

Now ...  
Liberace  
On KFYR-TV



OCTOBER, 1954  
VOL. V, NO. 10

*10c a copy*

# FAMILY AFFAIR



**FAMILY AFFAIR** — Despite Chester A. Riley's penchant for getting into trouble, his family remains tolerant and even amused at the misadventures in the "Life of Riley," which started recently on NBC and KFYZ-tv. William Bendix plays the title role. The others are (left to right) son Junior, (played by Wesley Morgan), wife Peg, (Marjorie Reynolds) and daughter Babs (Lugene Sanders).



A monthly digest of radio and television news

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## TV's Top Musical

presents musical dramatization of the country's top seven tunes of the week, has returned to KFYR-tv for its fifth season. It will also mark the 20th year of the show's existence since its original premiere as a radio attraction.

Polly Bergen, Snooky Larson, Gisele MacKenzie and Russell Arms will be the vocal stars. Miss Bergen is substituting for Dorothy Collins, on leave from the show due to expectant motherhood.

Raymond Scott will again be musical director and conduct the orchestra. Your Hit Parade Singers and Dancers will once more be featured in original production numbers staged by Tony Charmoli. William Colleran will be the new director. Dan Lounsbery returns as producer, with William Nichols as associate producer. Paul Barnes has been retained as science designer. Costumes will again be by Sal Anthony. Andre Baruch is the announcer.

"Your Hit Parade," one of TV's top musical shows, is embellished with lavish production numbers acclaimed by critics and public as among the most original to be seen

in the medium. The sequences spotlight the nation's top songs, as ascertained by a comprehensive nationwide survey. In addition to the seven current "hits," colorful "extras" culled from the hits of yesterday are presented.

The returning show on Sept. 18 presented the entire cast in a presentation of "I Feel a Song Coming On." Snooky Larson and Your Hit Parade Singers were heard in the second "extra," the lilting Rodgers and Hammerstein "It's a Grand Night for Singing."

"Your Hit Parade" has been frequently cited for its general excellence. Last year it received a coveted Peabody Award "for consistent good taste, technical perfection and unerring choice of performers."

Sponsorship of the popular half-hour "live" musical extravaganza will alternate weekly between Lucky Strike Cigarettes and other products of the American Tobacco Company, and Warner-Hudnut, Inc., in behalf of its home permanent, Quick. Batten, Barton, Durstine and Osborn, Inc. is the agency for the American Tobacco Company. Kenyon & Eckhart, Inc., is handling the Warner-Hudnut account.

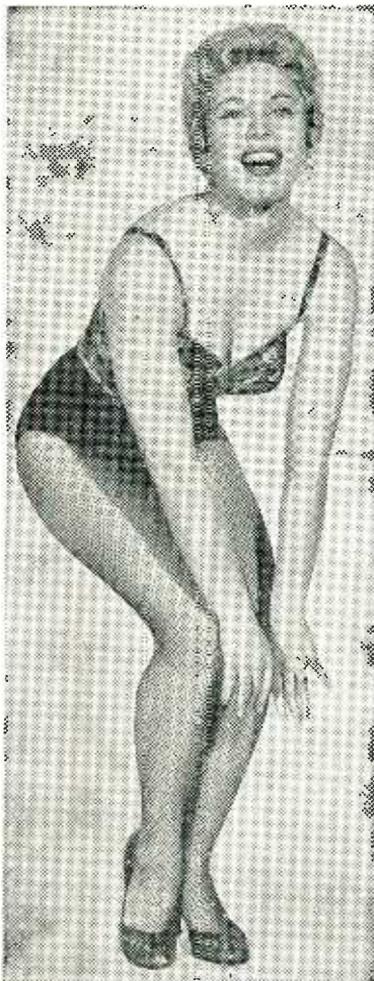


**FRIENDLY ENEMIES** — Engaged in a continuing humorous domestic battle are (l. to r.): James Dunn, William Bishop and Michael O'Shea. They are the stars of the new situation comedy, "It's a Great Life."



**Marlys Hedner and Patty McAllister** are two of the newest members of the KFYZ staff. Patty is KFYZ's new receptionist, Marlys works in accounting.

# BERLE'S BACK



**MEET RICKI**—Here's vivacious Ricki Fields, who performs Tuesday nights as a member of Milton Berle's singing-dancing chorus on the NBC-TV "Buick-Berle Show."

Milton (Mr. Tuesday Night) Berle, who has been accorded a variety of titles including Mr. Television, King of the Comics and Public Energy No. 1 during his six years as a leading television personality, will return to KFYZ-TV as star of the BUICK-BERLE SHOW Tues., Oct. 12, 7:00 p. m. for the second season.

The first program in the series of full-hour musical-comedy productions will have Mickey Rooney and Nancy Walker as guest artists sharing the spotlight in comedy sketches with Berle. Miss Walker, musical-comedy comedienne, played a lead role on the NBC-TV version of Ziegfeld's "Whoopee" in 1950 and has been starred on Broadway in such productions as "On the Town" and "Look, Ma, I'm Dancing."

Miss Walker will be a regular member of the cast this year, playing the part of an autograph-hound who is president of the Milton Berle Fan Club. Plot of the first show finds Berle trying to work some spectacular idea to gain publicity. Rooney offers to help with unexpected and hilarious results.

Regular cast members who will return for the 1954-55 season include tiny Ruthie Gilbert as Berle's secretary Max, who "doesn't like to take shorthand because it takes her longer," squeaky-voiced Arnold Stang as Francis (the "NBC stage-hand" who delights in harassing his "boss," Mr. Berle) Alan Roth and his orchestra, and a singing and dancing chorus of six girls and six boys. The shows will be directed

by Milton Berle with Irving Gray as production supervisor.

Scripts will be written by Goodman Ace with Selma Diamond, Mort Green, George Foster, Jay Burton, Jerry Seelen and Lee Packniss. The Ace-Diamond - Green - Foster team, which turns out sparkling scripts for Tallulah Bankhead's "Big Show" on NBC Radio, will be together again for the first time since then. Herb Ross is choreographer.

The series, which was presented three weeks out of every four during the past two seasons, will become an every-other-week feature for a total of 20 shows during the 1954-55 season. It will continue under sponsorship of the Buick Motor Division of General Motors through the Kudney Agency, Inc.

Berle had a background of 35 years of showbusiness experience before he began his TV career June 8, 1948, as temporary emcee for the premiere of the NBC-TV "Texaco Star Theatre." He was originally signed for four appearances in the new series which planned to feature different emcees. However, Berle's instant popularity won him the job on a permanent basis Sept. 21, 1948. The following month found the program scoring the highest survey rating ever reported for a regularly - scheduled radio television show with Berle acclaimed as Mr. Television.

The series presented a comedy-variety format with Berle on stage along with the several acts booked each week. During the 1951-52 season, Berle, an astute showman, decided it was time for a change in format and started his 1952-53 season with the present musical-comedy revue. He engaged Goodman Ace as his chief writer and offered

## Mr. Television!



Milton Berle,  
star of

### The Buick-Berle Show

a program where the star, cast and guest artists are integrated into the thread of each show's storyline.

The new format created a mixed reaction from critics and viewers when it was first presented. Berle vindicated the new style by winning new critical acclaim and the general public's applause, which was reflected in national audience surveys when the "Buick - Berle Show" emerged in first place among all full-hour shows last season.

# Lux Theatre Premiere

With all the glitter and excitement of a Hollywood movie premiere, NBC's "Lux Radio Theatre" inaugurated its 1945-55 season, Tues. Sept. 14 with "Wuthering Heights." Merle Oberon recreating her original screen role as "Kathy" ... wearing an embroidered white organdy ballerina length gown with a sash of crushed pink satin ... matching pink kidskin sandals ... pearl and diamond bracelet and four strand pearl choker necklace with diamond clip ... being greeted by guest of honor Samuel Goldwyn with a big kiss ... and a few memories about his motion picture production, "Wuthering Heights." ... Producer-host Irving Cummings and Goldwyn in a huddle about Goldwyn's forthcoming production, "Guys and Dolls" ... Cameron Mitchell with suitcase handy, ready to plane out immediately after the program for Tucson, Ariz. where he's on location for "Strange Woman in Town" with Greer Garson ... Mervyn LeRoy gave "Cam" time off to do the "Heathcliff" role in Wuthering Heights" ... Joan Banks who played "Isabella," saying goodbye for a while as she and hubby Frank Lovejoy are off to NY for TV shows and to see Broadway plays ... following dress rehearsal, congenial gatherings in the luxurious new green room for tea ... NBC photogs shooting pix for the fan mags ... last minute touches to the new Lux gold velvet backdrop and curtain ... Rudy Schrager and his orchestra putting final touches to "Wuthering Heights" score and theme ... announcer Ken Carpenter checking the time, then 6:00 p. m. ... a sud-

den hush backstage and in the audience ... the curtain is up and "Lux Radio Theatre" is on the air ... for a full hour, the premiere audiences sits spellbound as a brilliant cast transports their listeners to "Wuthering Heights". ... 7:00 p. m. ... the show is off the air ... a few seconds of silence and then thunderous applause ... congratulations and radio's most time-honored show is launched on another season.



Walter Cronkite is the Chief CBS Television newsman on "You Are There," bi-weekly series that recreates famous events and reports them as if they were happening at the moment of the broadcast (CBS Television, Sunday, 6:30-7:00 PM, NYCT). Sponsor is Electric Companies Advertising Program.

# KFYR Radio

Wednesday

8:00 p.m.



Groucho Marx

**YOU BET  
YOUR LIFE**

**KFYR-tv**

Thursday

7:00 p.m.

# T. V.

## SUNDAY

- 2:00 Sunday Edition of the News
- 2:15 Industry on Parade
- 2:30 Faith For Today
- 3:00 Trail To Adventure
- 4:00 Sunday Vespers
- 4:30 This is the Life
- 5:00 American Religious Town Meeting
- 5:30 Hand to Heaven
- 6:00 Sports Digest
- 6:15 Around the World—Swenson
- 6:30 You are There or The Living Book
- 7:00 Sunday Vespers
- 7:15 The Christophers
- 7:30 The Unexpected
- 8:00 Hopalong Cassidy
- 8:30 Dangerous Assignment
- 9:00 Break the Bank
- 9:30 Boston Blackie
- 10:00 Scoreboard—Dick Johnson
- 10:10 Esky—Weather Wizard
- 10:20 Around the World—Swenson
- 10:30 KFYZ-tv Theatre
- 11:45 Nightcap News

## MONDAY

- 2:15 Viewing Review
- 2:30 Today's Headlines
- 2:25 Weather
- 2:30 Homemaker's Matinee
- 3:45 Bob Crosby Show
- 4:00 TV Quiz
- 4:30 Tiny Tot Theatre
- 4:35 TV Bulletin Board
- 4:40 Transportation Timetable
- 4:45 Captain Video
- 5:00 Valiant Lady
- 5:15 To Be Announced
- 5:30 Western Theatre
- 6:00 On The Sidelines
- 6:10 Weather Report
- 6:15 News—Bob MacLeod
- 6:30 Wagon Masters
- 7:00 Mr. District Attorney
- 7:30 Keyboard Kapers
- 8:00 Safety Council Report
- 8:15 Yesterday's Newsreel
- 8:30 Walt's Workshop
- 9:00 Inner Sanctum
- 9:30 I Led Three Lives
- 10:00 Scoreboard—D. Anderson
- 10:10 Esky—Weather Wizard
- 10:20 Around the World—Swenson
- 10:30 Minn. Football Game
- 11:45 Nightcap News

## TUESDAY

- 2:15 Viewing Review
- 2:20 Today's Headlines
- 2:25 Weather
- 2:30 Homemaker's Matinee
- 3:45 Bob Crosby Show
- 4:00 TV Quiz
- 4:30 Tiny Tot Theatre
- 4:35 TV Bulletin Board
- 4:40 Transportation Timetable

# SCHEDULE

4:45	Captain Video	7:30	Kit Carson
5:00	Valiant Lady	8:00	NDAC-TV
5:15	Boys Railroad Club	8:30	Ford Theatre
5:30	Western Theatre	9:00	City Detective
6:00	Sidelines—D. Anderson	9:30	Highland Acres TV Theatre
6:10	Weather Report	10:00	Scoreboard—D. Anderson
6:15	News—MacLeod	10:10	Esky—Weather Wizard
6:30	Wagonmasters	10:20	Around the World—Swenson
7:00	Twilight Theatre or Milton Berle Show	10:30	KFYR-tv Theatre
8:00	Keyboard Kapers	11:45	Nightcap News
8:30	Favorite Story		
9:00	Jo Stafford	<b>FRIDAY</b>	
9:15	Big Playback	2:15	Viewing Review
9:30	It's A Great Life	2:20	Today's Headlines
10:00	Scoreboard—D. Anderson	2:25	Weather
10:10	Esky—Weather Wizard	2:30	Homemaker's Matinee
10:20	Around the World—Swenson	3:45	Bob Crosby Show
10:30	KFYR-tv Theatre	4:00	TV Quiz
11:45	Nightcap News	4:30	Tiny Tot Theatre
		4:35	TV Bulletin Board
<b>WEDNESDAY</b>		4:40	Transportation Timetable
2:15	Viewing Review	4:45	Captain Video
2:20	Today's Headlines	5:55	Valiant Lady
2:25	Weather	5:15	To Be Announced
2:30	Homemaker's Matinee	5:30	Western Theatre
3:45	Bob Crosby Show	6:00	Sidelines—D. Anderson
4:00	TV Quiz	6:10	Weather Report
4:30	Tiny Tot Theatre	6:15	News—MacLeod
4:35	TV Bulletin Board	6:30	Wagonmasters
4:40	Transportation Timetable	7:00	Cisco Kid
4:45	Captain Video	7:30	Dick Tracy
5:00	Valiant Lady	8:00	Hunting-Fishing Club
5:15	To Be Announced	8:30	Dollar A Second
5:30	Western Theatre	9:00	The Line-up
6:00	Sidelines— D. Anderson	9:30	Norman Spears Football Forecast
6:10	Weather Report	9:45	What's Your Trouble?
6:15	News—Bob MacLeod	10:00	Scoreboard—D. Anderson
6:30	Wagonmasters	10:10	Esky—Weather Wizard
7:00	Clink's Pigskin Preview	10:20	News—Jack Swenson
7:30	Keyboard Kapers	10:30	KFYR-tv Theatre
8:00	Life of Riley	11:45	Nightcap News
8:30	Liberace Show		
9:00	Wrestling	<b>SATURDAY</b>	
10:00	Scoreboard—D. Anderson	2:15	Viewing Review
10:10	Esky—Weather Wizard	2:20	Today's Headlines
10:20	Around the World—Swenson	2:25	Weather
10:30	KFYR-tv Theatre	2:30	Lone Ranger
11:45	Nightcap News	3:00	Saturday Circus
		3:30	Movie Matinee
<b>THURSDAY</b>		4:30	Big Picture
2:15	Viewing Review	5:00	Industry on Parade
2:20	Today's Headlines	5:15	To Be Announced
2:25	Weather	5:30	Western Theatre
2:30	Homemaker's Matinee	6:00	Sidelines—D. Anderson
3:45	Bob Crosby Show	6:10	Weather Report
4:00	TV Quiz	6:15	News in Review—McGary
4:30	Tiny Tot Theatre	6:30	Wagonmasters
4:35	TV Bulletin Board	7:00	The Visitor
4:40	Transportation Timetable	7:30	Mr. Wizard
4:45	Captain Video	8:00	Douglas Fairbanks
5:00	Valiant Lady	8:30	Better Living TV Theatre
5:15	Western Theatre	9:00	That's My Boy
6:00	Sidelines—D. Anderson	9:30	Your Hit Parade
6:10	Weather Report	10:00	Scoreboard—D. Anderson
6:15	News—MacLeod	10:10	Esky—Weather Wizard
6:30	Wagonmasters	10:20	News in Review—McGeary
7:00	Groucho Marx	10:30	KFYR-tv Theatre
		11:45	Nightcap News

# Religious Town Hall

By Phil Milham, of the  
Anoka Herald

This is the story of a moment in the life of a man who walks with God, full time. It's the story behind the success of the American Religious Town Hall, a local weekly telecast which is reaping national acclaim as one of the most uniquely challenging ideas now before the American public.

No matter how you look at it the story comes back to Seventh-day Adventist Bishop A. A. Leiske. It was the moment in his life that did it. It was his courage, humility and faith in what the American people can do for themselves and for the rest of the world that laid the foundation for a fresh concept of religious tolerance and good will in the Twin City metropolitan area.

"I am not a prophet or a dreamer," Bishop Leiske said, "but I believe as surely as I'm sitting here that it was Providence that had a hand in the beginning of the American Religious Town Hall. God works through us, you know. I believe He worked through me that day. It was on the night of November 30, 1952, at two o'clock in the morning to be exact, that I awoke suddenly from a sound sleep with the whole idea clear in my mind. I saw the studio, the panel representing many different denominations.

It was forceful and exciting -- a regular weekly television panel made up of these different churches, all having their say on the points which today concern us so deeply.

But the idea was unusual, too. I saw the whole thing as a means by which the American people could do so much to help preserve our American way of life, our democracy, our spirit of tolerance and freedom. At this tragic and confused moment in history, especially, we need to show the world, and ourselves, too, that we can sit down together, all denominations and talk over problems with a religious depth, without anger, bickering, but with tolerance and humility. If we can't find ourselves how can we find God?

"We want to show the world that in a truly free nation men might disagree, but those same men will stand together to preserve their right to disagree. This is the great American patriotic religious principle that came to me that night last November. It's the great principle on which the success of American Religious Town Hall is based."

The next morning he went to work on the idea. It wasn't without a feeling of just a touch of anxiety. What would other clergymen think of it? Would they support it? Would they realize how great was its scope? Bishop Leiske talked with the Reverend L. R. Gillmett, rector of the Episcopal Church of St. John in St. Paul. What did he think of the idea? He too listened and when the Bishop was through, the rector said he was all for it.

Encouraged, he went on to other



### Typical panel during telecast of "America's Religious Town Hall."

representative clergymen in St. Paul. Pastors Ira B. Allen of Central Park Methodist church; Clifford A. Nelson of Gloria Dei Lutheran church, and M. W. Pomeroy of Park Baptist church all said they would be willing to go along with the idea.

The five clergymen got together and drew up a concordat, stating the aims, purposes and procedure that would govern them in their telecast. It was perhaps the first time that such a covenant among five differing clergymen had been drawn up in this area, perhaps in the entire nation.

It's principles are as American as apple pie and ice cream. "To allow the churches of our nation, under the American code of freedom, to speak their individual doctrines and beliefs, without hesitancy, from the same panel and yet regard with great jealousy and re-

spect the civil and spiritual rights of other churches. To help make our American democracy strong in this strategic moment in history and to put human rights and dignity of man to worship God as he sees fit, above the powers of any local, national or international government."

During the first few telecasts Bishop Leiske admitted there was a certain shyness on the part of the panel members when topics and questions ordering on thin ice were brought up. But this feeling has long since passed. A refreshing feeling of good will arose when the Baptist realized that the Episcopalian, though disagreeing with him on the point of baptism by immersion, would stand solidly behind the Baptist's right to believe as he saw fit; and the Lutheran realized that the Methodist wholeheartedly supported his right to belong to a ritualistic church.

If there were any doubts that this panel would be a success, they were quickly dispelled. Thousands of people in the Twin City area look toward this panel as one of the most encouraging signs of the times.

In fact, the American Religious Town Hall has pointed out one of the most awesome paradoxes of this age -- in disagreement there can be strength.

Today, the panel carries on its telecast like veterans used to this sort of thing for years. There is no embarrassment, no dodging of topics or questions, no hesitancy, no fear of hurt feelings, never any compromising of opinions or backing down on beliefs.

In their discussions, there are flashes of humor, moments of deep and searching humility, times when inescapable truths strike hard cores of thought and explode words away and leave a suddenly silent panel more eloquent than ever. When Catholic priests and rabbis are invited to sit on the panel as guests, the same courtesy prevails, the same good will comes naturally.

One suspects that perhaps the unaffected humility of the panel's moderator is a special something that has a deep hold on the members. Bishop Leiske's Seventh-day Adventist church is by far the least of any of the churches represented, numerically, but it was through him that the panel was born.

It was something of a case of the smallest stepping out to lead the largest and most influential to show them what could be done when pettiness is put aside. It must have struck a deep kindred chord of respect and humility in the others.

Dr. T. Otto Nall, editor of the Christian Advocate, who has been

a guest on the panel called the American Religious Town Hall one of the greatest telecasts before the American public today.

The Bureau of Applied Social Research of New York's Columbia University has commended the telecast and has written for more information on it. The telecast has even been mentioned as a possible unit of the Voice of America broadcast.

Bishop Leiske grows enthusiastic when he talks about the individual panel members. "I have never ceased to marvel at the way in which these men from such different denominations can sit down and have their say together in the good old American way. And I believe their respect for one another grows each week."



**Ruth Adams has joined the KFYY-TV Sales Department staff, headed by A. L. Anderson. Duties include many tasks brought on by video aspects of preparing commercials.**



**BOBO**, the sad clown, featured on "Saturday Circus." At right, Jojo, his happy brother, a recent guest.

# Cut-ups!



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## Mr. Jolly -- Just That In New NBC Shows

"Mr. Jolly's Hotel for Pets," a humorous story of a retired mailman and his farm for stray animals, is a new Monday-through-Friday (4:30-CST) feature on the NBC Radio network, and KFYZ. It started Sept. 13, replacing "Front Page Farrell."

The new series is based on the book of the same name by Beth Brown. It concerns itself with

Joseph J. Jolly, a retired mailman, who fulfills a life-long dream of buying a farm in the country and devoting the rest of his life to taking all stray cats and dogs off the streets and giving them food and a home.

Samuel Gray will portray "Mr. Jolly." Others in the cast include Gertrude Kinnell, Charles Purcess, Tom Charlesworth, Lloyd Richard and Arthur Anderson.



**MAN AT WORK**—Dean of pig—whose program “Norman Sper—skin prognosticators, Norman Sper—and His Football Forecasts” is seen on Fridays, at 9:30 p.m., over KFYR-tv, channel 5—burns the midnight lamp over the volumes of statistics

that are the key to an amazing accuracy of 80 per cent over the last 24 years. Sper uses newsreel clips of previous games to show team strengths and weaknesses in predicting winners of 10 to 15 national college games each week. Ten sectional contests are also forecast.



**Clink McGeary interviews a group of Sioux Indians who appeared when he had as his guest on a recent newscast Mary Louise Defender (right) Miss Indian American. She's a native of Fort Yates, N. Dak.**

**MONDAY EVENING**

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

**TUESDAY EVENING**

- 7:00 People are Funny
- 7:30 Dragnet
- 8:00 Lux Radio Theatre
- 9:00 Fibber McGee & Molly
- 9:15 Gildersleeve
- 9:30 Especially For You
- 9:45 Hour of Charm
- 10:00 Latest News
- 10:15 Pabst Sports
- 10:30 Havana Club
- 11:00 Cavalcade of Music

**MONDAY- FRIDAY DAYTIME**

- 6:00 News
- 6:05 The Old Coral
- 6:20 NDAC Farm Rpts.
- 6:30 Ranch House Revelries
- 7:00 Mandaan Livestock Sale Mon-Tues-Wed
- 7:15 Wake up to Music
- 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 Mary Margaret McBride
- 2:05 Woman in Love
- 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**

**11:55 Latest News  
WEDNESDAY EVENING**

- 7:00 Dinah Shore
- 7:30 Walk a mile
- 8:00 Groucho Marx
- 8:30 Big Story
- 9:00 Fibber McGee & Molly
- 9:15 Gildersleeve
- 9:30 Especially For You
- 10:00 Latest News
- 10:15 Pabst Sports
- 10:30 Havana Club
- 11:00 Cavalcade of Music
- 11:55 Latest News

**THURSDAY EVENING**

- 7:00 Roy Rogers
- 7:30 Spend a Million

- 4:15 Lorenzo Jones
- 4:30 Home for Pets
- 4:45 550 Club
- 5:00 Wagonmasters
- 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 Road Show
- 11:00 Excursions in Science
- 11:15 Highway Report
- 11:30 For Those Who Gave Markets — Crime
- 11:45 Farm & Home Hour
- 12:30 Butternut News
- 12:45 Co-op Shoppers
- 12:55 West Fargo Mkts.
- 1:00 Roadshow - 4 hrs.
- 2:00 Football game of week
- 5:00 News & Sports
- 5:15 The Christophers
- 5:30 Showcase
- 6:00 Stars from Paris
- 6:30 To Be Announced
- 7:00 Conversation
- 7:30 Boston Symp. Orch.
- 8:30 Grand Old Opry
- 9:00 Dude Ranch Jamboree
- 9:30 Pee Wee King Show

- 8:00 His Wonderful Word
- 8:15 Teen Age Book Parade
- 8:30 News—NBC
- 8:35 Senior Ber
- 9:00 Fibber McGee & Molly
- 9:15 Gildersleeve
- 9:30 Especially for You
- 9:45 Voice of the Dakotas
- 10:00 Latest News
- 10:15 Pabst Sports
- 10:30 Havana Club
- 11:00 Cavalcade of Music
- 11:55 Latest News

**FRIDAY EVENING**

- 7:00 Dinah Shore
- 7:15 Frank Sinatra
- 7:30 Friday With Garraway
- 9:00 Boxing
- 9:30 Especially For You
- 9:45 Norman Cloutier
- 10:00 Latest News
- 10:15 Pabst Sports
- 10:30 Havana Club
- 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 KCI
- 1:00 Catholic Hour
- 1:30 To Be Announced
- 2:00 Stories of Hymns We Love
- 2:15 Carnival of Books
- 2:30 Golden Hour
- 3:00 St. Paul's Lutheran
- 3:30 Week End
- 4:00 Inheritance
- 4:30 Dennis Day
- 5:00 American Forum of the Air
- 5:30 NBC Concerts Orch.
- 6:30 To Be Announced
- 7:00 Dr. Six Gun
- 7:30 Barrie Craig
- 8:30 Easy Money
- 8:00 To Be Announced
- 9:15 Gilderleeve
- 9:30 Meet the Press
- 10:00 Latest News
- 10:15 Corrine Jordan
- 10:30 The Witness
- 11:00 Serenade to Romance
- 11:55 Latest News

**HEAR**

**The Game of the Week**

**ON KFJR**

**Every Saturday Afternoon**

**With Mel Allen and Curt Gowdy**

**PRESENTED BY CROSLLEY**

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