



JANUARY, 1955  
VOL. VI, NO. 1

10 a copy

**MONDAY EVENING**

- 7:00 Your Lord & Mine
- 7:00 Best of all
- 8:00 Telephone Hour
- 8:30 Cities Service
- 9:00 Fibber McGee & Molly
- 9:15 Gildersleeve
- 9:30 Nelson Eddy
- 10:00 Latest News
- 10:15 Sports
- 10:30 Legislative Highlights
- 10:45 Music Fill
- 11:00 Havana Club
- 11:30 Cavalcade of Music
- 11:55 Latest News

**TUESDAY EVENING**

- 7:00 People are Funny
- 7:30 Dragnet
- 8:00 Lux Radio Theatre
- 9:00 Fibber McGee & Molly
- 9:15 Gildersleeve
- 9:30 Nelson Eddy
- 10:00 Latest News
- 10:15 Sports
- 10:30 Legislative Highlights
- 10:45 Music Fill
- 11:00 Havana Club
- 11:30 Cavalcade of Music

**MONDAY - FRIDAY DAYTIME**

- 6:00 News
- 6:15 Pub. Serv. Pgm.
- 6:30 NDAC FARM Rpts.
- 6:30 Ranch House Revelries
- 6:45 Wake up to Music
- 7:00 Alex Dreier
- 7:15 Mandan Livestock
- 7:30 News This Morning
- 7:35 What's the Weather
- 8:00 Wea. Rpt.—News
- 8:15 What's the Weather
- 8:30 News
- 8:45 Mike Dosch
- 9:00 M. M. McBride
- 9:05 N. V. Peale
- 9:15 Joyce Jordan
- 9:30 Tennessee Trmie
- 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
- 12:10 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 News
- 2:05 Woman in Love
- 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

**Complete  
KFYR  
PROGRAM  
SCHEDULES**

- 11:55 Latest News
- WEDNESDAY EVENING**
- 7:00 Dinah Shore
- 7:30 Frank Sinatra
- 8:00 Barrie Craig
- 8:00 Groucho Marx
- 8:30 Big Story
- 9:00 Fibber McGee & Molly
- 9:15 Gildersleeve
- 9:30 Nelson Eddy
- 10:00 Latest News
- 10:30 Legislative Highlights
- 10:45 Music Fill
- 11:00 Havana Club
- 11:30 Cavalcade of Music
- 11:55 Latest News
- THURSDAY EVENING**
- 7:00 Roy Rogers

- 4:00 Just Plain Bill
- 4:15 Lorenzo Jones
- 4:30 Hotel for Pets
- 4:45 550 Club
- 5:45 The World Today
- 5:55 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
- 6:15 Public Serv. Pgh.
- 6:20 Wake up to Music
- 6:45 Farmers Ques. Box
- 7:00 This Farming Bus.
- 7:30 News Lucky Strike
- 7:35 What's the Weather
- 8:00 Wea. Rpt.—News
- 8:15 What's the Weather
- 8:30 News
- 8:45 Mike Dosch—Organ
- 9:00 Serenade To Romance
- 9:30 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
- 5:00 News & Sports
- 5:15 The Christophers
- 5:30 Thy Kingdom Comes
- 6:00 Heart of the News
- 6:30 College Quiz Bowl
- 7:00 Conversation
- 7:30 Boston Symp. Orch.
- 8:15 Basketball Game
- 10:00 KFYR News

- 7:30 Bob Hope
- 8:00 His Wonderful Word
- 8:15 Teen Age Book Parade
- 8:30 Where Have You Been
- 8:35 Senor Ber
- 9:00 Fibber McGee & Molly
- 9:15 Gildersleeve
- 9:30 Nelson Eddy
- 9:45 Voice of the Dakotas
- 10:00 Latest News
- 10:15 Sports
- 10:30 Legislative Highlights
- 11:00 Havana Club
- 11:30 Cavalcade of Music
- 11:55 Latest News

**FRIDAY EVENING**

- 7:00 Dinah Shore
- 7:15 Frank Sinatra
- 7:30 Friday With Garraway
- 9:00 Boxing
- 10:00 Latest News
- 10:15 Sports
- 10:30 Legislative Highlights
- 11:00 Havana Club
- 11:30 Cavalcade of Music
- 11:55 Latest News

- 10:15 Interlocken National Music
- 10:45 Cavalcade of Music
- 11:55 Latest News

**SUNDAY**

- 7:00 Sunday at Seven
- 8:00 Revival Hour
- 9:00 National Radio Pulpit
- 9:30 Christian Science
- 9:45 Musical Interlude
- 10:30 Mental Health Pgm.
- 10:45 U. N. Assignment
- 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 Lutheran Gospel Hr.
- 3:00 St. Paul's Lutheran
- 3:30 Week End
- 4:00 Elk's Band
- 4:30 Dennis Day
- 5:00 American Forum
- 5:30 To Be Announced
- 6:30 To Be Announced
- 7:00 Dr. Six Gun
- 7:30 The Abbots
- 8:00 Sherlock Holmes
- 8:30 Easy Money
- 9:00 Fibber McGee & Molly
- 9:15 Gildersleeve
- 9:30 Meet the Press
- 10:00 Latest News
- 10:15 To Be Announced
- 10:30 Music for Relaxation
- 11:00 Serenade to Romance
- 11:55 Latest News



A monthly digest of radio and television news

ON KFYR RADIO

# Sherlock Holmes

A new, authentic, British-produced series of radio adaptations of THE ADVENTURES OF SHERLOCK HOLMES starts on KFYR-radio **Sunday, Jan. 2**, featuring two of Britain's most distinguished actors in the lead roles.

The new series of presentations of the immortal and original stories of the late Sir Arthur Conan Doyle will feature Sir John Gielgud in the role of Sherlock Holmes, and Sir Ralph Richardson in the part of Doctor Watson.

Each of the half-hour programs to be heard Sundays at 8:30 p. m., will, in addition, introduce a distinguished supporting cast chosen to lend authoritative re-creation of the period and atmosphere of the legendary Holmes adventures. For example, Orson Welles will portray the arch-criminal, Professor Moriarty, lending the resonance,

tone and authoritativeness of the Welles voice to the part. Val Gielgud, in real life Sir John Gielgud's brother, will portray Mycroft, Sherlock Holmes' brother.

The radio adaptations, while faithfully portraying the plot and intention of Sir Arthur Conan Doyle, have been dramatized so as to use to the full, the resources of modern radio production. Towers of London have handled the adaptations with a view to pleasing the Sherlock Holmes fans who are "purists." Every possible effort has been made to re-create the stories in as unabridged fashion as radio will permit.

The incidental music for the series has been specially composed by Sidney Torch and features a theme written for the violin and played by the distinguished virtuoso, Alfredo Campoli.

## FRONT COVER

The KFYR television camera catches TV program director Cal Culver, left, and "Doc" Jaynes in a fit of frolic.

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# Bob Hope's Own Biography

Book lovers across the nation are in for a delightful treat with the publication of Bob Hope's own story, "Have Tux, Will Travel."

The entertaining and penetrating personal Hope autobiography, as told to Pete Martin, is filled with the NBC comedian's brand of humor that has brought chuckles and laughter to world-wide audiences for many years.

The book gets off to a breezy start with the very first chapter during which Hope confesses: "I don't say that my mind is an orderly one. When I try to remember dates and names, I bang my forehead with my fists so hard I have to have my head re-blocked."

Hope reveals that his ski nose is real, explaining: "It's not true my nose is the way it is as the result of having been broken in an accident. It came the way it is from the manufacturer. My brother Fred's nose is even ski-snootier than mine."

The laugh-packed book is published by Simon and Schuster, and is profusely illustrated with amusing drawings by Ted Sally. It is also completely indexed with places ranging from the Dyker Theatre of Brooklyn to the London Palladium and with such varied personalities as Goodman Ace, President Dwight D. Eisenhower and Wilbur Zink (a former schoolmate).

The top-rated comic has been an NBC Radio highlight for the past 16 years, and is currently represented on KFYZ with the BOB HOPE RADIO SHOW Thursday evenings at 7:30.

# KFYZ Boosts Heart Drive

A special, week-long KFYZ radio show helped boost the 1954 "Open Your Heart" campaign in Bismarck, a drive to provide food and clothing for needy families during Christmas.

Eight KFYZ employees, including television and radio personalities, donated their time and services as MC's on the special request record show, broadcast direct from the Guy Larson music store in Bismarck.

The hour and a half show was heard at 10:30 P. M. to 12 midnight, Monday through Saturday, beginning the week of December 13th. Persons in the Bismarck-Mandan area, including the surrounding towns, were able to call direct to the broadcast spot and request their favorite tunes. But to do so they had to donate something for the "Open Your Heart" drive. Donations included money, clothing, canned foods, and toys.

Cal Culver, KFYZ television director, and master of ceremonies on such TV shows as Saturday Circus and TV Quiz, MC'd the charity show on Monday night. Sportscaster and announcer Dick Johnson took the microphone Tuesday; Disc jockey and announcer Gus Becker combined with TV announcer Clink McGeary on Wednesday's show; Sportscaster Doug Anderson was Thursday's M. C.; TV announcer Larry Kindle on Friday; and Disc Jockey and announcer Jim Backlin held the fort Saturday.

Other KFYZ personalities donating their services were Mike Dosch with his accordion, the Farmhands and the Wagonmasters.

# SPORTSCASTER OUTSPORTED

KFYR-TV sportscaster Doug Anderson is quite a sports enthusiast, but so is KFYR-TV photographer Bill Leingang. And Bill thought he'd have a little sport—at Doug's expense.

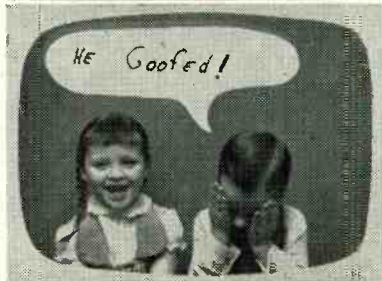
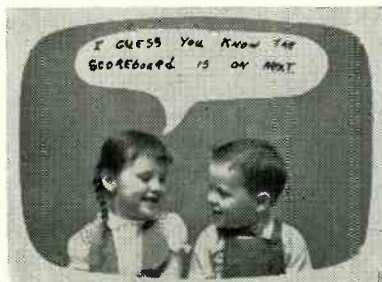
Bill hauled his camera over to the Anderson house one evening. There, the sportscaster's two youngsters, Conic, 5, and Kipper, 3, were seated in front of the television set. They were going to watch their daddy's TV show.

The TV sports show "The Score-

board" is on every Monday, Wednesday and Friday evenings from 10 to 10:10 P. M., sponsored by Renz & Zierke. And when Doug gives his sportscast, his youngsters are permitted to stay up a little later than usual so that they may watch him on TV.

But how do they react? Well, Bill was wondering the same thing, and recorded their expressions on film. Here's what happened:

MORE SOMEWHERE



## New Counseling Service

Dr. Norman Vincent Peale, whose "Power of Positive Thinking" has been the Number One best-selling book of non-fiction across the country for the past two years, will launch a new five-times-weekly program on KFYZ starting **Monday, Jan. 3, 9:05 A. M.**

In the new series of Monday-through-Friday broadcasts, Dr. Peale will answer questions his listeners send him. On the air he will reply to those queries he believes reflect the "most typical" problems of large segments of the population today.

One of the busiest ministers in the United States, Dr. Peale is pastor of its oldest Protestant church: the Marble Collegiate Church in New York. There each Sunday he preaches two sermons to congregations totaling more than 4,000 worshippers; a TV circuit carries the sermons to "overflow" rooms.

The Marble Collegiate Church Clinic, in which Dr. Peale is associated with Dr. Smiley Blanton and 12 assisting psychiatrists and psychologists, is a pioneer and widely known counseling service in personal problems. It occupies the entire floor of a Park Avenue office building.

Dr. Peale's weekly talks on "The Art of Living," broadcast on Sundays by NBC Radio, are heard by millions. His printed sermons go each month to a list of 175,000 persons throughout the world who have requested them. Dr. Peale al-

so is a syndicated newspaper columnist, a magazine columnist, editor of "Guideposts," an interfaith monthly magazine, and author of several of the most widely-read inspirational books ever published. His "Guide to Confident Living" is still very popular, as his series on KFYZ-tv.

One of the country's best known lecturers, Dr. Peale appears before many state and national conventions, community mass meetings, business and industrial gatherings, chambers of commerce, dinner clubs, lecture course audiences, teachers' and bankers' associations, national and state trade associations, service clubs, women's clubs, and also religious gatherings.

Dr. Peale was born in Bowersville, Ohio. He grew up in various Ohio towns, attended public schools, went on to Ohio Wesleyan University, and wanted to be a newspaperman. After graduation in 1920 he got a reporter's job on the Detroit Journal. Later, he studied theology at Boston University. His first church was in Brooklyn, N. Y., while commuting from classes in Boston. In 1927 he was called to the University Methodist Church in Syracuse, N. Y. He stayed there until 1932, when he answered a call from Marble Collegiate Church in New York.

Dr. Peale married Ruth Stafford in 1930. They have three children: Margaret, 21; John, 18, and Elizabeth, 12.



Highlight of KFYZ-tv's Saturday Circus is the traditional favorite of the younger set—the clown.

Bo-Bo, the sad looking clown on the Corwin-Churchill sponsored television show for the kiddies, is formally known as P. R. Jayne, but commonly called "Spike" or "Doc" around the TV studio.

When the 58 year old laugh master is not clowning, he's the assistant service officer at the Burleigh County Veteran's Service Office. "Spike" has been clowning for

KFYZ for about six months now on Saturday Circus. Other KFYZ-tv personalities on the 3 to 3:30 P. M. Saturday television program are Cal Culver, the MC, and Dusty McLean playing the organ. Jack Swenson sometimes plays the clown with "Spike".

All children are invited to appear on KFYZ-tv's Saturday Circus. Tickets, which are free, may be picked up at Corwin-Churchill Motors in Bismarck.

## FEATURE FILM

# KFYR Wins Honors For Elks

A film produced by KFYR-tv on behalf of the Bismarck Elks Lodge has received top national honors. Exalted Ruler Glenn Jahnke of Bismarck Elks Lodge 1199 today was notified that the Bismarck Lodge has been awarded first place in the nation for its observance of National Newspaper Week. James A. Gunn of Mamaroneck, New York, in announcing the award, called it an outstanding accomplishment. This is the second year in a row in

which the Bismarck Lodge has been awarded first place in the competition involving 1,700 Elks lodges in the nation. This year's observance included the presentation of a feature film on newspaper production and the handling of news in Bismarck and neighboring Mandan. Jack Swenson, KFYR-tv news director, was chairman of the Bismarck Elks newspaper week observance committee.

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## *British Broadcasts Win NBC Thanks*

Gratitude for wartime cooperation on the part of the British Broadcasting Corporation was expressed in London recently when Romney Wheeler, director of NBC's London offices presented a handsome plaque to the BBC in the name of NBC.

Sir Ian Jacobs, director general of the BBC, accepted the plaque.

The story behind the presentation took place during World War II, at which time the BBC generously turned over its facilities at no charge whatever to Allied radio correspondents.

All the Allies made use of the equipment, set up four floors beneath the ground in Broadcasting

House, but the Americans used it most. And of all the Americans flashing bulletins about the progress of war, NBC foreign correspondent Merrill Muller made the most use of the BBC microphones.

So it is fitting that Mueller, now radio news executive for NBC, designed the plaque.

It is of brass and walnut, measures one and a half feet by one foot, and reads:

"Dedicated to the British Broadcasting Corporation for Supreme Services in the Cause of Truth and Freedom 1939-1945, in Grateful Recognition, the National Broadcasting Company, U.S.A.



# Smiley Burnett On KFYZ-TV



Top western movie star and singer Smiley Burnett dropped in on Clink McGeary and the Wagonmasters on KFYZ-tv recently. Burnett was in town to do a show for the Bismarck Junior Chamber of Commerce.

## Tops For TV Sports Tips



Typical of the strange animals which can be seen on the KFYZ-tv Hunting and Fishing show is the bobcat pictured on the left. The Hunting and Fishing program is tops for entertainment and general tips for North Dakota sportsmen.

The program is seen on KFYZ-tv every Friday evening at 8 P.M. for 30 minutes. It has featured dogs, snakes, raccoons, etc., in the past, and many more live animals are scheduled to be seen in the future.

# Cass County Chorus

A 20 woman choral group, the Cass County Farm Bureau Chorus, appeared on KFYZ's TV quiz November 15th.

The group was in Bismarck for the Farm Bureau's convention at the Patterson Hotel Nov. 14th through 17th.

Selections which the chorus sang on the air were "With a Song in my Heart", and "You'll Never Walk

Alone."

Director of the choral group is Mrs. B. R. Farr, of Amenia, N. Dak. Mrs. Russell Idso is the piano accompanist.

The women in the chorus are from various North Dakota towns, including Absaraka, Durbin, Kirred, Mapelton, rural Fargo, Leonard, Enderlin, Harwood, Prosper, and Argusville.



'THE WORLD'S BEST COVERAGE  
OF THE WORLD'S BIGGEST NEWS'

# United Press Makes KFYR Tops For News

"The world's best coverage of the world's biggest news."

That's the slogan of the world-wide United Press news service, the news service that enables KFYR and KFYR-tv to bring you the latest news from all over the globe.

Through the efforts of foreign correspondents throughout the world, as well as United Press bureau writers located in Bismarck's radio and TV center, veteran KFYR newscasters are able to bring you not only the latest news, but commentaries and news analyses as well.

Twenty-four hours a day, every day of the year, the United Press electrical teletype machines are on the go, telling the latest sports scores, international news, or of a disastrous fire in Sheboygan, Wisconsin.

The United Press bureau office is located right in the KFYR-tv newsroom. And veteran news-

writers Bill Tillottson and Art McKinney are the UP newsmen for North Dakota.

Bill is the Bismarck bureau manager. The 25 year old newsman hails from Sioux Falls, South Dakota. He's married to a Sioux Falls girl, Collette, and the couple has a 10 week old boy, Jay William. Bill has been here about a year, but he's been with the United Press for four years, having worked previously in Des Moines, Iowa, and Sioux Falls and Pierre in South Dakota.

Art is 29 years old, and calls Chicago his home. He was transferred to the Bismarck bureau of United Press from the UP Chicago office last June, and he's been with the news service for two years. Previous news experience includes writing for the Cincinnati Post, a daily newspaper in Cincinnati, Ohio, and with the International News Service (INS) in Chicago. Art is a bachelor.

# Hollywood Duet



Harold Schafer, president of the Gold Seal Company in Bismarck, stopped over in Hollywood, California, recently, where he met beautiful songstress Jo Stafford. It didn't take long for Jo to sit down

at the piano and give out with her own inimitable version of one of the country's top popular tunes. And from the picture, it looks as if Schafer joined in the songfest, making it a duet.

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## *ND Woman on Break The Bank*

A North Dakota woman broke the bank for \$500 on NBC's radio program shortly after Christmas.

Bud Collier, the M.C. of the show "Break the Bank" called Mrs. Jacobson, of Alexander, North Dakota, and then asked her a question, on the December 23th show.

The question was "who wrote Auld Lang Syne?", and Mrs. Jacobson answered it correctly - Robert Byrnes. So she won \$500.

NBC's show "Break the Bank" with Bud Collier is heard every morning over KFYZ radio at 9:45 to 10 A.M., Monday through Friday.

ON KFYZ RADIO

## Local Basketball Games

Something new has been added to KFYZ radio sports.

Local basketball games, featuring the home games of the Bismarck Junior College, Bismarck High School and St. Mary's basketball teams, are being broadcast direct

from the courts over KFYZ radio.

The first game, St. John's University of Collegeville, Minnesota, against the Bismarck Junior College quintette right here in Bismarck, was broadcast December 30th. Seven more games will follow.

(Continued on page 15)



**Robertson's, the womens wear store in Bismarck, had a beautiful birthday cake brought over to the KFYZ-tv birthday party at the Apple Creek Country Club last month. Frank E. Fitzsimonds, Vice President and General Manager of KFYZ and KFYZ-tv, cuts the one year birthday cake as Marian Renden of Robertson's looks on.**

# T. V.

## SUNDAY

2:00 Sunday Edition of the News  
2:15 Industry on Parade  
2:30 Faith For Today  
3:00 Trail To Adventure  
4:00 Sunday Vespers  
4:15 Yesterdays Newsreel  
4:30 This Is the Life  
5:00 American Religious Town Meeting  
5:30 Mr. Wizard  
6:00 This Week's News in Review  
6:15 Around the World—Swenson  
6:30 You are There or The Living Book  
7:00 Mr. District Attorney  
7:30 Story Theatre  
8:00 Hopalong Cassidy  
8:30 The Christophers  
9:00 Break the Bank  
9:30 Inner Sanctum  
10:00 Scoreboard—Dick Johnson  
10:10 Esky—Weather Wizard  
10:20 Around the World—Swenson  
10:30 KFYZ-tv Theatre  
11:45 Nightcap News

## MONDAY

2:15 Viewing Review  
2:30 Today's Headlines  
2:25 Weather  
2:30 Homemaker's Matinee  
3:45 Bob Crosby Show  
4:00 TV Quiz  
4:30 Tiny Tot Theatre  
4:35 TV Bulletin Board  
4:40 Transportation Timetable  
4:45 Captain Video  
5:00 Valiant Lady  
5:15 Foy Willing  
5:30 Western Theatre  
6:00 On The Sidelines  
6:10 Weather Report  
6:15 News—Bob MacLeod  
6:30 Tennessee Ernie Show  
7:00 Safety Council Rptg  
7:30 Keyboard Kapers  
8:00 Burns & Allen  
8:30 Favorite Story  
9:00 Stories of a Century  
9:30 I Led Three Lives  
10:00 Coreboard—D. Anderson  
10:10 Esky—Weather Wizard  
10:20 Around the World—Swenson  
10:30 Legislative Highlights  
10:35 KFLR-tv Theatre  
12:00 Nightcap News

## TUESDAY

2:15 Viewing Review  
2:20 Today's Headlines  
2:25 Weather  
2:30 Homemaker's Matinee  
3:45 Bob Crosby Show  
4:00 TV Quiz  
4:30 Tiny Tot Theatre  
4:35 TV Bulletin Board

4:40 Transportation Timetable  
4:45 Captain Video  
5:00 Valiant Lady  
5:15 Foy Willing  
5:30 Western Theatre  
6:00 Sidelines—D. Anderson  
6:10 Weather Report  
6:15 News—MacLeod  
6:30 Tennessee Ernie Show  
7:00 Twilight Theatre or Milton Berle Show  
8:00 Keyboard Kapers  
8:30 Badge 714  
9:00 Jo Stafford  
9:15 Big Playback  
9:30 It's A Great Life  
10:00 Scoreboard—D. Anderson  
10:10 Esky—Weather Wizard  
10:20 Around the World—Swenson  
10:30 Legislative Highlights  
10:30 KFYZ-tv Theatre  
12:00 Nightcap News

## WEDNESDAY

2:15 Viewing Review  
2:20 Today's Headlines  
2:25 Weather  
2:30 Homemaker's Matinee  
3:45 Bob Crosby Show  
4:00 TV Quiz  
4:30 Tiny Tot Theatre  
4:35 TV Bulletin Board  
4:40 Transportation Timetable  
4:45 Captain Video  
5:00 Valiant Lady  
5:15 What's Your Trouble  
5:30 Western Theatre  
6:00 Sidelines—D. Anderson  
6:10 Weather Report  
6:15 News—Bob MacLeod  
6:30 Disneyland  
7:30 Keyboard Kapers  
8:00 Life of Riley  
8:30 Liberace Show  
9:00 Wrestling  
10:00 Scoreboard—D. Anderson  
10:10 Esky—Weather Wizard  
10:20 Around the World—Swenson  
10:30 KFYZ-tv Theatre  
11:45 Nightcap News

## THURSDAY

2:15 Viewing Review  
2:20 Today's Headlines  
2:25 Weather  
2:30 Homemaker's Matinee  
3:45 Bob Crosby Show  
4:00 TV Quiz  
4:30 Tiny Tot Theatre  
4:35 TV Bulletin Board  
4:40 Transportation Timetable  
4:45 Captain Video  
5:00 Valiant Lady  
5:15 The Christophers  
5:30 Western Theatre  
6:00 Sidelines—D. Anderson  
6:10 Weather Report

# SCHEDULE

6:15 News—MacLeod  
 6:30 Tennessee Ernie Show  
 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 Around the World—Swenson  
 10:30 Legislative Highlights  
 10:30 KFYZ-tv Theatre  
 12:00 Nightcap News

## FRIDAY

2:15 Viewing Review  
 2:20 Today's Headlines  
 2:25 Weather  
 2:30 Homemaker's Matinee  
 3:45 Bob Crosby Show  
 4:00 TV Quiz  
 4:30 Tiny Tot Theatre  
 4:35 TV Bulletin Board  
 4:40 Transportation Timetable  
 4:45 Captain Video  
 5:55 Valiant Lady  
 5:15 Yesterday's Newsreel  
 5:30 Western Theatre  
 6:00 Sidelines—D. Anderson  
 6:10 Weather Report  
 6:15 News—MacLeod  
 6:30 Wagonmasters  
 7:00 Cisco Kid  
 7:30 To Be Announced  
 8:00 Hunting-Fishing Club

8:30 Dollar A Second  
 9:00 The Line-up  
 9:30 To Be Announced  
 9:45 To Be Announced  
 10:00 Scoreboard—D. Anderson  
 10:10 Esky—Weather Wizard  
 10:20 News—Jack Swenson  
 10:30 Legislative Highlights  
 10:30 KFYZ-tv Theatre  
 12:00 Nightcap News

## SATURDAY

2:15 Viewing Review  
 2:20 Today's Headlines  
 2:25 Weather  
 2:30 Lone Ranger  
 3:00 Saturday Circus  
 3:30 Movie Matinee  
 4:30 Curtain Time  
 5:00 Big Parade  
 5:30 Western Theatre  
 6:00 Sidelines—D. Anderson  
 6:10 Weather Report  
 6:15 News in Review—McGary  
 6:30 Farm Hands  
 7:00 The Visitor  
 7:30 To Be Announced  
 8:00 Dick Tracy  
 8:30 Douglas Fairbanks  
 9:00 That's My Boy  
 9:30 Your Hit Parade  
 10:00 Scoreboard—D. Anderson  
 10:10 Esky—Weather Wizard  
 10:20 News in Review—McGeary  
 10:30 KFYZ-tv Theatre  
 12:00 Nightcap News

(Continued from page 13)

Jan. 8th, it's Bottineau School of Forestry against the BJC; Jan. 15th Mayville State Teachers' College plays the BJC; and on Jan. 22nd Dickinson State Teachers' College will scrap with host Bismarck High School.

Rugby High takes on St. Mary's Feb. 5th; Ellendale plays BJC Feb. 10th; it's Williston High against St. Mary's Feb. 19th; and BJC hosts the Valley City Teachers' College five, Feb. 24th.

All eight games will be broadcast over KFYZ radio, and game times

will range from 8:05 to 8:15 P.M. The special, direct radio sports-casts have been made possible through the sponsorship of the following Emerson radio and television dealers:

Sherman Electric, Steele; Olson Hardware, Underwood; D & H Sales and Service, Edgeley; Ken's Antenna and TV, Riverdale; Hazen Furniture, Hazen; Pfening Radio and Electric, Mandan; Gambles, Glen Ullin; Radio Hospital. Mott; Bismarck TV and Radio, Bismarck, and Gambles in Beulah.

# Snoboy . . . Oh Boy!



Snoboy . . . Oh boy! Yes, that's the general feeling up at the KFYZ television station in Bismarck, and here's proof of the pudding:

When KFYZ-tv announcer Dick Johnson had finished his television commercial for Snoboy apples one evening, TV cohorts Cal Culver, left, and Clink McGeary, right, promptly appeared on the TV set and helped Johnson devour a couple of samples. Johnson, KFYZ-tv's Johnny Appleseed, delivers the Snoboy one minute commercial Wednesday, Thursday and Sunday evenings.

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