



Dolores Paulsen, Miss North-Dakota

SEPTEMBER, 1954  
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## T.V. SCHEDULE

### SUNDAY

2:00 Sunday Edition  
 2:15 Industry on Parade  
 2:30 Faith For Today  
 3:00 Trail to Adventure  
 4:00 Sunday Vespers  
 4:30 This Is The Life  
 5:00 American Religious Town Meeting  
 5:30 Hand To Heaven  
 6:00 Sports Digest  
 6:15 Around the World  
 6:30 The Living Book Alternating weeks  
 6:30 You Are There  
 7:00 To Be Announced  
 7:15 The Christophers  
 7:30 To Be Announced  
 8:00 Hopalong Cassidy  
 8:30 Dangerous Assignment  
 9:00 Break The Bank  
 9:30 Boston Blackie  
 10:00 The Scoreboard  
 10:10 Esky-Weather Wizard  
 10:20 News—Jack Swenson

### MONDAY

4:30 Bob Crosby Show  
 4:45 Captain Video  
 5:00 Valiant Lady  
 5:15 Western Theatre  
 5:45 To Be Announced  
 6:00 Sidelines-Doug Anderson  
 6:10 Weather Report  
 6:15 News-Bob MacLeod  
 6:30 Wagonmasters  
 6:55 TV Bulletins  
 7:00 I Led Three Lives  
 7:30 Keyboard Kapers  
 8:00 To Be Announced  
 8:30 Walt's Workshop  
 9:00 To Be Announced  
 9:30 What's Your Trouble  
 10:00 Scoreboard  
 10:10 Esky-Weather Wizard  
 10:20 News-Jack Swenson

### TUESDAY

4:45 Captain Video  
 5:00 Valiant Lady  
 5:15 Western Theatre  
 5:45 To Be Announced  
 6:00 Sidelines-Doug Anderson  
 6:10 Weather Report  
 6:15 News-MacLeod  
 6:30 Wagonmasters  
 6:55 TV Bulletin Board  
 7:00 Twilight Theatre  
 8:00 Keyboard Kapers  
 8:30 The Visitor  
 9:00 Jo Stafford  
 9:15 The Big Playback  
 9:30 It's A Great Life  
 10:00 Scoreboard-D. Anderson  
 10:10 Esky-Weather Wizard  
 10:20 News—Jack Swenson

### WEDNESDAY

4:30 Bob Crosby Show  
 4:45 Captain Video  
 5:00 Valiant Lady  
 5:15 Western Theatre  
 5:45 To Be Announced  
 6:00 Sidelines-D. Anderson  
 6:10 Weather Report

6:15 News-MacLeod  
 6:30 Wagonmasters  
 6:55 TV Bulletin Board  
 7:00 Clink's Pigskin Preview  
 7:15 Yesterday's Newsroom  
 8:00 Life of Riley  
 8:30 Liberace  
 9:00 Wrestling  
 10:00 Scoreboard-D. Anderson  
 10:10 Esky-Weather Wizard  
 10:20 News—Jack Swenson

### THURSDAY

4:30 Bob Crosby Show  
 4:45 Captain Video  
 5:00 Valiant Lady  
 5:15 Western Theatre  
 5:45 To Be Announced  
 6:00 Sidelines-D. Anderson  
 6:10 Weather Report  
 6:15 News-MacLeod  
 6:30 Wagonmasters  
 6:55 TV Bulletin Board  
 7:00 Groucho Marx  
 7:30 Kit Carson  
 8:00 NDAC TV  
 8:30 Ford Theatre  
 9:00 City Detective  
 9:30 Highland Acres TV Theatre  
 10:00 Scoreboard-D. Anderson  
 10:10 Esky-Weather Wizard  
 10:20 News—Jack Swenson

### FRIDAY

4:30 Bob Crosby Show  
 4:45 Captain Video  
 5:00 Valiant Lady  
 5:15 Western Theatre  
 5:45 To Be Announced  
 6:00 Sidelines  
 6:10 Weather Report  
 6:15 News-MacLeod  
 6:30 Wagonmasters  
 6:55 TV Bulletin Board  
 7:00 Cisco Kid  
 7:30 Dick Tracy  
 8:00 Fishing & Hunting Club  
 8:30 To Be Announced  
 9:00 Viceroy Star Theatre  
 9:30 To Be Announced  
 10:00 Scoreboard  
 10:10 Esky-Weather Wizard  
 10:20 News-Jack Swenson

### SATURDAY

2:30 The Lone Ranger  
 3:00 Saturday Circus  
 3:30 Movie Matinee  
 4:30 The Big Picture  
 5:00 Industry on Parade  
 5:15 Western Theatre  
 5:45 To Be Announced  
 6:00 Sidelines-D. Anderson  
 6:10 Weather Report  
 6:15 News in Review  
 6:30 Wagonmasters  
 6:55 TV Bulletin Board  
 7:00 Trail To Adventure  
 8:00 Mr. Wizard  
 8:30 TO BE ANNOUNCED  
 9:00 That's My Boy  
 9:30 Hit Parade  
 10:00 The Scoreboard  
 10:10 Esky-Weather Wizard  
 10:20 News in Review

Every Night 10:30 TV Theater, 11:45 Nightcap News



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A monthly digest of radio and television news

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## **SERIES on KFYR-tv**

KFYR-tv will carry the entire World Series this year.

This announcement which had been much watched for by sports fans throughout the KFYR-tv area, was made just as Dialites went to press.

Arrangements have been made for same-day telecasting of the games under sponsorship of the Gillette Safety Razor Company.

While technical facilities for live telecasting of the World Series games are still far in the future, KFYR-tv officials made every effort to arrange for telecasting films of the entire games each day and on the same day they were played.

These arrangements have been completed, in cooperation with WDAY-tv in Fargo. Kinescopes of each day's game will be made and processed in Fargo, then flown to Bismarck for telecasting at 10:30 each night the Series is in progress.

This will be the first time telecasts of the World Series games can be seen in this area, and a much larger area will be able to receive the telecasts, because of the boost to "full power" of KFYR-tv.

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**Because of many last-minute changes and additions to the KFYR-tv program schedule on the opposite page, and with new programs being added constantly, there may be changes in this listing during the coming weeks.**

# KFYR Radio Highlights

The NBC Radio picture this fall is as bright as it is diversified. It will be a case of "something for everyone," as the network presents a choice array of daytime serials, crack news programs, fast-paced drama, comedy, serious music. There will be variety shows, lectures, interviews with top personalities.

Naturally, the most popular shows of the summer and previous winter will be back. And finally, to round truly high style, there will be a new to the network. To name a whole contingent of programs brand out the entertainment picture in few:

## LUX RADIO THEATRE

This top dramatic show, for 19 years one of the radio's highest rated and most outstanding programs, will continue in its present hour-long form, and will be heard on the full NBC Radio Network beginning September 14. Leading Hollywood stars will be featured in dramatizations of top film plays.

## PEOPLE ARE FUNNY

Here is an audience participation show that has enjoyed years of popularity. Beginning October 5, it will be heard weekly on the NBC Radio Network, with Art Linkletter again presiding as master of ceremonies. The game-stunt formula promises to be as laugh-provoking as ever.

## CAVALCADE OF SPORTS

Starting September 3, the NBC Radio Network will carry the famous Gillette Cavalcade of Sports boxing bouts, with Don Dunphy, veteran fight announcer, providing

a blow-by-blow account of the action. Win Elliot will handle commentary and commercials. The Friday night series, to be heard throughout the year, will include virtually all the important championship fights.

## THE NUTRILITE SHOW

Dennis Day will star a new half-hour Sunday afternoon musical-comedy-dramatic program, which will premiere on the NBC Radio Network in mid-September. As singing emcee, Dennis will appear with outstanding stars from the fields of music, theatre and motion pictures. Another feature of the show will be the introduction of young artists, who will be given an opportunity to display their vocal or dramatic talents opposite the guest star. Robert Armbruster and his NBC Radio City Orchestra will furnish the musical accompaniment for Dennis's songs, and Jimmy Wallington will announce.

## THE GREAT GILDERSLEEVE

Throckmorton P. Gildersleeve, beloved water commissioner of the thriving community of Summerfield, is the hero of this delightful comedy series. Starting September 26, the NBC Radio network will present this popular program fifteen minutes daily, from Sunday to Thursday at 9:15 p. m. Birdie, Mr. Munson, Judge Hooker, Marjorie, LeRoy and the rest of "Gildy's" friends will be heard from during the series. The radio audience can look forward to countless chuckles as the good-natured braggart gets himself in and out of scrapes.

# KFYR-tv Highlights

## **RADIO GAME OF THE WEEK**

NBC Radio kicks off the 1954 football season, September 18, with the first of its fall series of broadcasts of the top "radio games of the week." The series will be continued on consecutive Saturday through December 4, with ace sportcasters calling the play-by-plays. Broadcasts will originate in all parts of the country. NBC each Monday will select the game to be covered the following Saturday. By avoiding a pre-planned schedule, and choosing the games "en route," the network will be in a position to broadcast the most exciting games of the season.

## **BOSTON SYMPHONY ORCHESTRA**

This world-renowned orchestra, under its distinguished musical director, Charles Munch, will broadcast its concerts exclusively over the NBC Radio Network during the 1954-55 season. The broadcasts will start early in October and continue through April. Guest conductors will include Pierre Monteux and Guido Cantelli. Among the soloists scheduled are Claudio Arrau, Joseph Szigeti, Isaac Stern, Robert Casadesu, Margaret Harshaw and Irmard Seefried. The broadcasts will be direct from Symphony Hall in Boston on Saturday evenings. The concerts of the Boston Symphony will comprise NBC's principal offering in the field of symphonic music, and as such, will replace the NBC Symphony, which was conducted for 17 years Arturo Toscanini, until his retirement last April.

Some of the program highlights for the coming weeks on KFYR-tv:

**VALIENT LADY.** General Mills brings viewers this stirring dramatic serial, to be seen Monday through Friday at 5:00.

**CAPTAIN VIDEO,** exciting space adventure series, moves to a new time, 4:45.

**FOR THE RECORD,** a brand new full hour variety show, featuring news, sports, weather, cooking ideas, children's segments and various other special features, to be seen Monday through Friday at 3:30.

**MR. DISTRICT ATTORNEY,** long-time radio favorite on KFYR, now returns as a thrilling new television series. It will be seen every Monday night at 7:30.

**YESTERDAY'S NEWSREEL,** taking viewers back into the history of recent and not-so-recent years, is a popular favorite from coast to coast, and will be presented on KFYR-tv at 8:15 Mondays.

**JO STAFFORD** will be seen at a new time this fall, 9:00 Tuesdays.

**IT'S A GREAT LIFE** begins on KFYR-tv at 9:30 Tuesdays.

**WRESTLING** Moves to 9:00 p. m. Wednesdays to make way for a revised Wednesday night schedule which includes.

**THE LIFE OF RILEY** at 8:00, still starring William Bendix as Riley, and a long-awaited new program.

**LIBERACE,** whose incomparable piano stylings will be presented at 8:30 every Wednesday night on KFYR-tv.

**DICK TRACY** and his adventures

join the Friday evening line-up at 7:30 with

**NORMAN SPERS FOOTBALL FORECAST** at 9:30 on Friday.

**THE LONE RANGER** moves to 2:30 on Saturday afternoons and will be followed at 3:00 on Saturdays by a special Saturday Matinee for the youngsters.

**THE NEWS WITH JACK SWENSON** will headline the new Sunday afternoon program schedule beginning at 2:45, followed by **SUNDAY MATINEE** at 3:00.

**AMERICAN RELIGIOUS TOWN HALL MEETING** joins the Sunday afternoon schedule at 5:00.



**MEN OF ACTION** — Jack Webb (right) is the director and star of the documentary police series based on actual cases heard on NBC and KFYZ each Tuesday night. As Detective Joe Friday, he is assisted in each episode by his able partner, Frank Smith, enacted by Ben Alexander (left).

# 'Model' Models

By Jean Ann Semling

"Good evening. It's time for a look at the weather around the north-west.....a glance at the weather picture throughout the nation..... with Esky, the Weather Wizard, brought to you by People's Department Store.....'

With that introduction, announcer Larry Kindle opens the "Esky" show each Tuesday evening at 10:10, on KFJR-tv.

The store provides live models to display their clothing on TV, making the preparation of their commercials interesting and fun, but also presenting a few different problems.

One big problem is to make each miniature fashion show fit into the limited time available. As in many

similar stores, a complete line of clothing for all members of the family is carried, making it a problem to select the specific items for each week's presentation.

Haskell Cohodes, manager of Women's Fashions at People's selects the girl's and women's styles, and on the men's side, Gene Eslinger chooses clothes to be modeled for men and boys. He himself has frequently modeled items and puts great effort into planning People's television announcements. Also, he often is the one who totes the boxes of shoes and armfuls of coats to the studio, and after the program, back to the store.

After the general plan is decided upon, the models visit the store to



Al, Bob, June, Gene, Jean Ann and Joan

help choose the clothes, and to try them for fit and action. By action we mean that June (Mrs. Mark McFall) whirls to see if the full skirt will flare sufficiently to show the accompanying fancy petticoat. Al Ohlhauser finds out if that coat can be unbuttoned and slipped off in time to show the new suit, too. Mis Joan Houstman, who will be a senior at Bismarck High, enjoys modeling teen-age fashions. And the boy's attire is worn with aplomb by June's son, Bob Hetland. Another younger model who has been seen on the show is eight year old Shirley Jo Vandenberg.

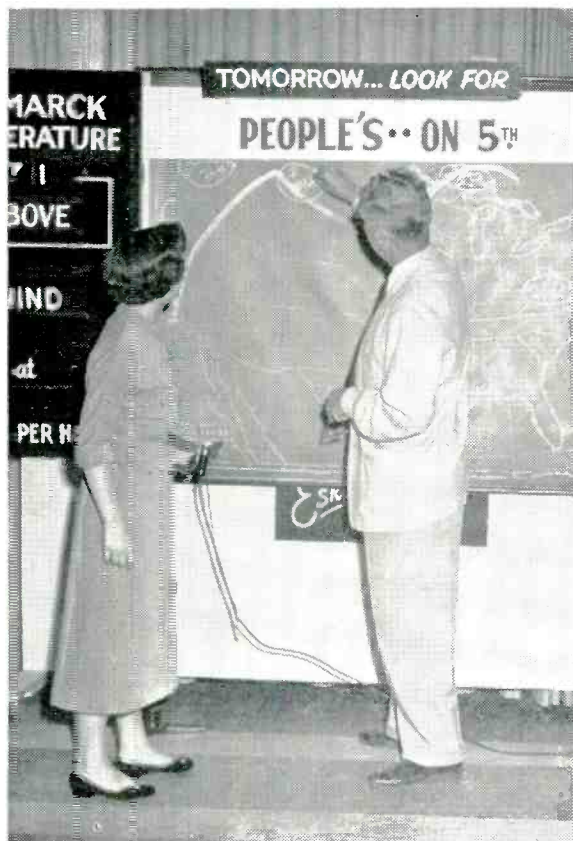
We're in a constant tug of war,

wanting to show you as many new styles as possible, and as many features of each individual garment as possible, but also needing to keep in mind that we must try to stay within the sixty seconds time allotted us for each quick little fashion show.

Well, that's pretty much the story of the ten minute weather show on KFYZ-tv each Tuesday night—Esky the Weather Wizard, brought to you by People's. Of course we've really talked about just two minutes of the ten—the first and last minute of the show. The rest—the show, itself, well, we're happy to leave that to Esky!







**Left, Bob gives a helping hand to Joan as she models a new coat.**

**Center, June and Al put their best foot forward in new outfits they display.**

**Above, After the show, Joan takes a closer look at the weather map used by Esky, the Weather Wizard.**

# Flawless? Not Quite!

Smooth, flawless. That's the way the speech of the radio-TV announcer is often described. The way the announcer himself wants it to be.

The way it seldom seems to be once the "On the Air" light comes on.

There are classic examples of this accumulated through the last few years which have seen the mushrooming of the TV industry, and other oft-repeated ones from the long history of radio.

\* The introduction of "The President of the United States, Hoobert Heever.

\* The unhappy announcer delivering the "easy on your throat" cigaret commercial who suddenly began coughing and apologized "I must be smoking too much lately."

\* The demonstration of the easy-to-open safety razor which refused to open and finally snapped in two, leaving a horrified announcer wordless.

With these and hundreds of others as examples from which to steer clear, KFYR-tv announcers hoped they would be able to face the unblinking eye of the TV camera without falling into the pitfalls into which fall they have, on occasion.

Clink McGeary made one of the neatest switches. Summing up a commercial for the Vantine Paint and Glass Company, he used their slogan, but not quite as they are accustomed to using it.

"Remember," he said, "We'll be here today to back up the sales we make tomorrow."

Larry Kindle was demonstrating a handy camping stove one night.

He had practiced lighting the stove in advance and thought he knew just how it was done. At the last moment, he decided to pump it up a bit more to make certain the pressure was right.

He needn't have bothered -- in fact, he shouldn't have. The pressure was much too high, and when he struck the match to light the stove, it flashed up in his face, leaving him scared, startled, and worst of all, speechless.

For lengthy 'on camera' commercials, large cards are prepared with the commercial copy written and held in place alongside the camera.

Clink McGeary was using such a card one night, with a technician standing by holding the card just out of camera range. Clink was moving along slowly when the technician suddenly noticed something else and moved away, leaving Clink ad libbing desparately to fill the time.

Jack Swenson was demonstrating a new camea model one evening, and after describing the camera reached over for the flash attachment.

"With this handy flash," he began as he reached for the unit, "one which....."

At this point the unit slipped out of his hand and dropped onto the desk.

"which you can see is unbreakable"

He said later it was the only thing he could think to say, which was fortunate. The dealer sold three of the cameras the next morning.

# **"The 'Treason of Aaron Burr" on "You Are There" as Award-Winning Series Starts Third Season**

A daring plan that would have altered radically the history of the United States of America in unfolded for viewers Sunday, Sept. 12, when CBS Television's award-winning "You Are There" series begins its third season on the air with "The 'Treason of Aaron Burr" (KFYR-tv, 6:30 p. m.).

On "You Are There," veteran CBS Television newsman Walter Cronkite, assisted by CBS Television staff reporters and the roaming "You Are There" cameras, presents famous and fateful events of the past as if they were happening at the moment they are appearing on the viewers' screens. In its first two seasons on the air, the series recreated many of history's outstanding moments, from "The Death of Julius Caesar" to "The Rise of Adolph Hitler."

Great moments in American history included "The Boston Tea Party," "The Signing of The Declaration of Independence," "The Gettysburg Address," "Paul Revere's Ride," and "The Evacuation of Corregidor."

Homage to great figures of the past was paid in such presentations as "The Ordeal of Galileo," "The Recognition of Michaelangelo," "The Death of Socrates," "The Sacrifice of Mahatma Gandhi" and "The Decision of Robert E. Lee."

The return broadcast takes the view back to January, 1807. Much unrest in the western territories of the United States -- only recently purchased from France -- has caused

this area to become a center of intrigue. Focal point is Aaron Burr, former Vice President of the United States, who allegedly dreams of detaching the new territories from the nation, invading and conquering the Spanish colony of Mexico, and making himself emperor of that vast domain.

Burr is arrested and returned to Richmond, Va., to stand trial for treason.

Cronkite and CBS Television newsmen Ned Calmer, Lou Cioffi and Harry Marble report the events from the Bayou Pierre, near Natchez; President Jefferson's study in Washington, D. C.; the home of Joseph Daviess in Lexington, Ky., and the New Orleans headquarters of General James Wilkinson, Commanding General of the United States Army in Louisiana.

During the coming season, "You Are There" will recreate such varied moments from the past as "The Emergence of Jazz," "The Return of Ulysses," "The Great Adventure of Marco Polo," "The Burning of Rome," "The Nomination of Abraham Lincoln," "The Plot Against King Solomon," "The Triumph of Dr. Semmelweiss," "The Tragedy of John Milton" and "The Torment of Beethoven."

"You Are There" is produced by Charles Russell and directed by Sidney Lumet.

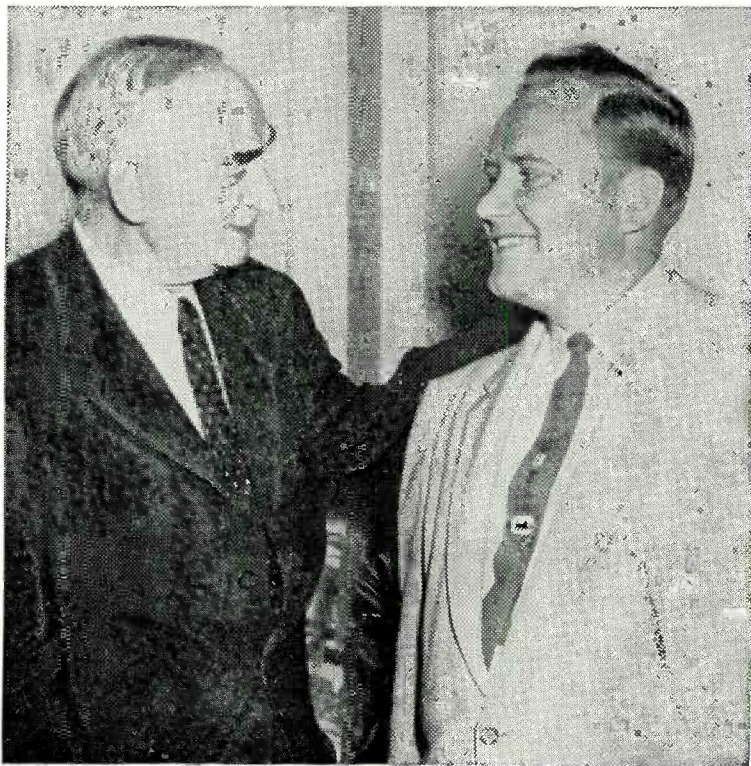
Sponsor of the broadcast to be seen alternate weeks, is the Electric Companies Advertising Program.

## Mueller Replaces Vacationing Morgan Beatty

Merrill Mueller, noted NBC reporter and foreign correspondent, has been named to handle the MORGAN BEATTY-NEWS OF THE WORLD program during Beatty's vacation. Beatty, America's highest-rated radio newscaster, will be in Florida with his wife and two sons from Aug. 23 through Sept. 17,

though he will be heard on occasional feature reports as the news warrants.

Mueller is a veteran of 23 years of topflight reporting and experience in the news field--including the coverage of major campaigns of World War II in Europe, Asia, Africa, and the recent Korean War. Currently, he is an NBC Radio News feature executive, and produces NBC programs such as the award-winning "Weekend".



**REV. JOE UHRIG**, Washington's dynamic young TV pastor (right), is being congratulated here by Senator William Langer of North Dakota for bringing the famous inspirational "Hand to Heaven" religious telecast to Bismarck starting Sunday, September 12. The interdenominational program with its unique Youth Choir will be seen Sundays from 5:30 to 6:00 P. M. over Channel 5, Station **KFYR**, Bismarck.

## Adventures of 'Doctor Sixgun' Fighting Against Injustice In the West Dramatized In New Radio Series

DOCTOR SIXGUN, a new Western adventure series, is a new Thursday night feature on NBC Radio and KFYZ.

The series dramatizes the experiences of Grey Matson, M. D., practicing in the rugged Territory during the 1870's. Doc Sixgun, his friend Pablo and a talking raven named Midnight are the principals in the series. The only medical man in the area is known to ranchers, badmen, Indians and agents as "Doc Sixgun" because of the sixshooter he wears strapped under his coat.

## Dennis Day To Star In 'Nutrilite Show' on NBC Radio; Sunday Music-Comedy-Drama Series Starts September 19

Dennis Day will star in a new half-hour radio program, THE NUTRILITE SHOW, beginning Sept. 19 on the NBC Radio Network in the 4:30 to 5 p.m., CST, spot on Sunday evenings. The program, with a music-comedy-drama format, will be sponsored by Mytinger and Caselberry, Inc., international distributors of Nutrilite food supplement, in behalf of Nutrilite distributors throughout the United States and Hawaii.

With Dennis headlining the show as emcee, the program will feature not only his vocal and comedy talents but will present outstanding guest stars from the fields of music, theatre and motion pictures.

In keeping with NBC's policy of developing new talent, one portion of the program will introduce young artists who will be given an opportunity to showcase their talents by



**CLASSIC ROLE**—Merle Oberon will have the starring role in "Wuthering Heights" when the classic is dramatized on "Lux Radio Theatre" which starts on NBC Sept. 14. The actress, who portrayed the same part in the screen version, is shown on the set of "Desiree," forthcoming movie in which she will be starred.

appearing opposite the week's guest star in a vocal duet or dramatic sketch.

Musical accompaniment for Dennis' vocal numbers will be furnished by Robert Armbruster and his NBC Hollywood Radio City Orchestra. Jimmy Wallington will be the announcer for the program, which will originate in Hollywood.

# Trying To Please Everyone Is Quite A Job

**NBC's Manager of Continuity Acceptance Tries to Keep Anything Offensive Out of Program Scripts.**

There's a man named Stockton Helffrich at NBC whose official title is manager of the Continuity Acceptance Department. He is the fellow who serves NBC as guardian of good taste, who avoids trouble by not allowing it to happen.

Part of Helffrich's task lies in answering the complaints of those who feel that the bounds of good taste were in some way exceeded, or who feel resentful of some real or imagined slur upon their professions, religions, national origins or moral codes. Others might voice objections to material which they feel was harmful to their children.

There are days when the mail brings enough complaints to convince even the cheerful Helffrich that no matter how hard you try to avoid it, you always seem to offend "somebody". However, he maintains an optimistic attitude and keeps his staff members equally cheerful as they patiently and thoughtfully deal with the problems of what goes out over the air.

Helffrich has a little pep talk he gives to his staff telling them of the advantages of avoiding trouble by anticipating it. He reminds them that relatively few letters of complaint are received each day by the network, each communication represents the sentiments of many other less articulate viewers. When his assistants need cheering, after

reading a few blistering epistles, he refers them to the letters of congratulation also received by the network, lauding it for fairness, preservation of the democratic ideal and advancement of tolerance towards others.

The world being what it is, there is always someone who puts up a squawk about something, he claims. When too many squawks on the same "something" come into NBC--particularly when they come from diverse areas, indicating that the program content was objectionable in more than one locality--Helffrich starts an all-out investigation of the cause.

Three basic questions are asked whenever a complaint is received at NBC. "Could we have anticipated trouble on this score?" "What did we do wrong?" and "Do we disagree with the person writing the letter that we actually did so wrong?" If, after this little test, the continuity people decide that the program was in error, a letter of apology is written.

On the other hand, if the listener's letter reflects an unreasonable attitude, taking offense where no offense existed, the complainant will more likely receive a polite but firm letter, explaining the point of view of the network in courteous, but not apologetic, terms. No Caspar Milquetoast could stand up to the responsibilities of Helffrich's job, diplomatic though he must be.

**MONDAY EVENING**

7:00 Hollywood Bowl  
Concerts  
8:00 Telephone Hour  
8:30 Cities Service  
9:00 Fibber McGee & Molly  
9:15 Heart Of The News  
9:30 Especially For You  
9:45 Wayne King  
10:00 Latest News  
10:15 Pabst Sports  
10:30 Havana Club  
11:00 Cavalcade of Music  
11:55 Latest News

**TUESDAY EVENING**

7:00 It Happens to You  
7:30 Dragnet  
8:00 Lux Radio Theatre  
9:00 Fibber McGee & Molly  
9:15 Heart Of The News  
9:30 Especially For You  
9:45 Hour of Charm  
10:00 Latest News  
10:15 Pabst Sports  
10:30 Havana Club  
11:00 Cavalcade of Music

**MONDAY- FRIDAY  
DAYTIME**

6:00 News  
6:05 The Old Coral  
6:20 NDAC Farm Rpts.  
6:30 Ranch House Revelries  
7:00 Mandan Livestock  
Sale Mon-Tues-Wed  
7:15 Wake up to Music  
7:30 News This Morning  
7:35 What's the Weather  
8:00 Latest News  
8:15 What's the Weather  
8:30 News Weather Rpt.  
8:45 Mike Dosch  
9:00 Bob Smith Show  
9:45 Break The Bank  
10:00 Strike It Rich  
10:30 The Phrase that Pays  
10:45 Psalm of Life  
11:00 News-A. W. Lucas  
11:05 Song Shop  
11:15 Kitchen Club  
11:30 Bill Ring Show  
Mon. - Wed. Nite  
11:45 N. W. Farm Front  
12:00 Peavy News  
12:20 N. W. Farm Front  
12:30 Butternut News  
12:45 Co-op Shoppers  
1:00 W. Fargo Livestock  
1:15 GTA News, Markets  
1:30 Ma Perkins  
1:45 Judy & Jane  
2:00 Welcome Travelers  
2:15 Road of Life  
2:30 Pepper Young's Fam.  
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

**Complete  
KFYR  
PROGRAM  
SCHEDULES**

11:55 Latest News

**WEDNESDAY EVENING**

7:00 Treasure of Star  
7:30 Walk a mile  
8:00 Groucho Marx  
8:30 Big Story  
9:00 Fibber McGee & Molly  
9:15 Heart Of The News  
9:30 Especially For You  
10:00 Latest News  
10:15 Pabst Sports  
10:30 Havana Club  
11:00 Cavalcade of Music  
11:55 Latest News

**THURSDAY EVENING**

7:00 Roy Rogers  
7:30 Six Shooter  
4:15 Lorenzo Jones  
4:30 Front Page Farrell  
4:45 550 Club  
5:00 Wagonmasters  
5:30 550 Club  
5:45 The World Today  
6:55 Cabbages and Kings  
6:00 Man On The Go  
6:15 Hamm 'O Sportlight ..  
6:20 Report on Sports  
6:30 News of the World  
6:45 One Man's Family

**SATURDAY**

6:00 News  
6:05 The Old Coral  
6:20 Wake up to Music  
7:00 Farmers Question Box  
7:30 News Lucky Strike  
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 Egbert & Ummly  
10:00 Road Show  
11:00 Excursions in Science  
11:15 Highway Report  
11:30 For Those Who Gave  
11:45 Markets — Crime  
12:00 Farm & Home Hour  
12:30 Butternut News  
12:45 Co-op Shoppers  
12:55 West Fargo Mkts.  
1:00 Roadshow - 4 hrs.  
2:00 Football game ofweek  
5:00 News & Sports  
5:15 The Christophers  
5:30 Showcase  
6:00 Stars from Paris  
6:30 Big Preview  
8:30 Grand Old Opry  
9:00 Dude Ranch Jamboree  
9:30 Pee Wee King Show

8:00 His Wonderful Word  
8:15 Teen Age Book  
Parade  
8:30 News—NBC  
8:35 Senor Ber  
9:00 Fibber McGee & Molly  
9:15 Heart Of The News  
9:30 Especially for You  
9:45 Voice of the Dakotas  
10:00 Latest News  
10:15 Pabst Sports  
10:30 Havana Club  
11:00 Cavalcade of Music  
11:55 Latest News

**FRIDAY EVENING**

7:00 Treasury of Stars  
7:15 Frank Sinatra  
8:30 News—NBC  
8:35 Hear America  
Singing  
9:00 Boxing  
9:30 Especially For You  
9:45 Norman Cloutier  
10:00 Latest News  
10:15 Pabst Sports  
10:30 Havana Club  
11:00 Cavalcade of Music  
11:55 Latest News

10:00 KFYR News  
10:15 Eddy Howard Show  
11:15 Cavalcade of Music  
8:00 Latest News

**SUNDAY**

7:00 Egbert & Ummly  
8:00 Revival Hour  
9:00 National Radio Pulpit  
9:30 Christian Science  
9:45 Musical Interlude  
10:45 Latest News  
11:00 Trinity Lutheran  
12:00 The Way Out  
12:15 News  
12:20 Before The Camera  
12:30 Univ. of Chicago RT'  
1:00 Catholic Hour  
1:30 Youth Wants to Know  
2:00 Stories of Hymns We  
Love  
2:15 Carnival of Books  
2:30 Golden Hour  
3:00 St. Paul's Lutheran  
3:30 Church in the Home  
4:00 Hollywood Orchestra  
4:30 Dennis Day  
5:00 American Forum of  
the Air  
5:30 NBC Concerts Orch.  
6:30 Conversation  
7:00 Sunday with Garroway  
9:00 Fibber McGee  
9:15 Heart of the News  
9:30 Meet the Press  
10:00 Latest News  
10:15 U. S. Army Band  
10:30 The Witness  
11:00 Cavalcade of Music  
11:55 Latest News



**BACK TO THE SOIL** -- Everett Mitchell, genial and ubiquitous emcee of the "National Farm and Home Hour" on NBC Radio, recently bought a farm near Wheaton, Ill. Here he's shown adjusting the power shift wheel on his tractor. Born and schooled in Chicago, Mitchell began his radio career in 1923. He has traveled throughout the U. S. and in many lands for "Farm and Home Hour" reports.

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