

# KFYR

# DIALITES

10c  
a copy

## Coming in '53



## KFYR-TV

(See page 21)

Vol. V., No. 5

May, 1953

*"The richest man cannot buy  
what the poorest man gets free--by radio."*

# Brickbats, Bouquets & Viewpoints

## CONTESTS

To the Editor:

Thanks very much for the renewal reminder; I wouldn't have wanted to miss one edition. I hope you have another contest soon.

Edward Leno, Jr.

Tuttle, N. D.

To the Editor:

I'd hate to be without Dialites. Hope you will have some more contests soon. I never seem to win but I still like to try.

Mrs. Amanda Gilkison

Ray, North Dakota

**Ed's Note:** Our Contest Editor has been rather busy on other assignments recently but reports he's busy with plans for a new contest to be announced soon.



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Subscriptions to Dialites may be entered by sending your name, address, and \$1.00 for a year's subscription to Dialites, c/o KFYR, Bismarck, North Dakota. Single copies 10c. Please print name and address clearly, and specify whether subscription is new or renewal.

Letters to the editor should be addressed to "The Editor, Dialites, c/o KFYR, Bismarck, N. D. Names will be withheld at the writer's request, but all correspondence must bear the writer's name and address.

## WALTER O'KEEFE

To the Editor:

My renewal is enclosed. I don't know when my subscription expires but don't want to chance missing a single issue. What happened to Walter O'Keefe who was quizmaster on "Double or Nothing?"

Mrs. Albert Cerney

Selfridge, N. D.

To the Editor:

What happened to Walter O'Keefe on the "Double or Nothing" program? We miss him but enjoy the new master of ceremonies very much, just as we also enjoy Dialites.

A. E. Grueneich

Mandan, N. D.

Walter O'Keefe has dropped all his radio work in preparation for a new television show scheduled to start sometime this fall.

\* \* \*

## TELEVISION QUESTIONS

To the Editor:

What channel will you have for television, how many watts will you have, and what is the height of your tower. Also, when will you be on the air for sure. Lemmon is 84 air miles from Bismarck so we wondered if we would be able to pick up Bismarck directly . . .

Mrs. Arnold Isdahl

Lemmon, S. Dak.

KFYR-TV will go on the air sometime late this year on Channel Five. The exact date can't be set at this time because of uncertainty of delivery of equipment. The new TV antenna will be approximately 700 feet high and the power will be 100,000 watts—the maximum allowed for a television station by federal regulations. It's possible you will be able to pick up KFYR-TV satisfactorily with the proper high-gain antenna.

# Brickbats, Bouquets & Viewpoints

## TWO QUESTIONS

To the Editor:

Here's my Dialites renewal—I enjoy your magazine very much and also enjoy the fine KFYR programs.

... Does Cal Culver have any children? ... Some of my neighbors said Mrs. Bob MacLeod passed away recently, is that true?

Phyllis Kessler  
Eureka, S. D.

**“No” to both questions. Mrs. MacLeod’s mother did die recently, but Thora—an active, attractive brunette—is now entitled to join the ranks of those who can say “The reports of my death are greatly exaggerated.”**

\* \* \*

## BASKETBALL TOURNEYS

To the Editor:

Doug Anderson did a fine job at the tournaments. We followed most of the games.

Mrs. Fred J. Haidle  
Marsh, Montana

To the Editor:

... want to tell you we appreciate the basketball very much. Thanks for reminding us to renew our subscription.

Mrs. Gotthilf Keller  
Halliday, N. D.

To the Editor:

... the basketball games that Doug Anderson and Larry Kindle sent our way were very well done. Thanks to them for a fine job.

Lauritz Kristianson  
Churches Ferry, N. D.

To these and the many others who extended congratulations, Doug and Larry both say “many thanks.” They hope to be back in the same style next year.

\* \* \*

## RENEWALS

To to Editor

Here's my \$1.00 for renewing my subscription to Dialites—it's wonderful. It's swell listening to KFYR since we have your magazine, knowing what every person looks like. Thanks to Dialites for making radio more fun.

Dave Retzer  
Glen Ullin, N. D.

To the Editor:

Enclosed please find one dollar for my renewal. The programs we enjoy most are the Northwest Farm Front, What's the Weather and the Twilight Travelers.

Mary Ann Walker  
Turtle Lake, N. D.

To the Editor:

Enclosed find one dollar to renew my subscription to Dialites. We enjoy reading Dialites and listening to the good programs KFYR carries very much. We especially enjoy Emil Dockter and his accordion, and all the other musicians and announcers.

Mrs. John U. Baker  
Noonan, N. D.

*First in Radio*



*Now*

First in

TELEVISION

"It's KFYP-TV in '53"

*Channel 5*

The Meyer Broadcasting Company

World to attend by radio;  
Extensive NBC Coverage planned as

# Britain Crowns a Queen

In addition to complete coverage of the historic event itself on Tuesday, June 2, NBC radio and KFYZ will provide listeners with a wide variety of appropriate programs in advance of the Coronation of Queen Elizabeth II of Great Britain.

From 5:30-6:00 p. m., CST, on three successive Sundays, May 17, 24 and 31, the NBC News and Special Events Department will present three special programs narrated by top news commentators who will be in London for the colorful ceremonies. Henry Cassidy, former European news manager, will be heard as general narrator.

On May 17, Morgan Beatty, commentator on the top-rated radio news program, "News of the World," will narrate "A History of Coronations," which will include tape-recorded inserts from Coronations of the past. On May 24, Merrill Mueller, former NBC London bureau manager, will be heard on "Who Is Queen Elizabeth?" This program will include recordings of Queen Elizabeth's voice from girlhood to the present.

The third program in the series, "London on the Eve," will be narrated by George Hicks, veteran special events commentator, and will include tape recordings made in every corner of London as the city prepares for the great day. The series will be written by William Bales who handled the script for NBC's memorable "End of an Era."

From Monday, May 25, through Wednesday, June 3, Morgan Beatty's weekday "News of the World" broadcasts (6:30 p. m. CST) will originate from London.

On Coronation Day, NBC radio will go on the air at 4:30 a. m., CST, and will broadcast the Coronation ceremonies live until 6:30 a. m., CST. The radio network also will broad-

cast a second direct report from London at 11:15-11:45 p. m., CST, reviewing earlier events and describing the appearance of Britain's first Queen in 51 years on the balcony of Buckingham Palace following the ceremonies in Westminster Abbey.

NBC will have an observer in the Abbey, in addition to commentators at Victoria Monument, opposite Buckingham Palace; Trafalgar Square, and at a point opposite the Abbey, NBC's team of chack commentators will provide American listeners with on-the-spot descriptions of the splendour and pageantry of the great procession from Buckingham Palace to the Abbey, the cheers of the millions who will jam the ancient streets of London, and the colorful march back to the Palace where the newly-crowned young Queen will address her subjects.

NBC will have four of its best known commentators in London for the impressive ceremonies on June 2. Morgan Beatty will be NBC's observer in Westminster Abbey. Henry Cassidy, George Hicks and Merrill Mueller will describe the procession to and from the Abbey and the reaction of the throngs jamming the London streets.

Cassidy was a former NBC bureau chief in Paris. Mueller was NBC bureau chief in London from 1946 to 1950. Hicks, a veteran special events reporter, flew to London last year to broadcast the story of King George VI's death and Queen Elizabeth's accession to the throne.

Davidson Taylor, network director of public affairs, will be in London to supervise NBC's coronation coverage. William R. McAndrew, manager of news and special events, will serv as producer of NBC's coronation coverage at the American end.

# Spaghetti with the Maestro

## Ralph Truman, KFYR violinist, is also skilled in the Art of Cooking

Whenever a large group of men get together, at least one man in the crowd can speak authoritatively on the subject of cooking. On the KFYR staff, the voice of authority on that subject is violinist Ralph Truman.

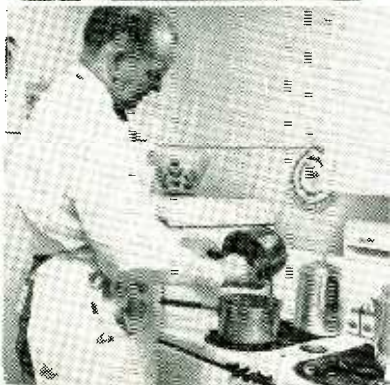
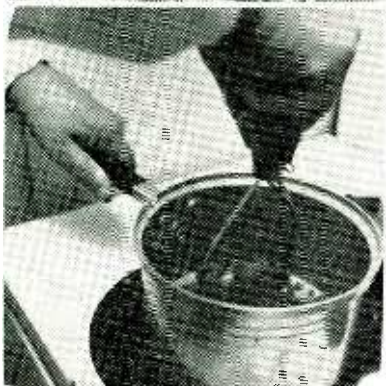
Ralph is qualified by many years of puttering in the kitchen and for those fortunate enough to have sampled his favorite dish, there is no argument over his ability to match th most skilled chefs in the art of properly preparing spaghetti.

Ralph's preparation starts with the careful selection of all his materials—even to picking out just the right onions which are finely chopped into the sauce. The onions are mixed with the ground beef, which, Ralph points out, **must** be broken up and not left in large chunks.

The ingredients of the sauce are then carefully mixed together in a second saucepan.

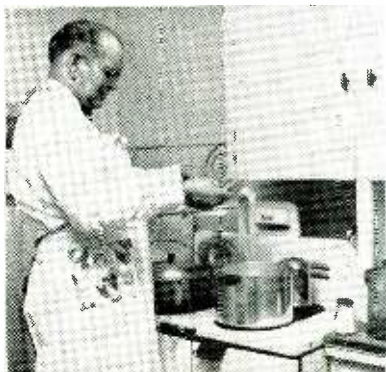
And note again that word "carefully." Ralph points out the care is important in cooking. Perhaps not in meticulously following the recipe—the ingredients may vary and this requires variation of the recipe, too.

But in every step of the cooking, care should be used. It shows up when the guests go to work on the meal.





No recipe, no matter how carefully followed, eliminates the need for the final test—that of taste. Violin virtuoso Ralph Truman uses a large wooden spoon for a generous-sized tase (“this is no time for a genteel sip” he says) to make sure the meat sauce is just as he wants it before it reaches the table for serving.



# “Avon Wonderful Time”

## ON COMMERCIALS

“Lend thy serious hearing to what I shall unfold.” Hamlet, Act I, Scene 4

## ON COMEDY PROGRAMS

“I shall laugh myself to death.” The Tempest, Act II, Scene I

## ON MORNING RADIO PROGRAMS

“Great business must be wrought ere noon.” Macbeth, Act II, Scene 5

## ON AGENTS

“I have no joy of this contract tonight. It is too rash, too unadvised, too sudden.” Romeo and Juliet, Act II, Scene 2

## ON DRAMATIC PROGRAMS

“Heaven will direct it.” Hamlet, Act I, Scene 5

## ON ADVERTISING AGENCIES

“Take thy commission.” Measure for Measure, Act 1, Scene 1

## ON SINGERS

“Come, Kate, I’ll have your song, too.” Henry IV, Act III, Scene 1

## ON FUEDING RADIO STARS

“Two stars keep not their motion in one sphere.” Henry IV, Act V, Scene 4

## ON TELEVISION

“Look here upon this picture.” Hamlet, Act III, Scene 4

“O, you are well tun’d now!” Othello, Act II, Scene 1

“Ah, my good lord, what I have seen tonight.” Hamlet, Act III, Scene 5

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Anne Whitfield, who plays “Penny,” currently the most irksome offspring of the Barbour clan on NBC-radio’s “One Man’s Family” (Monday through Friday 6:45 p. m., CST), presents no similar real-life problems to her parents.

Quite the reverse from the willful and self-centered “Penny,” Anne is active in the youth program of Hollywood Presbyterian Church, and has a reputation for outstanding cooperation and leadership in Hollywood High School, where she is an honor student.

Her variety of interests and roles on other radio and TV shows is adequate insurance that little of the restless and reckless “Penny” will rue off on Anne. Nevertheless, she adores playing “Penny” maintaining with characteristic adolescent candor, “It’s more exciting being naughty than nice.”



# From Julliard to Jazz

and on to his present position, this is the story of Paul Lavalle, director of the Band of America.

Every Monday night on NBC radio at 8:30 p. m., CST, Paul Lavalle steps to the podium and strikes up the band. To the strains of the "Band of America March" which he composed, Lavalle launches his weekly coast-to-coast program.

The bandmaster-composer is an idol to millions of Americans who play in any of the 75,000 bands in the country and to untold millions more who just like the tingling rhythm of woodwinds, percussion and brass. Lavalle is one of the leading interpreters of martial music. He is self-spoken, never raises his voice at his men in rehearsals, nor scolds them when they make mistakes. He has another method. He suggests: "Why don't you try playing it this way, John?" John always does. The 48 members of his band know he can play a variety of instruments as well as they can.

Lavalle was born Sept. 6, 1908, into a family of musicians who lived in Beacon, N. Y. There on the banks of the Hudson, not far from where Rip Van Winkle slept, young Paul didn't have much time for loafing. As a schoolboy he learned to play six instruments at the behest of his bandmaster brother, Mike. Paul hustled from one rehearsal to another, paraded with his brother's municipal band, and later led a jazz band he had organized himself. When he graduated from Beacon High School, Lavalle applied for a clarinet scholarship at the Julliard School of Music in New York. "I did it on a dare," he says, "and was I surprised when the school granted free tuition to me! That clinched it. Music became my career."

His Julliard lessons over, Lavalle went to Havana, where he took a job tooting the clarinet. Enthused over Latin-American rhythms, he com-

posed a "Symphonic Rumba" which had its premiere on NBC. A short while later, Arturo Toscanini selected him for the NBC Symphony. On several occasions when there was a difficult clarinet or saxophone solo, Toscanini chose Lavalle. Presently Lavalle switched from long-hair solos to hot licks on the "licorice stick." He organized NBC's "Chamber Music Society of Lower Basin Street" and played hot jazz over the network airwaves for several years. Lavalle also directed a program called "Symphony in Blue" and conducted NBC's "Stradivari Orchestra," named for its priceless Italian instruments, before he organized the Band of America in June, 1948. He has been its maestro ever since.

Lavalle in his own right is a composer of note. In addition to such earlier light fare as "Memoirs of a Dilemma" and "Bach of Basin Street," he has written many stirring marches and other band music. Among his popular compositions are "The Band of America March" (theme song of his program), "The Cities Service Triumphant March" (written for the show's 25th anniversary), "The Crusaders March" (dedicated to The American Cancer Society), "The U. S. Overture," "Land of Our Fathers," "Pitter Pat Parade," the "Dwight D. Eisenhower March," "The Trumpet Polka" and the "Ballyhoo March."

Lavalle lives with his wife, Muriel Angelus, former Broadway and Hollywood Star, and their daughter Suzanne in a rambling farmhouse in rural Wilton, Conn., where he has converted an old barn into a studio. "The sheep don't mind," he says. "I know musicians are not too popular with their neighbors when they practice, but I don't think my neigh-

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# The Farmer

A farmer is a man who starts out with nothing, loses on everything he grows, and comes out even at the end of the year. Nobody knows how he does it. He doesn't even know himself.

Anyone looking over his farm would think the smartest man in the world would starve trying to tend it. That would be right. The smartest man in the world would starve, but not the farmer. His wife wouldn't let him starve. She has one basic menu—she serves whatever she has.

A real farmer can shape an axe handle from a persimmon sprout and put it in with a dull pocket knife. He has a serviceable set of harness fashioned from haywire, feed sacks and a few scraps of leather.

He is the world's greatest optimist. He believes that the fact he has come this far is proof that he can continue to the end. He buries last year's disappointments with the spring plowing and lives for the future. His faith is not in himself alone.

Jokesters say he consults the almanac before he plants his crops and has his teeth pulled in the dark of the moon so they won't sprout, and perhaps, he does sometimes.

But, after a hard week's work, he drives five miles to Church because his heart still holds the eternal truths that worldly, wiser men have lost. If any man aspires to the title of Farmer, let him measure himself by this standard.

He must have worn out two pairs of overalls growing enough cotton to make one pair; he must regularly do a half-day's work before the sun comes up and another half-day's work after it has gone down, and a full day's work in between. He must have the heart to plant in hope, cultivate in faith, and end in failure, and then start all over with greater hope and stronger faith.

This is a farmer. Heaven helps the family that depends on him for support.

Heaven help the nation that does not have him to depend on for its support.

# ... and his Wife

The farmer's wife has no excuse for not being cultivated and up-to-date. All she has to do is to cook the meals, wash the dishes, sweep the carpets, mop the floors, scrub the steps, wash the clothes and iron the linen, mend the socks patch the pants, milk the cows, churn the butter, feed the chickens, bathe the children, tend the garden, water the flowers, and:

Can the fruit, cut the children's hair, chase the cat out of the milk house, polish the silver, black the stove, straighten the window shades, clean the attic, shoo the hens off the porch, wipe up the mud the rest of the family tracks in, bake the bread, make the cakes, shake the rugs dust the furniture, chase the pigs out of the garden, and:

Answer the telephone, sift the ants out of the sugar, air the bedding, heat water for washing, watch out for bugs in the beds, tend the neighbor's baby while she goes to town, get the children off to school, get rid of the insurance men, fight off the book agents, and:

Spray the fruit trees, gather berries, swat flies, split kindling, start the fires, empty the ashes, peel the peaches, rake the lawn, feed the pet lambs, make the beds, string the beans, fill the lantern, sort the apples, and:

Find the men's collar buttons, carry in the wood, pick the geese, make the pies, answer the doorbell, tell the men where their missing tools are, and write a letter to mother.

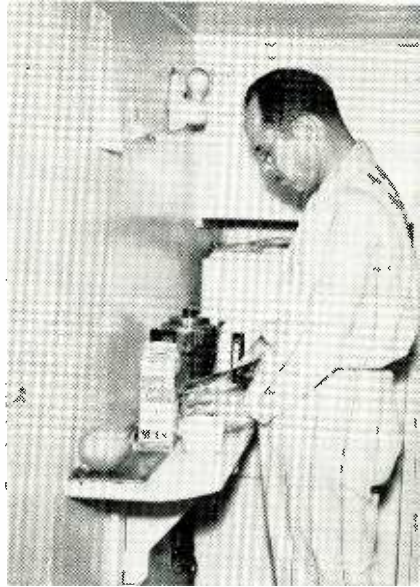
Then, IN THE AFTERNOON, she can go to missionary meeting and work her head off for the heathen.

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#### WITH FARMER

"The Farmer . . . and his Wife" were taken from the scrapbooks of Edith Hansen, mistress of ceremonies on the popular "Kitchen Club" program broadcast daily over KFYZ at 11:15 a. m. Mrs. Hansen's program, sponsored by the Tidy House Products Co., frequently offers not only excellent "thinking" material such as these selections, but helpful hints for running the home, and for making family life as pleasant as possible.

# “The Happy Bachelor”



Emil Dockter is a bachelor—and he says he likes it that way.

Emil and his accordion . . . Emil and his dance band . . . Emil and his classes in accordion playing . . .

These, he says, are enough to keep him more than busy.

But he admits the single life has its shortcoming. One is rising alone each morning and heading into a lifeless kitchen to prepare his own breakfast.

Emil is featured on two of KFYZ's most popular programs, “What's the Weather?” and the “Northwest Farm Front” programs.

On each program he is more than just an accordionist.

His daily “What's the Weather?” stint includes teaming up with Mike Dosch for the morning birthday song, a happy-go-lucky greeting to those with birthdays and anniversaries.

Several years ago he was dubbed

the “Night Mayor of Tuttle” in honor of his home town by Cal Culver, master of ceremonies on the morning program.

Emil also has a bit on the noon-time “Northwest Farm Front” where he is featured along with the Farm Hands orchestra .

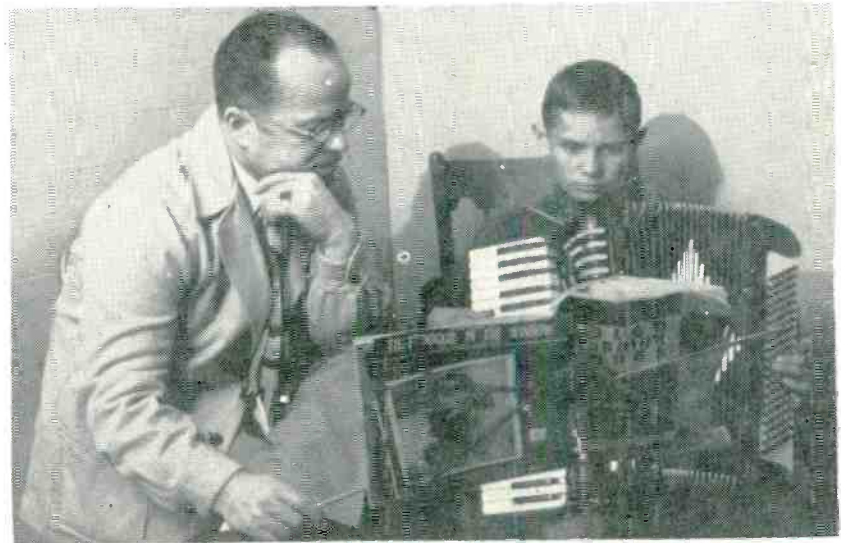
Emil has his own dance band, composed chiefly of other KFYZ musicians, and they make frequent one-night stands throughout the area. Some are pleasant, some not so pleasant, because of the long hours and the lost sleep they involve.

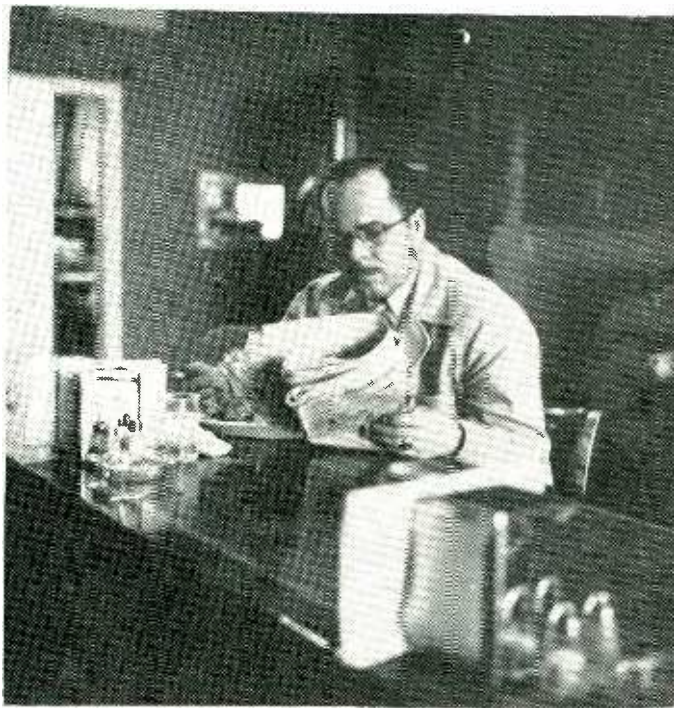
In between jobs at and away from the station, Emil is also instructing a number of youngsters in the art of accorion playing. All in all, he keeps himself busy.

“A wife could never stand it,” Emil smiles, adding somewhat thoughtfully, “but maybe I'll be ready to slow down, one of these days, and then I might start looking around.”



Emil Dockter adds his musical bit to the "What's the Weather" program's musical numbers every Monday through Saturday morning. Next to him is violinist Ralph Truman and in the background, "Sonny" Bronson. Below, Emil with one of his students, 11 year old Gene Doppler of Menoken, North Dakota.



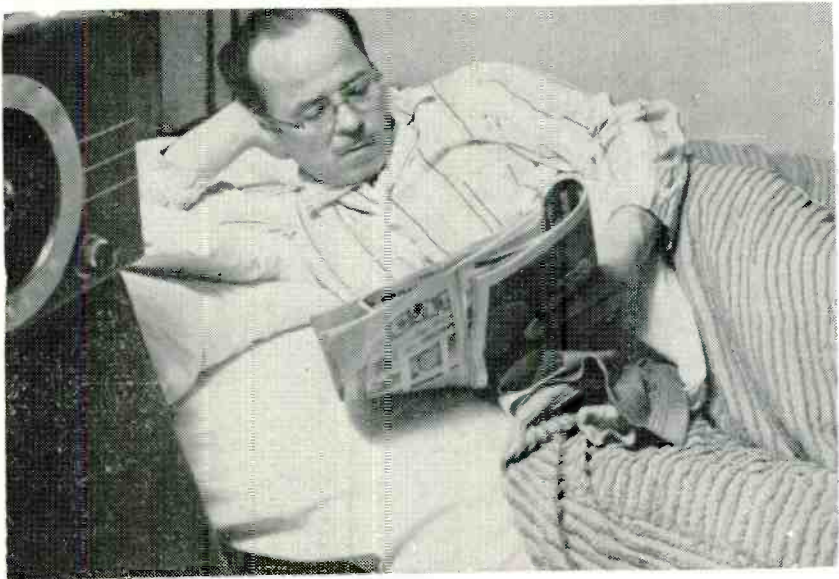


Lonely meals are one of the toughest things about being a bachelor, in Emil Dockter's opinion. Evening meals often are off schedule and he frequently finds himself the only customer in some of the late-night eating spots. On these occasions, the newspaper is his only companion "And a dreary one, usually." Below, he compares his laundry with that of newly-married Stan Wilson and admits the home-laundered shirt looks a bit more inviting.





Loading up for a dance job means long hours of work ahead for Emil and the members of his dance band. Three and four hundred mile trips mean he occasionally gets home just in time for his morning broadcast. On nights when there is no job, however, he's in bed early, reading an hour or two before calling it quits for the night.



# "Heavenly Days!"

Long before the NBC "Fibber McGee and Molly" radio program was created, its sars, Jim and Marian Jordan, had their first experience with radio in a situation befitting the characters they were later to make famous.

Jim Jordan, a determined vaudevillian between jobs that covered a vast variety of endeavors, and his wife Marian were visiting Jim's brother Byron in Chicago in 1926, when their career started. They had heard some singing on that "new-fangled gadget," the radio, and Jim boasted, "We could do better than that." His prother promptly challenged, "Ten bucks says you can't."

Never a couple to shy away from a dare, and prompted by the chance of winning a few dollars, the Jordans drove to the radio station that very night, told the station manager they could sing, and were on the air before they realized fully what was happening. The next day they were signed by a sponsor as the "O'Henry Twins" for a once-a-week broadcast at a salary of \$10. Except for one brief period, they have been on the air ever since.

The path to success was not easy for the couple, who first met during choir practice at St. John's Church in Peoria, Ill., in 1913. It was love at first sight for 16-year-old Marian Driscoll (born April 15, 1898) and 17-year-old James Edward Jordan (born Nov. 16, 1896). Several years of courtship followed, during which time the pair graduated from high school, Jim started working as a clerk in a wholesale drug house and Marian became a piano teacher. Jim's \$8-a-week salary seemed small compared to Marian's earnings from her 23 pupils.

However, young Jordan was ambitious and took voice lessons in his spare time. In September, 1917, his voice teacher obtained an audition for him with a quartet in Chicago, and Jim became top tenor in a vaudeville act titled "A Night with the Poets."

The glamor of showbusiness soon wore off for this farmer's son and after eight months of one-night stands, poor food, sleeper-jumps and all the other hardships of a vaudeville tour, Jim returned to Peoria and Marian in May, 1918. Jim tried to enlist in the Army but learned that volunteers no longer were being taken. He became a mail carrier, and married Marian on Aug. 31, 1918.

Five days later Jim was drafted and on his way to Camp Forrest, Georgia. In six weeks he landed in France, and was hospitalized with influenza when the Armistice was signed. His Army stint returned him to showbusiness. Following the Armistice, he was attached to the Entertainment Division and staged shows throughout France. It wasn't until July 9, 1919 that Jim returned to Peoria and Marian, who had again taken up giving piano lessons for a living.

Jim then tried a succession of jobs—machinist's helper, washing machine salesman, vacuum cleaner salesman—without much success. Then day-laboring paid a small salary, until he finally landed a steady job as an insurance salesman. In 1920 two of the Jordan's fondest dreams came true—their first child, Kathryn, was born, and they saved enough money for a down payment on a small house.

During the evenings the pair entertained at local affairs when they could get a sitter for baby Kathryn. An advance man for a theatrical company heard them at an affair and convinced the Jordans that they had a future in showbusiness. They needed \$1,000 for a suitable wardrobe, traveling expenses and scenery, so they sold their car, borrowed money on their house and from relatives.

The vaudeville tour was a success and was interrupted only by the birth of Jim, Jr., in 1923. Jim Sr., tried a single act for six months

(Continued page 21)



# This Month in Radio

## NEW SHOWS

### FISHER STARS FOR 'COKE'

Coca-Cola sponsors the new **Eddie Fisher** show scheduled Tuesday and Friday nights, 7 p. m. Don Ameche returns to the air to voice a good word for "the pause that refreshes." Fisher's popularity has zoomed in recent years, chiefly due to his recordings of such tunes as "Anytime" and "Wish You Were Here."

### NEW SPOT FOR WHOOPEE JOHN

The Bohemian band of **Whoopee John** has a new time spot, under sponsorship of **City Club Beer**. The new program is on Saturdays, 8:00 p. m. Whoopee John and his band are also heard Thursdays, also 8:00 p. m. for Occident flour and feeds.

### RUSCO TAKES SPORTS SHOW

The **Rusco Window Company** has taken over **Time Out for Sports** with **Doug Anderson**, Monday and Thursday nights at 10:15. **Murphy Insurance Company** of Bismarck continues with the Tuesday and Friday night shows, same time.

### COLGATE SWITCHES PROGRAMS

**Colgate-Palmolive-Peet** has dropped **Bob and Ray** in favor of a new program with wider audience appeal, "**The Phrase that Pays**" starring **Red Behson** as mc-quizmaster. The program is aired daily, Monday through Friday, at 10:30 a. m. and features include ones aimed at both listener and studio audience appeal.

### GARRISON DAM HIGHLIGHTS

New editor **Jack Swenson** began in mid-April a new series of programs devoted to progress reports on construction of the gigantic **Garrison Dam** at Riverdale. The programs feature tape recorded interviews with top officials of the Army Corps of Engineers and construction highlightfirms on the job, and

sound effects of actual work in progress at the dam. The series will highlight work leading up to the closure ceremonies set to be held in June. (9:15 p. m. Fridays.)

### BASEBALL BROADCASTS PLANNED

Sports editor **Doug Anderson** is at work on plans for a series of broadcasts of local baseball games in Bismarck probably beginning in June. **Friday night games** are slated to be picked up for "live" broadcast with **Anderson** doing play-by-play.

## TELEVISION

### "KFYR-TV in '53"

Program director **Cal Culver** coined the catchy slogan now used on all station breaks, "**KFYR . . . KFYR-TV in '53**" . . . in Bismarck."

Commercial manager **Bob MacLeod** designed the new slide, (see cover) which will probably be the station's permanent television identification card when TV operations get underway.

### TELEVISION TRAVEL

Station manager **Frank Fitzsimonds**, enroute to the National Radio and Television Broadcasters convention in Los Angeles, visited a number of television stations to pick up additional information and ideas on KFYR's own TV operation.

Commercial manager **Bob MacLeod** spent to days in Minneapolis visiting stations there with an eye to their photographic equipment and operations. Decisions on photo equipment to be installed initially in Radio Center were tempered by what he learned.

**MacLeod**, program director **Culver** and chief engineer **Ivar Nelson** also made a joint trip to a nearby station to observe initial stage operations with an eye to avoiding pitfalls and problems which could occur.

# PEOPLE

## DIRLAM JUDGES MUSIC CONTEST

KFYR control operator **Curt Dirlam**, director of the Bismarck Elks Band, was selected to act as judge for the Prairie League Schools Music Festival at Lehr in mid-April.

Dirlam had a special thrill during his April 16 broadcast (Thursdays, 8:30 p. m.) of the **Elks Band On Parade**, when he directed "Fairest of the Fair," a march written by John Phillip Sousa, and which Dirlam played under Sousa's direction in a U. S. Navy band during World War One.

## KFYR FOURSOME BACK ON GREENS

A regular golfing foursome of some year's standing is back in swing on the local courses. Members are stations manager **Frank Fitzsimonds**, program director **Cal Culver**, musical director **Don "Dusty" McLean**, and featured vocalist **P. R. "Spike" Jaynes**. No one has been caught bragging about his own scores so far.

## ANDERSON PLANS MINNESOTA VACATION

Sports editor **Doug Anderson** says he plans a trip to Minnesota's North Shore country during his vacation this summer. He hopes to include a number of rounds of golf at leading courses along the way. In the mill in his **Sports Department** currently are plans for a weekly program aimed at the increasing number of golfers throughout the area.

## CULVER GETS CLEAN-UP SPOT

KFYR program director **Cal Culver** has been named **chairman** of the 1953 "Clean Up, Paint Up, Fix Up Week" in Bismarck, sponsored by the Bismarck Lions Club. Set for the week of May 10-16, the week's events will include a parade May 11.

## NEW SECRETARY ON STAFF

**Crystal Leischner** joined the KFYR staff in April as secretary to

station manager **Fitzsimonds** and commercial manager **Bob MacLeod**. Formerly secretary to Assistant U. S. District Attorney **William Mills**, she is married (11 years) and has a son, **Terry**, aged ten. Her husband is a clothing salesman. Shortly after joining the staff, **she celebrated her birthday (April 15)** but didn't let us count the candles.

**Marilyn Hagerty**, who formerly served as secretary and authored a number of **Dialites** features including the "Mainly for Women" page missed our last issue deadline when the stork arrived just after we'd gone to press. **Marilyn** (whose husband **Jack** is United Press bureau manager in Bismarck) had a baby girl **March 17**. They've named her **Gail Helen**.

Starting with this issue, the "Mainly for Women" page is being written by **Bette Syverson**, attractive brunette receptionist at KFYR, who daily greets the dozens of visitors who tour Radio Center. She's been a member of the KFYR staff since November, 1948. She's anxious not only to pass on the favorite recipes of other KFYR staff members' wives, but to try them out at home on her husband, **Murlen**.

## "HAM SCHLECHTER TO RESUME

Control operator **Jim Schlechter** plans to resume operation of his "ham" station sometime this summer. He's been off the air since moving into a new home with his wife and family, but hopes to complete erection of an antenna early this summer. Transmitter engineer **Ole Orson**, another staff "ham", meanwhile is continuing his operations as pictured in a recent issue of **Dialites**.

# Special Events

## ALGER AWARD TO BISMARCKER

**Harold Schafer**, president of the Gold Seal Company, Bismarck, (sponsors of Dinner Dance, Monday through Friday, 6:00 p. m.) was awarded a **Horatio Alger** award for his rise to prominence from a humble start. His return to Bismarck

after receiving the award was broadcast by KFYZ with **Larry Kindle** handling the microphone at the Bismarck Airport where a large crowd of well-wishers was on hand to greet Schafer.

#### **LEHR MUSIC FESTIVAL B'CAST**

The Prairie League Music Festival at Lehr was recorded by **Stan Wilson** for a program he produced a few days later. Features on the broadcast included three selections by the 80-piece massed band, directed on that occasion by **Curt Dirlam** of KFYZ (see People).

#### **NEWSPAPERMAN HONORED**

When Ccl. Lounsberry, founder of the Bismarck Tribune, was honored by the State Press Association for his coverage of the Custer Massacre, with the placing of a plaque on grounds at the North Pacific depot in Bismarck, **Chuck Schoregge** was on hand to handle a difficult broadcast assignment in skilled fashion.

#### **DEMOLAY CONCLAVE COVERED**

The Fourth International Conclave of the **Order of DeMolay**, held in Bismarck April 9-11, was covered with special broadcasts of the awarding of the degree of Chevalier to four DeMolays. The impressive

ceremonies were held in St. George's Memorial Episcopal Church in Bismarck. **Larry Kindle** announced the hour-long broadcast over KFYZ.

## **NEWS**

#### **TRIAL COVERAGE PRAISED**

KFYZ coverage of the trial of North Dakota attorney general Elmo Christianson and two co-defendants was praised by attorneys for the government and the defense as "objective, impartial and complete."

Former attorney general Alvin C. Strutz, Bismarck, remarked that broadcast reports were **free of bias, not one-sided.**

Government attorneys expressed similar feelings at trial's end, which resulted in a locked jury on Christianson and Herman Paster but acquitted Allen Nilva.

KFYZ coverage was based primarily on on-the-spot work by news editor Jack Swenson who missed little of the actual trial. **KFYZ teamed with United Press** to provide swiftest coverage of the day-to-day events and was first with the news of the trial's outcome, even to final vote of the jurors before they gave up.

## **Guess We're Like This**

#### **MEREDITH WILLSON**

Meredith Wilson of NBC reports that several million of us human beings in remote parts of the world all manage to do pretty much the same things every day.

"For instance," he says, "we buy beauty aids to bathe the skin, to cleanse the skin, to shave the skin, to smooth the skin. We buy polish for the teeth, the nails, the hair—and lipstick and rouge, for the sheen of beauty they lend our being. Then on the Sabbath, we turn our ears to the pulpit to learn anew what we've known for certain all along—that beauty lies in the heart of the spirit.

"Many of us would love to wear French berets, but not having the

nerve, invariably make fun of the rugged individualist who does wear one, wish they could play just one piece on the piano, and stare at themselves for 30-minutes without blinking in the barber shop window.

"We stand in line for hours at the stamp window for one stamp instead of laying in a supply, and consider that breakfast propped up on a pillow with coffee and crumbs spilling all over the bed-clothes is a rare privilege.

"People fall in love everyday, and in addition, can never keep a pencil near the phone, run out of aspirin, sleep through thunder-storms, but toss and turn because of a gentle periodic tap of the venetian blind three rooms away."

Shirley 'Leila Ransome' Mitchell

## Sweet "Li'l Yo'all"

Shirley Mitchell's parents wanted her to a lawyer. Shirley's only interest in a legal career was an occasional thought that she might sometime play Portia in "The Merchant of Venice." She started acting when she was six years old she has been at it ever since. Now she is one of the busiest actresses on radio and television, known principally as Leila Ransome of "The Great Gildersleeve" radio show on NBC.

Pretty as a picture, she's been in several, but prefers the variety of radio and TV where she often plays as many as five different roles in a week.

The Mitchell career began in Toledo, Ohio, where she was born. When she was six years old, the kids in the neighborhood decided to produce a show. Shirley was the director and became so interested in casting that she gave away all the good parts and had to take a very minor role. From then on she exercised a gift for mimicry until she had her chance in a school operetta, "Cinderella in Fairyland." Shirley, a sixth-grader, sang the lead part. Thereafter she appeared in every school play in which there was a part for her. This continued through high school. The gift for mimicry, meanwhile, was paying dividends. Shirley entered all the local talent contests, winning prizes of \$10 and \$15, and once the staggering some of \$50. She also did her imitations for women's clubs.

She won a scholarship in a Plymouth, Mass. dramatic school during her junior high school year and spent a happy, hectic summer playing bits and studying the techniques of professionals. After high school she went to the University of Michigan at Ann Arbor for a year and

spent an additional season with the Michigan university repertory company. Another year of study in a Cleveland dramatic school followed.

She had gained some radio experience on Toledo and Cleveland stations, appearing about once a week while studying drama. Then she decided to devote all her time and talents to radio. Borrowing a hundred dollars from her father, she went to the midwestern capital of radio, Chicago. The hundred went before she got a job, but her father increased his investment and within two weeks she had landed her first assignment.

She wasn't deluged with jobs during her first few months in Chicago, but there was a steady increase in the number and importance of the parts assigned her. Finally she landed on NBC's "First Nighter" program and for a year played all the ingenue leads in that series. Eventually, Shirley came to the west coast and the going has been good for her since here arrival. In addition to her part with "The Great Gildersleeve," she is a regular member of "Woman in My House" cast, and is often featured on NBC-TV's "I Married Joan" and the Red Skelton show.

In November, 1946, Shirley married Dr. Julian Frieden, a surgeon, and they have a daughter, Brooke, who is two years old. Mer mother, Mrs. Sam Mitchell, still resides in Toledo, and her brother, Marvin Lee, is studying medical research in Montreal, Canada.

Shirley collects small china animals and now has several hundred. She likes to go where it is really rugged when she has a vacation, and she bicycles at every opportunity. She plays a better than average game of golf.

# Heavenly Days

(from page 16)

after that but it didn't work out, so he returned to Marian and the two went on the road again. This time their act failed to click and the pair went broke in Lincoln, Ill., 50 miles from Peoria. Back home again Jim became a clerk in a dry goods store at \$10 per week. During the year the job lasted, the couple added to their income playing local club dates as a harmony team. In the Spring of 1925, a date in Ke-wanee, Ill., paid them \$50 and Jim once again was convinced that their future was in showbusiness.

The determined man went to Chicago and formed a singing team with Egbert Van Alstyne. Marian remained in Peoria with the children and Jim came home between engagements and on weekends. Then came the fateful visit to Jim's brother in Chicago that resulted in two shakey people starting on a career that would one day make radio history.

Their "O'Henry Twins" show lasted five months. The two went back to vaudeville to pay the debts that had piled up trying to establish a permanent home on a \$10-a-week income.

When that item was cleared they were back on radio—this time on WENR, doing three shows a week and getting \$60. The pair from Peoria were finally "doing all right," even though they could not yet be considered successful.

In 1931 the Jordans met Don Quinn, former cartoonist who wanted to try writing for radio. The three-some turned out "Smackout," a five-times-weekly NBC serial. Quinn wrote all the Jordans' material from then until 1951, when other commitments interfered. (Phil Leslie, former assistant to Quinn, is now the chief writer for the show.)

On April 16, 1935, the Jordans made their debut as "Fibber McGee and Molly" and were on their way to continued popularity and substantial success. The show has always been sponsored. The current client is Reynolds Metals. In 1939 the

show moved from Chicago to Hollywood where the stars made three films, "Heavenly Days," "Look Who's Laughing" and "Here We Go Again."

The Jordans live in a modest ranch house in Encino, a few miles out of Hollywood, where Jim served two terms as president of the Encino Chamber of Commerce. They also own 1,000 acres of grazing land a few miles from Bakersfield, Calif., where they raise blooded Pole Angus cattle and where Jim is known as "one of the best cattle ranchers in these parts"—a title of which he is proud.

Numerous citations have been awarded to the Jordans since their careers as "Fibber McGee and Molly" began. However, of all the honors they have received, their most cherished are the honorary LL.D.'s accorded them an April 15, 1948, by St. Joseph's College at Collegeville, Ind., with an accompanying citation for "truly Christian philosophy" and the general "acceptability" of their comedy.

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## Paul Lavalle

(from page 9)

bors will hear. I have sound-proofed the studio and it sits in the middle of 10 acres of rolling fields."

The bandmaster commutes from his farm to his skyscraper office in Radio City several times a week. He directs his pre-program rehearsals dressed comfortably in polo shirts, sandals and slacks, changing into formal white and green uniform for the show. Each week several bands visit the program as Lavalle's guests. Lavalle also travels around the country to conduct all-state bands and band clinics.

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**THE COVER:** The cover illustration shows the identification card which KFYY plans to use as its symbol on TV just as call letter "station breaks" are used in radio. The design and photograph was made by Bob MacLeod, commercial manager and photographer of the two picture stories in this issue of Dialites.

# Bette Syverson, Writing Mainly For Women

**Editor's Note:** Beginning this month, KFYP receptionist Bette Syverson takes time out from her duties as switchboard operator, receptionist and mail clerk to bring you helpful homemaking hints and the favorite recipes of the wives of KFYP staff members.

Simple foods and season dishes are very popular with the Mike Dosch family, and of these, Helen Dosch's favorite summer recipe is Dill soup.

The only time of the year when she makes this is when the potatoes are "new." She begins by taking several new potatoes, the size of golf balls or smaller, and cooks these along with about two sprigs of nice green dill.

While this is cooking, she prepares a sauce of flour, cream and vinegar to taste, making enough of this thickening for the amount of potato water she has.

When the potatoes are cooked, she adds the sauce, and whole, uncooked eggs, cooking this until the egg yolks are boiled hard, and the gravy is slightly thickened.

For a family of four she usually uses six eggs.

Helen says this is a meal in itself, and the family (Mike, Helen, Rosalie and Mickey) like it with fresh bread and butter accompanying the Dill Soup.

Both Mike and their son Mickey like to cook, Helen says, and adds that both are good at it, too.

Another of their family favorites is spaghetti and meatballs.

With this, Helen serves salad with French dressing. She says her favorite French dressing recipe is found in Edith Hansen's Kitchen Club recipe book.

Now for some helpful tips worth remembering:

To bake cookies evenly, try putting them on cookie sheets two inches shorter and narrower than your oven. That way, heat circulates more freely around the edges

\* \* \*

Lipstick stains can be removed from white linen by soaking the cloth in strong vinegar. For colored fabrics, use equal parts of vinegar and water.

\* \* \*

If salad greens must stand a while before they are to be served, sprinkle them with a little lemon juice. This will keep them fresher. Add the dressing just before serving.

\* \* \*

Pots and pans which have been burned can be cleaned with a solution of baking soda. One teaspoonful should be used for every quart of water. Leave the solution in the pan until the water has cooled, then wash as usual.

\* \* \*

For thickening gravies and creaming vegetables, shake the flour and liquid in a tightly capped glass jar. You'll find this eliminates the lumps in gravy which husbands seem to dislike so.

**MONDAY EVENING**

7:00	Railroad Hour
7:30	Voice of Firestone
8:00	Telephone Hour
8:30	Band of America
9:00	Dinah Shore
9:15	Curious Tales
9:30	Especially For You
9:45	Wayne King
10:00	Latest News
10:15	Sports News
10:30	American Composers
11:00	Latest News
11:05	NBC Music
11:55	Latest News

**TUESDAY EVENING**

7:00	Eddie Fisher & Don Ameche
7:15	Rosemary Clooney
7:30	Red Skelton
8:00	Martin & Lewis
8:30	Fibber McGee & Molly
9:00	Two for the Money
9:30	Especially For You
9:45	Music Hall
10:00	Latest News
10:15	Sports News
10:30	Stan Kenton Concerts
11:00	Latest News
11:05	NBC Music

**MONDAY-FRIDAY DAYTIME**

6:00	Wake To Music
6:45	Farm Report
7:00	Mandan Livestock Sales
	Sales, Mon-Tues-Wed
7:15	Johnnie Lee Willis
	Mon.-Wed.-Fri.
7:15	Ranch House Revelery
	Tues.-Thurs.-Sat.
7:30	News This Morning
7:35	What's the Weather
8:00	Latest News
8:15	What's the Weather
8:30	News
8:45	Mike Dosch
9:00	Welcome Traveler
9:30	Double or Nothing
10:00	Strike It Rich
10:30	The Phrase That Pays
10:45	Bob Hope
11:00	News-A. W. Lucas
11:05	Song Shop
11:15	Kitchen Club
11:30	Stump Us Boys
11:45	Northwest Farm Front
12:30	Butternut News
12:55	W. Fargo Livestock
1:00	Psalm of Life
1:15	GTA News, Markets
1:30	Ma Perkins
1:45	Judy & Jane
1:57	Weather Roundup
2:00	Life Can Be Beautiful
2:15	Road of Life
2:30	Pepper Young Family
2:45	Right to Happiness
3:00	Backstage Wife
3:15	Stella Dallas
3:30	Young Widder Brown
3:45	Woman in my House
4:00	Just Plain Bill
4:15	Front Page Farrell
4:30	Lorenzo Jones
4:45	The Doctor's Wife
5:00	550 Club
5:45	The World Today
6:55	Cabbages and Kings

## Complete KFYR PROGRAM SCHEDULES

**WEDNESDAY EVENING**

7:00	Walk a Mile
7:30	Gildersleeve
8:00	Groucho Marx
8:30	Big Story
9:00	Bob Hope
9:30	Especially For You
9:45	Music of Manhattan
10:00	Latest News
10:15	Sports News
10:30	Louis Prima
11:00	Latest News
11:05	NBC News
11:55	Latest News

**THURSDAY EVENING**

7:00	Roy Rogers
7:25	Log Cabin News
7:30	Father Knows Best

**FRIDAY EVENING**

6:00	Dinner Dancing
6:15	Sports Reports
6:30	News of the World
6:45	One Man's Family

**SATURDAY**

6:00	Wake Up to Music
6:30	Markets, Music
7:00	Twilight Travelers
7:30	News This Morning
7:35	What's the Weather
8:00	Latest News
8:15	What's the Weather
8:30	News
8:45	Mike Dosch—Organ
9:00	Archie Andrews
9:30	Jack Arthur Show
10:00	To Be Announced
10:15	American Trail
10:30	Story Book Land
11:00	Children's Chapel
11:15	Highway Report
11:30	For Those Who Gave
11:45	Markets — Crime
12:00	Farm & Home Hour
12:30	Latest News
12:45	Noon Music
12:55	West Fargo Mkts
1:00	U. S. Marine Band
1:30	Symphonic Adventures
2:00	What's The Score
2:30	Design for Listening
3:00	Treasury of Music
3:30	Robert Armbruster
4:00	Mind Your Manners
4:30	Excursions in Science
4:45	On Your Doorstep
5:00	News & Sports
5:15	Carnival of Books
5:30	NBC Symphony
6:30	Mental Health Pgm.
7:00	Inside Bob & Ray
7:30	Medicine U. S. A.
8:00	Whoopie John
8:30	Grand Ole Opry
9:00	Eddie Arnold
9:30	Remember When
10:00	KFYR News
10:15	This Week in Sports
10:30	Hollywood Palladium

8:00	Whoopie John
8:30	Elk's Band
8:25	News Previews
9:30	Especially For You
9:45	Voice of Dakota
10:00	Latest News
10:15	Sports News
10:30	Still of the Night
11:00	Latest News
11:05	NBC Music
11:55	Latest News

**FRIDAY EVENING**

7:00	Eddie Fisher & Don Ameche
7:15	Rosemary Clooney
7:30	Pattern in Modern Education
8:00	Ev'ie Day- Meredith Wilson
8:15	To Be Announced
8:30	Name That Tune
9:00	Dinah Shore
9:15	Garrison Project Rept'
9:30	Especially For You
10:00	Latest News
10:15	Sports News
10:30	Marine Corps Show
11:00	Latest News
11:05	NBC Music
11:55	Latest News

**SUNDAY**

7:00	Latest News
7:05	Organ Music
7:30	Church In The Home
8:00	Revival Hour
9:00	Nat'l Radio Pulpit
9:30	Christian Science
9:45	Musical Interlude
10:30	U. N. Is My Beat
10:15	Latest News
11:00	Trinity Lutheran
12:00	Concert Gems
12:15	News
12:20	Before The Camera
12:30	Univ. of Chicago 101
1:00	Catholic Hour
1:30	American Forum
2:00	Hot Sauce
2:30	To Be Announced
2:45	Latest News
3:00	St. Paul's Lutheran
3:30	Jason & The Golden Fleecy
4:00	Sammy Kaye's Sunday Serenade
4:30	Mnetal Health Pgm.
4:45	Piano Moods
5:00	Bob Considine
5:30	Listen To Washington (last 3 Sundays. PRE-CORONATION CEREMONIES)
6:00	Juvenile Jury
6:30	My Son Jeep
7:00	Phil Harris & Alice Faye
7:30	Theatre Guild
8:30	Diagnet
9:00	Barrie Craig
9:30	Meet the Press
10:00	Latest News
10:15	Corrine Jordan
10:30	Prairie Lighthouse
1:00	Latest News
1:05	NBC Music
11:55	Latest News



EMIL DOCKTER AND RALPH TRUMAN relax between rehearsal and program time for the Northwest Farm Front. At desks in the announcer's lounge, Ralph illustrates a point as Emil listens in comfortable attention. Stories on both Emil and Ralph appear elsewhere in this issue of Dialites.

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