



VOL. V. NO. 1
JANUARY 1954

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T-V Schedule

SUNDAY

- 5:30 PM THIS IS THE LIFE
- 6:00 PM Shark's Sports Spotlight
- 6:10 PM Weather Picture
- 6:15 PM News—Jack Swenson
- 6:30 PM Life of Riley
- 7:00 PM To Be Announced
- 7:15 PM NBC News Review of the Week
- 7:30 PM Victory At Sea
- 8:00 PM To Be Announced
- 8:30 PM Dangerous Assignment
- 9:00 PM To Be Announced
- 9:30 PM Boston Blackie
- 10:00 PM Sports—Doug Anderson
- 10:10 PM Esky the Weather Wizard
- 10:20 PM Sizing Up the News
- 10:30 PM KFYR-tv THEATRE

MONDAY

- 5:30 PM WESTERN THEATRE
- 6:00 PM Sports—Doug Anderson
- 6:10 PM Weather Picture
- 6:15 PM News—Jack Swenson
- 6:30 PM The Wagonmasters
- 7:00 PM U. S. Steele Program
- 7:30 PM Keyboard Kapers
- 8:00 PM To Be Announced
- 8:30 PM U. S. Army
- 9:00 PM FAVORITE STORY
- 9:30 PM Pan American Presents
- 10:00 PM Sports—Doug Anderson
- 10:10 PM Esky the Weather Wizard
- 10:20 PM Sizing Up the News
- 10:30 PM KFYR-tv THEATRE

TUESDAY

- 5:30 PM The Hormel Girls
- 5:45 PM Bob Crosby Show
- 6:00 PM Sports—Doug Anderson
- 6:10 PM 6:10 Weather Picture
- 6:15 PM News—Jack Swenson
- 6:30 PM The Wagon Masters
- 7:00 PM To Be Announced
- 7:30 PM Key Board Kapers
- 8:00 PM To Be Announced
- 8:30 PM Big Picture
- 9:00 PM Safety Patrol
- 9:30 PM To Be Announced
- 10:00 PM Sports—Doug Anderson
- 10:10 PM Esky the Weather Wizard
- 10:20 PM Sizing Up the News
- 10:30 PM KFYR-tv THEATRE

WEDNESDAY

- 5:30 PM Western Theatre
- 6:00 PM Sports—Doug Anderson
- 6:10 PM 6:10 Weather Picture
- 6:15 PM News—Jack Swenson
- 6:30 PM Wagon Masters

- 7:00 PM Gary Moore
- 7:15 PM To Be Announced
- 7:30 PM Key Board Kapers
- 8:00 PM Wrestling
- 9:00 PM U. S. Army Program
- 9:30 PM To Be Announced
- 10:00 PM Sports—Doug Anderson
- 10:10 PM Esky the Weather Wizard
- 10:20 PM Sizing Up the News
- 10:30 PM KFYR-tv Theatre

THURSDAY

- 5:30 PM Hormel Girls
- 5:45 PM Bob Crosby Show
- 6:00 PM Sports—Doug Anderson
- 6:10 PM 6:10 Weather Picture
- 6:15 PM News—Jack Swenson
- 6:30 PM The Wagonmasters
- 7:00 PM To Be Announced
- 7:30 PM Adventures - Kit Carson
- 8:00 PM To Be Announced
- 8:30 PM Ford Theatre
- 9:00 PM To Be Announced
- 9:30 PM Safety Patrol
- 10:00 PM Sports—Doug Anderson
- 10:10 PM Esky the Weather Wizard
- 10:20 PM Sizing Up the News
- 10:30 PM KFYR-tv Theatre

FRIDAY

- 5:30 PM Western Theatre
- 6:00 PM Sports—Doug Anderson
- 6:10 PM 6:10 Weather Picture
- 6:15 PM News—Jack Swenson
- 6:30 PM Wagon Masters
- 7:00 PM Hopalong Cassidy
- 8:00 PM Ford Library
- 8:30 PM U. S. Navy
- 9:00 PM My Friend Irma
- 9:30 PM Safety Patrol
- 10:00 PM Sports—Doug Anderson
- 10:10 PM Esky the Weather Wizard
- 10:20 PM Sizing Up the News
- 10:30 PM KFYR-tv Theatre

SATURDAY - JANUARY 2

- 5:30 PM To Be Announced
- 6:00 PM Sports—Doug Anderson
- 6:10 PM 6:10 Weather Picture
- 6:15 PM News—Jack Swenson
- 6:30 PM KFYR Barn Dance
- 7:00 PM Captured
- 7:30 PM To Be Announced
- 8:00 PM To Be Announced
- 8:30 PM Ethel & Albert
- 9:00 PM Medallion Theatre
- 9:30 PM Hit Parade
- 10:00 PM Sports—Doug Anderson
- 10:10 PM Esky the Weather Wizard
- 10:20 PM Sizing Up the News
- 10:30 PM KFYR-tv Theatre

KFYR DIALITES

A monthly digest of radio and television news

Special Report . . .

Tuned to Channel 5, television viewers see daily on the news programs of Station KFYR-tv news pictures of the day's events all over the world.

The pictures, taken and delivered to KFYR-tv by the United Press, one of today's great press associations, are of such variety and from so many and various places in the four quarters of the globe that members of KFYR-tv audience



UNITED PRESS TELEPHOTO--Installation of a United Press Telephoto receiver in the KFYR-tv newsroom is one more reason why KFYR brings its radio and television audience the best, quickest, most comprehensive and accurate coverage.

frequently ask the station how they are taken and how United Press manages to get them to Bismarck so soon after the breaking of the news they depict.

To the question, how are they taken, the answer is by an army of cameramen. At its world headquarters in New York, at bureaus in every section of the United States, in Canada, Mexico, Europe and the Orient, United Press maintains staff photographers ready on an instant's notice to get pictures of whatever is important or interesting within their reach. In all, this staff numbers between 300 to 400, but their are only a fraction, although an essential fraction, of the skilled cameramen United Press has

at its disposal at any time and at virtually any place where news may break. There are, besides full-time staff members, about 5,000 special correspondent photographers or, as people in the news business call them, stringers.

A United Press special or string cameraman is anyone who has proven by trial and test, that he can go out, no matter how suddenly called upon and get pictures of a news story. He may be a newspaper photographer in some city where there happens to be no United Press newspictures bureau. He may be a local studio photographer, or an especially capable amateur. Whatever his usual job or his standing United Press insists that



SHOOT 'EM--United Press photographers take pictures of President Eisenhower during a White House press conference. Within hours after the photographers snap their shutters, their work is seen on KFJR-tv.

he know news as well as the technique of the camera, that he know what to take as well as how to take it. To qualify, there is no set examination, but merely the proof of performance. If a photographer shows that he can get a good picture, he is called upon again. If he does not, another is chosen. The roster of United Press correspondents, all tried under the pressure of time and circumstance, has been assembled over a period of more than a score of years. Today it is a capital asset of ability of indispensable value.

In the course of a day about a dozen newspictures are rushed to the newsroom of KFYZ-TV. These are the very top selections from some

1200 photographs taken during the day by United Press staff and special cameramen. They represent the very best of all the pictures of the very biggest news events, of a total of photographs exceeding 400,000 a year.

In classifying certain news as the biggest, United Press photo editors keep always in mind that news interest depends on location. For example, if on one morning there are two million-dollar fires, one in a city half across the country from Bismarck, the other in Minneapolis, the fire closest to Bismarck naturally is more important to its citizens than the one farther away. It is bigger news. Just as a building looks bigger from across the street



FLOOD COVERAGE---Dick MacFarland, former United Press correspondent at Bismarck and now the organization's Des Moines, Ia. bureau manager, right, covers a story on a flood in Iowa last year--via water.

than from ten blocks distant, so is news bigger the nearer it is to home. United Press edits its news-pictures accordingly, making certain that Bismarck gets the news-pictures that most people there most want to see.

What makes it possible to cover happenings of special regional interest is the United Press Telephoto network, consisting of some 21,000 miles of leased long-distance telephone wires and spanning the country from coast to coast and from Canadian cities into Mexico.

At more than 100 points along this system, in localities carefully chosen to expedite the transmission of news-pictures, United Press has established and maintains equipment to send them. The pictures so filed may be transmitted over the entire network, if the news they concern is of national interest, or they may be sent from any one point to another and so reach with the utmost speed the places where they will be of unusual interest. With its thousands of news cameramen always on the alert for pictures of the biggest news and its wire network spread over the entire country to deliver them, United Press enables Station KFYZ-TV not only to report but also to picture every day's news for its audience.

Western . . .

Hopalong's Early Foresight Assures Television Success

Hopalong Cassidy has one distinction among actors: he owes his current success to an old product in a new medium.

For Boyd's "Hopalong Cassidy" films, which were first seen in movie

theaters in the middle 30's, did not bring him real success until 15 years later, when they were shown in a new type of theater: the American home.

There on the NBC TV network these very same 15-year-old films have recently brought Boyd fame and fortune almost overnight. And today "Hopalong Cassidy" is the favorite cowboy of children and grownups alike.

Born June 5, 1898 in Cambridge, Ohio, Boyd lived in his hometown 7 years before moving to Tulsa, Okla. There, as a youngster, he was able to absorb the Western lore which fitted him for the role as a cowboy in his "Hopalong" pictures.

Among his early jobs before he entered film work were those of survey and tool-dresser in the Oklahoma oilfields. He also held a variety of odd jobs.

Boyd landed in Hollywood in 1919 and subsequently played in early films such as "King of Kings," "Beyond Victory," and "Two Arabian Knights."

In 1914, as his career as a romantic leading man began to wane, producer Harry Sherman called him for a supporting role in a movie about a cowpoke named "Hopalong Cassidy," a fictional character created by author Clarence E. Mulford in a series of Western yarns.

After reading the script, Boyd was convinced that Hopalong should be made into a respectable cowboy, instead of being a lame, rough-and-ready ranch-hand as Mulford originally conceived him in his stories.

The change was made to make 'Hopalong' appeal directly to youngsters, and Boyd made his first appearance in the role in 1934.

Since then, he has starred in some 66 films in the same series dealing

with the exploits of the legendary cowboy hero.

Rogers Shoots 'Em Up On NBC Radio and TV

Everyone--young and old--who likes entertainment with lots of gunfire, lots of horses, a stalwart hero and a happy ending in which justice triumphs, get a full measure of all requirements every week on NBC radio and NBC television.

Both radio and television versions of Western stories, starring the King of the Cowboys, tell exciting tales of the West; stories in which Roy is aided in maintaining justice and order in the mythical town of Mineral City by his human friends Dale Evans, Pat Brady, the Sheriff and his animal friends, Trigger the palomino horse, and Bullet, the police dog.

Roy, who was born in Cincinnati--far from cowboy country--spent most of his early life on the Duck Run farm.

His early jobs were far from the West, although he was a great fan of the Western movies and especially stars Buck Jones and Hoot Gibson.

His celluloid cowboy aspirations took a very practical turn when he wound up as an actual cowhand on a ranch in New Mexico. There he learned tricks of riding, roping and shooting that were later to identify him as the "King of the Cowboys."

With this background added to his self-taught musical skill as singing and playing the guitar, Roy decided to head for California to follow in the footsteps of Jones and Gibson.

The road to stardom was rocky, but persistence paid off and by 1943 he was boxoffice "tops."

A steady parade of badmen forever appear to plague the law-

abiding, peace-loving Roy Rogers and to present Roy and his friends a constant challenge.

Frequently the capture of one of his friends lends added suspense to the conflict, but in the end right wins out and evil is overwhelmed.

Engineering . . .

Versatile, New KFYZ Engineer 'Talks' Around the World



These are Carl Zeller's familiar surroundings in the KFYZ control room. From this position Zeller operates tape recorders, "pipes" network programs into KFYZ and, in turn, into your home, or where ever you are.

Master electrician, motion picture theater projectionist and movie equipment serviceman, and now: KFYZ control room engineer.

That's the past and present in the professional career of Carl E. Zeller, 217 15th St., who recently joined KFYZ.

A 1944 graduate of the National Radio Institute, Washington, D. C., Zeller has been close to subjects on electronics all of his adult life.

He has been a "ham" radio operator the past 6 years. Amateur operators around the world have heard Zeller's call letters--WJOM--and have communicated with him.

He has been in touch with radio-men in countries, including New Zealand, Australia, Japan and Great Britain.

A 1942 graduate of Leith high school, Zeller previously worked as an electrical contractor on both residential and industrial projects in North Dakota.

Thus, he brings to KFYZ his wide range of knowledge of electronics to further add to KFYZ's continual effort to bring the finest in radio into your homes with the finest equipment available.

Zeller and his wife, Adeline—a high school sweetheart—have been married 8 years.

They have three boys: Newell, 6; Randall, 4, and Alan, 18 months.

Ex-Grand Forks Engineer Joins KFYZ Control Crew



Herbert Leupp

Twenty - year - old Herbert R. Leupp, recent addition to the KFYZ control room staff, is a radio enthusiast who works a regular shift at the station, then goes home to saturate himself with more radio know-how via his "ham" radio operation.

Leupp, 422 Mandan St., launched into a career in radio while attending Washburn high school. The subject caught his interest; he read all he could on it and soon he was

servicing his neighbors' radios.

After high school graduation in 1951, Leupp shifted into high gear and worked at three different radio stations at different times in Grand Forks, while attending the University of North Dakota to study electrical engineering.

Stations at which he was employed — as an engineer — were KFJN, KNOX and KILO.

Leupp, who says subjects in the sciences always dominate his interest, "comes up" on his amateur radio rig frequently during off hours.

A bachelor, who operates a telegraph key with a deft touch, Leupp can send and receive International Morse code at the rate of about 15 words per minute

He also communicates with amateur radio operators around the country by voice. Farthest distance recently reached by Leupp was Tijuana, Mexico.

Leupp's call letters are WOOAI.

Discussion . . .

Spivak's Intuition Hikes 'Meet the Press' Quality

People talk about a woman's intuition, but it is a quality without which a newsman would be badly off indeed.

Take the case of Lawrence Spivak, owner and producer of NBC's "Meet The Press," which has become one of the country's leading TV and radio discussion programs (heard Sunday's at 9:30 p.m. on KFYZ).

To Spivak, selecting the public figure for "Meet The Press" is the result of a sixth sense as to what will be news—not only tomorrow, or even next Sunday, but several months

from now.

There was that day two years ago when Governor Thomas E. Dewey of New York, appearing on the series, definitely and finally withdrew as a Presidential candidate and announced his support of General Dwight Eisenhower. The story made banner headlines and, more important, it paved the way for the nomination and eventual election of Ike as President. Only a sixth sense could have been responsible for setting Governor Dewey up as a guest weeks before his appearance on the program.

Another example: A day after President Truman took himself out of the race, Governor Adlai Stevenson appeared on "Meet the Press" still a mystery figure outside of Illinois, except to Democratic leaders. It was this appearance on the nationally-viewed NBC-TV program that catapulted Stevenson into his new role as a national political figure and as presidential timber. Col. Jacob Arvey, who brought about the nomination of Stevenson at the Democratic convention last Summer, went on record as follows: "Were it not for 'Meet the Press,' Stevenson would never in my opinion have been considered as a candidate for the Presidency."

It was again Larry Spivak's intuition which had caused him to invite the Illinois governor almost two months ahead to appear as guest on the program. At a gridiron dinner in Washington, Stevenson caught Spivak's eye and said: "You know. you got me into all that trouble."

"Meet the Press" performs a singularly important service for democracy. By bringing national figures face to face with real live issues, through probing questions, the program enables the citizens of Ameri-

ca to take a long look at both the figures and the issues. "We never try to put a man on the spot, or try to make him look good," says Larry Spivak. If he appears on the program, he is important enough to influence the welfare of all of us. Television has the awesome faculty of picturing a man as he is. It highlights the good and the honest and exposes phoney, charlatans and adventurers."

Almost every national figure of importance has appeared on "Meet the Press." The range is from Vice President Nixon, Senators Knowland, Bridges, Humphrey and McCarthy to such diverse personalities as Lycurgis Spinks (Imperial Emperor of the Ku Klux Klan), Earl Bowder and the late Senator Bilbo.

Spivak was born in New York City and was educated at Harvard, where he was awarded a B.A., Cum Laude. Before becoming business manager of the American Mercury, while H. L. Mencken was editor, he published Antiques Magazine and helped run Hunting and Fishing Magazine. In 1939, he became publisher of the Mercury, then editor and publisher from 1944 to 1950, when he sold the property.

Spivak pioneered in the publication of paper-covered books. His Mercury Books at 25 cents were on sale two years before Pocket Books. It was he who sold the Army on the idea of issuing special overseas editions for the troops stationed overseas. In the last year of the war, some 50 million books a year were published. Today he is the publisher of Ellery Queen, Mystery Magazine, Fantasy and Science Fiction Magazine, and a series of paper-covered books.

Together with Martha Rountree, Lawrence Spivak founded "Meet the

Press" eight years ago. Today he is the sole owner and producer. The program has won about every award in the field, including the coveted Peabody award. It has been a feature of NBC since Nov. 6, 1947. It has an estimated audience of as high as 10 million people both in its television and radio programs.

"Meet the Press" originates in Washington, and occasionally in New York. Spivak goes back and forth between the two cities, maintains homes in both cities. He is married to the former Charlotte Bier Ring, a psychologist. They have two children, Judith and Jonathan, both writers.

Staff . . .

Leingang Parlays Hobby Into Film Future



Latest addition to the KFYR-tv staff is William (Bill) Leingang. He has joined the station's photography department. Among his duties, besides photographing for the news and sales departments of the station,

will be handling the technical processes involved to prepare film for showing.

William (Bill) Leingang has parlayed a hobby into the makings of a bright future in television.

Newest member of the KFYR-tv photograph department, Leingang, 26, was first attracted to photo work while attending high school in Mandan. He graduated from the school in 1945.

Since then, he has operated as a free-lance photographer for numerous North Dakota newspapers, besides doing a stint as a television set installation man.

An Air Force veteran of 2 years service as a radio operator-gunner, 1945-47, Leingang will handle various assignments as a KFYR-tv staff photographer.

He will be available to shoot stories for the KFYR-tv news staff, using either movie cameras, or one of several types of still cameras—such as the renown Speed Graphic and the one-minute, picture-producing Polaroids.

Leingang will also be on the job as a commercial photographer, to record on film pictorial reasons for patronizing KFYR-tv advertisers.

He and his wife, Donna, whom he married 1½ years ago, live at 304 4th St. N. E.

Film Awards On NBC

The 26th Academy Award presentation in March, 1954, will be carried on KFYR-radio and KFYR-tv via the facilities of the NBC radio and TV networks.

This will be the second year that the National Broadcasting Company has brought this important event to its nationwide radio and television audiences.

Don't Miss . . . on radio

SUNDAY: Week End---"S u n d a y Newspaper of the Air" from "cover to cover" to "feature sections," with Merrill Mueller, Earl Godwin, Tex McCrary, Mel Allen and others. Emcee: Ed Herlihy.

MONDAY: Telephone Hour. Donald Voorhees conducts the Bell Symphonic Orchestra.

TUESDAY: Dragnet---A drama based on an actual case from police files; starring Jack Webb as Sgt. Joe Friday and Ben Alexander as his partner, Frank Smith.

WEDNESDAY: Groucho Marx---You Bet Your Life. Audience participation program with Groucho Marx as quiz-and-quipmaster.

THURSDAY: Truth or Consequences ---Fun and frolic with Ralph Edwards as stuntmaster.

FRIDAY: Phil Harris and Alice Faye with a full hour of fun and laughs.

SATURDAY: A line up of old-time favorites from Whoopee John, including polkas, mazurkas and schottisches.

See "Kit Carson"
Starting Jan. 7 on KFYR-tv

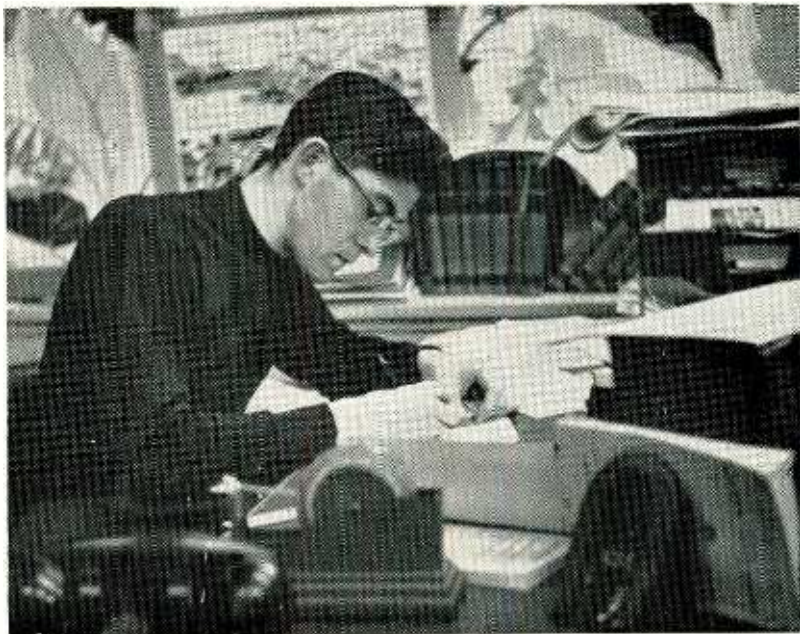
LIVE WIRES

NORM SYSE



..... Joined the
staff at **KFYR**
December ~1953
and will do
radio-tv news
coverage ~





PAT DE FOREST--Recent addition to the KFYR-tv staff is Pat De Forest who, as station art director, will be in charge of art projects for television and the publication, "Dialites."

KFYR-tv's Art Editor Related to Renown Inventor

Lee DeForest, a pacemaker in radio broadcasting, and Patrick Michael DeForest, Bismarck high school senior, have one thing in common: they're relatives.

But there the similarity ends. The senior DeForest is known to millions in and out of the radio industry as the American inventor who helped coax broadcasting into existence. He had an insatiable desire to solve mysteries of electronics.

Young DeForest, 19, 830 Anderson St., won't have any part of the technical end of the business. But, like his grandfather's cousin, he, too, has one major desire: to be a top-flight cartoonist.

As far back as Pat can remember

he's had no other ambition. Evidence of the artistic talent he has nurtured and polished is seen in his achievements.

Besides working as KFYR-tv's art editor, the talented youth is doing art work for three publications: the Bismarck High school "Hi-Herald," the Bismarck Junior college "College Mystician," and the state National Guard newspaper. State newspapers have also printed 46 of his cartoons.

National magazines, such as "Saturday Evening Post," have received Pat's cartoons, and, although they've so far accepted none of them, editors tell him to: "Keep trying."

Like the elder DeForest who invented the radio vacuum triode tube in 1907, and the radio tube os-



ADA VAN HORN, station custodian, is presented with 20-year pin inset with a ruby in recognition of her long tenure with the company. Ada's service began over 30 years ago but was interrupted several years before she returned.



PRETTY Elizabeth Roether looks in fascination as Fitzsimonds explains the reasons she merits a 20-year pin. Elizabeth is the station's assistant treasurer and office manager.



IVAR NELSON, who received a 15-year pin but may feel he's been with the firm 25 years because of the recent extended effort put out to get the TV operation in shape, is the station's chief engineer.

Quiz . . .

'College Quiz' Rockets To National Recognition

One of the most satisfying radio quiz entries since "Information Please" is the new and stimulating NBC radio show, "College Quiz Bowl." It is heard Saturdays on KFJR.

Introduced on Oct. 10, 1953, the

program, moderated by Allan Ludden, was not long in gaining recognition as one of the toughest--and entertaining--quiz shows on the air.

The emphasis in this inter-collegiate competition is on brains, not brawn. Two college teams, each consisting of four students, broadcast from affiliated NBC stations nearest their respective campuses. They answer Ludden's questions. Ludden broadcasts from New York during the program.

The winning team each week receives a \$500 award to be used for any campus fund of its choice, while losers receive individual prizes.

By virtue of its victory, the winning team each week is entitled to compete the following Saturday against another university.

Winner of the most scholarships to date has been the brainy University of Minnesota team. It topped the opposition eight straight Saturdays before finally losing to Brown University.

Ludden, who is known as "young America's favorite advisor," has spent virtually his entire profes-

sional career in radio working on programs designed to interest and enlighten youthful listeners.

He spent five years as moderator of the award-winning panel show, "Mind Your Manners," and is heard in the same capacity on the "Young America" segment of NBC's new Sunday afternoon program, "Week-End."

Born in Wisconsin, educated in Texas, Ludden lives and works in Hartford, Conn. Like many top radio personalities, he had an early taste of grease paint in theatrical work before getting into radio.

In the summer of 1942, he worked briefly at a Corpus Christi, Texas, station before he entered the Army.

While attached to the entertainment section for the Pacific ocean area, he formed one of the most valuable associations in his life, for the officer in charge was Major Maurice Evans, noted Shakespearean actor.

Ludden himself produced more than 40 soldier shows in the Pacific Theater. He returned home after his 1946 discharge with captain's bars, a bronze star and a wealth of experience.

He was sought out by Evans who appointed him his personal manager. In the winter of 1946-47, Ludden toured the country in advance of Evans' "Hamlet" production, lecturing on the play before schools and in most principal cities of the nation.

At the end of the tour, he took a job as press agent in Ivoryton, Conn. He renewed his acquaintance with radio via a Hartford show on WTIC, where his friendly style and engaging personality won him quite a following. When the series ended, he was named as the station's continuity director.

A short time later he put together

Dramatic . . .

Drama-Packed Adventure Captures Attention in Sea Film Series

Thrilling, documented stories of World War II are scheduled for war in the Atlantic and Pacific during your enjoyment in the real-life drama of "Victory At Sea."

"Sealing the Breach," dealing with anti-submarine warfare in the Atlantic 1941-43, will be dramatized January 3. It is the story of a hypothetical convoy which sets out from the Gulf of Mexico and ends in England.

January 10, "Midway is East," the story of the Japanese overrunning Southeast Asia and of the battle of Midway, which shattered the Japanese dream of conquering the entire Pacific will be on your TV screen.

And on January 17, there will be "Mediterranean Mosaic," mainly British Admiralty film footage detailing the struggle for naval domination of the Mediterranean during the early days of the war.

Out of the past on January 24, comes "Guadalcanal," the story of America's first ground victory in the Pacific. Captured Japanese films feature jungle fighting between U. S. Marines and Japanese jungle troops.

"Rings Around Rabaul"—the Allied conquest of the Solomon Islands, will be shown January 31. Emphasis in this drama will be on the Allied encirclement and neutralization of the Japanese bastion of Rabaul, their most powerful base in the Solomons.

the "Mind Your Manners" program, which, as an NBC feature, won half a dozen national awards.

Classic Tales, Weekly, Hosted by Adolph Menjou

Adolph Menjou, veteran actor of stage, screen and radio, now moves to television to be your host each week with your "Favorite Story." You can see him on KFYZ-tv.

"The Gold Bug," "Phantom Ricksha," "An Eye for an Eye,"—those are just a few of the classics of fiction to be adapted for your enjoyment on TV.

Here is a rundown on stories to be brought to you coming weeks on your "Favorite Story:"

On January 4 Menjou takes us to a swamp island off the Carolina coast to witness the weird adventure of three impoverished former confederates who discover a death's-head battle and a treasure map. It's the mystery of "The Gold Bug."

The following week you will see and hear the tale of the "Phantom Ricksha." It's a romantic tragedy of Jack Lindsey, major in Queen Victoria's India army in the 19th century.

"An Eye for an Eye," will be presented January 18, a yarn starring Menjou as American private detective Stephen King who wagers 300 pounds with Inspector Thorn of Scotland Yard that he can hide himself in London for 24 hours. Unknowingly, King becomes involved in a series of events leading to a situation to thrill mystery fans.

Another story of crime, "The Crime of Sylvestre Bonnard," will be presented by Menjou January 25. Our host takes us to 19th century Paris to find the story of Sylvestre Bonnard's crime: a kidnapping.

Opening the "Favorite Story" series in February will be the adven-

ture yarn, "The Fury." It is scheduled to be seen on KFYZ-tv February 1.

Menjou finds stirring conflict on a small island off the Italian coast in Antonio, a poor fisherman who is constantly rebuffed by Laurella whom he has loved since childhood. Her father's terrible cruelty to her mother causes her to repel all men; and the plot thickens.

Underworld Stories Enacted on 'Captured'

You've heard of Willie, "The Actor," Sutton; Tony, "The Stinger" and "Little Duke" Lukini? the stories of their notorious careers in crime--and those of many others in the underworld--will make up the real-life drama of "Captured!," the new NBC-TV show scheduled to be seen on KFYZ-tv.

Following the general format of "Gangbusters," one of the top-rated dramas in radio in years past, producers will present actual crime cases, taken from police files for "Captured!"

Famous film star Chester Morris—who will star in "Captured!"--brings his outstanding personality to these thrilling television episodes.

Morris has many years' background of successful stage and screen presentations. He has made over 70 motion pictures and has starred in numerous radio and stage crime thrillers.

He earned special applause for his performance in the stage production of Sydney Kingsley's "Detective Story."

Television has welcomed Chester Morris in "Robert Montgomery Presents", "Suspense" and "Danger"

All of which makes him a natural as the star of--"Captured!"

Music . . .

'Your Hit Parade' Among Stiffest TV Productions

One of the stiffest assignments of a TV production staff is the weekly job of rounding out the smoothly-run musical show, "Your Hit Parade."

At showtime, when viewers see the stars--Dorothy Collins, Snooky Lanson, Russell Arms and Gisele MacKenzie, with Raymond Scott and the orchestra and the Hit Parade Singers and Dancers--it is the result of meticulous full-time planning started well over a week before.

Preparation for "Your Hit Parade" commences each Tuesday, 11 days in advance of each telecast. Here is how the show is developed:

On Tuesday, producers and writers meet to mull over ideas, since every song presented, no matter how many times it has made the survey list, is given an entirely new treatment each time it appears.

On Friday, the same group meets with the camera director and set designer to discuss scenic sketches, and tentatively line up the technical layout for the TV cameras. Meanwhile, producers and writers pre-plan various production number ideas for the show currently on the drawing boards.

The following Monday morning a full-dress staging is held. Various production and technical details are worked out in an even more intensive meeting that afternoon.

The next morning there is a final production meeting and later the same day, preparations begin for the advance show.

Rehearsals start for "Your Hit

Parade Dancers" at noon, Wednesday, and on Thursday, soloists and Your Hit Paraders are put through their paces.

Friday morning, the orchestra rehearses and is later joined by soloists and chorus.

Saturday is the big day, then. More rehearsals are scheduled early in the day, and that night at 9:30 (CST), the show is on. (KFYR-tv viewers will see a delayed telecast of the show).

"Your Hit Parade" was given a 1952 award by the National Association for Better Radio and Television for having "the outstanding popular music program . . ." of the year.

Cities Service Contract For Musical Renewed 1 Year

Cities Service Petroleum, Inc., sponsors of the oldest continuous radio series on NBC—and on any network—has renewed the Cities Service Band of America program for another year. Fred Horton, director of sales for the NBC radio network, announced this week.

The "Band of America," conducted on NBC radio by Paul Lavalle will carry the Cities Service series into its 28th year in radio.

(It is heard each Monday on KFYR).

The first cycle of Cities Service broadcasts featured Edwin Franko Goldman and his famous band in 1927. Later that year, Rosario Bourdon stepped onto podium, and the Cavaliers Quartet was added as an extra feature.

In succeeding seasons, such names as Jessica Dragonette, the famed Revelers Quartet, Ford Bond and Dr. Frank Black were associated with the program.

Paul Lavalle and the Cities Serv-

ice Band of America joined the series in October, 1944.

The contract renewal will take effect January 18.

Daytime . . .

'Spirit of Christmas' Appears on 'Welcome Travelers' Show

Citizens of tiny Okemah, Oklahoma, have cause to celebrate Christmas 365 days a year, because the "Welcome Travelers" Christmas family—the Glenn Dills—live there. On Christmas Day, co-hosts Tommy Bartlett and Bob Cunningham, with the "Welcome Travelers" staff, journeyed to Okemah to meet the Dills, to present them with many beautiful gifts and to have them tell their formula for a happy, worthwhile life, on NBC's coast-to-coast radio network.

Judges in this fourth annual contest, to find the family which best explains the spirit of Christmas all year long, chose the Dills from a descriptive letter sent by their neighbor, Mrs. Earl Davidson. More than 75,000 nominating letters were received.

In the winning letter Mrs. Davidson told of the many kindnesses the Dill family extended to their town-folk and to strangers, despite the fact that Glenn Dill was retired and money always scarce.

Typically, as Bartlett was awarding the family merchandise gifts valued in excess of \$7,500, they were thinking of needy families in the area with whom they might share the gifts.

The items included a home freezer, stove, refrigerator, automatic washer, dishwasher, furniture, rugs, TV set, movie camera and a \$1,000 gift certificate.

The Dills' children — Captain Glenn Dill, Jr., now stationed with the U. S. Air Force at Shreveport, La., and Mrs. Walter Barrett of Monahans, Tex., also took part in the Christmas Day broadcast.

Mrs. Davidson, writer of the winning nominating letter, was heard on the program and received a home freezer and other gifts.

Judges of this year's "Welcome Travelers" Christmas family contest were TV and film star Loretta Young, NBC news analyst John Cameron Swayze and Hollywood columnist Hedda Hopper.

("Welcome Travelers" is heard daily, Monday through Friday at 9 a. m. on KFYR).

News . . .

U. S. Washing Machines Outdo Propaganda Machine

There are a lot of people in Czechoslovakia today whose misery has perhaps been somewhat lessened by 40 washing machines, a radio broadcast, and coordinated good will on the part of American private industry.

It all started when NBC's radio news show, "News Of The World," first broadcast a report from Radio Free Europe that the women of Skalsko, Czechoslovakia, had inveigled their husbands into building 40 washing machines from scrap in a Soviet tractor plant.

When the secret police arrived to confiscate the machines, the women rebelled and the police quickly left.

Listing to the NBC newscast, W. A. Royce of the Speed Queen Machine Co., Inc., of Ripon, Wisconsin, offered to donate 40 American

washing machines to the women of Skalsko if Radio Free Europe could deliver them.

Transportation was arranged by Radio Free Europe, in special trucks appropriately identified, which brought them to New York for transoceanic shipment. On arrival in Bremerhaven, on November 30, the washing machines were placed in sealed railroad freight cars with conspicuous banners reading:

"From The Free People of the U. S. A. to The Women Of Skalsko, Czechoslovakia, 40 Washing Machines."

West Germans throughout the country hailed the arrival of the washing machines with such excitement that the event was covered by Welt in Film, the German newsreel firm; by the press, radio and wire services.

The NBC correspondent in Frankfurt-am-Main, Bob McCormick, reported to Bill McAndrew, network manager of news and special events in New York, that the incident was "generating more excitement" than the Freedom Train of 1951.

Meanwhile, Radio Free Europe was busy telling the story via medium wave, from its Czech-language transmitters in Munich, to the people of the Communist-dominated country.

The Czech government in Prague then began to show concern. A monitored broadcast from Radio Prague made fun of Mr. Royce's generosity. And government newspapers also attacked the Wisconsin manufacturer.

A Communist story tells how it imagined Royce won publicity for the stunt:

"Take one machine to the theatre, have Romeo hand it to Juliet, and

make up a couplet like this— 'Juliet, my dear, see what I have here; flowers and Speed Queen, the best Washing Machine.'"

This is what Radio Free Europe answered: "Those 40 washing machines are more than just 40 machines. They are 40 messages of faith from the leading democratic nation in the world, that the Czechoslovak people do desire freedom, and that they deserve freedom. Next time you hear American messages about freedom and free elections in Czechoslovakia, don't forget Skalsko."

News came from Germany that the Communist authorities in Czechoslovakia quickly rejected the machine, and they are being distributed among Czech refugees in German transient camps in Western Germany.

Children's . . .

Sheldon Sells Self To Radio-TV Audiences

Herb Sheldon has the enviable quality of being able to win the good will of every major segment of the radio and TV audiences. The men in the audience find him informative and articulate. As a salesman to women viewers in the daytime video field, he sells a lot of soap, and the kids find him a charming companion anytime in the day.

Sheldon is now star of the NBC radio series "Egbert and Ummly" (Saturdays 9:35-10 A.M., Sundays 7:05-7:30 A.M. When the program premiered on the radio network on October 4, 1953, a youthful and receptive audience was waiting to welcome him and his puppet companion: Egbert the bookworm and the

talented and vocal steam shovel, Ummly.

Brooklyn counts Sheldon among its many blessings. The talented performer was born there, graduated from its Erasmus Hall High School in 1931, and shortly thereafter was bewitched by the entertainment world.



Herb Sheldon

He auditioned for his first job with the Chicago Repertory Theatre, then playing in New York. After that his father had little chance of winning him to the world of business where he thought his son's future should be. The elder Sheldon made many valiant attempts. He sent Herb to the Philadelphia Textile School for a year and took comfort when the junior Sheldon took a job in a textile factory in Conshohocken, Pa. But Herb more than balanced things out with the textile industry by attending the Theodora Irvine Studio for the Theatre, where Cornel Wilde, Marsha Hunt and Jeffrey Lynn were also answering the call of the muse, and then New

York University where he majored in dramatic art.

It was nip and tuck until 1936 when Herb got married and the problem of making a living led him into joining his father in the wholesale yarn business. Later he ventured into a business of his own, designing and marketing children's sweaters. He was successful at it but voices from the entertainment world continued to call and following a family conference he returned to show business to stay.

A year was spent writing and packaging shows for actors and disc jockeys. He got a job as disc jockey himself and then became so proficient as an announcer that within three years he had won the H. P. Davis Award as the best announcer at NBC.

By 1948 Herb was starring in his own daily, half-hour radio show, but radio did not claim all his time or talent. As far back as 1946, Sheldon was doing interviews for NBC-TV. His activity increased apace with the growth of the medium.

Herb's vocation is "making people happy" -- his avocation also is "making people happy" -- especially five specific persons -- his wife, Rosa, and their four children, Lynda Penny, 12; Amy-Jane, 7; Rany, 5 and Guy Ricky, born July 3, 1953. Herb and the five other Sheldons live in Jamaica, Long Island.

KFYR-TV

Test Pattern Hours:

Daily 1:00 p. m.

Sunday 5:00 p. m.

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 Frank Sinatra
 7:30 Barrie Craig
 8:00 Dragnet
 8:30 News—J. C. Swayze
 8:35 Elks Band
 9:00 Fibber McGee & Molly
 9:15 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 News
 6:05 The Old Coral
 6:20 Mkts.-NDAC F. Rpts.
 6:30 Mont. Gospel Crusade
 7:00 Mandan Livestock
 Sale Mon-Tues-Wed
 7:00 Keystone Steel & Wire
 Thursday
 7:15 Ranch House Revel.
 7:30 News This Morning
 7:35 What's the Weather
 8:00 Latest News
 8:15 What's the Weather
 8:30 News
 8:45 Mike Dosch
 9:00 Welcome Traveler
 9:30 Bob Hope
 9:45 Break The Bank
 10:00 Strike It Rich
 10:30 The Phrase that Pays
 10:45 Hymns 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
 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

**Complete
 KFYP
 PROGRAM
 SCHEDULES**

WEDNESDAY EVENING

7:00 Walk A Mile
 7:30 Gildersleeve
 8:00 Groucho Marx
 8:30 Big Story
 9:00 Fibber McGee & Molly
 9:15 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

5:00 Dusty Rivers
 5:30 550 Club
 5:45 The World Today
 5:55 Cabbages and Kings
 6:00 Alex Dreier - Man On
 The Go

6:15 Sports Reports
 6:30 News of the World
 6:45 One Man's Family

SATURDAY

6:00 News
 6:05 The Old Coral
 6:20 Mkts.-NDAC F. Rpts.
 6:30 Mont. Gospel Crusade
 7:00 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 Howdy Doody
 10:00 Egbert & Ummly
 10:30 This Is Your Story
 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 Roadshow - 4 hrs.
 5:00 News & Sports
 5:15 To Be Announced
 5:30 Know Your NBC's
 6:00 Theatre Royal
 6:30 Big Preview
 8:00 Whoopie John
 8:30 Western Hit Parade
 9:00 Dude Ranch Jamboree
 9:30 Pee Wee King Show
 10:00 KFYP News
 10:15 Joseph C. Harsch
 10:30 Hollywood Palladium

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 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 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

11:00 Midnight Column
 11:05 NBC Music
 11:55 Midnight News

SUNDAY

7:00 To Be Announced
 8:00 Revival Hour
 9:00 Nat'l Radio Pulpit
 9:30 Christian Science
 9:45 Musical Interlude
 10:30 Interlude
 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 K.T.
 1:00 Catholic Hour
 1:30 American Forum of
 The Air
 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
 3:20 Church In The Home
 4:00 Week End
 5:00 Bob Considine
 5:15 Report on American
 5:30 NBC Symphony
 6:25 News
 6:30 The Marriage
 7:00 Six Shooter
 7:25 News
 7:30 NBC Star Playhouse
 8:25 News
 8:30 Stroke of Fate
 9:00 Movietown Radio
 Theatre
 9:30 Meet the Press
 10:00 Latest News
 10:15 Clifton Utley
 10:30 Prairie Lighthouse
 11:00 Midnight Column
 11:05 NBC Music
 11:55 Latest News



SAX MAN—Jimmy Collins, popular KFYZ saxophonist, is heard regularly with the station band on such programs as “What’s The Weather” and “Northwest Farm Front.”

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