

JULY, 1954
VOL. V. NO. 7

10c a copy

T-V Schedule

SUNDAY

5:00 Faith For Today
 5:30 This Is the Life
 6:00 Sports Digest-Clink McGeary
 6:15 News—Jack Swenson
 6:30 Life of Riley
 7:00 Sunday Vespers
 7:15 Industry on Parade
 7:30 To Be Announced
 8:00 What's Your Trouble
 8:30 Dangerous Assignment
 9:00 Break the Bank
 9:30 Boston Blackie
 10:00 Shark's Scoreboard

7:15 The Big Playback
 7:30 Keyboard Kapers
 8:00 Wrestling
 9:00 The Christophers
 9:15 Safety Council Reporting
 9:30 Douglas Fairbanks
 10:00 Scoreboard
 10:20 News—Jack Swenson

THURSDAY

5:10 Buck Rogers
 5:30 TV Tunes
 5:45 Bob Crosby Show
 6:00 Sports—Doug Anderson
 6:10 Weather & Road Rpt.

Every night, 10:10 "Esky the Weather Wizard"

10:20 News—Jack Swenson

MONDAY

5:10 Space Soldiers
 5:30 Western Theatre
 6:00 Sports—Doug Anderson
 6:10 Weather & Road Rpt.
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 7:00 I Led 3 Lives
 7:30 Keyboard Kapers
 8:00 Dennis Day
 8:30 Walt's Workshop
 9:00 Dubs & Divots
 9:30 Captured
 10:00 Scoreboard
 10:20 News—Jack Swenson

6:15 News—Bob MacLeod
 6:30 Wagonmasters
 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
 10:20 News—Jack Swenson

FRIDAY

5:10 Space Soldiers
 5:30 Western Theatre
 6:00 Sports—Doug Anderson
 6:10 Weather & Road Rpt.
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 7:00 Hopalong Cassidy
 8:00 Fishing & Hunting Club
 8:30 The Pastor
 9:00 Viceroy Star Theatre
 9:30 To Be Announced

TUESDAY

5:10 Buck Rogers
 5:30 Foy Willing
 5:45 Bob Crosby Show
 6:00 Sports—Doug Anderson
 6:10 Weather & Road Rpt.

Every night, 10:30 "KFYR-tv Theater"

6:15 News—Bob MacLeod

6:30 Wagonmasters
 6:45 Jo Stafford
 7:00 Twilight Theatre
 8:00 Keyboard Kapers
 8:30 The Visitor
 9:00 To Be Announced
 9:30 Favorite Story
 10:00 Scoreboard
 10:20 News—Jack Swenson

WEDNESDAY

5:10 Space Soldiers
 5:30 Western Theatre
 6:00 Sports—Doug Anderson
 6:10 Weather & Road Rpt.
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 7:00 Gary Moore

10:00 Scoreboard

10:20 News—Jack Swenson

SATURDAY

5:10 Buck Rogers
 5:30 Lone Ranger
 6:00 Sports—Doug Anderson
 6:10 Weather & Road Report
 6:15 News - Clink McGeary
 6:30 Wagonmasters
 7:00 Trail to Adventure
 7:30 To Be Announced
 8:00 Mr. Wizard
 8:30 Talent Patrol
 9:00 That's My Boy
 9:30 Private Secretary
 10:00 Scoreboard
 10:20 News - Clink McGeary

KFYR DIALITES

A monthly digest of radio and television news

Now well underway is construction of the new 670 foot KFYR-tv transmission tower east of Bismarck.

The cover shows the first 500 foot section of the tower being put into position. Upon this 500 foot section another 170 foot antennae will be mounted to bring the total height of the tower to 670 feet.



When the new tv transmission facilities are complete, KFYR-tv will begin operations at an increased power serving a subsequently even larger area. A flatcar on the Northern Pacific railroad arrives at Burleigh Station east of Bismarck with one of several carloads of materials for the erection of the tv antennae.

In the background of the cover can be seen the lower portion of the 704 foot KFYZ radio tower. The new tv antennae will be nearly as high as the radio tower.

Months of preparation and engineering know-how have gone into the preliminaries for the construction of the new tv tower. Since KFYZ-tv went on the air last year the antennae has been located on the top of the North Dakota skyscraper capitol.



Engineer Ivar Nelson checks on parts of the supplies which are being used in the construction of the new KFYZ-tv antennae east of Bismarck.

Pastor Nordheim to Broadcast Over KFYZ



The Lutheran Gospel Hour will be heard over Radio Station KFYZ in Bismarck each Sunday afternoon from 2:30 to 3:30 P. M. starting June 13, it was announced by Pastor R. Nordheim, speaker and director of the broadcast and pastor of the Immanuel Lutheran Church in Pasadena, California.

Broadcasting since 1940, the Lutheran Gospel Hour is now heard over 13 radio stations covering key areas in the West and Midwest. In addition, by long and short wave facilities of the Far East Broadcasting Company, the Lutheran Gospel Hour penetrates into most of the countries of the world. Released

Sunday morning at eight o'clock from DZAS Manila, Philippines, the broadcast can be heard by long wave in Japan, Formosa, China, Borneo and New Guinea and many other lands. By short wave it reaches a vast portion of the world. Missionaries in Africa report a clear signal.

The Lutheran Gospel Hour is a work of faith and is supported entirely by the free will gifts and offerings of listeners. Although the program originates from the Immanuel Lutheran Church in Pasadena, California, it is not endowed by any organization.

Giving Away Money Has Become Lifetime Career

To watch him strive to give away large chunks of cash for the right answers on **BREAK THE BANK**, you'd never guess that not so many years ago a raise from \$7 to \$15 a week meant a lot to Bert Parker, cash-happy quizmaster on the program seen Sundays at 9:00 p.m. over **KFYR-TV**. But then, there is a lot of unusual and interesting things, little known to his many fans, in the career of this ebullient emcee.

For example, nearly every professional in the business thinks that Bert has had experience in stock, musical comedy, etc. As a matter of fact, the only theatrical experience Parks has had was waving a piece of driftwood at a string ensemble in a Maine resort where he was a three-year-old moppet on vacation with his parents.

He is, however, a veteran of radio and television, having broken into the former when 16 by winning a singing contest in his home town of Atlanta, Georgia. This led to an announcing job for the munificent sum of \$7 a week and, eventually, to the more responsible position of chief announcer at \$15 per week.

Coming up in the world, Bert traveled North at the age of 18, to land a job on a large New York network. As the youngest employee, there, he also covered such special events as a Howard Hughes around-the-world flight, naval maneuvers from a plane, and a marble tournament from Asbury Park.

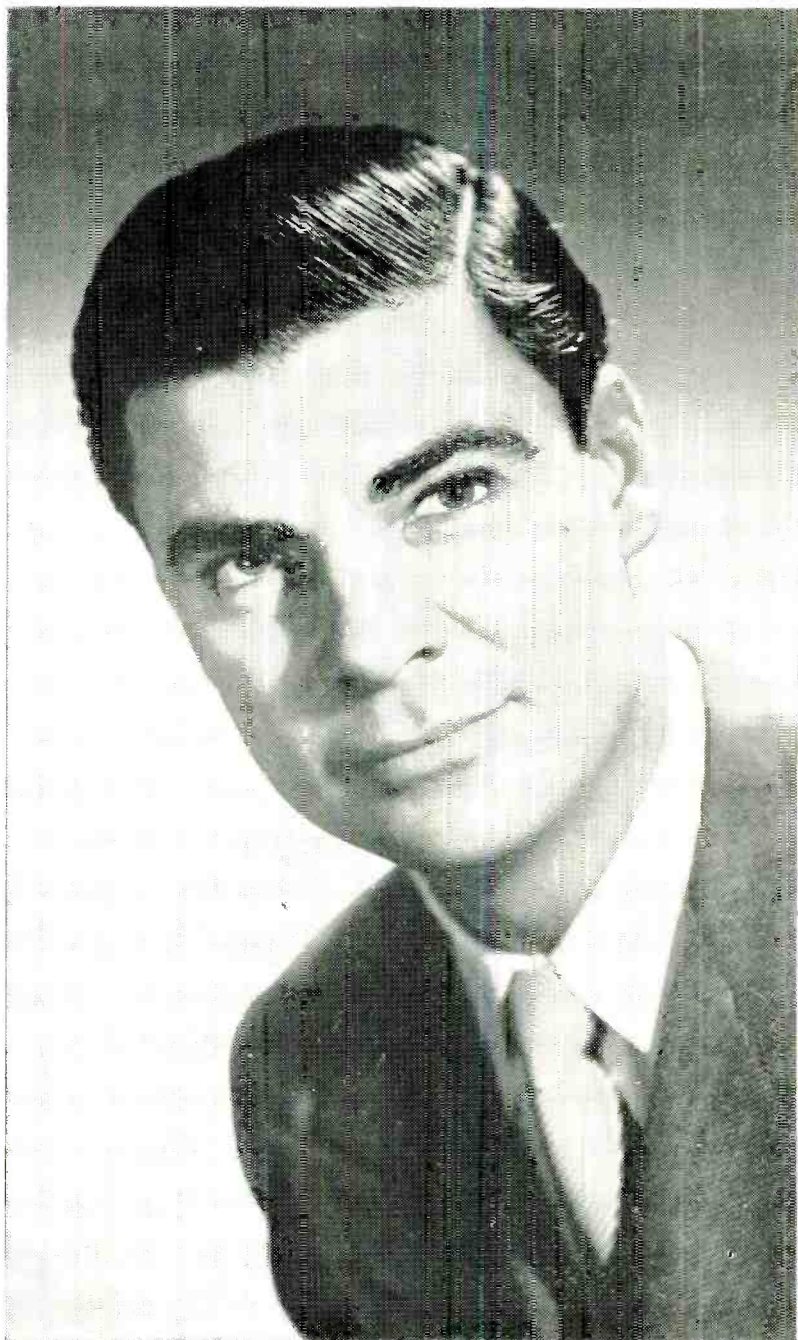
This led to an announcing stint for the Eddie Cantor show, where he also served as straight man and

singer. Following this was an emcee job on Xavier Cugat's show and then, suddenly, a position with the U. S. Army. A private to begin with, Bert eventually became a captain in the Special Service Division in the C.B.I. Theatre, and was later associated with the production, "Yanks in the Orient."

Back in civvies again, Bert's first post-war broadcast was—of all things, **BREAK THE BANK** on ABC Radio, where his great success with the role was later to land him on "Stop the Music" on both ABC Radio and later ABC-TV. Still continuing to give away money, he is currently seen on "Double or Nothing."

Since leaving Atlanta, Bert has acquired a wife, six-year-old twins, Jeffery and Joel, a four-year-old daughter, Annette, and a nine-room house in Greenwich, Connecticut. Away from the studio, Bert's time is taken up with his children and with the Greenwich Multiple Sclerosis Fund of which he is chairman. A bit of a hom craftsman, Parks is often found in his workshop, or attending to his extensive lawn during the summer.

His ultimate ambition when he puts away the grease paint is to direct and produce television programs. If he keeps up the drive and bounce he now possesses, this ambition will be fully realized in later years. But for the present, he's very content being an entertainer who has the very pleasant job of handing out dollars that make a lot of people very happy.



'Never Got Away'

Back to the Soil

By Everett Mitchell

Emcee of NBC Radio's "Farm and Home Hour"

Nearly 30 years ago I left my family's farm near Moreland, Ill., for a career as a radio announcer. I had decided that the back-breaking labor of farming as it was in those days was not for me.

Now I'm going back to the soil, to my own 100-acres of rich Illinois earth near Wheaton, named 'The Beautiful Day Farm.' I'm as happy as a child with a brand new toy.

Actually I've never been away from close contact with farming all these years. Through the past 23 years that I've served as emcee or NBC Radio's "National Farm and Home Hour," my travels have taken me to thousands of farms all over the United States and in every corner of the world. Though I've always enjoyed this farm visiting, there's never been any special urge within me to return to farm living.

To me farming had always meant drudgery. The farming of my youth was sheer back-breaking labor. A man worked from before dawn till long after dusk to earn a living from the soil for his family.

Then I began to realize that farming, as I knew it when a lad, has changed drastically. Today a farmer needs more than a strong back--and today's farmer has it. He's a specialist in agricultural engineering. He's an expert in chemistry, agronomy, animal husbandry and

mechanical engineering. He must and does know these fields of scientific knowledge as well as he knows his own fields of good earth.

When my wife Clare and I finally decided to sell our suburban home and buy a farm, we could talk of nothing else. We had friendly disagreements on practically everything. Clare wanted Aberdeen-Angus cattle, I preferred Herefords; she favored Yorkshire hogs, I had my heart set on the Duroc strain. We did agree that the farm's dog must be a sweet-tempered German Shepherd, and we both wanted a rooster in lieu of an alarm clock. Don't know if you've noticed it, but the good old rooster has almost disappeared from modern farms. Well, we want one, and we're currently "auditioning" to find a bird with the longest, loudest and most melodic crow in captivity.

When it's completed, our "Beautiful Day Farm" will be highly mechanized. Since much of the acreage is being used for experimental corn, oats and alfalfa planting, we've been studying U. S. Department of Agriculture releases to find the newest methods.

For example, I just planted 21 acres of corn in 80-inch rows (you should see my trim waistline). The USDA experts have found that the wider rows mean greater crop

yields and also permit planting of a second crop between the rows. The old standard 40-inch row originated in Biblical times when that was the width of the oxen yokes, but its as obsolete today as the ox teams.

I worked with engineers at the Allis-Chalmers Manufacturing Co. to adjust a corn planter to accommodate the wide rows. It's working fine. We're planning many other innovations, too, such as horizontal silos and automatic cattle-feeding bins.

The other evening, just about

dusk, I had finished my field work and was sorting some sacks of hybrid seed corn. I stopped to gaze at just one kernel of the corn and thought, "This tiny grain which I hold in my hand will be planted in the proper soil, cultivated and harvested carefully. It will yield corn which will go to feed stock. From that stock man will obtain meat for food, fabric for clothes, medicines to cure his illness, even some materials needed to construct his shelter. Here in his tiny kernel of corn, I hold life." And thus I knew why I had returned to the farm.

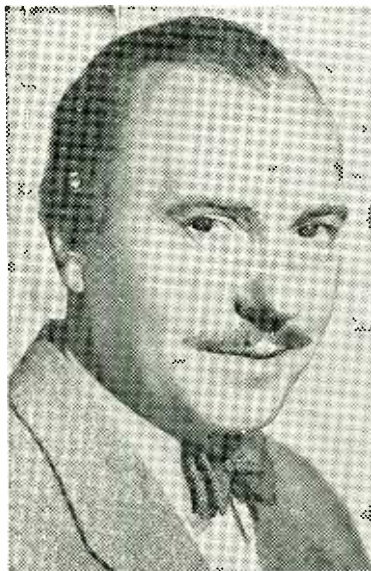
Is It Loaded, McGee?



DOUBLE-BARRELED LESSON — It's not polite to point — especially with a gun — says Molly McGee (Marian Jordan) as she reminds Fibber (Jim Jordan) of the Safety Council warning: "Be careful of firearms while vacationing." The "Fibber McGee and Molly" broadcasts on NBC Radio constantly advocate "safety first."



BEAUTY IN COLOR—Marjorie Hellen, 19-year-old former model, is NBC's "human test pattern" for color television. Marjorie's beautiful natural coloring — red-gold hair, cream complexion and gray eyes—makes her an ideal factor in "lining-up" NBC's color cameras.



ROYAL SUCCESSION — Sir Ralph Richardson, the noted British stage and film star, is the new star and host of NBC Radio's "Theatre Royal" dramas each Sunday. He has succeeded Sir Laurence Olivier in this post.

I've Learned My Lesson

By Milton Berle
Star of NBC-TV's 'Buick-Berle
Show'

I've been in showbusiness now for 41 years, and the six of them that I've spent in television have more of an education than all the other 35 put together.

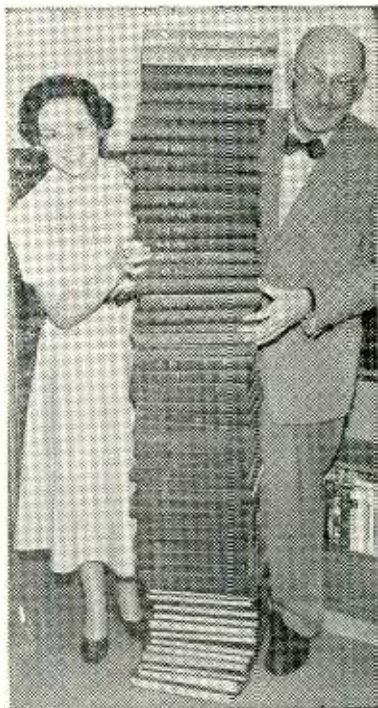
During those hectic six years I've seen many people I've known in the business come and go, week after week. My brother Jack has come for his check and my brother Frank has gone to the bank for his. However, in all fairness to them, I must confess they both have my interest at heart. The other day they told me when my NBC contract is up in another 27 years, I can quit the TV business and go into color radio.

It's been quite a thrill to me, as one of the pioneers in television, to watch it grow. When I first started, all we had were the seven-inch screens. Gary Cooper was afraid to appear. He thought he'd be mistaken for Mickey Rooney. Today it's a different story. Jane Russell and Marilyn Monroe stand side by side on the 24-inch sets and there's even enough room for Dagmar.

The new stars on television are a little luckier than the other performers and myself. They have the advantage of the mistakes everybody made in putting on shows when TV first began. They're not making the same mistakes we made. They're making new ones. I made, and I admit it freely, many natural errors that anyone in a new busi-

ness is bound to make. I only kick myself for the one big mistake. I should have had the foresight to buy up all the chairs in the country.

Continued on Page 12



ONE MAN'S WORK— Mary Lou Harrington helps Carlton E. Morse stack the volumes of "One Man's Family" scripts he has written since April 29, 1932, when the NBC Radio program started. Mary Lou plays Joan in the 22-year-old serial drama.

could rent them out to all the panel If I did that six years ago, today I shows and I'd never have to work another day in my life.

One of my most important realizations is the lesson I've learned--that although I'm technically the quarterback of my show, I'd be a lost soul without the help of some 100 people who work with me. These stars-sans-grease-paint run the interference for me. They include stageheads, writers, musicians, secretaries, costumers and cameramen.

All the people connected with the industry are specialists in their own field and stars in their own right. A cameraman is a very integral part of any TV show, and I found out the hard way. Once I made the mistake of bawling my camera crew out for some little thing. The next week, the boys got even. They shot the whole show upside down. I never would have found out but a letter came in about it from Sioux City. Some man came home from work, found his wife watching my show standing on her head and, thinking she went crazy, left for Reno.

I've discovered another lesson from my six years on the video screen. That it, it's the little things that count. The little things, like not forgetting to read your contract before you sign it. When I signed with Texaco, I naturally was terribly anxious to get on television. I was rehearsing my first program when one of the executives from the Texas Company came over to me and shoved a pen in front of me and said, "Sign here." I quickly signed. After all, I never gave a second thought to looking over clause No. 73-B, which stated that on my days off I had to work in any

of the Texas Company's oil wells provided they supplied the round trip fare.

I'm glad for the experience, though. It stood me in good stead when my Buick contract came up. They, too, had a little clause. This one said I would have to put two coats of wax on the cars that came off the assembly lines in Detroit, if the company wanted to enforce my contract. I straightened that out in pretty quick order. I got them down to one coat.

I guess my big lesson in my six years was this. I learned that maybe you can't entertain all of the people all of the time, but it's up to a performer to try. After four years of doing a variety show, I realized the change in video tastes and I changed with them.

Just as in an election, the political parties make the rules, but the public's vote is really the last word. The same goes for television. The actors put the show on, the sponsors pay the piper, but in the last analysis it's mother, dad, sister and brother who are the real brains of the TV industry. They dictate policy just by flicking a dial to the channel they like. On Tuesday nights at eight, I don't want itchy fingers, and the only way I can prevent that is to put on the best show I know how. That's a lesson I learned long ago--when I went on stage for the first time.

**Every Night
10:30
KFYR-TV
Theater**

Old Pals Together

FLEMING and GARROWAY

"I'm happy to be working with Dave Garroway again," says NBC newsman Jim Fleming, "but the real pleasure is in meeting him late in the day."

Fleming, now producing and editing SUNDAY WITH GARROWAY, (KFYR, Sundays, 7-9 p.m., CST), worked with the bespeckled one for a year and a half on TODAY. Fleming has some haunting memories of that period when he arose at 3 a.m. As far as he's concerned, he says, that's for the birds, and, of course, for Dave Garroway.

News commentator Fleming finds nothing unusual in his excursion into the production field. "After all, he says, "Garroway's Sunday radio program is fundamentally a 'magazine on the air.' My job is an editorial one. It's all in the news pattern."

The "news pattern" is one Fleming has been following most of his adult life. It began 19 years ago during his undergraduate days at the University of Chicago where he had a newscaster assignment at WGN.

Subsequently, he came to New York and CBS where, from 1938 to 1945, he covered politics at home and the war overseas. As a war correspondent for Newsweek, he roamed from North Africa to Russia, taking time to cover the Cairo and Teheran conferences. In 1944, he tangled with Soviet censorship and was expelled from Russia for arguing with the Russian censor.

Fleming then joined the United

States Army and was assigned to General MacArthur's headquarters in the Pacific as a radio reporter.

After the war he became the first radio and film director for the Marshall Plan in Europe under ECA Administrator W. Averell Harriman. He joined the NBC news staff in 1949 and pioneered in the use of tape for news broadcasts with the prize-winning "Voices and Events" program. As a result of this program, he became interested in preserving current history on tape. He has produced and narrated two such albums for RCA Victor—"From FDR to Eisenhower" and "Adlai Stevenson Speaks."

On NBC Television, Fleming won the Christopher Award in 1953 for his production "Assignment Tomorrow," which traced eight years of NBC Television news history. As the first news editor of "Today," he had a major role in planning the news format of the pioneering NBC-TV series.

Now, back at his first love, radio; Fleming is pioneering again with "Sunday With Garroway." He feels that the two-hour magazine format is an important step forward because, he says, it takes off the time pressure that has kept many radio programs rigid in design. With 120 minutes, a good feature can run as long as it needs to—or, if you like, as short. Fleming feels that the high pressure times in which we live, call for some leisurely programs. And, he adds, Garroway is certainly the man for that!

That's My Boy!

EDDIE MAYEHOFF

(See Back Cover)

"An average American" according to Eddie Mayehoff, who stars as the proponent of the typical American in the new CBS Television comedy series "That's My Boy!" is the little man who pretends he is an important cog in the machinery of civilization."

Mayehoff is an authority on the subject of average Americans, having made an intensive study of the subjects during the immediate years following his graduation from Yale University's School of Music. At that time Mayehoff would seriously observe and study the many types of people he ran across in restaurants, lunch wagons, night clubs, in stores, hotels and on trains and buses. He would talk to firemen, policemen, sanitation workers, vendors, conductors, taxi drivers—in short to everyone who wanted to talk. After such conversations, he made a series of notes and from these eventually evolved a number of monologues that were hailed as American documentaries.

Mayehoff's interest may have been born because he himself is the typical average American. He was born in a small town and later migrated to the big city but during the process Main Street never rubbed off. He endured typical American childhood experiences like playing on a sandlot ball team, seeing his pet dog taken away by the local dog catcher and falling in love with a red-headed, freckle-

facéd eight-year-old girl. At this point in his life, he couldn't quite make up his mind whether he wanted to be a railroad engineer, a fireman or a circus acrobat.

In high school, Eddie Mayehoff was never at the top of the class. His pattern for being an average person held true even during his years of schooling. During his adolescence he acted like the typical American boy. He blew at a slide trombone in the school band, fooled around with tools in the garage but wasn't much of a mechanic, went to the movies Saturdays and drank the average amount of soda at the corner drug store. He even harbored a secret crush on a French actress twice his age.

Frankly admitting that he is a composite of the average American, Mayehoff himself realizes this is not completely unintentional. All his life he has been carrying his famous little notebook with him, jotting down the twists of commonplace speech and slang and at the same time listening with a keen ear for the colorful phrases and expressions that typify the average man. With his photographic mind, he mentally records the facial expressions and mannerisms of the people he meets.

That's why when Eddie Mayehoff performs, the wives in the audience watching him will nudge their spouses and comment, "Gee, Joe, that guy is you." The husband

and

GIL STRATTON, JR.

generally nods agreement because he recognizes him as the same guy he sees in his mirror when he's shaving every morning.

Unlike most actors, Mayehoff doesn't want admiration. He prefers identity. He wants to be part of the crowd. He wants to be, more than anything else, an average man. Thus far he has succeeded.

One of those interesting contradictions which adds zest to the business of assembling a suitable group of performers for a new television show is called to mind in the casting of Gil Stratton, Jr. in the role of Junior Jackson in the "That's My Boy!" series on KFYZ-tv.

Junior, as created by the producer, Cy Howard, is a shy, studious youth who prefers the study of fossils to a gritty indulgence in sports events which is the life-blood of his irresponsible father, "Jarring Jack" Jackson (Mayehoff).

Gil Stratton, Junior, is a youthful, impish-looking actor of less than average height who has a consuming passion for sports events—especially baseball, a game in which he has long served as a professional umpire.

Specifically, Gil, has been professional arbiter in the Pacific Coast League and the Sunset League, working in this capacity at baseball parks in El Centro, Las Vegas, Porterville, Reno, Riverside, Salinas and San Bernardino.

His love for umpiring stems from his college days at St. Lawrence University at Canton, N. Y., where

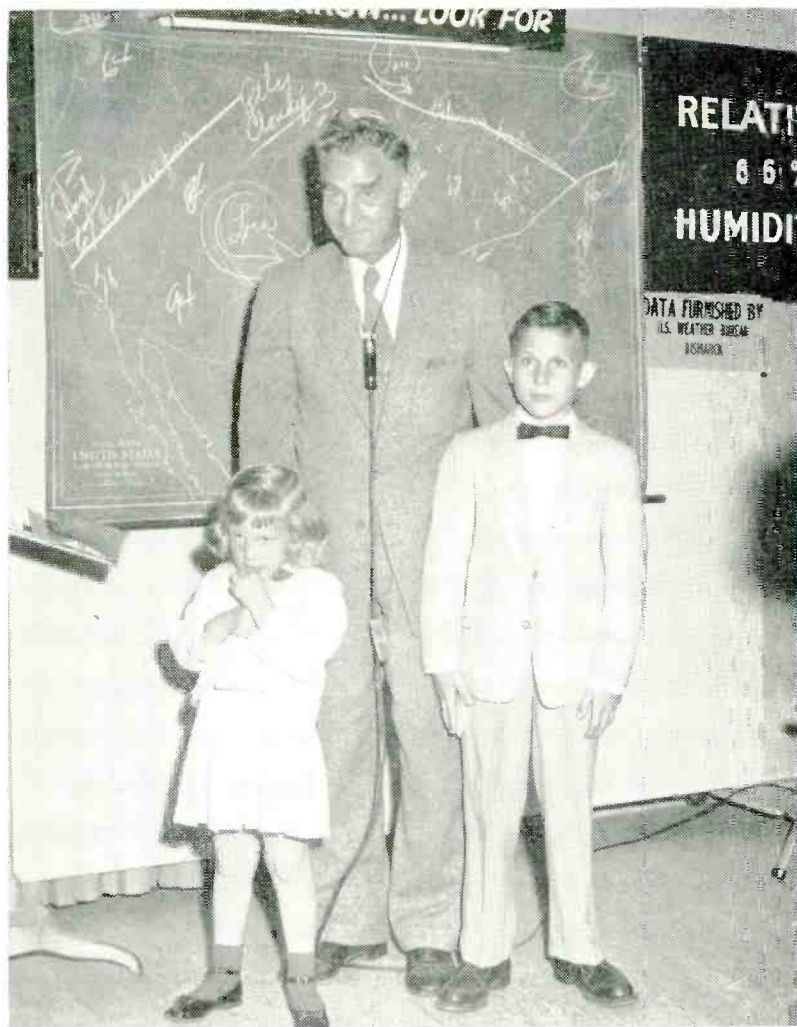
he was goalie on the college hockey team and turned to umpiring in the off-season to keep his eyes sharp for flying pucks.

In 1938 Stratton started officiating semi-pro baseball games, and it was during this year that he made an inauspicious entry into show business in New York as a walk-on in "Brother Rat" which later led to a bit part in that Broadway hit.

The following year (1939) Gil played "John" in the original Broadway production of "Life With Father." The turning point in his acting career, as he sees it, came when he landed the juvenile lead in the highly-successful Broadway Musical, "Best Foot Forward" in 1941.

Gil went into the service as a bombardier with the AAF, and is a member of the Caterpillar Club (signifying that, at one time or another, he was forced to bail out). He is also a member of the American Motorcycle Association, indicating again that "our boy" has a hankering for hazardous sports.

Following his discharge from the service in 1946, Stratton went to Chicago where he soon was cast as a lead in then CBS transcontinental radio program, "Those Websters!" He moved with the show to Hollywood and subsequently played Ed Tatum on the "Fibber McGee and Molly Show," "Breezy," "The Hardy Family" and, for a long run, the juvenile lead in CBS Radio's "Junior Miss" series. While briefly under contract to MGM he played in the movie "Girl Crazy."



Winners of the contest to name one of the characters for the Esky the Weather Wizard were Barbara Murray, 5, and Billy Reager, 11, both of Bismarck. The two tied for first place; both submitting same name: Doubtful Dora. In addition to a certificate of merit, each was presented with a case of Pepsi Cola and Orange Crush as well as free tickets to a carnival which was sponsored by the Eagles. In real life Esky is head of the Political Science department at Bismarck Junior College.

Phone Out of Order; Get Winnipeg Fire Photos by Ham Radio



When the fearful fire recently wiped out a huge section of downtown Winnipeg, Manitoba, KFYZ-TV was able to provide pictures of the blaze-damaged city through the use of this mobile communications unit. Picture here is TV Commercial Manager A. L. Anderson with his radio-equipped car. It is actually a mobile unit with a "ham" transmitter. At the time of the Winnipeg fire KFYZ-TV was unable to make contact with Winnipeg by phone for picture transmission so the mobile radio unit was called into action to make pictures available as quickly as possible.



FAIR FOR 4th—Betty Wragge, who portrays Peggy Young on NBC Radio's "Pepper Young's Family," is ready to celebrate the Fourth of July in holiday mood and costume.



PACE-SETTER — Quizmaster Ted Brown sets the pace for "The Phrase That Pays" with comic comments as he interviews contestants and awards valuable prizes. The show is presented Mondays through Fridays on NBC Radio.

MONDAY EVENING

7:00 Best of All
 8:00 Telephone Hour
 8:30 Cities Service
 9:00 Fibber McGee & Molly
 9:15 Heart Of The News
 9:30 Especially For You
 9:45 Wayne King
 10:00 Latest News
 10:15 Pabst Sports
 10:30 Two in the Balcony
 11:00 Cavalcade of Music
 11:55 Latest News

TUESDAY EVENING

7:00 It Happened to Yoy
 7:30 Barrie Craig
 8:00 Dragnet
 8:30 News—J. C. Swayze
 8:35 Crime and Peter Chambers
 9:00 Fibber McGee & Molly
 9:15 Heart Of The News
 9:30 Especially For You
 9:45 Hour of Charm
 10:00 Latest News
 10:15 Pabst Sports
 10:30 Stars From Paris

MONDAY. FRIDAY DAYTIME

6:00 News
 6:05 The Old Coral
 6:20 NDAC Farm Rpts.
 6:30 Wake Up to Music
 7:00 Mandan Livestock Sale Mon-Tues-Wed
 7:15 Ranch House Revl.
 7:30 News This Morning
 7:35 What's the Weather
 8:00 Latest News
 8:15 What's the Weather
 8:30 News Weather Rpt.
 8:45 Mike Dosch
 9:00 Bob Smith Show
 9:30 Bob Hope
 9:45 Break The Bank
 10:00 Strike It Rich
 10:30 The Phrase that Pays
 10:45 Psalm of Life
 11:00 News-A. W. Lucas
 11:05 Song Shop
 11:15 Kitchen Club
 11:30 Bill Ring Show
 Mon. - Wed. Nite
 11:45 N. W. Farm Front
 12:00 Peavy News
 12:20 N. W. Farm Front
 12:30 Butternut News
 12:45 Co-op Shoppers
 1:00 W. Fargo Livestock
 1:15 GTA News, Markets
 1:30 Ma Perkins
 1:45 Judy & Jane
 2:00 Welcome Travelers
 2:15 Road of Life
 2:30 Pepper Young's Fam.
 2:45 Right to Happiness
 3:00 Backstage Wife
 3:15 Stella Dallas
 3:30 Young Widder Brown
 3:45 Woman in my House
 4:00 Just Plain Bill

**Complete
 KFJR
 PROGRAM
 SCHEDULES**

11:00 Cavalcade of Music
 11:55 Latest News

WEDNESDAY EVENING

7:00 To Be Announced
 7:30 To Be Announced
 8:00 Groucho Marx
 8:30 Theatre Royal
 9:00 Fibber McGee & Molly
 9:15 Heart Of The News
 9:30 Especially For You
 10:00 Latest News
 10:15 Pabst Sports
 10:30 Keys To The Capital
 11:00 Cavalcade of Music
 11:55 Latest News

THURSDAY EVENING

7:00 Roy Rogers
 7:30 Six Shooter

4:15 Front Page Farrell
 4:30 Lorenzo Jones
 4:45 550 Club
 5:00 Dusty Rivers
 5:30 550 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
 6:05 The Old Coral
 6:20 Wake up to Music
 7:00 Ranch House Revelries
 7:30 News Lucky Strike
 7:35 What's the Weather
 8:00 Latest News
 8:15 What's the Weather
 8:30 News
 8:45 Mike Dosch—Organ
 9:00 Egbert & Ummly
 10:00 Serenade to Music
 11:00 Excursions in Science
 11:15 Highway Report
 11:30 For Those Who Gave
 11:45 Markets — Crime
 12:00 Farm & Home Hour
 12:30 Butternut News
 12:45 Co-op Shoppers
 12:55 West Fargo Mkts.
 1:00 Roadshow - 4 hrs.
 5:00 News & Sports
 5:15 Phi Mu Alpha Sym-
 phonic Chorus
 6:00 Spotlight on Paris
 6:30 Big Preview
 8:30 Grand Old Opry
 9:00 Dude Ranch Jamboree
 9:30 Pee Wee King Show

8:00 Know Your Laws
 8:15 Teen Age Book Parade
 8:30 News—J. C. Swayze
 8:35 Eddie Cantor
 9:00 Fibber McGee & Molly
 9:15 Heart Of The News
 9:30 Especially for You
 9:45 Voice of the Dakotas
 10:00 Latest News
 10:15 Pabst Sports
 10:30 Jane Pickens Show
 11:00 Cavalcade of Music
 11:55 Latest News

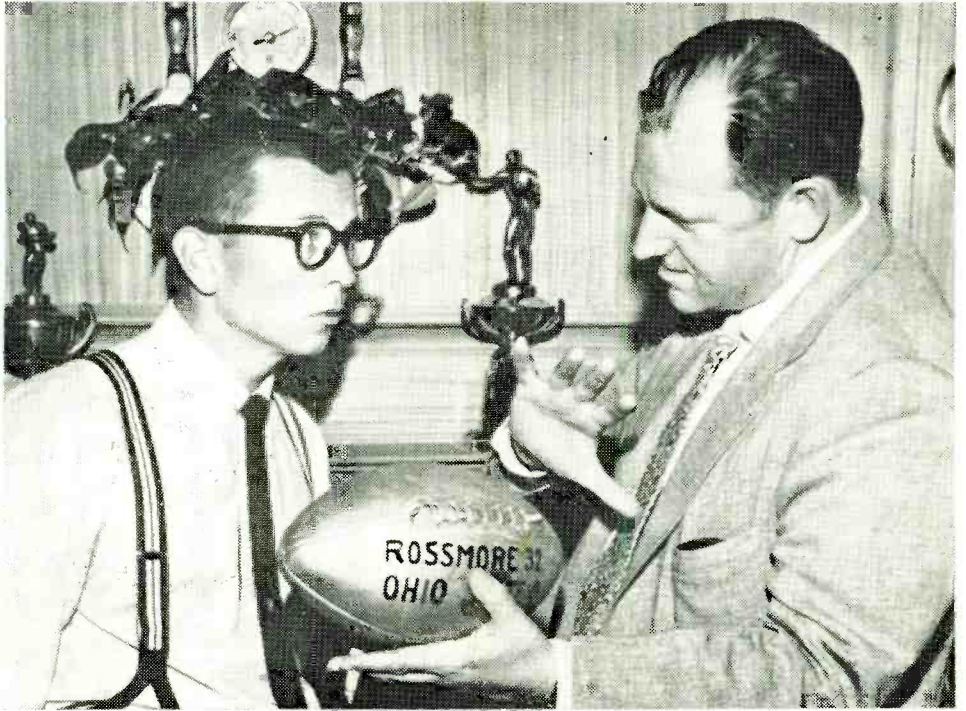
FRIDAY EVENING

7:00 Hear America Singing
 8:30 News—J. C. Swayze
 8:35 Hear America Singing
 9:00 Fibber McGee & Molly
 9:15 Heart Of The News
 9:30 Especially For You
 9:45 Norman Cloutier
 10:00 Latest News
 10:15 Pabst Sports
 10:30 Listen To Wash.
 11:00 Cavalcade of Music
 11:55 Latest News

10:00 KFYR News
 10:30 Eddy Howard Show
 11:00 Cavalcade of Music
 11:55 Latest News

SUNDAY

7:00 Egbert & Ummly
 8:00 Revival Hour
 9:00 National Radio Pulpit
 9:30 Christian Science
 9:45 Musical Interlude
 10:30 Mental Health Pgm
 10:45 Latest News
 11:00 Trinity Lutheran
 12:00 The Way Out
 12:15 News
 12:20 Before The Camera
 12:30 Univ. of Chicago RT.
 1:00 Catholic Hour
 1:30 Youth Wants to Know
 2:00 Stories of Hymns We Love
 2:15 Carnival of Books
 2:30 Golden Hour
 3:00 St. Paul's Lutheran
 3:30 Church in the Home
 5:00 American Forum of the Air
 5:30 NBC Spring Concerts
 6:30 Conversation
 7:00 Sunday with Garraway
 9:00 Inheritance
 9:30 Meet the Press
 10:00 Latest News
 10:15 To Be Announced
 10:30 Man's Right to Knowledge
 11:00 Cavalcade of Music
 11:55 Latest News



Gil Stratton and Eddie Mayehoff
'That's My Boy' - See Page 14

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