

JUNE, 1954  
VOL. V. NO. 6

10c a copy

# T-V Schedule

## SUNDAY

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

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

## THURSDAY

5:10 Tim Tyler's Luck  
 5:30 TV Tunes  
 5:45 Bob Crosby Show  
 6:00 Sports—Doug Anderson  
 6:10 Weather & Road Rpt.

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

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10:20 News—Jack Swenson

## MONDAY

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

## TUESDAY

5:10 Tim Tyler's Luck  
 5:30 Foy Willing  
 5:45 Bob Crosby Show  
 6:00 Sports—Doug Anderson  
 6:10 Weather & Road Rpt.

6:15 News—Bob MacLeod  
 6:30 Wagonmasters  
 7:00 Groucho Marx  
 7:30 Kit Carson  
 8:00 NDAC TV  
 8:30 Ford Theatre  
 9:00 City Detective  
 9:30 Highland Acres TV-Theatre  
 10:00 Scoreboard  
 10:20 News—Jack Swenson

## FRIDAY

5:10 Red Barry  
 5:30 Western Theatre  
 6:00 Sports—Doug Anderson  
 6:10 Weather & Road Rpt.  
 6:15 News—Bob MacLeod  
 6:30 Wagonmasters  
 7:00 Hopalong Cassidy  
 8:00 Fishing & Hunting Club  
 8:30 The Pastor  
 9:00 My Friend Irma  
 9:30 Te Be Announced

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

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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 Scoreboard  
 10:20 News—Jack Swenson

## WEDNESDAY

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

10:00 Scoreboard  
 10:20 News—Jack Swenson

## SATURDAY

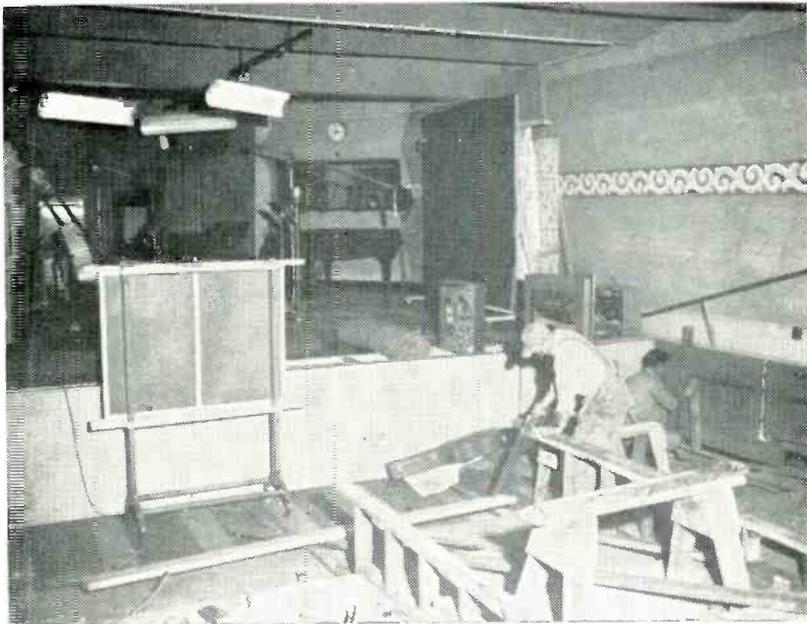
5:10 Tim Tylers Luck  
 5:30 Lone Ranger  
 6:00 Sports—Doug Anderson  
 6:10 Weather & Road Report  
 6:15 News - Clink McGeary  
 6:30 Wagonmasters  
 7:00 Trail to Adventure  
 7:30 To Be Announced  
 8:00 T.B.A.  
 8:30 Talent Patrol  
 9:00 That's My Boy  
 9:30 Hit Parade  
 10:00 Scoreboard  
 10:20 News - Clink McGeary

# KFYR DIALITES

A monthly digest of radio and television news

Work on KFYR-tv's new transmission and studio facilities is progressing at a rapid pace as this issue of Dialites goes to press, though material delays have held up some phases of work. Re-designing and re-construction of Studio A (below) in Radio Center is nearing completion, adding considerable space for production of live programs.

Construction of the new 670 foot transmitting tower east of Bismarck is expected to get underway within a few weeks, and, on completion, KFYR-tv will begin operations at increased power serving a subsequently even larger area.



THE COVER: KFYR'S Farmhands, going up and down the scale from lower left: MC Larry Kindle, Emil Dockter, Wayne Turner, Doc Jaynes, Dusty McLean, Lois Robbins, Jimmy Collins and Ralph Truman.



**GUS BECKER** is the newest member of the **KFYR** radio announcing staff.

## Award Goes to Standard Oil

Standard Oil Company (Indiana) was the recipient of the Public Interest Award of the National Safety Council according to a recent announcement by Ned H. Dearborn, President of the Council.

The award, made annually by the Council for exceptional service to safety, was based on Standard Oil's heavy radio and television activities throughout the Midwest during 1953. Special messages, interviews and "personalized" safety reminders were directed to motorists and pedestrians.

It marked the sixth consecutive year that Standard and McCann-Erickson, Inc. have been honored in this national competition.

## Jo Stafford Honored

A stack of phonograph records 31 miles high, equal to the height of about 130 Empire State Buildings! That would be the skyward reach of the 25,000,000 Jo Stafford discs sold to date.

Miss Stafford, who began recording in 1937, was honored on the "Jo Stafford Show" on KFYR-tv (6:45 p. m., Tuesday) by Columbia Records, Inc., on the occasion of the sale of this astronomical numbered recording. She will be presented with a gold and platinum, diamond-studded record by James B. Conkling, President of Columbia Records, Inc.

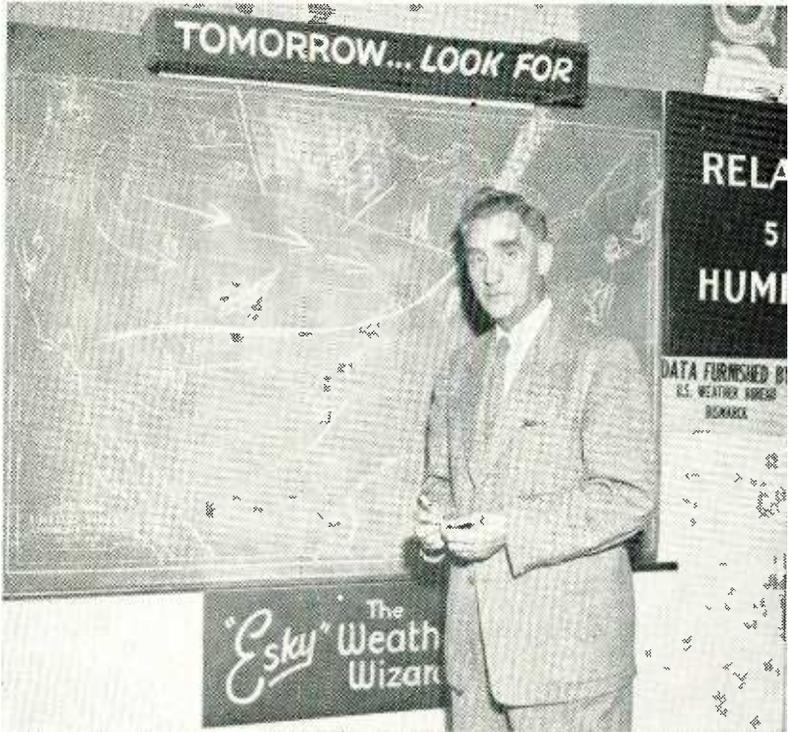
Miss Stafford made her first re-

ording as a member of the Stafford Sisters Trio. When one of the Stafford sisters married, Jo joined Tommy Dorsey's band as a member of the Pied Pipers and made her first recording with them in 1938. Eventually, she branched out as a soloist and starred in her own radio show. Her early top recordings include "Dream," "I'll Never Smile Again" and "Embraceable You."

On the gala May 4 broadcast of her show Miss Stafford will sing several of her latest Columbia recorded songs.

The "Jo Stafford Show" is sponsored nationally by the Gold Seal Co. of Bismarck.

# The Weather Wizard



The weather is just part of the day's work to Esky, the Weather Wizard, on KFJR-tv, and Esky (in real life Professor I. E. Solberg, head of the Political Science department at Bismarck Junior College) spends considerable time each evening making certain his reports will be accurate and up to date.

His knowledge of the weather goes back to a course in meteorology taken while he was attending college, but he has freshened it up considerably in the past few months with regular trips to the U. S. Weather Bureau in Bismarck and by studying numerous books, as well as the weather itself.

A well-known speaker (he made 11 talks in April, addressed several graduating classes during May) he is still a teacher at heart, and keeps his talks on a strictly amateur basis.

Esky received his bachelor's degree at Minot State Teachers College, his master's at the University of North Dakota, and a second master's degree at the University later on. In addition he has studied at the University of Washington and the University of Kansas City, where his courses included public speaking and psychology—two subjects he has found of tremendous help in his present work.

An extremely active person, he is



**Radio Center receptionist Agnes Scanlon recently became Mrs. William Schneider at a ceremony in St. Mary's church in Bismarck.**

engaged in such groups as the State Highway Users Conference (he is state chairman), the Bismarck Art Association (of which is president) and the Lions Club (where he was just named third vice-president.)

He and his wife live in Bismarck now, and have made their home in other North Dakota cities including Fargo and Rolette (he was superintendent of schools there several years ago.) They have three children, two of whom are in school—Jeanne at Jamestown College and Kay at Bismarck High.

His biggest thrill was an address he delivered in 1952 at the National Transportation Congress in Washington, D. C., attended by representatives of every major productive industry in the United States.

It was an important occasion, and one he says he'll never forget. But admits that he has a big thrill every night, now, in reporting the weather to thousands in this area.



**CLEAN-UP WEEK, and Bismarck Boy Scouts turned out in force to launch the effort with mops and brooms. KFYR-TV presented a number of pictures and stories in connection with the annual affair.**

# Vienna Reporter Top-Flight Newsman

Fast-breaking news stories—such as the illegal arrest of American citizens by Russians and smuggling of strategic materials into Soviet-occupied nations—are the stuff of which the life of NBC correspondent Josef Israels II in Vienna is concerned.

Back in New York City after five years in Austria, Israels is home for what he calls a “refresher course” he defines as a “re-Americanization process which seemed necessary after almost five years of immersion in Middle European life and politics.”

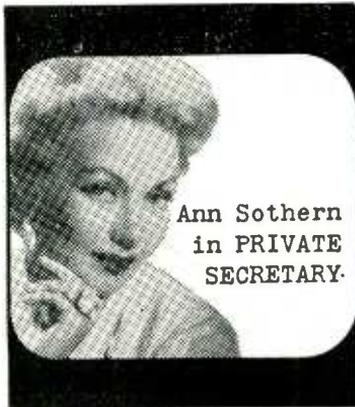
During the “immersion,” Joe was on the air for NBC from Vienna and

other points throughout Europe more than 350 times, covering such stories as Robert Vogeler’s arrest, trial and subsequent release (on this story he worked along with the Jones Brothers, NBC-TV cameramen, in an outstanding news beat—the first recorded interview with Vogeler on his release from prison.)

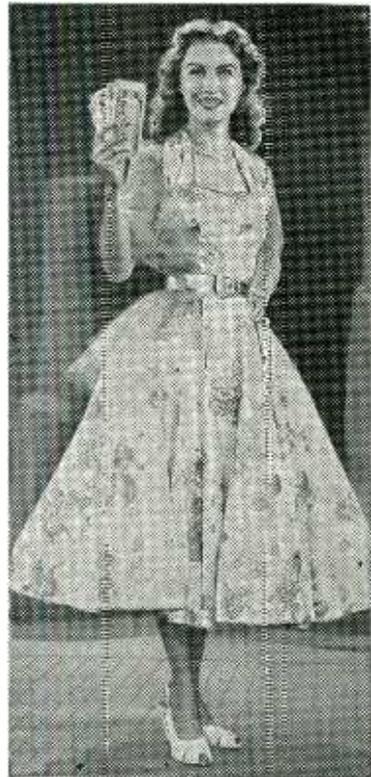
There were other big stories, no less dramatic: the buzzing of U. S. Ambassador Donnelly’s plane by Russian aircraft, reports of American firms sending strategic supplies

## Starting June 26

### 9:30 P.M.



**KFYR-TV** Channel **5**



**PAYING TELLER**—Janice Gilbert is the “paying teller” of NBC Radio’s “Break the Bank.” She has paid out more than \$2,000,000 to winners since the quiz program began as a radio series in 1946.



**SANTA GERTRUDIS CATTLE** have been introduced into North Dakota for the first time by J. W. Tyler of Bismarek, shown in this KFYR-tv newpicture with a portion of the herd. The cattle, a cross between Short-horn and Brahma, were originally developed on the fabulous King Ranch in Texas, and are the only breed ever developed in the United States.

was reported on NBC.

to the Eastern Zone of Austria, the release of four American flyers who were imprisoned in Hungary and "ransomed" by the State Department, the shooting incident involving American military police in Vienna's international zone. Israel's was within 100 feet when two Soviet soldiers machine-gunned an American patrolman—an incident which

Israel's was married in Vienna in 1946 to the former Ilka Windisch, Austrian stage and screen actress.

Herb Shriner, the CBS-TV star from Indiana says "There was a real estate ad back home, "Ideal corner for doctor or lawyer." It turned out to be a dangerous intersection with no traffic light.



Gary Moore, star of his own show on KFYR-tv, shows what can happen from too much concentration on the job—too much "thimking" that is.

# Sure Signs of Spring

(The following report on signs of spring is condensed from a KFVR-tv feature with pictures and text by news director Jack Swenson).

There's a sign of spring you'll find wherever you find little girls. Little girls in the spring are very unlike little girls at any other time of the year. Sometimes in the morning they look almost the same as they do during the rest of the year, but there is a difference.



You can see it in the way they hold their dolls . . . .



or the way they play in the sandbox—and the dirt . . . .



They are very much like little boys when it comes to playing in the water, and contrary to any prevailing ideas, they get just as wet playing outdoors and are just as reluctant to come indoors to be cleaned up.



But while they are very much like little boys in the spring, they are different, and very often they remind themselves—and the little boys—of this fact. At these times the boys are tolerated, while . . . .



... at other times the little boys are very necessary. They can help pull the wagons when there is a parade. But without the help of little boys they find ways to get into mischief by themselves. They are adept at walking where flowers have just been planted . . . .



. . . . and they have an excellent knowledge of acrobatics, the kind employed in swinging from the lower branch of the apple tree, or from the already-loosened pickets of the fence, and acting very innocent and sweet when they are caught doing so.



Once in a great while they imitate their elders . . . .



Or take time out to inspect the new arrivals, but hardly ever is there time for dolls, with little girls in the Spring.





**HIGH SCHOOL BAND MEMBERS** in Bismarck went to work in May to raise more than one-thousand dollars by washing cars, baby-sitting, etc., to enable them to attend the national Junior Chamber of Commerce convention in Colorado Springs. To aid them in meeting their goal, members of the Bismarck Elks Band directed by **KFYR-tv** film librarian Curt Dirlam (at left, below) turned over \$275 to the high school group. The presentation was made by band president Kermit Myhre to High School band director Gordon Knock on the program of Esky, the Weather Wizard, on **KFYR-tv**.



# Starred On The Big Preview

Morey Amsterdam, who teams up with Fred Robbins each Saturday night to review new record releases on NBC's popular radio show, THE BIG PREVIEW 6:30-8:00 p. m., KFYZ is considered one of the most versatile members of show business.

That he is recognized "in the trade," as such, is explained by the fact that he has spent 20 years as a songwriter, vaudeville performer, night club emcee, radio comic, and stage, screen, radio and television writer.

Of his diverse activities Morey says, "I'm a songwriter when my songs are sung, a gag writer when people tell my jokes, a comedian when people laugh. Otherwise, it's straight drama."

## Writes Songs

In the song-writing department, Morey is responsible for such minor classics as "Rum and Coca Cola," "Why Oh Why Did I Ever Leave Wyoming?", "Oh My Aching Back" and "Yuk A Puk."

He says he wrote his first song at 14. "It was so bad, I had to rewrite it before they threw it away."

Morey was born in Chicago, Dec. 14, 1912. His father, Max Amsterdam, was first violinist with the Chicago Opera and San Francisco Symphony. The elder Amsterdam thought his son should follow a musical career and encouraged him to study the cello. Today, Morey uses the instrument as one of his gag props.

## Show Big Break

His first break in show business came in the mid-1920's when he heard a Chicago theater needed an emcee. Despite the fact that his

only qualification was that he could speak English, Morey applied for the job on sheer nerve, and got it.

In June, 1929, he was emcee at a gala opening of a Chicago night spot. He recalls that "one of the acts was an Apache dance and in the middle of it a guy comes out blowing a whistle and yelling 'Gendarmes! Gendarmes!'"

Just then the real cops came in with G-men and raided the place. They were looking for one of the joint's steady customers—Al Capone."

## Varied Career

Following that hectic engagement, he worked just about everywhere, finally returning to San Francisco, where his father talked him into joining a hotel orchestra as a cellist. This didn't last long.

Morey headed for Los Angeles to join a theater orchestra. He also began writing comedy arrangements for vaudeville acts. He had his own routine, too—jumping from pit to stage, dragging his cello behind him.

## Will Rogers Aids Morey

In Los Angeles, Morey played on the same bill with Will Rogers, who took quite an interest in the young comedian and gave him this advice: "Don't offend anyone. I get by because no matter what I say about anyone, I always wind up by saying something nice about them, too."

Morey has about 200 postcards from Rogers, who, after helping him get started in radio, would send a few lines of advice or criticism whenever he happened to hear Morey on the air.



**FAMILY PORTRAIT** — Marian and Jim Jordan pose proudly for a family portrait with their grandchildren (left to right), Peggy Jordan, Janice Jordan and Diane Goodman. The Jordans are known to millions throughout the nation as the stars of NBC Radio's "Fibber McGee and Molly" show, which will continue through the year without a Summer hiatus.

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### Early Radio Career

In the early 1930's, Amsterdam joined Al Pearce's Radio Gang and stayed with it for five years. In 1939, he brought his own radio show, "Laugh and Swing Club" to New York. A youngster named Henry Morgan was the announcer on the show, which was heard until 1941.

In the early years of World War II, he wrote special material for stars who went on camp shows and

later joined one himself, touring the GI circuit in China, Burma and India.

### Family

Since the war, he has had his own radio and television shows on all major networks and is now under contract to NBC. He lives in Yonkers, N. Y., with his wife, a former Conover model and now an interior decorator, and their two children, Gregory, 11, and Cathy, 3.



Doug "Two-Gun" Anderson  
with Western garments he modeled on a recent TV sportscast

# Engineering Teamwork Enables Fast S. D. Primary Coverage

Typical teamwork in which KFYZ radio and TV engineers played the primary role enabled KFYZ to bring of its listeners the fastest returns of South Dakota's June first primary election.

With special lines set up to a temporary news studio in Pierre, engineer Carl Zeller fed three radio programs back to the KFYZ studios in Bismarck. In Radio Center's control room, engineers Hugo Marquardt, Elmer Lee and Jim Schlechter all played a part in getting the radio shows on the air, and in setting up a unique "feed" for a television newscast.

News editor Jack Swenson was in Pierre to do the reporting, and after completing radio broadcasts including his regular 5:45 and 10:00 p.m. newscasts, he placed a long distance call to the desk of Clink McGeary who was on the air at 10:20 on KFYZ-tv.

Utilizing the "beeper" device through which phone lines are connected to recording and broadcasting equipment, Jack and Clink were able to carry on a two-way telephone conversation in which details of the election were reported.

In the control room, pictures of Swenson at work at a desk with a telephone in his hand were alternated with the live camera picture of McGeary as the conversation switched from one to the other. Also, pictures of Joe Foss, who won the GOP gubernatorial nomination, were inserted on cues.

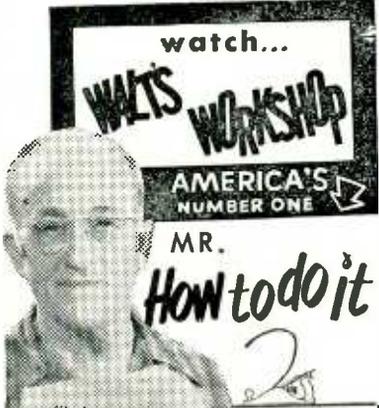
The backstage work of the engineers was typical of that which goes for every special broadcast.

Well in advance of broadcast times, the lines were checked out to make certain the program was reaching the studios in Bismarck.

The teamwork plus fast coverage by United Press enabled KFYZ to score a seven minute beat on declaring Foss the winner (the beat was even greater for KFYZ over media using a rival news source which was 53 minutes behind KFYZ).

Engineers and news staff members regarded the South Dakota coverage as a good "shakedown" for the intensive radio and TV coverage planned for the North Dakota primary.

KFYZ and KFYZ-tv will use their facilities combined with those of United Press for a continuous program to be broadcast and telecast simultaneously from Studio A in Radio Center, on June 29.



watch...  
**WALT'S WORKSHOP**  
AMERICA'S  
NUMBER ONE  
MR.  
**How to do it**  
sponsored by:

**Salzer Lumber Co.**

# Former White House Reporter Assigned To Paris By NBC

Not yet 35 years of age, Frank Bourgholtzer, NBC chief Paris correspondent, has been continent-hopping during the past few years, collecting headlines and feature stories for NBC Radio network programs

As timely proof of his mobility, Frank Bourgholtzer left Geneva Friday (April 30) arrived in Washington on Saturday, gave an NBC-TV report concerning the Geneva conference on Sunday (May 2) and is now on his way back to Geneva scarcely having had time to do some shopping for his wife and four-year-old son.

Bourgholtzer covered the Coronation of Queen Elizabeth for NBC-TV teaming up with Merrill "Red" Muller for the historic assignment. In mid-June, 1953, Frank flew from Paris to Berlin to present eyewitness reports of the uprising of East German workers against Soviet Russian occupation policies. In August he was back in France, telling the story of the crippling nationwide strike there, and a short time later, he was ordered to Morocco where he gave mike accounts of the anti-French disturbances.

The rise and fall of successive French Cabinets were within Frank's "terms of reference," as he calls them, and he reported all of them to NBC radio listeners. Every now and then he hops into a plane and runs over to Germany where he works with Bob McCormick, NBC's chief correspondent there, or picks up special stories. His series on the Saarland is an example of the latter.

Bourgholtzer, formerly NBC's

White House correspondent, was known to former President Harry S. Truman as his "broadcasting Boswell." In order to earn this title, Frank had to spend endless hours in the press room at 1600 Pennsylvania Avenue, basked in the sun at Key West, and traveled 60,000 miles on whistle-stop campaigns around the country.

Frank moved his typewriter into the White House a year after he joined NBC on August 15, 1946. He learned to write radio news, did leg work for NBC commentators, and then got a White House assignment at Christmas, 1947. The following year, Frank began his own five-minute summary of the President's day. With the advent of TV, Frank was ready, without make-up or script, to introduce the President to the viewing public on numerous occasions. He was the man who persuaded the Chief Executive to play the gold piano in the East Room during a full hour telecast tour of the remodeled White House.

Frank was the only network newsman sent to cover President-Elect Eisenhower's famous trip to Korea prior to the Inauguration. He flew to Tokyo, took vaccine shots, purchased a correspondent's uniform, rode a military plane to Taigu in South Korea, reaching Seoul four days after leaving Washington.

The trip to Korea and back in nine days all told "was one exhausting rush," Bourgholtzer says, but he spent his time studying French for beginners. Travel to Geneva and back, he holds, is tame by comparison.

**MONDAY EVENING**

7:00 Railroad Hour  
 7:30 To Be Announced  
 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 Pabst Sports  
 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 To Be Announced  
 9:00 Fibber McGee & Molly  
 9:15 Heart Of The News  
 9:30 Especially For You  
 9:45 Hour of Charm  
 10:00 Latest News  
 10:15 Pabst Sports  
 10:30 Stars From Paris  
 11:00 Cavalcade of Music

**MONDAY- FRIDAY  
DAYTIME**

6:00 News  
 6:05 The Old Coral  
 6:20 NDAC Farm Rpts.  
 6:30 Wake Up to Music  
 7:00 Mandan Livestock  
 Sale Mon-Tues-Wed  
 7:15 Ranch House 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 Weather Rpt.  
 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  
 11:15 Kitchen Club  
 11:30 N. W. Farm Front  
 11:45 Bill Ring Show  
 Mon. Wed. Fri.  
 12:00 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

**Complete  
 KFYP  
 PROGRAM  
 SCHEDULES**

**WEDNESDAY EVENING**

7:00 Walk A Mile  
 7:30 Gildersleeve  
 8:00 Groucho Marx  
 8:30 Theatre Royal  
 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 Pabst Sports  
 10:30 Keys To The Capital  
 11:00 Cavalcade of Music  
 11:55 Latest News

**THURSDAY EVENING**

7:00 Roy Rogers  
 7:30 Six Shooter

4:45 550 Club  
 5:00 Dusty Rivers  
 5:30 550 Club  
 5:45 The World Today  
 5:55 Cabbages and Kings  
 6:00 Man On The Go  
 6:15 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 Wake up to Music  
 7:00 Ranch House Revelries  
 7:30 News Lucky Strike  
 7:35 What's the Weather  
 8:00 Latest News  
 8:15 What's the Weather  
 8:30 News  
 8:45 Mike Dosch—Organ  
 9:00 Egbert & Ummly  
 10:00 News—NBC  
 10:15 Doorway To Beauty  
 10:30 This Is Your Story  
 10:45 U. S. Air Corps  
 11:00 Excursions in Science  
 11:15 Highway Report  
 11:30 For Those Who Gave  
 11:45 Markets — Crime  
 12:00 Farm & Home Hour  
 12:30 Butternut News  
 12:45 Co-op Shoppers  
 12:55 West Fargo Mkts.  
 1:00 Roadshow - 4 hrs.  
 5:00 News & Sports  
 5:15 The Christophers  
 5:30 Mind Your Manners  
 6:00 Spotlight on Paris  
 6:30 Big Preview  
 8:30 Grand Old Opry  
 9:00 Dude Ranch Jamboree  
 9:30 Pee Wee King Show  
 10:00 KFYP News

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 Pabst Sports  
 10:30 Jane Pickens Show  
 11:00 Cavalcade of Music  
 11:55 Latest News

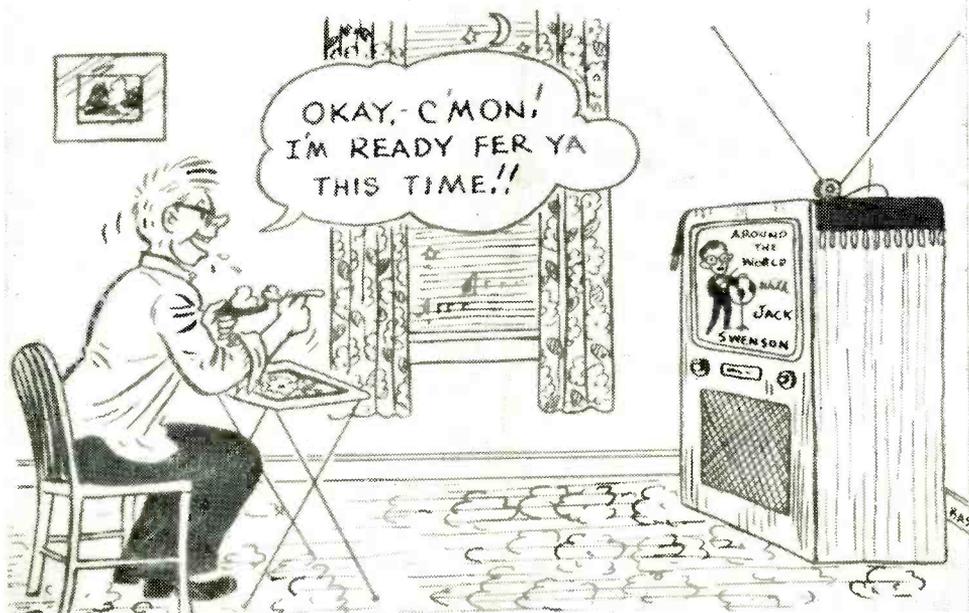
**FRIDAY EVENING**

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 Pabst Sports  
 10:30 Listen To Wash.  
 11:00 Cavalcade of Music  
 11:55 Latest News

10:15 U. S. Treasury Prgm.  
 10:30 Music For You  
 11:00 Cavalcade of Music  
 11:55 Latest News

**SUNDAY**

7:00 Egbert & Ummly  
 8:00 Revival Hour  
 9:00 National Radio Pulpit  
 9:30 Christian Science  
 9:45 Musical Interlude  
 10:30 Mental Health Pgm  
 10:45 Latest News  
 11:00 Trinity Lutheran  
 12:00 The Way Out  
 12:15 News  
 12:20 Before The Camera  
 12:30 Univ. of Chicago RT.  
 1:00 Catholic Hour  
 1:30 Youth Wants to Know  
 2:00 Stories of Hymns We  
 Love  
 2:15 Carnival of Books  
 2:30 Golden Hour  
 3:00 St. Paul's Lutheran  
 3:30 Church in the Home  
 4:30 Week End  
 5:00 American Forum of  
 the Air  
 5:30 NBC Spring Concerts  
 6:00 To Be Announced  
 7:00 Sunday with Garroway  
 9:00 Inheritance  
 9:30 Meet the Press  
 10:00 Latest News  
 10:15 Corrine Jordan  
 10:30 Citizens at work  
 11:00 Cavalcade of Music  
 11:55 Latest News



Tantalizing drew its own reward when Wilfred Baska of Bismarck acknowledged the ice-cream eating commercials of newscaster Jack Swenson on KFYZ-tv. Baska sent this cartoon to express his feelings on the subject.

Sec. 34.66 P.L.&R.  
U. S. POSTAGE

**PAID**

BISMARCK, N. D.  
Permit No. 150

**Melvin L. Larson**  
**Bottineau, N. Dak.**