an idea to which he had been exposed in the grocery business --- bottled gas. He sold it in his store and, again "looking ahead," he went into it a little deeper, obtaining a franchise and establishing local dealers.

Building up bottled gas sales and inducing dealers to go into the business was far from easy. Three installations per month was the score in the early days of the venture. But, one by one, "Pete" Anderson added to the dealer organization. He formed Utilities Distributors, Inc., to serve as a central distribution and promotional point --- and "Pete" once more began to catch up with the fox.

In 1936, "Pete" moved his headquarters from Bangor to Portland, largely because it was a more logical gateway for his operations. He built up the chain of bulk plants in Eastern New England as previously enumerated. Today, this organization comprises some 200 bottled gas distributors and, with its affiliate, Mayflower Gas Corporation, has about 70,000 customers. The trend toward rural living and the big expansion in the vacation industry in New England has gone hand in hand with the growth in bottled gas use, the one aiding the other.

### **Has Modern Plant**

Today, the UDI setup at Thompson's Point, Portland, is a modern merchandising center, reflecting the uptodate "look-

*(Cont. On Page 55)*





# Talk about TV!...

**Take Farmer O'Brien, for instance.** No, Farmer's not in TV — he's in the LP-Gas business which, with TV and chemicals, is one of the three fastest-growing industries in America today. Farmer represents Utility-Gas, New England's #1 LP-Gas and has been, for 20 years. He's one of many Utility-Gas Dealers in the WABI-TV area. You'll find Farmer just below the Tin Bridge with a complete line of LP-Gas ranges, water heaters and room heaters. Drop in and see Farmer. Or if you live outside the Bangor area . . .



**Talk about L-P Gas...** with any one of these Utility-Gas Dealers!

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|--------------------------------------|--------------------------------------------------|------------------------------------------------|--------------------------------------------|
| Fred W. Beal, Inc.<br>Ellsworth      | Roy Genthner<br>Waldoboro                        | Alton McCormick<br>Unity                       | R. H. Rogers' Store<br>Jonesport           |
| Buck Motors<br>Lincoln               | Frank M. Graham & Co.<br>Bar Harbor              | A. C. McLoon & Company<br>Rockland             | Russell's Bottled Gas<br>Service<br>Milo   |
| F. W. Burnham Co.<br>Milbridge       | Holden Bottled Gas<br>Service<br>Skowhegan       | Millinocket Gas Company<br>Millinocket         | F. L. Spear<br>Camden                      |
| Burpee Furniture Co.<br>Rockland     | Howes Bottled Gas<br>Service<br>Bingham          | Moosehead Bottled Gas<br>Service<br>Greenville | Utility Gas Store<br>Bangor                |
| Butler, Maxcy & Heath, Inc.<br>Union | Johnson's<br>Skowhegan                           | Ernest C. Ober<br>Northeast Harbor             | Waldo County<br>Bottled Gas Co.<br>Belfast |
| Cropley & Jewett<br>Bucksport        | Mace's Bottled Gas<br>Sales & Service<br>Newport | Peters Bottled Gas Service<br>Fairfield        | A. M. Wheelden<br>Stonington               |
| Spencer Crosby<br>Dexter             |                                                  | A. R. Pierce<br>Dover-Foxcroft                 | Young's, Inc.<br>Augusta                   |
| Newton H. Day<br>Newcastle           |                                                  |                                                |                                            |

*A Maine Company Serving All New England*  
**UTILITIES DISTRIBUTORS, INC.**

PORTLAND 2,  
MAINE

## "Pete" Anderson :

ing ahead" of its creator. He has transformed this former railroad shop and terminal, where brass shell casings also were turned out during World War II, not only into a modern bulk gas plant and industrial center, but also as a focal point for modern sales and distribution methods. There is a model store setup, rooms and a high-g geared sales and promotional organization.

All of these improvements will serve "Pete" and his nephew well as they devote their business talents and abilities to the appliance, radio and TV field. "Pete" is "looking ahead" again, at a time in life when most successful business men would be thinking of retiring.

His contributions to the LP gas field have long been recognized, to the point where, in 1950, he was elected president of the Liquefied Petroleum Gas Association of America. He has been president of the Portland Chamber of Commerce and has long been a leader in civic and business organizations, both in Bangor and Portland.

Now "Pete" is going to be able to devote more time to TV and appliances. He must feel especially proud that his "home town" of Bangor was the first in Maine to boast a TV station and his many friends there will be wishing him

the best as he concentrates on Appliance Wholesalers, Inc.

"Looking ahead" has brought "Pete" Anderson a long way from that cold dark night when he stood alone on the deserted railroad station platform at Jemmland in Aroostook County. His story is the American story at its best!

## **ONE-MAN ORCHESTRA IS MAINE TV POSSIBLE**

**SOUTH PARSONFIELD**—When Southern Maine gets its own television station, there'll be a wealth of local talent to present before the cameras as only TV can do.

One of these should be Ven Smith, South Parsonsfield's one-man orchestra, who has become an institution around this corner of Maine. Ven was featured recently in the February issue of *Ford Times*. The article, entitled "Minstrel of Southern Maine," was written by Maine's own Edmund Ware Smith, with drawings by John Holmgren.

The author points out that Ven Smith, in addition to playing his trick instruments for dances, does a musical saw routine for church performances, which he describes as dignified and reverent. Ven, he writes, considers his church performances by far the most important thing he does.

The author also points out Smith's resemblance to President Dwight D. Eisenhower and speaks of his wife, Edith, who has been a school teacher for 29 years.

Ven's many instruments, most of which he invented and manufactured himself, are described, such as his lard tub guitar, fireplace bellows, wooden chopping tray guitar, codfish box fiddle, washtub bass fiddle, molasses keg tomtom, milkpan banjo, musical washboard, musical whiffletree, frying pan banjo and many more.

TV technician to helper:

"Here, hold this wire."

"Okay."

"Feel anything?"

"No."

"Fine. Now I know it's the other one that's high voltage."

KATE'S niftie: "If I knew what makes the Tower of Pisa lean, I'd take some myself!"

OVERHEARD at Olamon:

Papa Owl to Mama Owl:

"Now that WABI-TV is coming in so strong, Junior doesn't seem to give a hoot any more!"

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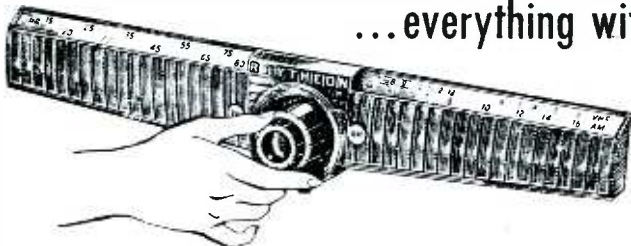
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to come in this area plus **AM** radio  
...everything with



**ONE-KNOB CONTROL**

with

**Raytheon** 



The "CONTINENTAL" Colonial  
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Superb cabinet in genuine maple  
Early American design. Harmonizing  
golden dual-channel dial.

**NO** costly "strips"!

**NO** "converters"!

**NO** "extras" to buy!

SEE AND COMPARE ALL THESE  
OUTSTANDING FEATURES . . . .

- All-Channel UHF-VHF reception
- Powerful "Fringe-Area" tuner
- Reflectionless, anti-glare picture window
- Full-Year Warranty on all standard parts.

See Your Local Dealer For A Demonstration

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**FARRAR-BROWN CO.**

**WAREHOUSES**

Portland and Bangor

## Television and Education

ANY TV VIEWER who has had a personal experience of seeing a program on an educational subject - - - science, the arts, travel, etc. - - - is immediately struck with the possibilities as to what this new medium may develop for the entire American system of public education.

Audio-visual presentations have been given top priority in education for many years and techniques and equipment have improved greatly. Now comes TV, with its wide-open opportunities for presenting the best teachers to almost unlimited audiences. Education officials are not slow to grasp its possibilities. Could it be at least a partial answer to the crisis of mounting costs and teacher shortages which is today upon our educational system?

MAINE'S Commissioner of Education is one of those seeking a State-financed study of educational TV possibilities. State Senator Carl Broggi of Sanford has entered a bill in the State Legislature to provide \$10,000 for such a study and important support for the measure was evident at a recent hearing at Augusta.

Dr. Herbert G. Espy told the hearing committee that, in his opinion, TV is much more practical for educational purposes than radio. Dr. Arthur A. Hauck, president of the University of Maine, declared a joint study by Maine, New Hampshire and Vermont had been proposed at a recent conference of educational leaders of the three states. Senator Broggi is of the opinion that his bill should have an emergency preamble since the deadline for the allocated TV educational channels expires on June 2.

DR. HAUCK went so far as to express the opinion that "no development since the invention of moveable type is more promising educationally than television."

Carleton D. Brown, owner of Radio Station WTVL and president of the Maine Broadcasters Association declared that commercial television interests are anxious to cooperate with education. Brown spoke in behalf of the Mt. Washington-TV project, with which he is associated and indicated that group is especially interested in educational TV possibilities as a service to the tri-state area.

(Cont. On Page 82)

# THEY'RE TERRIFIC!

Brand new

## 1953 CROSLEY TV

One of 19 new models—17-inch Table Television—The Statesman. Everyone in the room gets a front-row view of this large screen. Cabinet is mahogany-finished wood, not metal or plastic. Available in blond at NO extra cost.



PRICES START AT

**\$199.95**

INCLUDING FEDERAL TAX AND FULL-YEAR WARRANTY

You need pay only \$2.05 week!



**AUTOMATIC FOCUS** gives you a clear, steady picture right to edges of screen.

**RICH WOOD CABINETS.** All Crosleys are in cabinets of wood, not metal or plastic.

21-inch Table Television—The Senator. Big-screen television at its best in a smart, compact cabinet. Mahogany-finished wood, or blond at no additional cost. **\$259.95**

21-inch Television Console—The Executive. Handsome cabinet to blend with any room scheme. Mahogany-finished wood, or blond at no additional cost. **\$299.95**



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**Hy-Way Electric Shop**

371 So. Main Street

Old Town Me. Phone 7-8401

**Willeys Inc.**

Main Street

Ellsworth, Me. Phone 262

**Lyons Music Co.**

Skowhegan, Maine

**J. J. McLaughlin Co.**

28 P. O. Square

Bangor, Maine, Phone 8828

**Goldsmith Furniture Co.**

228 No. Main Street

Old Town, Me. Phone 7-8811

**Sterling & Woodard**

Main Street

Bingham, Me. Phone 51

**House Sherman Co.**

Rockland, Maine

**Harris Electronics Corp.**

18 Cross St.

Bangor, Maine Phone 23439

**Home Radio & Furniture**

40 Broad Street

Bangor, Maine Phone 5122

**L. A. Dysart**

Pittsfield, Maine

**Ray Pape**

Waterville, Maine



# Maine TV-Radio Program Highlights

## Times and Types of Average Week Day Programs

(All Programs Subject to Change Without Notice)

### TELEVISION STATIONS LISTED:

- Channel 5 - - - WABI-TV, Bangor.**
- Channel 4 - - - WBZ-TV, Boston.**
- Channel 7 - - - WNAC-TV, Boston.**
- Channel 11 - - WJAR-TV, Providence.**

Call Letters	Location	K. C.	Net Aff.
<b>WFAU</b>	<b>Augusta</b>	<b>1340</b>	<b>National</b>
<b>WRDO</b>	<b>Augusta</b>	<b>1400</b>	<b>National</b>
<b>WABI</b>	<b>Bangor</b>	<b>910</b>	<b>National</b>
<b>WGUY</b>	<b>Bangor</b>	<b>1230</b>	<b>American</b>
<b>WLBZ</b>	<b>Bangor</b>	<b>620</b>	<b>American</b>
<b>WIDE</b>	<b>Biddeford</b>	<b>1400</b>	<b>American</b>
<b>WCOU</b>	<b>Lewiston</b>	<b>1240</b>	<b>American</b>
<b>WLAM</b>	<b>Lewiston</b>	<b>1470</b>	<b>American</b>
<b>WABM</b>	<b>Houlton</b>	<b>1340</b>	<b>American</b>
<b>WCSH</b>	<b>Portland</b>	<b>970</b>	<b>Columbia</b>
<b>WGAN</b>	<b>Portland</b>	<b>560</b>	<b>Columbia</b>
<b>WPOR</b>	<b>Portland</b>	<b>1490</b>	<b>Mutual</b>
<b>WAGM</b>	<b>Presque Isle</b>	<b>1450</b>	<b>Mutual</b>
<b>WRKD</b>	<b>Rockland</b>	<b>1450</b>	<b>Mutual</b>
<b>WTVL</b>	<b>Waterville</b>	<b>1490</b>	<b>Mutual</b>

(All programs subject to change without notice)

#### MONDAYS

4:30	TV TOONS
5:00	Headlines and Highlights
5:30	TV TOONS
6:00	Headlines and Highlights
6:30	TV TOONS
7:00	The Global Picture
7:15	Short Subject
7:25	Meet The Stars
7:30	Toast Of The Town
8:30	I Love Lucy
9:00	Broadway To Hollywood
9:30	Robert Montgomery Presents
10:30	Douglas Fairbanks
11:00	Tomorrow's Headliners

#### TUESDAYS

4:30	TV TOONS
5:00	Headlines And Highlights
5:30	TV TOONS
6:00	Headlines And Highlights
6:30	TV TOONS
7:00	The Global Picture
7:15	Short Subject
7:25	Meet The Stars
7:30	Life Is Worth Living
8:00	Texaco Star Theatre (Buick Circus every Fourth week)
9:00	Red Buttons
9:30	Crime Syndicated (alternates every second week with Film Feature)
10:00	Two For The Money
10:30	Club Embassy
10:45	Tomorrow's Headliners

#### Channel 4

##### WBZ-TV, Boston (NBC)

(Times and types of average weekday programs)  
 News-Weather: 7-9 a. m., 12, 6:15, 7:15, 7:45, 11 p. m.  
 Food-Fashion: 9, 2:30.  
 Educational: 9:30, 10:30, 11, 7.  
 Juvenile: 10, 12:15, 5:15, 5:30, 6.  
 Variety, Comedy, Musical: 4, 7:30, 8, 8:30, 9:30.  
 Quiz: 3, 3:30, 6:30.  
 Sports: 6:45, (Fri. 10, 10:45, boxing)  
 Drama: 1, 5, 9, 10:30.  
 General: 11:10 (Night Owl Theatre).

#### Channel 7

##### WNAC-TV, Boston (CBS)

News-Weather: 9:45, 6, 7, 7:15, 7:30, 11.  
 Food-Fashion: 1.  
 Educational: 11, 4:30, 6:15.  
 Juvenile: 4:15, 5, 5:30.  
 Variety, Comedy, Musical: 10, 1:30, 2:45, 3, 7, 7:45, 8.  
 Quiz: 11:30, 12, 12:45, 2, 7.  
 Sports: 10 (Wed. boxing), 10:45, 11:05 (Wed.-Sat. wrestling).  
 Drama: 12:15, 12:30, 2:30, 4, 6:30, 9:30.

#### Channel 11

##### WJAR-TV, Providence (NBC, CBS, Dumont)

News-Weather: 7:25, 7:55, 8:25, 8:55, 6:40, 7, 7:45, 11, 12:40.  
 Food-Fashion: 1, 2:45.  
 Juvenile: 5:15, 5:30.  
 Educational: 11, 2, 2:30, 6:30.  
 Variety, Comedy, Musical: 9, 10, 1:30, 4, 6, 8.  
 Quiz: 11:30, 12, 3, 3:30, 10.  
 Sports: 7, 10:30.  
 Drama: 12:15, 12:30, 12:45, 5, 9, 9:30, 11:35.  
 Religious: 10:45.

**WEDNESDAYS**

4:30 TV TOONS  
 5:00 Headlines And Highlights  
 5:30 TV TOONS  
 6:00 Headlines And Highlights  
 6:30 TV TOONS  
 7:00 The Global Picture  
 7:15 Short Subject  
 7:25 Meet The Stars  
 7:30 Date With Judy  
 8:00 You Bet Your Life  
 8:30 Dragnet  
 9:00 Foreign Intrigue  
 9:30 Life Begins At Eighty  
 10:00 Fight Of The Week  
 10:45 Tomorrow's Headliners

**THURSDAYS**

4:30 TV TOONS  
 5:00 Headlines And Highlights  
 5:30 TV TOONS  
 6:00 Headlines And Highlights  
 6:30 TV TOONS  
 7:00 The Global Picture  
 7:15 Short Subject  
 7:25 Meet The Stars  
 7:30 The Front Office  
 8:00 Burns And Allen (Alternates every other week with Film Feature)  
 8:30 Amos 'N Andy (Alternates every other week With Godfrey And His Friends)  
 9:00 Biff Baker  
 9:30 The Files of Jeffrey Jones  
 10:00 Tomorrow's Headliners (Alternates every other week with Racket Squad)

**FRIDAYS**

4:30 TV TOONS  
 5:00 Headlines And Highlights  
 5:30 TV TOONS  
 6:00 Headlines And Highlights  
 6:30 TV TOONS  
 7:00 Global Picture  
 7:15 Short Subject  
 7:25 Meet The Stars  
 7:30 My Friend Irma  
 8:00 Dennis Day  
 8:30 Life Of Riley  
 9:00 Playhouse Of Stars  
 9:30 What's My Name (Alternates every other week with Film feature)  
 10:00 Tomorrow's Headliners

**SATURDAYS**

11:45 Test Pattern  
 12:00 Big Top  
 1:00 TV Matinee  
 6:00 Headlines And Highlights  
 6:30 TV TOONS  
 7:00 The Global Picture  
 7:15 Short Subject  
 7:25 Meet The Stars  
 7:30 Jackie Gleason Show  
 8:30 Film Feature  
 9:00 Your Show Of Shows  
 10:00 Film Feature  
 10:30 Your Hit Parade  
 11:00 Tomorrow's Headliners

**SUNDAYS**

3:45 Headlines And Highlights  
 4:15 Church Of Christ  
 4:30 Omnibus  
 6:00 WABI-TV Family Theatre  
 7:00 Range Riders  
 7:30 Private Secretary  
 8:00 Boston Blackie  
 8:30 Film Feature  
 9:00 General Electric Theatre (Alternating with Fred Waring)  
 9:30 Film Feature  
 10:00 Tomorrow's Headliners

**MAINE RADIO STATIONS**

Times and Types of Average  
 Week Day Programs

**Augusta, WFAU, 1340 kc.**

News-Weather: 7, 7:30, 8, 8:55, 9, 11:15, 12:-15, 1, 2:25, 4:45, 5:55, 6, 7, 7:30, 10, 11, 11:45.  
 Food-Fashion: 1:15.  
 Juvenile: 5:30.  
 Educational: 6:30, 7:45.  
 Variety, Comedy, Music: 7:15, 8:15, 10, 10:-30, 12, 12:30, 1:30, 2, 2:30, 3:30, 4:05, 6:15, 6:45, 7:15, 9, 9:30, 10:15, 11:15.  
 Quiz: 11, 11:30, 8, 8:30.  
 Drama: 9:15, 3, 3:30.  
 Religious: 9:45, 4:30.

**Augusta, WRDO, 1400 kc.**

News-Weather: 7, 7:30, 8, 9, 12, 1, 6, 6:45, 7:30, 10:30, 11.  
 Food-Fashion: 7:15, 7:45, 12:15.  
 Educational: 10, 2:45, 5:45, 7, 7:15, 10, 10:45.  
 Variety, Comedy, Music: 8:15, 8:45, 9:15, 9:30, 10:30, 11:30, 12:45, 1:30, 1:45, 6:30, 8, 11:45.  
 Quiz: 9:45, 10:45, 11, 8:30.  
 Sports: 6:15.  
 Drama: 11:45, 12:30, 2, 2:15, 2:30, 3, 3:15, 3:30, 4, 4:15, 4:30, 4:45, 5, 5:15, 5:30, 7:45, 9, 11:15.  
 Religious: 8:30, 1:15.

**Bangor, WABI, 910 kc.**

News-Weather: 8:25, 8:55, 10:25, 12:30, 1, 2:25, 5:25, 6, 6:30, 7, 7:45.  
 Food-Fashion: 10:30, 11:25, 2:30.  
 Juvenile: 5, 7:30.  
 Educational: 7:15, 10, 10:30.  
 Variety, Comedy, Music: 8, 8:30, 9, 11, 12, 12:45, 1:30, 2, 2:45, 5:30, 8, 10:15, 10:35, 11, 11:30.  
 Quiz: 11:30, 5:45.  
 Sports: 6:15, 6:45, 11:15.  
 Drama: 10:45, 4:30.

**Bangor, WGUY, 1230 kc.**

News-Weather: 8, 8:45, 9:30, 11:30, 6, 7:45, 10:30, 11.  
 Food-Fashion: 4:30.  
 Juvenile: 4:15.  
 Educational: 9, 4, 10.  
 Variety, Comedy, Music: 8:30, 9:15, 9:30, 10, 3:15, 5, 5:30, 5:45, 7:30, 9, 9:30, 10:05, 10:35, 11:45.  
 Quiz: 8.  
 Sports: 5:25, 6:15.  
 Drama: 11:45, 12, 12:15, 12:30, 12:45, 1, 1:15,

1:30, 2, 2:15, 2:30, 2:45, 3, 3:45, 6:30, 8:30.

Religious: 8:15.

**Bangor, WLBZ, 620 kc.**

News-Weather: 8, 12:15, 1, 1:55, 6, 6:45, 7:30, 10:30, 11.  
 Food-Fashion: 9, 9:45, 12:30.  
 Educational: 9:30, 11:15.  
 Variety, Comedy, Music: 8:15, 8:30, 8:45, 11:-30, 11:45, 12, 1:15, 2, 2:45, 5:45, 6:30, 7:15, 8:30, 9, 9:30, 11:30.  
 Quiz: 9:15, 10, 10:30, 11:10.  
 Sports: 6:15, 7.  
 Drama: 2:30, 3, 3:15, 3:30, 3:45, 4, 4:15, 4:30, 4:45, 5, 5:15, 5:30, 7:45, 8, 10:35.

**Biddeford, WIDE, 1400 kc.**

News-Weather: 6:15, 7, 7:45, 8, 9, 10:30, 10:-50, 11:25, 1, 2:25, 4:50, 6, 7, 7:30, 7:45, 9, 10, 11.  
 Food-Fashion: 7:15, 8:15, 8:45, 10:35, 1:15, 3.  
 Juvenile: 5, 5:30.  
 Educational: 12:15, 5:55, 9:45.  
 Variety, Comedy, Music: 6:20, 9:15, 10:15, 10:-45, 12, 12:25, 1:45, 2:30, 3:10, 6:30, 10:-30.  
 Quiz: 11, 11:30.  
 Sports: 4, 6:15, 9:05, 10:15.  
 Drama: 8, 8:30.  
 Religious: 6, 7:50, 9:30.  
 Farm: 6:55.

**Houlton, WABM, 1340 kc.**

News-Weather: 5:55, 7, 7:30, 7:55, 8, 9, 11:-25, 11:45, 12, 1, 1:45, 4:25, 5:55, 6, 6:15, 11, 11:15, 11:25.  
 Food-Fashion: 1:15, 4.  
 Educational: 10:15, 10:30, 7.  
 Variety, Comedy, Music: 6, 7:15, 7:35, 9:15, 10, 10:45, 11, 12:10, 2:30, 3, 3:30, 4:30, 5, 6:30, 10:15, 10:30.  
 Quiz: 2, 6:45.  
 Sports: 7:15, 11:10.  
 Drama: 11:30, 3:45, 7:30.  
 Religious: 8:30, 8:45.  
 Farm: 6:30, 11:15, 5:30.

**Lewiston, WCOU, 1240 kc.**

News-Weather: 8, 8:55, 9, 10:30, 11:25, 1, 1:-45, 2:25, 4:40, 6, 7, 7:30, 9, 11, 11:55.  
 Food-Fashion: 8:30, 1:15, 1:30, 3.  
 Juvenile: 5, 5:30.  
 Educational: 10, 12:15, 2:45, 6:15.  
 Variety, Comedy, Music: 8:15, 9:15, 10:35, 11, 12, 12:30, 12:45, 2, 2:30, 3:05, 4, 6:30, 6:45, 7:45, 8:30, 9:30, 10, 10:15, 11:15, 11:30.  
 Quiz: 9:30, 11:30.  
 Sports: 5:55, 7:15.  
 Drama: 8:00 p. m.  
 Religious: 9:05 p. m.

**Lewiston, WLAM, 1470 kc.**

News-Weather: 8, 10, 12:30, 1, 6, 7, 7:15, 10:-30, 11.  
 Food-Fashion: 12:15, 2:30, 4.  
 Juvenile: 4:30, 4:45.  
 Variety, Comedy, Music: 8:15, 10:15, 12, 12:-45, 1:15, 1:30, 1:45, 2, 2:45, 5:15, 6:15, 6:45, 7:30, 10:45, 11:30.  
 Quiz: 9, 11, 11:30, 5.  
 Sports: 6:30, 11:15.  
 Drama: 10:45, 8, 8:30, 9, 9:30.

Continued on Page 61)



## "SCHMIDT'S STAGE 'S'"

### WABI-TV FEATURE

"Schmidt's Stage 'S,'" a topnotch series of brand new, half-hour Hollywood film dramas created especially for television, is now appearing over WABI-TV, Channel 5, in Bangor, from 8:30 to 9:00 p. m. every Saturday evening.

Many famous Hollywood stars are cast in leading roles. Featured players appearing in the films include Alan Hale, Jr., John Hudson, Lynn Bari, Bonita Granville, Ann Tyrrell, Alan Mowbray, Robert Paige, Rod Cameron and many other popular, well-known performers.

A full year's televising of this class "A," first-run entertainment feature is assured to New England viewers through the sponsorship of C. Schmidt & Sons, Inc., brewers of Schmidt's Beer and Schmidt's Tiger Head Ale.

The show has earned quick and enthusiastic audience ratings on the West Coast and in other areas where the series has been introduced. The subject matter changes weekly from drama to comedy, adventure, science-fiction, and romance type plays.

"Variety," the authoritative by-word of show business, has hailed the program in critical write-ups as "highly entertaining fare, chiefly because of generally superior treatment in all production aspects. Direction is skillful and tight, catching all the drama inherent in excellent script."



*This sketch illustrates how Queen Shu-bad of Mesopotamia sipped beer through a long golden "straw" in the throne room of her sumptuous palace in the ancient city of Ur some 4000 years ago. The historical scene is one of several dramatized in a new series of television commercials produced by C. Schmidt & Son, Inc., brewers of Schmidt's Beer and Schmidt's Tiger Head Ale. Months of research went into the development of these sales messages, now being presented over WABI-TV, Bangor, Channel 5.*

**CAN YOU picture the lovely Queen Shu-bad of Mesopotamia sipping beer through a long golden "straw" in the throne room of her sumptuous palace in the ancient city of Ur some 4000 years ago? This scene is one of the historical facts that C. Schmidt & Sons, Inc., Philadelphia brewers of Schmidt's Beer and Schmidt's Tiger Head Ale, dramatize in a completely new and original series of TV commercials.**

During this "commercial", two college professors discuss the Mesopotamian story. They show the TV audience an authentic print of the ancient scene, then examine the actual golden stem Queen Shu-bad used like a modern soda straw. The relic was unearthed recently by archeologists and is in the possession of the University of Pennsylvania Museum.

Six carefully plotted, capsule dramas in the art of brewing and drinking beer were filmed from famous historical events occurring in various civilizations down through the ages. Months of research went into the project.

Objects of art, prints of historic scenes, and authentic old records are used to show how the skill of the brewer has culminated in the modern scientific processes and controls which govern the brewing of Schmidt's Beer and Schmidt's Tiger Head Ale.

"We believe this completely new sales approach in TV

commercial advertising is years ahead of anything else now being done in the beer industry," said John Gardiner, Jr., vice president and sales manager, C. Schmidt & Sons, Inc. "By combining our sales message with a friendly and informal drama from the pages of history, we have succeeded in making our commercials both interesting and informative. Favorable public reaction has been immediate and gratifying.

Other historical facts disclosed by research and dramatized by Schmidt in this series of TV commercial films include:

The story of the ancient Egyptians offering beakers of beer as tokens of betrothal.

The story of ancient brewing methods as described by old Greek writers in producing "bryton" (beer), a favorite mealtime drink in the days of Socrates.

The story of old English ale (subsequently brewed in the Colonies) being so scarce in some parts of the world it was actually sipped, drop by drop, from silver spoons.

The story of William Penn brewing his own beer at his estate, "Pennsbury-on-the-Delaware."

The story of George Washington's recipe for "small beer," which he made in his own brewhouse and served to his guests. The recipe has been found in Washington's own handwriting in a notebook dated 1757.

These messages will be used on "Schmidt's Stage 'S,'" a top-notch series of brand new, half-hour film dramas featuring famous Hollywood stars, which will appear over WABI-TV, Channel 5, in Bangor, Maine, from 8:30 to 9 p. m., every Saturday evening, starting February 21.

## (Programs)

### **Portland, WCSH, 970 kc.**

**News-Weather:** 6, 7, 7:30, 7:55, 8, 9, 12, 1, 6, 6:45, 7:30, 10:30, 11, 12.  
**Food-Fashion:** 9:15; 9:30, 12:30, 1:15.  
**Juvenile:** 5:45.  
**Educational:** 8:30, 6:30, 7, 10, 10:45.  
**Variety, Comedy, Music:** 6:15, 8:15, 8:45, 11:45, 1:30, 2, 2:30, 7:15, 8, 9, 10:15, 11:15, 30, 11:45, 1:30, 2, 2:30, 7:15, 8, 9, 10:15, 11:15.  
**Quiz:** 9:45, 10, 10:30, 11, 1:45, 8:30.  
**Sports:** 6:15.  
**Drama:** 2:15, 3, 3:15, 3:30, 3:45, 4, 4:15, 4:30, 4:45, 5, 5:15, 5:30, 7:45, 9:30.  
**Religious:** 7:15.  
**Farm:** 6:30, 12:15.

### **Portland, WGAN, 560 kc.**

**News-Weather:** 6:50, 7:15, 8, 9, 12, 6, 6:45, 7:45, 10:30, 11, 12.  
**Food-Fashion:** 8:50, 9:30, 11:30, 12:15, 4:30.  
**Juvenile:** 4:15.  
**Educational:** 10.  
**Variety, Comedy, Music:** 6, 7, 7:30, 8:15, 9:15, 10, 11:45, 3:15, 5, 5:30, 5:45, 7, 7:15, 8:30, 10:45, 11:15.  
**Quiz:** 6:30.  
**Sports:** 5:25, 6:15.  
**Drama:** 12:30, 12:45, 1, 1:15, 1:30, 1:45, 2, 2:15, 2:30, 2:45, 3, 3:45, 4, 8, 9.  
**Farm:** 6:30.

### **Portland, WPOR, 1490 kc.**

**News-Weather:** 6, 6:55, 7, 7:50, 7:55, 8, 12:15, 1, 5:45, 6, 7, 7:15, 8, 8:30, 10, 10:30, 11, 12, 12:45.  
**Food-Fashion:** 10:45, 12:30, 1:15.  
**Juvenile:** 5, 5:30, 7:30.  
**Variety, Comedy, Music:** 6:15, 8:30, 8:45, 12, 12:45, 1:45, 6:30, 6:45, 8:15, 8:45, 9, 10:15, 10:45, 11:30.  
**Quiz:** 9, 11, 11:30, 9:30.  
**Sports:** 6:15, 11:15.  
**Drama:** 10, 10:30.

### **Presque Isle, WAGM, 1450 kc.**

**News-Weather:** 5:55, 7, 7:30, 7:55, 8, 9, 11:25, 11:45, 12, 1, 1:45, 4:25, 5:55, 6, 6:15, 11, 11:15, 11:25.  
**Food-Fashion:** 1:15, 4.  
**Educational:** 10:15, 10:30, 7.  
**Variety, Comedy, Music:** 6, 7, 7:15, 7:35, 9:15, 10, 10:45, 11, 12:10, 2:30, 3, 3:30, 4:30, 5, 6:30, 10:15, 10:30.  
**Quiz:** 2, 6:45.  
**Sports:** 7:15, 11:10.  
**Drama:** 11:30, 3:45, 7:30.  
**Religious:** 8:30, 8:45.  
**Farm:** 6:30, 11:15, 5:30.

### **Rockland, WRKD, 1450 kc.**

**News-Weather:** 7:55, 8, 10:25, 12:15, 12:45, 1, 4:55, 6, 7, 7:15, 10, 10:30, 11.  
**Food-Fashion:** 8:30, 2, 2:30, 4:25.  
**Variety, Comedy, Music:** 8:15, 10:30, 12, 12:30, 1:30, 2:35, 4, 4:30, 4:45, 5, 5:50, 6:15, 6:45, 8, 8:30, 10:35.

**Juvenile:** 7:30.  
**Quiz:** 9:00, 11, 11:30, 5:40.  
**Sports:** 6:30.  
**Drama:** 10, 10:45, 1:15, 9:30.  
**Fishermen:** 12:55.

### **Waterville, WTVL, 1490 kc.**

**News-Weather:** 7:30, 8, 8:30, 12:30, 1, 5, 6, 7, 7:15, 10:30.  
**Food-Fashions:** 8:45, 2, 2:30, 4:25, 4:45.  
**Educational:** 7:45, 10:00 p. m.  
**Variety, Comedy, Music:** 7, 7:45, 12, 12:15, 12:45, 1:15, 1:30, 1:45, 2:45, 4, 4:30, 5:15, 5:30, 6:30, 7:30, 9:45, 10:15, 10:45, 11.  
**Quiz:** 9, 11, 11:30, 8:30.  
**Sports:** 6:15, 11:15.  
**Drama:** 10, 10:45, 8, 9.  
**Religious:** 8:15 a. m.  
**Farm:** 7, 7:15 a. m.

### **Cardinal Spellman Has Kind Words For Video**

New York, Feb. 26.

Francis Cardinal Spellman has expressed belief telecasters are doing their best to provide wholesome and inoffensive programs.

Speaking at a CBS television workshop for Roman Catholic clergymen and lay associates, Cardinal Spellman said: "It is my belief that those responsible for TV are doing their utmost to bring into the homes of America programs that are constructive, instructive and stimulating; programs that give recreation and at the same time strive not to offend."

"Of course there have been abuses," he declared, "but it is the desire of the broadcaster to correct these abuses."

He told the churchmen, from eight Eastern states and the District of Columbia, that radio and television give religious and educational leaders "advan-

tages which are incalculable." The workshop was for the study of means of using TV in religion. A similar session was held recently for Protestant leaders.

### **CHARLEY MILLER EYES TV NETWORK CHANCES**

BANGOR—Charley Miller, who is careful to insist that he doesn't want any publicity, even though he's rated as the best-known Maine guide and "the best outdoors cook in the world," recently confided to friends that he would welcome sponsorship on a national TV show.

Charley, who has trained and cooked for such celebrities as Jack Dempsey, Gene Tunney, Sally Rand and Primo Carnera over the past two decades or more, believes his show would be a natural for some big food company. In it, he would plan to combine his vast knowledge as a guide (he's been at it since 1916) and as an outdoors cook to combat juvenile delinquency in his own way.

Charley has some of the best entertaining wildlife movies available, besides a film library of big fights of the century and baseball. He already has 40 proposed subjects to talk about and demonstrate for youngsters—how to build a bough bed, paddle a canoe, build an outdoor fire, tie a fly (lure, that is), and, of course, how to prepare and cook one of the famous Charley Miller outdoor meals.

At the Maine Event, last Summer, Charley bested one of Boston's best chefs in an outdoor cooking contest, but agreed to a return match on one condition—that there be no publicity!

### **BIG 21" TV FOR YOUR VIEWING PLEASURE**



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TELEVISION

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**FRANCIS X. BROOKS**

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OLD TOWN



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CAL'S ELECTRICAL SHOP  
22 Hammond St.  
LINCOLN—  
L. M. TAYLOR  
MILLINOCKET—  
BILODEAU'S TV  
SALES & SERVICE  
209 Penobscot Ave.



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and

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TV

SALES SERVICE

**T**HE LONE RANGER marked its twentieth year on the air January 30, 1953. When the now famous program first went on the air, however, not even George W. Trendle, the creator of "The Lone Ranger," foresaw the long life his masked rider would enjoy. Neither did he expect that the program would exert such a tremendous influence on the hearts and minds of millions of youngsters. It's seen at 6:30 P. M., Saturdays, over WBZ-TV, Boston, Channel 4, and WJAR-TV, Providence, Channel 11, at 1:00 P. M., Saturdays.

"The Lone Ranger" was the beginning of Western drama on radio, and is the oldest continuous half-hour program in radio history.

### Was First TV Western

Although "The Lone Ranger" didn't appear on television until Sept. 15, 1949, it was still the first Western made primarily for television. Now it's carried on 50 TV stations from coast to coast at

least once a week, is viewed by more than 5,000,000 people each week, and has the highest national rating of all Western programs. The twentieth Anniversary of the program was celebrated on television with the telecast of Thursday, Jan. 29.

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In twenty years, "The Lone Ranger" has played to three generations and has become recognized as an American Institution.

From the program's very beginning in 1933, "The Lone Ranger" was aimed at being something more than pure entertainment, although entertainment was considered primary. The reaction to the early airings convinced George W. Trendle, who created the program, that the adventures of the masked rider could be a vital factor in the teaching of Americanism. Brutality and murder were eliminated. Scripters learned that criminals were never to appear heroic, glamorous, or romantic, and that the stories had to emphasize the triumph of law and order and the importance of clean living.

This year, the program can look back upon a long and exciting history. Honors and awards have been heaped upon "The Lone Ranger" in profusion, and the masked rider has won words of praise from leading Americans. J. Edgar Hoover called the program "one of the greatest forces for juvenile good in the country" . . . an opinion shared by former Vice-President Barkley, and police commissioners, educators, and parents throughout the 48 states.

### Tops With Kiddies

The proof of the pudding, however, lies in the reaction of the children themselves. The fact is that they emulate him in word and deed. A study of "The Lone Ranger" made by Frederick Wyatt of Ohio State University states: "The juvenile listener exercises his aggressiveness only for good purposes and against the forces of evil."

"The Lone Ranger" empire sprawls through radio, TV, books, comics, records, "Lone Ranger" clothes and toys,

and across two oceans to Europe and Asia! His tales of adventure have been translated into 30 different languages, so that millions of people on all five continents are familiar with him.

The adventures of "The Lone Ranger" have built a better appreciation of the courage and determination of our early pioneers, and have in many ways taught the real meaning of the word, Democracy.

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**F**OLLOWING a good rule in business, actor Jack Webb takes his career seriously. His portrayal of Detective Sergeant Joe Friday, star of NBC Television's exciting "Dragnet" series, is visible proof that this young man takes his career seriously . . . and the results have paid off.

Webb and "Dragnet" were first identified when the series, based on actual cases from the files of the Los Angeles Police Department, was introduced on the NBC Radio network on June 3, 1949. Then the series made a highly successful transition to television and after a "sneak preview" in December 1951, became a regular NBC Television feature every other Thursday night on a coast-to-coast network, the next month.

Voice . . . the voice of Jack Webb . . . has also been an asset to the young star both in his "Dragnet" role as well as in his prior stage and screen activity. His is a voice not easily forgotten. Almost a year after he was heard in a dynamic radio portrayal, a casting director of a major film studio remembered Webb's

stirring tones and called the dark-haired actor for a screen test. He landed an important featured role in a top Hollywood movie.

The realism in Jack Webb's voice has been attracting notice ever since he originated the title role on "Pat Novak for Hire" in San Francisco. He kept it when

he moved to Hollywood where the Webb voice and manner became identified with the radio version of "Dragnet." Visual projection of the Webb personality added to his voice and characterization when the series went to TV.

Jack was born April 2, 1920, in Santa Monica, Calif. He was student body president at Santa Monica High School in 1938. He won, but did not use, a scholarship to the University of Southern California -- he had to go to work instead.

### Entered Air Force

Active in high school dramatics, he continued in show business after his graduation and appeared on various air shows over local stations until he entered the Air Force in 1942. He piloted B-26 bombers up to the time he was mustered out of the service in 1945.

Returning to San Francisco, he resumed his acting career, playing varied roles in dramatic shows. His move to Hollywood not only brought him added popularity with NBC radio listeners, but gave him a chance in movies.

One thing that pleases Webb about his starring part in "Dragnet" is the authenticity of the stories, which are taken directly from the actual files of the Los Angeles Police Department.

"Regular police officers get so little recognition for the wonderful job they do," says Webb. "Through the stories we dramatize on 'Dragnet,' we can point a little credit toward the fine body of public servants who quietly protect our homes and property."

Jack is six feet tall and weighs 165 pounds. He married former film actress Julie London in July, 1947. They have a daughter, Stacy.

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ORONO

# "Lone Pine"

**L**one Pine fans who are familiar with his career, and have read with interest, his previous *Song Books*, are no doubt quite aware of the outstanding success achieved by this popular singer of Western songs and Ballads. However, they may not realize just how rapidly Lone Pine's career has expanded in recent months. The early promise of artistry, displayed by young Lone Pine when he won eleven consecutive "Firsts" on Amateur contests in Bangor, Maine, has been more than realized since his introduction to New Brunswick's audiences.

Lone Pine and his gang, which includes his wife, Betty Cody, yodeller and imitations, Ray Couture, guitarist;

and Harold Carter, violinist, originate a national ABC hookup from WABI-AM, Bangor.

This is the only national network radio show currently originating in Maine.

Arriving in Saint John, New Brunswick, February the 14th, 1950, Lone Pine and his "Noisiest Gang in Radio" show, quickly convinced Radio Station CFBC that here was a show of tremendous possibilities. Lone Pine's singing and personality, coupled with that of talented Betty Cody (Lone Pine's Wife) left no doubt in the minds of CFBC's executives... "Lone Pine is top radio entertainment!"

Convinced of this fact, CFBC introduced this personable young man and his show to its thousands of listeners. Daily they have been presented on the air with their songs and humor. The Lone Pine Show was an immediate success with listeners in CFBC's entire area... letters poured into the studios; requests, congratulatory messages, enquiries as to the possibility of "Personal Appearances." All of the letters were varied, but one thing they all had in common... in effect they said, "We like Lone Pine—

and we're very glad that he made that decision back in Old Town Maine—that decision to entertain the public with his songs and ballads—it was a happy decision!"

Within a very short time, Lone Pine and his show were sponsored by a large furniture store in Saint John. Alert and progressive, this business had discovered Lone Pine's amazing personality and charm in the entertainment world... they have sponsored them daily and have signed them to a long-term contract. But radio is only one facet of Lone Pine's success... ever increasing demands for public appearances by the Lone Pine group were answered by the Lone Pine Stage Show. In the space of a few short months they have played almost every community in Southern New Brunswick, in addition to appearances in many parts of Nova Scotia. Perhaps the most outstanding example of Lone Pine's popularity has been his long run on the stage of one of Saint John's Theatres. Originally "booked" for two performances, so enthusiastically was he received, that his "two" performances have stretched to

*(Please Turn Page)*

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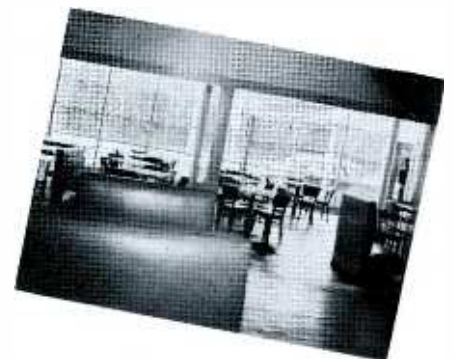
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"twenty-four" twice-weekly shows before packed houses.

As a result of such success, is it any wonder that the words "Lone Pine" are household words in the Maritime Provinces? Realizing that such talent should be given every opportunity of gaining even greater recognition, CFBC recently negotiated with the Canadian Broadcasting Corporation—informed them of Lone Pine's large Maritime following—and suggested a radio network program. After auditioning, the CBC, also realizing his entertainment value, commissioned he and his show to appear on the CBC three times weekly. So you may now hear Lone Pine every Monday, Wednesday and Friday evening at 6:45 A. D. T. . . yes, no matter where you live you may hear him, for Lone Pine is heard in every part of Canada and many sections of the United States via his Coast-to-Coast CBC Broadcast.



**Lone Pine and his wife, Betty Cody, in the Studio of WABI, Bangor.**

RCA Victor recording company has also smiled on this talented young artist, and favourite "Lone Pine" songs are available to his many followers on records.

The pleasure of hearing Lone Pine, reveal that this young man is well on his way to the top rung of entertainment's rickety ladder—his career will be followed with great interest.

The opinions of all who have had the

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**Jacquelyn H. Chick**  
"Jackie"



One of the youngest members of the staff, "Jackie" is just out of Bangor High School and is doing the work of assistant bookkeeper. She formerly worked at Newberry's store.

**Judith Anderson**  
"Judy"



Judy is another youngster on the WABI-TV staff, serving as film clerk at the duplicating room and editing assistant to George Mulherin. She is just out of Bangor High School and came with the station just before it went on the air.

**Joseph A. Weaver**



As maintenance superintendent for the WABI organization, Mr. Weaver is equally at home with a saw, hammer, screwdriver or plumbing tools, his job being to keep the physical plant of WABI in tiptop condition. He had always worked for himself before taking on his responsibilities at WABI and came from New Brunswick. He is a member of the Masons and Odd Fellows, is married and has one daughter.

(Con. On Page 77)



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**THE  
LIFE OF RILEY**

**J**UST AS every actor has a favorite role, an actor's audience has a favorite characterization in which it prefers seeing the performer. Such is the case of William Bendix and his time-honored portrayal of Chester A. Riley. But in the case of Bendix, he, too, considers "Riley" his best vehicle.

The versatile Bendix is on the NBC Television screen in "The Life Of Riley" over WABI-TV, Bangor, Channel 5, and WBZ-TV, Boston, Channel 4. Although the "Life Of Riley" served as a vehicle for Jackie Gleason on NBC-TV from the fall of 1949 through the spring of 1950, this was the TV debut for Bendix in the role he created. William Bendix has been "Riley" to millions of Americans since the series made its radio debut in 1944. The following year "The Life Of Riley" became a regular feature on the NBC radio network.

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Now, television offers a new dimension to an already established program series and to a famous characterization. For Bendix, it climaxes a career that began in 1936, when after a one-night's stand as a singing waiter, he landed a spot with the New Jersey Federal Theatre project. The TV edition of "The Life Of Riley" also marks a new notch in the Bendix career which has included rave performances in motion pictures, including "Detective Story," "The Babe Ruth Story" and "Woman of the Year," and on stage in the Theatre Guild's production of "The Time of Your Life."

Bendix's assignment with the New Jersey theatre project lasted three years. After that there was a setback, but Bendix is used to setbacks. He met Cheryl Crawford, Broadway producer, through Louis Simon, head of the theatre project, and he acted in six plays. There was a certain unanimity about them -- all were flops. Nevertheless, in between, Bendix tried stock in Ivorytown, Connecticut, Newport, R. I., Maplewood, N. J. and Bucks County, Pa.

He should have been discouraged by it all, but he wasn't. He was born January 14, 1906, at 41st Street and Third Avenue, New York City, only son of Mr. and Mrs. Oscar Bendix. His late father, a Spanish-American war veteran, was an accomplished musician as were his father's two brothers.

Bill didn't inherit the talent, but he had a tremendous love for baseball. He actually got himself a job as batboy for the New York Giants, tried semi-pro ball and then decided he ought to get more practice eating. So he went into the grocery business.

When the grocery folded in 1936, Bendix shifted to the theatre as he had been

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ELLSWORTH

bitten by the bug at the age of 16 when he played in amateur theatrics at the Henry Street Settlement House. In 1939, Bendix' major opportunity came -- a part as Krupp, the policeman, in the Theatre Guild production of William Saroyan's "Time of Your Life."

In May of 1941, Bendix was signed for the part of the tavern-keeper in the MGM film, "Woman of the Year." He has been outstanding in his every delineation ever since.

Bendix married his childhood sweetheart, Therese Steganotty, when he was still in the grocery business. They have two children -- Lorraine, 19, and Stephanie, 9. Lorraine, ambitious to be an actress, has studied at the American Academy of Dramatic Art in New York.

Bendix' own tastes are modest. He is a small-time gentleman farmer, cultivating acres at his establishment in Enico, some 20 miles from Hollywood, and cultivating good will with every facet of his characterizations of the famous "Riley."

### Marjorie Reynolds

The actress chosen to portray the wife of Chester A. Riley needs to be well schooled in dramatics and able to register a wide range of emotions. She must be able to run the scale of histrionics... and she can. Chosen to portray "Peg" opposite William Bendix' characterization of "Riley" is the versatile and talented Hollywood screen actress, Marjorie Reynolds.

Her acting career started when she was six, and although she is still a young woman, she has played almost every type of role in the book. This above all qualifies her to play opposite a fictional mate who can turn order into chaos on the least possible excuse.

A screen headliner at the age of six, Marjorie retired at eight to concentrate on schooling. Eight years later she returned to her place in front of the cameras and won stardom all over again. In films since the silent days, the attractive brunette has appeared with headliners through the years, from Ramon Novarro to Robert Mitchum and Jane Russell in RKO Radio's "His Kind of Woman."

The singer-dancer-actress was born in Buhl, Idaho, on August 12, 1921, the third daughter of Dr. and Mrs. H. W. Goodspeed. Her mother had ambitions for the girl, and while Marjorie was still a baby the family moved to Hollywood. On her fourth birthday she was enrolled as a pupil in Frank Eagan's school. She won her first role in "White Collars," a saga of unemployment. More roles followed and she won her first big break in "Scaramouche," which starred Ramon Novarro. Using the name of Marjorie Moore, as a child she played in "Revelation," "Svengali" and "The Broken Wing" with such early film stars as Norma Talmadge and Lew Cody.

Her mother forced Marjorie's temporary retirement when she was eight. She attended various elementary schools, and was graduated from Los Angeles High School. She continued her dancing studies during her years in school.

After a series of roles in minor pictures, Marjorie won a top role in a thriller entitled "Murder in Greenwich Village." While she received good notices for her work, Marjorie couldn't seem to land another role - so she played in 42 westerns and a handful of quickie musicals.

She was catapulted into stardom for the second time in 1942 when she landed the top feminine role in "Holiday Inn," opposite Bing Crosby and Fred Astaire. Ever since then, she's had no

trouble winning important parts at all studios.

She was married to casting director Jack Reynolds in 1936. They have a daughter, Linda, born November 19, 1946.

Since 1950, Miss Reynolds has spent most of her time with her daughter and husband, with only an occasional appearance in a picture or a television film. She says that this appeared to be more important than pursuing a career.

She is delighted with the role of the patient and loving wife of "Chester Riley" in the television comedy series, because she will still have time to personally supervise the running of her home.

### Wesley E. Morgan

Wesley E. Morgan, who blew out twelve candles at his last birthday, and bids fair to blow out a lot of fuses in the Riley household, plays Junior in the "Riley" series.

Wesley has been working in radio, motion pictures and in television since he was six and one-half years old, but this was his year. Until early in 1952 he was always known as the dependable little boy who could play any type youngster from a "brat" to a "cherub." Then suddenly he became the number one suggestion on the casting director's lips.

He worked fairly regularly on the Wesley Ruggles television show and a little later won a role in a series called "The Sprouts." He is very proud of a role he played with Eddie Albert and Maro in a television play called "Enchanted Evening."

Pete Smith, famous producer of Metro short features, awarded a top role to Wesley in a picture entitled "The Gold-

(Cont. On Page 80)

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**D**OUGLAS FAIRBANKS, Jr., producer of the new TV film series produced in England and showcasing dramatic, directing and writing talent from all over the world, launched the first show of "DOUGLAS FAIRBANKS PRESENTS:" last month over WABI-TV, Bangor, Channel 5.

In addition to his credit as producer, Fairbanks is host and occasionally the star of this series.

The noted film actor and producer has a long history in films dating back to 1923. Since then, he has participated in more than 70 productions, either as an actor, a writer, a producer -- or a combination of these. He is outstandingly qualified to produce a dramatic

series on film, having formed his own company in England in 1934, and in this country in 1946.

Douglas Fairbanks, Jr. heads the Dougfair Corporation, producers of "DOUGLAS FAIRBANKS PRESENTS:" and two other television film series scheduled for early release.

One of the most versatile and colorful figures in international show business, Fairbanks has planned this series as a showcase for the dramatic talent of leading directors, actors and writers from all over the world.

Fairbanks is not newly cast in his role of producer. He formed his own producing company in England in 1934 and another company in the U. S. in 1946.

His sense of the dramatic - of theatre and films date from the time of his first screen adventure in 1923 - after which he loved, slugged, kissed, slaughtered and slammed his way through some 70 films. His name magnetizes the marquees and draws movie-goers by the millions. His strong "box office" appeal on the stage began in 1927. He has long been acclaimed as a genuine, skillful performer - offering a fertile source of new and exciting "stage business."

Fairbanks, was born Dec. 9, 1909, in New York City, the son of the late Douglas Fairbanks, famous screen star, and the former Anna Beth Sully, whose father had been Daniel J. Sully, "The Cotton King."

Fairbanks was educated in private schools in this country, Paris and London.

### No Stranger To Radio

In addition to his film and stage careers, he is well known to radio audiences. On radio he has been guest star in "DuPont Cavalcade" - "Theatre Guild of the Air" - "Screen Directors Playhouse." Currently, he has had his own show - "The Silent Men" on NBC Radio.

He made his TV debut on NBC in the Perry Como Show and has since frequently appeared as guest star.

During the last war - Fairbanks severed himself from Show Business and instead of accepting a job as an entertainment Special Service Officer - chose to go into the Navy. He became a lieutenant (J. G.) and rose to full Commander. He saw active duty in the European and Mediterranean campaigns and served for nine months under Admiral Mountbatten as the only U. S. officer in command of a flotilla of commandos.

In 1940-41 he was appointed special Presidential envoy to several Latin-American countries.

More recently, he has taken leading parts in public affairs: as national chairman of American Relief for Korea... Vice President of American Association for the United Nations... President of

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the British-American Alumni Association ... a trustee of the Pacific War Memorial.

Fairbanks married Mary Lee Epling in 1939 and they have three daughters - Daphne, 11, Victoria, 8, and Melissa, 3. They divide their time among three homes, one in Pacific Palisades, Calif., another in Hot Springs, Va., and a third in London.

This is Douglas Fairbanks, Jr. - this is the personality who with world wide prestige and stature - has joined the ranks of American TV's most celebrated figures in bringing great entertainment to millions of viewers everywhere.

**Jeanice Bryant**



Although this is her first venture in the business world, Miss Bryant holds the important post of traffic manager at WABI. After graduating from Oakfield High, she attended Boston University for a year and also studied at Husson College, Bangor. Miss Bryant likes sports, lots of excitement and plenty to do, which is just the temperament her job requires. She can boast that she has picked potatoes and even taught at summer vacation school.

**Sylvia M. Applebee**



**ERNIE'S Shell Service**

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Dial Bangor  
**9257**

MOTOR  
TUNE UP  
GENERAL  
REPAIR

**189 State St.**

Miss Applebee, as secretary to Continuity Director Forrest Beal, has had a hand in typing up some of those 5,000,-000 ad and continuity words he has composed the past year. She is a graduate of Lee Academy and studied six months at Northern Conservatory of Music. She was graduated from Husson College last year and is a member of the Bangor Civic Theatre. Fishing and music are her hobbies.

**Vincent E. Hevey**  
"Mike"



"Mike" is office manager for WABI-TV and AM and thus is responsible for the myriad details which must be kept under control to keep the organization functioning smoothly. He's 36, married, has a daughter and admits he's pretty much of a homebody. He was graduated from Maine Central Institute, Pittsfield, and Husson College, Bangor and previously gained experience with Kelley Drug Co., Inc.

**Anne F. White**



Another Husson College graduate is Mrs. Anne F. White, WABI bookkeeper, whose principal job is to keep the accounts straight and the books balanced. She's a graduate of Jonesboro High School, was secretary at Washington State Teachers College at Machias for three years and at the University of Maine for one year.

*(Cont. On Page 77)*

Dover-Foxcroft, Maine

I am enclosing 50 cents for your Maine T. V. News.

We like T. V. very much. Of course, there are some things we don't care for, but you sure can't please every one. Will be glad when you get more programs on in the daytime.

Mrs. Orman Cole

Doting mother: That music my daughter is playing is very difficult.

Dick (under his breath): I wish it were impossible!

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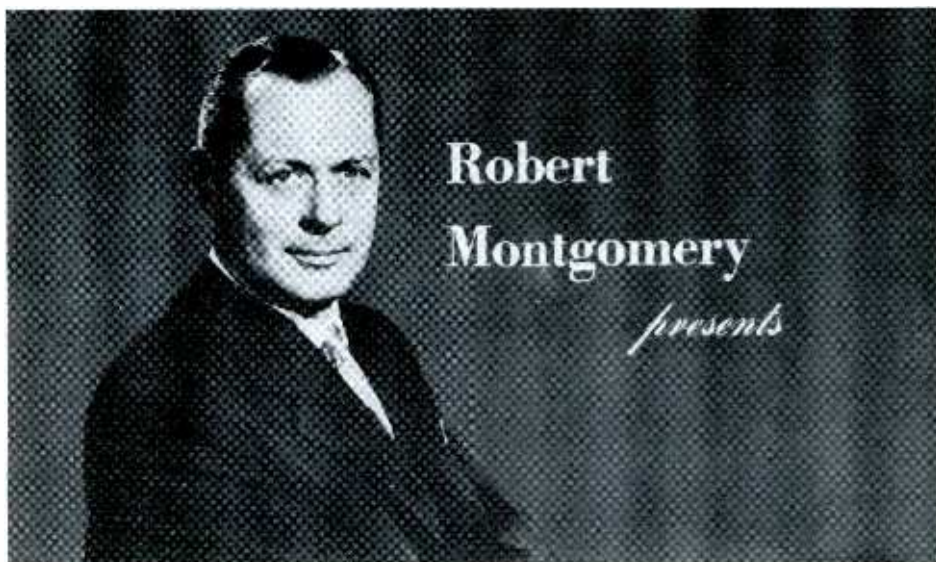
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**BANGOR**





Although Montgomery has given almost exclusive attention and effort to his television production work, he is still remembered for his brilliant Hollywood film career which included starring roles in such widely different dramatic pieces as "Night Must Fall," "They Were Expendable" and "Ride the Pink Horse." During his days as a top movie star, Montgomery shared a desire expressed by the many members of the film colony - - a desire to direct films. He was one of the few who actually made the move and went on to full directing. The transition from film star to director was a gradual one, but it paved the way for his current work - - television producing and acting.

A screen star for some 21 years, he always had secretly nursed the ambition to work on the other side of the camera. His first chance came when he was starring in "They Were Expendable," a picture about PT boats in the Pacific war. It was Montgomery's first movie after his return from the war.

#### Helped By John Ford

John Ford, the director, broke a leg and asked Montgomery to take over. The star leaped at the chance. When Ford got out of the hospital he said that in studying the assembled picture he couldn't tell where his direction left off and Montgomery's took over. This, from a director of Ford's status, was high praise indeed.

**H**AVING established himself as one of today's outstanding television producers, Robert Montgomery has proof that his earlier philosophy of keeping television ahead of audience tastes was correct. As host, pro-

ducer and occasionally the star of his weekly NBC Television series, and on WABI-TV, Bangor, Channel 5, "Robert Montgomery Presents," he is rounding out his third successful year in "the new medium".

Enjoy TV in '53 and Think of

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Montgomery next did "Lady in the Lake," which represented something new to the screen in that it was an experiment in subjective camera technique. Filmed with the camera seeing the action as though through the eyes of the principal character, it was a huge success.

A man of strong determination, Montgomery, has his own production opinions. He feels that subscribing to the "old Hollywood myth" that the average American audience has the intellectual level of a 12-year-old child is the "classic mistake" that television must avoid making. He adds that television must constantly keep ahead of the audience in the matter of intelligent programming, and that radio and moving picture producers have constantly been behind the audiences.

### Sees Big TV Future

Along this line, Montgomery also stated that an audience's reaction is one of emotion and instinct, and that people resented being talked down to. He feels that the tremendous potential of video as a social, entertainment and political force necessitates constant programming improvement.

### MAINE WOMAN NAMED TO CHURCH TV COUNCIL

PORTLAND—Miss Marion Ulmer, executive secretary of the Maine Council of Churches, has been named to the Commission on Audio-Visual and Radio Education of the National Council of Churches.

Miss Ulmer recently completed a two-year term as member of the Board of Managers of the Broadcasting and Film Commission of the National Council, whose Radio Workshops she has attended. She writes the scripts for the Maine Council of Churches weekly radio program, The Church School of the Air.

The Commission to which Miss Ulmer has been named was set up by the Division of Christian Education of the National Council to further Christian Education by the use of radio, audio-visual aids and other modern media of communication, such as TV.

Esther to Lee: "It's nice to see you back from your trip. Feel any change?"  
"Not a penny!"

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### ROBERT MONTGOMERY PRESENTS

*A whimsical line in a television script brings smiles to the faces of producer ROBERT MONTGOMERY, and star, ANGELA LANSUBRY. Montgomery is host and producer of "ROBERT MONTGOMERY PRESENTS" every Monday evening.*

### JOHN RICH IS TOKYO NEWSSTAFFER FOR NBC

PORTLAND—Portland friends of John Rich, NBC news correspondent in Korea, frequently listen to his voice on the John Cameron Swayze News Caravan over WBZ-TV, Boston, Channel 4, at 7:45 P. M. nightly.

Rich attended Portland schools and was a reporter on the Portland Press Herald before volunteering early in

World War II. He took the special Japanese language course sponsored by the Navy and was sent immediately into the Pacific Theatre, where he served as interpreter during a number of island invasions. He was in on the MacArthur-Nimitz sweeps through the Western Pacific up to and including the surrender of Japan and has been with the NBC Tokyo staff for several years. He has covered the Korean War for NBC since its beginning.

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**H**ERB SHRINER, a young man whose humor, while effortless, is warm, refreshing and nostalgic, comes to the NBC Television cameras as star and master of ceremonies of a quiz show, "Two For The Money." And to the show he brings a wealth of his Hoosier philosophy and observations which are rooted in actual experiences gained while he traveled into the nooks and crannies all over the United States.

He's seen on WABI-TV, Bangor (5) and WBZ-TV, Boston, (4).

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**BANGOR**

A great deal of Shriner's folksy humor springs from his ageionate reminiscences of small town life in his native Indiana; his monologues, comments and stories are simply broadened to cover the wider panorama of America at large.

Biographically, it began when Father Shriner's pacing of the floor came to an end with the first wail of infant son, Herb on May 29, 1918, in Toledo, Ohio.

"My folks moved to Indiana soon as they heard about it," Herb explains.

While still in the post-World War I era, Herb began fooling around with that ubiquitous instrument, the harmonica, which today still provides occasional musical interludes to his comments.

During the blackboard and study book period he soon organized a harmonica quintet which gratefully accepted dates in anything from a barn to a movie theatre, in and around Indiana, in the Fort Wayne area.

Soon the embryonic video comedian discovered the world of microphone and control room through his radio work over local Indiana station WOWO in Fort Wayne.

Gaining more confidence as he plunged further into the theatrical profession, Herb made Chicago his next stop, where he distinguished himself by setting a new record for playing obscure theatres but where he also gained the invaluable experience that lies in the background of most seasoned professionals.

**Wit Outshone Music**

Between harmonica solos, Herb would throw in a bit of chit-chat. It wasn't long before he made another discovery . . . his natural flair for humor was creating more audience response than his musical efforts. This was encouragement enough to persuade Herb to develop his style of homespun comedy, relegating the musical part of his act to a minor role in his career, although to this day he remains one of the country's finest harmonica virtuosos.

In the late 30's, Herb broke up his harmonica band, decided to go it solo. He landed an engagement at the Oriental Theatre in the Windy City, which proved to be his first major "break," for it, in turn, brought him a contract for an Australian tour.

Still comparatively young, he received "break" number two, based on his growing reputation and the delight shown by audiences in the sort of nostalgic love for his home town that has been the origin of his humor. He secured a feature spot on Kate Smith's network program. At this time, World War II had flamed into its initial stages, and Herb made a highly successful tour of the service camps where the G. I.'s and Shriner found themselves in full accord.

During this tour, Herb secured his own radio program on a national network.

### Has Five Battle Stars

In 1943, he entered the Army, spent the next 29 months as a G. I. in Special Services on overseas assignment, acquiring five battle stars during his World War II tour of duty.

He was also heard on a world-wide radio hookup when he appeared on the Army Hour for Armed Forces Radio Service. G. I.'s stationed all over the European Theatre of Operations formed a vast new audience for the Shriner wit as he entertained in anything from the back of a truck to a cleared minefield.

The Broadway legitimate theatre next welcomed Herb into its ranks with his role in the musical comedy, "Inside U. S. A." During the 45 weeks he was with the show, Herb would amble out on stage nightly and quietly charm audiences with his droll discourses on things, people, and the state of the Union.

"This fellow we had back home," says Shriner in a typical, topical observation, "well, he wasn't working and he began drinking and just loafing around. His folks got so worried they got him into politics where he wouldn't be noticed."

Shriner followed "Inside USA" with a grand swing of the nation's top enter-

tainment spas, ranging from the Plaza Hotel in New York to the Biltmore Bowl in Los Angeles, and all distinguished supper club points between.

Herb kept up his footlight appearances with theatre dates including New York's Roxy and Strand Theatres. In 1950 he gravitated to television where he guest starred on practically every important video program that was telecast.

### Subbed For Godfrey

When he took over for Arthur Godfrey on the latter's talent program during the summer of 1951, the Shriner wit and humor rang the bell in a medium that was rapidly reaching, with sight and sound, an audience of tens of millions.

Shriner lives in New York, on the island of Manhattan, with his pert red-haired wife, Pixie (nee Eileen McDermott, half of a professional dance team when Herb met her), their daughter, Indy (named after Indiana), and a small Italian greyhound called Gypsy.

Herb loves sailboating, is a sports car enthusiast - he has a huge collection of photographs of specially designed models dating back almost to the Stanley Steamer, et al - and is an almost incurable gadget hound. He pokes around in fix-it shops, his interest in people seconded by his interest in mechanical things that while they work, don't necessarily accomplish anything.

When he ambles out upon the stage of NBC-TV's International Theatre he is likely to reminisce about an old friend . . . "He ran the fix-it shop back home . . . He had to sleep in the place though . . . The lock on the front door was busted . . ." or perhaps he tells about . . . "the fellow who did odd jobs. If somebody had a cat up a tree, he'd go up there and get it . . . They'd give him something for it - mostly they'd give him the cat! . . ." America's viewers see eye to eye with the critics who find him a droll and wonderful fellow . . . the humorist from Indiana named Herb Shriner.

OVERHEARD at Steuben:

Ma: "Where did all this dust around the TV set come from?"

Pa: "Oh, WABI just had a western movie on. Better get a dishpan, quick!"

Ma: "Why?"

Pa: "They're going to show flood pictures next!"

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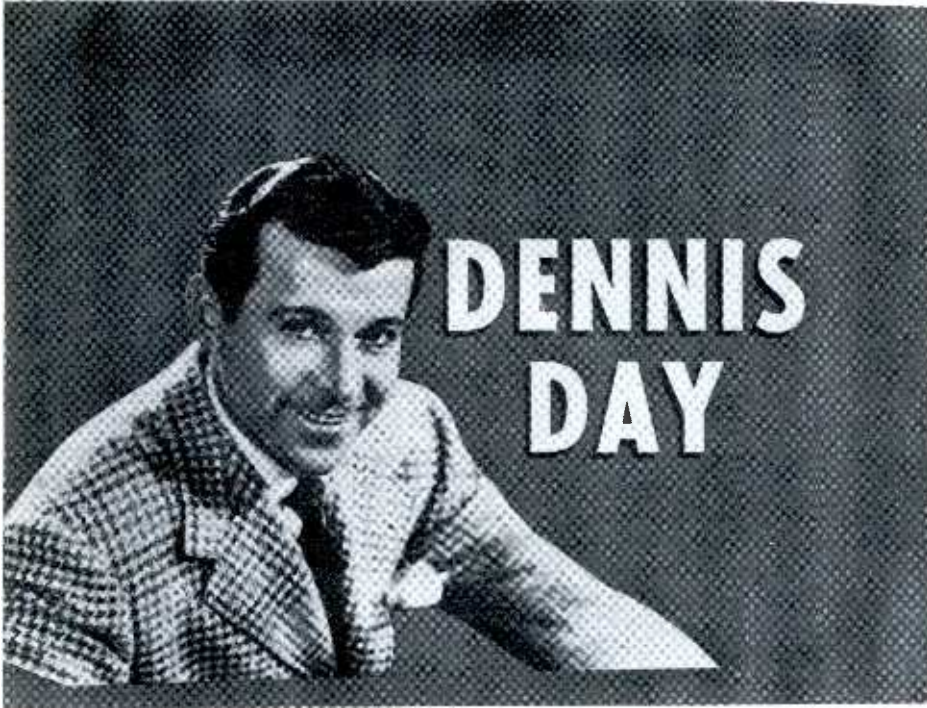
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**WHEN NBC'S coast-to-coast television audience saw the current series called "The RCA Victor Show Starring Dennis Day," a brand new character made his debut. The former meek, mild, sometimes parasitic Dennis Day emerged from his cocoon to become a dashing, strong and handsome bachelor with a devil-may-care attitude. Dennis appears on his regular NBC Television series on WABI-TV, Bangor, Channel 5, and WBZ-TV, Boston, Channel 4.**

And this change of character represents a big step in the singing-comedian's career -- will audiences enjoy the transformation which occurred when he dis-

carded his familiar role as "mother's boy?" Doubtless the answer is yes; Dennis Day will still portray the loveable, naive character that has endeared him to

audiences both here and abroad... with the addition of new trials and tribulations facing him as a romantic and very eligible bachelor.

### **His Name's McNulty**

Acclaimed as one of television's most versatile performers, not only as a singer, but as a comedian and impersonator as well, Owen Patrick Eugene McNulty was born in New York City on May 21, 1917. His parents, Patrick and Mary McNulty sent all six of their children through college, although they were far from wealthy.

When Dennis graduated from New York's Cathedral high school and finished a pre-law course at Manhattan college, he delayed entering Fordham's law school to recuperate from an operation. To pass the time while waiting for a new semester, he recorded a few songs. An executive of a Canadian firm heard him sing "Jeannie With the Light Brown Hair," and gave him \$75 to record it. The "Jeannie" recording was Dennis' springboard to stardom, for it was this disc that Dennis sent to Jack Benny when the comedian was holding auditions to replace Kenny Baker.

The clincher in Dennis' getting the job came when Benny called "Oh, Dennis," to a group of the better applicants for "live" auditions. "Yes, please," piped forth Mr. McNulty and Benny whooped, "That's it!"

Dennis was fresh out of college when he first took the featured singing role on Benny's coast-to-coast radio show in 1939. Subsequently, while kidding

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around during rehearsals, Dennis pulled his now famous impersonations on Benny. They were put on the show and the fans loved them. So began the broadening of Dennis' talents to the point where he is now considered one of the nation's most versatile entertainers.

### Served Navy Hitch

During World War II Dennis joined the Navy and while on a two-month tour of the South Pacific he and his troupe gave 275 shows for servicemen.

In addition to his television, radio and film work Dennis is one of RCA Victor's brightest recording stars. He has recorded such diverse selections as the lullaby, "Sleep, My Child," and the comic "Clancy Lowered the Boom." Dennis recently returned from a tour of Europe and Ireland during which he spent three most successful weeks at the London Palladium. He is currently also completing work on 20th Century Fox's "The Girl Next Door."

Dennis is married to the former Peggy Almquist and the father of three boys who are his pride and joy - Patrick James, four; Dennis Eugene, three; and Michael, two.

### Joanne M. Adler

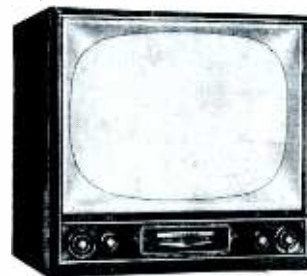
"Jodie"

Mrs. Adler also is in the TV swing in secretarial work, where her talents and personality will make her a valuable addition to the staff. She is a graduate of St. Francis Academy, Joliet, Ill., and studied liberal arts at St. Mary's, Notre Dame, Ind. She studied home economics and education. "Jodie" has taken a keen interest in the Cerebral Palsy Association.



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# Circus Hour

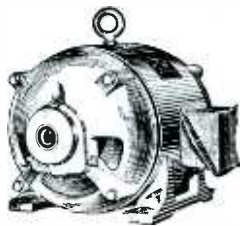
**G**ETTING OFF to a good start is more than half the battle. And off to a good start is "Buick Circus Hour," the once-a-month NBC Television series starring Joe E. Brown, Dolores Gray and John Raitt. In addition to the talent and prestige afforded this series by the stars, the "behind-the-scenes" names are equally impressive.

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Producer-director of "Buick Circus Hour" is John C. Wilson. This is his first television assignment -- in the past he has been best known as a Broadway producer and director. He has been closely associated in New York and London with Noel Coward, Alfred Lunt and Lynn Fontanne, and Tallulah Bankhead. He started his show business career as an actor, but moved to the directorial side of the footlights after a short while. Among his shows of recent vintage are "Kiss Me Kate," "Gentlemen Prefer Blondes," "Bless You All" and "Make A Wish."

The book for "Buick Circus Hour" is written by Anita Loos in association with Jerry Seelen. She will perhaps always be remembered best as the author of "Gentlemen Prefer Blondes" and for contributing to contemporary philosophy with the maxim, "Diamonds are a girl's best friend."

Miss Loos started in the theatre at six when she acted in her father's stock company. She sold her first scenario to D. W. Griffith when she was 12. This series marks her first writing for television, though she has written four Broadway plays and about 400 scenarios for Hollywood.

Jerry Seelen, who is assisting Miss Loos with the "Buick Circus Hour" book, is an old hand at television writing. He's written for programs starring Groucho Marx, Milton Berle, Joe E. Lewis, Joan Davis and the Ritz Brothers.

Musical direction for the new series will be under the supervision of Victor Young. He has been a top name, as conductor and composer, in show music for many years, in Hollywood... on Broadway... and in radio. His compositions, which have taken their place in the archives of modern American music include "Street of Dreams," "Love Me Tonight," "Ghost of a Chance," "My Foolish Heart" and "My Heart Cries for You."

OVERHEAD at Levant:

Ma: "Didn't I tell you to notice when the soup boiled over?"

Connie: "I did. It boiled over just as Big Top was starting over WABL."

Visitor: How many people work here?

Lee: I've often wondered myself!

**Myron Burr**

26 Fifth Street - OLD TOWN

## Know Your TV:

it should be remembered that soot and hot chimney gases may coat the antenna and hasten corrosion in a period of only a few months, thereby seriously reducing antenna efficiency. If a chimney-mount is unavoidable, the antenna should be as high as practical from the chimney top to reduce corrosion hazards.

Wall-brackets and roof-peak mounts are more desirable, if feasible, since they get the antenna away from chimney gases and soot. Under adverse conditions, the ordinary steel antenna mast can corrode sufficiently in a year's time to topple in a high wind or ice storm.

Corrosion of antenna elements and contact points will result in less signal pickup and more interference, which shows up as "snow" or noise in the set. Antenna installations of a year or more should be checked, the contact points scraped and cleaned, insulators and lead-in checked for weather deterioration and the cleaned critical points then sprayed with the new acrylic plastic spray to protect from weathering.

Many TV antenna installations in Maine, especially near the coast, have been in more than a year and inevitable corrosion is causing a gradual decline in reception quality. In many cases, reception would be greatly improved also by replacing the antenna with a more

efficient type, taking advantage of the greater experience and new developments which have taken place in TV in only a few years.

### Antenna Check Up

Don't hesitate to call in a qualified technician to check your set and antenna installation if your TV reception is becoming poor, now that you understand the basic ideas on antenna problems. Check with your friends who have had new and efficient installations within recent months for a comparison with your own situation. You may be in for a surprise.

During cold weather months especially, you need to get the most out of whatever distant TV signal is available and this can be had only when the correct match is obtained as between antenna and receiver. The late model TV sets have been built for reception of 100 miles or more, so you should plan to enjoy all that your set will deliver.

With the coming of u. h. f. (ultra high frequency) Channel 53, Station WPMT, in Portland about next Sept. 1, the experience of the u. h. f. station in Portland, Ore., since last September is largely available to Maine TV technicians and promises some interesting new developments in this field.

UHF antennas have special features different than VHF assemblies, but should provide no great problem to the technician who keeps up to date. In fact,

antenna installations are being made in Southern Maine ready for a switch onto Station WPMT, Channel 53, as soon as it starts transmitting.

We will discuss UHF antennas in another issue of MAINE TV-RADIO NEWS and GUIDE.

Augusta, Maine

We think your station is wonderful down here and don't care what anyone says. We are lucky to have a station in Maine in the first place. We know that it is a terrific expense to run a station and wish you the best of luck. My neighbor and I are sending you a dollar for your TV News.

A few suggestions: Why not an amateur program once in a while of Maine people. I'll gladly bring my musical saw. Ask the boys in the Bangor P. O. about it.

Pete Morrisette

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## Life Of Riley:

en Prince." It was a story about a boy and his dog, and won rave notices all over the country.

Director John Brahm engaged him five minutes after he met him for a role in "Miracle Lady of Fatima" at Warner Brothers, and more recently he had the role of Barbara Hale's brother in "The Lone Hand," a Universal-International picture starring Joel McCrea, to be released soon.

Wesley appears to be a natural for the youngest member of the Riley family. He is also the busiest member of the cast, because between scenes he has to attend school in a private classroom on the set.

### Lugene Sanders

Eighteen-year-old Lugene Sanders,

lovely young U. C. L. A. freshman majoring in dramatics, won the coveted TV role of "Babs Riley" in series which premiered early this year. She won for several reasons, all of which attest to the Irving Berlin philosophy, "There's no business like show business."

Lugene was deep down on the list of those who were interviewed and tested for the role of "Riley's" daughter in the new NBC Television comedy series, but both producer Tom McKnight and director Abby Berlin were zealous in one respect: they wanted someone who would resemble Marjorie Reynolds, and who would not be too well known or "typed," to establish a fresh character for the loveable teen-ager and one who would be sufficiently talented to make the role believable. Lugene answered all

qualifying demands.

There are those on the "Riley" production staff who think the youngster bears a striking resemblance to Jane Wyman, and those who believe she could actually be a younger sister of Miss Reynolds.

The new "Babs" Riley was born in Oklahoma City, Oklahoma, where she attended the public schools until she was fourteen, and even in the formative years was strong for dramatic arts. Her family came to Los Angeles four years ago to be near relatives, and Lugene continued her studies in dramatics at the Hollywood Professional School. She would have completed her freshman year at the University of California at Los Angeles next June, but now because of "The Life of Riley" role she had to forego, for the time being, her education. She does intend, however, to attend night school at the same institution next semester.

Lugene, at eighteen, has had several years' experience in little theatre activities, both in Oklahoma City and Hollywood. She played the role of "Corliss Archer" in a television series recently completed.

Producer McKnight is quite enthusiastic over her work in the "pilot film" of the series, and feels that he has a real discovery. His enthusiasm is overshadowed by that displayed by Lugene in being adopted by the Riley family.

As for her unusual first name, Lugene, she will not go along with her college classmates and their ideas. Her U. C. L. A. pals feel that she was called "Lu" because she was a girl and "Gene" because some member of her family expected a boy. Lugene simply refuses to comment.

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**Letters To Maine TV :**

Levant, Maine

Mr. Lee Nelson:

Please find enclosed 50c for the T. V. News.

We enjoy T. V. very much. We live about 12 miles from Bangor and it comes in very good, especially when it is coming right from the studio. We enjoy watching you give the news. Wish we could see you all the time, as you look much nicer than that old "News sign".

If you remember, we had quite a snow storm the night you put on the film of raising the tower. My husband works for the State Highway Dept., so he was out trying to help keep the highway passable that night, so was unable to see it. We were wondering if it would be possible to put it on again some time. We know it would be impossible to have Mr. Carpenter, Governor Hildreth and the rest again. We have talked with quite a few that didn't see it, but spoke as if they would like to.

Another film we enjoyed very much was "The Coast of Maine". The only change we would like would be to have "Two For the Money" earlier in the evening.

Again we think T. V. is wonderful and we think everyone at W. A. B. I. has done a wonderful job in such a short time.

Can't you find something for Johnny MacRae to do some evening, so we can see what he looks like? I've always wanted to see him. I miss him on "Rise and Shine". But I like Ralph Hunt, in fact we think all of you folks are just fine. Keep up the good work and best wishes to all. Please send T. V. News to

Mr. and Mrs. Fred W. Quinn

South Brewer, Maine

For the enclosed fifty cents, kindly add my name to the list of those anxious-

**Ballard Golden  
Oil Co.**

BREWER, MAINE

**Burnham's Drug**

54 No. Main Street

OLD TOWN

MAINE

ly awaiting a copy of Maine T. V. News. We do not own a T. V. set, but listen daily to WABI Radio from 6 a.m. to 6:45 p.m. It will be a pleasant experience to see pictures of those announcers, whose voices are as familiar as those of members of our own family, particularly our own Johnny MacRae, Ralph Hunt and newcomer Walter Broadhurst. Thanking you,

Mrs. Harvey Berry

Oakland, Maine

Am writing to request that you put my name on the list to receive the "Maine Television Book" you have been advertising. Enclosed find 50c in coin for same. I might say at this time that reception is quite good in this locality, as a general rule, once in a while a bit snowy, or "jumpy", but most always pretty good.

Your selection of programs, I think, is excellent. Contrary to what anyone else might believe, they are diversified and enjoyable, all of them. Your live telecasts of the basketball games were "par excellence". Have absolutely nothing for that reception but praise.

Thanking you in advance for the book and wishing you all the best of luck and continued success in bringing TV to Maine.

Mrs. N. B. Estabrook

Madison, Maine

We have been watching your telecasts and am sending .50 for your T. V. News. You have been coming in very good for a new station.

You asked for comments, here is one. On your ball games, I don't know how

(Continued on Page 85)

**ADMIRAL your BEST TV BUY**



Model 221DX16L. Beautiful 21" TV Console in handrubbed walnut, mahogany or blonde cabinet. Has new Super Dyna-Ray picture tube—252 square inches... long distance Cascode chassis... tone control... built-in "Omni-Scope" aerial.

For Service

For Satisfaction

For Quality

— VISIT —

**SILVER STREET  
SERVICE STATION**

27 SILVER ST., WATERVILLE

PHONE 622

Little things make **THE BIG DIFFERENCE**  
**IN RETREADING**



Approved by the  
**U.S. GOVERNMENT**  
Processed by the  
**C. E. NOYES CO.**

**THAT'S WHY YOU CAN DEPEND**

**ON**  **RETREADING**

USCAP treads are extra thick, top quality

USCAP tread is applied only to sound tire bodies

USCAP tread is applied only under strict shop procedures approved by U.S. Rubber Company tire engineers

**C. E. NOYES CO.**

244 Harlow St. - Bangor

8277

— DISTRIBUTORS —

AVAILABLE  
THROUGHOUT MAINE  
and NEW HAMPSHIRE





CONGRATULATIONS

**WABI**

on the Launching of

**WABI-TV**

CHANNEL 5



Maine's expanding economy, so well typified by your significant contribution, is primarily based on her forest resources.

As a pioneer in Maine's forest resources, we extend "Congratulations" to the pioneer radio station of Maine, WABI and your newest achievement, television station WABI-TV.

*Protect Maine's Forest Resources*

*Prevent Fires—Keep Maine Green*

**GREAT NORTHERN PAPER CO.**

BANGOR, MAINE

Television and Education :

UNTIL adequate studies are made, few leaders dare to try to think too far into the future, yet all are conscious of the seemingly unsolvable problem of growing expenses and teachers shortages in education. Every Maine city and town, as well as the rest of the Nation, is viewing the situation shaping up in the next decade with great concern. The school and pre-school population is rising steadily, and so are equipment, supply and building costs. At the same time, the U. S. Office of Education and State teacher organizations predict that the teacher shortage will grow worse in the next ten years. None will deny that this is a public problem of paramount importance to America. Exact details as to how the TV medium can be applied as at least a partial solution to these critical problems will have to be worked out by experience.

SEVERAL recent events may be an indication. When the Baltimore schools were closed recently because of a janitor strike, the TV-radio industry of the city cooperated with the school department in presenting school programs for children in their homes. The results and favorable reactions exceeded all expectations. Even parents were quick to admit they had gained a new appreciation of modern school techniques.

In Boston, the Superintendent of Schools has asked the State to install 500 TV sets in the public school classrooms. He also urged the Bay State Legislature to approve an erection of a TV station for educational use. He declared that use of TV would be "the greatest educational advance since the introduction of the printed book."

ACTUAL experience in educational TV also is available from three nationally-known examples. Station WOI-TV at Iowa State College was the only TV education channel to be on the air when the "freeze" was imposed by the FCC in 1950. Besides its State College educational programs, it also took on selected national network shows, income from which more than meets its \$350,000 a year operating budget. A small staff and student assistants keep operational costs low, so that the initial construction costs long since have been liquidated.

To Iowa folks, it is "our station." One of its most popular program types is a series of "town meetings," which serve to boost the particular community selected for each program. The citizens of

the community selected put on a real "town meeting" in WOI-TV studios before live cameras. A greater understanding of community problems has resulted. Another type of program is on the work of the various state agencies. Better knowledge and appreciation of State and local government services is the result.

WABI-TV viewers already are familiar with and like the many TV films which have been shown already on various national industries, the State of Maine, "how-to-do-its," travel, etc. Two outstanding national network features are the Johns Hopkins Science Review (Dumont, WBZ-TV, Sundays, 10:30 a. m.); and NBC-TV's "Mr. Wizard," originating in Chicago. "Mr. Wizard" has jumped to 54 stations in two years and 4,447 "Mr. Wizard" Science Clubs have been formed in 42 states. Some 200 schools use "Mr. Wizard" as required homework and when Don Herbert, the show's creator, put together a "Mr. Wizard Science Secrets" last year it promptly hit the Christmas non-fiction best seller list. Its first printing, put out by Popular Mechanics, sold out in six weeks.

In addition, the two Boston and Providence TV stations put on a number of locally originated juvenile and adult educational features, including seminars and panels, using local teachers and professors. Their place in a balanced TV weekly program schedule goes without question.

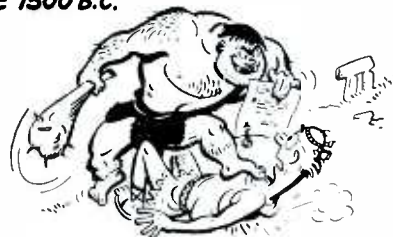
ONE DOES NOT have to stretch the imagination to think what might be originated from the University of Maine, or from Mt. Washington-TV, if it could get programs from the University of New Hampshire at Durham, or Dartmouth College at Hanover, or even from the proposed Maine studio at Poland Spring, not far from Bates College. Bates has had a campus radio station and workshop for a number of years.

Such developments need not be too far in the future. Certainly Maine people should be thinking of them now - - - and they are !

NOT ONLY are educational leaders deeply interested in TV, but leading religious groups are exploring the medium with much enthusiasm. The National Council of Churches' Commission on Christian Education (of which Miss Marion Ulmer of Portland is a member) is working on the subject and Cardinal Spellman of New York is taking a leading role in advocating use of TV among Catholic agencies.

# How Old is Your Insurance?

*THE FIRST RECORDED INSURANCE CONTRACT TO BE EFFECTED WAS ARRANGED BY THE PHOENICIANS BEFORE 1500 B.C.*



**SO—**

*WE ARE COMPARATIVELY NEW BOYS AT THE BUSINESS AS WE HAVE ONLY BEEN PLACING INSURANCE FOR 88 YEARS*



**HOWEVER—**

*WE WOULD BE GLAD TO HELP YOU IF YOU HAVE ANY INSURANCE PROBLEMS*

## Blake, Barrows & Brown

— INSURANCE SINCE 1864 —

73 Central St.

Bangor, Me.

Tel. 8295-6



## TV Will Boost Bangor

Somerset County, with its diversified industries and agriculture.

This entire vast region, because of its tremendous vacation-travel resources of seacoast, lakes, mountains and forest area, also enjoys a major slice of Maine's annual recreational business revenue, one of the four major bases of Maine's balanced economy.

This is the economic setting of the "primary" area now being served by WABI-TV. Its "secondary" coverage area, extending up to 80 to 100 miles, reaches southwestward through the Central Maine coast nearly to the City of Bath, nearly to Lewiston, into Central Aroostook County, virtually all of Washington County, and thus takes in Knox and Lincoln Counties and parts of Somerset, Franklin and Oxford Counties. Only two of Maine's 16 counties, Cumberland and York, are not at least partly covered by WABI-TV's signal.

## Many Cultural Assets

Eight miles from Bangor is the famous University of Maine, at Orono, with its several colleges, notably of Arts and Sciences, Technology, Agriculture and Education. The Bangor Theological Seminary is more than a century old. The city has two business colleges and two modern high schools as part of its extensive educational facilities. The Bangor Public Library has a rating comparable to cities ten times its size, both as to per capita readership and endowment, both of which are the highest in Maine.

Some of the principal Maine cities and towns using Bangor as a major business center are Ellsworth, Bar Harbor, Belfast, Bucksport, Newport, Pittsfield, Dexter, Dover-Foxcroft, Guilford, Greenville, Milo, Millinocket, Lincoln, Old Town, Orono and Brewer, the latter just across the Penobscot River.

In addition to WABI-TV and WABI-AM, Bangor has two other radio stations, WGUY-AM-FM, and WLBZ, and two

newspapers, the Bangor Daily News (morning) and the Bangor Commercial (evening).

With the extensive natural resources and diversified economy of such a vast region to draw upon, there is every reason to believe that, as WABI-TV expands its services, the new and sensational medium of television will prove to be a real boost to Bangor and the great area of Maine of which it is the business center.

## LAUNDRY IN THE BATHROOM? WHY NOT?

With the average family in two-story homes, as much as 90 per cent of the laundry originates on the second floor.

So, a combination bathroom-laundry is natural as well as useful with the Bendix Duomatic washer-dryer. The Unit, just 36 inches wide, dries as well as washes in one continuous automatic operation. It needs but 6 1/2 square feet of floor space, compared with at least 12 1/2 feet for a separate washer and separate dryer. The Bendix automatic ironer completes the bathroom laundry.

SUBMITTED -- but NOT used -- on "Matinee With MacRae."

"The quickest way to get cold cash is to put it in the refrigerator."

## RAPAPORT AUTO CO., INC.

YOUR **LINCOLN** and **MERCURY** DEALER

Watch and Enjoy Our TOAST of THE TOWN TV Show  
Monday at 8:00 P. M.



## JUDKINS & GILMAN

43 MAIN STREET  
NEWPORT - - MAINE

OFFERS  
FOR YOUR PLEASURE!  
One of America's Best  
Television Buys -



Du Mont MILFORD

Highest quality television  
from \$199.95

**Letters To Maine TV:**

to express it, but from here the light and camera on the basket made a perfect picture. Then the camera traveled across the floor and made it dark. But it seems to me when they made connections again, it was a perfect picture and no snow. We have a 1953 RCA and it sure brings your program in good for this distance.

Jerry Gillis

Blanchard, Maine

Enclosed find 50 cents, please send me your TV News magazine per advertised on WABI-TV, Saturday or Sunday night. We have a Philco TV and it certainly comes in clear, no interference of any kind. We enjoyed the basketball games much better than had we been there, as we had no cold trip to come home.

Will be glad when we can get Jack Benny and Arthur Godfrey, Phil Harris, Judy Canova, at regular times. If your little TV News doesn't give any other Channels, will you tell me what

channels to get Montreal and Boston on. Thank you.

John A. Fitzgerald

Charleston, Maine

Enclosed please find fifty cents for my TV News. I enjoy your programs very much. Hope to see Guy Lombardo on TV sometime. I think you are all doing wonderful for no longer than you have been operating. Lots of luck for the future. Thanking you, I am, An Ardent Viewer,

Arlene S. Perkins

Bar Harbor, Maine

I am enclosing fifty cents (50) for the Maine TV News Guide which was advertised a few nights ago on television, and if this is the place to order records, would like to have them also.

I would like to say that we really enjoy your telecasts from WABI-TV. Your programs are just what my family likes, every one of them. Also your two announcers, Lee Nelson and Hal Shaw are wonderful. They couldn't be better.

Mrs. Lloyd Buzzell

*(Ed. Note: These are only a few samples of the hundreds of letters received from the first Maine TV advertising over WABI-TV of any publication, the first edition of MAINE TV-RADIO NEWS and GUIDE at that time not even being completed. Live announcements with display cards of the title were the only medium used, showing what has already been demonstrated in larger cities, the phenomenal POWER of TV advertising. Comparative tests made in New*

*(Continued on page 96)*

**Puritan Candy Shop**

19 State Street

BANGOR

MAINE

*For the BEST in TV*

**RCA - Zenith - Philco**

**Crosley - Capehart**

**Motorola**

**Stewart-Warner**

**Admiral**

*SEE THE*

**HOME RADIO**

**&**

**FURNITURE CO.**

40 BROAD ST., BANGOR

*The Store that has Sold and Serviced Radios for 23 Years.*

**The Gas Service**

**People Prefer**



*Metered For Your Protection*

Automatic Service - Dependable - Lowest Rates

Come In and See the COMPLETE LINE of HAPPY COOKING Gas Appliances.

**CENTRAL MAINE GAS SERVICE**

711 MAIN ST.

PHONE 2-2005

BANGOR

..... quality-insured engineering

**Motorola**



Quality control is a vital part of every phase in manufacturing Motorola TV. From the first drawing board plans executed by electronic engineers to the final inspection of a finished set, Motorola TV is built to the highest standards of quality.

A complete department of quality control specialists devotes its entire time to testing and approving every component part that goes into Motorola TV.

During every step in the assembly line procedure, construction and parts are thoroughly tested and checked to assure perfect assembly. One out of every ten production employees is an inspector. And finally, every single one of the hundreds of thousands of TV sets manufactured each year is given rigid in-operation tests to be absolutely certain it will give perfect, trouble-free performance for its viewers.



**EASTERN AUTO SUPPLY**

109 EXCHANGE STREET - BANGOR, ME.





**I**T HAPPENED one night in June . . . 1948.

The exact date was June 8, 1948 when a performer named Milton Berle schooled in nearly every phase of showbusiness since he was five years old, made his formal debut in television. This video premiere also marked the first show in "Texaco Star Theatre" . . . and the two have been identified together ever since. He currently appears on NBC Television and WABI-TV, Bangor, Channel 5, and WBZ-TV, Boston, Channel 4.

the highest survey rating ever reported for a regularly scheduled radio or television show. The show has been consistently at the top, or near the top, of national listeners' surveys ever since Berle became permanent emcee on September 21, 1948.

This came as a climax to 35 years of showbusiness experience. Milton Berle was born Milton Berlinger on July 12, 1908 in New York, the fourth of five children of Moses Berlinger and his wife, the former Sarah Glantz, who was later to become known as Sandra Berle and Milton's guide, inspiration and one woman claue during his early career.

Young Berle attended New York City Public School No. 184, near where he was born on West 118th Street, and the Professional Children's School. Before Milton was five years old he had acquired local popularity as an entertainer in the streets of his neighborhood. At the age of five, he started his professional career at the old Biograph Studios, Fort Lee, N. J., in the silent picture, "Tillie's Punctured Romance" with the late Marie Dressler. He subsequently played in more than 50 films made in Fort Lee, then the hub of the motion picture industry. He appeared in "The Perils of Pauline" serial with Pearl White, "Ruth of the Range" with Ruth Roland, "Birthright" with John Bunny and Flora Finch, "Mark of Zoro" with Douglas Fairbanks, Sr., and in other pictures with such film greats as Milton Sills, Mable Normand and Marion Davies.

*(Cont. On Page 90)*

Reverting back to 1948 momentarily, Berle received his title, "Mr. Television" in October when the program received

**NEW  
RCA VICTOR  
TELEVISION**



Free Home Demonstration Within  
Our Service Area.

Seven years experience servicing all makes and models with the latest testing equipment assures you the Very Best in Service.

**The Television Center**

SALES — SERVICE

45 MAIN ST. - PITTSFIELD  
- PHONE 64-2 -

- We Specialize In Furniture Moving
- Goods Insured In Transit

**MOORE'S MOTOR EXPRESS**

INCORPORATED

198 Exchange Street

Bangor 7353

- Ellsworth 336M-4

BANGOR, MAINE

**PERRY & MORRILL**

General Contractors

Masonry Construction  
A Specialty

Carpenter Work  
Plastering

Dial 2-1101

131 BROAD STREET,

BANGOR, MAINE

## V. H. F. and U. H. F.

Thus, for UHF Channel 53, for which a construction permit has been granted to Station WPMT, Portland, the first UHF permit in Maine, the allocated band width is 704 to 710 megacycles.

In the Channel 53 band width, the picture, or video carrier will be at 705.25 megacycle frequency, while the sound carrier will be at 709.75 megacycle frequency. The receiving and synchronizing of these separate carriers is done automatically in the television receiving set, as outlined in the article, "WHAT'S INSIDE YOUR TV SET" on Page 88.

### **29 Channels In Maine**

When the commercial TV "freeze" was lifted, last year, Maine was allotted a total of 29 commercial TV channels. Bear in mind that Channels 2 to 13 are known as VHF channels, and 14 to 83 as UHF channels. Under the original estimates of TV performance, the VHF channels were expected to have an effective radiation of only about 50 miles from the point of transmission.

The UHF channels, because of different performance characteristics of ultra high frequency waves, were expected to have an effective radiation for workable reception of only about 20 miles at the most.

Actual experience, plus new developments and improvements have greatly extended these ranges from the original estimates. Antennas and TV set circuits have been improved, radiated power increases at the transmitters have been made in some cases, such as WBZ-TV, Channel 4, Boston. WNAC-TV, Channel 7, Boston, is reported about to increase its power and will elevate its transmitting antenna.

Weather conditions greatly affect reception of the TV signal at varying distances from the transmitter and more is becoming known about this from actual experience as well as with other factors, such as "atmospheric bending," reflection ("bounces"), etc.

Theoretically, TV carrier waves, because of their high frequency, travel in straight lines, similar to the beams of light emitted from a luminous source, such as an electric light bulb. Light waves have a similar nature to the carrier waves used in TV transmission, but have much, much higher frequencies.

The UHF waves, being of a higher frequency than VHF waves, are expected to give a more dependable performance, but over a shorter radius from the transmitter, than VHF carriers. This is analogous to the difference in performance and characteristics between radio signal carrier waves of lower cycle fre-

quency and greater wave length, as compared with the high frequency, short wave length of the carrier waves used in TV.

UHF signals also are not subject to as much interference as VHF, such as from truck, airplane and automobile generators, diathermy machines, etc. They do not, however, as a general rule, radiate a workable signal to as great a distance as does VHF.

### **PORTLAND MAN IS TOP ABC NEWS ANALYST**

NEW YORK—A Portland, Maine, man who has gone far in the radio-TV industry is John F. MacVane, ABC commentator and United Nations news analyst, who has had his own UN television show for more than two years.

MacVane is a graduate of Portland schools and rose to prominence as a radio correspondent during World War II. He was elected president of the Association of Radio News Analysts in 1948 and made frequent appearances on TV before setting up his own show "United Nations Reports." He has just concluded two and a half years of service as consultant adviser on press and radio to the U. S. Mission to the UN.

MacVane recently filled a speaking

engagement in Portland under the auspices of the Portland Teachers Association.

INCREASING use of film "clips" on TV has added a "new dimension" to network competition. In a recent week a noted entertainer was doing a live network show, while a rival national net was featuring the same guy on a celluloid clip during the same period. In another instance a top actresse was doing a Theatre Guild radio network drama, while a rival TV national web was presenting the same gal in a film feature.

Elmer: "Wonder if this roof is going to leak all the time?"

Walter: "Wouldn't think so. Only when it rains."

### **John A. Cummings Company**

Makers of

The Automatic Feed, Electric Drive  
POTATO SEED CUTTER

42 Parker Street

TEL. 7038

BANGOR, MAINE

Day or Night for **HEAT** That's Right

### **STICKNEY & BABCOCK COAL CO.** FUEL OILS AND COAL

SUNDSTRAND - Conversion Burners  
Boiler Burner Units - Air Conditioning Units

Dial 5664 - 20623

BANGOR

MAINE

### **Bangor Roofing and Sheet Metal Company**

#### **CONTRACTORS AND DEALERS**

METAL CORNICES, SKYLIGHTS, GUTTERS, CONDUCTORS,  
VENTILATORS, FINIALS, WEATHER VANES, COPPER, TIN  
AND CORRUGATED IRON ROOFING, AUTO RADIATOR  
CIRCULATION CLEANING, REPAIRING AND RECORING,  
AND ALL KINDS OF TINSMITH WORK.

ESTIMATES FURNISHED FREE

224 Harlow Street - Tel. 8784 - Bangor, Maine



## WHAT'S INSIDE YOUR TV SET

**The accompanying block diagram is intended to give the average person a simple explanation of what actually takes place in the TV receiver.**

### How TV Sets Work

The incoming signal, composed of several differently-shaped waves radiated from the transmitting station, is picked up by the antenna. The lead-in conducts this signal from the antenna to the tuning unit in the front part of the receiver. This tuning unit is also a converter, the tuning knob on the set being manipulated to select the desired channel and the signal being converted to a level which is more readily workable in the receiver's circuits.

After having been converted, the now-workable signal is passed through both the sound and picture amplifiers simultaneously. In the audio, or sound, circuit the sound is rectified and passed through

the audio output tubes and from there to the speaker.

In the picture circuit, the picture detail is amplified and rectified before reaching the picture tube, where the electronic signal appears as a tiny bright spot of varying intensity. From a point in the picture amplifier section, the synchronizing portion of the signal is extracted and this controls both the vertical and horizontal sweep circuits.

These circuits sweep the dot on the screen from side to side and from top to bottom at the same time, but at vastly different speeds. The horizontal sweeps the dot from side to side several hundred times while the vertical sweep is making two complete cycles. When the synchronizing part of the signal is applied to the sweep circuits, they are automatically locked, so that the dot in the picture tube will vary in intensity at the same point in the picture tube as in the camera tube at the transmitting studio. As long as these units are locked in syn-

chronization with each other, the TV screen will reproduce exactly the same image as transmitted.

The cord from the low voltage power supply, when plugged into the A. C. outlet, supplies all the power for the various circuits in the receiver, except the high voltage power supply. The high voltage power supply derives its power from the horizontal sweep circuit. This high voltage, when applied to the picture tube, accelerates the dot sufficiently to reach the fluorescent coating on the face of the tube, so that it becomes visible.

**The output from this high voltage supply varies from 10,000 to 20,000 volts, with sufficient current to make it lethal !**

**This fact alone makes it unwise for the layman without sufficient knowledge of electronics to tinker with his set.**

## WELCOME T-V

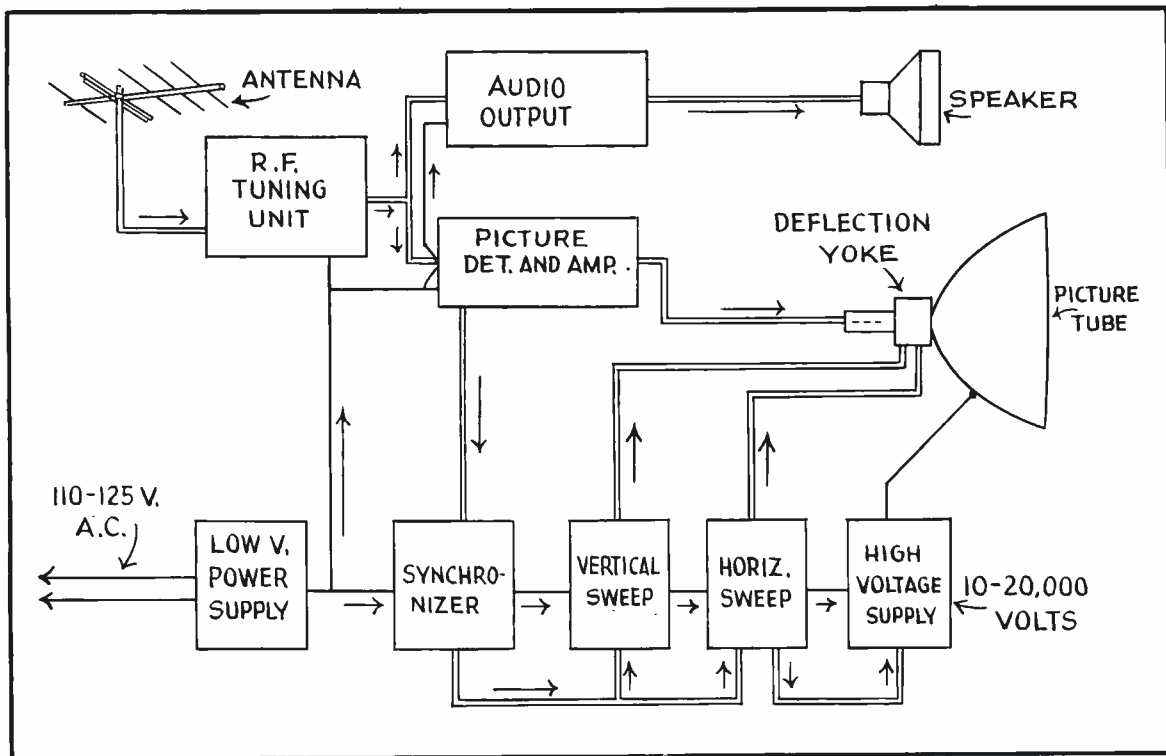
---

TELEVISION IS PROGRESS  
PROGRESS  
IS  
FINANCED  
BY  
SAVINGS

---

**BANGOR SAVINGS BANK  
BREWER SAVINGS BANK  
PENOBSCOT SAVINGS BANK**

MUTUAL SAVINGS BANKS OF MAINE



The beam of electrons striking the fluorescent coating on the inside face of the picture tube "scans" each tiny point on the face of the picture tube from side to side in an alternating series of horizontal lines. The picture tube has 525 of these horizontal lines, but only about 485 of them actually are used. So fast does this electronic "scanning" of the face of the picture tube take place that the entire operation of the beam scanning 485 lines horizontally, so as to cover the entire face of the picture tube, is done 30 times a second!

As the beam, of greater or lesser intensity, depending upon whether the similar beam in the originating TV camera hits the lighter or darker areas on the object being televised, hits the corresponding tiny dot area on the face of the fluorescent coated picture tube, the tiny dot either lights up to the required degree, or stays dark.

### 30 Pictures A Second

All this happens so fast, since the entire picture area is being "scanned" 30 times a second, that the human eye is unable to distinguish between the separate emissions of light and the dark dot areas and sees only one continuous picture. There is also a characteristic in the faculty of human sight known as "persistence of vision", wherein the sensation of a bright object striking the eye is retained for at least a fraction of a second after the brightness ceases.

This persistence of vision, plus the indistinguishable speed at which the electronic scanning beam is travelling, completes the reception of the picture as a continuous movement as far as human sight is concerned.

The same effect can be achieved mechanically by looking at an object through the holes of a rapidly rotating

scanning disk, but the maintenance of the necessary high speed of rotation over long periods of operation is far less practical mechanically than electronically. Remember your high school physics?

Bob: "Joe, the water pipe is leaking!"

Joe: "Well, why bother me? Use your head and plug it up."

Telephone 7619

## Bangor Picture Framing Co.

(Formerly J. F. Gerrity)

MIRROR GLASS

Picture Framing  
Of All Kinds

HAROLD D. PHILLIPS, Proprietor

102 EXCHANGE ST., BANGOR, ME.

## COAL - COKE - OIL

KEEP THE HOME FIRES BURNING

with FUELS from

**DOYLE & CARTER**

Dial 7468

Sale and Service

OFFICE

46 Center Street

NIGHTS 2-1749

**BREWER, MAINE**

DELCO  
BURNERS  
and  
UNITS

Call us for  
FREE  
Heating Survey  
and Estimate



## Milton Berle

### **Performed At 10**

During World War I Milton, then 10, performed for troops at local Army camps and staged his first benefit show when he entertained to sell Liberty Bonds. Since then, he has raised many millions of dollars for various worthy causes.

Berle played his first stage role March 29, 1920, at Atlantic City in the Shuberts' revival of "Floradora." The next month the play came to New York—and Berle was on Broadway. Later, he was teamed with 10 year-old Elizabeth Kennedy in a vaudeville act that included scenes from Shakespeare. They played the major vaudeville circuits for several years.

During all this time Milton's mother managed his career and between times worked as a store detective to help support her ailing husband. Mrs. Berle also innovated an important portion of her son's routine in which she still, on occasion, takes part—she became Milton's straight woman, claque and the one in the audience to start laughter at the right time. Today, at 75, Mrs. Berle is still an important part in Milton's life and he often pays public tribute to her as his inspiration.

### **Hit At Palace**

Several years after the team act, Milton started his own unit, of which he

was master-of-ceremonies. His talents were widely recognized, and in 1931 he was engaged to play one week at the Palace Theatre in New York as a replacement for Jack Haley. Berle was a quick hit and his engagement stretched to 10 weeks in the theatre where the "greats" of showbusiness were headliners.

During the following years he appeared in night clubs and theatres throughout the country, and then returned to Broadway as a comedian in Earl Carroll's "International Vanities." He won star billing in the Ziegfeld Follies of 1936 and also starred or was featured in other shows, including "See My Lawyer" and the "Earl Carroll Vanities." After his start in television, Berle continued his Broadway interests as a producer and entertainer. During the 1951 season he was a producer of the musical adaptation of Tarkington's "Seventeen", and during his Summer vacations from the "Texaco Star Theatre" has played in New York and Chicago Theatres. He has also collaborated on hit songs, including "Sam You Made the Pants too Long" and "Lucky, Lucky, Lucky Me."

### **With Rudy Vallee**

Berle also enjoyed success in radio, on which he made his debut in 1934. He was featured and starred in such radio shows as the Rudy Vallee program, "Community Sing," "Follies of the Air" and the "Milton Berle Show." However, Berle is at best before a "seeing audi-

ence"—whether on television, in a movie house, theatre, vaudeville stage, night club, or benefit performance.

All of which probably explains the high popularity of Berle's television show which changed the American way of life on Tuesday nights. During his "Hour" on TV it has been noted that many store owners changed their nights off and put signs in their windows, "Closed up tonight to watch Milton Berle."

In 1949 two of the nation's news magazines took note of Berle's effect on the patrons of stores, bars, theatres and the social life of the Eastern seaboard. With the expansion of the network and the increase in the number of set owners, Berle's effect and popularity today are even more widespread. In March, 1951, Berle was signed to a 30-year contract by NBC, which will have exclusive use of the comedian's talents and services in acting, producing, writing and directing for radio and TV.

Berle was originally signed for four appearances on "Texaco Star Theatre" when it began in 1948. The series was planned to feature different emcees, but Berle's instant popularity won him the job on a permanent basis. Within a few weeks after he took over (Sept. 21, 1948) the program soared to its top-rated position in television with "Mr. Television" as the star and emcee.



## **HUSSON COLLEGE**

BANGOR - MAINE

### **DIPLOMA COURSES : one and two years**

Secretarial, Stenographic, Clerical,  
Accounting, Business Administration.

### **DEGREE COURSES : four years**

B. S. in Accounting, B. S. in Business  
Administration, B. S. in Secretarial  
Science, B. S. in Business Education  
(for teachers)

**Summer Session**—June 29 to Aug. 7

**Fall Term Opening**—September 14, 1953

*We employ no solicitors*

Free catalog

**C. H. HUSSON, Pres.**

# *NOW!* ALL STAR PREVIEW

MIRACLES OF THE AUTOMATIC AGE

from **BENDIX**

HOME APPLIANCES

The People Who Invented Workless Washdays!

## BIGGEST APPLIANCE NEWS IN 15 YEARS!

Now BENDIX—the same BENDIX who gave you Workless Washdays 15 years ago, presents a complete new line of wonderful automatic appliances!

At the head of the class, another BENDIX FIRST in the automatic laundry field... the Bendix Duomatic. It's the world's only combination washer-dryer, complete in a single unit! Another outstanding example of the famous Bendix ingenuity you'll find in ALL these new appliances!

WORLD'S FIRST

**BENDIX DUOMATIC WASHER-DRYER**

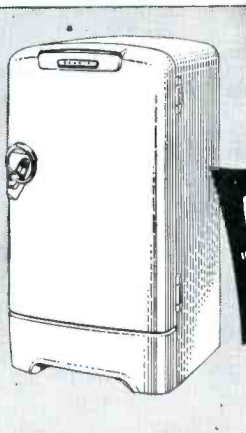
Only BENDIX could do it! Now washday is automatic from start to finish. This one miracle invention BOTH washes and dries automatically in one continuous operation! It's the sensational new BENDIX DUOMATIC!



WORLD'S FIRST

**BENDIX "BONUS DOOR" REFRIGERATORS**

First time ever—BENDIX "Bonus Door" REFRIGERATORS! With volumes of extra space you don't even pay for, in the deep, deep door shelves—like owning an extra refrigerator—plus automatic defrosting and a host of other striking new features!



WORLD'S FIRST

**BENDIX ELECTRIC RANGES**  
WITH CIRCALITE PUSH BUTTON CONTROL

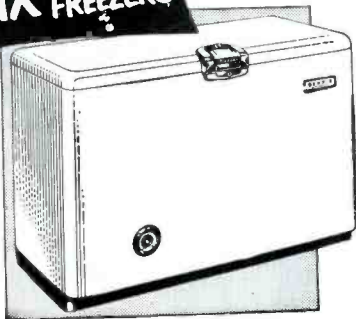


A new wonderfully automatic way to cook electrically—on the amazing BENDIX Circalite RANGE! Choose heat speeds with the touch of a finger—cook whole meals automatically. Bendix Ranges are loaded with wonderful new features you've never even dreamed of!

WORLD'S FIRST

**BENDIX FOOD SAVER FREEZERS**

FREEZERS too, have something new! BENDIX presents the marvelous new FOODSAVER Freezers—to save you big money, to make your meals better than ever—your life easier. With exclusive features not found in any other freezer anywhere!



**BENDIX HOME APPLIANCES** are sold by **Better Dept. Stores, Appliance and Furniture Dealers Everywhere**

BENDIX HOME APPLIANCES, Div. AVCO Manufacturing Corp. South Bend, Indiana  
EXCLUSIVE DISTRIBUTORS

Maine and Northern New Hampshire

PORTLAND **Nelson & Small Inc.** ORONO



Of The 5 Leading Brands:

# Emerson TV

LEADS the FIELD

in PERFECT RECEPTION

MODEL 731—17" TV-PHONORADIO-  
CLOCK CONSOLE. LARGEST PICTURE IN  
THE MOST COMPACT 6-WAY COMBINATION

- ★ Image-Perfection 17" Screen
- ★ Automatic 3-Speed Record Changer
- ★ Super-Sensitive Radio
- ★ Built-In Electric Clock
- ★ Exclusive "Side Controls"
- ★ Ready for UHF
- ★ Built-In Pre-Tuned Antenna



\$349.95

Only 3 feet high—only 20 inches wide . . . Ideal for small apartments and homes

You can now see your favorite Program  
on Channel 5 with one of our FAMOUS  
EMERSON TELEVISION SETS.

Priced from \$179.95 Up

Terms As Low As \$2.50 Per Week

## Crown Jewelers

13 MAIN STREET  
BANGOR

Telephone - - - - 2-3022

### Inside TV :

ported on a number of occasions. Warmer weather will produce even better results. The WABI-TV coverage area happens to contain most of the rural and coastal zone mentioned above, which will become more attractive for residence purposes because of TV entertainment and education. Best wishes for the growth and development of the Bangor WABI-TV operation!

WABI-TV viewers are learning more about the State of Maine than they ever knew before as a result of the programming of Maine films supplied by the Maine Publicity Bureau, Maine Development Commission, Fish and Game Department, Department of Agriculture and Highway Department. Although these are all color films, they can be televised in black and white, although in some cases definition is not as sharp as if the film had been made expressly for the TV camera.

MAINE'S Senator Margaret Chase Smith, photogenic to begin with, virtually has "her own show" on the national networks during open hearings on the Armed Forces ammunition shortage, which is being studied by her subcommittee.

TWO MAJOR TV "scoops" in 48 hours were registered March 17-19 with the first televising of an atomic blast and the Academy Awards from Hollywood, sponsored by RCA. Thousands of TV viewers in Southern Maine saw both shows. Although the actual flash of the atomic blast could not be shown because it would have blown out the camera tubes, the lens was uncovered a second or two later, to show the mushroom column and the specially-arranged rocket trails.

The Academy Award program easily was one of the entertainment tops of the year and had a special Portland angle in the "best director" award to John Ford, the widely-known former John Feeney, who was born in Portland and has been at the top for many years in Hollywood. Ford is a member of the Harold T. Andrews Post and annually puts on a Maine lobster dinner for Hollywood big-wigs.

All three major TV networks are planning special Easter Sunday event coverage.

BROADCAST Advertising Bureau states that today there are 105,300,000 radio sets in the United States. Virtually every home has one, and more than half of the total number of American homes have two or more sets. The Bureau also claims that the average American now spends

more time with radio than with magazines, TV and newspapers combined. Also, advertisers invested more money in radio last year than ever before.

To those who believe in the old saw that "business begets business," it is not amazing to note that all advertising media - - newspapers, magazines, radio and TV - - are at the highest points in their histories in circulation and revenue. Even the motion picture business has now found that it pulled in more money from all sources last year than for any year since 1947.

When radio first came in, there were dire predictions that newspapers were doomed, as was the record industry. When TV first came on the scene, some prophets sounded the death knell of magazines, newspapers, radio and motion pictures. Not only has this not taken place, but all media today are stronger than ever. All will continue to advance together, as patterns of legitimate cooperation are worked out and each media will have its own place in its own sphere. Such patterns of cooperation are now in existence between the media.

COLOR TELEVISION prospects currently are getting an airing in Congressional hearings, but behind all the ballyhoo is the cold hard fact that it will take from two to five years before some particular system is definitely adopted by the FCC - - which can't be done for quite a while yet.

TV NETWORKS are in a race to be the first to telecast the coronation films of Queen Elizabeth II, which takes place June 2. Use of jet planes to race the films back to the United States in time to catch the 11 p.m. broadcasts has been nixed by the Pentagon. . . . Another TV innovation being awaited eagerly will be President Eisenhower's press conferences. Plans are being worked out to put some of these on the networks. . . . Firemen in local stations throughout the Country have become so attached to television that the only time they really gripe is when a false alarm comes in just as the boxing shows are starting.

IT finally happened! A West Hempstead, N. Y., man who works nights as a plant guard, couldn't take it any longer. When his wife, mother-in-law and five children refused to turn down the TV while a network comedy telecast was on, the sleepless man-of-the-house upped with his .38 and put a well-aimed slug through the picture tube. Police were called, but decided the guy was within his rights.

## For Complete Reliable Television Service

Be Sure!

Call The Serviceman Displaying This Sign Of Approval



You can be sure of **Reliable** and **Dependable Service** when you deal with **Servicemen** or **Dealers** displaying **This Sign**.

## Radio Supply Co., Inc.

(WHOLESALE ONLY)

151 CENTER ST.  
Bangor  
TEL. 6416

26 CROSS ST.  
Lewiston  
TEL. 4-5486

Our 18 years of Service in the field of **Radio** and **Electronics** to **Dealers** and **Servicemen** in Maine assures you of **Quality** and **Satisfaction**.



*Mr. Advertiser!*

These people are your customers . . .



## Reach your Customer Market by Advertisi

**Your Customers Buy and Read Maine TV-RADIO NEWS and GUIDE BECAUSE—**

They want to see and read about :

1. Who's Who in TV and Radio
2. Program Schedules in TV and Radio
3. Human Interest and Personal Stories about the people behind the entertainment and pleasure that comes into their homes, business, and recreational periods.

- **The Trade Grapevine estimate over 100,000 TV sets in MAINE HOMES within the next 12 months !**

# ADVERTISE IN MAINE TV

## THESE ARE THE FACTS

- **There are OVER 50,000 TELEVISION SETS in USE in MAINE !**  
(Based on authoritative surveys as of March 15, 1953—and growing daily !)
- **OVER 96.3% of the Homes in Maine have RADIO SETS !**  
(Based on authoritative survey figures as of March 15, 1953—and growing daily!)
- **Radio Set Sales are on the Up Swing !**
- **TV Sets Sales are on the Up Swing !**
- **Combination Radio-Phonograph and Television Combination Sets — plus Portables — Clock Radios and Record Players are on the Up Swing !**
- **The Trade Grapevine estimates over 100,000 TV Sets in Maine Homes within the next 12 months !**
- **More people spend more time watching TV and listening to Radio than they do anything else !**

# ng in Maine TV Radio News and Guide

4. Questions and Answers to their mechanical and individual Television and Radio problems.
5. Many many features about Maine Television and Radio personalities and problems.

**NOW—For the first time in Maine you too can cash in on the enormous growing reader interest in Maine TV-Radio News and Guide.**

- **More people spend more time watching TV and listening to Radio than they do anything else !**

## RADIO NEWS AND GUIDE



## Should I Buy A Set:

### **VHF-UHF Installations**

Reliable distributing firms and experienced technicians now are making installations, in Southern and Central Maine, at least, to care for eventualities of the near future, such as UHF adaptations. Modern sets also are being designed for the use of color converters and color tubes, whenever a color TV signal comes to Maine.

In our considered opinion, which is a consensus of those who have had the most TV experience in Maine, there is now no substantial reason for further delay on the part of those who want to enjoy the great TV programs on the air today!

### Letters to Maine T V :

York two years ago showed TV advertising outpulled all other media, 20 to 1!

Note that in several letters printed above, the letter and order were written a day or more AFTER the advertising telecast. This has come to be recognized in the trade as "persistence" of TV advertising. In another column of this TV News First Edition we are announcing a letter contest for the best letters on "My Favorite Program" and "My Favor-

ite Announcer", covering all Maine TV and radio stations.

We also invite your letters, comments and reactions on this first issue of MAINE TV-RADIO NEWS and GUIDE, as we would like to print a sampling of them as we begin our regular monthly issues on June 1. Your attention is called to the insert subscription card in this issue.)

### **Address :**

**Editor,  
Maine TV-Radio News & Guide  
97A Exchange Street  
Portland 3, Maine**

### **WBZ-TV POWER HIKE SENDS STRONGER SIGNAL**

BOSTON—WBZ-TV has increased its power to 100,000 watts and studies still are being made of the results in the secondary coverage area. Late in 1951, the three-bay antenna atop a 570-foot mast was replaced with a six-bay antenna, making the total mast height 659 feet. This step resulted in more than a three-fold gain over the previous WBZ-TV effective radiated power.



**Wherever You Go  
Look For This**

**Big Red "M"**

The motor oil that reduces friction fast and cleans your motor while you drive.

**Macmillan  
Oil Distributors**

271 STATE ST. BREWER

Dealer Inquiry Invited

"Rise and Shine" patter: "Boy it's wonderful to get up at dawn and see the sun rise!"

Control room feedback: "Do you know of a better time?"



A Fleet of Efficient Service Trucks Manned By Courteous Drivers

**QUALITY**

**Is The Only Bargain**

**In Dry Cleaning**

*There's A Difference*

For Service CALL Bangor 2-2235 or 3584

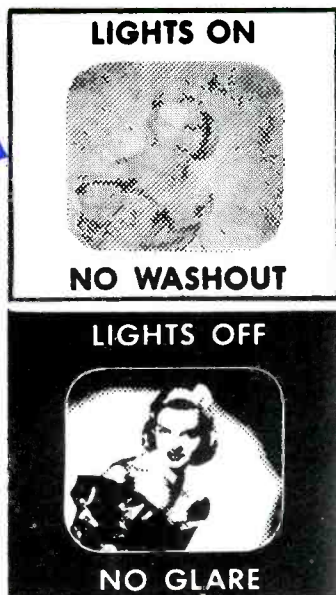
**MODERN CLEANSERS & DYERS**

169-183 Park St.

Bangor



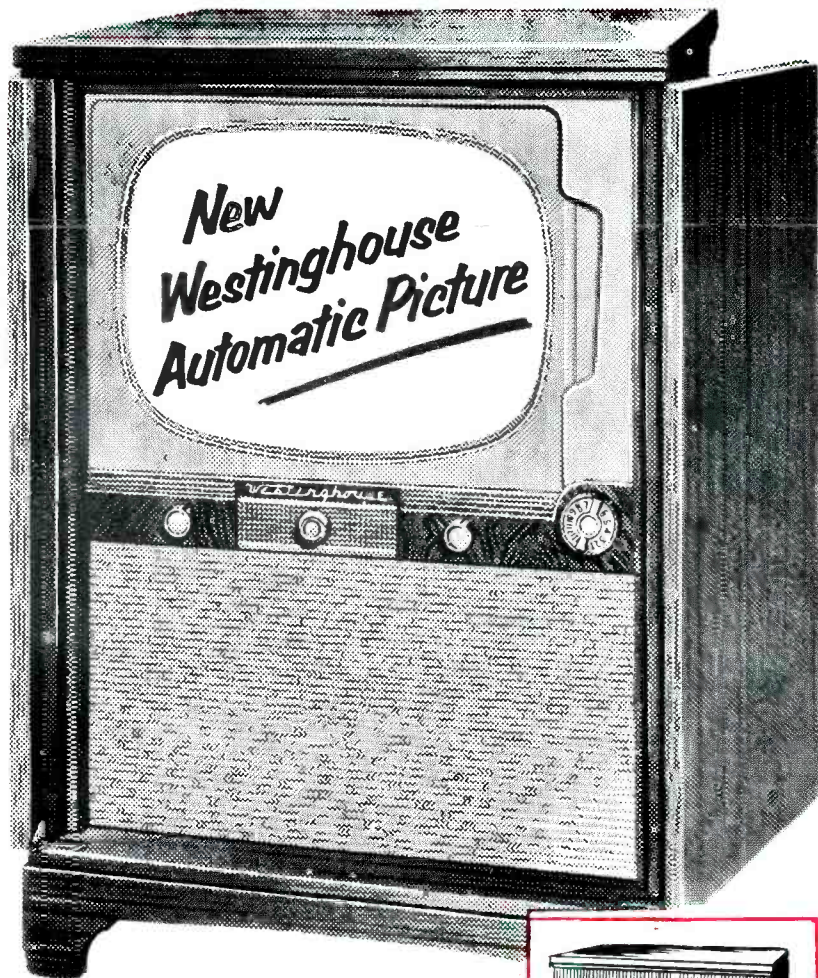
# SO AMAZING YOU MUST SEE IT!



**Adjusts itself  
automatically when  
room light changes**

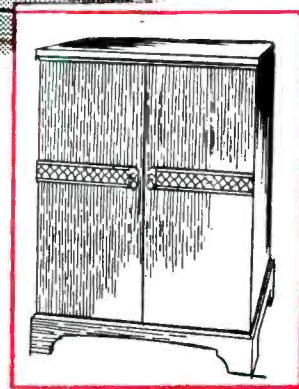
Now you need never reset your picture for brightness or contrast. Whenever your room lighting changes, the amazing new Westinghouse Automatic Brightness Control adjusts the picture automatically. Brighten the room, and you get no picture washout. Darken the room... no glare. Instantly... automatically, this new picture has adjusted itself. It's so amazing, you must see it. Ask your dealer for a demonstration.

It's the world's first fully automatic television! You get no streaks, no flutter, no flop-over automatically—New Advance 1 Cascade Tuner—Automatic Area Selector—3 ways to get UHF — plus features, standard in Westinghouse for years, but so important they're the main selling points for other makes of sets.



**Giant 21" Screen,**  
Model 746K21, The Randall, mahog-  
any full-door \$ **450<sup>00</sup>\***  
console

**OTHER WESTINGHOUSE TV SETS  
PRICED AS LOW AS \$ **199<sup>95</sup>\*****



\*NO HIDDEN COSTS! Includes Federal Tax, War-  
ranty with one full year on picture tube.

YOU CAN BE SURE...IF IT'S **Westinghouse**



# G-E Ultra-Vision Wins Bangor Picture Comparisons by over 15 to 1

...all brand names covered from sight!



An actual, unretouched photograph of Bob Arnold as he interviews Mrs. Zelma G. Farnham, Holden, and her daughter at Rice & Tyler's Television Open House in Bangor.



Joan Davis, G-E star of "I married Joan" on NBC-TV.

▲ **Model 21C208U**—Genuine mahogany veneers. Swivel casters. 21-inch picture. For UHF-VHF.

**Model 21T6**—Mahogany veneers. 21-inch picture. For UHF-VHF.



Bing Crosby, starring for G-E on CBS-Radio.

Around the nation, G-E Ultra-Vision is winning TV picture comparisons by the widest of margins. In Bangor, Maine, alone—over 220 shoppers compared leading makes *without knowing*

*which make was which.* They picked G-E Ultra-Vision by over 15 to 1. See a side-by-side picture comparison and you'll find that G-E Ultra-Vision sells itself everytime.

 **BLACK-DAYLITE**   
WITH ULTRA-VISION

**G-E TV PRICES  
START AT  
\$19995\***

\*Includes Federal Excise Tax, one-year Factory warranty on picture tube and 90 days on parts. Prices subject to change without notice, slightly higher West and South.

### HERE'S WHY

G-E Ultra-Vision shows up best in side-by-side comparisons!

- The only TV with 21-inch Aluminized Tube. Mirrors light toward you, increases brightness up to 100%. Add G. E.'s tilted, deep-tinted safety glass and you get TV's widest range of picture tones with virtually no glare or reflections.

**GENERAL  ELECTRIC  
SUPPLY COMPANY**

A DIVISION OF GENERAL ELECTRIC DISTRIBUTING CORPORATION

840 Hammond St., Bangor, Maine