

T-V Schedule

SUNDAY

5:00 Faith For Today
5:30 This Is the Life
6:00 The Sports Digest
6:15 News—Jack Swenson
6:30 Life of Riley
7:00 To Be Announced
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 Shark's Scoreboard
10:10 Esky the Weather Wizard
10:20 News—Jack Swenson
10:30 KFYZ-tv Theatre

MONDAY

5:10 Space Soldiers
5:30 Western Theatre
6:00 Sports—Doug Anderson
6:15 News—Bob MacLeod
6:30 Wagonmasters
7:00 2 Led 3 Lives
7:30 Keyboard Kapers
8:00 Dennis Day
8:45 Industry on Parade
9:00 Dubs & Divots
9:30 Captured
10:00 Scoreboard
10:10 Esky the Weather Wizard
10:20 News—Jack Swenson
10:30 KFYZ-tv Theatre

TUESDAY

5:15 Don Winslow
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 Big Picture
9:30 Favorite Story
10:00 Sports—Doug Anderson
10:00 Scoreboard
10:20 News—Jack Swenson
10:30 KFYZ-tv Theatre

WEDNESDAY

5:10 Space Soldiers
5:30 Western Theatre
6:00 Sports—Doug Anderson
6:15 News—Bob MacLeod
6:30 Wagonmasters
7:00 Gary Moore
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
9:45 Defenders of America
10:00 Sports—Doug Anderson
10:00 Esky the Weather Wizard
10:20 News—Jack Swenson
10:30 KFYZ-tv Theatre

THURSDAY

5:10 Don Winslow
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 NDAC TV
8:30 Ford Theatre
9:00 City Detective
9:30 Highland Acres TV-Theatre
10:00 Scoreboard
10:10 Esky the Weather Wizard
10:20 News—Jack Swenson
10:30 KFYZ-tv Theatre

FRIDAY

5:10 Space Soldiers
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 Scoreboard
10:10 Esky the Weather Wizard
10:20 News—Jack Swenson
10:30 KFYZ-tv Theatre

SATURDAY

5:10 Don Winslow
5:30 Religious Puppets
6:00 Sports—Doug Anderson
6:15 Sizing Up the News
6:30 KFYZ Barn Dance
7:00 Captured
7:30 To Be Announced
8:00 T.B.A.
8:30 Talent Patrol
9:00 That's My Boy
9:30 Hit Parade
10:00 Scoreboard
10:10 Esky the Weather Wizard
10:20 Sizing Up the News
10:30 KFYZ-tv Theatre



A monthly digest of radio and television news

Toscanini Leaves NBC Symphony

Sylvester L. Weaver, Jr., President of the National Broadcasting Company, has announced that exclusive arrangements have been concluded to broadcast the concerts of the world-renowned Boston Symphony Orchestra over the coast-to-coast facilities of the NBC Radio Network direct from Symphony Hall in Boston during the 1954-55 season.

"We are happy, indeed, to be able to present the concerts of the Boston Symphony Orchestra to the American people," said Mr. Weaver. "These concerts will continue our long-established policy of bringing to our listeners the finest orchestra music available. We are confident that music lovers throughout the country will look forward eagerly to our weekly broadcasts of this great orchestra under its distinguished musical director, Charles Munch, and with preeminent guest conductors and soloists."

Arrangements for the broadcasts were made with George Judd, manager of the Boston Symphony. These

arrangements also give NBC the rights to the Boston "Pops," the Esplande Concerts and the Berkshire Festival at Tanglewood.

The broadcasts will start early in October and continue through April. They will be presented on Saturday evenings. Details as to the exact time schedule will be announced later.

In 1937 the NBC Symphony Orchestra was created under the leadership of Maestro Arturo Toscanini. At that time Brig. General David Sarnoff promised the maestro an orchestra of the finest musicians available for as long as he wished to conduct. NBC fulfilled that promise. Toscanini's decision to retire after 17 years with this orchestra was regrettably announced by General Sarnoff on April 4.

Beginning this Fall, the Boston Symphony concerts will comprise the NBC Radio Network's principal offerings in the field of symphony music. As such, they will replace the NBC Symphony. The composition of NBC's musical personnel

THE COVER: The Wagonmasters, heard every evening on KFYR and KFYR-tv, bring western and folk tunes to the northwest. Clockwise, starting at the top, are Dusty Rivers, Jim Shannon, Don Boots, Audie Aldridge, and Curley Mayer. They're heard on KFYR radio at 5:00 and on Channel 5 Monday through Saturday at 6:30.

will be rearranged into smaller orchestral units to serve the requirements of NBC. The incomparable music of Toscanini and the NBC Symphony is available to the public on RCA Victor recordings.

This year's Spring season of concerts with the NBC Spring Symphony Orchestra already is in progress with outstanding guest conductors. These broadcasts of symphonic music, Sundays, 6:30 to 7:30 p. m., New York time, will continue until the new schedule with the Boston Symphony begins in October.

Guest conductors of the Boston Orchestra next season will include Pierre Monteux and Guido Cantelli, both of whom were guest conductors of the NBC Symphony Orchestra this past season.

News . . .

If you've heard "The Heart of the News" over KFYZ, you're already aware of a new concept in radio news reporting—a new concept in the entire field of journalism.

"The HeHart of the News" embodies the idea of taking one or two stories per program and thoroughly detailing and interpreting them through "group journalism."

The program features James Fleming as the "on-the-air" editor who has on call the entire worldwide news staff of the National Broadcasting Company.

Fleming was formerly editor of the daily TV production "Today" and editor of the award-winning radio series, "Voices and Events."

NBC is supplementing its own news staff with a number of other news experts from wire services, newspapers and magazines. Wall

Street, the Senate and House, Treasury and Federal Reserve, the Pentagon, the State Department, the U. N., the Far East and Europe are among subjects and areas of activity scheduled for discussion.

Each subject is treated by newsmen who have made the particular topic a specialty.

The list of contributors to the program is an impressive array of talent: W. W. Chaplin, radio's greatest human interest reporter; Henry Cassidy, expert on European affairs; Ray Scherer; Earl Godwin, the dean of the Washington correspondents; Lief Eid; South Dakota-born Richard Harkness; Joseph C. Harsch; Pauline Frederick; Leon Pearson; Irving R. Levine who did an outstanding job of reporting the Korean war; Merrill Mueller who spent



HONORED—Pauline Frederick, NBC news commentator, is the winner of the eleventh annual Alfred I. DuPont award for outstanding work in the field of interpretive radio reporting in 1953.

a decade in London for NBC and is now editor of the TV show, "Today"; former White House reporter Frank Bourgholzer, now in Europe; Robert McCormick; Jack Begon from Rome; Ronney Wheeler, now NBC correspondent in London; and Ed Newman.

The program is produced by William R. McAndrew, who, behind the scenes has been one of the most powerful forces in the shaping of present methods of radio news reporting, and is co-produced by Joseph O. Meyers, another behind-the-scenes expert who began his radio news career in the Twin Cities in Minnesota.

Chet Hagen, who has worked with the KFYZ news bureau on a number of 'remote' pick-ups for such programs as "News of the World" is assistant producer and in charge of many of the technical details of obtaining reports from where they are needed.

"Heart of the News" was greeted upon its premier as an important addition to radio journalism by trade papers and the press for it made possible immediate, deep and intensive coverage of top-breaking stories as they occur.

It was expanded to 45 minutes on such topics as the McCarthy-Army hearings and, as on all controversial subjects, presented the facts for both sides but left the drawing of conclusions up to the listener.

"The Heart of the News" is heard regularly on KFYZ at 9:15 p. m.

"INDUSTRY ON PARADE" ON NEW KFYZ-TV SERIES

Atop-notch program dramatically portraying what its title implies is "Industry on Parade" presented over KFYZ-TV by the National Association of Manufacturers.



ANALYST — James Fleming, veteran NBC news commentator and foreign correspondent, is the on-the-air editor of NBC Radio's new Monday-through-Friday program, "Heart of the News." Top network reporters analyze a major news development each night.

A program to be seen soon in the series opens with a rare look at the processing of Uranium for peacetime as well as war uses at the Votro Chemical Company, Salt Lake City. Scheduled for KFYZ-TV on May 12, it also has a story on the important materials handling machinery manufactured at the Philadelphia plant of the Yale and Towne Manufacturing Company.

"Industry on Parade" cameramen visit the A. C. Gilbert Company in New Haven, Conn., for a closeup of manufacturing involved in that universally loved toy, the Erector set. Closing the reel is a full demonstra-

tion at the Tozzi Manufacturing Company, Bayonne, New Jersey of how a small sub-contractor shares with a large company the responsibility of turning out a vital piece of defense equipment.

The dramatic story of how physically handicapped workers prove themselves more than able to hold up their end in a hustling industrial organization like the Leeds and Northrup plant in Philadelphia, Pa., is pictured in "Industry on Parade" scheduled for telecast over KFYZ-tv on May 19.

The story of the Electrical Association of Philadelphia leads off "Industry on Parade," scheduled for May 26. Members of this group are in strong competition but they join efforts in bringing constantly finer electrical services to their city.

Following this story, TV viewers see the Simonds Saw and Steel Company at Fitchburg, Mass., a firm that has been turning out cutting tools for more than 130 years. Also shown in the reel is the production and use of an ultra-modern fire alarm turned out at the Edwards Company of Norwalk, Conn. Closing the program is the remarkable story of a one-time football star who won his greatest victory of all in conquering polio, later to become a mid-west radio and television sports commentator.

An illuminating story on the manufacture of equipment for the oil industry opens "Industry on Parade" scheduled for release on June 2 over KFYZ-tv. After this visit to the Emco Derrick and Equipment Company in Houston, "Industry on Parade" cameramen go to Deeks, Inc. in Salt Lake City to see how rubber decoys are made for duck hunters.

Also included in the show is the story of the General Steel Products

Corporation, Flushing, New York, whose Executive Vice-President visits his firm while he has a brief time away from his duties as General in Charge of Metropolitan New York's anti-aircraft defenses.

Variety . . .

Dave Garroway On New Sunday Show

Big Dave Garroway is one of the busiest men on television. With a total of 17 hours and 45 minutes on camera each week, another 25 or so spent in rehearsal, and another 40 in conducting the business incidental to his shows, he has little time for leisure.

Now the star of three NBC network shows—"Today," the early morning news and special events show; "The Dave Garroway" show, his new nighttime variety telecast; and "Sunday with Garroway," (7-9:00 p. m.) Sunday night radio show—the bespectacled star laughs when anyone comments on how "usual" he is.

"Nobody knows how hard I work to look that way," he says.

Garroway's first mike job was with KDKA in Pittsburg, where he turned a routine special events reporting job into a tour deforce still talked about in that city. Armed with a microphone and a pack transmitter, he conducted a one-man exploration of the Monongahela River in a canoe, (it capsized); announced a steeplechase from the back of a horse, (he couldn't walk for a week); explored a deserted coal mine, (almost was lost); and broadcast from a submarine at the bottom of the afore-mentioned river (he suffered from claustrophobia.)



RUGGED INDIVIDUAL — Dave Garroway beams over his return to nighttime radio with NBC's two-hour "Sunday with Garroway." He has earned the nickname of "Old Indestructible" for his three-hour-a-day stint with the "Today" program and the Friday night "Dave Garroway Show," both on NBC-TV, plus his new radio show.

Now up and breakfasting at 3 a.m., he rehearses for the "Today" show from 5:30 to 7 a.m., works three hours on camera, attends a staff meeting from 10 a.m. until 11, rehearses his radio show, plans and rehearses his new television show, attends sponsor and agency meetings until dinner at 7, and is in bed at 8 p.m.

Born in Schenectady, N. Y., July 13, 1913, Garroway attended 13 different grade schools in 13 different cities before his peripatetic father,

a trouble-shooting electrical engineer, managed to settle his family in St. Louis. He attended high school and Washington U. there, majoring in English and psychology.

After college, the family went on the move again, and since the general was Eastward, Dave came on to New York. For a few months he dabbled in selling, first, books, then piston rings, the latter with a conspicuous lack of success. In four months of trying, he didn't get rid of a single one.

He decided to try radio, and for the sum of \$75 a month, he went to work for NBC as a page boy, attending announcing classes that the network makes available to its beginning employees.

From that special events assignment he moved on to NBC in Chicago in 1939, doing remotes, special events and straight announcing.

In the Navy as a lieutenant, j.g., during World War II, he started an evening record show for a Honolulu station and there began the development of the "relaxed Garroway style. The Navy permitted personnel to take outside civilian jobs in off-duty hours, but after a day of running the yeoman school on the island Dave was too tired to plot out a show. Instead, he just played records and said whatever came into his head.

After the war he returned to Chicago and began a midnight disc jockey stint. When NBC television opened its lines in that city in 1949, one of its first presentations was "Garroway at Large."

In it, the Garroway technique was translated into television terms and a production resulted which took critics and public by storm. That show was the basis of his present evening music and variety program.

Suspense, Drama Mark Highland Acres TV Theatre

Among the captivating stories you will hear and see this month on the "Highland Acres TV Theater" on KFYZ-TV will be "Flame of Faith" and "Twilight Song".

"Highland Acres TV Theater" is presented each Thursday 9:30-10 p.m. on channel 5.

Sight Regained

"Flame of Faith," the May 6 production is the moving account of a blind girl's search for sight. Effie, played by Maura Murphy, has been blind since birth; but in spite of her handicap, she and her husband, Joe—played by Douglas Kennedy—find real happiness in their love for each other.

When a blow on the head gives Effie her first glimpse of light, Joe helps and encourages her to face an eye operation and its possible failure.

Comedy May 13

The following week on May 13, "Highland Acres TV Theater" presents that dramatic masterpiece, "Twilight Song" a comedy with a New York setting around the turn of the century.

Davey, a loveable burglar, played by Jay M. Karrigan, tries to rob the home of Mrs. Sully, a lonely old lady which is played by Moina McGill.

When the police arrive, Mrs. Sully staunchly claims that Davey is her son, and that she will be responsible for him as long as he remains under her roof.

After a humorous turn of events, she gains a roomer and Davey is content with his new home.

Radio Drama . . .

"One Man's Family"

The professional path of J. Anthony Smythe and Minetta Ellen crossed briefly many years ago and then separated the pair until they were cast in the role of Henry (Father) and Fanny (Mother) Barbour on NBC's "One Man's Family" radio program series more than 20 years ago. Since then their professional careers have been in tandem.

The pair first met when they appeared with a stock company at the Bishop Playhouse, now the Fulton Theater, in Oakland, Calif. They played opposite each other for an entire season and then never met again until they were brought together more than 10 years later to head "One Man's Family" when the series began April 29, 1932.

Minetta Ellen was a grandmother before she made her first professional acting appearance. She was born in Albino, Iowa, and was raised in Cleveland, Ohio. She early showed an ambition to become an actress, but her family frowned on a professional career. They tried to soften their decision by permitting young Minetta to take elocution lessons.

Miss Ellen studied at Asheville College for Young Women until she left to be married and raise a family. It wasn't until her daughter became a wife and mother that Miss Ellen found time to renew her long-dormant ambition.

She made her stage debut playing opposite Smythe at the old Fulton Theater in Oakland. During the next 10 years she played in many stage productions. The Mother Barbour role was her first important



Father
and
Mother
Barbour

radio assignment and she has expended all her acting efforts on it since 1932.

Smythe also found parental objections to his expressed desire to become an actor. He was born in San Francisco where he was brought up and attended St. Ignatius College, now the University of San Francisco, to study law at his father's request.

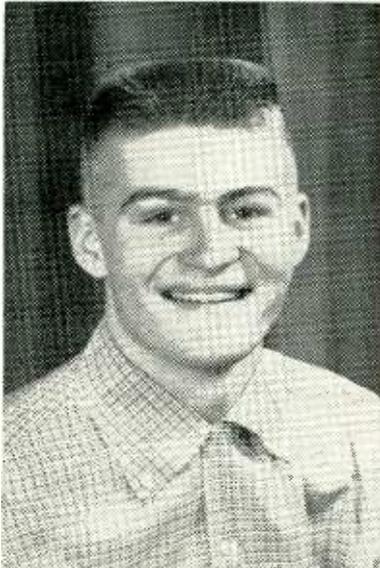
After graduating, and again at his father's behest, he went abroad and toured Europe for a year. When Tony, as Smythe is called by his friends and co-workers, returned to the United States he delayed his return home to make his stage debut at the Chestnut Theater in Philadelphia. He played juvenile roles for only a year and then became a leading man, in which role he played throughout the United

States and Canada in various stock companies and other theatrical productions for the next 20 years.

Smythe was leading man of the company which opened the Bishop Playhouse in Oakland, the same theater where he first met Minetta Ellen. He made his first radio appearance in 1930 playing a role in a Carlton E. Morse production, "Split-Second Tales." When Morse created the role of Father Barbour he had Tony in mind for the part. Since "One Man's Family" made its radio debut, Smythe has appeared exclusively as the head of the family.

Miss Ellen and Smythe received quantities of mail from listeners asking advice in their own family affairs. Most of the letters are addressed to Mother Barbour or Father Barbour and are answered as those venerable characters might

treat the problems as they could arise on "One Man's Family." As Smythe, Tony doesn't always guarantee his advice—after all he is a bachelor.



Dean Truscott

Eighteen-year-old Dean Truscott, a red head with a bass voice, joined the television staff of KFYZ last months as an assistant to several department heads.

Dean modestly identifies himself as "an errand boy" at the station.

Jobs Varied

Besides assisting station personnel in handling the heavy bulk of mail that flows into the station daily from around the nation, Truscott also works in the film library, and in the photographic dark room.

Frequently heard as a soloist with the Bismarck High school concert choir, Truscott spends much of his time these days at KFYZ figuring out the intricacies of processing film for eventual screening by

KFYZ-tv television engineers.

Photo Lab Assistant

Tutoring him in this department is staff photographer William Liengang. Truscott assists Liengang in printing photographs, developing negative film and in operating the photograph enlarging unit which "blows up" pictures.

In the film library he assists Kurt Dirlam, the film librarian. There, he times films—features, documentaries and so forth—so they may be properly incorporated in the daily KFYZ-tv programming schedule.

Truscott was born in Binford, N. D. He is the son of Mr. and Mrs. R. L. Truscott, 303 Hannafin St.

Now rounding out his last year in high school, Truscott says he plans to attend one of three colleges or universities: the University of Minnesota, the University of Colorado or Gustavus Adolphus college at St. Peter, Minn.



Jean Ann Semling

Jean Ann Semling, a brunette who is as smart as she is pretty, joined the KFYZ-tv staff late last month as an assistant to Cal Culver, television program director.

Miss Semling, 718 Fourth St., Bismarck, graduated from Bismarck high school and first entered college at the College of St. Theresa, Winona, Minn.

Honor Student

She subsequently studied business administration at the University of Oregon where she graduated with scholastic cum laude honors and left with a bachelor of science degree.

Between then and now, Miss Semling put thousands of miles behind her. For a time she worked for a publishing house in Chicago.

In 1942, when the United States was entering its second year of World War Two, she shifted professional allegiance to an internationally-known construction company and kept books for the firm while it fulfilled a contract in the Yukon territory of far northwestern Canada.

Arabia Duty

Later, to broaden her knowledge of the world, she moved to Arabia where her employer—another construction firm—contracted for work for American oil firms.

All of which is to say, Miss Semling is eminently qualified for her KFYZ job which frequently involves relying on her wealth of knowledge to help maintain a well-rounded programming schedule which includes films of such far-off lands as Mexico and nations of the continent of Europe.

KFYZ Receptionist Married in April

Miss Agnes Scanlon, the attractive brunette whose pleasant voice greets callers to KFYZ in person or by telephone, became the bride last month of William Schneider of Driscoll.

The bride is the daughter of Mr. and Mrs. Jay Scanlon of Hannibal, N. Y. Her husband is the son of Mr. and Mrs. William Schneider of Driscoll, N. D.

Married at St. Mary's

For her wedding in St. Mary's Catholic church in Bismarck April 29, the lovely bride wore a blue-grey suit with pink accessories. Her beauty was accentuated with a bouquet of pink roses and lilies of the valley.

The couple was married by the Monsignor Feehan.

Maid-of-honor for the event was Mrs. Raymond Malusky, 322 9th St. Best man for the groom was Raymond Malusky, the maid-of-honor's husband.

After a wedding trip to the Black Hills of South Dakota, the couple will be at home at 518 Avenue "A" in Bismarck.

The bride will continue her employment at KFYZ.



TIME TO SING — It's an occasion for happy harmonizing when film star Ann Blyth visits singing comedian Dennis Day's NBC-TV show Monday, April 26. Miss Blyth is the wife of Dennis' brother, Dr. James McNulty.

"Grand Ol' Opry" in Bismarck

Headline stars of "Grand Ol' Opry" direct from Nashville, Tennessee will appear in Bismarck for a single performance May 17 in the World War Memorial Building at 8 p. m.

The troupe will include such stars as "Little Jimmy" Dickens, Martha Carson and Del Wood, all will fea-

ture a large and star-studded cast. Tickets are now on sale for the event.

Dickens is one of the most lovable personalities seen on any American stage today. He probably has the loudest voice of any man his size anywhere. Born in Bolt, West Virginia, a very small town



"Little" JIMMY DICKENS
& His Country Boys.

in the mining community near Beckley. Jimmy took his guitar, big voice and familiar smile into radio at the early age of 15 and has now won nation-wide popularity.

Jimmy, who stands only four feet eleven inches, was reared on a farm and worked hard to climb the ladder of success. Today he is one of Columbia's Ace recording artists and a star of WSM "Grand Ole Opry." Jimmy is proud of his success in life but he remains the same old "country boy" he always was. He is fond of his friends, enjoys making new acquaintances and is proud of his fine outfit and gives credit to each member of his organization for his own ability as a performer.

Martha Carson, Kentucky-born beauty who is featured on Nashville's famous Grand Ole Opry will appear in person on May 17 in Bismarck.

Martha started picking out folk tunes and spiritual numbers on her mail-order guitar when she was in grammar school, began composing songs of her own before she was ten years old, and was a favorite entertainer in the Kentucky rural sections while in her early teens. She entered the professional music field as featured artist on Radio Station W S B in Atlanta, Georgia, where she was retained, by popular demand, for better than four years. From there, Martha Carson headed her own programs on various Radio Stations in Knoxville, Tennessee, Birmingham, Alabama and others. Recently, a Birmingham station celebrated "Martha Carson Day," during which they played her numbers, starred this attractive songstress throughout the entire day and hailed Martha as one of the most

popular and beloved folk music stars of the country.

Martha Carson's sacred and spiritual numbers are considered among the finest and most moving in this field today. Although she sings ballads in true, country style, Martha is best known for her religious and gospel tunes. On Capitol Records her recent releases, "Satisfied" and "I'm Gonna' Walk and Talk With my Lord" have reached the tops in record sales, juke box popularity and radio program requests. Martha, incidentally, composes all her own songs heard on Capitol, and many others which have been recorded by various artists in the folk music field.

From Nashville, Tennessee, a city often referred to as the music capital of the nation, comes a very remarkable young lady and the queen of Ragtime pianists, Miss Del Wood.

At the age of five, Del was presented with a piano as a birthday gift. Just one year later she made her "professional" debut at a party given by her mother's club. For this service she received twenty-five cents. During her childhood and later, many tedious hours of practice were spent. Soon after entering high school, she became one of the most popular girls there. This was due to both her warm personality and her remarkable style of piano playing.

It was while Del was working with the Tennessee Department of Health that her recording career began, first as a member of the band for various artists. She was soon a recording contract of her own and her first big hit was an almost forgotten standard entitled "Down Yonder."

Richard Carlson Stars in New Red-Hunting Series on KFYP-tv

Brilliant film star Richard Carlson reaches his greatest dramatic heights in the leading role of the dynamic new television series, "I Led Three Lives." This gripping show is based on the incredible true-life adventures of Herbert Philbrick, citizen, who lived for nine agonizing years as a Communist reporting daily to the F.B.I.

Seen on Channel 5 every Monday at 7:00, "I Led Three Lives" is a new kind of television entertainment. Philbrick's fantastic story jolted thousands when they read his book, and startled millions more when his syndicated story appeared in 81 major newspapers. Additional millions saw him on TV and in the newsreels testifying before Judge Harold R. Medina and the House Un-American Activities Committee.

Living the role of this young American patriot is Richard Carlson who has scored a tremendous success on the stage and screen. Movie audiences have seen him in such hits as "King Solomon's Mines", "The Man From Outer Space", "Seminole", "The Magnetic Monster", "Flat Top" and many others. He has appeared in a number of stage plays including a recent production of "Mr. Roberts" in which he plays the title role. In addition to being a fine actor, Mr. Carlson is also a talented novelist, short story writer, director and producer. Having graduated from the University of Minnesota *summa cum laude*, he holds a M.A. degree and is a member of Phi Beta Kappa.

Vibrant with adventure and excitement, breath-taking with danger



Richard Carlson

and suspense, "I Led Three Lives" tells a real-life story that no American can afford to miss.

PALMOLIVE LAUNCHES HUNT FOR LOVLIEST SCHOOLGIRL

A new contest to find America's most beautiful schoolgirl has been launched by Colgate-Palmolive Company in behalf of Palmolive Soap which has long used the theme of the "schoolgirl complexion look" in its promotion.

(Full details can be heard over KFYP-Radio on the "Lorenzo Jones" program heard Monday through Friday at 4:30, CST.)

Six schoolgirls will win a trip to New York City, a \$1,000 wardrobe and a chance to appear on a TV show originating in New York.

The Grand Prize winner will receive an additional \$1,000 in cash. 100 American schoolgirls will also receive prizes.

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
 10:30 Two in the Balcony
 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
 7:15 Ranch House Revel.
 7:30 News This Morning
 7:35 What's the Weather
 8:00 Latest News
 8:15 What's the Weather
 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
 5:30 550 Club

**Complete
 KFYZ
 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

5:45 The World Today
 5:55 Cabbages and Kings
 6:00 Man On The Go
 6:15 Sports Reports
 6:30 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 News—NBC
 5:15 The Christophers
 9:00 Country The Parade
 9:15 Dude Ranch Jamboree
 10:15 Doorway To Beauty
 10:30 This Is Your Story
 10:45 Sona
 11:00 To Be Announced
 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 KFYZ 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
 9:00 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 It's
 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
 2:30 Golden Hour
 3:00 St. Paul's Lutheran
 3:20 Church In The Home
 4:00 Week End
 5:00 American Forum of
 the Air
 5:30 NBC Spring Concerts
 6:00 Theatre Royal
 6:30 Theatre Royal
 7:00 Sunday with Garroway
 9:00 Inheritance
 9:30 Meet the Press
 10:00 Latest News
 10:15 Corrine Jordan
 10:30 To Be Announced
 11:00 Cavalcade of Music
 11:05 NBC Music
 11:55 Latest News



Jo Stafford stars in her own program over KFVYR-tv presented by the Gold Seal Company, makers of Glass Wax and Snowy Bleach. The program is a CBS-Television production.

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