

# KFYR

## DIALITES

10¢  
a copy



"Slugger"

(See Page 2)

VOL. IV NO. 4

APRIL, 1952

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

# Brickbats, Bouquets Viewpoints

To the Editor:

Have enjoyed every copy of your Dialites and really think it is tops. I have so many favorite programs I won't try to name them, but Dialites keeps me up-to-date with everybody and everything. This is one instance where you spend \$1.00 for \$5.00 worth of "goods."

Mrs. Tillie Yahn.  
Coleharbor, N. D.

To the Editor:

Please renew my Dialites for another year. Would sure enjoy more pictures and life stories of KFYR personnel—

Richard Follmer  
Baker, Montana

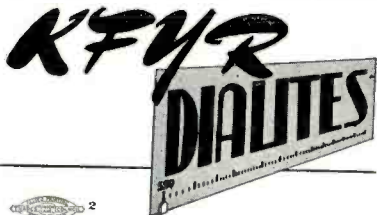
**And there'll be more of these pictures and life stories in coming issues—this month, Chuck Schoregge is featured and in every issue another member of the staff will be similarly featured.**

To the Editor:

I wonder if it would be asking too much to drop me a card to let me know if you get this for I can't get down town to mail it myself. I enjoy most all the programs on KFYR, and it's my main station.

Mrs. Edith Miller.  
Lemmon, S. D.

We got it, and thanks!



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To the Editor:

Enclosed find one dollar for a renewal to our subscription for another year. Hope you keep sending it, as we are snowbound and can't get to town. Do hope this winter will be over before too long.

Mr. and Mrs. Fred Schopp.  
Baker, Montana

**Sounds like Baker had a lot of winter this year—we have had a dozen letters in the past week or so from folks in the Baker area, all of them mentioning snow. Hope it does end soon.**

To the Editor:

A friend showed me some of your Dialites, and I would like to subscribe. Enclose find one dollar.

Clifford Reimche  
Martin, N. D.

**Moral: show your copy to your friends, you'll be doing a good turn for them and a favor for us.**

To the Editor:

We enjoy your programs on KFYR, but I wish "Break the Bank" would still be on NBC (Ed. note: So does NBC!) and what ever happened to "Mr. District Attorney."

Mrs. Fred J. Haidle  
Marsh, Montana

**Mr. D. A. was the victim of another of those whims of an advertising agency which aren't always easily understood. The agency apparently felt it wanted to change the audience listening to the program; consequently, it isn't possible to hear the show in most of this area.**

**THE COVER:** Young "Kipper" Anderson is already being groomed by his father, KFYR sportscaster Doug Anderson. But 11 months old Mark Douglas didn't seem too interested—he threw the gloves off almost as fast as they were put on.

# Politics Takes Planning

NBC will broadcast more political headlines, more incisive campaign commentary, more human interest stories, more behind-the-scenes feature programs than any other network during 1952.

By mobilizing the country's largest staff of broadcast commentators and technicians, NBC's coast-to-coast facilities will give Americans the best possible political coverage from whistle stops to the White House. When the Republican and Democratic conventions open in Chicago in July, NBC will unveil the nerve center of this combined coast-to-coast news organization, its unique radio-TV newsdesk.

Philco Corporation will sponsor NEC convention coverage on radio and television.

Broadcasting's first combined-network newsdesk, manned 24 hours a day in NBC's specially-composed studios at Chicago's International Amphitheatre, will be supervised by Vice President William F. Brooks and directed for radio by Henry Cassidy, radio news chief. Because it can call on the combined facilities of two national networks, NBC's convention desk will make the maximum amount of up-to-the-minute news available to listeners and viewers who will know more of the workings of the conventions than those attending in person, so complete an account will they receive on NBC.

This nationwide bond between the candidates, the conventions and the public will be strengthened by the 1000 combined years of news experience that NBC's 30 name commentators have garnered at past political conventions. Such broadcast by-liners as Morgan Beatty, John Cameron Swayzie, H. V. Kaltenborn, Dave Garroway, Richard Harkness, Bob Considine, George Hicks, Ray Henle and Bill Henry will supply the complete picture of politics throughout the land.

At Chicago, NBC will assign one of its newsmen to cover the activities of each major candidate and delegation chairman night and day. Periodically these NBC reporters will funnel their information to the combined newsdesk, for immediate broadcast. NBC's commentators therefore can devote their time between broadcasts to ferretting out exclusive stories. The commentators will be able to point up the significance of latest developments using information obtained through their personal contacts with political notables. Men like Earl Godwin and White House correspondent Frank Bourgholtzer and David Brinkley know hundreds of top political leaders on a first-name basis. Edward Wallace of NBC Cleveland knows the Taft organization inside-out. Alex Dreier and Clifton Utley of NBC Chicago know Illinois Democratic Governor Stevenson intimately. Governor Earl Warren, a leading Republican contender, has asked Bob Letts of NBC San Francisco to accompany him to the convention this year again, as he did in 1948.

But NBC is going beyond "official" political news in 1952. NBC will establish a "human interest" team whose job it will be to find the lighter side of the conventions, the laughs and the heartbreaks which spice the news. This "human interest" team will provide material for special programs.

To give its feature editors, commentators and reporters the best possible tools, NBC will move a caravan of 300 persons plus \$1,500,000 worth of latest model equipment to Chicago.

Both Republicans and Democrats have asked NBC's George McElrath, the most experienced radio convention engineer in the country, to establish the pooled audio facilities at the Amphitheatre for all networks. McElrath, who has been

working on political conventions since 1932, will install the 55 microphones which link each delegation chairman and the rostrum to the radio and TV audio control booths, to the public address and to the motion picture news-reel system. An NBC audio engineer will control this voice-and-sound system for pooled network feed from the convention hall. NBC engineers, working with specialists from other networks, will install 100 miles of wiring and 10 tons of equipment in six radio booths overlooking the Amphitheatre rostrum, sufficient audio equipment to equip a 50,000 watt station, biggest there is in the United States. The six radio broadcast booths at the west end of the hall will provide an unobstructed view of convention proceedings.

The NBC network will have three studios in the North Wing and a booth for running commentary in the hall. Two more NBC radio studios will be installed in the Conrad Hilton Hotel, party headquarters for both conventions.

But NBC is not waiting for the conventions to keep the public informed on major political issues and candidates this presidential election year. In March a task force of NBC correspondents including George Hicks, Leon Pearson and W. W. Chaplin ranged across New Hampshire to cover the important primary elections there for radio and television, first of many NBC grass roots reports from every section of the country.

As convention time draws near, NBC will present profiles of the leading candidates for the Presidential and Vice-Presidential nominations. It also will offer a word-picture history of the major parties and a recapitulation of headline happenings during the 1948 Philadelphia conventions. In addition to these backdrop stories, NBC will also present a backstage report on how a political conclave operates.

The first week in July, NBC's headline-making public affairs programs, "American Forum of the Air," "University of Chicago Roundtable," "and others will

broadcast from Chicago. Then, over the Independence Day weekend, NBC will move its convention coverage into high gear.

Backing up the election coverage of the National Broadcasting Company's news department (see preceding story) the KFYY news department will devote its full facilities to giving equally broad coverage to the political developments in the northwest.

KFYR's coverage began Sunday, March 9, with an hour-long broadcast, the first half of this an NBC report on the New Hampshire primary election, and the second half a special report on the pre-convention activities preceding opening of the 1952 Republican Organizing Committee state convention in Bismarck. KFYY covered the ROC meeting with a total of 135 minutes of special coverage in addition to regular reports on KFYY's scheduled newscasts.

The following week similarly intense coverage was given to the state convention of the Non-Partisan League which also met in Bismarck. KFYY is also planning thorough coverage of the state Democratic convention to be held in Minot during the month of May.

Again this year, KFYY will serve as the key point in the arranging of radio broadcasts during the primary campaign for most of the major political programs. This is because at least two of the parties will maintain their headquarters in Bismarck, and because of KFYY's long-time leadership in aiding political leaders in the scheduling of these broadcasts.

Plans are already being formulated for intensive coverage of the 1952 North Dakota primary election, to be held June 24, and as in the past, KFYY will devote its full facilities to reporting and analyzing the returns as they are gathered from all parts of the state.

This year, northwest listeners can follow the campaigns of the next president, and all state officers, by staying tuned to KFYY from now through election day next November.

# Newsman Pick Favorites

KFYR newsmen, a bit tired, perhaps, of reporting the saddening news which dominates world activity in these times, have come out of a coffee-cup round table session in the newsroom with the stories each of them would most like to report to you.

Surveying their favorites, most listeners will probably find themselves in agreement with the choices, but others may wish certain other stories had been included. (For that reason, see story at the bottom of the page.)

News director Jack Swenson said he would like to open the day's news report with the report on a speech—he picked this as one way to get more than one story into his selection. The speech he would like to report would be one by the president of the United States announcing an end of the Cold War and agreement on world disarmament with inspection to guarantee that disarmament would be carried out. This would lead to an end to mammoth military expenditures, and thus to a reduction in taxes all along the line. (You can tell March 15th is just past!)

Larry Kindle, reporting at 8:30 a. m., says he'd like to follow that

with a report on the first successful contact with human life on another planet. He adds that he wants the contact to be peaceful, and predicts that such a thing isn't as impossible as it once seemed.

Doug Anderson, who reports at 10:30 a. m., wants to keep the good news rolling. He says the story he'd like to bring listeners is the end of the war in Korea and the announcement that American servicemen are on their way home.

And Bob MacLeod, on the air each noon at 12:30, takes that a step further. "I'd like to see Red China pull a Tito," he says, "with the Chinese getting into actual war with the Soviet. That way they could both wipe out each others strength before we have to do it."

The Far East was the subject of concern for newscaster Chuck Schoregge, whose ten p. m. news is the final report of the day from the KFYR news bureau. "I'd like to see peace in Korea, too," Chuck said, adding that he would want it accompanied by a peaceful settlement of the issues in Korea. "If this happened, it would probably lead to many other stories we'd all like to report, all of which can be summed up in the one word Peace."

## How About You?

What story would you most like to hear on KFYR?

Dialites would like to know the stories you think should happen, and for readers who send in the stories picked as the best suggestions, Dialites offers a free one year's subscription to Dialites either as a renewal or as a gift subscription to someone else in your name.

Send your suggested news stories—the stories you would most like

to hear reported on KFYR—along with the name of the newscaster you'd like to have report that story. In addition to being printed in the next issue of Dialites, program director Cal Culver says he'd like to incorporate the top suggestions in a special program to be broadcast at a date to be announced.

Send in your entry today, addressing it to News Contest Editor, Dialites, KFYR, Bismarck, North Dakota.



### BUSY GIRL

**BETTE SEVERSON** puts in a busy day behind the reception desk at Radio Center. Upper left, she greets Mike Dosch as he arrives for work. Right, she sorts incoming mail—an average of half a sackful daily—more when there are special offers or contests. Left, at the addressing machine, she prepares Dialites for mailing. Lower left, she takes weather forecasts over the phone from the Weather Bureau office in Bismarck. Lower right, she looks over the new Dialites with Cal Culver.

During the day, Bette is aided by other members of the KFYR office staff who assist her in keeping things running smoothly at the desk.



## SPECIAL RELIGIOUS SERVICES

# As Easter Approaches

Following its long standing tradition, NBC and KFYZ will present a succession of sunrise services on Easter Sunday again this year.

The services will include broadcasts from coast-to-coast in point of origin, including also the annual pick-up from the Grand Canyon in Arizona.

Also scheduled, in addition to the Easter Day services, are special broadcasts on Palm Sunday, Maundy Thursday and Good Friday.

On Palm Sunday, April 6, Dr. Ralph W. Sockman, pastor of Christ Methodist Church in New York will deliver the Palm Sunday sermon on the National Radio Pulpit at 9:00 a. m.

The Catholic Hour at 1:00 p. m. will feature Bishop Fulton J. Sheen, auxiliary bishop of New York.

Maundy Thursday, April 10, the Montana State University Chorus sings a program of seasonal music under the direction of Lloyd Oakland, to be broadcast by KFYZ at 10:30 that night.

On Good Friday, at 10:30 p. m., the Los Angeles Bureau of Music will present the adult civic chorus of Los Angeles in selections from the "St. Matthew Passion" of Bach with Carlton Martin as director. Plans are also being made to carry an address by Dr. F. Townley Lord of London, president of the Baptist World Alliance, who is to speak on the "Meaning of the Cross in Today's World." He is to speak from Atlanta, Georgia, and if possible, his address will be carried that night.

At 3:00 p. m. Saturday, April 12, the Cecilia Society Chorus of Boston will present a concert of seasonal music under the direction of Willis Page.

The following services will be carried on Easter Sunday, April 13.

Easter sunrise service from Walter Reed Hospital, Washington, D. C., with music by the Memorial Chapel Choir and talk by Canon

Luther D. Miller of the Washington Cathedral, formerly chief of chaplains. U. S. Army. (6:00 a. m.)

Easter sunrise service from Radio City Music Hall, New York City, with music by the Interracial Fellowship Chorus of Greater New York and the Princeton Theological Seminary choir; talk by Dr. Joseph R. Sizoo, president of New Brunswick (N. J.) Theological Seminary. (6:30 a. m.)

Easter sunrise service from Lake Springfield, Ill., with music by the High School a cappella choir and talk by Dr. Floyd Filson, professor of New Testament at McCormick Theological Seminary, Chicago. The broadcast will originate from a barge. (7:05 a. m.)

Easter sunrise service from the Grand Canyon of Arizona, the 18th consecutive annual broadcast of this service. (7:30 a. m.)

Dr. Ralph W. Sockman, pastor of Christ Methodist Church, New York, will deliver an Easter sermon on the "National Radio Pulpit." (9:00 a. m.)

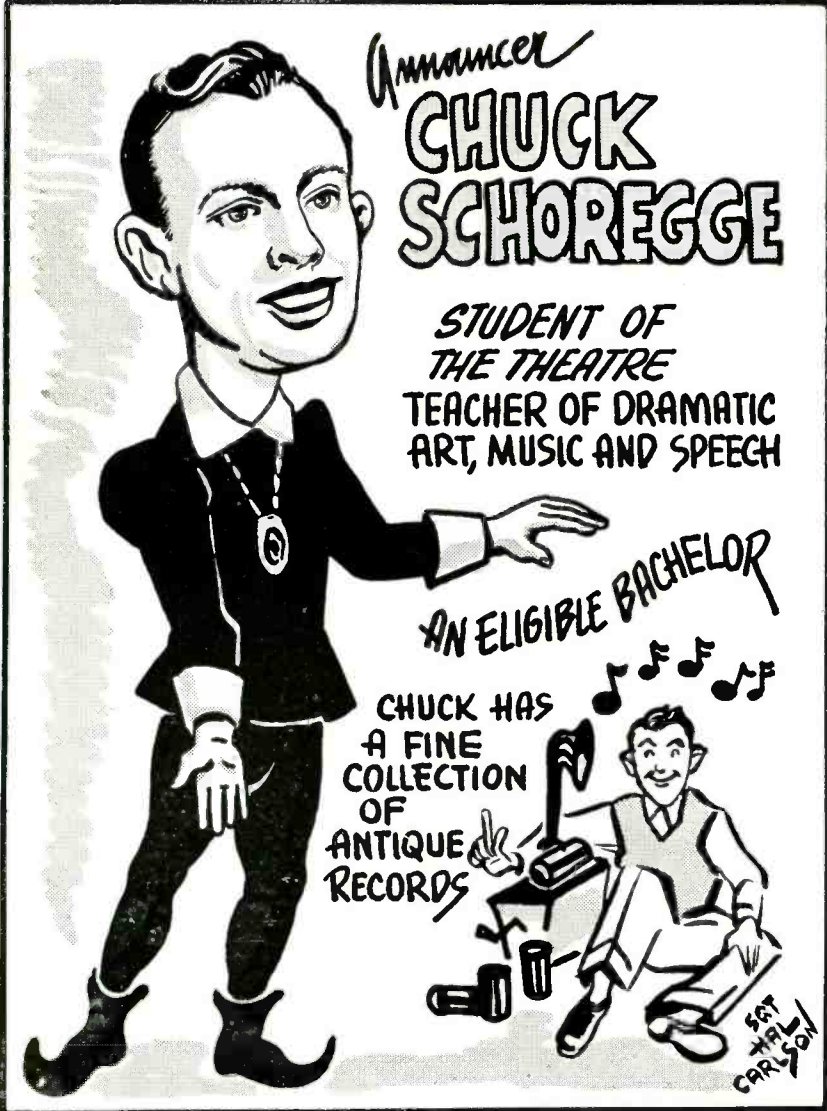
Bishop Fulton J. Sheen, national director of the Society for the Propagation of the Faith and auxiliary bishop of New York, will deliver an Easter sermon on the "Catholic Hour." (1:00 p. m.)

In addition to the special programs being carried on KFYZ through the facilities of NBC, KFYZ is again carrying the regular Wednesday evening program of "Lenten Meditations" featuring Rev. Opie S. Rindahl of Trinity Lutheran Church in Bismarck. The program is heard at 10:15 each Wednesday night.

Trinity Lutheran Church services are also broadcast regularly each Sunday morning at 11:00 a.m. over KFYZ.

In addition to these programs, Easter messages will be carried on many of the regular programs on KFYZ including Happiness Scrapbook and a number of musical programs.

# KFYR ites...



*Announcer*  
**CHUCK SCHOREGGE**

*STUDENT OF  
THE THEATRE  
TEACHER OF DRAMATIC  
ART, MUSIC AND SPEECH*

*AN ELIGIBLE BACHELOR*

*CHUCK HAS  
A FINE  
COLLECTION  
OF  
ANTIQUE  
RECORDS*

*BY  
HALL  
CARLSON*



# Reading With a Purpose

One of the strangest collections of reading matter to be found in Radio Center is that on the shelf back of Chuck Schoregge's desk.

While virtually every member of the staff has a magazine or a book, or even several of each, on or in his desk, Chuck has a collection which is unrivaled by any other.

It spreads from the wall at one end of the shelf across five or six feet of space, coming to an end against a stack of records from his collection of old-time recordings.

It spills onto his desk, where his seven-volume set of "Grove's Dictionary of Music and Musicians" is available for ready reference. On the opposite corner of the desk is a tall pile of reading matter ranging from various college bulletins to the latest issue of *Billboard*, one of the favorite papers of show business.

The collection ranges from four volumes of "My Book House" to dozens of the small children's books which have appeared on the market in recent years. These books were gathered while Chuck was doing the series of programs of children's stories which was broadcast over KFYZ until a year or two ago.

The musical books, including almanacs, dictionaries, texts and directories, are used by Chuck in preparing his "Echoes of Yesteryear." This program features selections from Chuck's record collection, and in it he weaves a tapestry of words portraying the times in which each of the musical selections became popular.

Mixed in with the books are piles of the records and of the old cylin-

dral recordings. Nearby is a copy of a "Variety Yearbook" which details additional facts about the music and the times.

Variety, *Billboard* and other show business periodicals are regular reading for Chuck, who likes to keep up to date on what's happening in the world of the theater. He visits New York every chance he gets, and while there crams in visits to the top shows on Broadway. One reason for this is his extensive training in drama. He received his Bachelor of Arts degree at Carleton College, did graduate study at the University of Wisconsin (where he won the Wisconsin Critics Acting Award) and attended the Advance School of Theater, Radio and Screen in New York.

Another reason he likes to keep up with what's going on in show business is the work he still does in the field of drama. His most recent effort was the production of the musical comedy, "Follow Through," for the Bismarck Junior College, where he has lectured on radio, drama, and the theater for several seasons.

All of which invites a lot of reading, something Chuck loves.

There's a lot more reading in his regular work at KFYZ, too.

Doing the nightly ten p.m. newscast for Standard Oil means keeping up with the news which flows into the KFYZ newsroom from early in the evening until he's on the air.

But in all his reading, he still hasn't found the answer to one question: How to find a wife.

"I keep trying," he says, "but so far, no luck."

## There's Gold in "them-thar" Scripts

New York, Jan. 18—To the public, unfamiliar with the strange business of writing radio scripts, the idea of collaboration seems like a sensible arrangement. Aren't two writers better than one? If one idea-man goes stale or "dries up," can't the other, fresh and ready, step in and take over? In theory, yes, but in practice, it just doesn't work out that way. Writers are funny folk, it seems.

Yet, the NBC daytime serial, "Life Can Be Beautiful," which recently celebrated its thirteenth birthday on the air, is written by two men who have through the years been able to overlook each other's temperament and idiosyncracies and have maintained a very amicable and successful working agreement.

The two, Carl Bixby and Don Becker, one conservative and the other effervescent, have been grinding out scripts daily together over the years. They have based their collaboration on one major point. They don't live together and they don't see each other for long periods, at best only three or four times a year.

Bixby, the older, lives on a remodeled farm in lower Connecticut, while Becker, also a farm dweller, lives in upper Virginia. Most of their contact is by mail—a circumstance that causes them no particular difficulties. They get together only when necessary.

Carl Bixby began his career in advertising, but, after almost a decade, he suddenly chucked the whole thing and blossomed out as a radio script writer. To his astonished friends, Bixby quietly pointed out that for many years he had been secretly writing plays. He even admitted having taken a role or two. He directed several others and even did a little scenery painting on the side. When radio grew up into a first class entertainment outlet, Bixby felt that since adver-

tising had married the theatre in the new medium, and that he was at home in both, he might as well go along too.

Starting with a serial called "Dangerous Paradise," which attracted a large following in the early thirties, Bixby planned, wrote, created, doctored and produced many network radio programs. Since 1938, he has concentrated on keeping "Life Can Be Beautiful" one of the leading daytime serials on the air, a full-time job, with or without a collaborator.

Several years younger than Bixby, Don Becker is distinctly a product of radio. He had his early training at Station WLW in Cincinnati, serving as a director, writer and actor. He wrote for several years the popular "Life of Mary Sothern" and served a term as script-doctor and collaborator on other programs as well. Becker and Bixby have been associated on other radio scripting assignments, but their main effort has been "Life Can Be Beautiful."

When Bixby and Becker originated the program, they determined that the new serial should be an honest attempt to be realistic and that life, as portrayed in the scripts, should be as it is—not as sordid and cruel as it is sometimes pictured on radio serials. Over and above this realism, they wanted to get across the philosophy that life contains beauty and hope. Thus "Life Can Be Beautiful," besides living up to its title, would violate all accepted traditions in vogue at the time by being concerned with the brightness of things and the idea that it can be beautiful and wonderful. Thirteen years later, Becker and Bixby still hold to the same promise.

Although temperamentally dissimilar, the two men are accord on this fundamental point. They may argue about the characters and the story, but they don't quarrel a-

# 'The Woman In My House'

bout the program's underlying philosophy.

They have no set plan for writing. Bixby may write one line, or script, or episode and Becker the next. Or one will do a month's scripts and the other merely edit them. When together, they may work hours on end in the same room; and when apart, as is usually the case, they may phone each other frantically for days and then lapse into letter writing. But they work as a well-drilled team and keep three to four months ahead of their story. No last minute, hectic re-write jobs for Bixby and Becker. They are real pros.

Bixby, the conservative member, gets his listener reaction from heavy fan mail, while the ebullient Becker likes to talk to people about the show, often without identifying himself asking total strangers for their impressions. But, if you ask either one of them who wrote any particular script of a sequence, the answer is invariably "Oh, Beckby wrote that one." Beckby, it seems is the little man who is always there.



Lois V. Darling of Thorne, North Dakota, sent in the above photo of her cat. Beneath the picture she'd penned in the words, "Purrrrrrr," and the translation. "I like to listen to KFYY."

At five in the morning a dozen alarm clocks jangle in hills, canyons and valleys around greater Los Angeles.

As their death knell fades or is choked off, the producer, the cast, the engineer and others connected with NBC's dramatic radio serial "The Woman In My House," arise and head, yawning hugely, for their showers.

Their activity at this dark, unearthly hour is all for the sake of one man. A case of "art for art's sake," it could be said.

The actors and actresses sing lustily beneath the warm bathroom cascades. Not necessarily because they are feeling vigorous, but because it is important that their voices be in shape for the day's work. Although they do not go on the air until 1:45 p. m., they must start rehearsal at 6:30 a. m.

With a measure of momentum gained at breakfast, they drive through chilly half-light to NBC's Hollywood studios.

Inside, they greet janitors and the few other hardy souls roaming the darkened hallways, and gulp warm-up coffee with Les Tremayne, star of "The Woman In My House." Tremayne is the reason why the alarm clocks ring five days a week before the cock crows and milk bottles clink.

But the broadcast isn't until 1:45 so why hold rehearsals so early? It's all because Mr. Tremayne must start at 7:45 immediately after rehearsing, in order to reach Paramount motion picture studios at 7:45, in time to be 'made up' and facing the lens at 8:15 when the cry, "Roll 'em!" goes up for his camera work as the star of "The War Of The Worlds."

The Bismarck Elks Band, heard Thursday nights at 8:30 on KFYY, is directed by KFYY control operator Curt Dirlam.

## "Coke" Brings You Mario Lanza

Many people, after hearing Mario Lanza sing, have applauded him as a new Caruso. It is true that biographers find a striking chain of coincidence linking the lives of the two tenors—starting with the fact that as the immortal Caruso's voice was stilled for the last time, in 1921, Lanza's was just beginning to make itself heard in the nursery.

Both men came from poor families; they shared one of the same vocal coaches (Giacamo Spadoni); both developed tremendous range; Lanza like Caruso, has sung both tenor and bass roles and now is one of the two men in the world who can hit a D-flat above high C. Both are known for impetuosity, warmth and bubbling energy; and there is even a considerable resemblance in physical appearance.

Lanza was christened Alfred Arnold Cocozza, a few days after his birth in New York City on January 31, 1921, son of an Italian father and Spanish mother.

Later for theatrical purposes, he masculinized his mother's maiden name, Maria Lanza.

Young Lanza appears to have made a wise choice of parents. Both loved music, and were willing to make any sacrifice to encourage the musical appetites of their son.

Although luxuries were few after Papa Cocozza—once a champion six day bike racer—was gassed and crippled in World War I, there was always music.

Maria worked as a seamstress to supplement the meager government disability pension, and any spare money the family could scrape together went for phonograph records, or for concert tickets for young Mario.

Caruso was Papa's favorite, and Mario knew the plots and arias from scores of operas by the time he was 10. Even in his teens, he was often called on at family parties, to "sing like Caruso."

Lanza grew up in Philadelphia's

"Little Italy," a tough neighborhood where he found it wisest to keep his arias to himself. Fortunately, he inherited from his father, in addition to his love for music, an excellent physique, and he became a star performer for Southern High School in baseball, football, boxing and weight-lifting. After graduation, he had a brief fling at semi-pro baseball and football, but by this time he knew what he wanted to do, he wanted to sing.

Later, when Lanza hit the big-time, film studio press agents wanted to know how he had been discovered. When Lanza told them, they were indignant.

"We couldn't use that, the press agents said, Nobody would believe it. Things like that only happen in a Class B musical."

Lanza stuck to his story, and offered them documentary proof. Seems his grandfather had an idea that Mario should exercise something besides his vocal chords and had gotten him a job with a music store, as a piano mover.

He was hustling a piano into Philadelphia's Academy of Music when he bumped into William K. Huff director of the Philadelphia Forum Concerts. Huff was already a Lanza fan, having been present at one of his singing lessons.

"Koussevitzky is right in the next dressing room," Huff told Mario. "It's a thin wall. Why don't you give him an aria?"

Lanza was about half-way through "Vesti La Guibba," when the door burst open and an excited Koussevitzky demanded to know his name.

The story might have continued "just like the movies," too, except for the arrival of a letter which began, "Greetings" and went on to describe the army's pressing need for Lanza's services.

Before beginning his new career, however, Lanza had one summer under Koussevitzky's wing, and his first public concert drew from the

# Firestone Sets a Record

conservative New York Times such comments as—"a superb natural voice"—"few equals among tenors of the day in quality, warmth and power."

Mario spent three years in the Army Air Force, where he sang in "Winged Victory" but never got off the ground.

Radio and recording contracts followed his release from the army in 1945, and it was during this period that he met New York businessman Sam Weiler, who has guided his career ever since. Weiler took the young tenor to Enrico Rosat, one of the world's greatest teachers, who told him, after the first lesson "I have waited 34 years for you to come along. Now you're going to work so hard you'll wish we'd never met."

"He almost made good on that prediction, too" says Lanza. But fifteen months of hard work gave Lanza a new ease and polish. When he sang at the Hollywood Bowl, in 1945, his aria from "Andre Chenier" drew applause lasting twelve minutes. Louis B. Mayer was in the audience that night and so a movie contract quickly followed. His first picture was "That Midnight Kiss" followed by "The Toast of New Orleans." Then came the picture which has firmly established him as one of filmland's top box-office attractions "The Great Caruso."

His contract permits him to spend six months each year in rigorous concert tours and operatic appearance. Weiler, his manager, is making plans for him to spend one season at La Scala Milan, and then go on to the Met.

At present Lanza lives in Beverly Hills, with his wife Betty Hicks whom he married in 1945. They have two daughters, Collie, born December 9, 1948, and Elissa, born December 3, 1951. Their rambling-type house has a completely equipped gymnasium, where Mario keeps his weight around 180 pounds by

NBC's VOICE OF FIRESTONE is radio's longest running coast-to-coast network program. It began on NBC Monday, December 3, 1928 and has been broadcast every Monday night at the same time and on the same network.

Howard Barlow, distinguished American conductor, is music director of the program. Since 1938, there have been only four regular conductors of the orchestra. Barlow took over in 1943, succeeding Alfred Wallenstein.

Guest vocalists are scheduled weekly with the chorus and orchestra. The chorus became a regular feature soon after the program became a simulcast series. Eleanor Steber, Metropolitan Opera soprano, and Christopher Lynch, internationally known tenor, were the starring vocalists from September, 1946, to early in 1950. The guest policy now in effect brings before the microphone such stellar vocalists as Lauritz Melchor, Mimi Benzelle, Patrice Munsel, Ferruccio Tagliavini, Jerome Hines, Rise Stevens. Bidu Sayao and others in addition to Miss Steber and Mr. Lynch.

During the years the list of vocal stars included such great names as Richard Crooks, Gladys Swartout, Lily Pons, Lawrence Tibbett and James Melton.

Howard Barlow, music director of "Voice of Firestone" was born in Plain City, Ohio, May 1, 1892, and attended schools in Urbana, Ohio; Mt. Carmel, Illinois; and the University of Colorado. After having moved to Portland, Oregon, he enrolled in Reed College and received his A. B. degree in 1915.

Mr. Barlow left New York's Columbia University, where he had won a scholarship for post-graduate

boxing and weight lifting. He is almost six feet tall.

"Anyone who eats as much as I do," he explains, "has to work it off."

work in music, and joined the Army in 1917.

Honorably discharged in February, 1919, he resumed his music career. In 1923, under Barlow's direction, the American National Orchestra was organized for the purpose of developing native music. Later on he became music director of New York's Neighborhood Playhouse. In 1928 he entered radio and was one of the pioneers in presenting symphonic music on the air.

Since then he has been associated with many outstanding radio shows including "March of Time," and "Harvest of Stars," as well as directing some of the nation's outstanding symphonic organizations. From October, 1943, he has been music director and conductor for NBC's VOICE OF FIRESTONE program.

## KFYR NEWSMAN FEATURED ON NEWS OF THE WORLD

KFYR news editor Jack Swenson made his fifth appearance on NBC's "News of the World" broadcast during March with an on-the-spot report of what March blizzards have done in southwestern North Dakota.

Swenson and Bob MacLeod flew over the snowbound area earlier in the day to survey the picture, as was done by officials the following day. Swenson's report on the NBC news program was heard coast-to-coast, the fifth time he's reported on the program since joining the KFYR staff two years ago.



**SPORTS TEAM:** KFYR sportscaster Doug Anderson is shown broadcasting from the state western division Class "A" tournament at Minot, one of three tournaments covered by KFYR this season. Center, announcer Larry Kindle, and right, engineer Stan Wilson.

### DANDY, HANDY 'N CANDY

By Winsor



**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 Wayne King  
 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 Barrie Craig  
 8:00 Bob Hope  
 8:30 Concert Hall on the Air  
 9:00 Eddie Cantor  
 9:30 A Citizen Views The News  
 9:35 Hour of Charm  
 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 Wicks M-T-W Revelries T-F  
 7:15 Johnnie Lee Willis Mon.-Wed.-Fri.  
 7:15 Ranch House Revelry Tues.-Thurs.  
 7:30 News This Morning  
 7:35 What's the Weather  
 8:00 Latest News  
 8:15 What's the Weather  
 8:30 News  
 8:35 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 W. Fargo Livestock  
 1:00 Ralph Edwards Show  
 1:30 Bob & Ray  
 1:45 Markets  
 2:00 Life Can Be Beautiful  
 2:15 Road of Life  
 2:30 Pepper Young Family  
 2:45 Right to Happiness  
 3:00 Backstage Wife  
 3:15 Stella Dallas  
 3:30 Young Widder Brown  
 3:45 Woman in my House  
 4:00 Just Plain Bill  
 4:15 Front Page Farrell  
 4:30 Lorenzo Jones  
 4:45 The Doctor's Wife  
 5:00 Happiness Scrapbook  
 5:15 550 Club  
 5:45 Latest News

**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 Silent Men  
 9:30 A Citizen Views the News  
 9:35 Musical Manhattan  
 10:00 Latest News  
 10:15 Sports News  
 10:30 Lenten Meditations  
 10:45 NBC Music  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

**THURSDAY EVENING**

7:00 To Be Announced

5:55 Cabbages and Kings  
 6:00 Relay Quiz  
 6:15 Sports Reports  
 6:30 News of the World  
 6:45 One Man's Family

**SATURDAY**

6:00 Wake Up to Music  
 6:30 Markets, Music  
 7:00 Twilight Travelers  
 7:30 News This Morning  
 7:35 What's the Weather  
 8:30 News  
 8:45 Mike Dosch—Organ  
 9:00 Archie Andrews  
 9:30 To Be Announced  
 10:00 My Secret Story  
 10:30 Hollywood Love Story  
 11:00 Children's Cnapel  
 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 Old New Orleans  
 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 Terrea Lea  
 5:00 News & Sports  
 5:15 U. S. Navy Band  
 5:30 NBC Symphony  
 6:30 Medicine USA  
 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 Saturday Night Revue  
 10:00 NBC News  
 10:15 Earl Godwin's Wash

7:30 Mr. Keen-Tracer  
 8:00 Dragnet  
 8:30 Elk's Band  
 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 Mario Lanzo  
 8:30 Echoes of Yesteryear  
 9:00 Night Beat  
 9:30 A Citizen Views the News  
 9:35 Young America Speaks  
 10:00 Latest News  
 10:15 Sports 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 Sons of the Pioneers  
 10:45 Latest News  
 11:00 Trinity Lutheran  
 11:00 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 On the Line-Bob Con-sidine  
 2:45 Mental Health Pgm.  
 3:00 St. Paul's Lutheran Church  
 3:30 Martin Kane  
 4:00 Hollywood Star Play-house  
 4:30 Elmer Roubinek  
 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 Stars in Khaki 'N Blue  
 9:30 Tin Pan Valley  
 10:00 Latest News  
 10:15 Corinne Jordan  
 10:30 To Be Announced  
 10:45 Bob Snyder Show  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News



Bette Severson at work at the reception desk in the KFYP Radio Center lobby. Door at right leads to Auditorium Studio. (Windows at right look into Auditorium from the rear.) Visitors are always welcome at Radio Center and regular tours are conducted daily.

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