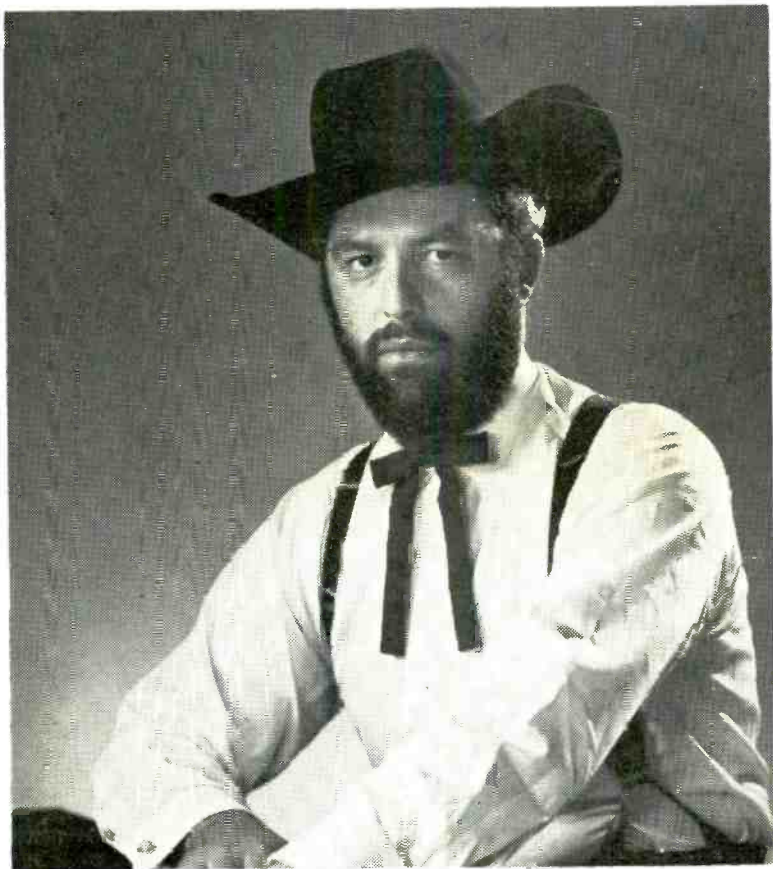


# KFYR

## DIALITES

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**"BLACK BART"**

—See page two

—Photo by Rudrud Studio

**VOL. IV, NO. 4**

**OCTOBER, 1952**

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



Published monthly by the Meyer Broadcasting Company, Bismarck, North Dakota; Frank E. Fitzsimonds, station manager. Jack Swenson, editor.

Subscriptions to Dialites may be entered by sending your name, address, and \$1.00 for a year's subscription to Dialites, c/o KFYR, Bismarck, North Dakota. Single copies 10c. Please print name and address clearly, and specify whether subscription is new or renewal.

Letters to the editor should be addressed to "The Editor, Dialites, c/o KFYR, Bismarck, N. D. Names will be withheld at the writer's request, but all correspondence must bear the writer's name and address.

**THE COVER:** Most KFYR staffers were in the swing for Bismarck's Western Round-Up Days, but perhaps none so convincingly as announcer Larry Kindle, shown on this month's cover as he looked in his full (and very real) beard. Larry was all dolled up, complete with a real old six gun, and when he scowled, it was enough to make one duck for cover. Elsewhere in the issue, Larry demonstrates for Dialites readers the fine points of staging a bank robbery, 1875 style. Our thanks to the First National Bank of Bismarck which cooperated with us in taking these pictures. Larry, by the way, still has his beard as this is written, but it may be gone by the time our press run is completed. Asked how long he intends to keep it, Larry told Dialites: "I really don't know — maybe you'd better check with my wife."

## The Editor Speaking

This month it looks like we'll be out right on schedule, which will make Mrs. John Muggli of Richardson happy. She was one of the many subscribers who received their September issue a few days late. And she wrote to ask why Dialites was late; also why all other magazines come early and Dialites so late. Actually, most magazines don't come early — they're just pre-dated. The same thing applies to newspapers. Morning papers generally are printed at night, afternoon papers in the morning. Week-end copies of weekly magazines arrive in the middle of the week just as they're intended to do, but they are dated in advance. The same is true of monthly magazines; the October issue of most monthlies will be out several days, or even a week or two, in advance of Dialites. Our schedule calls for putting Dialites in the mail at the end of the month preceding publication — our October issue which you're reading now goes to the printers around the 15th of the month, final proofs are checked and printing begun about a week to 10 days later, with mailing set for the 29th of September. But long before the 15th, stories must be outlined for writers, picture assignments have to be made and the first dummy laid out. Copy must be checked, edited, trimmed and allotted to its own place in the layout. Pictures occasionally have to be remade. All of which takes time. During the busy month of August, when several staff members were on vacation and when our printers were unusually busy, we lost a couple of days with the result that the issue wound up in the mail slightly behind schedule. And as a result, we promptly heard from Mrs. Muggli. We hope this straightens out the problem. —J. S.

# The KFYZ Flood Fund

*It has helped hundreds of persons, as outlined in this report by the KFYZ staff member who served as coordinator of the project.*

**By Bob MacLeod**

On page 4 of this issue, there are two pictures of a house on Bismarck's south side. The first picture shows the house as it looked after Bismarck's disastrous spring flood. The second picture shows the same house as its reconstruction was nearing completion.

Every cent of the cost of rebuilding the house came from the KFYZ Flood Fund. It is not typical in the sense that particular home required more rebuilding than most. But it is typical in the sense that its owner was unable to bear the financial burden of its repair.

For various reasons, many Bismarck Flood victims were not able to qualify for aid under the existing relief programs. It was for this reason that KFYZ appealed to its listeners for donations to a Flood relief fund.

We knew that such a fund would produce headaches and lost sleep. We have had more headaches than we ever dreamed possible. But we are proud of the job we have done.

We have tried to avoid embarrassing investigations of applicants for assistance, and at the same time spend every cent wisely. We think we have succeeded.

A total of \$10,418.93 was donated to the Flood Fund by generous KFYZ listeners. At this writing (September 15), we have disbursed a total of \$6,435.84. Not one cent has been spent on administrative expenses. Every cent paid into the fund has gone directly to replace or repair flood damaged homes, furniture and clothing.

The area that was hardest hit by Bismarck's most disastrous flood, was not a wealthy one. Most of the victims could ill-afford to rehabilitate themselves. This was the primary reason that we felt a relief fund was needed.

The fund has been administered by a group of distinguished Bismarck citizens, including Rev. Robert Feehan of St. Mary's Catholic Church; Rev. G. Adolph Johns of the First Lutheran Church; E. J. Booth, Bismarck City Engineer; Kenneth C. Spry, Business Representative of the Drivers and Warehousemen's Union; and Jack MacLachlan, Bismarck businessman and long-time director of American Legion relief programs

The committee received invaluable advice from Bismarck Police Chief Don Schoeneman, and Bismarck Sanitary Engineer Vince Kavaney.

The committee members were carefully chosen for their civic-spiritedness, and because we felt that between them they knew the affected area of Bismarck, and it's people, better than any other five men we could find. It is interesting to note that not one man who was asked to serve turned us down. To a man they accepted, and they have given unstintingly of their time and ability.

The job is still going on. We will not be finished until every cent of the fund is spent, or until we feel that no more good can be done with the fund. We are convinced that the fund will be exhausted first.

At the present time, there is a big need for winter clothing. Regular relief agencies did not replace winter clothing lost in the flood. Now, with winter just around the corner, flood victims are forcibly reminded that much of their heavy clothing was lost or damaged. Our fund is meeting the need.

KFYZ listeners — with the money they contributed to the KFYZ Flood Fund — are performing a powerful public service.

## Your Money Did This!



This home is one of the many partially or completely renovated with funds contributed by KFYZ listeners after the Missouri River flood this spring. Many homes required major repairs and where funds for the work were not otherwise available, the Flood Fund was used to keep families together by making their homes livable once again. For more details on how the money was gathered, administered, and spent, see Bob MacLeod's report for DIALITES on page 3.

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## 3,000 See Talent Show Broadcast



More than three-thousand persons were on hand watching the broadcast when this picture was taken shortly before the climax of Bismarck's Western Round-Up Days celebration. The weekly broadcasts brought in talent from throughout the KFYZ listening area, and on the night this picture was made, nearly 60 different acts appeared. The broadcasts originated on the WR Days street stage just across Broadway from the Radio Center building.



# Back This Fall on KFYR



**FIBBER McGEE AND MOLLY** are back on KFYR! The beloved husband-and-wife comedy team make their return this month in their old familiar time-spot, 8:30-9:00 p .m. (C-S-T) every Tuesday night, under the sponsorship of the Reynolds Metals Company. Don't miss all the fun at 79 Wistful Vista — be sure to listen every week.

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Newsman Jack Swenson gets for KFYR listeners an on-the-air interview with Frank Wooley, longtime Department of Agriculture official now legislative counsel for the American Farm Bureau. Wooley warned wheat farmers that rough times may lie ahead.



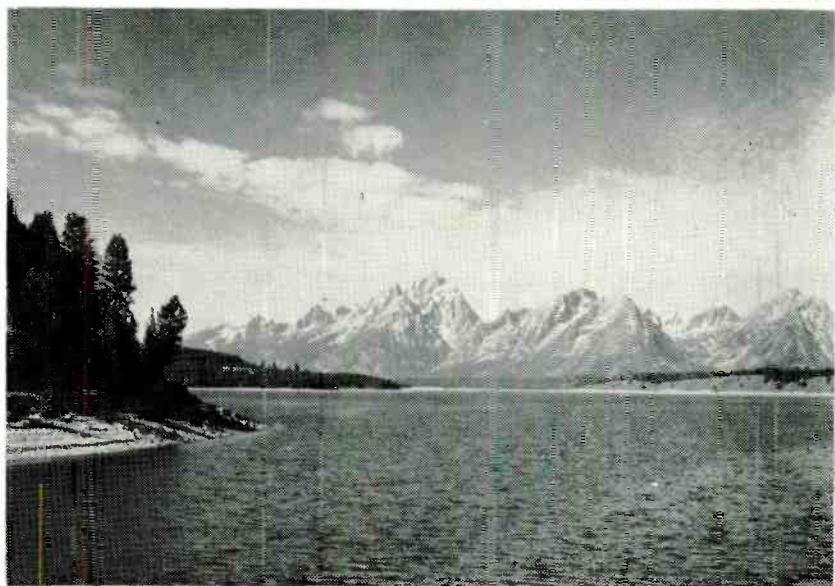
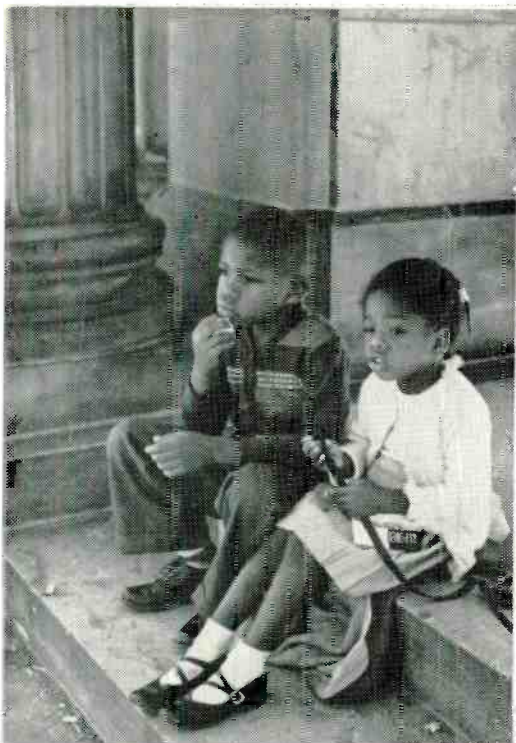
**THE CASINO** at Monte Carlo was one of the many exciting places visited this summer by KFVR's Chuck Schoregge during his tour of Europe, as it was last year when visited by bookkeeper Betty Roether. (Incidentally, neither of them risked any large fortunes in the world-famous gaming house.) Below,



**THE COLORADO STATE CAPITOL**, as photographed by native-Denverite Bob MacLeod during his visit there late this summer.

# Vacation Report . . . In Pictures

*Bob MacLeod photographed the youngsters at right as they watched other children "fishing" in a fountain not far from the Colorado capitol building in Denver. Below, another of the some 150 photographs he made during his vacation: this one a scenic view of the Grand Teton mountains.*



# On the Job Shaking Knees-- Off the Job: Soaked One's

(\* By Marilyn Hagerty)

Outside of the one evening last fall when he came home without his clothes on, Ole Orson of KFYZ's staff is a fairly normal fellow.

He is a transmitter engineer for KFYZ, the father of three sons and is interested in his home and hobbies.

But he did come home without his clothes one evening last fall, and he claims his wife was understanding. It happened this way . . .

Ole, an avid hunter, had hit a duck, and it fell into the lake. He wanted the duck, and the ice was thin. So Ole on this briskly fall day was drenched to the bone in an icy lake. His hunting companion, a cousin, lent Ole some emergency clothing to wrap up in, and they came in to Bismarck. When Ole drove up to the house, his good wife brought him a pair of trousers so he could get from the car into the house. And Ole suffered no ill effects, which he credits to "anti-histamines, a good warm bath, a good meal and a warm bed."

Ole, who for ten years has been a transmitter engineer for KFYZ, was born on a farm near Willmar, Minn., July 8, 1912. He attended country school nearby and high school at New London, Minn. His was a large family, which may explain why he got no other name than Ole. No middle initial or anything. He was named after his father, and as the name might hint, he is of Norwegian ancestry.

Ole's becoming a radio operator stems back to his earlier youth,

when like many other young men during the depression, he joined the CCCs. He had been interested in amateur radio—"ham" operation—before, but in the CCC's he continued his study of radio. A CCC instructor thought that Ole had unusual ability in the field and arranged to have him sent to Ft. Snelling for further study.

From Snelling, Ole went to RCA radio school in New York and was learning to become a ship radio operator. But his funds ran low, and Ole returned to Minnesota. That was in 1937.

And it was about that time he met the future Mrs. Orson. That was in a tunnel at a mental hospital in Minnesota! Mrs. Orson, then Eunice Ekblad, was a nurse there, and Ole was working for the institution's farm. The buildings were connected by tunnels, and the employees went to their dining room through one such tunnel.

Out of a tunnel meeting, blossomed a romance which has now seen 13 years of happy married life for Ole and Eunice. They are building a new home in Bismarck and have three fine sons — Eugene who is eight, Roger, six, and Duane, three.

After they were married, Mrs. Orson in wifely fashion prodded Ole along with his study for a radio operator's license, and he received that license in 1938. With further study, he successfully passed his examination for a commercial radio operator's license as issued by the Federal Communications Commis-



sion and went into commercial radio work at station KWLM in Willmar.

Ole's profession as well as his hobby have ever since been radio. He likes the work — else he wouldn't be in it. Says it is always fascinating because radio operating is a field which has moved forward so fast. The equipment, the techniques are always new and changing.

Ole's hobby actually is sort of in the busman's holiday tradition. But he says his ham radio station at home provides diversion from his work at KFYR, because amateur radio operating lends itself to experimenting that cannot be done at work. Ole has his own ham station, which is W ZERO GJJ. He is one of approximately 80,000 hams in the United States, 345 in North Dakota and 30 in Bismarck.

As a ham, Ole is on his set a couple times a week contacting other hams around the country. (It used to be every day before he started building a house!) He says one ham talks to another about radio, equipment and then for diversion they may cuss out the wife and kids. The South Dakota hams kid Ole about being the only Democrat in North Dakota.

He is activities manager of the Central Dakota Radio association, a club of amateurs in Bismarck. He is also a former president of the group, and he was instrumental during the past session of the state legislature in getting a bill passed which permits amateurs in North Dakota to have call letters issued to each bonafide license holder.

A couple years ago Ole was working away on his station when he began bringing in a fellow ham at the airbase in Anchorage, Alaska. The connections were unusually good, and Ole asked the ham to contact his sister in Anchorage. Through a phone patch, Ole talked to his sister a half hour.

While ham radio consists largely of experimenting and building and the pleasure derived from talking with other hams, it often serves as

a life line to communities. That was demonstrated throughout the KFYR area when a blizzard struck a few years ago in North Dakota. The elements knocked out telephone and telegraph facilities, and the state was virtually blacked out.

The only means of contact with the world outside was through the hams, and they were on the job constantly throughout the emergency.

As a KFYR engineer, Ole works his shifts at the transmitter near Menoken, N. D., ten miles east of Radio Center in Bismarck. Most shifts are pretty much the same.

But things really popped one night several years back. Ole was sitting at the controls when all of a sudden a tornado hit. He doesn't remember now if it was 1944 or 1945 or what the date was, but he remembers clearly that the time was 8:41 p.m. For at that minute the tornado bore down on the transmitter antenna and flattened it.

Ole, inside the transmitter building, said his knees were shaking — "but it wasn't me. I swear it was the impact of that tower hitting the ground.

"The dust was so thick," he says "I couldn't see the meters on the panel; there was so much noise I couldn't hear the relays clattering . . . and KFYR was knocked off the air."

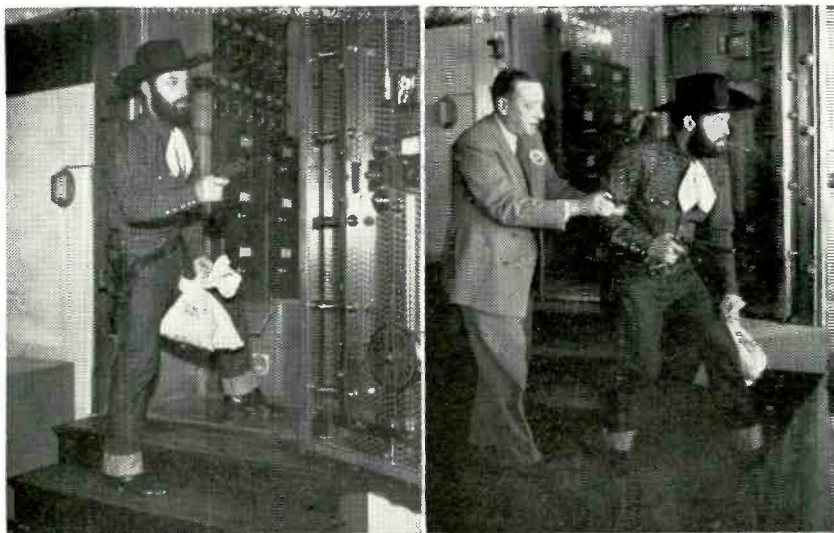
But it was out only for a minute. In a few feverish seconds of shifting (and shaking), Ole had the broken antenna disconnected and was switched completely over to the second antenna (the taller of KFYR's two antennas which is 704 feet high), and the station operated improperly for only about three or four minutes.

Besides the slight delay, the listener probably was never aware that a tornado had struck the station to which he was listening. KFYR listeners probably couldn't tell what went on then behind those radio dials — or that Ole's knees were shaking!

## "Stick 'em Up!!"



That's Larry Kindle with the cigar and the gun, staging a fake (honest!) hold-up that looks mighty real. Teller Margaret Kronick was cooperative, if apprehensive, but at lower right, after almost making it, Larry is trapped by First National Bank president E. D. Saltzman, who helped arrange the event.



# Cavalcade of America



JOHN ZOLLER

The studio light goes on, director Jack Zoller points his finger and the show is on the air. All the businesses under the discussion and rehearsal during the preceding weeks have been polished and you hear an outstanding performance of one of radio's most popular shows . . . "Cavalcade of America."

What has gone before, since its first broadcast seventeen years ago, has been incorporated into each of the shows thereafter. Cavalcade of America went through its metamorphosis much the same as any growing child or industry . . . with each step an advance toward perfection. The first format was divided into two episodes, one historical, the other contemporary. Then it developed into one episode devoted to any period or phase of the American scene, delving into the little known incidents which aided events and discoveries.

For a while in 1937, Cavalcade of America became "cavalcade" of music with programs devoted to the work of outstanding American composers. After which it resumed its present format.

The first four broadcasts used guest stars for the performance . . . then they reverted to a stock company . . . now the star system is again in use.

Since Cavalcade of America dramatizes the stories of actual people every script is carefully documented . . . and many hours are spent in research before a script finds itself in the hands of the actors.

Once the story becomes an idea

Mary Cummings, story editor, goes into deep research and makes an outline to be approved by the production staff . . . director, producer, story editor and advertising agency executives. From this group discussion the outline must be similarly discussed with the sponsor . . . then things begin to happen . . . the story outline goes to a free-lance radio script writer . . . this first draft is discussed by the production staff and a copy sent to the Cavalcade historian, Dr. Francis J. Ronalds, who checks every historical detail for authenticity. Necessary changes are made and a big-name stage or screen star is signed to play the lead . . . supporting roles are cast and it's time for rehearsal.

In the meantime Arden Cornwell composes the background music for this particular script and Donald Voorhees, who conducts the orchestra gets his rehearsals under way.

The first rehearsal is recorded and played for the production staff for revision. Tuesday, the day of broadcast, dress rehearsal comes off with all the latest changes — the second hand of the studio clock becomes the object of undivided attention. Studio light comes on, Zoller signals and Cavalcade of America is on the air with another great performance of American heroes past and present.



**Ken Banghart**



**Morgan Beatty**

# A New for



**Doug Anderson**

You've heard their voice—but can you identify them by the mouths they come from?

That's the question this month as Dialites challenges your memory and imagination in a new prize contest. Nearly one hundred dollars in valuable merchandise prizes are offered to the ten persons who can match up the pictures of the NBC-KFYR stars at left with their names in the handy entry form printed elsewhere in this issue.

Prizes offered include:

First prize: Laurel Automatic Coffee Maker. Fully automatic, stain-smooth heavy gauge aluminum. Retail at \$17.95.

2nd prize: Richelieu matched pearl set. Glowing pearls in a single strand necklace, double strand bracelet, matching ear rings. In beautiful gray velvet presentation box. Retail value, \$14.95.

3rd-4th prizes: Beautiful "Flint" Steak Sets. 6 knives with stainless steel blades, rosewood handles. Retail value, \$10.



**Jack Webb**



**Bob MacLeod**



**Bill Stern**



**Cal Culver**



**N. Brokenshire**



# Contest Dialites Readers



Father Barbour



Jerry Lewis



C. Lynch



Gordon MacRae

5th-6th prizes: Smartly tailored Hickok billfolds in men's or women's style. Men's is top grain pigskin, features removable pass case. Women's in red pigskin, has secret pocket. Both retail at \$10.

7th-8th prizes: \$6.95 "Lifetime" carving sets. 3-piece set, stainless steel with catalin handles. In fitted, satin-lined box.

9th-10th prizes: Ekco kitchen tool sets. 7 pieces including spatulas, cooking forks, spoons, etc. Retail price, \$3.95.

To win one of these fine prizes, all you need do is match up the names of the stars with the pictures of their mouths, using the pictures on these pages as guides. Of course, to make things more interesting, pictures on these pages are not necessarily the same as those used in making the smaller pictures, on the entry page.

Then fill in the last line of the contest jingle and send it in right away to Dialites Contest in care of KFJR.

Good luck!



Mario Lanza



Larry Kindle



W. W. Chaplin



George Hicks

The United States Steel Corporation

presents

# Theater Guild on the Air

Every Sunday Evening on KFYR

Sunday evening is "Theatre Guild on the Air Time" across the KFYR listening area, and this year the show returns to its eighth and greatest season on radio.

Over KFYR, this season (from 7:30 to 8:30 p.m. each Sunday) Theatre Guild will retain its place as radio's greatest dramatic show with plays like "The Wisteria Tree," "That Winslow Boy," "Great Expectations," "George Washington Slept Here," "Vanity Fair" and "All About Eve."

## Top Stars

On schedule for leading roles in these greatest dramatic shows is a galaxy of top-flight stars, such as Humphrey Bogart, Greer Garson, Ronald Colman, Charles Laughton, Ginger Rogers, Madeline Carroll, Ray Milland, Dorothy McGuire, Josephine Hill, Burgess Meredith.



Montgomery Clift, James Stewart, Barbara Stanwyck, Van Heflin, Paul Douglas, Rosalind Russell, Wanda Henrix, Loretta Young and William Holden.

Theatre Guild over NBC and KFYR is under the supervision of J. Carlisle MacDonald, assistant to the chairman of the board of U. S. Steel, sponsors. The advertising agency for U. S. Steel is Batten, Barton, Dustine & Osborn, Inc.

## Prominent Director

Typical of the high type of radio entertainment being offered this season to listeners of KFYR, the Theatre Guild is directed by Homer Fickett. He is a former newspaper and advertising man and had directed many prominent radio shows including March of Time and Cavalcade of America before assuming his post with Theatre Guild on the Air in 1945.

Fickett works with a different cast of famous Hollywood and Broadway stars each week as director of Theatre Guild. Each week a new play and a new cast are fashioned into broadcast perfection by director Fickett.

## Hicks Message

Familiar to KFYR listeners is George Hicks, who delivers the sponsor's message on the program each Sunday. Hicks is a quietly capable commentator whose broadcasts are as colorful as his background. His weekly talks on Theatre Guild on the Air reflect an extra-ordinarily thorough job of research into contemporary life in the United States. This spadework results in a graphic and interesting account of whatever phase of the current scene he discusses.

**Charles Laughton**

Hicks, a native of Tacoma, Wash., has worked in sawmills, logging camps, shipyards, and a pickle cannery; he has driven trucks, dug ditches and served as a seaman on ships that have sailed from Alaska to Panama. However, none of those jobs brought him the work he wanted. So he returned to Tacoma and studied at the College of Puget Sound and the University of Washington.

Hicks eventually went into radio, and during the second world war, he served as an overseas radio reporter and distinguished himself by his vivid description of D-Day landings in Normandy.

#### **Large Appeal**

His appeal throughout KFYZ's listening audience has grown from year to year probably mainly because Hicks is not a high-powered salesman. His messages from the U. S. Steel sponsors are forthright and pleasant. Hicks delivers them in a manner which hits home with the radio audiences.

Musical director for the Theatre Guild on the Air is Harold Levey. He conducts the 30-piece orchestra which furnishes background music and personally composes all original music used on the program.

#### **3,000 Bridges**

In over four years with the Theatre Guild on the Air, Levey estimates that he has written well over 3,000 "bridges" — the music used to denote passage of time or to highlight dramatic moments — as well as countless phrases for scene changes.

#### **Guild Founder**

Founder of the Theatre Guild is Lawrence Langner who is also a leading patent attorney as well as a playwright, producer and director. He was born in Wales, schooled in London and as a youth was introduced to the theatre as a junior clerk with J. Bannister Howard, a noted London manager.

Langner is an American citizen. In 1917, he became consultant to the Ordinance department of the U. S. army. After the armistice, he called together several members of the

Washington Square players and, at his suggestion, a new theatrical group was organized, a new name was adopted and plans set to go forward towards a subscription art theatre.

It was thus The Theatre Guild was founded.

Langner is married to Armina Marshall, associate director of The Theatre Guild, and executive director of its radio department. With Miss Marshall, he wrote the comedy hit, "Pursuit of Happiness."

#### **Former Actress**

Knowledgeable Miss Marshall once gathered first-hand as an actress enables her to understand and help cope with casting problems which come up in the course of Theatre Guild on the Air productions.

Miss Marshall was born in Oklahoma and later moved to California with her family and attended the University of California.

During the second world war, Miss Marshall served as vice-chairman of the American Theatre wing and was canteen director for the famous Stage Door canteen of Washington, D. C.

His combination of a top-flight directing, writing and technical staff and the best stars of stage and movies goes into each weekly production of the Theatre Guild on the Air over KFYZ. It explains why the station and sponsors are delighted to present the Sunday evening dramas again this year.



**Rosalind Russell**





# "Dragnet"

Visitors to Hollywood venturing past the NBC studios at Sunset and Vine one night not too long ago might well have been astounded to find themselves in the midst of a real, live cops-and-robbers chase — complete with gun shots — in progress on the rear parking lot.

However, anyone who knew Jack Webb and his insistence on authenticity for NBC's "Dragnet" dramas on both radio and television, would probably have guessed it was merely the talented young director-actor preparing another production.

In Dragnet's more than three years on the air, Webb and his program have garnered more awards than any show of its type in the history of broadcasting. It has consistently maintained a top rating, in competition with expensive comedy and variety programs, on both television and radio, and at one time hit the No. 1 spot in Nielsen's radio survey.

Thirty-two-year-old Webb has accomplished his and the program's whirlwind rise by insisting on several points — not the least of which is to entertain the public. "We're not out to preach, to give the people a message or lecture them on how to live," he says. "And we don't base our dramas on the premise that our listeners and viewers have the mind of a school-boy. The shows are slanted for the fully-developed adult mind."

Also, Webb himself and all the

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## "Dragnet's" Jack Webb

*"talented . . . authenticity"*



*"the story as it actually happens . . . travel step by step on the side of the law . . . from crime to punishment . . . only the names are changed, to protect the innocent . . . this is the story of your police force—in action . . ."*

actors he casts are never permitted to go off on dramatic wing-dings. Just the opposite. They underplay their roles. "There's no need to overplay the true-to-life stories we dramatize," the slim ex-Air Force pilot points out.

When the program made its debut, know-it-alls in the radio industry predicted a quick death for "Dragnet" because, they claimed, it was too "underplayed," too "honest," too "intelligent." The stories, taken from the files of the Los Angeles Police Department, were so authentic there were rarely a bang-up chase or even a sultry-voiced blonde.

Webb insisted on breaking the "dumb cop" stereotype and treating policemen as hard-working, capable individuals, as the great majority of officers are.

A stickler for authenticity, Webb holds as closely as possible to the actual case file on each program. He also is careful not to dramatize too many cases in which the criminals are from the same racial group. Actually, Webb reminds, it isn't a large percentage of Italians or Negroes or Frenchmen or Australians who commit crimes. People of all nationalities and races do, and in each group they constitute only a minute minority.

Webb not only looks like a typical plain-clothesman. He sounds like one. His voice is not easily forgotten. Almost a year after Owen

McLaine, a casting director, heard Jack in a dynamic radio portrayal, McLaine called him for a part.

"If you act visually as convincingly as you do on the air," McLaine told him, "there's a place for you in movies." Less than an hour later Webb was cast as Lieutenant Lee in the dramatic hit, "He Walked By Night."

Webb's voice has been creating sensations ever since. He originated the title role in "Pat Novak for Hire," on the air in San Francisco, moved to Hollywood and is now heard on NBC's radio network and seen on NBC's television network as Detective Sgt. Joe Friday on "Dragnet."

The talented actor-director sheepishly owns to having been student body president of Belmont High School in Los Angeles. He won, but did not use, a scholarship to the University of Southern California. He had to go to work instead.

When the black-haired six-footer isn't discussing an upcoming "Dragnet" show with officers and plain-clothesmen (he does so weekly) at L. A. Police Headquarters, he usually can be found relaxing at his early American, rustic, ranch-type home on a six-acre hillside site in San Fernando Valley. There he tests reactions to upcoming "Dragnet" dramas on his two most enthusiastic fans: his wife, Julie (actress Julie London), and their 2½-year-old daughter, Stacy.

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**"DRAGNET" IS BROADCAST EACH SUNDAY NIGHT AT  
8:30 C-S-T ON KFYR.**

IT'S TUESDAY NIGHT . . .

IT'S 8:00 O'CLOCK . . .

IT'S TIME FOR . . .

## The Martin and Lewis Show

Dean Martin and Jerry Lewis, top NBC radio and television entertainers, are now in their seventh year as a team and are continuing to break records, whether in a night club, on the stage, in films-or on their NBC radio show or NBC-TV's "Colgate Comedy Hour." When not engaged in one of the above-mentioned media, the zany twosome may be doing a benefit performance or, if time allows, playing an hilarious round of golf.

The duo returned to radio, September 16, for Chesterfield Cigarettes (8-8:30 p.m.). The boys will entertain at the Texas State fair at Dallas for 16 days in early October.

Martin and Lewis have developed into one of the top acts in show business, bearing out predictions even as far back as July 25, 1946 when the pair first worked together at the 500 Club in Atlantic City, N.J. In less than eight months after they formed their act, their salaries went from \$350 to \$5,000 a week, with their madcap antics reverberating throughout the entertainment industry, smashing records wherever they went.

Their backgrounds are as varied as their talents. Dean, whose real name is Dino Crocetti, is the son of a Steubenville, Ohio barber. Born June 7, 1917, his background includes such jobs as steel puddler, amateur boxer, gasoline attendant, mill hand, coal miner and band vocalist.

It was through a group of close friends that Martin was able to get a job with Ernie McKay's band in

Columbus, Ohio, which started him on the road to fame and Lewis.

Lewis, on the other hand, is the child of Mona and Danny Lewis and was born Jerome Levitch on March 16, 1926 in Newark, N. J. His parents are in their third decade of show business. Jerry attended an Irvington, N. J. high school and began his now-famous career with a record pantomime act.

While working as a busboy at Brown's hotel at Loch Sheldrake, N.Y., Jerry gave an impromptu performance with his record bit and so impressed ex-comedian Irving Kaye that the latter managed to get Jerry several theatre bookings. Later Lewis took on Kaye as his traveling companion and road manager. This was in 1942.

Martin is married to a former model Jeanne Bieggers. They have a son, Dino, nine months old. Lewis, prior to his teaming with Martin married Patti Palmer, vocalist with Jimmy Dorsey's orchestra. They have two children, Gary, six and two and a half-year old Ronnie.

The names of Lewis' two sons make up the title of his home movie group, Gar-Ron Productions, to which Jerry, Dean, Tony Curtis, Janet Leigh, Mona Freeman and other movie personalities belong. Their top effort to date is hilarious "Fairfax Avenue."

In March of this year the pair staged a 16½-hour television marathon in the New York area, to boost the Muscular Dystrophy Association and Heart Fund drives. In this limited area, more than one



*Dean sings, Jerry suffers*

million dollars was netted by the pair when all top available talent in the vicinity trod the NBC boards. As early as last spring Martin and Lewis began plugging the MDA on both their radio and television shows, with tremendous response.

Recent dates include Chicago's Chez Paree, the Mastbaum theatre in Philadelphia and the Los Angeles Faramount.

With vacation time relatively non-existent, the boys have formed a baseball team, both to relax and to keep in trim. On the softball nine are Curtis, Jeff Chandler, Jerome Courtland, Vince Edwards, Danny Arnold and NBC talent co-ordinator Howard Ross.

Their always spontaneous antics off stage are now as well known as their wild performances. Whether they are insulting passers-by on the street, raising the roof at the El Capitan theatre (where their show originates) or heckling NBC executives, the mirth-provoking talents of Martin and Lewis are always on display.

As the comics say, "When we stop having fun we'll retire." And there are millions of viewers and listeners who hope they never stop having fun.

## The Lighter Side

Every Groucho Marx fan has a favorite line from 'the master.' The one most often cited is "That's where I shot a bear in my pajamas . . . how he got in my pajamas I'll never know." Some Marx fans hold out for "She drove off in a huff . . . it was a 12-cylinder Huff as I recall." . . . We have a new found respect for a man named Willard Waterman. Willard, as you probably know, is the actor who portrays The Great Gildersleeve. The respect stems from a recent Gildersleeve script. Most of the script was written in English, but here and there, in the part of "Gildy," we found words like "heugh," "awpf," and "spltf." These are the words Mr. Waterman must read in order to portray accurately the great water commissioner. They are the wonderful sounds of despair and surprise . . . in a word—of Gildy. . . . Herb Shriner is a wonderful comic, and he's going to start a new role as a quizmaster very soon now. Herb's quiet humor is wonderful, as for example, "Back in Indiana," he is apt to say "I was about the quietest fellow in town. I believe I was too quiet. Why, somebody would come up to me and say, 'hello,' and ya know, I couldn't think of an answer." . . . Herb also coined the line, "Give a landlord an inch — and he'll rent it! . . . If your serviceman overseas drops you a note saying he just heard Larry Kindle and the KFYR Farm Hands, don't be surprised. Larry and the gang recorded a short broadcast especially for use on the Armed Forces Radio, which beamed it overseas Sept. 30th via sixty AFR stations in addition to a number of ships at sea. They chose for the recording one of the favorite numbers in this area, a polka.

Marilyn Hagerty, writing

# Mainly for Women

Summer pastels have shifted to the warmer, more burnished hues of fall. The crisp air quickens the appetite, and around KFYP the station's hunters are making plans to take to the fields. While their talk is of guns, good fields and limits, their women are dreaming up menus for the biggest treat of the year — pheasant, duck or goose dinner.

Chief Engineer Ivar Nelson is one of KFYP's most avid hunters. He likes the way his wife cooks the birds he brings home. Says she does them all well, but thinks her pheasant dinners are especially good.

\* \* \*

Pheasant at the Nelson's is a savory, tender meat. And with it there is mashed potatoes and pheasant gravy. The rest of the meal is varied each time.

**If lady luck is with KFYP's chief engineer this fall, Mrs. Nelson will use the following method for cooking a pheasant.**

... First of all there's the cleaning. Ivar skins the birds. He finds that quicker and better.

\* \* \*

Mrs. Nelson first fries the pheasant in a good amount of Crisco. She seasons the fowl with salt and pepper and rolls it flour before frying. While the meat turns golden brown, Mrs. Nelson adds chopped onion, and later a half cup of cream.

**Next step for the pheasant is the oven. There in a slow oven for about an hour, the pheasant becomes tender.**

Mrs. Nelson says that sometimes a little bayleaf is good, too, while baking the pheasant.

\* \* \*

Only way to save time in making sandwiches for the school lunch pail is to use spreads which are "all in one." These are spreads which eliminate the need for separate steps and last minute additions.

**SHRIMP SPREAD: For a shrimp spread, you will need**

**one bar of table margarine or butter, four hard-cooked eggs, chopped very fine, one cup of canned, cooked shrimp, finely chopped, one teaspoon of grated onion and one teaspoon of lemon juice.**

Let the margarine or butter soften in the mixing bowl, then cream thoroughly. Add the eggs and shrimp and mix well, and add remaining ingredients for about a cup of spread.

**CHEESE & EGG SPREAD: Here for your children's sandwiches is a spread high in protein content. You need one bar of butter or margarine, four hard-cooked eggs chopped fine, one cup of shredded cheese and one tablespoon of prepared mustard. Prepare the same as above for about a cup and a half of spread.**

\* \* \*

If you find that lettuce wilts too readily for use in those school lunch pails, and if you still want some greenery in the lunch, try finely shredded or chopped cabbage. Combine the cabbage with tuna, chopped ripe olives and enough mayonnaise to hold them together. There's a wholesome fill for the sandwiches.

\* \* \*

If there becomes a movement afoot to abolish Leap Year, no one could blame the single girls.

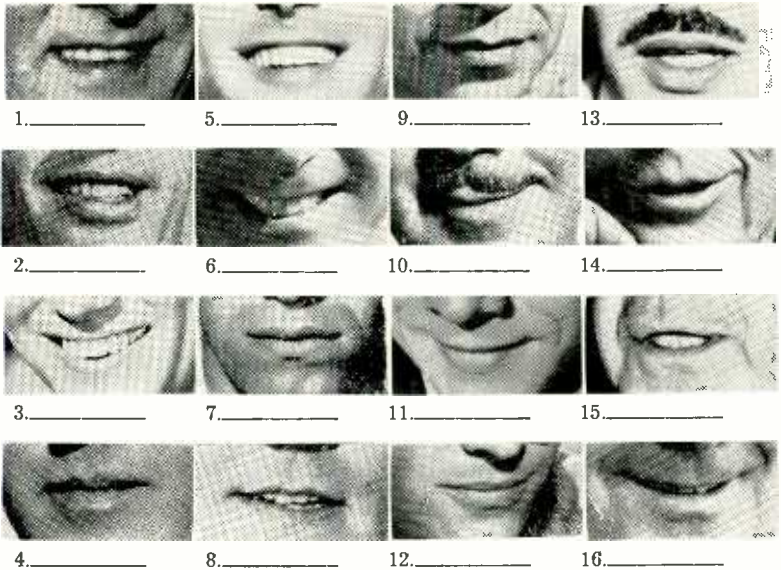
**Alarming statistics are beginning to prove the whole Year a dismal failure. The number of marriage licenses issued this year is running more than 50 thousand behind last year's figure across the nation — and that includes the marrying month o' June.**

Leap Year just isn't what it's cracked up to be.

\* \* \*

Skipping from Leap Year to storing eggs, a household hint says that storing eggs with the large end up keeps the yolk centered.





Above are pictures of the "voice boxes" of sixteen of your favorite NBC and KFYZ air personalities, whose names are listed below. Match the faces with the names by placing the number below the picture in the square where you think it belongs. Then fill in the missing line in the poem below and send in your entry right away. All entries must be postmarked no later than midnight, October 11th. Decision of the judges will be final and no entries can be returned.

- |                            |                             |
|----------------------------|-----------------------------|
| a. _____ Morgan Beatty     | i. _____ Norman Brokenshire |
| b. _____ Doug Anderson     | j. _____ Bill Stern         |
| c. _____ Cal Culver        | k. _____ Father Barbour     |
| d. _____ Larry Kindle      | l. _____ Kenneth Banghart   |
| e. _____ Bob MacLeod       | m. _____ George Hicks       |
| f. _____ W. W. Chaplin     | n. _____ Mario Lanzo        |
| g. _____ Jack Webb         | o. _____ Gordon MacRae      |
| h. _____ Christopher Lynch | p. _____ Jerry Lewis        |

I've often wondered how they looked,  
 And now, I hope I know.  
 'Cause if I've matched them up just right,

\_\_\_\_\_

Name: .....

Address: .....

City & State: .....

Remember, mail your entry to Dialites in care of KFYZ, and be sure it's postmarked no later than midnight, October 11, 1952. (Yes — you may enclose a new or renewal subscription to Dialites in the same envelope with your entry. Your entry will be turned over to the judges as soon as received.)

# Brickbats, Bouquets & Viewpoints

## EXTRA FOR A FRIEND

To the Editor:

I am very much interested in your Dialites. There is so much of interest in it. I look forward to it every month.

I am enclosing ten cents for an extra copy of the August issue to give to a friend. I do hope you are not sold out.

Would love to go through your building some time. I enjoy you all so much — Larry Kindle and the Farm Front gang. Chuck Schorge (I don't know whether I spell his name right or not), the sports and the news.

Miss Marion Tipper

Rugby, N. Dak.

**Your kind comments help us to put out a better paper. We're glad you find so much of interest in Dialites.**

**P. S. Schoregge is a real tough one — it's spelled Schoregge!**

To the Editor:

We like your magazine. Thanks.

Russell V. Penne, Jr.

Minot, N. Dak.

**You're welcome. —Ed.**

Gleaming new silverware is being offered by the Nash Coffee Company, sponsors of Nash Coffee News at 5:45 p.m. Mondays through Fridays. All you have to do is include 50 cents and an inch of the end of a Nash key strip for a knife-fork-spoon setting. And you can write today for the Nash Premium booklet. It's care of KFYZ, Bismarck. The offer will continue through October.

## LIKES MIKE

To the Editor:

Enclosed find one dollar to renew my subscription for another year. I enjoy reading KFYZ Dialites and also listen daily to Mike Dosch and his Hammond organ music.

Beatrice Schwan  
Karlsruhe, N. Dak.

## ABOUT TIME

To the Editor:

I'm enclosing a dollar bill for my subscription. I think it is about time to renew my Dialites since I do not want to miss a copy.

Reinhold Traxel  
Halliday, N. Dak.

**If you think it's about time, do like Mr. Traxel and send your dollar to Dialites. However, if you forget, we'll send you a reminder. —Ed.**

## SAN FANS

To the Editor:

We in San Haven do enjoy Dialites!

Clara E. Larson  
San Haven, N. Dak.

To the Editor:

Enclosed find my renewal for Dialites. I don't want to miss a single issue!

Mrs. Marie K. Jones  
Bison, S. Dak.

**Stump the Stumpus Boys! Send the song title of a tune you think the boys can't play, a wrapper from Manchester Waldorf Crackers and your name and address to KFYZ, Bismarck. Then, if you can stump the boys, you're in line for one of the exciting prizes offered daily, 11:30 to 11:45 a.m., over the Stumpus Boys on KFYZ.**

**MONDAY EVENING**

7:00 Railroad Hour  
 7:30 Voice of Firestone  
 8:00 Telephone Hour  
 8:30 Band of America  
 9:00 Meredith Willson's Music Room  
 9:30 Happiness Scrapbook  
 10:00 Latest News  
 10:15 Sports News  
 10:30 See You at the Polls  
 10:35 Surprise Serenade  
 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 Martin & Lewis  
 8:30 Fibber McGee & Molly  
 9:00 Two for the Money  
 9:30 First Nighters  
 10:00 Latest News  
 10:15 Sports News  
 10:30 See You at the Polls  
 10:35 What's the Score  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

**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  
 8:35 Mike Dosch-Organ  
 9:00 Welcome Traveler  
 9:30 Double or Nothing  
 10:00 Strike It Rich  
 10:30 Bob & Ray  
 10:45 Dave Garraway  
 11:00 News-A. W. Lucas  
 11:05 Song Shop  
 11:15 Kitchen Club  
 11:30 Stump Us Boys  
 11:45 Northwest Farm Front  
 12:30 Butternut News  
 12:55 W. Fargo Livestock  
 1:00 Psalm of Life  
 1:15 GTA News, Markets  
 1:30 Ma Perkins  
 1:45 Judy & Jane  
 1:57 Weather Roundup  
 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  
 5:00 550 Club  
 5:15 Brighter Day  
 5:30 550 Club  
 5:45 Latest News

**Complete**

**KFYR  
 PROGRAM  
 SCHEDULES**

**WEDNESDAY EVENING**

7:00 Vaughn Monroe Show  
 7:30 Gildersleeve  
 8:00 You Bet Your Life  
 8:30 Big Story  
 9:00 Barrie Craig  
 9:30 Happiness Scrapbook  
 9:45 Musical Manhattan  
 10:00 Latest News  
 10:15 Sports News  
 10:30 See You at the Polls  
 10:35 NBC Music  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

**THURSDAY EVENING**

7:00 Roy Rogers  
 7:25 Log Cabin 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 Weather  
 8:00 Latest News  
 8:15 What's the Weather  
 8:30 News  
 8:45 Mike Dosch—Organ  
 9:00 Archie Andrews  
 9:30 Mind Your Manners  
 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.  
 1:00 Missouri Valley Trio  
 1:15 Carnival of Books  
 1:30 Big City Serenade  
 2:00 Down Homers  
 2:30 Army Band  
 3:00 Win Place & Show  
 3:30 Musicana  
 4:00 Sound Off  
 4:30 The Camels Score-board  
 4:45 To Be Announced  
 5:00 News & Sports  
 5:15 U. S. Navy Band  
 5:30 NBC Summer Symphony  
 6:30 Who Goes There  
 7:00 Inside Bob & Ray  
 7:30 Star In Khaki 'N Blue  
 8:00 Pee Wee King Show  
 8:30 Grand Ol' Opry  
 9:00 Whoopee John  
 9:25 Off the Teletype  
 9:30 Tex Beneke

7:30 Father Knows Best  
 8:00 To Be Announced  
 8:30 Elk's Band  
 9:00 Music Hall Varieties  
 9:15 Words in the Night  
 9:30 Happiness Scrapbook  
 9:45 Voice of the Dakotas  
 10:00 Latest News  
 10:15 Sports News  
 10:30 See You at the Polls  
 10:35 Election P.eviews  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

**FRIDAY EVENING**

7:01 Your Hit Parade  
 7:30 On Your Door Step  
 8:00 Best Plays  
 9:00 Hy Gardner Calling  
 5:15 Words in the Night  
 9:30 Happiness Scrapbook  
 9:45 Norman Cloutier  
 10:00 Latest News  
 10:15 Sports News  
 10:30 Marine Corps Show  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News

10:00 NBC News  
 10:30 See You at the Polls  
 10:35 Hollywood Palladium  
 10:15 Alex Dreier  
 10:30 Dance Music  
 11:00 NBC News  
 11:05 Meadowbrook Dance  
 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  
 10:30 U. N. Is My Beat  
 10:45 Latest News  
 11:00 Trinity Lutheran  
 12:00 Concert Gems  
 12:15 News  
 12:20 Before The Camera  
 12:30 Univ. of Chicago RT  
 1:00 Catholic Hour  
 1:30 Sammy Kaye  
 2:00 4-H Salute  
 2:30 On the Line-Bob Con-  
 2:45 Mental Health Pgm.  
 3:00 St. Paul's Lutheran  
 3:30 Martin Kane  
 4:00 Hollywood Star Play-  
 house  
 4:30 To Be Announced  
 5:00 Scarlet Pimpernel  
 5:30 Juvenile Jury  
 6:00 Meet Your Match  
 6:30 Aldrich Family  
 7:00 Phil Harris & Alice Faye  
 7:30 Theatre Guild  
 8:30 Dragnet  
 9:00 Meet the Press  
 9:30 Men Behind the Melody  
 10:00 Latest News  
 10:15 Corrine Jordan  
 10:30 NBC Music  
 11:00 Latest News  
 11:05 NBC Music  
 11:55 Latest News



Ole Orson at the controls of his amateur station in his home in Bismarck. For the story on his venture, and adventures, see page 8.

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