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This Month's Cover:

Program director Cal Culver was mid-way through the first draft of the inaugural program for KFYZ-TV when photographed by staff photographer Leo La Londe in Cal's office. That's the KFYZ radio programming board in the background—a similar arrangement enabling spotting of any program during a four week period is being planned for television.

Production of the hour-long program which will inaugurate telecasting by the Meyer Broadcasting Company is well along. La Londe has shot several stills and movie sequences. Culver's basic scenario is being expanded with script sections roughed in. Chuck Schoregge's wide experience in dramatic productions will be utilized, and most staff members have or are being "shot" for the production.



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

Don't Miss...

SUNDAY: Six-Shooter, starring James Stewart (7:30 p.m.)

MONDAY: The Bob Hope Show for Jello, daily at 9:30

TUESDAY: Dragnet, starring Jack Webb as Sgt. Joe Friday in the most realistic "cops and robbers" program of them all (8:00 p.m.)

WEDNESDAY: Walk a Mile, first in the series of good shows every Wednesday evening (7:00)

THURSDAY: Father Knows Best, with Robert Young in the perplexing role of father Jim Anderson (7:30)

FRIDAY: Bob Hope at 7:30 followed by Phil Harris and Alice Faye for a full hour of comedy.

SATURDAY: Every afternoon through the conclusion of the season, the Minnesota football games.

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DATE NEARS FOR TV START

First TV Shows Announced

Latest Radio Schedules

Engineering . . .

Ivar Nelson came to work one day last week in a white shirt. It caused no little amount of comment, for it was the first such appearance in two months.

By last week, the reason was obvious. Throughout Radio Center, the Meyer Broadcasting Co.'s home since spring of 1949, there was a new look. Work clothes were part of it.

It was evidenced chiefly by sparkling new RCA television equipment scattered throughout a studio, control room and what will become the projection room for KFYZ-TV when it goes on the air within the next few weeks.

In the front offices of Radio Center, expense-caused frowns had been at least partially replaced by a look of relief because, after months of preparation and waiting, T-Day was drawing nearer.

The approach was marked by the addition of new members to the staff. Hugo Marquardt joined the control room force, with other engineers due to start later. Leo La Londe went to work in the newly-completed darkroom. A. L. Anderson joined as sales manager for KFYZ-TV.

The biggest change remained that in the physical appearance of the studios and adjacent rooms.

What was formerly a cloak room became the projection room. Instead of costumes and instruments, it housed 2 film projectors, a slide projector capable of handling automatically up to 12 slides at a time, a "Telop," the modern-day version of the old lantern projector, used for projecting printed pictures.

Also spotted in the projection room was the film camera and the multiplexer which makes it possible to use the film camera with the other equipment in the room.

In the control room, camera control units were being installed along with projector controls. Switching equipment, audio (sound) equipment, power supplies, amplifiers, and a host of other items including the synchronizing generator. Without the latter, unless every home receiver was on the same power supply, the picture on receiver screens would "roll" vertically or horizontally, or both.

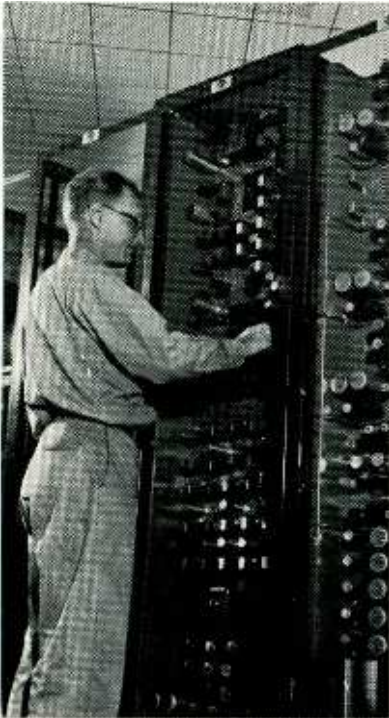
TV monitor screens are spotted in the control room, the projection room, at the transmitter and in the new TV studio.

What was once Studio B of KFYZ is rapidly changing its appearance. Background flats are being read-

ied, the "live" camera installed, and lights and other "props" being prepared.

Meanwhile, the work of actually getting KFYR-TV on the air has moved in part to the State Capitol Building in Bismarck. With the approval of the Board of Administration, a temporary antenna will be completed atop the towering structure. A transmitter unit will be installed near the top of the building and through the winter months, television programs will be beamed across the area from this point.

Plans for construction of the 670 foot permanent tower east of Bis-



Ivar Nelson and his staff have their hands full. Equipment above is just tiny portion of that to be used by KFYR - TV. (See "Engineering")

marck have been delayed with construction now slated to start on the tower next spring.

A delay in obtaining final approval for construction of the tower, plus a delay in obtaining necessary insulators which must be specially made, prompted the decision to seek approval of the temporary site.

No tower will be built on the Capitol Building. A small and inconspicuous antenna will be used, instead.

Hours of work have gone into the setting up of the television facilities already. John Henlein has been transferred from control room duty to full-time work on installation of equipment.

Ivar Nelson, who as chief engineer is supervising the entire operation, spends from 12 to 17 hours a day at work, usually winding up with 3 or 4 hours of study at home each night. Last week he attended a meeting dealing with TV. It was for that occasion he wore the white shirt. But only for a few hours. Then it was back into the working clothes he has become accustomed to.

Farm Reports

MARKETS:

After 13 Years, A Rest from Reporting

A gruff but kindly-voiced man faced a microphone in a tiny office overlooking the Union Stockyards in West Fargo, signed on the air for the first time. That was in 1940.

Since then the voice of Jim (James E.) Monkman had become the voice of the livestock industry to thousands of ranchers throughout the Dakotas who daily listened

for his market reports.

A few weeks ago Monkman, now ailing but still active (he was 76 July 19th) signed off his daily broadcast over KFJR for the final time, as he began an indefinite leave of absence on orders from his doctor.

After 41 years in the livestock business, he reluctantly agreed to halt the grueling schedule which until a few years ago was a 12 to 14 hour a day grind.

In his place, the markets are now reported by vigorous young John Phillips, whose background in market reporting and analysis quickly found favor even among those so long accustomed to the voice of "Livestock Jim."

(West Fargo market reports from the Union Stockyards Public Market. 12:50 p.m. daily).

FARM & HOME HOUR:

Bakers Work to be Covered Twice

Features to be presented on the National Farm and Home Hour during November include pickups from San Francisco, and from Chicago, where the program, sponsored by Allis-Chalmers, originates. Dates and features will include:

November 7: Highlights of the 1953 Grand National Livestock Exposition at San Francisco.

Nov. 14: Feature on the work done by the American Bakers Association, Chicago.

Nov. 21: Story on the annual meeting of the Bakers group, also from Chicago.

Nov. 28: Chicago feature reporting highlights of the National 4-H Club Congress, and the International Livestock Exposition.

(Saturdays, 12:00 noon CST on KFJR.)

Music . . .

NBC SYMPHONY:

Maestro Returns

The NBC Symphony is unique; it was created for the conductor rather than the conductor being sought for the orchestra.

This fall Maestro Arturo Toscanini returns to the podium to lead the world famous orchestra through another season. The 22-concert season of hour-long programs will move to a new day but in the familiar time spot, 5:30 to 6:30, on Sundays now instead of the traditional Saturday evening.

Socony-Vacuum Oil Company Inc., will sponsor the winter season's broadcasts on NBC and KFJR, with the programs originating as in the past from Carnegie Hall in New York City.

The NBC Symphony was established 16 years ago, and in the ensuing years has been widely acclaimed as another evidence of NBC's leadership in enriching and enlarging the cultural life of America. It is the only full symphony orchestra created and supported by a broadcasting network in the United States.

Toscanini through the years has selected and directed a memorable list of programs, each one of which has been a major musical event.

This season will be a particularly outstanding one since Toscanini again will present a full-length opera in two parts, this time Verdi's "The Masked Ball." In addition, the Symphony will program Brahms' "Requiem," as well as all-Wagner, all-Mendelssohn and all-Sibelius broadcasts.

Guido Cantelli will share the

conductor's podium with Toscanini during the season, with the Maestro scheduled to direct the larger portion of the concerts.

The Sunday series of broadcasts starts November 8, with Toscanini conducting all November concerts and the first two in December.

He returns for two concerts in January, the 17 and 24, and for six more beginning Feb. 28.

The return of Socony-Vacuum to NBC sponsorship recalled some of the events in the firm's relationship with radio, dating back to Nov. 2, 1927, when the firm presented the noted singing team, Van and Schenk on NBC.

Since then, an outstanding roster of programs of varied types has been brought to the public on NBC radio by the oil firm. Among them are several listeners will remember: "The Victor Borge Show," "The Benny Goodman Music Festival," "The Rise Stevens Show," "Information Please," "The Mobiloil Orchestra," and the old-time "Soconyland Sketches"

(NBC Symphony, Sundays, 5:30-6:30 p.m. CST. KFYZ, starting November 8.)

RAILROAD HOUR:

Merry Widow To Cat and the Fiddle

"The Railroad Hour," returned to its winter format, again star Gordon McRae with guest artists in presentations of well-known operettas and musicals from stage and screen.

The musicals are adopted for the series by the writing team of Lawrence and Lee. Carmen Dragon and his orchestra and the Norman Luboff Chorus are featured.

The schedule of future "Railroad

Hour" productions includes:

Nov. 2 'Rosalinda'

Nov. 9 'Roberta'

Nov. 16 'Merry Widow'

Nov. 23 'Chocolate Soldier'

Nov. 30 'State Fair'

Dec. 7. 'Sweethearts'

Dec. 14 'Cat and the Fiddle'

Dec. 21 'Holiday Inn'

WAGONMASTERS:

Dusty Rivers and Gang On KFYZ Every Day

Dusty Rivers and his Wagonmasters have toured from bottom to top in the middle of the nation since he organized his unit and left Kentucky.

The seven man unit, which between air shows does a number of personal appearances throughout the area, began on KFYZ early this fall. (See picture, back cover.)

Major engagements have included long stays at Corpus Christi, Texas; Wichita Falls where they starred on the "Western Network Barn Dance," and Kansas City where they broadcast on the KMBC Brush Creek Follies.

They also played out of Minot for some time before joining the KFYZ staff.

Headed by Dusty, the Wagonmasters include Don Boots, Jim Shannon, John Ralston, Audey Aldridge, and, more recently, Bill Tucker and Speedy Ross who were with the group during the first five of its seven years. The Wagonmasters are on the air daily over KFYZ at 5:00.

The Wagonmasters are the third major program heard each day to which listeners are invited to watch. The program originates in Studio A of Radio Center and visitors are welcome to attend any of the broadcasts.

Discussion . . .

FORUM:

Prohibition Marked the Start

From the isolationism of the 20's to the internationalist era of the 50's, the NBC series, "American Forum of the Air," has been the sounding board for authoritative opinions on the political, social and economic questions that have faced America.

Broadcasting's oldest discussion program and its founder and producer, Theodore Granik, are now in their 26th year on the air.

Since New York's Rep. Emanuel Celler and a former head of the Women's Christian Temperance Union appeared on Granik's first forum in 1928, the program has hit the front pages of most of the nation's newspapers with the unrehearsed—and usually unexpected—comments of its guests. Ninety per cent of the members of 13 Congresses have put in appearances as well as a New York governor named Franklin D. Roosevelt and a Missouri Senator named Harry Truman.

The program has often been used, as an unofficial battleground for Congress, to test proposed legislation. Before World War II an administration spokesman sent up a trial balloon via the program on plans to swap old U. S. destroyers for British naval bases.

Granik's program followed an earlier stint called "Law for the Layman" via an early-day New York City station for Gimbel's Dept. Store. The debate on prohibition, aired over a second New York City station, marked the opening of "The American Forum" series.

The program has originated in Washington since 1937 and began as a TV series in 1949.

Granik spares no expense in contacting prospective program guests who happen to be out of Washington. He's one of the telephone company's best customers.

(Once when he was ill, a Washington telephone supervisor called and said the operators were worried about him; he hadn't placed a long distance call for two days).

Granik says he hopes a listener carries away with him after the show "not just the impression of a fight, but a very real illumination on some major issue of the day. I want him to feel stimulated," he says, "to go out and learn more facts about that issue."

(American Forum of the Air, Sunday, 1:30 p.m. CST, KFYZ).

Premiums . . .

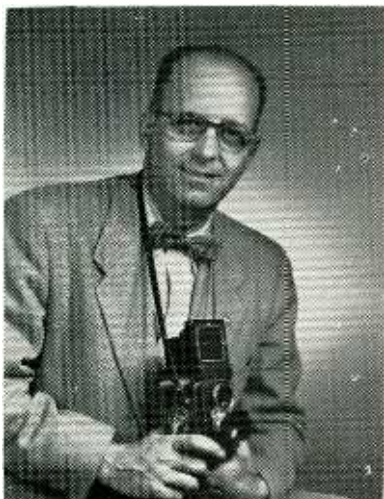


Hopalong Cassidy will add western thrills to the program schedule of KFYZ - TV. Date and time will be announced.

Staff . . .

A. L. Anderson has been named Sales Manager for KFYZ-TV by Executive Vice-President F. E. Fitzsimonds. Anderson has been a salesman for F. C. Hayer Co., of Minneapolis, distributors for RCA radios and television. He is married and the father of four children. "Andy" has lived in Bismarck the past 4½ years.

Leo La Londe was KFYZ-TV's first full-time employee. Since joining the staff, he has already started the large job of "mugging" hundreds of persons who are in the news as well as KFYZ-TV staff members. His home is the newly-built modern darkroom in Radio Center, and in this room he concentrates his activity when not engaged in actual "shooting." He spent 2½ years at a newspaper



Photographer Leo La Londe was first new member of the KFYZ - TV staff. He's had wide experience as a news and free-lance photographer. (See "Staff")

photographer. before that worked as a free-lance and also in a photographic studio. Married, he has three children.



Agnes Scanlon is KFYZ's new receptionist and switchboard operator. A native of New York, she replaces Bette Syversen, who resigned.

Comedy . . .

WISTFUL VISTA:

New Format After 18 Years for Fibber

After 18 years in which the punch-lines were new but the comedy format the same, Fibber McGee and Molly have altered their program from its long-familiar Tuesday night half-hour to a new series to be heard five times weekly. It's the first time since the program began in 1935 that its format has been changed in any way.

The basic idea of the domestic situation comedy remains the same, with the antics of the lovable couple who live at 79 Wistful Vista providing the springboard for each program's story. Generally the hub

for all activity is Fibber, whose tendency to exaggerate, inevitably involves his patient and understanding wife in a series of relieving actions.

Fortunately for Fibber, Molly is always on his side.

In order that the cast of "Fibber McGee and Molly" may give more relaxed and personal performances in the new format, no studio audience will be allowed during the nightly broadcasts.

Regular featured members of the cast still include the perennial favorites: The Old Timer (Bill Thompson, who also portrays Wallace Wimple) and Doc Gamble (Arthur Q. Bryan).

(Monday through Friday nights, 9:00-9:15 CST.)

Religion . . .

RADIO PULPIT:

18th Season for Dr. Sockman

Dr. Ralph W. Stockman, as presiding minister of the National Radio Pulpit, returned to the air in October for his 18th successive year in that position.

Dr. Stockman is pastor of Christ Church (Methodist) in New York City.

The "National Radio Pulpit" is produced in cooperation with the National Council of Churches in the U.S.A. and is presented by KFYZ in cooperation with the Bismarck Ministerial Association.

It is conducted along the lines of a regular Protestant Church service, with sermon, prayer, hymns and anthems.

(The National Radio Pulpit is heard each Sunday morning at 9:00 a.m. on KFYZ.)

Dramatic . . .

DRAGNET:

Bigger than Holmes

Jack Webb, star of "Dragnet," and rated America's most popular fictional detective, has now been dubbed "more popular than Sherlock Holmes ever was, at least



in terms of circulation" by Richard Tregaskis, writing in the Saturday Evening Post. Tregaskis termed Webb "this new legal beagle . . . a very different type, both physically and mentally . . . in a streamlined way, the Sherlock Holmes of the atomic era."

The story, "The Cops' Favorite Make-Believe Cop," covered the Webb Story in accurate detail, from his humble beginning in a Los Angeles Slum area to his present success in his capacity as star, director and general manager of the radio and TV versions of "Dragnet" on NBC.

(Tuesday nights 8 p.m. on KFYZ.)

STROKE OF FATE:

It Might Have Been

"In history much depends upon a stroke of fate—the fate of a people, a nation, of the world has often hung upon an accident. Or," adds radio scribe Mort Lewis, "upon a decision that, made the other way would have completely altered the course of human events."

Samples: What would have happened if Hitler had been killed in a Munich beer hall, or if Lee had accepted Lincoln's offer of the

Command of the Union Army?

Such "ifs" are being dramatized in a new NBC radio series, "Stroke of Fate" authored by Lewis. In collaboration with such noted historians as Allan Nevins, twice a Pulitzer Prize winner, and Stefan Lorant, author of "The Presidency," Lewis has prepared the new series, to be heard on KFYR Sunday nights, 8.00 CST.

THEATER ROYAL:

Olivier to Star

While few Americans would be content with the consistent dryness of British radio, there is a hearty acceptance of great dramatic portrayals by English actors. Among these, Sir Laurence Olivier ranks highly. His newest radio venture is in NBC's "Theatre Royal," in which he appeared first as master of ceremonies and now as the program's star.

Produced in London, the series features works of such authors as Somerset Maugham, Greham Greene, Gogal, Pushkin, others.

Sir Laurence is perhaps best-known to American audiences for his performances in the films "Wuthering Heights" and "Henry V."

His technicolor production of the latter, released in this country in 1946, was hailed as a screen classic.

His acting in New York with London's Old Vic Company in 1946 and later with his own productions of "Anthony and Cleopatra" brought him the unanimous acclaim of drama critics.

His few radio appearances have met with quick enthusiasm. More of the same is expected now with his new series for NBC. (To be heard on KFYR Sundays, 8:30 p.m.)

VISITOR:

It Opens Closed Doors

"The Visitor," described as a "vastly absorbing television drama series" will be shown weekly over KFYR-TV. Date and time are to be announced. "The Visitor" takes the television audience through locked gates, behind closed doors and shuttered windows, into the private lives of people who will unfold, each week, a profoundly moving dramatic story.

Produced in New York by Marion Forsonnet, a former radio program director who many years ago foresaw the importance of films in television and studied movie-making techniques in Hollywood "The Visitor" will feature performers including Roland Young and Thomas Mitchell.

Each half-hour drama is an original story by top-flight Hollywood and New York scripters. (KFYR-TV time to be announced.)



"Douglas Fairbanks, Jr., Producer, star and host on the series "Douglas Fairbanks, Jr., Presents" which will be featured on KFYR - TV. The series was produced in England.

Quiz . . .

WALK A MILE:

Where's North Dakota?

Sailors make top-notch contestants on quiz shows, according to "Walk A Mile" quizmaster Bill Cullen.

Cullen attributes this to their constant world travel and to their avid readership of books and periodicals.

Conversely, question asked about books—including the Bible—are among those missed most often. Cullen says that although the Bible is the world's best-selling book, its text is strangely unfamiliar to many people.

"I've discovered," he says, "that contestants are pretty careless in their reading habits. While many of them have read the Bible, some numerous times, their ability to retain the content falls short."

"With other books contestants fail to remember the author, the hero or the heroine. They do remember incidents, though."

Cullen has found that questions dealing with directional location of places are more trouble to contestants than those asking exact locations. (Where is North Dakota located would probably be answered while contestants would be likely to have trouble with "Is North Dakota east or west of the Mississippi River?")

Some periods in history draw blanks. Many guests on "Walk A Mile" have answered correctly questions on certain periods of history, then been unable to answer at all on questions concerning even recent events.

Cullen says all contestants agree

"choice questions (where there is a choice of answers, one of them correct) are by far the easiest, no matter what the category involved.

(Walk A Mile is heard Weds., 7:00 p. m., on KFYZ.)

STRIKE IT RICH:

More Than a Million

The radio show which has aided more than 5,000 deserving persons and given out more than \$1,262,500 in cash in approximately 700 broadcasts continues with its good work.

The job of extending the program's 'helping hand' on "Strike It Rich" falls to master of ceremonies and former film actor Warren Hull.

He interviews contestants, who receive cash awards for their correct answers, and also interviews the celebrities picked to extend the "helping hand" feature on the program. (They serve as stand-ins for deserving persons unable to attend the program in person.)

More than 20,000 letters are received weekly from persons seeking to take part in the program or from friends and neighbors of unfortunate persons worthy of assistance.

Operations and hospital care have been provided for more than 100 persons unable to pay for their own treatments.

The program, for its humanitarian services, has received numerous awards. To Hull, the greatest is the warm and sympathetic treatment of contestants by the studio and radio audience.

(Strike It Rich, Monday-Friday, 10:00 a.m. CST, KFYZ.)

Fortunately, his gentle manner with contestants, along with the show's innate generosity, makes for the show's rich atmosphere . . . rich in humanness as well as in dollars and cents.



Jessica Tandy and Hume Cronyn, stars of "The Marriage," now heard each Sunday evening at 6:30 on KFYP. Theme is story of married couple's experiences with their two children.



A. L. "Andy" Anderson, left, shakes hands with KFYP Executive vice-president F. E. Fitzsimonds as he becomes sales manager of KFYP-TV. Fitzsimonds announced Anderson's appointment as the date for TV operations moved closer.

News...

MAN ON THE GO:

Dreier on Dogs

"Dogs, in general, are a happy, well-adjusted lot of home-lovers."

So, soberly reported Alex Dreier, rapid-firing "Man on the Go" NBC newscaster in a National Dog Week "Whimsey" report on dog life. Breaking the usually staid pattern of newscasting, Dreier delivered his 'flimsy on the Kinsey' with a word of warning.

"If the nation's 22,000,000 dogs continue to multiply as they have during the past 30 years, the United States in 70 years will be populated by more dogs than people."

(Man on the Go, KFYP, Monday through Friday, 6:00 p.m.)

"Mr. President," said Alex Dreier, several years ago, "did you know that the Nazis hate you worse than Winston Churchill?"

When the roar of Chief Executive laughter subsided, President Roosevelt twinkled appreciatively at the burly, blustery newsman and confided, "You have made my day complete."

Many years have passed since that memorable news conference but Dreier's pithy, pungent "Man On The Go" comment still caps the day for millions of coast-to-coast listeners.

Still a hustling, bustling newsman, Dreier goes after his news and special reports with the forthright manner of his dramatic on-the-air delivery. To get about he utilizes every mode of transportation available. from his sleek \$25,000 sports car to his sponsor's International Harvester motor trucks. Just a few months ago the luggage-

laden newscaster completed an 11,000-mile, 10-day look-see of European sites of contention, a first-hand preparation for his broadcasts fed to the States.

A bluff, good-natured Chicagoan, his trademark—a cigar in his teeth and a briefcase under his arm—Dreier has a few simple rules for news-gathering: Don't guess, don't crystal-ball-it, go out and meet the people; find out how they feel about things. "I'd rather send at least one thought home each program," he says, "than leave three on base."

Winner of the Sigma Delta Chi Award "for distinguished service to American journalism," Dreier blends snatches of heart-tugging sentiment with a wade-in approach to matters controversial.

Dreier, of German, Scotch and Hawaiian extraction, was born in Honolulu where once his grandfather, confidant to Hawaii's last queen, urged her to have the Islands annexed by the U. S. As a lad Dreier shunted between Hawaii and California for his education, going to grade school on the Islands and to St. Joseph's Military Academy in Rio Vista, California. Graduating years later from Stanford (political science degree; minor in chemistry), he worked for United Press in San Francisco, thence on to the wire service's New York cable desk.

Possessed of the yen to roam, Dreier plagued his bosses into giving him a crack at service with the foreign news staff.

"Do you speak German?" they wanted to know. Alex readily three recalled phrases from his knowledge of the language ("Chemical German" learned at college) and landed the job.

Since then the "Man On The Go"



Brian Donlevy will star in "Dangerous Assignment," one of several programs scheduled to be seen on KFVR - TV.

has been truly a man on the go!

Even skeptics arch their eyebrows at Dreier's uncanny sense of knowing what's upcoming in world affairs. It is well known in the news world that he's a prophet par excellent. During World War II he was several beats ahead on Fall of France, the decline of German airpower, the Russian War, Rummel's African assault route, among others. He was only hours off on his call of Germany's capitulation and his domestic election prognostications are of Nostradamous parallel.

Although unrehearsed, his programs are artfully planned in advance. His reputation is that he can get at the core of the matter in the least possible time and can fatten the barest notes into a prize essay. "Not only does he make use of the facts," reports a colleague, "but he knows how and when to use them for best results."

Between radio-TV editions the burly six-footer is still on the go, whether gadding about in his fabulous sports car with his childhood sweetheart, Joy Leathurby Dreier, filling lecture and magazine article comments, penning personal replies

to his fan mail, or just standing on a running board or sitting on a bread box somewhere, chatting with a citizen farmer.

To be the "Man On The Go," reasons Alex, "you gotta keep on the go!"

Special Report...

Voice of Firestone. .

Silver Anniversary For Outstanding Show

It will be a full quarter-century for radio's oldest coast-to-coast musical program, "The Voice of Firestone," when December rolls around.

Except for an augmented symphony orchestra, which is conducted by Howard Barlow, there have been few major changes in the nature of the program since it first went on the air Dec. 3, 1928. It presented then, and has continued to present, the finest singers from the operatic and concert stages, a mixed choral group, and a large symphonic orchestra with a distinguished conductor.

Howard Barlow, musical director and conductor of the symphony orchestra for the "Voice of Firestone" might have spent his life as a singer but for a single conducting lesson when he was a high school student.

Young Barlow was conducting the glee club, of which he was a member, while they waited for the regular adult conductor to arrive. The conductor came in, watched the boy unobserved, and offered to give him a lesson in conducting. The teacher was Wilburforce J. Whiteman,

father of Paul Whiteman, the orchestra leader.

Barlow was born in Plain City, O., and spent his early childhood in Urbana where he early began self-instructed study of any musical instrument on which he could lay his hands. This was followed by more formal study on several of them.

It was after the family had moved to Denver, Colo., that young Howard changed the nature of his musical ambition at the suggestion of Whiteman.

He studied at the University of Colorado and was graduated from Reed and studied at Columbia. He began choral directing in New York, a career interrupted by World War I. After his honorable discharge as a lieutenant, he resumed his career as a conductor. He founded the American National Orchestra in 1923, was musical director for the Neighborhood Playhouse in New York and became a pioneer in introducing classical music on radio, then in its infancy.

He was associated with many notable programs, among them, "The Philco Hour," "Understanding Music," "Symphonic Hour," "March of Time" and "Harvest of Stars." He was musical director at CBS for several seasons.

He has directed such symphonic orchestras as the New York Philharmonic, the Philadelphia Symphony and those of many other cities. He has conducted the Firestone symphony for 10 years.

The conductor is blond, blue-eyed and of medium build. Amiable both on and off the podium, his pleasant voice seldom is raised. He is married and lives in rural Pound Ridge, N.Y.

MONDAY EVENING

7:00 Railroad Hour
 7:30 Voice of Firestone
 8:00 Telephone Hour
 8:30 Band of America
 9:00 Fibber McGee & Molly
 9:15 Can You Top This
 9:30 Especially For You
 9:45 Wayne King
 10:00 Latest News
 10:15 Sports News
 10:30 All Star Par. of Bands
 11:00 Midnight Column
 11:05 Bob & Ray
 11:55 Latest News

TUESDAY EVENING

7:00 Dinah Shore
 7:15 To Be Announced
 7:30 Barrie Craig
 8:00 Dragnet
 8:30 News—J. C. Swayze
 8:35 Elks Band
 9:00 Fibber McGee & Molly
 9:15 Can You Top This
 9:30 Especially For You
 9:45 Hour of Charm
 10:00 Latest News
 10:15 Sports News
 10:30 Stan Kenton
 11:00 Midnight Column
 11:05 Bob & Ray

MONDAY - FRIDAY DAYTIME

6:00 Wake Up To Music
 6:30 Mont. Gospel Crusade
 7:00 Mandan Livestock Sale Mon-Tues-Wed
 7:00 Keystone Steel & Wire Thursday
 7:15 Ranch House Rev.
 7:30 News This Morning
 7:35 What's the Weather
 8:00 Latest News
 8:15 What's the Weather News
 8:30 News
 8:45 Mike Dosch
 9:00 Welcome Traveler
 9:30 Bob Hope
 9:45 Break The Bank
 10:00 Strike It Rich
 10:30 The Phrase that Pays
 10:45 Songs of Faith
 11:00 News-A. W. Lucas
 11:05 Song Shop
 11:15 Kitchen Club
 11:30 N. W. Farm Front
 12:30 Butternut News
 12:55 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's Fam.
 2:45 Right to Happiness
 3:00 Backstage Wife
 3:15 Stella Dallas
 3:30 Young Widder Brown
 3:45 Woman in my House
 4:00 Just Plain Bill
 4:15 Front Page Farrell
 4:30 Lorenzo Jones
 4:45 550 Club
 5:00 Dusty Rivers
 5:30 550 Club
 5:45 The World Today
 5:55 Cabbages and Kings
 6:00 Alex Dreier - Man On

Complete KFYZ PROGRAM SCHEDULES

WEDNESDAY EVENING

11:55 Latest News
 7:00 Walk A Mile
 7:30 Gildersleeve
 8:00 Groucho Marx
 8:30 Big Story
 9:00 Fibber McGee & Molly
 9:15 Can You Top This
 9:30 Especially For You
 9:45 Music of Manhattan
 10:00 Latest News
 10:15 Sports News
 10:30 Report From The White House
 11:00 Midnight Column
 11:05 Bob & Ray
 11:55 Latest News

THURSDAY EVENING

7:00 Roy Rogers
 7:25 Log Cabin News

The Go

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 Mont. Gospel Crusade
 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 News
 8:45 Mike Dosch—Organ
 9:00 Woman In Love
 9:30 Jack Arthur Show
 10:00 Egbert & Ummly
 10:30 Story Book Land
 10:45 Piano Moods
 11:00 Children's Chapel
 11:15 Highway Report
 11:30 For Those Who Gave
 11:45 Markets — Crime
 12:00 Farm & Home Hour
 12:30 Butternut News
 12:45 Noon Music
 12:55 West Fargo Mkts.
 1:00 Pre-Game Melodies
 1:30 U. of Minn. Football
 4:00 Musicana
 4:30 To Be Announced
 4:45 Air Power In An Age of Peril
 5:00 News & Sports
 5:15 Carnival of Books
 5:30 To Be Announced
 6:30 NBC Lecture Hall
 7:00 College Quiz Bowl
 7:30 Know Your NBC's
 8:00 Whoopie John
 8:30 Western Hit Parade
 9:00 Eddie Arnold
 9:30 Pee Wee King Show
 10:00 KFYZ News
 10:15 Joseph C. Harsch
 10:30 Hollywood Palladium
 11:00 Midnight Column
 11:05 NBC Music

7:30 Father Knows Best
 8:00 Curious Tales
 8:15 Novelty Time
 8:30 News—J. C. Swayze
 8:35 Eddie Cantor
 9:00 Fibber McGee & Molly
 9:15 Can You Top This
 9:45 Voice of the Dakotas
 10:00 Latest News
 10:15 Sports News
 10:30 Stars in Jazz
 11:00 Midnight Column
 11:05 Bob & Ray
 11:55 Latest News

FRIDAY EVENING

7:00 Dinah Shore
 7:15 To Be Announced
 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 Can You Top This
 9:30 Especially For You
 9:45 Norman Cloutier
 10:00 Latest News
 10:15 Sports News
 10:30 Listen To Wash.
 11:00 Midnight Column
 11:05 Bob & Ray
 11:55 Latest News

Midnight News**SUNDAY**

7:00 Latest News
 7:05 Jack Arthur Show
 7:30 Egbert & Ummly
 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 Concert Gems
 12:15 News
 12:20 Before The Camera
 12:30 Univ. of Chicago RT
 1:00 Catholic Hour
 1:30 Better Living Clinic
 1:45 Report of America
 2:00 4-H Salute
 2:30 Mental Health Pgm
 2:45 Latest News
 3:00 St. Paul's Lutheran Church In The Home
 4:00 Week End
 5:00 Bob Considine
 5:15 Ask Hollywood
 5:30 NBC Symphony
 6:25 News
 6:30 The Marriage
 7:00 The Hollywood Story
 7:25 News
 7:30 Six Shooter
 8:00 TV Time
 8:15 To Be Announced
 8:25 News
 8:30 Theatre Royal
 9:00 Movietown Radio Theatre
 9:30 Meet the Press
 10:00 Latest News
 10:15 Corinne Jordan
 10:30 Prairie Lighthouse
 11:00 Midnight Column
 11:05 NBC Music
 11:55 Latest News



Dusty Rivers and "The Wagonmasters"--See page six

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