

*Going Forward with Radio
as presented by:*

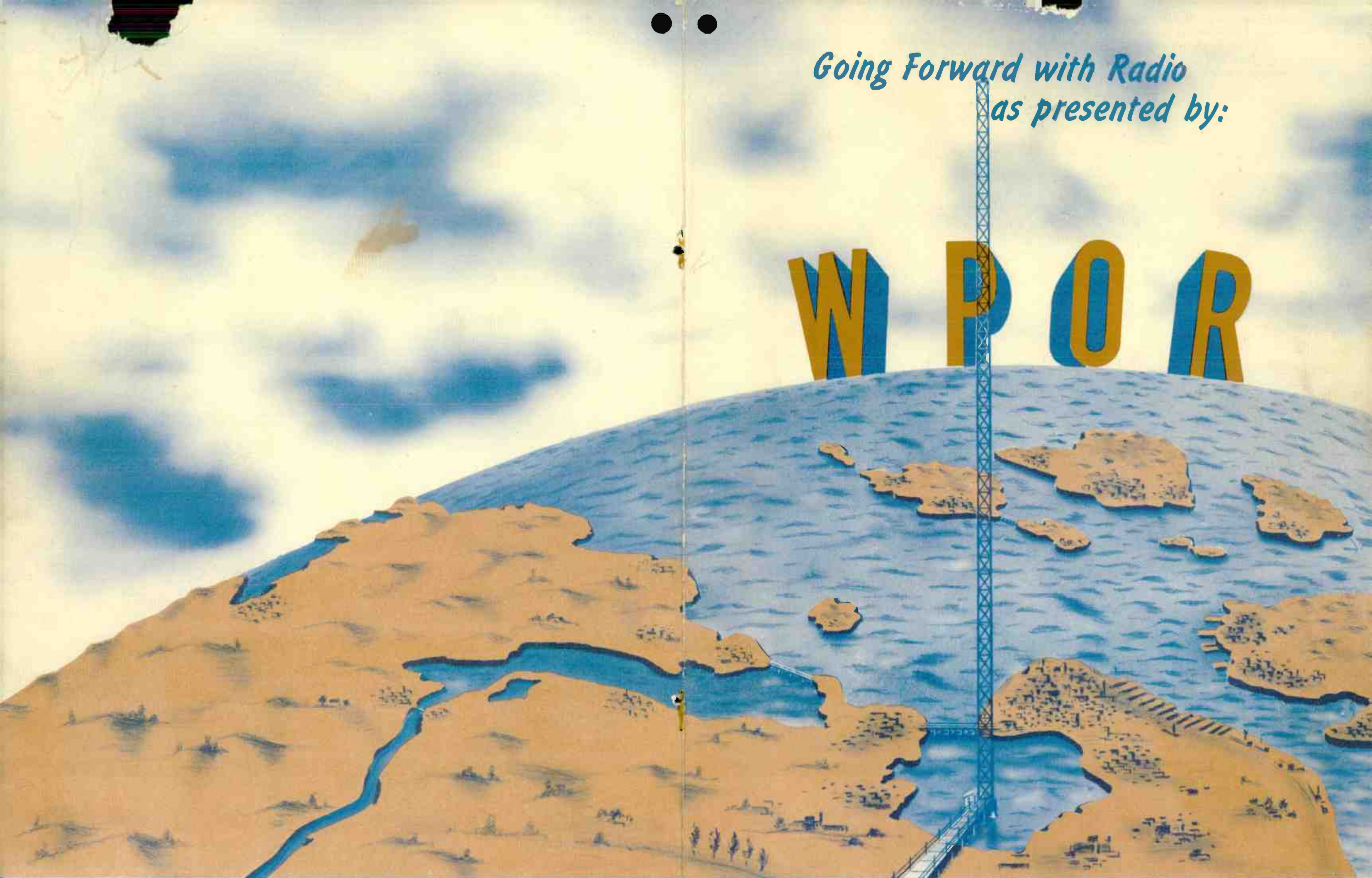
W P O R



"The Radio-Voice of Vacationland - Portland, Maine"

*Going Forward with Radio
as presented by:*

W P O R



A Message to the Reader
from the **Hon. Horace Hildreth**
Governor of Maine



HORACE HILDRETH
GOVERNOR

STATE OF MAINE
OFFICE OF THE GOVERNOR
AUGUSTA

February 17, 1947

Dear Reader:

Maine is proud of the record of community service established during the past two decades by the radio stations in the State. WPOR has been established in Portland less than a year, but already it has sponsored many community projects. I believe the people of Maine are proud of the type of community service programs offered by Maine Radio Stations.

WPOR was the first station to bring to Maine the programs of the American Broadcasting Company network. WPOR supplemented these national programs with local WPOR productions of excellent calibre, greatly broadening the field of radio entertainment.

This brochure, "Going Forward with Radio," has been produced by National Radio Personalities in cooperation with the management of WPOR. Its purpose is to acquaint you with WPOR's artists, programs, and community service efforts. I believe you will find it interesting and informative.

Sincerely yours,

Horace Hildreth
Governor of Maine

HH/cf

Compliments of:

GEORGE HUNTER

Compiled and edited by Paul M. Harris and Thomas B. Tull, Editors, National Radio Personalities. Pictures of Maine and Portland, courtesy Maine Development Commission and John Marshall.

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Litho---USA.



WPOR

As Maine Grows— So Grows the Station!

The state of Maine, proud of its place in the nation as an industrial and agricultural giant . . . as a Mecca for vacationers . . . as a treasure-house of natural resources . . . looks to the future as a period of even greater heights of achievement. Her people, far from relaxing from their magnificent wartime record, look to the ways of peace as the path of success in the postwar world. The potentialities of the Pine Tree State are limitless!

WPOR, the Radio Voice of Vacationland, is proud to be a part of Maine's swift ascent. The success of a state's enterprises depends upon the record of the state . . . WPOR knows that on that basis its future achievement is assured. And WPOR is proud of the obligation which it owes the state which is its home, for it is the duty of a community medium to serve its audience. WPOR is happy and privileged to link arms with Maine and to face confidently the glorious future which lies ahead!

The Brightest Stars Shine



NANCY MARTIN



SAMMY KAYE



TOM BRENEMAN



KENNY BAKER



TED MALONE



BILL CORUM



LILY PONS

Night and Day-

THE LONE RANGER

BING CROSBY



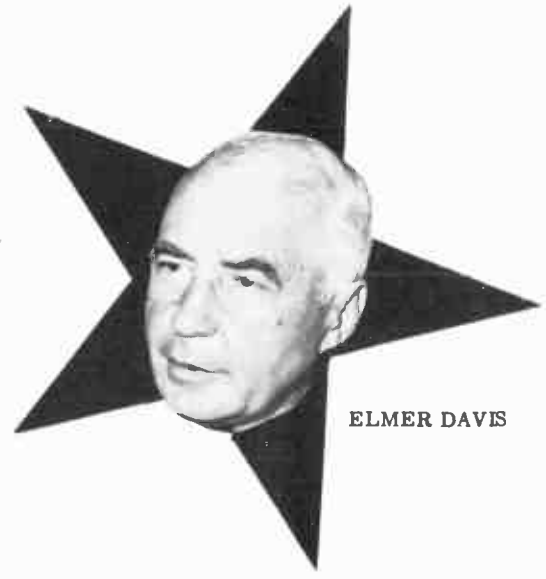
HELEN HAYES



DON McNEILL



LOUELLA PARSONS



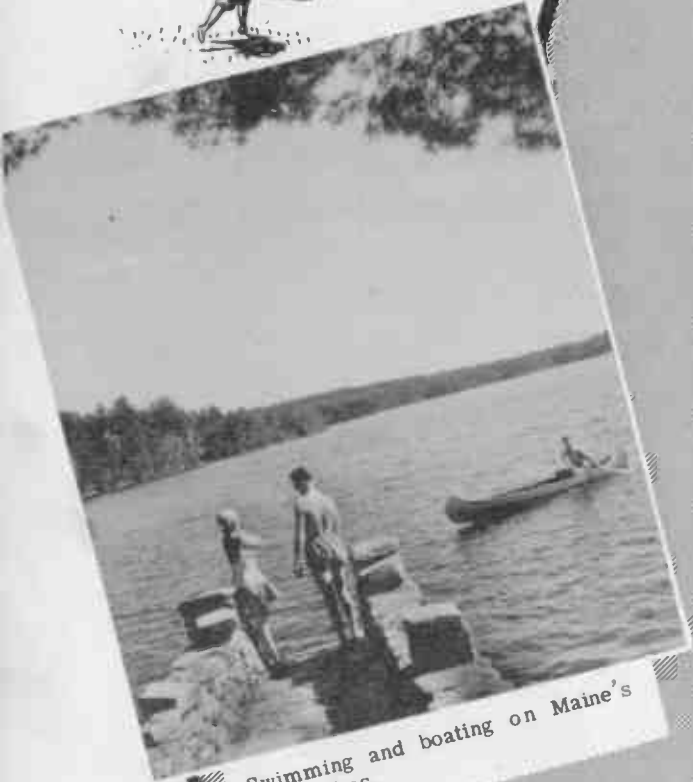
ELMER DAVIS



WALTER WINCHELL

on WFOR-ABC!

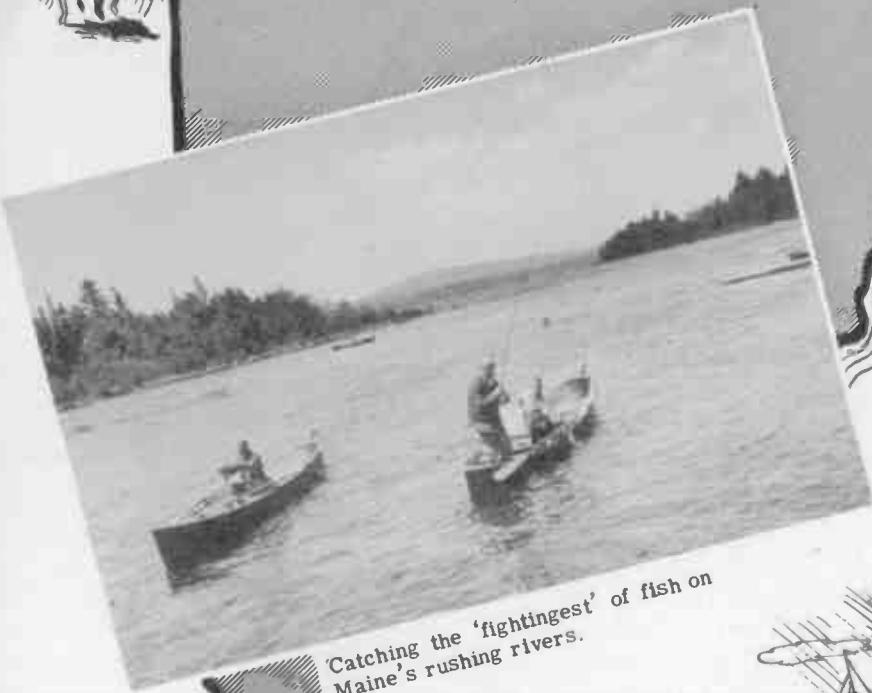
Maine-- Tops in Vacationland!



Swimming and boating on Maine's many lakes.



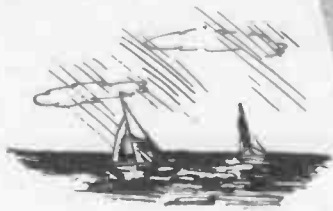
The gorgeous panorama of Maine's countryside.



Catching the 'fightingest' of fish on Maine's rushing rivers.



Maine is the Mecca of America's winter sports lovers.



WFOR--

Tops in Radio Entertainment



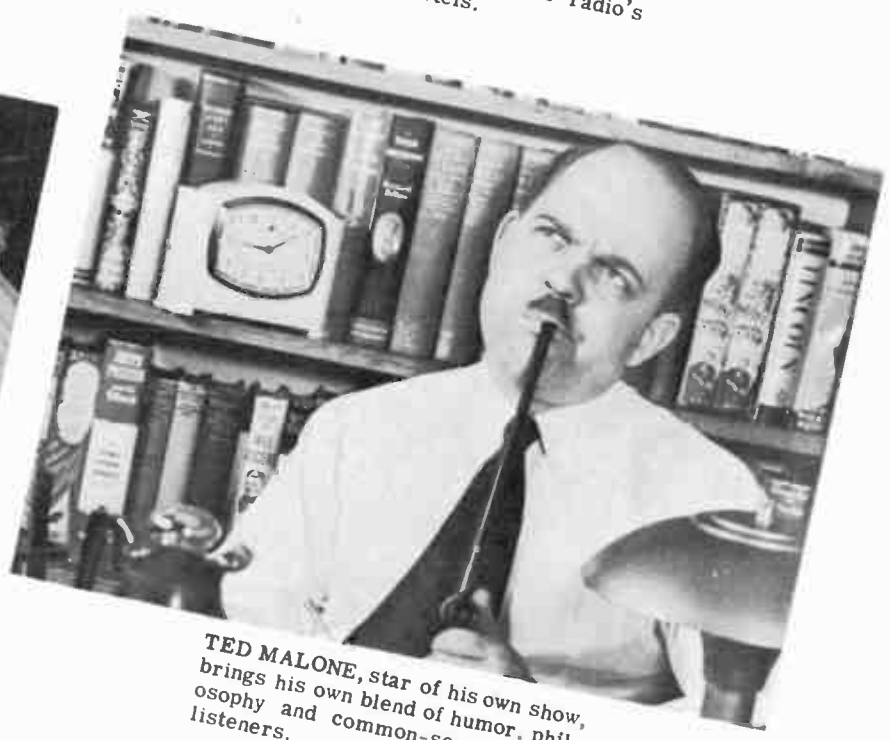
TOM BRENEMAN, famous emcee of "Breakfast in Hollywood", adds to his collection of other people's hats, with the films' **CARMEN MIRANDA** looking on. Heard weekday mornings.



KENNY BAKER is the new star of "The Kenny Baker Show" the ABC program featuring one of radio's most popular hotels.



DON McNEILL of "Breakfast Club" fame, at the beginning of one of the zany stunts which distinguish this hilarious ABC program. Another weekday morning favorite.



TED MALONE, star of his own show, brings his own blend of humor, philosophy and common-sense to ABC listeners.

The Cream of the Radio



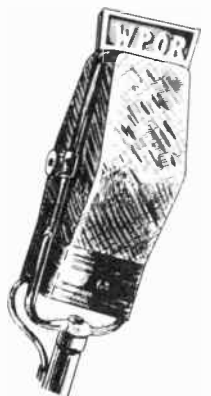
HENRY MORGAN, latest of radio's great comics, does one of his original and screwy comedy acts with a studio guest star. Both seem somewhat dubious about it. "Here's Morgan" is heard Wednesday nights.



ELAINE WILLIAMS, lovely radio actress, is heard on "My True Story" popular program of human experience and an ABC favorite.



TOMMY BARTLETT, well-known Chicago radio veteran who made his broadcasting debut at the age of 15 with an imitation of a dog's bark, a performance made necessary by the absence of the sound man, is the new emcee of ABC's "Wake Up and Smile," featured regularly on WPOR.



Crop -- at 1450 on your Dial!

CHARLES LAUGHTON, renowned star of radio, stage and screen, is heard frequently on ABC's "Theatre Guild of the Air," air dramatizations of famous plays.



JOHNNY OLSEN, emcee of "Ladies Be Seated," watches model DARBE DOWNS (left) showing off the new outfit won by a lucky guest on the ABC audience participation show.



JOHN NELSON, master of ceremonies on "Bride and Groom" looks somewhat perplexed as he interviews a recently married pair, MR. and MRS. JOHN GILBERT.

WPOR--Servant

Three times a day WPOR listeners hear accurate up-to-the minute weather forecasts over a direct-line hookup between the studios and Portland's Municipal Airport. ERNEST W. G. KLIEMANN, meteorologist-in charge of the U. S. Weather Bureau Office, surrounded by the instruments of his trade, is pictured below in a typical broadcast.



Typical of WPOR's coverage of important civic events was its handling of the Maine Retail Grocers' Association state convention at Rockland last fall, where it broadcast news-worthy convention highlights and wrote the convention paper. Pictured at a broadcast, left to right are GENE FLACK of the Sunshine Biscuit Inc., SENATOR OWEN BREWSTER and BILL CUNNINGHAM, New England news commentator.

"PARTY LINE" is a WPOR feature of interest and profit to Portland listeners, who are asked questions by telephone from the studio, correct answers being paid off in cash.



WPOR's staff announcer, BOB MARTIN (third from right) welcomes JERRY COLONNA and his troupe to Portland in a recent personal appearance of the popular radio star.



OPA problems and provisions are explained weekly by a panel of experts over WPOR's mike. MRS. HARRY L. THOMPSON, member of information panel, VIVIAN F. HEWETT, price clerk of Portland board, and BUD MARTIN of the state office are seen here.

to Portland!



Pictured here (third from left) is HARRIS PLAISTED, moderator of the popular "Toastmaster's Forum" program heard each Tuesday evening over WPOR.



Another program of public interest heard regularly over WPOR is "South Portland Boosters". L. to R.: MRS. E. ETHEL JONES, chairman of the S. Portland Board of Registration of Voters; MRS. MARY J. WILLWORTH, Democratic member of that board and CLINTON D. WALLACE, Moderator of the program.



BLAKE ELLIS conducts an open-air program on Portland's streets in "Dime Derby." Another program of profit to the correct answerer, "Dime Derby" also introduces WPOR personalities to listeners in person.



GEORGE HUNTER, WPOR's popular Farm Editor, is shown here during one of his early morning broadcasts heard daily on this station.



LT. ROBERT J. CRAIG, CAPT. JOHN T. HILL and SGT. ROBT. W. ARSENAULT of the U.S. Marines, present the advantages of Marine service in recruiting programs presented on WPOR.

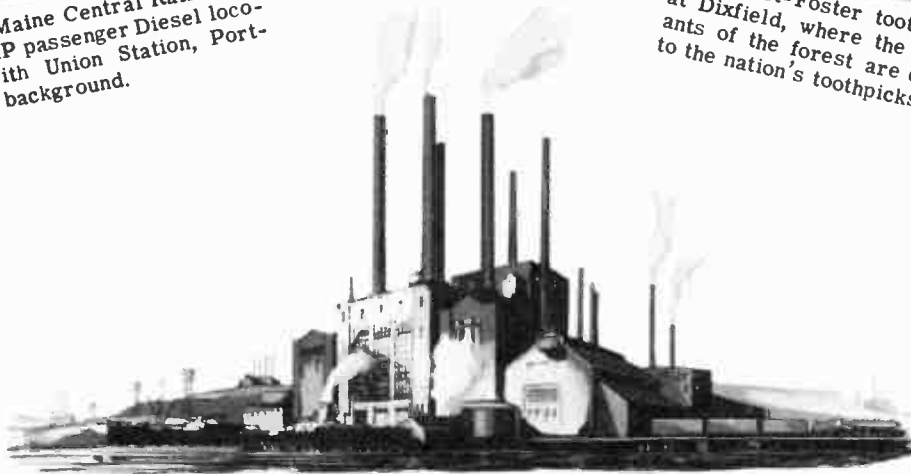
Maine-- An Industrial First!



One of the Maine Central Railroad's new 4000-HP passenger Diesel locomotives, with Union Station, Portland in the background.



The Berst-Foster toothpick factory at Dixfield, where the mightiest giants of the forest are converted into the nation's toothpicks.



The Great Northern Paper Company at Madison, typical of another of Maine's industries in which she leads the nation.



Maine's seaports ship her products to all corners of the world, add another note to the industrial picture.

WPOR--

First with the News!



It looks like hot news in the office in the newsroom of the American Broadcasting Company. That machine on the extreme left is one of a battery of teletype wires from every news service in the nation.



News from the wires of the Associated Press may be heard regularly on WPOR. Looking over the news hot off the wires is staff announcer RAY MERCIER.



BLAKE ELLIS, WPOR newsman, preparing a WPOR news broadcast in the news-room, where all copy is edited and compiled for prompt, clear broadcast to listeners.



TAYLOR GRANT, narrator of "Headline Edition," the ABC show which dramatizes up-to-the-minute news events, interviews JOHN D. ROCKEFELLER, JR., on a recent broadcast.

WPOR Commentators Serve Vacationland!



JIMMIE FIDLER, ace movieland reporter, whose commentary of Hollywood is an ABC feature, is also a syndicated newspaper columnist.



WALTER WINCHELL, whose name and delivery are known to millions of radio listeners, brings his inimitable program to WPOR-ABC listeners.



ABC commentator DREW PEARSON, noted for his accurate predictions, broadcasts news of world interest from the nation's capital.



LOUELLA PARSONS, queen of the Hollywood gossip columnist, retains her position on ABC's schedule with her intimate glimpses of the film capital scene.

MR. and MRS. GEO. V. DENNY in the midst of last-minute preparations for a recent broadcast of the popular ABC program, "America's Town Meeting of the Air." **MR. DENNY** is moderator and his wife the assistant producer.



ELMER DAVIS, veteran news analyst, brings his sharp, commonsense approach to the problems of the day over WPOR-ABC's mikes for Maine listeners.

Maine Forests Serve the Nation!



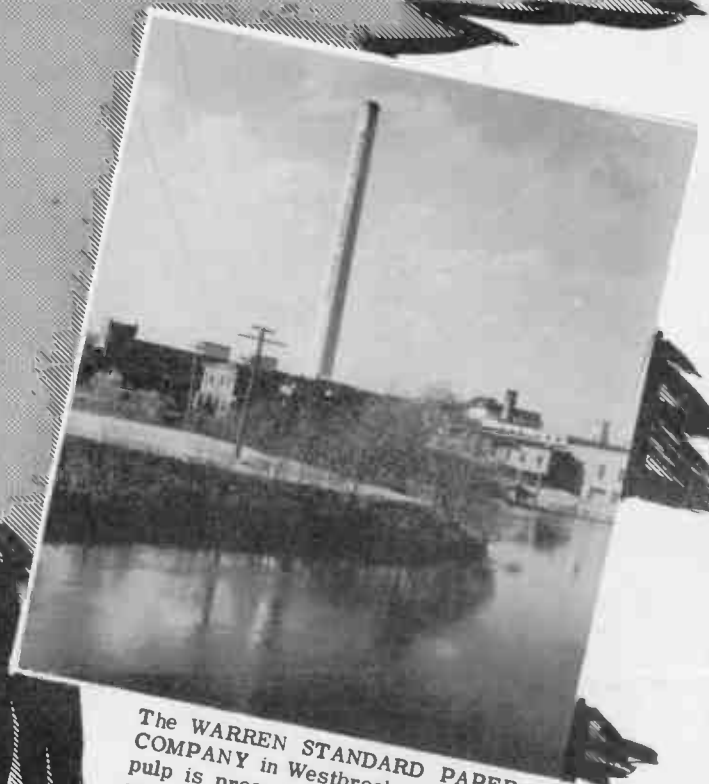
Virgin forest such as covers millions of acres in Maine.



The felled trees, cleared of limbs and brush, are stocked in large piles awaiting processing.



The processed paper pulp piled on a Portland wharf for shipment to other parts of the nation and the world.



The WARREN STANDARD PAPER COMPANY in Westbrook, where the pulp is processed into the finest of paper.

WPOR Offers



BILL CORUM, veteran sports-caster, is heard by WPOR listeners in blow-by-blow descriptions of major fisticuff events.



Complete Sports Coverage

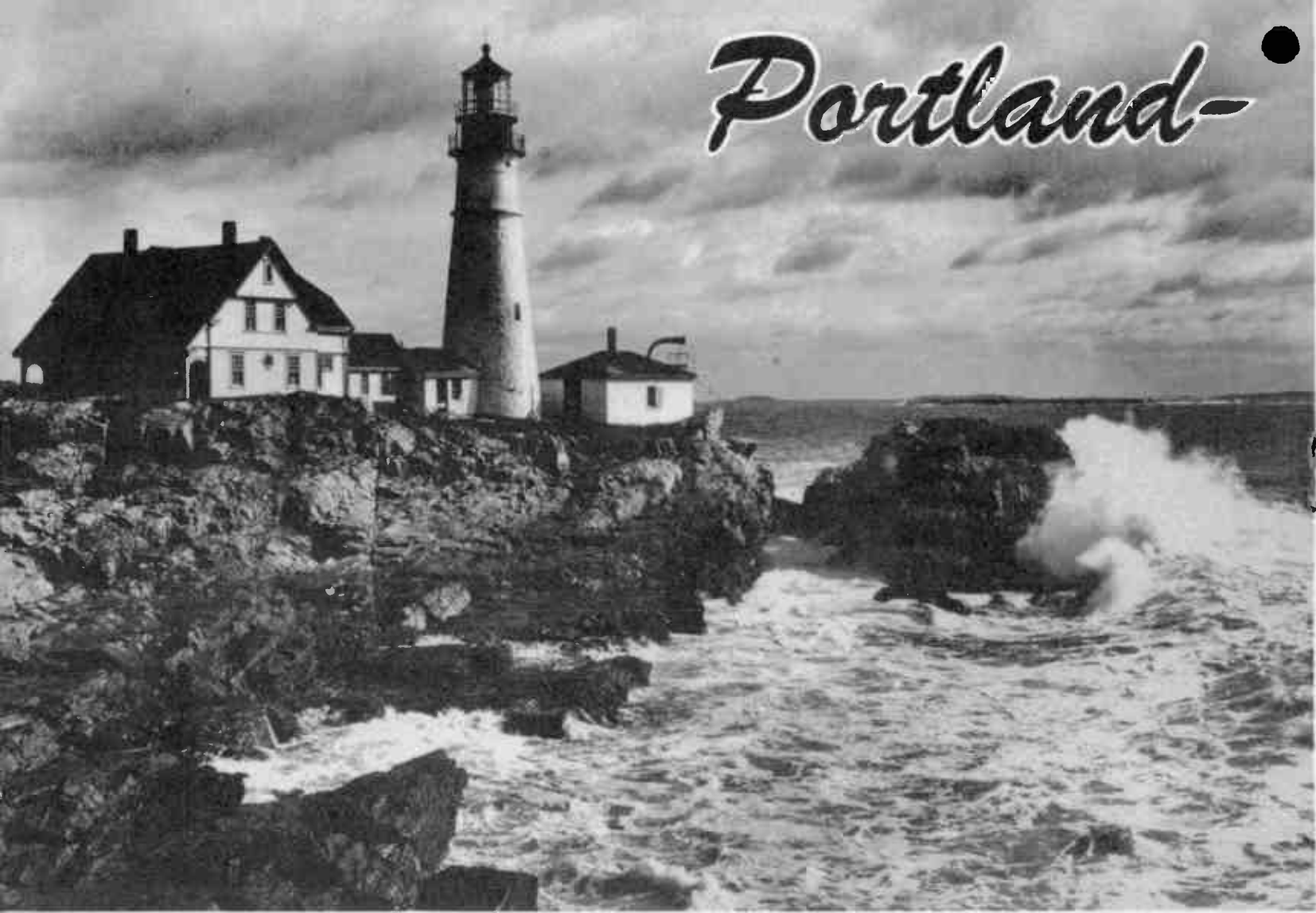


HARRY WISMER, an authority on all fields of sports, is perhaps best known for his snappy play-by-play broadcasts of outstanding football games, over ABC.



DON DUNPHY teams with Bill Corum to keep WPOR-ABC listeners up to date on what's what in the world of boxing, as well as other sports-happenings of importance.

Portland-



Portland Head, famed in song and story.

Portland's City Hall.



The Burnham & Morrill Co., one of Portland's leading industries.



The Longfellow Monument.

The Maine Publicity Bureau, host to Maine's thousands of visitors.



Gateway to Vacationland!

Here is Portland . . . a city of modern progress, set in a scene of ageless charm. Located at the envied head of Casco Bay, straddling the pathway to the interior of Maine, it is one of the nation's most favored cities. Here land, air and water meet . . . its port sends cargoes to and receives them from all parts of the world . . . its railways and highways form the arteries which connect Maine with the rest of the country. It is a city of culture, which has always known its great men it is a city of booming security. WPOR is proud of its location in Portland, "America's Sunrise Gateway."



An aerial view of the city, with WPOR's antenna in the foreground.



South Portland High School.



Main entrance to Deering High School.



Monument Square.



Scene in Druid Hill Park.

Good Music for Good



HELEN TRAUBEL, prima donna of the Metropolitan Opera and the world's outstanding Wagnerian soprano, is heard often over ABC's mikes in Saturday afternoon broadcasts of the Met's great works.



PAUL WHITEMAN, veteran orchestra leader and beloved American musical personality, is heard on his own program over WPOR-ABC.



SAMMY KAYE and his vocalists--ARTHUR WRIGHT, BETTY BARCLAY and BILLY WILLIAMS--rehearsing one of the sensational musical arrangements of ABC's "Sammy Kaye's Sunday Serenade."



The "Sunday Evening Hour", heard regularly over WPOR features the Detroit Symphony Orchestra of 95 men conducted by the eminent American conductor, KARL KRUEGER.

Listening--via WPOR!



The Great groaner himself, BING CROSBY, is now heard on ABC in his own program, a favorite potpourri of song, wit and the inimitable Crosby personality. Over WPOR, on Wednesday nights.

Music from the Beachcomber Room of the Graymore Hotel originates at the Hammond Organ under the skilled fingers of MARSHALL MILTIMORE of the WPOR staff.



WPOR features nightly broadcasts from the Graymore Hotel Arabian Lounge, where Portland's cafe society dances to the music of such ensembles as "THE ARISTOCRATS."



Featuring American folk music, Lucky Smith and His Melody Rangers may be heard as a daily feature on Station WPOR.

Any Questions--?



LEW LEHR, portly and zany emcee of ABC's "Detect and Collect" prepares a stunt for this popular audience participation quiz.

PROFESSOR QUIZ, veteran in radio's quizzes, is shown at Portland High School in a recent guest appearance here, under the auspices of WPOR. The PROFESSOR is an ABC regular.



-- About WPOR's Quiz Shows?



BERT PARKS, emcee of the popular ABC audience-participation show, "Break the Bank" proceeds to do just that with the aid of a July 4th firecracker.

Honey-voiced VERA HOLLY adds a touch of loveliness to ABC's "Pot O' Gold," well-known quiz show. VERA is a night-club and radio favorite.





Maine's dairy herds in a typical countryside.



Picking strawberries is a pleasure as well as a profit for these young natives of Maine.

--about Maine's Farming Superiority?



The whole family is engaged in gathering a harvest of Maine's famous apples.



A field typical of Maine's lauded potato crop, outstanding in the nation.

Excitement -- Adventure



Exciting cases from MARY SULLY VAN's experiences during her 35 years on the New York police force are dramatized on ABC's "Police-woman."



ROY ENGEL is known to many WPOR listeners, young and old alike, as hero of the popular ABC serial, "Sky King".

THE DRAGON LADY, favorite character of "Terry and the Pirates" for years, and popular pin-up of G.I. Joe, is even more alluring in the person of her radio counterpart in the ABC dramatization of the thrilling serial.



"Famous Jury Trials" recounts to a large radio audience dramatic moments in American criminal law, as shown here by two members of the cast.



for Young and

--Mystery!

The cap, the pipe, the profile, speak for themselves... It's the super-sleuth of all time, SHERLOCK HOLMES, in the person of BASIL RATHBONE, who enacts the role on ABC's "The New Adventures of Sherlock Holmes."



THE LONE RANGER, ABC's fast-riding, fast-shooting cowboy star, is made an honorary Chief of the Chippewa Indian tribe during the 49th annual Indian Fair.



JACK SMART, heard over WPOR in the title role of Dashiell Hammett's "Fat Man," is one of the few actors in radio who really looks the part he plays. Smart, who weighs 270 pounds, is assisted in solving crimes by his girl friend, "Kathy", portrayed by Amzie Strickland, weight 100 pounds.



JERRY DEVINE, of ABC's "This Is Your FBI" investigates an unusual specimen in his tremendous collection of fire-arms, typical hobby for a G-man.



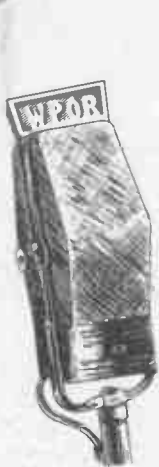
FRANKLYN MacCORMACK, announcer of ABC's "Jack Armstrong" show, illustrates an aerial U-bank, to the interest of JACK ARMSTRONG, BILLY FAIRFIELD and UNCLE JIM.

Old Alike!

*A Wealth
of Helpful Hints
for Maine's Homemakers!*



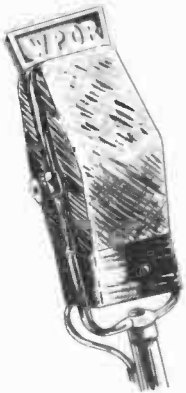
Popular among Maine homemakers is MARTHA STANDISH, WPOR's shopper, shown here during one of her recent broadcasts.



Cleaning and repairing the lobster-traps in a typical Maine coastal scene.



Deep-sea fishing for sport is also the favorite pastime of many of Maine's Izaak Waltons.



The lobster traps are emptied of their treasure into the capacious hold of a barge.



The day's catch is packed in ice for safekeeping while it is rushed to your table.



*A Wealth of Sea-Food
for the Entire
Nation*



Religion on the Air

FRED JACKY, director, leads the General Mills Choir in another of their outstanding choral renditions on "Hymns of All Churches," heard Monday through Friday mornings on WPOR-ABC. **FRANKLYN MacCORMACK**, poet and narrator, is left in bottom row.



DR. JOSHUA LOTH LIEBMAN, rabbi of Boston's Temple Israel and author of the best seller, "Peace of Mind," is heard frequently on ABC's "Message of Israel," Sunday mornings.



FATHER SAMUEL DONOVAN is shown here describing the consecration of Auxiliary Bishop Daniel Feeny for WPOR's listeners. This broadcast was also fed to other radio stations throughout Maine through the facilities of WPOR.



WPOR

Executives and Staff



CHAIRMAN OF THE BOARD

WILLIAM S. NEWELL, president of the Bath Iron Works Corporation, is WPOR's chairman of the board. Photographed here standing before a mural of two destroyers built at Bath, MR. NEWELL is one of the nation's leading ship-builders and a world-wide authority on maritime activities. He represented the shipbuilding interests in the President's 5-man atomic bomb committee at Bikini.

MR. NEWELL is shown at his desk, covered with the photographs of notables who are his friends.



VICE-PRESIDENT & GENERAL MANAGER



MURRAY CARPENTER, WPOR vice-president and general manager, uses one of his ever present pipes to stress a point. MR. CARPENTER, who is married and has three children, was formerly media consultant for the Compton Advertising Co. of New York and has twelve years of advertising experience in radio, newspapers, and magazines. A sailing and painting enthusiast, he and his family share the sentiment that "Maine is wonderful!"

*Program
Director*



GORDON J. LEWIS, WPOR's able Program Director-Sales Manager, is one of the most versatile radio men in Maine. He got that way by virtue of seven years experience at various radio stations. His radio career commenced at the age of 13 as a boy singer; he studied at Syracuse Univ. and Emerson College. His wife, who shares his great enthusiasm for travel, abandoned a career as a network radio actress in favor of marriage.

*Chief
Technician*

ROGER L. PERRY, a native of Indiana, is a graduate of the Massachusetts Institute of Technology electronics course and has been associated with radio for 12 years. He was in the Navy from 1940 to 1945 as electronics officer with the Atlantic destroyer command; he is married and has a small son.



Sales



WILLIAM MULLEN is making a call on **EDWARD J. HACKER**, president of the Ballard Oil Company, sponsor of 18 WPOR news programs each week. Bill is an ex-Navy man who has decided that radio is just what he's always wanted to work with.



As this picture testifies, WPOR Salesman **DANA CLARK** is always on the move. DANA was born in the windy city of Chicago, lists antiques as his favorite hobby.



DONALD W. BELL, left WPOR account executive, snapped while calling on **MR. SPEIRS** of the **JAMES SPEIRS CO.**, to determine program policy of SPEIRS' advertising on WPOR. DON is a native of Portland and hobbies in golfing and hunting.

Programming



JEAN DE MARCO, copywriter, calls on **EDWARD B. MANN**, executive of **PINE MOTOR CO.**, a WPOR sponsor. Jean is a graduate of Boston's Leland Powers School of Radio, and has done considerable free-lance work in radio and television.



MARSHALL MILTIMORE (right) WPOR's chief copywriter, gets a bit of information for a commercial from **ROLAND VIOLETTE** of the **HARRIS OIL CO.** MARSHALL is an accomplished musician and is frequently heard on organ programs from WPOR. His background includes many years in newspaper work.



Here, surrounded by familiar scenes from our city, WPOR bids the reader goodbye and hopes his trip through these pages has been a pleasant one. The message is symbolic too, in that WPOR considers itself an integral part of the workings of Portland, and to that end, unique among the city's radio stations, did it choose to link itself with Portland in its call letters. Also to that end has it strived to serve the community in its diversified civic programming. Although a comparative newcomer to the Gateway to Vacationland, WPOR has always borne in mind its obligation to the listening public . . . the obligation of service which the use of the airways imposes. Service, too, shall remain WPOR's goal in its future, which, like the city and state, will be a golden one.



Announcers



BLAKE ELLIS, staff announcer, received his education in Boston at Boston U., and did a lot of choral work there. His varied background includes singing and acting on Boston radio shows and as 'human guinea-pig' for a series of experiments conducted by Surgeon General. BLAKE is married.

Staff Announcer BOBO'WRIL (right) is seen here as he conducts one of the many special interviews heard regularly on WPOR. Bob may also be heard each evening on the recorded show featuring the voice of Bing Crosby.



One of the newest additions to the announcing staff of WPOR is veteran announcer RAY MERCIER. RAY may be heard daily as he reports world-wide news to WPOR's many Maine listeners.



BOB MARTIN, WPOR's popular sports announcer, had flying experience with the Marines and the AAC during the war, has worked in radio in Kentucky and Texas. His hobbies are photography and music--he once played drums in a dance band. BOB is married and has one child.

Technicians



THOMAS F. CONNEEN, staff engineer, is a graduate of Holy Cross, and his wide experience includes school-teaching and hotel receptionist. His radio experience started in 1941, and he hobbies in amateur radio while not doing the professional stuff.



JOSEPH M. WILLIAMS prepares the engineers' log at WPOR's transmitter building. His first radio job was as lab assistant in 1936, and he now has a licensed short-wave station, W2IMJ. He is an associate of the Institute of Radio Engineers.



JOHN J. RICKER, WPOR's youngest engineer, monitors a remote broadcast from the Hotel Graymore. JOHN served as radio chief in the Army Signal Corps during the war . . . yes, his hobby is amateur radio!



C. T. BEARDSLEY listens via the earphones to a transcription. He has been in broadcasting since 1933, and, like most radio technicians, spare-times in amateur radio, too.

OFFICE & SECRETARIAL

HARRY J. DOWD, JR., the man who is charged with keeping WPOR's offices running smoothly, is a native of Vermont and the father of two. He is shown here illustrating what is the moment of his greatest popularity at WPOR . . . passing out the pay-checks! MR. DOWD saw navy service from 1942 to 1946. Hobbies? . . . outdoor sports, hunting and fishing.



SADIE MARGUERITE LYDEN, WPOR's traffic manager, supplies a decorative note to the station as well as efficiency to its operation. MISS LYDEN is a native of Portland and during the war years was employed at the New England Shipbuilding Corp. Vital statistics: 23, unmarried.



Chief Technician **ROGER PERRY** is either in the midst of dictating a letter or working out a tough engineering problem. At any rate, he's being aided and abetted by one of the station's secretaries, **JEAN DINSMORE**.



Should you at any time visit the studios of WPOR, you would first be directed to the station's attractive receptionist, **HELEN MOODY**. Incidentally, we think that smile alone may be worth a visit. Drop in some time, won't you?

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