

# KFYR

## DIALITES

5,000  
CROSS COUNTRY

10c  
a copy



*Ralph Edwards*

Ralph "Ar'n't We Devils," Edwards

Vol. IV, No. 2

February, 1952

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

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# Brickbats, Bouquets Viewpoints

## SOAP OPERA ORCHID

To the Editor:

I enjoy most of your programs, except the ball games. I can't see why people gripe about the soap operas. I think they're the spice in any radio listening and give me many a laugh as I share the joys and sorrows of characters in the serials each day.

Mrs. Fred Fisher,  
Mandan, N. Dak.

## MARK EXPIRATIONS?

To the Editor:

Why don't you have the expiration date on the Dialites? I think that would be a great help—one would know at a glance when his paper expires.

Mrs. J. J. Himmerich  
Brockway, Montana

To the Editor:

I wish there was some way of letting us subscribers know when our subscription has run out, so we won't have to miss any numbers.

Mrs. Oscar Carlson  
Washburn, N. Dak.

**We regret that it is impractical for us to stamp the expiration date on all Dialites—it's**



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because of our mailing system. But we want Mrs. Carlson, Mrs. Himmerich and all of our readers to know that before we would ever discontinue a subscription to Dialites, we send a notice informing you that the year has passed and asking if you wish to renew. The Editor.

## VIEWPOINTS

To the Editor:

I sure like the Dialites. The pictures come first, but I like the history of KFYR the best—from the start up to the present time. We have been listeners to KFYR since 1927, and we enjoy all the programs—What's the Weather, the Northwest Farm Front and especially Mike Dosch on the Hammond organ and accordian. Quiz programs are my favorites.

Mrs. Lena Johnson  
Fullerton, N. Dak.

To the Editor:

I listen to your programs every day and enjoy them very much. I like What's the Weather, especially Clem's singing and Emil's German songs. Sing more of them.

Mrs. Clarence Johnson  
Bottineau, N. Dak.

To the Editor:

We at our house enjoy Dialites very much—especially the pictures and stories of the staff and their families. Keep it up.

Miss Theresia Gerhart  
Halliday, N. Dak.

To the Editor:

We are constant radio listeners to your programs. In fact, sometimes our radio is dialed to your station 24 hours a day.

Mrs. Matt Tokach  
St. Anthony, N. Dak.

**THE COVER:** Ralph "Aren't we devils" Edwards is now featured on a new program Monday through Friday at 1:00 p. m. (CST) on KFYR and NBC. Don't miss the Edwards story in this issue of Dialites.

# Racing With Vaughn

The Camel Caravan starring Vaughn Monroe radio's most popular bandleader-singer is a new Saturday night headliner. Fortunately for Vaughn Monroe's thousands of fans, the Camel Caravan is radio's biggest traveling show. Each week the program emanates from a different city playing to packed audiences in the largest auditoriums. Being so close to the vast radio audience could be one reason why Vaughn Monroe continues every week to program what his audience wants to hear.

Along with Vaughn and the twenty eight piece orchestra The Camel Caravan features "The Moon Men" and "The Moon Maids." As the highlight of the week The Camel Caravan also features a top flight feminine singing guest.

Each week The Camel Caravan features the week's top five tunes across the country as reported by Variety. Vaughn and the orchestra also present a special musical tribute to a different college fraternity.

For the record, Vaughn Monroe and the orchestra complete anywhere from 150 to 200 one nighters a

year covering an annual average of 50,000 miles. One recent tour totalled 118 stands, touched practically every state in the Union and stretched over 25,000 miles. This is about the most grueling tour ever undertaken by a popular bandleader. It is probably another reason why Vaughn and his orchestra make the kind of recordings that continue to sell more than a million copies.

Today Vaughn Monroe is radio's most popular bandleader-singer. Just a few years ago he was just another struggling musician, who had experienced a tough, discouraging struggle for survival and recognition.

Vaughn was born in Akron, Ohio, the son of a rubber experimental engineer. During his early years the family lived in Kent, Ohio, Cuyahoga Falls, Ohio, Cudahy, Wisconsin and finally Jeannette, Pa., as his father changes jobs in various rubber factories.

It was in Kent at the age of eleven that Vaughn began his musical career when a boy down the street gave him a battered old trumpet. Much to the amazement of the family, Vaughn took up the instrument seriously and eventually became proficient enough to win a state-wide championship trumpet contest in Wisconsin at the age of 14. Throughout high school and for two years after graduation he played with local bands earning and saving money to help finance a college education. One of these groups was called Gibby Lockhard's Jazz Orchestra. Vaughn was occasionally allowed to sing through a megaphone with them.

By this time, Vaughn had developed quite a reputation for upon his graduation from Jeannette High School he was voted "Boy Most Likely to Succeed." Added to that he won another trumpet contest in a nearby town.

Up until this time Vaughn's musical activities had revolved almost exclusively around his trumpet. But what he really wanted to do was to sing. Through his singing with the



Vaughn Monroe

church choir he had been encouraged to continue with voice study. Therefore, several years later he enrolled in the School of Music at Carnegie Tech during the day while working with the Lockhard group at night. However, he was forced to give up his ambition of a concert stage career when the grind became too grueling to continue. He left school at the end of his sophomore year and took a job with Austin Wylie's band, and later with a larger group led by Larry Funk. In addition to his musical chores, he served as driver for the instrument truck and as treasurer for the band. The band did one-night stands from Boston to Texas.

Eventually Vaughn left Funk and went to Boston to accept a previous job offer from the late Jack Marsward, who had built a reputation for himself in the east organizing and managing a group of society orchestras. Vaughn began as a trumpet player and later did some vocalizing. Throughout all of this, Vaughn had looked on his band experience only as temporary since he had enrolled in the New England Conservatory of Music to continue his classical voice training.

However, other plans were in the making. It was while Vaughn and the unit were playing a Florida hotel date that Jack Marshard and Willard Alexander, former Vice President in charge of bands for RCA, met and discussed the possibilities of developing Vaughn into a singing bandleader personality. The contract was signed that day, and the present Monroe organization was born.

The band played its first big theatre date in June 1941 at the Paramount Theatre in New York and a few months later landed an engagement at the Commodore Hotel. The band then embarked on its string of one-nighters and gradually began to attract some attention.

In the meantime RCA Victor signed the band to a recording contract. But it was not until January 1945 that the first really big break came along, when they recorded "There, I've Said It Again." It was made merely to fill space on the second side of a record featuring the



**The Moon Maids**

top tune of the day "Rum and Coca Cola." Then, typical of those things that happen in show business, the first side flopped and "There I've Said It Again" became a national sensation.

From this point recording hits seem to follow at a fast pace. Among the most outstanding to date have been "Let It Snow, Let It Snow," "Ballerina," "Cool Water," and "Riders In The Sky." Since he first signed with Victor, Monroe has sold well over 20 million platters with the annual sales rate over the five-million mark.

BACKSTAGE WITH DOUG ANDERSON

# BROADCASTING SPORTS

Eyes in the back of your head?

It might look sort of odd, but it would come in mighty handy many times for KFYR's sports director, Doug Anderson.

For in Doug's job of broadcasting the basketball game of the week, he has to have his eyes on the playing court, the clock, the free throw line, the basket, the microphone, the score board and the statistician—as well as the engineer.

This season KFYR has carried the game of the week each Friday evening. In addition, the KFYR sports department gathers scores of games in the Class B high school league and rounds them up with scores from the A schools and colleges to bring weekend listeners an over-all report of sports in the area as well as those on the national scene.

The sports department now is making plans to present broadcasts of the Class B high school tournaments as well as the Class A tournaments. This is a complete schedule which has brought a wide range of listeners together to get a view of the games they otherwise would miss. It's a schedule which stimulates a broad interest in the athletic events.

To bring this picture to KFYR listeners, Doug and his assistants lay a lot of ground work before each game, and then they work with clock-like precision during a contest to see that an accurate, swift account is given to listeners.

About an hour before a game goes on the air, Doug Anderson is on his way to the basketball court. He's armed with his clip board holding record sheets on each team. But that's not enough. He has to make a second check right before the game to see that there have been no changes made. He makes sure that each player is wearing the jersey with a number on it as listed on the roster—that way he's not likely to be calling Jones Johnson for an hour and a half!

Then before the game starts, there's the job of getting the names of the officials, getting things in order in the broadcasting booth and, incidentally, memorizing names of players on each squad.

Assisting Doug is a control engineer in the booth and Staff Announcer Larry Kindle who comes in during rest periods, quarters and at the half to do the commercials and give Anderson a "breather". Out on the catwalk above the playing floor is statistician Jack Hall who keeps an account of figures throughout the game. His job is to flash out fouls on his fingers to Doug and keep a record of high scorers. He whips up a quick run-down on the game's statistics the moment the play has ended.

And then the game begins! Doug stands at the mike in the KFYR announce booth throughout the game and looks down on the playing floor. It's then he must rely on his memory of names, keep remembering to watch the time and be sure to give the score every few minutes so that listeners know how it stands.

The exciting moments come, and Doug finds himself growing hoarse. Often the control engineer finds Doug's voice varying in volume and has to watch the "level." The listener at home is getting a smooth, running account of what's happening on the hardcourt; the three or four directly concerned with making the broadcast are exerting every ounce of energy to keep it going just that way.

And usually it goes off without a hitch. No one ever knows the difficulties the sportscaster runs into—like difficult names. Sometimes Doug gets a fellow named Czскеuzkwkvhay, or something, and decides right at the start that he can't be pronouncing that all through the game or he'll lose half the play. So he simply tells the listeners he'll call Czскеuzkwkvhay "Slim" or "Joe" for the rest of the game! Continued

Then there's the confusion that results from similar-sounding names. Doug has had his moments with names of Gene and Dean Koon of Bismarck High School Demons this season. It's "Koon to Koon and back to Koon." For variation, it's "Dean to Gene and Gene to Dean."

No wonder Doug's a little worn by the time of the final gun!

That's the final gun which signals the clearing of the court and results from similar sounding. But to the sportscaster it's merely the signal for the start of a new race—the race to the station to compile the list of scores and reports from KFYZ wire services and KFYZ's special basketball bureau. They're all reported on the 10:15 p.m. sportscast.

It's no wonder Anderson considers sometimes training himself for these games of week along with the athletes! It's an exciting, rushed task—but Doug says he'd rather broadcast the game of the week than do anything else.

## **BISMARCK ELKS BAND IN NEW KFYZ SERIES**

The Bismarck Elks Lodge Purple and White Band is featured on a new series of programs heard on KFYZ each Wednesday evening at 9:00 p. m.

The band is directed by a long-time KFYZ staff member who himself is a well-known bandsman—Curt Dirlam, KFYZ control operator.

Each week's program features a variety of band music ranging from

marches to overtures and novelties.

The program is produced and announced by KFYZ news editor Jack Swenson.

## **SHOREGGE TO DIRECT JUNIOR COLLEGE MUSICAL**

"Follow Through", the Bismarck Junior college musical comedy scheduled to show in Bismarck Feb. 27 to 29 and March 1, is being produced and directed by Charles Schoregge of the KFYZ staff.

Schoregge, familiar to KFYZ listeners as a staff announcer and through his weekly Friday evening Echoes of Yesteryear program, has been with KFYZ for the past nine years. He is heard on the Standard Oil News.

Plans for the musical comedy include a chorus of about 52 voices, 15 specialty dancers and an acting cast of 12.

This is the third play Schoregge has directed for the Junior college.

## **NEW MEMBER ADDED TO KFYZ OFFICE STAFF**

Mrs. Clarence F. Burdg of Bismarck has joined the KFYZ staff as a bookkeeper.

Mrs. Burdg began her employment at radio center in December. A resident of Bismarck for the past four years, Mrs. Burdg is also an evening instructor in commercial subjects at the Bismarck Junior college.

She has had nine years teaching experience and eight years of government service. She is a member of the Methodist church and received a B. S. degree in commerce from Denver university.

Mr. Burdg is employed by the Bureau of Reclamation.

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Jack Webb, star of NBC's award-winning radio and TV series, "Drag-net," is also the director of the show. His biggest problem as director, he says, is to condition his actors "not to act."

"All of them appear on other radio shows," he says, "and they've fallen into the proper habit of 'acting' a role. On 'Dragnet' we want the housewife or the counter man to sound natural, true to life. No dramatics. Eventually we get the cast not to act—but sometimes it takes a lot of work."



**ANOTHER SCHEDULE CHANGE . . .** and here's what it takes to put it in effect. In upper left hand corner, Mildred Bozak gets incoming "traffic" order on direct teletype from NBC-New York. Clockwise, second picture shows message being printed out requesting time change for the Mario Lanza show for Coca-Cola. Mildred hands the message to program director Cal Culver in his office. Upper right, Cal pulls down picture of ducks on his wall, commercial manager, Bob MacLeod, does the same with picture in his office, and the two talk over the message; then move into manager Frank Fitzsimonds office to talk over clearance of the requested time spot. The three return to MacLeod's office to study the intricate program board which lists all programs for the coming four weeks. After several possible co-ordinated program switches are studied, the three, exhausted wind up in the corner of "Fitz's" office where a solution is reached. MacLeod gives bookkeeper Betty Roether facts on the switch while Culver dictates a reply to Mildred Bozak, who sends it direct to NBC's Commercial Traffic Department in New York. At the drinking fountain, Culver catches chief engineer Ivar Nelson and tells him details of the switch, and finally, as the clock strikes 7:00 on Thursday night, control operator Curt Dirlam brings in the Mario Lanza show from NBC lines and feeds it via KFYY facilities to listeners throughout the northwest. Not all schedule changes are as complicated as this might seem, but some actually involve as much or more in the line of worry planning and work. In every program, all affected sponsors must be notified, and other spot announcements must also be moved in order to avoid aligning competing sponsors in adjacent time spots. All of which goes to prove the truth of the old radio adage, "You don't have to be crazy but it helps."

# "Fiddlin" Ralph Truman

KFYR's Truman plays violin . . . not piano.

He's Ralph Truman, who started his career of teaching violin long ago when he had a chance to get a fine Bohemian shotgun if he would teach a Bohemian lad how to play the violin. Truman got the gun, the youth learned how to play violin well enough to become a member of the Minneapolis Symphony. Ralph's first student worked his way through medical school and long after he had become a doctor sent his son to Ralph to learn to play the violin, too.

Ralph, who is featured each noon in one of his technical reels on the Northwest Farm Front, was born on a farm at Maiden Rock, Wis. He received his high school education at Hopkins, Minn.

Truman has become known throughout the KFYR area as an expert violinist and violin teacher. And it's not strange that his skill with the instrument is great, because he has devoted his life to the violin. His love for music is unmistakable as he tunes up his fiddle and goes through rehearsals and performances each day.

Among the students Truman has had, five have become members of the Minneapolis Symphony and one enrolled at the Curtiss Institute in Philadelphia.

Truman himself studied violin in Chicago under Leon Samantini, well-known violin teacher. He studied also under William McPhail at the McPhail school of music in Minneapolis and was a student of Otto Meyer, outstanding exponent of the sevsik method of violin.

One of his first instructors was Richard Schwanke, concert master of the Minneapolis Symphony. At

the age of 19, Truman won first place as violinist in the first contest sponsored by Thursday Musical in Minnesota.

In 1917, when Truman was making plans to study in Vienna, the "war to end all wars" came along. Instead of going overseas as a student, Truman went as a member of the 42nd division—the Rainbow division. While in France, however, he had an opportunity to study at the Flambeau school of music just outside Paris.

Besides his study of violin, Truman has taught at the McPhail school and played with the Minneapolis Symphony as well as doing extensive theatre work.

Truman came to North Dakota because of his health. He has been associated with the Mehus conservatory in Bismarck for ten years where he teaches. He has been fiddling at KFYR for nine years.

Truman has one son, Ralph Truman, Jr., of Fargo, and a daughter, Mrs. Kenneth Joslin, Wichita, Kans. Mrs. Truman died several years ago.

Truman now resides at 314 Third Street in Bismarck. He was remarried a year ago to Viletta Roche of Bismarck. Mrs. Truman is chief clerk of the Public Welfare board for North Dakota and serves on the executive committee of the Burleigh county polio chapter.

At home, Ralph especially enjoys an occasional session in the kitchen. He has his own favorite recipe for spaghetti and he likes to boil up a mulligan stew now and then. The spaghetti recipe is one he learned from an Italian cook in St. Paul. Ralph says it's just the right combination of ingredients that makes the difference and hints that, as in music, it takes "that touch."

Carmen Dragon, music director of NBC's "The Railroad Hour," is currently doubling as musical director for a new MGM movie, "Lovely to Look At," based on the earlier "Roberta." This is Dragon's fourth motion-picture assignment within a year.

# "Aren't We DEVILS"

One night in April, 1940, astonished listeners throughout the country roared when they heard the struggles of a quiz show contestant trying to speak into the microphone with his mouth full of lollipops. From that night on, "Truth or Consequences" and its originator, Ralph Edwards, fast rose to become radio favorites in millions of U. S. households.

Edwards has kept radio listeners rocking with such stunts as sending a contestant to Alaska to sing "Baby It's Cold Outside" to an Eskimo; staging a beetle derby in which a contestant actually traveled to the places beetles moved to on a wall map of the U. S., and having a man live on a streetcar traffic island in the middle of Hollywood for three weeks.

Hollywood itself was literally "put on the map" by Edwards. A contestant spent three months collecting signatures throughout the nation on a petition for presentation to the Post Office Department. As a result, the radio-TV capital, actually a part of Los Angeles, finally rated a postmark of its own and can now be named on maps.

Edwards, a guy who likes to be "first," was the first master-of-ceremonies to start the studio-to-homes phone call regularly on radio. He dreamed up the first of the mystery voice contests, "Mr. Hush," thereby starting a new trend in radio. His "Mrs. Hush," "The Walking Man" and other contests brought over \$6,000,000 in contributions to the March of Dimes, American Heart Association, National Arthritis Foundation and additional charities.

His "Truth or Consequences" show became so well known that a town (Hot Springs, N. M.) actually changed its name to "Truth or Consequences, New Mexico." That was on the 10th anniversary of the program when citizens of the town whose hot mineral springs helped the sick, decided they would like to be identified with Ralph who, through his program had been helping needy and sick for years.

After eight years of "Truth or Consequences," Edwards added another program, "This Is Your Life." Through the years various stunts would suggest new shows to Ralph, but he would discard them while waiting for a perfect format. He believes his new "Ralph Edwards Show" gives him this flexibility on both radio and television. He can do the heart-warming acts for which he's renowned, audience participation stunts if he cares to, use guest stars if he wishes to . . . in fact, "The Ralph Edwards Show" is just that—whatever Edwards wants to do.

His fabulous career of doing what he wants to do started way back when Ralph and his parents and two brothers were living on a farm in Merino, Colo. Entertainment was scarce, so the Edwards family made their own. Even then Ralph was dreaming up ideas and games to entertain the others.

When Ralph was 12, the family moved to Oakland, Calif., and he furthered his theatrical career by appearing in school plays. By his sixteenth birthday he was a seasoned radio newscaster and financed his way through the University of California by broadcasting between classes and doing a daily 6 a.m. newscast. After graduation, Broadway beckoned. Ralph and a friend pooled their resources, packed their worldly goods into a jalopy and headed for New York and fame.

But New York was, at first, unimpressed by Edwards' talents. His finances dwindled to the point where he was eating in depression restaurants that sold soup for a penny and was sleeping in the actors' church and all-night movie houses.

Edwards had less than a dollar in his pocket when he received a call to audition for a staff announcer's job at a network. He stood at the mike with one hand over the hole in the elbow of his coat and won over 69 competitors. Within six weeks Edwards was one of the most popular announcers on the air.

(Continued on Page 14)



# KFYR *ites*...

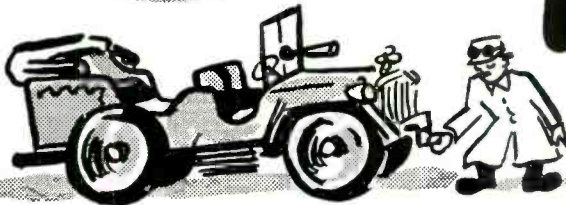
**"OLD MAESTRO"**

# RALPH TRUMAN

**KFYR STAFF  
MUSICIAN**



**AN EXPERT  
IN A KITCHEN**



**RALPH JUST LOVES THOSE  
RARE OLD AUTOS**

**SGT.  
HAL CARLSON**

Cities Service "Band of America" conducted by Paul LaValle will be featured in a full hour concert over NBC and KFYZ on Monday, February 18. The program will be a special anniversary broadcast and will originate from Carnegie Hall in New York City.

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While interviewing Air Force Capt. Frank Snyder of Bryan, Tex., on a recent "Double or Nothing" NBC radio program, quizmaster Walter O'Keefe learned that the officer was a jet instructor. "In France last Summer I watched four jet pilots demonstrate close formation flying," O'Keefe told the captain. "The president of France, an observer, was so excited when they landed that he kissed all four of them and three innocent bystanders."

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Vaughn Monroe, star of NBC radio's "Vaughn Monroe Show," offers hints to aspiring chorus girls for television: "To become a chorus girl in television, the young hopeful should (1) dance extremely well, (2) weigh between 106 and 120 pounds, and (3) be neither too tall nor too short, too bony nor too muscular. Skin texture is important, as the bright light reveals every flaw. A chorus girl on TV must watch her chalk-marked positions, stay within camera bounds, watch for stray wires and lights. In other words, besides all the other requirements—brains are essential."

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Although she hasn't appeared in a movie since 1941, Alice Faye is still a favorite of autograph seekers. Aside from NBC radio's "Phil Harris-Alice Faye Show," Alice's career is raising her daughters, Alice, nine, and Phyllis, seven.

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For submitting her favorite Holiday cake recipe during KFYZ's Swansdown cake flour contest. Mrs. George Teskey of Bismarck won first prize—a gleaming silver tea service.

The prize winners were announced recently by Cal Culver, KFYZ program director.

In addition to the first prize which went to Mrs. Teskey, five other listeners received angel food cake pans for their favorite recipes.

They are: Mrs. F. W. Wahl, Jamestown; Mrs. Charles P. Milek, Sturgis, S. Dak.; Mrs. P. M. Feth, Linton; Mrs. Jacob Voller, Bowdle, S. Dak.; and Katherine Molitor, Brinsmade.



## THE HALLS OF IVY

# On Hanging Pictures

—From "The Halls of Ivy," co-starring Mr. and Mrs. Ronald Colman, NBC radio, Wednesdays, 8:00 p. m., EST.

"Are we through now?" asked Dr. Hall, exhausted from the labor of helping wife Vicky rearrange the living room furniture.

"Yes, darling," said Mrs. Hall. "All through."

"Good!" said Dr. H.

"Except for re-hanging the pictures," said Mrs. Hall.

"Re-hanging the pic...hmmmm," said Dr. Hall. "Couldn't we settle for something simpler? Such as letting me scrape off the wallpaper with an old razor blade and painting a mural?"

"This won't take but a minute, Toddy," said Mrs. Hall, "and it will make SUCH a difference. We'll leave the Matisse where it is, and put the Picasso over the fireplace and—what's the matter?"

"Vicky," said Dr. Hall. "I have just a moment of almost divine revelation! Even the early Etruscans, of mysterious origin, knew the secret. The Egyptians—the Babylonians—the Mayans and the Aztecs—the vanished artisans of Cambodia—they all knew it! And I, in my stupidity, never realized it until now!! And I call myself an educator!! Oh—the shame of it!"

"William," said Mrs. Hall, "what on earth are you talking about?"

"Why, the origin of mural painting!! The WHY of it. WHY did those ancients start painting on stone walls, instead of boards and canvas?"

"Well, why did they?" asked Hall.

"Simply so some woman couldn't come along two weeks later and say, 'I don't like it there—take it down and hang it over there.'"

"Yes," said Mrs. Hall, a bit of slyness creeping into her voice,—and it also accounts for all those dead civilizations."

"It does?" said Dr. H.

"Yes," said Mrs. Hall, "—the people got so sick of seeing the same paintings in the same place for year after year, they burned the cities, covered them with 90 feet of dirt and ran away."

"Y-y-yess," said Dr. Hall. "It's possible, I suppose. Though it would seem to be carrying artistic criticism to a rather frantic extreme. Now then—the Matisse?"

"Leave it where it is," said Mrs. Hall. "We'll hang Picasso over the mantelpiece, and put this one over the sofa."

"What," said Dr. Hall, after a long pause, "—is that?"

"It's a painting I found up in the attic," said Mrs. Hall. "Don't you remember it?"

"No," said Dr. Hall. "Should I? Did I purchase that monstrosity while wandering through the streets of Greenwich Village—a sometime victim of amnesia?"

"No, darling," said Mrs. Hall. "You painted it. This is an early William T. Hall. See. Down in the corner here. W. T. Hall, 1934."

"Yes—yes, I do remember it now," said Dr. Hall. "I submitted that to the Chicago Art Institute once for an exhibit. They sent it back with a very interesting appraisal."

"What," asked Mrs. Hall, "did they say?"

"I do not recall the exact wording," said Dr. Hall. "But the sense of the comment was, 'Hanging is too good for it,'"

# Tips on Good Listening

"A Citizen Views the News" is one of the punchiest programs to reach listeners in a long time. It features popular screen star Robert Montgomery in a five-minute reprise of the day's events and what they mean. Sponsored by Time and Life magazines, Montgomery presents his views on the news with candor and vigor—and with no "upstairs blue-pencilling." He's on Monday through Friday at 9:30 p. m. (on Friday at 10:30 through the basketball season.)

\* \* \*

"Note the Quote" is a new KFYR

## "Aren't We Devils" (Cont'd)

His fame as an announcer grew quickly. In a relatively short time he was announcing 45 network shows per week and drawing the highest pay of any announcer in New York.

Ralph was doing a number of daytime serials for a leading soap manufacturer when he heard the sponsor was looking for a new type audience show. Edwards discussed the idea of a show with his wife, Barbara, and invited a few friends over to try it out. The next day he took the idea to the agency. It sold immediately and remained on the air for the same sponsor for 10 years.

Ralph and Barbara, who have three children, Christene, Gary and Lauren, lead the same type of life as that of the family of the average businessman instead of a leading radio-TV entertainer. Most of their personal entertaining is done at home, the call of night clubs rarely enticing them.

The Edwards both participate in activities of the Parent-Teacher Association. Ralph likes to swim, play tennis and ride horseback. He is noted for his loyalty to old friends and acquaintances. And he has no superstitions. He does not dare have, because he was born June 13, 1913 at 13 minutes past midnight.

production matching a panel of guest experts against the best quotations of the day as selected by the KFYR news staff. News editor Jack Swenson asks the questions, with commentator Bob MacLeod and three weekly guests doing their best to match the quote with the person who said it. Listeners each week get a chance at a five dollars cash prize—each week the panel answers correctly the prize is carried over to the following week. Listen for full details on how you may enter—and win!

\* \* \*

Eddie Cantor's popular program of show business is now heard at a new time—9:00 p. m. every Tuesday. It's the same sparkling show that attracted such a large Sunday evening audience—be sure you note the time change. (Sponsored by Phillip Morris.)

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The Mario Lanza show has also moved. Coca Cola now presents the popular singer each Thursday night at 7:00 on KFYR.

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Addition of the new 8:00 newscast with Bob MacLeod for Tidy House products completes a top-notch line-up of news programs around the clock. "What's the Weather" has now changed time to run in two segments, from 7:45 to 8:00 and from 8:15 to 8:30. The Kysar's Jewelers—Corwin-Churchill Motors newscast is now heard at 8:30—five minutes later than previously.

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Several changes have been made in the Saturday schedule. Archie Andrews is back at 9:00 a. m. and "Mind Your Manners" has moved to 3:30 p. m. A new series, "The Endless Frontier," with Raymond Massey as narrator, is now heard at 6:30 following the NBC Symphony.

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Jack Paar has returned on Sunday nights with the ever-popular "\$64 Question," and Corrine Jordan is back at 10:15 with "Stardust."

**MONDAY EVENING**

7:00 Railroad Hour  
 7:30 Voice of Firestone  
 8:00 Telephone Hour  
 8:30 Band of America  
 9:00 Al Goodman  
 9:30 A Citizen Views The News  
 9:35 Note the Quote  
 10:00 Latest News  
 10:15 Sports News  
 10:30 NBC Music  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

**TUESDAY EVENING**

7:00 Cavalcade of America  
 7:30 Hollywood Theatre  
 8:00 Bob Hope  
 8:30 Morton Salt Co.  
 9:00 Eddie Cantor  
 9:30 A Citizen Views The News  
 9:35 Man Called X  
 10:00 Latest News  
 10:15 Sports News  
 10:30 What's The Score  
 11:00 Latest News  
 11:05 NBC Music

**MONDAY- FRIDAY DAYTIME**

6:00 Wake To Music  
 6:45 Farm Report  
 7:00 Joe Wick's M-T-W Revelries T-F  
 7:30 News This Morning  
 7:45 Whats the Weather  
 8:00 Latest News  
 7:15 What's the Weather News  
 8:30 Mike Dosch  
 8:45 Monday (Only) Arnold Christianson, Tues.-Fri.—Mike Dosch—Organ  
 9:00 Welcome Traveler  
 9:30 Double or Nothing  
 10:00 Strike It Rich  
 10:30 Latest News  
 10:45 Dave Garroway  
 11:00 Ma Perkins  
 11:15 Kitchen Club  
 11:30 Psalm of Life  
 11:45 Northwest Farm Front  
 12:30 Butternut News  
 12:55 Markets  
 1:00 Ralph Edwards Show  
 1:30 Music Hall  
 1:45 Markets  
 1:55 Latest News  
 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 Happiness Scrapbook  
 5:00 Live Like a Million "550 Club"  
 5:25 Latest News  
 5:45 Cabbages and Kings  
 6:00 To Be Announced

**Complete****KFYR****PROGRAM****SCHEDULES****WEDNESDAY EVENING**

7:00 Halls of Ivy  
 7:30 Gildersleeve  
 8:00 You Bet Your Life  
 8:30 The Big Story  
 9:00 Elk's Band Concert  
 9:30 A Citizen Views the News  
 9:35 Meredith Wilson Show  
 10:00 Latest News  
 10:15 Sports News  
 10:30 NBC Music  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

**THURSDAY EVENING**

7:00 Mario Lanzo

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  
 7:45 Whats the Weather  
 8:25 Latest News  
 8:30 News  
 8:45 Mike Dosch—Organ  
 9:00 Archie Andrews  
 9:30 Smillin' Ed McConnell  
 10:00 To Be Announced  
 10:30 Hollywood Love Story  
 11:00 Children's Snapel  
 11:15 Highway Report  
 11:30 For Those Who Gave  
 11:45 Markets — Crime News  
 12:00 Farm & Home Hour  
 12:40 Latest News  
 12:55 West Fargo Mkts.  
 1:00 Traveling Troub.  
 1:15 At Your Service  
 1:30 Musicana  
 2:00 Down Homers  
 2:30 U. S. Army Band  
 3:00 Slim Bryant & His Wildcats  
 3:30 Mind Your Manners  
 4:00 Sound Off  
 4:30 Excursions in Science  
 4:45 On The Line with Bob Considine  
 5:00 News & Sports  
 5:15 To Be Announced  
 5:30 NBC Symphony  
 6:30 Endless Frontier  
 7:00 Jane Ace-Disc Jockey  
 7:30 Bob & Ray Show  
 8:00 Judy Canova Show  
 8:30 Grand Ol' Opry  
 9:00 Vaughn Monroe Show  
 9:30 To Be Announced  
 10:00 NBC News  
 10:15 To Be Announced

7:30 Mr. Keen-Tracer  
 8:00 Dragnet  
 8:30 Red Skelton  
 9:00 Your Hit Parade  
 9:30 A Citizen Views the News  
 9:35 Hollywood Music Box  
 10:00 Latest News  
 10:15 Sports News  
 10:30 NBC Music  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

**FRIDAY EVENING**

7:00 Roy Rogers  
 7:30 Martin & Lewis  
 8:00 Echoes of Yesteryear  
 8:30 Short Story  
 9:00 Night Beat  
 9:30 To Be Announced  
 9:45 Langer's Wash. Rpt.  
 10:00 Latest News  
 10:15 Sports News  
 10:30 A Citizen Views the News  
 10:30 NBC Music  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

10:30 Dance Music  
 11:00 NBC News  
 11:05 Dance Music  
 11:55 NBC News

**SUNDAY**

7:00 Latest News  
 7:05 Organ Music  
 7:30 Jack Arthur Show  
 8:00 Revival Hour  
 9:00 Nat'l Radio Pulpit  
 9:30 Christian Science  
 9:45 Musical Interlude  
 10:00 Carnival of Books  
 10:15 Organ Music  
 10:30 U. N. Is My Beat  
 10:45 Latest News  
 11:00 Trinity Lutheran  
 12:00 Sports Roundup  
 12:15 News  
 12:20 Before The Camera  
 12:30 Univ. of Chicago RT  
 1:00 Catholic Hour  
 1:30 American Forum Of The Air  
 2:00 4-H Salute  
 2:30 Earl Godwin's Wash.  
 2:45 Mental Health Pgm.  
 3:00 St. Paul's Lutheran Church  
 3:30 Martin Kane  
 4:00 Back To The Bible  
 4:30 The Whisperer  
 5:00 Texas Rangers  
 5:30 The Big Show  
 7:00 Phil Harris-Alice Faye  
 7:30 Theater Guild  
 8:30 \$64 Question  
 9:00 Tin Pan Valley  
 9:30 Eileen Cristy & Co.  
 10:00 Latest News  
 10:15 Corinne Jordan  
 10:30 Green Cross Song Festival  
 10:45 Bob Snyder Show  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News



Star greets star—Tommy Bartlett of "Welcome Travelers" greets Gordon MacRae, star of "The Railroad Hour," during a "Welcome Travelers" broadcast in Chicago. Welcoming travelers from all parts of the country and obtaining their stories makes the 9:00 a.m. (M-F) show tops in listening interest. "The Railroad Hour" is heard every Monday evening at 7:00 (C-S-T).

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