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## Maine Broiler Day, Part 1

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**University of Maine Raymond H. Fogler Library Special Collections Department**

Transcript of a sound recording in MS 608, WLBZ Radio Station Records, Bangor, Maine, 1931-1973

Title: Maine Broiler Day, part 1

Date: July 10, 1949

Recording number: D 16.27; CD 5, track 4

Length of recording: 15:14

[Transcript begins.]

JACK ATWOOD: At this time we say good afternoon to the ladies and gentlemen of the radio audience from all over the state of Maine who have joined us for Maine Broiler Day on the air. The scene is Belfast City Park overlooking scenic Penobscot Bay. There are thousands of people gathered here in the park today in honor of Maine Broiler Day and also to witness the ceremonies of selecting a Maine Poultry Queen for 1949. The day is staged by the Maine Poultry Improvement Association.

In a very few moments we are going to present some of the distinguished guests, and then following that, you on the air will hear the announcement of Maine Poultry Queen for 1949. Prior to the time that you joined us on the air, nine very charming young ladies representing nine counties in the state of Maine were paraded up here before microphones, they were interviewed, the three judges seated below us are making notes, are now comparing notes. They will announce their decision after our distinguished guests have been presented and the governor of our state will place crown on the Poultry Queen. And now it is my very great pleasure to present to you a gentleman well known to the poultry industry in the state of Maine and to the radio audience, particularly the farm audience. He gets up very early every morning and prepares the broadcast of the Maine Broadcasting System. Jake Brofee, the agricultural director of Maine Broadcasting System is here today to present to you the distinguished guests. So now it is my pleasure to turn the mic over to Jake Brofee.

[The audience applauds.]

BROFEE: Thanks, Jack, and good afternoon, everybody. I'm speaking to you from the Belfast City Park overlooking Penobscot Bay in Waldo County. I want to say right here it's beautiful weather, the best weather we could possibly have for a barbecue. The temperature is 95 right here now and we're having cool breezes come in from the Penobscot Bay here in Waldo County. I'm going to say this broiler capital of Maine is playing host today to the poultry industry and throngs of interesting guests for the second annual observance of Broiler Day, and I'm just plum full of broilers, folks, I just went down to the pit and had a grand, big feed of broilers, and you know, folks, the Maine broilers are the best broilers in the world. Now the Maine Poultry Improvement Association, the state Department of Agriculture, representatives of the poultry industry and interested individuals have joined under the direction of general chairman, Jacob S. Holmes, and have made arrangements for this second annual Broiler Day observance, an occasion of wide, general interest. You know we held our first one last year, but folks, this is the biggest thing the state of Maine has had for many, many years. Now the stations of the

Maine Broadcasting System and the affiliated stations WHEM in Presque Isle, is glad to bring to you this annual barbecue and coronation ceremonies of the Maine First Poultry Queen as a public service program this afternoon.

Now this noon this broiler barbecue is held in this park and some 8,000 pounds of Maine broilers were cooked on an outdoor pit to about 4,000 spectators. There was also a mass display of 1,000 dressed broilers from the Maine Broiler Production pit down there at Highmoor Farm on exhibit here in Belfast. I wanted to explain to you how a barbecue of this size is done. The pit is in the center of this scenic city park here in Belfast, one of the beautiful, most beautiful parks we have in our state of Maine. It is constructed into a huge outdoor pit, 120 foot long, made out of cinder blocks, and this barbecue pit has approximately 130 volunteers tending this pit. The servings of the Maine special average about 2 pounds per customer with all the fixings that go with chicken.

There are many interesting people here at this Broiler Day observance this afternoon, and I want to introduce to you a man now whom many of you people know all over the state of Maine. A man who has the interest of Maine agriculture at heart and since he's been Commissioner of Agriculture for our state of Maine, he certainly has done a fine job. I want to take this pleasure now to introduce to you A. K. Gardiner, Commissioner of Agriculture of Maine, otherwise known as Beat Gardiner to all you folks, Commissioner Gardiner.

[The audience applauds.]

GARDINER: Thank you, Jake. I just want to say to you people here and to the people in the radio audience that this is one of the times, one of the many times perhaps I should say, when I am happy that I'm associated with Maine agriculture. This is really a gala occasion, and while we often say that I suppose on all sorts of occasions, this time I can say it in all sincerity. It's been a wonderful day and not too much credit can be given to Jake Holmes and his committee that functions so smoothly under rather trying conditions. After all, it isn't too easy for a bunch of amateurs to feed 2,000, I'm sorry, Jake, 4,000 people so well. This is the best fed country in the world, and I'm sure of all the people in the United States at this moment, these 4,000 are the best fed of the best fed.

Now I want to say one more word or two about our poultry-men who are on the advisory committee on broilers, Jim Coleman, you'll hear from him in a minute, Waldo Chick, you'll hear from him, too, and Frank Reed, Bob Smith at the university, those are the boys with [? ] Clement who have conceived this test that we're running at Highmoor Farm. And they've done a marvelous job in working out the details, and I was informed by our governor just a few minutes ago that because of the action of the government council on Thursday last, it's going to be possible to expand the test in such a way as to take care of one of the factors we fail to have. Thank you all.

BROFEE: Thank you very much, , Commissioner of Agriculture of Maine, now folks there are many nationally known poultry authorities attending this event this afternoon. One of the well-known speakers is Howard, Dr. Howard C. Pierce, of New York City of the Division of Research for the Atlantic and Pacific Tea Company's national poultry and egg division. He's also the head of the Chicken of

Tomorrow Contest, a way that was set up throughout the country on a national scale. It is with a great deal of pleasure that I introduce him to you at this time.

PIERCE: Thank you, Jake. I don't know what words I might have to express my appreciation of this event. Never in my life have I attended such a chicken festival. Four thousand people fed and the lines just clearing up now, situated here in this beautiful state with an audience of wonderful people. I know that the chicken industry in the entire United States will benefit. I [convey?] my pleasure to see the chickens which have been dressed in this contest and I know that the improvement of their showing from year to year will give Maine a wonderful place in the nation which likes good food.

BROFEE: We want to thank you, Dr. Pierce, for those remarks because you're on a national basis, you go to every state in the union, and when you say that about Maine chicken being one of the best in the country, we know that you mean it in all sincerity. Now the president of Maine's Poultry Improvement Association has really done a grand job up here in helping this organization of this Second Annual Broiler Day, and I want to introduce to you a man who is really a worker, this last year as president of the Maine Poultry Improvement Association. It's with a great deal of pleasure at this time to introduce to you Waldo Chick of Wells.

[The audience applauds.]

CHICK: Thank you, Jack. Thank you, ladies and gentleman. I think a little past history of the Broiler Day might be apropos. It was only last year that a group of poultry-men in the state of Maine had an idea. They had the courage to get behind that idea and put it across. As a result of which, the 1948 Maine Broiler Day. It was a very great success following which it was made an annual event as a part of the Maine Poultry Improvement Association. This year, looking over this crowd, I can't help but feel pleased at the way it has really taken hold. It gives a fellow a sense of satisfaction, after putting in plenty of work to see results of this kind. The broilers for this barbecue are taken from the Maine Production Test at Highmoor. They are dressed at one of the killing plants here, held on display, and finally come to rest in the pit here that has been spoken about. It is suddenly very pleasing to me as president of the association to have had a part in this, and it's also pleasing to have had a part in filling up Jake Brofee. Jake really takes plenty of filling.

[Audience laughs and applauds.]

BROFEE: Thank you very much, Waldo, and I certainly got plenty this afternoon, and I want to say one thing right here. This local committee that we had here in Belfast on the Second Annual Broiler Day has certainly done a wonderful job, and Jacob Holmes, I spoke with him yesterday afternoon about this broadcast and he's one of those quiet, reclining gentlemen, you know, a bit bashful, and I said I'd like to have you on the air with me but he said I guess I'd rather not, try to get somebody else, so I asked Jim Coleman who is on the committee of the broiler day here to come up and say a few words and tell about how his committee worked this year and also what it means on a national basis. All right, Jim, right here.

COLEMAN: Thank you, Jake. Really, folks, this is one of the most thrilling days of my life. We here in the state of Maine have dreamed that someday something of this sort could take place. We know that you folks and folks all over the country if not all over the world have heard of Maine lobsters and Maine potatoes, but now we know that at least 4,000 people, and we hope many, many more, will take the advantage of trying them at home and have tasted a real, honest to goodness cooked, Maine broiler right here on the banks of Penobscot Bay in the beautiful city of Belfast and on a beautiful day. In spite of the fact that Jake says it's 95 here, I'm sure that most of you folks are really enjoying this breeze off the water and enjoying a wonderful day and have truly enjoyed this beautiful, well cooked chicken that our committee have worked so hard to prepare for you. Now really folks, it took a lot of preparing to do this job today. There's been, I know, some hitches here and there, I know a few folks perhaps haven't had an opportunity to get up to get their chicken just as soon as they thought they should, but by and large we profited by many of the mistakes we made last year and tried our best, planning over a period of months, to get this thing cooked up in such a way that everyone could get their chicken as they wanted it.

BROFEE: Thank you very much, Jim, for those remarks from the local committee.

[The audience applauds.]

BROFEE: Now, I want to say that no program would be complete on a Broiler Day without a man who is a chairman of the Chicken of Tomorrow Contest here for the state of Maine. I want to say right here that I want to introduce to you at this time Frank Reed, Extension Poultry Specialist who has done a wonderful job with the farmers of our state in helping develop this Maine broiler. Frank Reed.

REED: Jake, the circumstances of getting up here and talking chickens with you are a little different than I usually encounter. 6:30 in the morning, I believe, Jake, is your usual hour.

BROFEE: Well, we have more audience than we can see here than we do in the morning.

REED: Well, Jake, you've asked me to say a few words, and you've put me last on the program. I don't know that there is too much left for me to say. I might comment very briefly on the growth of our broiler industry of which we're so proud here in Maine. We've had an expansion, a ten-fold expansion, in this broiler industry over the last five years here in Maine. It's grown from an industry of about 600,000 birds a year production to over 6,000,000 today. Now with the aim I believe of our broiler producers is to produce poultry meat more efficiently. We're trying to produce a meat project that will compete with other meat that will be one of the cheapest meats that the consumer can buy, and you people that ate this dollar feed of broiler, I think you will agree, that you got your money's worth today. The aim of broiler growers is not higher prices for poultry meat. The aim on the contrary is lower prices and this improvement, this decrease in the price of poultry meat is going to be the result of continually improving efficiency of producing broilers, the conversion of grain to poultry meat, and I think we can all be proud of our growers in their record in this respect.

BROFEE: Thank you very much, Frank Reed.

[End of part 1 of the broadcast of Maine Broiler Day 1949.]

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