

KFJR
DIALITES
For the Best Service at Lowest Cost



AUGUST, 1954
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10c a copy

T-V Schedule

SUNDAY

5:00 Faith For Today
 5:30 This Is the Life
 6:00 Sports Digest-Clink McGeary
 6:15 News—Jack Swenson
 6:30 Life of Riley
 7:00 Sunday Vespers
 7:15 Industry on Parade
 7:30 To Be Announced
 8:00 Hopalong Cassidy
 8:30 Dangerous Assignment
 9:00 Break the Bank
 9:30 Boston Blackie
 10:00 Shark's Scoreboard
 7:15 The Big Playback

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

THURSDAY

5:10 Funny Bunnies
 5:15 Captain Video
 5:30 TV Tunes
 5:45 Bob Crosby Show
 6:00 Sports—Doug Anderson
 6:10 Weather Report

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

10:20 News—Jack Swenson

MONDAY

5:10 Funny Bunnies
 5:15 Captain Video
 5:30 Western Theatre
 6:00 Sideline - Doug Anderson
 6:10 Weather
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 6:55 TV Bulletin Board
 7:00 I Led 3 Lives
 7:30 Keyboard Kapers
 8:00 Dennis Day
 8:30 Walt's Workshop
 9:00 Dubs & Divots
 9:30 What's Your Trouble
 10:00 Scoreboard
 10:20 News—Jack Swenson

TUESDAY

5:10 Funny Bunnies
 5:15 Captain Video
 5:30 Foy Willing
 5:45 Bob Crosby Show
 6:00 Sports—Doug Anderson
 6:10 Weather Report

6:15 News—Bob MacLeod
 6:30 Wagonmasters
 6:55 TV Bulletin Board
 7:00 Groucho Marx
 7:30 Kit Carson
 8:00 NDAC TV
 8:30 Ford Theatre
 9:00 City Detective
 9:30 Highland Acres TV-Theatre
 10:00 Scoreboard
 10:20 News—Jack Swenson

FRIDAY

5:10 Funny Bunnies
 5:15 Captain Video
 5:30 Western Theatre
 6:00 Sports—Doug Anderson
 6:10 Weather Report
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 6:55 TV Bulletin Board
 7:00 Cisco Kid
 7:30 To Be Announced
 8:00 Fishing & Hunting Club
 8:30 To Be Announced
 9:00 Viceroy Star Theatre
 9:30 To Be Announced

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

6:15 News—Bob MacLeod
 6:30 Wagonmasters
 6:55 TV Bulletin Board
 7:00 Twilight Theatre
 8:00 Keyboard Kapers
 8:30 The Visitor
 9:00 Better Living - TV Theatre
 9:30 Favorite Story
 10:00 Scoreboard
 10:20 News—Jack Swenson

WEDNESDAY

5:10 Funny Bunnies
 5:15 Captain Video
 5:30 Western Theatre
 6:00 Sidelines—Doug Anderson
 6:10 Weather Report
 6:15 News—Bob MacLeod
 6:30 Wagonmasters
 6:55 TV Bulletin Board

7:00 Gary Moore
 10:00 Scoreboard
 10:20 News—Jack Swenson

SATURDAY

5:10 Funny Bunnies
 5:15 The Christophers
 5:30 Lone Ranger
 6:00 Sports—Doug Anderson
 6:10 Weather
 6:15 News - Clink McGeary
 6:30 Wagonmasters
 6:55 TV Bulletin Board
 7:00 Trail to Adventure
 8:00 Mr. Wizard
 8:30 Talent Patrol
 9:00 That's My Boy
 9:30 Private Secretary
 10:00 Scoreboard
 10:20 News - Clink McGeary

Smile, Please . . .



. . . . but that's not what Bill Leingang said when he snapped this picture during a recent appearance in Mandan of the Gil Gray Circus.

Snapping pictures of snapping lions isn't an everyday occurrence, but Leingang, KFYZ-tv staff photographer, has found that just about anything can come before his lens in the course of covering his everyday assignments.

Leingang in the course of a typical day will shoot from 25 to 50 pictures, plus movie footage several times a week. His assignments may take him around town or into the area by foot, car or plane.

Not often is he called on, though, to put himself this close to an animal which in recent months has killed two tigers. He made sure the bars were stout enough before making the shot with a Speed Graphic, 1/200th at f.16 with electronic flash.

Bill also took this month's cover picture of the new KFYZ-tv antenna.

The Young Idea

By Don Herbert
NBC-TV's "Mr. Wizard"

Being "Mr. Wizard" on television wouldn't be nearly as much fun without my two assistants, Betsy and Buzz, who help me on alternate weeks. Many people have asked me who they are and how they were chosen. This guest column gives me an opportunity to tell you about them and to point out how they have contributed so much to the informality of the "Mr. Wizard" program on KFYR-tv.

Betsy Taylor is really Susan Levin, who lives in Hammond, Ind. Buzz Johnson is Bruce (Buzz) Podewell who lives in Park Ridge, a suburb of Chicago. To find them Jules Power, the producer of the show, and I interviewed scores of children with acting experience. Susan and Buzz both have a long list of dramatic credits to show they can act. We chose them because they are normal children who have enough experience to be themselves in front of the TV cameras and several million people.

This is not always easy for them to do, because every "Mr. Wizard" show is a new challenge. Most of the time they have no idea what the program is about when they walk into the studio Saturday morning. The first rehearsal is primarily to decide where the experiments are to be done in the studio.

As the director, Don Meier, plans how to cover the action, Betsy or Buzz and I talk about each experiment. I explain to them how it will

work and why we're going to do it. They, in turn, can ask any questions they like and make any comments they want concerning it.

The following rehearsals are mostly for Don Meier and the camera crew to work out the technical problems which incidentally, with the extreme close-ups that are so important to "Mr. Wizard," are often very demanding on the camera crew.

During these later rehearsals Buzz or Betsy and I have a chance to go over the experiments again. The producer, the director and I seldom tell them what to say specifically. We do suggest ideas to them, but if they think any suggestion is out of character for them, it is dropped. Most of their comments and questions are strictly their own, developed as the rehearsals progress and presented on the show in their own words.

Even our weekly message about following the rules of good health and starting each day with a breakfast is usually phrased in their own words.

Because they're supposed to be ordinary children having fun as they find out about the science in the world around them, they are consciously my severest critics. Only when they are really having fun in front of those millions of people do I know for sure that the children (and perhaps the adults, too) watching us are having fun, too.

Meet the Champ

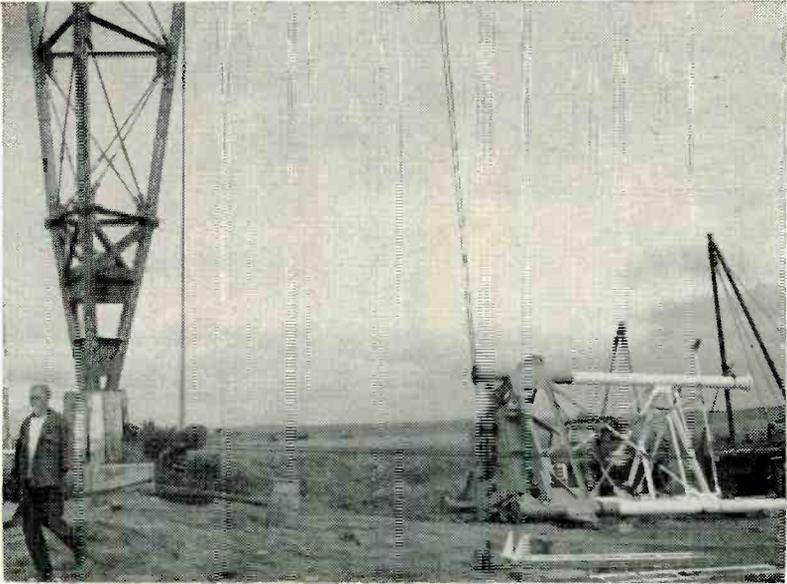


Joe Louis, former heavyweight boxing champion of the world, and still a champ to his millions of fans, was the guest of KFYZ-tv sports editor Doug Anderson when he visited Bismarck recently. Louis recounted for TV viewers some of his biggest thrills, along with his comment on current sports events. He was in Bismarck to referee a series of wrestling matches.

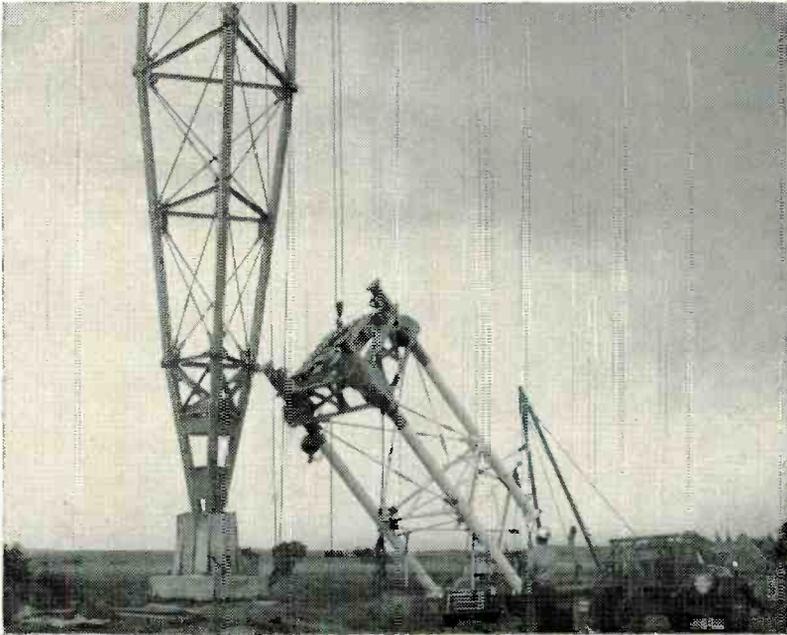


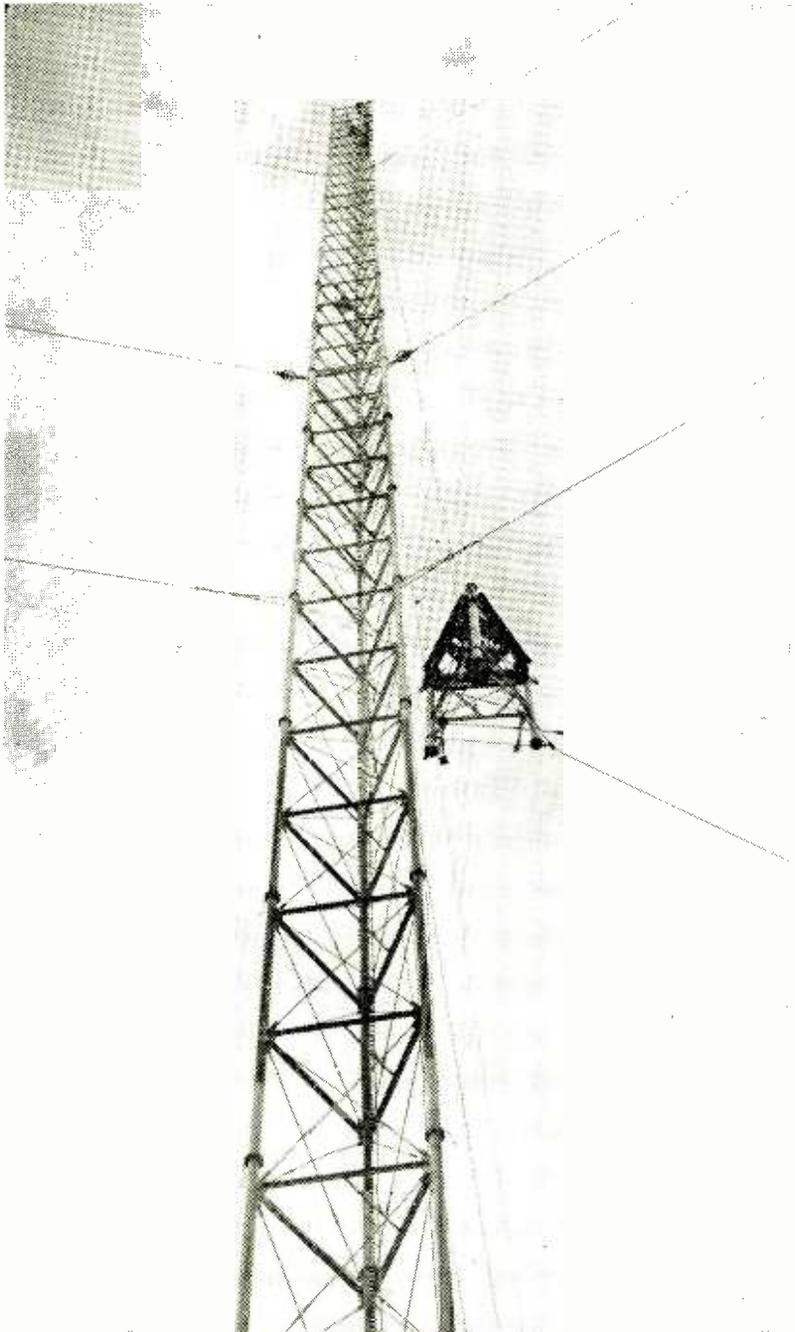
KFYR-tv cameramen at work. Above, Miles "Mike" Arman, and below, Jack Lindsay, both of whom share camera duties and other studio assignments.

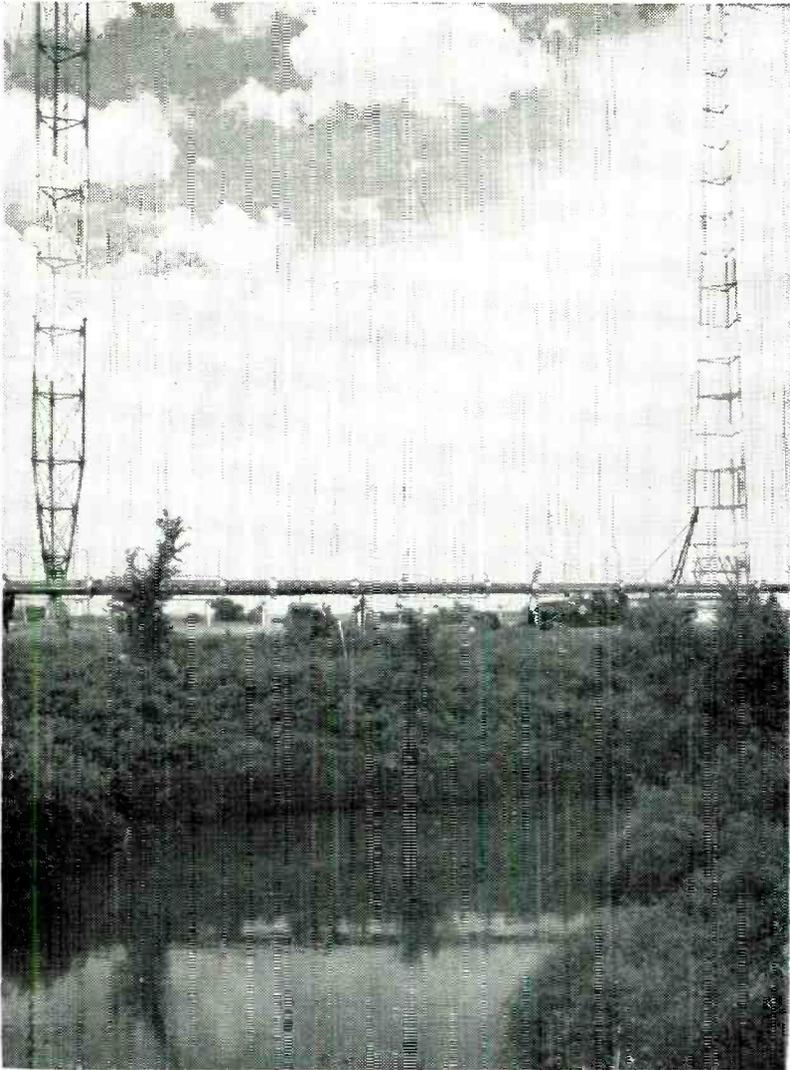




Going Up! The new 670 foot KFYP-tv transmitter tower under construction. In these and the accompanying pictures, one section is shown being lifted into place some 500 feet up . . .







.... and in this picture, the 12 bay antenna which has been mounted atop the tower itself is shown on the ground where it was assembled. The tower at right is the new TV tower, at left the 704 foot KFYZ radio tower. The new antenna and transmitter will begin operations sometime this month, bringing increased power and range to KFYZ-tv operations.

"Garry Moore Show"

Baltimore this year is proud of two things in particular -- its new ball team, the Orioles, and Garry Moore, who is in his fifth year on CBS Television with his highly popular "Garry Moore Show," KFYR-tv, Wed., 7:00.

As a youngster in his native Baltimore, Garry once had high hopes of making his mark as a writer. But Fate took a hand and he found himself to be a comedian, instead.

It happened while Garry was working as a continuity writer for a Baltimore radio station. At the last minute, a comedian who was scheduled to appear, took sick. The station manager, spying Garry hunched over his typewriter, grabbed him and told him to "go in and make them laugh."

At first Garry was slightly annoyed that his writing efforts were interrupted, but when he was put on as a full-fledged comedian, he decided to make the best of it.

From Baltimore (where he was born Jan. 31, 1915) Garry went to St. Louis, where in 1938 he became announcer and sports commentator for station KWK. Word got around that he was a natural-born comedian and once again Garry found himself invoking laughter from his listeners. A few weeks later a casual listener described him as "the funniest feller on the air." Garry was convinced. He knew he couldn't fight Fate and accepted his destiny as a comedian.

In 1939, Garry accepted an assignment in Chicago where for three years he was comedian and writer for the "Club Matinee" show. At that time, he was still known as

Thomas Garrison Morfit. He decided to hold a contest to change his name and paid \$100 to a Pittsburgh woman for suggesting Garry Moore. In 1942, Moore came to New York to take over a new morning radio show that eventually developed into "Everything Goes." He made several appearances on "Comedy Caravan" where network officials spotted him and decided that his smooth delivery could be tied in with Jimmy Durante's ruffed naïvete to form a new comedy team. The combination was on the air until the fall of 1947 when Garry was signed as emcee and quizmaster of "Take It or Leave It." When Tom Breneman died, Garry took over his "Breakfast In Hollywood" program.

In the summer of 1950, he came east to do his current CBS Television "Garry Moore Show." In June, 1952, Garry took on the duties of host and moderator of the panel quiz show, "I've Got A Secret." Several times, during Arthur Godfrey's absences, Garry has successfully taken over "Arthur Godfrey's Talent Scouts" and when Godfrey had to undergo surgery on his hip, Garry stepped in to pinch-hit on his Wednesday night program.

Garry is married to the former Eleanor Little of Richmond, Va., whom he met at a Baltimore Halloween party when he was 14. They were married in 1939 and have two sons - Mason, born March 29, 1940, and Garry, Jr., born May 8, 1943. They live at Rye, N. Y., where Garry's 40-foot yawl, Red Wing, is moored. Whenever Garry is through with his week's work, he makes a bee-line for home and the boat. The craft is his pride and joy.

New Member and Guests On The Wagonmasters

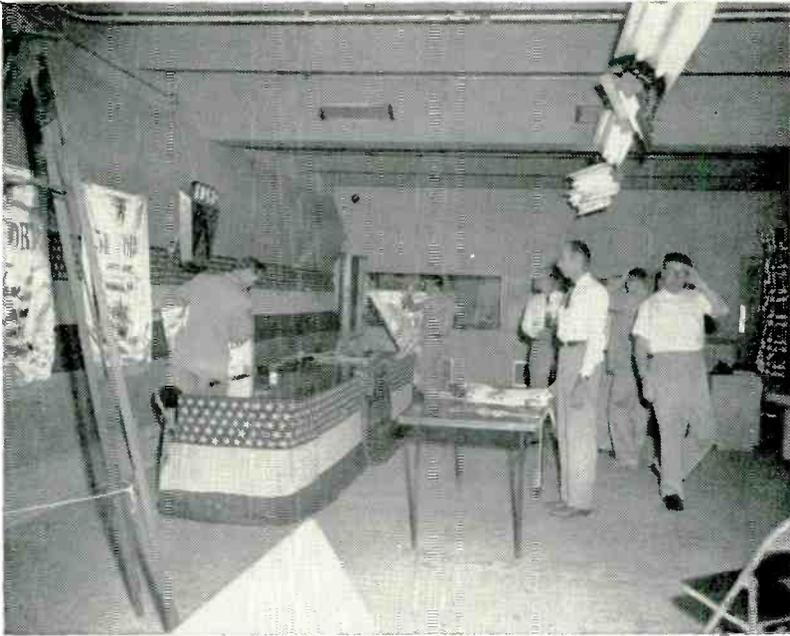
A new member of the gang, along with two top guest stars in the field of western music, have sparked recent broadcasts and telecasts by the Wagonmasters on KFYZ and KFYZ-tv.

Loy Gordon (right) with his guitar has joined Dusty Rivers and the boys, making music regularly on radio and TV shows.

Recently two members of Gene Autry's Red River Valley Boys were guests on the program. They are shown below, (4th and 6th from left) with Curly, Aubie, Dusty, Jim and Loy.

The Wagonmasters are heard every afternoon on KFYZ radio at 5:00 and on KFYZ-tv each evening at 6:30, with the Saturday Night round-up on TV also at 6:30.





Preparations for covering the June primary election in North Dakota were extensive as both radio and TV coverage was simulcast from Studio A under the sponsorship of the Universal Motor Co. of Bismarck. The entire staff of KFYZ in cooperation with the United Press made possible the fastest coverage ever achieved in reporting such an event.



There Is No Western Frontier

By Roy Rogers

Star of 'The Roy Rogers Show' on
NBC and KFJR

If I didn't learn anything else from making my first trip across the Atlantic, I've learned once and for all that there aren't any frontiers to the West in entertainment.

There are some critics, of course, who allow as how the West we cowboys live in never did exist, and they may be right. We don't pretend to write textbooks; we just aim to let the kids have some fun. And I know now that whether the kids live on the Thames or by Loch Lomond, on the Hudson or by Lake Superior, they're all Westerners at heart.

Dale and I have always gotten lots of mail from England, Europe, South Africa and all over, so we've had a pretty good idea that people were keeping an eye on Westerns from every latitude and longitude. It's no secret that playing cowboy is a favorite backyard sport among the kids at home, and cowboy clothes standard gear from the age of 2 to 12--but we figure that cowboy stuff is a part of American folklore.

Then I stepped from the plane in England and, to borrow a phrase from my old side-saddle pal, Bob Hope, I thought I'd never left home. I reckon I sort of expected to see the kids done up in those fancy little Eton jackets they wear in English movies, and have them bowing, and maybe saying, "How do you do, Mr. Rogers?" in that fancy way they have of talking.

Instead, there was a scramble of cowboy suits all around, shouts of "Howdy, pardner!" and "Ki-yi-yippee!"—and even that favorite trick from back home, the toy gun leveled straight at me and the little voice piping, "I shotted you, Woy Wogers!" And you ain't heard nothing until you've heard cowboy talk in a British accent!

These little fellers know about Custer's Last Stand and Dead Man's Inton Garden and Buckingham Gulch as well as they know Kensington Palace, if not better.

As for Trigger—that horse was never more popular in his life; 3,000 kids went out to Prestwick Airport near Glasgow to meet his plane, and by the time we got him to the Central Hotel in the city there were close to 8,000 gathered around. His stables swarmed with friends constantly there and wherever else we went. Besides his personal appeal, I found that Trigger roused extra interest because of his color. Palomino horses were just a rumor until he arrived, and that in itself made him stop traffic the way they say a blonde does in South America.

We had a kiltmaker in Glasgow make up a kilt for him in the Royal Stewart tartan. It took almost 10 yards to do the job, but it sure looked snappy—especially when he wore it on the stage and danced a Highland Fling to the bagpipe music of "The Campbells Are Coming."

That really clinched the deal, and I had an awful time to keep Trigger from being adopted right away from me.

We even ran into the world yo-yo champion, Art Pickles, in Edinburgh, and learned that the old American pastime is beginning to weep the Continent.

I never saw such crowds as met us in Edinburgh, and a policeman there—or should I say bobby?—told me it was “like Coronation night, V-J Day, and the beginning of the school Summer holidays rolled into one.”

I kept wanting to go sightseeing, but never did quite make it, not even when I borrowed a hat and coat—the plain kind—from one of the guys in our outfit. The kids wanted to know all about the West, and the cactus, and the horses, and guns, and Trigger's tricks—and just everything.

It was just like home, only more so.

I was glad to learn that “cowboy” has a good meaning for the kids there, just like it does at home—because it's a meaning that those of us who play cowboy on the screen and air try awfully hard to put across. We want our young friends to get the idea from us that a cowboy is a guy who plays the game straight, helps people who need help, keeps his body in shape by living right, isn't ashamed of being religious, and in general helps to keep things going the way they should.

It's good to know that ideas and rules, along with all the excitement and colorfulness of Westerns, are things that spell the same in any language or geography.

The way I figure it, as long as ideas like these can cross inter-

national barriers without any passports except the open minds of children, we've still got a chance of that brotherhood of man the world has been aiming at for so long.



CONDUCTOR — Roy Shield, noted conductor-composer, is now the regular conductor of the NBC Concert Orchestra programs, broadcast Sundays on NBC Radio.

**DON'T MISS AN
ISSUE . . .**

**RENEW YOUR
SUBSCRIPTION**

TODAY!

MONDAY EVENING

7:00 Hollywood Bowl
Concerts
8:00 Telephone Hour
8:30 Cities Service
9:00 Fibber McGee & Molly
9:15 Heart Of The News
9:30 Especially For You
9:45 Wayne King
10:00 Latest News
10:15 Pabst Sports
10:30 Comment
11:00 Cavalcade of Music
11:55 Latest News

TUESDAY EVENING

7:00 It Happened to You
7:30 Barrie Craig
8:00 Dragnet
8:30 News—NBC
8:35 Crime and Peter
Chambers
9:00 Fibber McGee & Molly
9:15 Heart Of The News
9:30 Especially For You
9:45 Hour of Charm
10:00 Latest News
10:15 Pabst Sports
10:30 Stars From Paris

**MONDAY. FRIDAY
DAYTIME**

6:00 News
6:05 The Old Coral
6:20 NDAC Farm Rpts.
6:30 Wake Up to Music
7:00 Mandan Livestock
Sale Mon-Tues-Wed
7:15 Ranch House Revel.
7:30 News This Morning
7:35 What's the Weather
8:00 Latest News
8:15 What's the Weather
8:30 News Weather Rpt.
8:45 Mike Dosch
9:00 Bob Smith Show
9:45 Break The Bank
10:00 Strike It Rich
10:30 The Phrase that Pays
10:45 Psalm of Life
11:00 News-A. W. Lucas
11:05 Song Shop
11:15 Kitchen Club
11:30 Bill Ring Show
Mon. - Wed. Nite
11:45 N. W. Farm Front
12:00 Peavy News
12:20 N. W. Farm Front
12:30 Butternut News
12:45 Co-op Shoppers
1:00 W. Fargo Livestock
1:15 GTA News, Markets
1:30 Ma Perkins
1:45 Judy & Jane
2:00 Welcome Travelers
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

Complete KFYR PROGRAM SCHEDULES

11:00 Cavalcade of Music
11:55 Latest News

WEDNESDAY EVENING

7:00 News Game
7:30 Spend a Million
8:00 Groucho Marx
8:30 Theatre Royal
9:00 Fibber McGee & Molly
9:15 Heart Of The News
9:30 Especially For You
10:00 Latest News
10:15 Pabst Sports
10:30 Keys To The Capital
11:00 Cavalcade of Music
11:55 Latest News

THURSDAY EVENING

7:00 Roy Rogers
7:30 Six Shooter

4:15 Lorenzo Jones
4:30 Front Page Farrell
4:45 550 Club
5:00 Dusty Rivers
5:30 550 Club
5:45 The World Today
5:55 Cabbages and Kings
6:00 Man On The Go
6:15 Hamm 'O Sportlight ..
6:20 Report on Sports
6:30 News of the World
6:45 One Man's Family

SATURDAY

6:00 News
6:05 The Old Coral
6:20 Wake up to Music
7:00 Farmers Question Box
7:30 News Lucky Strike
7:35 What's the Weather
8:00 Latest News
8:15 What's the Weather
8:30 News
8:45 Mike Dosch—Organ
9:00 Egbert & Ummly
10:00 Serenade to Music
11:00 Excursions in Science
11:15 Highway Report
11:30 For Those Who Gave
Markets — Crime
12:00 Farm & Home Hour
12:30 Butternut News
12:45 Co-op Shoppers
12:55 West Fargo Mkts.
1:00 Roadshow - 4 hrs.
5:00 News & Sports
5:15 The Christophers
5:30 Showcase
6:00 Spotlight on Paris
6:30 Big Preview
8:30 Grand Old Opry
9:00 Dude Ranch Jamboree
9:30 Pee Wee King Show

8:00 Know Your Laws
8:15 Teen Age Book
Parade
8:30 News—NBC
8:35 Senor Ber
9:00 Fibber McGee & Molly
9:15 Heart Of The News
9:30 Especially for You
9:45 Voice of the Dakotas
10:00 Latest News
10:15 Pabst Sports
10:30 Jane Pickens Show
11:00 Cavalcade of Music
11:55 Latest News

FRIDAY EVENING

7:00 Hear America
Swinging
8:30 News—NBC
8:35 Hear America
Singing
9:00 Fibber McGee & Molly
9:15 Heart Of The News
9:30 Especially For You
9:45 Norman Cloutier
10:00 Latest News
10:15 Pabst Sports
10:30 Listen To Wash.
11:00 Cavalcade of Music
11:55 Latest News

10:00 KFYR News
10:15 Eddy Howard Show
11:15 Cavalcade of Music
8:00 Latest News

SUNDAY

7:00 Egbert & Ummly
8:00 Revival Hour
9:00 National Radio Pulpit
9:30 Christian Science
9:45 Musical Interlude
10:45 Latest News
11:00 Trinity Lutheran
12:00 The Way Out
12:15 News
12:20 Before The Camera
12:30 Univ. of Chicago RT
1:00 Catholic Hour
1:30 Youth Wants to Know
2:00 Stories of Hymns We
Love
2:15 Carnival of Books
2:30 Golden Hour
3:00 St. Paul's Lutheran
3:30 Church in the Home
5:00 American Forum of
the Air
5:30 NBC Concerts Orch.
6:30 Conversation
7:00 Sunday with Garroway
9:00 Inheritance
9:30 Meet the Press
10:00 Latest News
10:15 U. S. Army Band
10:30 The Witness
11:00 Cavalcade of Music
11:55 Latest News



KFYR assistant program director Don McLean (fifth from left) was among a group of North Dakotans who were flown to Colorado recently for an inspection of North Dakota Army Reserve units in training.



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