

VOL. V. NO. 4
APRIL 1954

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T-V Schedule

SUNDAY

5:00 Faith For Today
 5:30 This Is the Life
 6:00 Sharks Sports Spotlight
 6:15 News—Jack Swenson
 6:30 Life of Riley
 7:00 Lenton Vespers
 7:15 NBC Review of the Week
 7:30 Victory at Sea
 8:00 To Be Announced
 8:30 Dangerous Assignment
 9:00 To Be Announced
 9:30 Boston Blackie
 10:00 Sports—Doug Anderson
 10:10 Esky the Weather Wizard
 10:20 News—Jack Swenson
 10:30 KFYR-tv Theatre

MONDAY

5:10 Radio Patrol
 5:30 Western Theatre
 6:00 Sports—Doug Anderson
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 7:00 TV Kitchen Pgm.
 7:30 Keyboard Kapers
 8:00 Dennis Day
 9:00 Dubs & Debits
 9:30 Pan American Presents
 10:00 Sports—Doug Anderson
 10:10 Esky the Weather Wizard
 10:20 News—Jack Swenson
 10:30 KFYR-tv Theatre

TUESDAY

5:10 Ace Drummond
 5:45 Bob Crosby Show
 6:00 Sports—Doug Anderson
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 6:45 Jo Stafford
 7:00 Milton Berle
 8:00 Keyboard Kapers
 8:30 The Visitor
 9:00 To Be Announced
 9:30 Favorite Story
 10:00 Sports—Doug Anderson
 10:00 Esky the Weather Wizard
 10:20 News—Jack Swenson
 10:30 KFYR-tv Theatre

WEDNESDAY

5:10 Radio Patrol
 5:30 Western Theatre
 6:00 Sports—Doug Anderson
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 7:00 Gary Moore
 7:30 Keyboard Kapers

8:00 Wrestling
 9:00 The Christophers
 9:30 Industry on Parade
 9:45 Defenders of America
 10:00 Sports—Doug Anderson
 10:00 Esky the Weather Wizard
 10:20 News—Jack Swenson
 10:30 KFYR-tv Theatre

THURSDAY

5:10 Ace Drummond
 5:30 Hormel Girls
 5:45 Bob Crosby Show
 6:00 Sports—Doug Anderson
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 7:00 Groucho Marx
 7:30 Kit Carson
 8:00 Douglas Fairbanks
 8:30 Ford Theatre
 9:00 City Detective
 9:30 Highland Acres TV-Theatre
 10:00 Sports—Doug Anderson
 10:10 Esky the Weather Wizard
 10:20 News—Jack Swenson
 10:30 KFYR-tv Theatre

FRIDAY

5:10 Radio Patrol
 5:30 Western Theatre
 6:00 Sports—Doug Anderson
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 7:00 Hopalong Cassidy
 8:00 Fishing & Hunting Club
 8:30 The Pastor
 9:00 My Friend Irma
 9:30 To Be Announced
 10:00 Sports—Doug Anderson
 10:10 Esky the Weather Wizard
 10:20 News—Jack Swenson
 10:30 KFYR-tv Theatre

SATURDAY

5:10 Ace Drummond
 5:30 Religious Puppets
 6:00 Sports—Doug Anderson
 6:15 Sizing Up the News
 6:30 KFYR Barn Dance
 7:00 Captured
 7:30 To Be Announced
 8:00 Safety Patrol
 8:30 Talent Patrol
 9:00 Medallion Theatre
 9:30 Hit Parade
 10:00 Sports—Doug Anderson
 10:10 Esky the Weather Wizard
 10:20 Sizing Up the News
 10:30 KFYR-tv Theatre



A monthly digest of radio and television news

When Do the Kids Take Over?

(By Bob Crosby.)

(Star of CBS Television's "Bob Crosby Show" seen Tuesdays and Thursdays. 5:45-6:00 p. m.)

Man, oh man, oh man, oh man! Teen-agers are so sharp these days they seem to get my message before I send it.

At least, that's the way I'm beginning to feel about my daughter, Cathy, who, I'm forced to admit, is much sharper at 14 than I was at that age. She's the oldest of my band of savages, and she blandly tells me I'm something of a square and a bit on the corny side.

Knows Everything

She's just at the age where she thinks she knows everything and I'll admit, in the hope she never reads this, that she's right more often than I am about recordings, popular music and many facets of show business.

Perhaps I'm too close to the forest.

Anyhow, Cathy, avowedly ambitious to become a professional singer and entertainer, has an ad-

vantage over me in that she and her classmates at school have greater opportunity to be exposed to the various phases of show business.

Talk, Talk, Talk

They get together and talk, talk, talk. They analyze musical hits and recordings which have not fared so well. They seem to get to the basic reasons for the success or failure of songs and singers.

Cathy made a guest appearance recently on a local television show, a popular record evaluation program, and she came up with the right answers on questions about recorded tunes before I could begin to formulate any well-constructed opinions. Uninhibited, of course. She could give honest opinions because her mind wasn't cluttered with ratings, sales figures, the stature of the vocalists, or any of that stuff.

The Cover: Photographer Bill Leingang at work as Lila Turner of the KFYR-tv staff poses for a Dialites picture.

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She'd say briskly:

"'Too Young to Tango' follows too closely on 'It Takes Two to Tango.' I don't think it'll get there."

Bing Didn't Interfere

Even her high regard for her Uncle Bing didn't influence her opinion that Patti Page's recorded rendition of "Changing Partners" would go further than Bing's platter. And she had her own, logical reasons for that decision.

My second savage, Chris, now 11 going on 12, is the comic of the tribe. He has no theatrical ambitions but he does think he's got it all over me when it comes to delivering a joke.

One of his recent little dillies, which he delivered to me as though I were a bit subnormal mentally, came after he had sampled a smoked turkey I brought home after the holidays. (You see, with a tribe the size of mine, a regular turkey isn't sufficient on Christmas or New Year's. You have to augment it with anything edible you can lay your hands on).

Turkey Filter

Anyhow, Chris took a bite of the smoked turkey, made a wry face and said, "Dad, what is this stuff?"

"Smoked turkey," I replied.

"It must be," he quipped, I got the part with the filter in it."

To be strictly truthful, my oldest son did not address me as "Dad." For a reason I have been unable to fathom, he calls me "Ponky Baby." That tag has some special significance to him and to him only. Even his mother hasn't been able to learn the reason for this term).

Bobby

Bobby, Jr., 9, is a sensitive and rather sentimental lad. He was on the homely side at birth, and that's

why he was named after his old man. He's got quite a few years to go before he can start pushing me around, but we sure aren't look a-likes.

Stevie

Stevie, 7, is on the pixie side. He is much too young to have decided opinions on anything other than mealtime, playtime and bedtime.

Junie-Malia

Now we come to Junie-Malia. She's 2½ and the apple of my eye. She can do anything with me and she knows it.

I have been asked frequently why we named her Malia, and the answer is that Malia means Mary in Hawaiian. Further than that, my wife June and I both love the Islands, and it was there we learned Junie-Malia would become a reality.



"Victory at Sea" (KFYR-tv. Sundays) has been awarded the coveted "Emmy" of the Academy of Television Arts and Sciences in Hollywood. "Victory at Sea" is the story of the naval history of World War II.

News . . .

"Man On the Go," Like the Busy Bee, Is Praised for Outstanding Work on His Chosen Field

"How busy is not so important as why busy. The bee is praised; the mosquito—swatted," notes Alex Drier, NBC radio network's "Man on the Go," heard five times a week.

And like the bee he talks of, Drier is the hustling, bustling news commentator who has received the highest plaudits of Sigma Delta Chi, the professional journalism fraternity, for "distinguished service to American journalism."

Considered by his colleagues as commentator's commentator, his star has risen to a point where he is now one of the top five newscasters in the nation with his own brand of pithy, pungent comments on local, national and international points of interest.

Always setting a fast pace for himself as "Man on the Go," the bluff, cigar-smoking Chicagoan recently completed an 11,000-mile, 10-day tour of the European hot spots of contention to give his millions of coast-to-coast listeners a first-hand analysis of the situation across the Atlantic.

Right now Drier is on a lecture-tour of the major cities in the United States. He's meeting the people, finding out their feelings about things in general.

But whether speaking to his fans in person or over the air waves, Dreier continues to season his talks with a liberal sprinkling of peppery observations.

He is recognized by newspaper columnists as a coiner of the snap-

TUNE IN!

**DRAMA! COMEDY!
ADVENTURE!
MYSTERY!**

*All the magic of
the theatre on ...*

**HIGHLAND
ACRES
TV
THEATRE**

**Thurs.
9:30 P. M.**

KFYR-tv

Channel 5

py phrase and his comments on many varied phases of life appear in print regularly.

For example, on some of his more recent "Man on the Go" shows, he said:

About taxes:

"Time was when it was only Washington's face on our dollar. Now Washington gets hands on it as well!"

About family arguments:

"Most family arguments have sides—but no end."

About women:

"No matter how well a woman carries her years, she's bound to drop a few sooner or later!"

About the political expert:

"A political expert is a guy who tells you today what is going to happen tomorrow and explains the next day why it didn't."

About history:

"History wouldn't repeat itself so often if the world would only listen!"

Along with these tid-bits, usually heard at the end of the "Man on the Go" program, Drier has succeeded in giving his listeners a hard hitting, to-the-point accounting of the news and special events of the day.

Swenson Reports on Planting Plans for NBC "Farm-Home Hour"

KFYR news director Jack Swenson reported (April 3) on the National Farm and Home Hour over NBC on North Dakota wheat farmers' plans for using land taken out of wheat acreage quotas.

His report was one of eight from stations across the country made in an effort to determine what the acreage reproductions will do to production of other grains and crops.

Sports . . .

FORMER FOOTBALL GREAT JOINS KFYZ SPORTS STAFF

Clink McGeary, a former football tackle with the professional Green Bay Packers, joined KFYZ early last month as a staff announcer.

McGeary's football career began during his high school years in Hastings, Nebraska, and led him through two seasons at the University of Minnesota and two at the North Dakota Agricultural College.

A bruising 254-pounder, McGeary played at Minnesota under former head coach Bernie Bierman in 1943, then served with the 20th Air Force in the South Pacific. After he was discharged from the service he returned in 1946 to the U. of M. and played that fall.

He then transferred to NDAC at Fargo where he played in 1947-48.

Joins Green Bay

From college he went to the Packers, whose home field is at Green Bay, Wis. In his first year with the team—1948—he was selected the "Rookie Lineman of The Year" in the National Professional Football League.

Some of the football greats with whom McGeary played included former Minnesota athletes such as Dick Wildung and Clayton Tonne-maker—All-Americans two and three times, respectively.

Illustrious Squad

Other All-Americans with Green Bay in years McGeary was there were Larry Courtre, former Notre Dame halfback, and Buddy Burris, a three-time All-American from the University of Oklahoma who roomed with McGeary during his stint with the Packers.



(By Clink McGeary

(Editors note: McGeary formerly was a varsity football tackle at the University of Minnesota and North Dakota Agricultural College. He also played professional football for two years with the Green Bay Packers and one year with the Montreal Alouettes).

McGeary, who stands 6-feet, 4-inches, also played one year with the Canadian Montreal Alouettes of the Big Four Canadian Professional Football League.

He is a former staff member of stations KUOM, the U. of M. radio outlet, and KVNJ-FM and KFGO, both of Fargo.

Those sections of the nation are rare where residents follow or participate in local and state athletic contests as much as they do in the Bismarck-Mandan region.

You would have to go far to find the overall pitch of excitement and interest we find right here in our backyard. Even many major league baseball and football cities often don't come up with the spark and drive that plays such a vital roll in determining the success or failure of a team.

All of which is to say, it is a real, distinct pleasure for me to be able to identify myself with the solid interest I find in athletics in Bismarck and our surrounding communities.

It doesn't matter where you go on the day following a local ball game or track meet. On the street, in the stores—all over town—you hear pro and con comments about the game just over.

Wide Interest In Athletics

Everyone—young and old, and from all walks of life—shows some interest in athletics.

Here, in central North Dakota, we have the finest, well-rounded athletic programs to be found anywhere.

In Bismarck, for instance, there are St. Mary's and Bismarck High schools; in Mandan, the Mandan high school. All three schools have established programs in all the major sports. And they have acquired the best in equipment and facilities so school coaches—who are among the best in the Upper Midwest incidentally—can cultivate talent and develop the spirit of competition in young athletes.

Besides our high schools there is Bismarck Junior College which is equally well equipped to accommodate sports-minded students.

Summing it all up, it is satisfying to see two cities get behind their home teams the way we do in Mandan and Bismarck.

Fans Make Team

And that brings to mind the role the fans play in the sports world.

As we all know, fans help make the team. It's their enthusiasm for the home team that helps spark the team to the pennant or championship. There's no denying that.

A coach takes over and develops the youth's natural ability, helps the boy as much as possible to develop his talent. The coach passes on what he has learned through both coaching and playing experience, utilizes the equipment

and facilities at hand to help the youth make the grade—as a trackman, football player, baseball—whatever the sport may be.

But no matter how much the coach and his pupil work at it; no matter how complex the coach's strategies may be: it still takes the cheers of the fans to help whip up the spirit to win.

Press-Radio Support Helps

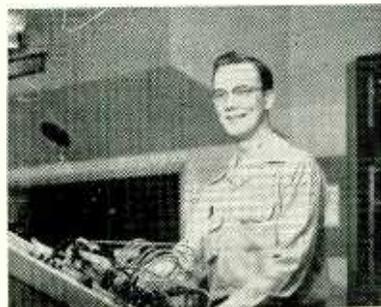
At the same time, there is the press and the radio corps. They help to fan the enthusiasm that makes for the perfect fan: the one who boosts the team both privately and publicly.

One thing we shouldn't forget by the way, is that you don't have to be a partisan follower to be a good fan.

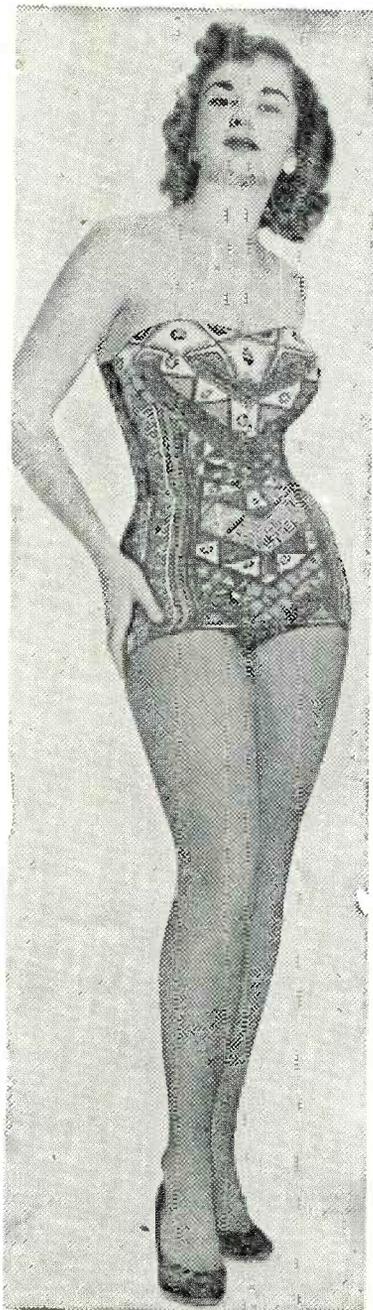
Some of the biggest, most powerful supporters of teams are the loudest arbitrators at local games. But generally they are just "blowing off steam."

Commercial Leagues

Local interest in sports activities isn't confined only to the high schools and the college. There is also a tremendous interest in the commercial league play and the amateur B. B. leagues.



Hugo Marquardt is the newest member of the KFJR radio control room staff, working on the evening shift.

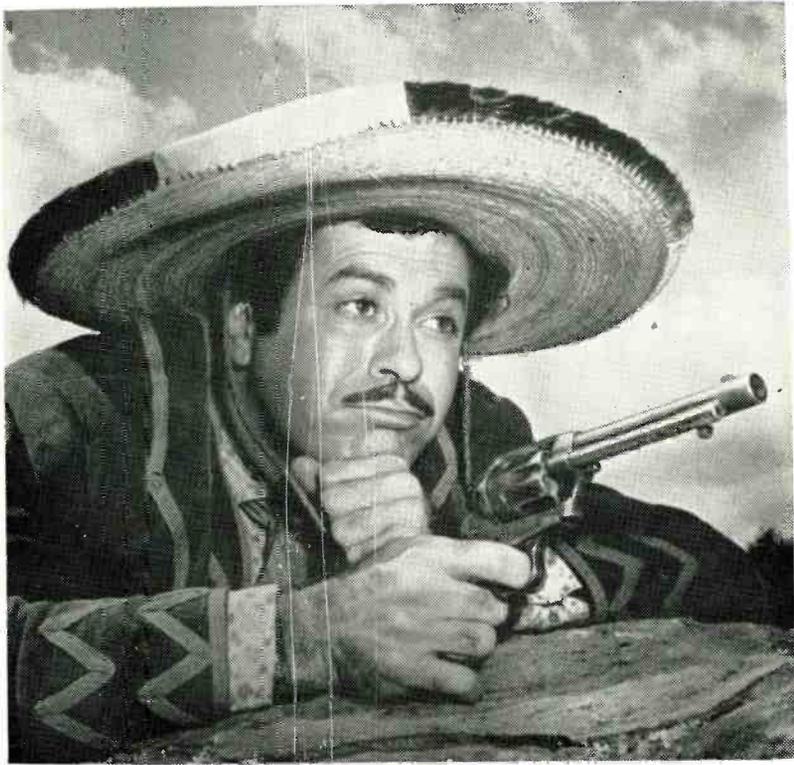


HEADLINER—Veteran war correspondent and newscaster, Merrill Mueller, executive radio producer for NBC, who has just received a George Polk Memorial award conferred by Long Island University for distinguished contributions in journalism. Mueller was honored for his work as producer of 'Weekend,' NBC Radio's "Sunday newspaper of the air."



NBC PRESS-URE — With picture editors on the lookout for the latest in television and radio art, NBC photographers took this picture of Barbara Simpson, NBC Press Department receptionist. Barbara is not seen or heard on the air, but neither was Whistler's mother.

Don Diamond---"El Toro"



Brooklyn-Born Don Diamond TV's Ambassador to Mexico

"You are television's special ambassador to Mexico."

This flattering comment, made in a letter from a Mexican fan to Don Diamond—who plays "El Toro" in "The Adventures of Kit Carson"—has guided him ever since in his portrayal of the Mexican character.

Although his is a comedy role, and Don plays it for all the laughs he can get, he meticulously avoids any tinge of burlesque or ridicule which might be offensive to his Mexican fans.

Authenticity A Must

"The use of phony racial clichés,

for the sake of a laugh, has always seemed cheap, dishonest and disgusting to me," says Diamond. "I am very fond of Mexico, and its people, and I just want to play my character, El Toro, in such a way that I'll always be welcome there."

To judge from the volume of his fan mail from Mexican viewers of the popular weekly TV series, Don need have no worries on this score. The half-hour Western thrillers are presented each Thursday at 7:30 p.m. over KFYZ-TV by the Coca-Cola Bottling Company of Bismarck.

The husky, dark-haired star has developed such a strong interest in the land south of the border that

he spends all his vacations there, and in speech, dress and manners, passes for a native.

"Once I made the mistake of tossing a Mexican colloquialism into a conversation with a U. S. border guard, just for fun, and I had to argue for half an hour to get him to let me back through the gates into the United States," recalls Diamond.

Student of Mexico

A graduate of the University of Michigan (class of '42), Diamond recently completed a number of post-graduate courses at the University of Mexico in Mexico City. He hopes to earn a Masters' degree there by taking additional courses in such subjects as Mexican and Spanish history, Mexican folklore, and psychology of the Mexican people.

"Eventually, if things work out right, I'd like to produce and direct movies in Mexico," he confesses.

Don has many friends among Mexico's actors, including Alfonso Bedoya and Armand Calbo, popular stars below the border.

Brooklyn Native

Now 32, Don was born on June 4th in Brooklyn, later moving to Upper New York and then to Ann Arbor, Mich., where he worked his way through the University of Michigan. He was a popular performer in college theatricals.

Shortly after graduation, Diamond entered the Army. His Spanish was so perfect that he was promptly grabbed by the Office of War Information to broadcast to the Latin-American countries.

"I had never been in either Spain or Mexico, at this time," he recalls, "but I never told that to the OWI."

Air Force Officer

Diamond spent a total of three and a half years in the service emerging as a first lieutenant after earning a commission in an Air Force Cadet school.

Deciding to concentrate on an acting career, Don got off to a fast start in radio. He has appeared on virtually every big network show emanating from Hollywood, and has gained a wide reputation as a perfectionist in dialects.

Don is letter-perfect in such varied characterizations as Italian, German, Mexican, Spanish, British, Cockney, Irish, Scotch, Slavic, Austrian, Greek, French, Japanese and Scandinavian.

Shuns Faking

Diamond refuses to fake any dialect that he doesn't know. When he accepted a Greek role in a show called "California Caravan," for example, he moved into a rooming house in the Greek section of Los Angeles for a week before starting work on the program.

Although highly articulate with men, Don tends to be rather shy with girls and is still a bachelor— notwithstanding his swaggering conquests of the señoritas in the Kit Carson TV series.

"Sometimes," he muses, "I sort of envy this guy, El Toro."

On the screen, he aroused favorable critical comment as a gangster in, "Borderline," with Fred MacMurray and Claire Trevor, and he also has been a featured performer on Brian Donlevy's "Dangerous Assignment" radio show. Don also has appeared on numerous TV shows, but he regards his comedy role in the Kit Carson series as his most important television assignment.

"Since I play it for laughs," he says, "it's also the most fun."

Road Show . . .

AAA Cooperates in Feature of
'Roadshow' Program

Cooperating with NBC Radio's new four-hour program, ROAD-SHOW, in promoting safe driving on the nation's highways is the American Automobile Association, the national federation of independent motor clubs. The program is broadcast on Saturdays from 1 to 5 p.m.. CST.

A feature of this program, which is designed for the weekend motorist, is "Mr. Safety." He cruises the highways in search of a safe, courteous driver. When he finds one, the motorist is then introduced to the listening audience by telephone and awarded a variety of handsome prizes.

"Mr. Safety" also records the license numbers of other safe drivers observed on the road. These are announced on the program and when the owners call in they, too, receive awards.

Actually, two "Mr. Safetys" are dispatched each week in different parts of the country. And that's where the AAA cooperation counts.

When asked by program producer Parker Gibbs if the AAA would assist in providing two "Mr. Safetys" each week, the association polled its member clubs. The response, according to Edgar Parsons of AAA public relations, was overwhelmingly favorable.

Driver education is one of the most important functions of the organization. Each "Mr. Safety" is actively engaged in this work with his own local motor club.

The AAA, which estimates that 2,000,000 young Americans reach

driving age each year, has analyzed thousands of accident records. These records prove that driver education reduces traffic accidents by 50%.

Last year 8,800 schools offered driver education programs, with a total of 325,000 high school students receiving behind-the-wheel training and 250,000 more taking training courses in classrooms.

John Mason



Among the new voices on KFYZ-Radio is that of John Mason, personable announcer who handles the late afternoon and evening announcing assignments on a number of shows, and who is heard nightly with his own late-night musica program.

Lila Turner



New member of the KFYZ office staff is Lila Turner, who is responsible for a variety of tasks which included posing for this month's cover.

Daytime . . .

PERSONABLE WENDY DREW LAUNCHES CAREER AT 16

Wendy, Drew, new star of YOUNG WIDDER BROWN KFYZ-Radio work, 3:30 to 3:45 p. m., is a young lady who leaves lasting impressions.

Wendy was 16 years old when she auditioned for a role in another program put on by the producers of her current daytime serial. She didn't get the role, but 8 years later when they started to audition people for the lead in "Young Widder-Brown" Wendy Drew was remembered, sent for and signed.

Career Started Early

The vibrant personality that so impressed at 16 is still very much a part of Wendy Drew at 23. If anything, with the passing years, it has become more pronounced and projects itself over the air with greater impact.

As the intrepid Widder Brown she inspires families with her quiet but purposeful struggles with problems that are common to the American family scene.

Likes New York

Wendy was born in Brooklyn, New York, on May 8, 1929. Her family has been able to take Wendy out of New York on several occasions, but they have never been able to take New York out of Wendy. Now that she has made her way back to the metropolis she intends to make her career in its television and radio center.

Wendy's first trip away from New York was made when she was 4 and her parents took her to Texas. The family later settled in Florida, where Wendy went to

public school and at 15 graduated from high school.

Acting at 12 Years

It was in Florida, when she was 12, that Wendy started her acting career doing a variety of roles in high school plays. At the same time she studied with Carmen Balfour, dramatic coach who at one time was a reader to the Queen of England.

Madame Balfour gave her course in a theater at Miami Beach where, during World War II, Morgan Farley, director of an Army Special Services unit, visited while searching for a place to present his plays for servicemen.



TOURING 'ROYALTY' — Roy Rogers, "King of the Cowboys," and his wife Dale Evans, "Queen of the West," are touring the British Isles with their troupe, including Trigger, Roy's palomino horse. Roy and Dale star in "The Roy Rogers Radio Show" Thursdays on NBC Radio.

He heard Wendy reading a part, and the face and the voice stayed with him so that some time later when he returned to Miami Beach and was casting one of his plays he started a search for her.

With the aid of the local Chamber of Commerce he soon found the girl who had made the indelible impression, and gave her the first big role of her acting career, that of the ingenue in Maxwell Anderson's "The Eve of St. Mark."

Broadway At 16 Years

When her family moved to California, Wendy continued to study acting, spending a year at the Pasadena Playhouse. At 16 she returned to New York and was soon cast in the Broadway play, "A Joy Forever."

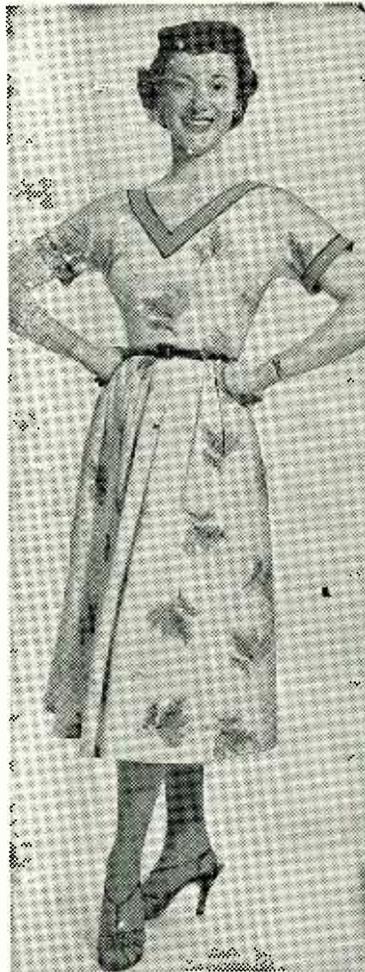
In the intervening 8 years since her return and signing for the "Young Widder Brown" lead, Wendy has appeared on many leading dramatic programs in TV, radio and summer stock. The theater, music and novels are her main sources of diversion.

She lives with her mother and a younger sister, Alegra, who is a dancer with the New York City Ballet company, in Manhattan. The new "Young Widder Brown" is blonde, blue-eyed, five-feet-three, and weighs a compact 95 pounds.

Late TV Schedule Changes:

"Favorite Story" with Adolph Menjou has moved to Tuesday nights, and 'Dubs and Divots," a new show for golfers, will be seen in the Monday night time period.

On Saturday nights, a new addition, replacing "Medallion Theater," is the humorous "That's My Boy" at 9:00.



'POETRY IN PRINT' — Gisele MacKenzie, piquant singer of NBC-TV's "Your Hit Parade," greets the Southern sun in a junior dress of Wamsutta's "Poetry in Print." Designed by Helen Whiting, it has orange flowerlets with black sprays against a pale gray background. Black binding outlines the orange neckline and cuffs. The back dips to a flowing bow, and a patent belt completes the color scheme.

MONDAY EVENING

7:00 Railroad Hour
 7:30 Voice of Firestone
 8:00 Telephone Hour
 8:30 Band of America
 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 Sports News
 10:40 To Be Announced
 11:00 Cavalcade of Music
 11:55 Latest News

TUESDAY EVENING

7:00 Dinah Shore
 7:15 Frank Sinatra
 7:30 Barrie Craig
 8:00 Dragnet
 8:30 News—J. C. Swayze
 8:35 Elks Band
 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 Sports News
 10:30 Stars From Paris
 11:00 Cavalcade of Music

MONDAY- FRIDAY DAYTIME

6:00 News
 6:05 The Old Coral
 6:20 Mkts.-NDAC F. Rpts.
 6:30 Mont. Gospel Crusade
 7:00 Mandan Livestock Sale Mon-Tues-Wed
 7:00 Keystone Steel & Wire Thursday
 7:15 Ranch House Revel.
 7:30 News This Morning
 7:35 What's the Weather
 8:00 Latest News
 8:15 What's the Weather News
 8:30 News
 8:45 Mike Dosch
 9:00 Welcome Traveler
 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 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 Life Can Be Beautiful
 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
 4:15 Front Page Farrell
 4:30 Lorenzo Jones
 4:45 550 Club
 5:00 Dusty Rivers

**Complete
 KFYP
 PROGRAM
 SCHEDULES**

WEDNESDAY EVENING

7:00 Walk A Mile
 7:30 Gildersleeve
 8:00 Groucho Marx
 8:30 Big Story
 9:00 Fibber McGee & Molly
 9:15 Heart Of The News
 9:30 Especially For You
 9:45 Music of Manhattan
 10:00 Latest News
 10:15 Sports News
 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

5:30 550 Club

5:45 The World Today
 5:55 Cabbages and Kings
 6:00 Man On The Go
 6:15 Sports Reports
 6:20 News of the World
 6:45 One Man's Family

SATURDAY

6:00 News
 6:05 The Old Coral
 6:20 Mkts.-NDAC F. Rpts.
 6:30 Mont. Gospel Crusade
 7:00 Ranch House Revelries
 7:30 News This Morning
 7:35 What's the Weather
 8:00 Latest News
 8:15 What's the Weather
 8:30 News
 8:45 Mike Dosch—Organ
 9:00 Egbert & Ummly
 10:00 To Be Announced
 10:15 Doorway To Beauty
 10:30 This Is Your Story
 10:45 Sona
 11:00 Children's Chapel
 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 You Can Change The World
 6:00 To Be Announced
 6:30 Big Preview
 8:00 Whoopie John
 8:30 Grand Old Opry
 9:00 Dude Ranch Jamboree
 9:30 Pee Wee King Show
 10:00 KFYP News
 10:15 Excursions in Science
 10:30 Music For You

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
 9:45 Voice of the Dakotas
 10:00 Latest News
 10:15 Sports News
 10:30 Jane Pickens Show
 11:00 Cavalcade of Music
 11:55 Latest News

FRIDAY EVENING

7:00 Dinah Shore
 7:15 Frank Sinatra
 7:30 Bob Hope
 8:00 Phil Harris
 8:30 News—J. C. Swayze
 8:35 Remember When
 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 Sports News
 10:30 Listen To Wash.
 11:00 Cavalcade of Music
 11:55 Latest News

11:00 Cavalcade of Music
 11:05 NBC Music
 11:55 Latest News

SUNDAY

7:00 Egbert & Ummly
 8:00 Revival Hour
 9:45 Sunday Morning Melodies
 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 R't
 1:00 Catholic Hour
 1:30 Youth Wants to Know
 2:00 Stories of Hymns We Know
 2:15 Carnival of Books
 2:30 Golden Hour
 2:45 Latest News
 3:00 St. Paul's Lutheran
 3:20 Church In The Home
 4:00 Week End
 5:00 College Quiz Bowl
 5:30 NBC Symphony Orch
 6:30 Theatre Royal
 7:00 Sunday At Home
 7:25 News
 7:30 Sunday At Home
 8:00 NBC Star Playhouse
 9:00 Inheritance
 9:30 Meet the Press
 10:00 Latest News
 10:15 Art of Living
 10:30 To Be Announced
 11:00 Cavalcade of Music
 11:05 NBC Music
 11:55 Latest News



YOUTH'S AWARD — Keith Karr (right), 17-year-old farm youth of Bison, S. D., gets his first flying instruction from Tommy Bartlett, emcee of the "Welcome Travelers" program on NBC Radio and TV. Karr was the first winner of the annual Tommy Bartlett Flying Scholarship Youth Award, established to encourage the use of aircraft in agriculture.

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