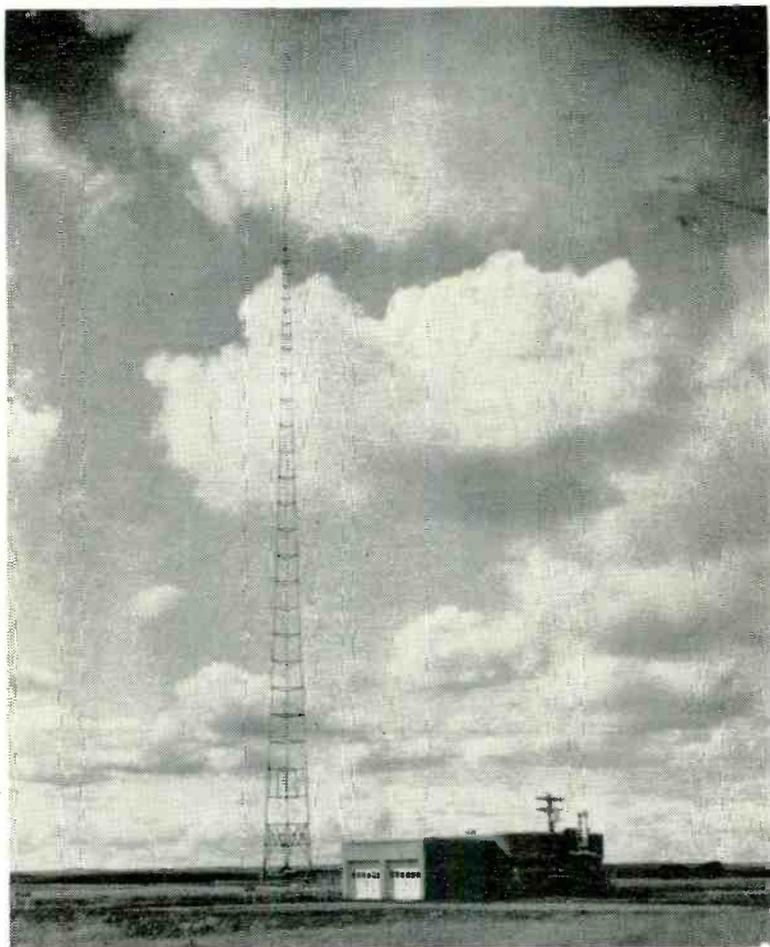


# KFYR

## DIALITES

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A LASTING MEMORIAL

VOL. IV, NO. 5

MAY, 1952

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

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

The founder of KFYZ, Meyer Broadcasting company—"Phil" Meyer, as he was best known to his friends, has left an institution which is among the most important in the state and the Northwest as a monument to his foresight and effort.

His great success was due to his vision. As a pioneer in radio 27 years ago he could see the possibilities of a powerful radio station even in a small city in a comparatively thinly settled area. In 1925 the station KFYZ with a power of 5,000 watts was a voice much bigger in proportion to Bismarck's 10,000 people.

The power of his station brought a special goodwill group from as far as Winnipeg, Canada, as long ago as March 15, 1932. Both the Winnipeg Free Press and the Winnipeg Tribune were represented in the dozen Manitoba business men who came to honor him twenty years ago. This is typical of the international understanding and friendship which could not exist before KFYZ's radio waves crossed the northern border.

The Bismarck Capital was always proud of its association with Mr. Meyer and KFYZ. During the late 1920's the Capital helped the station conduct a listener's survey—before the days of listener polls. A check of old files of the Capital shows that KFYZ carried a continuous page advertisement for nearly a decade.

Through his vision, Mr. Meyer could see that a powerful station could be a force in national advertising, even when radio was in infancy, from a remote location. One of his early great successes, we remember, was the time he sold The American Tobacco company (Lucky Strike) 3 hours a week for \$185 an hour. As a result of his vision the largest transmission tower in the Northwest was built. The present KFYZ studio, among the most modern for a station of its size in the United States, is a monument to Mr. Meyer's concern about doing his part in promoting the development and modernization of Bismarck.

In his active days, before ill health made it necessary for him to leave his business at greater intervals, more and more, he was responsible directly for the growth of the mighty station.

He was a man who served his people well. We will miss him and remember him through the familiar, daily phrase: this is radio station KFYZ, the Meyer Broadcasting Company.

**THE COVERS:** Radio Center and the KFYZ transmitter plant stand as lasting memorials to the founder of the Meyer Broadcasting Company. Annually, thousands of visitors see Radio Center which boasts the finest facilities in the entire Upper Midwest, while thousands of others see the mammoth transmitter tower located near Menoken. Both serve as perpetual reminders that the man who founded KFYZ desired above all else to serve the listeners who so faithfully supported his pioneering and enterprise.



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*P. J. Meyer, founder and president of KFYYR, and the man who brought radio into thousands of homes in the northwest, died unexpectedly of a heart attack on April 6 at his winter home in Miami Beach, Florida, at the age of 70. His death came as a severe shock to the entire staff of KFYYR, to leaders in the radio industry who had held him in such high esteem, and to listeners throughout the area served by the station he founded. Frank E. Fitzsimonds, station manager of KFYYR, expressed the grief of the staff in a statement pledging that the ideals of service on which Mr. Meyer founded operations of KFYYR would be continued in lasting tribute to him.*

# Advice to Teen-Agers

A forthright letter offering valuable advice to a high school student facing military service was chosen as the winner of the "Letter of the Month" contest on the Mind Your Manners program, heard on KFYZ each Saturday at 3:30 p.m..

Allen Ludden, moderator of the youth panel show, read the letter over the air and awarded its writer, Richard F. Trump of 1511-13th Street, Ames, Iowa, a 30-volume set of the Encyclopedia Americana. Each month a letter written by a listener, offering the most stimulating comment on any of the discussions presented by the teen-age "Mind Your Manners" panel, is selected for the award.

Trump originally addressed his letter to one of his homeroom students when he felt the boy needed friendly advice. The letter follows:

"Dear Frank: When checking your registration card, I noticed a change. On the line for vocational plans, you'd written, "Foxhole, Korea."

"Knowing your sense of humor, I almost ignored the thing. But you've been restless lately. So have your classmates. There have been more drop-outs than usual. Attendance has been spotty. There's been a letdown in class work. And the recent trouble over training rules suggests a set-back for moral standards. Does this have anything to do with Foxhole, Korea?"

"At a recent faculty meeting someone mentioned the world turmoil and the confused morale among our seniors. Before we were through,

a lot of good advice had gone to waste because you weren't there to hear it. Eight of us in that meeting were only a few years out of the foxholes and gunboats and bombers of another war. We were all teaching before we put on uniforms. And we all came back. Now the odds are heavy, Frank, that you'll see military service too—and, that you'll come back.

"One of the first things you'll do in service is to go back to school. I think you'd be smart to finish high school now, and to do a good job of it. Lives are lost through the blunders of fellows who can't follow directions and who can't think straight. That's why they'll send you to school. Whether you are trained to grease machine guns or translate code, the way you can serve your country best right now is to finish high school. Military authorities agree on that. Finish school and wait your turn for a uniform.

"But while you're waiting, Frank, don't forget your dream. Go ahead with your piano lessons. Start college if that's in your plan. Toting a gun may seem a long way from the training you'll need as a musician; but real musicians are real people. Their music is the expression of worthwhile living. With your kind of brain, you can come out in a few years with a future that's brighter because of your experience. Remember, though, that today is a part of your future, too, those who abandon hope, surrender their lives before they ever see the enemy."

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"A committee," said Mr. Merriweather, "is a group of the unfit, appointed by the unwilling, to undertake the utterly unnecessary."

"He's a . . . a . . . what is a person who makes 10 trips a day to the drug store for pink pills? Mrs. Hall asked her husband.

"A pilgrim," said Dr. Hall.

—From "The Halls of Ivy," co-starring  
Mr. and Mrs. Ronald Coleman,  
NBC-KFYZ, Wednesday, 7.00 p.m. CST.

THEY LOOK THE PART ON

# The Halls of Ivy

From the campus cop to the Halls themselves of "The Halls of Ivy," all of the folks look just like the characters they portray on the popular radio program. And this is a radio show, not television!

When Milton Merlin, director of the show, took over the reins from Nat Wolff, he found the cast not only perfect in voice for their roles, but in appearance as well. After Wolff, co-creator of the program with Don Quinn, left to become a vice-president of Young & Rubicam, advertising agency, Merlin kept up this practice of having the actors look the parts they play, even in minor roles.

During auditions for various secondary characterizations, Merlin explained, several actors might be suited for the role, but the practice on "The Halls of Ivy," unlike many radio shows, is to hire the performer who looks most like the part.

"It isn't that we are thinking in terms of television," Merlin said, "but we find the illusion is maintained better when an actor who plays a football star, for instance, looks like an athlete. Not only does this help the cast, but it makes the whole program much more believable on the part of the studio audience."

Starting with the stars, every movie fan knows how well Ronald Colman and his pretty wife, Benita, fit the parts of the dignified though whimsical "Dr. William Todhunter Hall" and his wife, "Vicky," who view all campus capers through the eyes of a thoroughly Americanized, former British legitimate stage actress.

Any movie-going radio fan also is familiar with the appearance of Jimmy Gleason and Elizabeth Patterson supporting the Colmans in the roles of the college policeman and the "Hall's" housekeeper.

If anyone looked more like "Grogan" and "Louisa," the characters they play, than Jimmy and Eliza-

beth, it might be Herbert Butterfield in the role of "Clarence Wellman," the tight-fisted watchdog of the "Ivy College" treasury and chairman of the board. Butterfield in appearance is the typical "banker" type, well-dressed, a little on the portly side and with a monetary gleam in his eye. It is obvious that here is a solid business man with a pocketfull of, and only off stage, a heart of gold.

Gale Gordon, who incidentally did the role of "Dr. Hall" on the audition transcription which sold the show to the Schlitz Brewing Company, thus becoming "Ivy's president emeritus," looks like all the members of all college boards of governors rolled into "Charles Merriweather," Dr. Hall's favorite members of the "Ivy College" board.

Professor Warren, a fuzzy, bewildered little instructor on the staff, is played by moon-faced Arthur Q. Bryan, one of Hollywood's top comedians. Enough said that he plays the voice of "Oswald, the lucky wabbit" in animated cartoons, and he looks a little "Oswaldy" at that.

When you hear students in an "Ivy" script you can be sure they are young folks and not a radio older, "voice: 8 to 80" doing the part. Typical co-eds and men students are done by such stars as blonde, green-eyed Joyce McCluskey, brunette and sultry Marian Richmond, "collegiate" Bill Tracy or 6-foot-one Rye Billsbury.

Two typical examples of casting are 10-year-old Merry McGovern Vic Perrin. Although "Ivy" has never favored child readers. when a role as a little crippled child came up, the choice was between an adult with a very convincing child's voice and Merry. The little girl won, not because she sounded better but because she looked the part. For another episode an actor had to be selected to play a track star. Perrin won the role over several other good

"voices" because he had the barrel chest and stocky build of a miler.

For another example, Ken Christy, who plays the football coach, could do the role of "Knut Rockne" in the movies without makeup. Husky-voiced, thin-haired and thickly-built, Ken brings the Rose Bowl right into the NBC studio with him.

Charles Woolf, who does the part of the disc jockey, looks so much like your favorite platter spinner that one doesn't have to read his biography to know that's just how he got started in the radio business.

And that gabby character, "Doc Fish," the town barber who cuts

hair short and conversation never, is portrayed by Earl Ross, who could actually walk in on the "Ivy" cast with a comb behind his ear and a razor in his mind without causing comment or drop of a cue.

If and when, and the IF is much larger than the when, "The Halls of Ivy" turns to television, not one single character on the program would have to be dropped because he doesn't look the part. Even Don Quinn, who does the sparkling scripts, and Director Milton Merlin meet all Hollywood casting requirements as the "types" for writer and director, respectively.

## Meet Jack Haskell

In some success stories, the singer auditions, goes on the air coast-to-coast the same night and ends up with a long-term contract the next morning. With Jack Haskell, featured baritone on the DIAL DAVE GARROWAY show (KFYR, Mondays through Fridays, 10:45 a.m. CST), his audition with NBC in Chicago took four and a half years to pay off. Here's why:

About four days before Haskell went into the Navy he auditioned for NBC. When he was notified that he was hired, Uncle Sam had beat them to the punch. Only after three and a half years of flying dive bombs and transports in the Pacific did the Illinois boy return to civilian life and to the music business. Jack refers to his service experiences as "three and a half of the nicest years I ever spent."

The first job Jack had when he got out of service was as a featured vocalist with Les Brown. Touring the country, even when it included wonderful career experiences such as singing at the Capitol Theatre in New York or the Palladium in Los Angeles, can be mighty grueling. So the pride of Cleveland Heights

wrote a letter to NBC in Chicago saying "Remember me?" They did and welcomed him back with open arms.

At this time Dave Garroway, then a well-known disc jockey, was about to inaugurate a radio show utilizing live talent and Jack was pegged for the spot of featured male vocalist. So well was the show accepted that when Garroway moved to New York early this year, the network said "Come along" to the singing members of the Garroway radio and television cast from Chicago. Jack welcomed the change of scenery, since it meant an opportunity to be at the very center of entertainment business.

Vital statistics: Born in Akron, Ohio. Height—six feet two inches; weight—170 lbs. Graduate of Cleveland Heights High School and Northwestern University (1942). Married to a pretty Texas girl he met in the Navy. They have one child: John Thomas Haskell, Jr. five years old.

Haskell's hobbies—golf, flying, swimming and squash, but little time for any of them. Future hopes: a Broadway show or his own radio or TV show.

# History Is Her Business

Today, after 740 performances and 17 years for the same sponsor, the DuPont CAVALCADE OF AMERICA (KFYR, 7:00 p.m. Tuesday) continues to maintain the high standards which, in the past, have earned it more than 30 awards including the Freedom Foundation award three years in a row, the Christophers award, and the Peabody award.

One reason for this excellence is a vivacious young lady named Mary Cummings. She is the Story Editor. It is she who does the original digging, sifting, accepting and rejecting. With 740 stories already used in broadcasts, there is some problem of finding original material for each show. This Miss Cummings does by perusing magazines, newspapers, ballads, legends, and history books in addition to investigating the merit of ideas submitted by the many people who are interested in the show.

Since each story presented is one based on a true event and presented as it happened, there is the problem of finding true events that lend themselves to interesting dramatic presentation. Then again, the story editor requires an exacting attention to detail, an infinite amount of patience, and an ability to recognize interesting story material.

Miss Cummings attained her pre-

sent position in a rather unorthodox manner. She was not an ambitious young writer or even a writer at all and she had had no formal education in the radio field.

She was talking to a friend of hers over coffee a while back and asked for advice as to what type of work she should go into. She had tried several jobs but had not found any about which she could really become enthusiastic. The friend happened to be connected with an advertising agency and suggested that she try writing for radio. This struck Miss Cummings as being amusing, since she had had no experience. But finally she was persuaded to do so.

Her first script was sold. Encouraged by this she wrote some more scripts and they also were sold. She then began to specialize in mystery writing and finally in straight dramatic writing. Her ability in this field won her acclaim and shortly afterwards she became story editor of "Cavalcade of America."

Miss Cummings, a native of New York and a graduate of Ithaca College, laughs now when she thinks of the attitude she had when she began in the radio field but is very serious when she expresses her gratitude to the friend who first suggested that she attempt to write.

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KFYR has been selected as one of the several stations in the U. S. to prepare program features for Way Back Home, a series of programs on the Armed Forces Radio Service broadcasts. First of the features prepared by KFYR was a brief visit with Larry Kindle and the Farm Front orchestra, playing the Baritone Polka.

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Corrine Jordan, the "Stardust Lady," will originate her broadcast over a northwest network from KFYR's auditorium studio on Sunday, May fourth. The broadcast, at 10:15 p.m., will feature Corrine in her usual role of song-spinner and piano player. The broadcast will come from KFYR's Auditorium Studio and the public is invited.

# CONTEST WINNERS:

## The Twenty Lucky Persons

An eighth grade student from Goodrich, North Dakota, won first prize in the Dialites Prize Contest which closed March 31.



Beverly A. Franzen, a student in the Mauch School Number Three, won a \$295 dollar RCA-Victor radio phonograph combination which was offered as first prize. Her entry was picked as best from about a thousand entered. Final judging was done by North Dakota superintendent of Public Instruction M. F. Peterson; R. Fay Brown, well-known Bismarck business and civic leader, and A. J. Shriner, manager of the Bismarck Chamber of Commerce.

Second prize, a Kodak Signet Camera with a generous supply of film, (retail value \$110.00) was won by Mrs. George Barrow of Garrison, N. D.

Third prize, the new L. C. Smith & Corona Sterling portable typewriter, worth \$96, was won by Mrs. Selma K. Evju, of Mandan.

A Williston woman, Mrs. Emil T. Omlid, won fourth prize—the complete set of matched Samsonite luggage worth almost \$75.

Fifth prize went to a South Dakota

man, Otto H. Lehner of McLaughlin. He wins a 17-jewel Elgin watch worth \$55.

The next five prizes, each an RCA-Victor 45 rpm record-player, went to Mrs. Gerhard Faleide of Maddock, N. D.; W. D. Toepke of New Salem, N. D.; Gayle M. Kurth. Overly, N. D.; John Oksness, Doran, Minn.; and Miles P. Evans, Bismarck.

The remaining ten prizes were a \$5.00 merchandise certificate at the stores in Bismarck and Mandan mentioned:

Mrs. W. P. Baskerville, Bismarck, (Robertson's); Mrs. H. L. Fetherhuff, Herreid, S. D. (Rausch Furniture); Don Rabenberg, McLaughlin, S. D., (Corwin-Churchill Motors); Mrs. Merl L. Johannes, Washburn, N. D., Shark's Mens Store); Mrs. August Becker, Haynes, N. D., (Hoskins-Meyer); Mrs. E. V. Seibold, Cathay, N. D., (Rosen's Mens Clothiers); Mrs. Harold Henke, Hanover, N. D., (Morrey-Alan); Mrs. Ernest Lidstrom, Glen Ullin, N. D., (The Rose Shop); Mrs. Earl Carpentier, Portal, N. D., (Vantine Paint & Glass); Mrs. Luella Twete, Bismarck. (Green-gard's).

Here is the first prize-winning entry:

**Recreation**—a surcease from care, a daily "lift".

**Arts**—the finest in music, literature and drama.

**Discussion**—Modern forums by famous commentators.

**Information**—Thorough coverage of latest news and weather.

**Opportunity**—the privilege to improve my education and understanding, and be a better citizen.

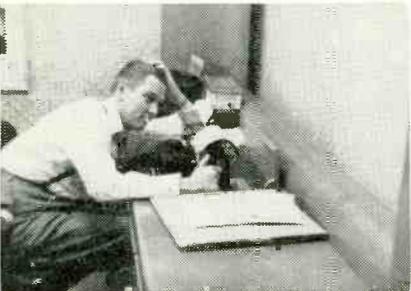
More than one thousand persons took part in the Dialites contest. All entries were carefully checked before being turned over to judges for a final decision.

Most frequent error in completing the contest puzzle was not the one expected by Dialites editors. They had expected the "VU" abbreviation for volume control meter to stump

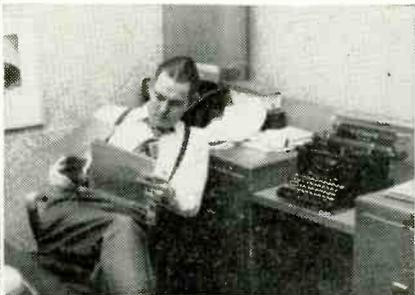


BOB MacLEOD , KNOWN ALSO AS

# The Cabbage Man



Broadcasting a nightly "Of Cabbages and Kings" program isn't just a matter of going on the air for four minutes thirty seconds every afternoon at 5:55. It involves first of all the tricky problem of finding something to talk about and figuring the angle from which to "hit" it. When actual script writing begins, it's frequently interrupted by the need for phone calls to check facts, get additional information. Calls are made to just about anyone, anywhere, who has the stray bit of information needed. State officials are number one sources, also library authorities, but often, too, the man on the street is the man who knows the real story. Finding the punch line is often harder than picking the subject—sometimes they develop naturally but more often it requires peeling down to shirtsleeves and sweating it out. Final touch—and often it's a tough one—is checking the completed script. MacLeod has been on the air with the show for 19 months, has been sponsored continuously by Sweetheart Bread almost that long. Among his regular listeners are many state officials, who frequently are applauded or needed. Once State Treasurer Albert Jacobson, chided good-naturedly by MacLeod, replied in his column in the Leader, dubbing MacLeod "the cabbage man." MacLeod was happy about it. "He could," said Bob, "have dubbed me a cabbage-head as a few others probably would like to."



TIME TO PLAY

# Relay Quiz

With CAL CULVER

6:00 p.m., Monday through Friday, time to play Relay Quiz with Cal Culver making the calls to persons in the Bismarck-Mandan area. After a brief opening word for the sponsors (Robertson's, Rausch Furniture and Corwin-Churchill Motors) Cal is ready to make the first phone call of the evening.



Calls are made on basis of pre-selected number picked by impartial board which sees only position in book—not the names to be called. Other calls are “relayed” as the person called tells who is to get the next call on the program. Wrong answers (left) get a disappointed frown from Cal, who likes lots of winners.



The list of prizes varies from program to program, but prizes are always valuable and worthwhile, including appliances, items for all members of the family, and so forth. Questions used are based on standard reference works and include as a sample “What is the northernmost town in the United States?” (Answer. Pennasse, Minnesota.)

Engineers in the control room know when Cal has a winner. The moment a listener begins giving the right answer, Cal's face lights up, and the familiar smile breaks across his face. Winner's prizes are delivered shortly after the broadcast. Meanwhile, Cal starts a new question, bringing a rush the following day to stores of the sponsors where answers are posted.



# KFYR Covers A Flood

**SUNDAY, APRIL 7.** Hundreds of families in the south side of Bismarck left to attend Palm Sunday services, unaware that a few hundred yards away the muddy waters of the Missouri river were beginning to climb toward the banks. In Radio Center, a larger than usual staff was on hand due to the sudden death of P. J. Meyer. In the news-



**Control room—center of operations. Jim Schlecter (left) and Elmer Lee were on duty here during flood rush.**

room, editor Jack Swenson was working on a story for the next newscast. Bob MacLeod was in station manager Frank Fitzsimmonds office down the hall, with Betty Roether and others. Doug Anderson was on announcing duty. Jim Schlecter held down the control room duty. Noon approached and passed, as the Weather Bureau calls on river readings became more frequent.

Noon, and the river continued to rise. Doug Anderson wound up his trick and left for lunch. Elmer Lee came on in the control room. Stan Wilson was called in, advised by Swenson to take for off the danger area with a portable recorder "in case the river did get out of its banks."

One o'clock. By now the Weather Bureau's warnings were being heeded. The Muddy continued to rise. No word from Wilson, but other reports were coming in. With Doug gone, Swenson and MacLeod took over announcing. began interrupt-

ing commercial broadcasts with new warnings.

By mid-afternoon there was no longer any doubt. The Missouri was on the rampage, and it looked worse than ever. MacLeod left for a personal survey of the flood area. Larry Kindle was called in to cover the War Memorial Building evacuation center. Schlecter returned and was assigned as Kindle's engineer. Betty Roether began manning the switchboard and Bette Seversen was called in.

Wilson returned with first interviews with flood victims—they were aired immediately as regular network broadcasts were cancelled. As they went on the air, Wilson left to begin gathering new material. In Studio "D", Swenson continued to call in other staff members who had been gathering material. On his own, Doug Anderson had covered much of the flood scene, and then returned to Radio Center to help out. Wilson reported on activity at the Bismarck airport, then left for an aerial survey.

Interruption of scheduled broadcasts continued—calls went out for emergency volunteers. With KGCU off the air in Mandan when its transmitter was flooded, KFYR also began airing all material gathered by that station's staff which remained on duty.

At eight-thirty, all other broad-



**Jack Swenson, in Studio "D" which served as main announcing center during flood programming.**

casts were cancelled through ten o'clock, and from Studio "D" a full-scale report—the third of the day—was started. Swenson reported on material gathered by phone, repeated urgent messages and pleas for aid; MacLeod reported on his two observation trips; Wilson was back with results of his aerial survey; Kindle reported from the Evacuation Center; Anderson reported first-hand observations and brought listeners a gripping interview with a man and wife who had rescued their three children by braving the flood waters.

Special broadcasts continued well past eleven that night. By then the water was holding steady and perhaps beginning to recede after reaching the highest mark in 42 years.

Monday the special programming continued, and newscasts were filled with first-hand reports. Tuesday morning Jack Swenson and Doug Anderson fed special reports to NBC-TV in New York for Dave Garroway's television show, "Today."

At the same time, KFYZ's Flood Fund had been started and quickly grew when listeners were told all donations would be locally administered by volunteers with all money to go directly to flood victims.

The flood fund passed the \$7,500 mark in a little over a week and was still growing as Dialites went to press.

As rehabilitation work got under-



**Doug Anderson talks with Mr. and Mrs. Jake Fuhrman, two of the Bismarck flood victims.**

way, KFYZ continued bringing spot reports and interviews, and devoted several hours of top listening time

to Flood Fund broadcasts. In all, more than twenty hours of broadcast time were devoted exclusively to flood coverage.

One of the interesting sidelights, for KFYZ workers, was watching coverage of the flood by United Press, which maintains its North Dakota headquarters in the Radio Center building.



**Bob MacLeod, after two person surveys of flood scene, turns to telephone for late information before another air report.**

Steve Alnes, acting bureau manager, was on hand all during the day making frequent trips out himself to obtain first-hand information and "color" stories. The story was quickly picked up by the "trunk" wire carrying it to all parts of the nation, where it was the most widely used story carried, blanking all opposition.

That evening his wife, Peg, also helped cover the flood. An old news-hand herself, she obtained a first person report from Jake Fuhrman which was moved on the wire and received heavy "play" in major newspapers throughout the country.

After the rush was over, Wilson walked into the newsroom and rather apologetically asked if anyone was angry with him for not getting back earlier Sunday afternoon with his flood reports. He's been on the newsroom staff only a few weeks, and was apprehensive over the fact that he'd been late in returning. No one was angry—especially after Stan explained he'd been held up because he aided two families in rescuing their possessions from their homes as flood waters lapped at the doors.

# Brickbats, Bouquets Viewpoints

## LOST OR STRAYED

Subscriptions have come in from two persons who neglected to furnish their addresses. Albert Schnell and Mrs. Ann Mees are the two persons—can anyone furnish their addresses.

## BOUQUETS

To the Editor:

My hat's off to you for a fine contest—although I don't have high hopes of winning I did enjoy working the crossword puzzle.

Mrs. Ed Birkmaier

Hebron, N. D.

To the Editor:

... we like Bob MacLeod as a reporter although you are all good.

Mrs. Knute Sondral

Turtle Lake, N. D.

To the Editor:

I hope I am in time. I did not receive my Dialites till last week. Now I can't mail it because we are snowed in. My husband is driving 11½ miles to St. Anthony to mail it. Hope it reaches you.

Mrs. John J. Leingang

Mandan, N. D., rural route

**It arived a bit late, Mrs. Leingang, but we made sure it was included when the judges began work.**

## BRICKBAT

To the Editor:

... teletypesetter, (unless I have an awfully old edition) is not in the dictionary.

Mrs. Richard V. Moore

Bismarck

It may not be listed in some editions. Mrs. Moore, since it is a comparatively new idea in transmitting copy. It's now in use in several of the more progressive daily newspapers in North Dakota and in other states as well.

## MORE FLOWERS

To the Editor:

We appreciate the variety of programs you have . . . I have visited the station and have seen most of the KFYR staff and engineers and so I feel as though I know them. Have even read the weather report several years ago when I visited KFYR . . . Thank you for the fine entertainment, also the fine stories in Dialites.

Evelyn Cook

Sentinel Butte, N. D.

To the Editor:

Just a note to let you know how very much we enjoyed the basketball games. Doug has a way of bringing the games to the radio listeners so that the picture is so clear one can almost see what is happening. Even the funny little things that happen. Hope you continue the swell job you are all doing in entertaining us.

Mr. and Mrs. Roger Brown

Upham, N. D.

**We also had a nice letter from Mrs. Clifford Bocek of Maryfield, Saskatchewan, who said she enjoyed the afternoon dramas and missed them during the basketball season. With basketball over for the season, we hope everyone has had the entertainment they wanted and that you'll all keep listening.**

—0—

KFYR news editor Jack Swenson made his sixth appearance on NBC's News of the World on April 4 when he reported on what's happened in North Dakota since the discovery of oil a year ago. His report was given added impact by word that Amerada Petroleum Corporation was about to confirm bringing in a new well.

**MONDAY EVENING**

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

**TUESDAY EVENING**

7:00 Cavalcade of America  
 7:30 Barrie Craig  
 8:00 Bob Hope  
 8:30 Concert Hall on the Air  
 9:00 Eddie Cantor  
 9:30 A Citizen Views The News  
 9:35 Hour of Charm  
 10:00 Latest News  
 10:15 Sports News  
 10:30 What's The Score  
 11:00 Latest News  
 11:05 NBC Music

**MONDAY - FRIDAY DAYTIME**

6:00 Wake To Music  
 6:45 Farm Report  
 7:00 Joe Wicks M-T-W Revelries T-F  
 7:15 Johnnie Lee Willis Mon.-Wed.-Fri.  
 7:15 Ranch House Revelry Tues.-Thurs.  
 7:30 News This Morning  
 7:35 What's the Weather  
 8:00 Latest News  
 8:15 What's the Weather  
 8:30 News  
 8:35 Mike Dosch  
 8:45 Monday (Only) Arnold Christianson. Tues.-Fri.—Mike Dosch—Organ  
 9:00 Welcome Traveler  
 9:30 Double or Nothing  
 10:00 Strike It Rich  
 10:30 Latest News  
 10:45 Dave Garraway  
 11:00 Ma Perkins  
 11:15 Kitchen Club  
 11:30 Psalm of Life  
 11:45 Northwest Farm Front  
 12:30 Butternut News  
 12:55 W. Fargo Livestock  
 1:00 Pickens Party  
 1:15 Meredith Wilson  
 1:30 Bob & Ray  
 1:45 Markets & Music Hall  
 2:00 Life Can Be Beautiful  
 2:15 Road of Life  
 2:30 Pepper Young Family  
 2:45 Right to Happiness  
 3:00 Backstage Wife  
 3:15 Stella Dallas  
 3:30 Young Widder Brown  
 3:45 Woman in my House  
 4:00 Just Plain Bill  
 4:15 Front Page Farrell  
 4:30 Lorenzo Jones  
 4:45 The Doctor's Wife  
 5:00 Happiness Scrapbook  
 5:15 550 Club

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

7:00 Halls of Ivy  
 7:30 Gildersleeve  
 8:00 You Bet Your Life  
 8:30 The Big Story  
 9:00 Silent Men  
 9:30 A Citizen Views the News  
 9:35 Musical Manhattan  
 10:00 Latest News  
 10:15 Sports News  
 10:30 NBC Music  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

**THURSDAY EVENING**

7:00 Paher Knows Best

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

**SATURDAY**

6:00 Wake Up to Music  
 6:30 Markets, Music  
 7:00 Twilight Travelers  
 7:30 News This Morning  
 7:35 What's the Wather News  
 8:45 Mike Dosch—Organ  
 9:00 Archie Andrews  
 9:30 To Be Announced  
 10:00 My Secret Story  
 10:30 Hollywood Love Story  
 11:00 Children's Chapel  
 11:15 Highway Report  
 11:30 For Those Who Gave  
 11:45 Markets — Crime News  
 12:00 Farm & Home Hour  
 12:40 Latest News  
 12:55 West Fargo Mkts. Traveling Troub.  
 1:00 Old New Orleans  
 1:15 Big City Serenade  
 2:00 Down Homers  
 2:30 U. S. Army Band  
 3:00 Win, Place & Show  
 3:15 Horse Races  
 3:30 Musicana  
 4:00 Sound Off  
 4:30 Excursions in Science  
 4:45 Terrea Lea  
 5:00 News & Sports  
 5:15 U. S. Navy Band  
 5:30 NBC Symphony  
 6:30 To Be Announced  
 7:00 Jane Ace-Disc Jockey  
 7:30 Ralph Edwards Show  
 8:00 Judy Canova Show  
 8:30 Grand Ol' Opry  
 9:00 Vaughn Monroe Show  
 9:30 Tex Beneke  
 10:00 NBC News  
 10:15 Earl Godwin's Wash

7:30 Mr. Keen-Tracer  
 8:00 Dragnet  
 8:30 Elk's Band  
 9:00 Your Hit Parade  
 9:30 A Citizen Views the News  
 9:35 Music By Roth  
 9:45 Voice of Dakotas  
 10:00 Latest News  
 10:15 Sports News  
 10:30 NBC Music  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

**FRIDAY EVENING**

7:00 Roy Rogers  
 7:30 Bob & Ray  
 8:00 Mario Lanzo  
 8:30 Echoes of Yesteryear  
 9:00 Young America Speaks  
 9:30 A Citizen Views the News  
 9:35 Norman Cloutier  
 10:00 Latest News  
 10:15 Sports News  
 10:30 NBC Music  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

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

**SUNDAY**

7:00 Latest News  
 7:05 Organ Music  
 7:30 Jack Arthur Show  
 8:00 Revival Hour  
 9:00 Nat'l Radio Pulpit  
 9:30 Christian Science  
 9:45 Musical Interlude  
 10:00 Carnival of Books  
 10:15 Organ Music  
 10:30 Sons of the Pioneers  
 10:45 Latest News  
 11:00 Trinity Lutheran  
 12:00 Sports Roundup  
 12:15 News  
 12:20 Before The Camera  
 12:30 Univ. of Chicago RT.  
 1:00 Catholic Hour  
 1:30 American Forum  
 2:00 4-H Salute  
 2:30 On the Line-Bob Con-sidine  
 2:45 Mental Health Pgm.  
 3:00 St. Paul's Lutheran Church  
 3:30 Martin Kane  
 4:00 Hollywood Star Play-house  
 4:30 Elmer Roubinek  
 5:00 Texas Rangers  
 5:00 The Chase  
 6:00 Best Plays  
 7:00 Phil Harris-Alice Faye  
 7:30 Theater Guild  
 8:30 \$64 Question  
 9:00 Stars in Khaki 'N Blue  
 9:30 Men Behind the Melody  
 10:00 Latest News  
 10:15 Corinne Jordan  
 10:30 Bob Snyder Show  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News



**Radio Center Building in Bismarck; home of KFJR**

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