

KFYR

DIALITES

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



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

In This Issue: don't miss the verbal golfing duel between KFYR commercial manager Bob MacLeod (anti) and singer P. R. "Spike" Jaynes (pro) (and an ex-golf professional, as well.) Also, be sure to read Dialites' survey of KFYR religious programs, complete with pictures of many favorite radio personalities. Other features this month cover one phase of the work of the Bureau of Reclamation in North Dakota; an unusual hobby of editor Jack Swenson's; and this month's radio news, all wrapped up in 24 pages of Dialites' increasing popularity leads us to a material expansion in size and content. Hope you like it.

THE COVER: Attractive Connie Russell is just as pretty as her voice. She's heard regularly on the Dave Garroway show for Dial soap and other Armour products, heard Monday through Friday at 10:45 a. m. on KFYR and NBC.

The Editor Speaking

The post-convention, pre-campaign lull has settled with a busy July past. Keeping up with the politicians kept radio men hopping, not only in Chicago. With no advance knowledge of how long sessions would run, the news room had to prepare a 12:30 newscast daily, though none of them ever got on the air. The Farm Front gang had to stand by several times. Once Emil Dockter got as far out of town as Sterling, then heard an announcement that sent him scooting back to Bismarck because it appeared there would be a broadcast. There wasn't—the politicians went back to work in their convention. Some of the candidates and parties took a drubbing, although inadvertently. Bob MacLeod transposed words on a "A Cabbages and Kings" broadcast and referred to California Governor Earl Warren as "a too bit far left for other Republicans." And there was no malice in my own slip when I talked of "glem Dumocrats." H. V. Kaltenborn described a party platform as "a use of words to conceal thought." One of the top-notch reporting jobs at the convention was done by Morgan Beatty, familiar to "News of the World" listeners. Another was turned in by Merrill "Red" Mueller. This was Red's first American political convention, but he's covered 14 of them abroad including an even dozen in Great Britain. He reported the greatest difference is that in the United States, conventions meet with the primary purpose of picking candidates; in England, as in other European countries, the real interest is in the platform with candidates a relatively minor thing. Incidentally, Mueller is heard daily on KFYR at 1:12 p.m. (Mon.-Fri.) with the "Home Edition" of the news. More good listening on NBC and KFYR.—J.S.

How to review those

"Best Plays"

One of the most successful series of summer shows broadcast in recent years is "Best Plays," heard each Sunday evening (7:30-8:30) on KFYZ and NBC.

The series, including such hits as "The Voice of the Turtle" and "Dark of the Moon," features such stars as Boris Karloff, who appeared in his original role as Jonathan in "Arsenic and Old Lace."

The programs are introduced and the plays outlined by John Chapman, noted drama critic of the New York Daily News.

Being a drama critic isn't just a matter of seeing the play and then calling it "good" or "bad."

Chapman described how it is much more than that in a satirical piece he wrote several months ago and which appeared in an advertisement for his newspaper. Entitled "How to Become a Drama Critic," the article, in question and answer form, has become a classic in the field of specialized journalism.

Being a play reviewer calls for a special type of English, according to Chapman, and then he outlined what he meant.

Q. A type?

A. It might be called basic. You know—right words and phrases.

Q. Give me a hint?

A. All right. When an actor gets through a role without falling dead or being hooted at, you call his performance satisfactory.

Q. And if he's better than that?

A. He is eminently satisfactory.

Q. How do you describe stage sets?

A. They are always handsome. They may look a mess to the artist, but to the reviewer, they are always handsome.

Q. If a play is funny, how do you describe it?

A. That depends on the grade of funniness. It could be amusing, highly amusing or hilarious. By the way, put that word "highly" in your pocket now, because it will be highly useful.

Q. Do you have to pose as a scholar, and how?

A. Certainly. Do that just by using the word explicit. A performance or a script is always explicit, even if you don't know quite what

Q. If a play is not highly amusing or eminently satisfactory, what is it?

A. Lacking.

Q. In what?

A. Nothing—just lacking.

Q. What is a performance that sends shivers up your back?

A. Tingling. An if the shivers run up, and down, too, it is spine-tingling.

Q. Would you call a drama "moving?"

A. Never. It must always be "profoundly moving." It can also be holding. A holding drama is often profoundly moving.

Q. What about a play that is good now and then?

A. It has its moments.

Q. Moments of what?

A. Whatever comes into your head. Hilarity is a good word.

Q. When you are very enthusiastic about a play, what do you do?

A. Call it a terrific hit. Terrific means causing terror, terrifying, dreadful, frightful. So whenever a play is enchanting, the sets handsome, the costumes colorful, and the story profoundly moving, call it terrific and people will take notice.

Q. Then what happens?

A. Then the people come up and say, "Is this play really as good as you say it is?"

KFYR's 'Mr. Fixit'

"Tell John it can't be done."

That's the magical combination of words for working out something everyone says is impossible. The John is John Henlein, whose exact position at KFYR is a little hard to describe. He's a control operator. He's an engineer. He's a handyman.

He's a jack-of-all-trades—and a master of them, too.

If a tube burns out in a fluorescent lighting fixture, John is the man who'll put in a new one.

If a control operator is on vacation or on the sick list, John is the man who can fill in "on the board."

When a blackboard had to be mounted on a stand for KFYR's primary election coverage or when light bulbs have to be replaced in either of KFYR's transmitter towers (the larger is 704 feet high) John is the man who does the job.

He and control operator Curt Dirham are the men who put KFYR on the air when it was first founded by the late P. J. Meyer. Ever since, John has been around, doing the jobs that have to be done to keep the station going. And whenever anything turns up which seems, to everyone else, impossible, John does it.

He was instrumental in not only designing but building many of the innovations which make KFYR's Radio Center building one of the finest broadcasting studios in the nation.

John designed and constructed the gigantic program board which moves between the offices of program director Cal Culver and commercial manager Bob MacLeod, and



which provides space for listing of all KFYR programs for a full four weeks in advance.

Henlein also designed and supervised construction of the unique expandable stage in Studio A which permits for additional space of up to 8 feet across the full width of the big stage.

At home, John keeps busy with the same kind of work—figuring and designing and building.

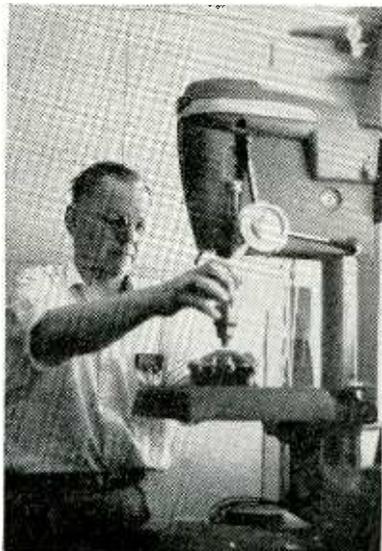
An avid gun fan, he likes to study all makes and pick apart their weak points. He decided that manufactured guns on the market didn't quite measure up to his own desires.

So he built his own.

It's a .22 caliber job that he designed and constructed from scratch. To utilize the quality built into the weapon, he makes his own bullets. The gun has the power of a small cannon—it will pierce 3/8" steel at 130 yards.

Yes, when it comes to things impossible, John is the man to see. Except when it comes to getting him to give out any more information, or pictures, for a story.

That is impossible!



America's favorite water-man

The Great Gildersleeve

It's been a busy summer for the "Great Gildersleeve."

The popular Wednesday evening program, contrary to custom, has remained on the air throughout the summer because of requests from listeners who hated to miss the show for the usual three months.

As a result, Willard Waterman and the cast he headlines have stayed on the job while others took lengthy vacations. But it hasn't been particularly hard on Waterman. He enjoys creating the role of the Summerfield water commissioner more than any other he has ever portrayed.

This fall he begins his third year as Throckmorton P. Gildersleeve, the lovable bachelor who loves romantically, and often, but never for long.

Thinking himself infallible and very important as water commis-

sioner of the mythical town of Summerfield, Gildy makes humorous mistakes and even more humorous friends; such as, Peevey the druggist, Judge Hooker, and barber Floyd Munson.

Gildy has never had much rule at home, and now, since the twins have arrived, he has even less. The twins, of course, are his niece Marjorie's who married Bronco Thompson.

LeRoy, his nephew, is still actively inclined toward trouble and has to be disciplined, an act which usually causes a harmless explosion on the part of Gildersleeve.

Even Birdie, the maid, enters the parleys with or without invitation and adds to the frustration of our hero.

Willard Waterman was born in Madison, Wisconsin, on August 29, 1914. He attended school and the University of Wisconsin there before



Gildy gets a trim. Floyd Munson, the Summerfield barber, gets a little advice from Judge Hooker as the famous Gildersleeve mustache gets a trim. Munson is played by Arthur Q. Bryan, Judge Hooker by Earl Ross.

going to Chicago where he got started in radio in 1934.

For a time, fate seemed to have stepped in against him ever landing a permanent role.

His first role was as a lawyer on "Chandu, the Magician." That role ended with one performance when the character he played was killed off in the middle of the show. A similar fate befell him in the next three roles he was given.

Eventually he wound up in a role that lasted for at least a few performances, and entered the cast of programs including "Ma Perkins" and "First Nighter."

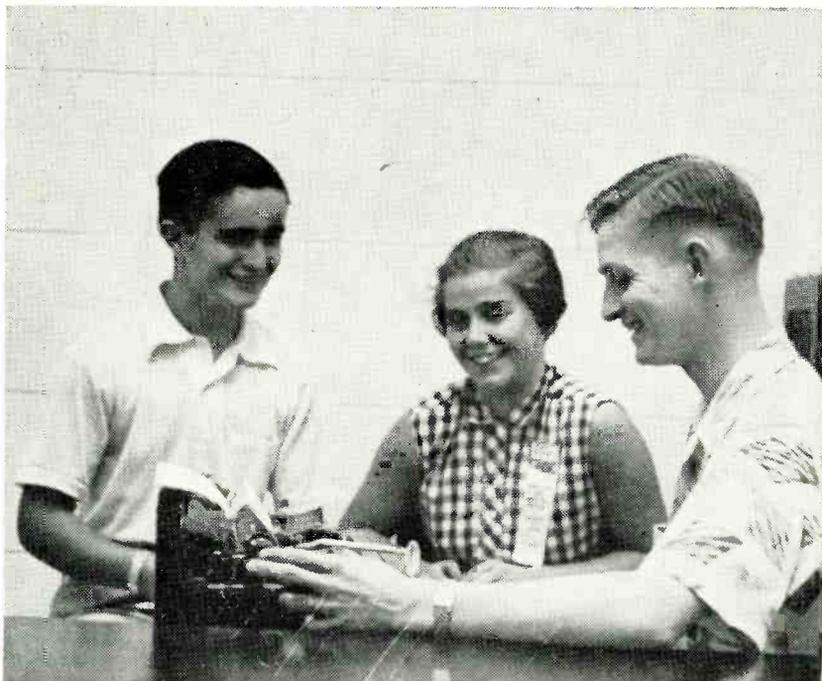
He moved to Hollywood in 1936

and claimed roles in a number of programs including "Those Websters," "The Cass Daly Show," "The Halls of Ivy," and "Screen Guild Players" before he joined the Gildersleeve cast as the original "Mr. Bullard."

When the role of Gildersleeve became vacant, Waterman was the immediate and logical choice. He not only sounds like Gildersleeve, he looks like him.

Waterman is six feet, four inches tall. He weighs 225 pounds.

He lives in the San Fernando Valley with his wife and their two daughters—neither of whom gives him the trouble he gets on the air.



German students en route home after year's study in the United States were interviewed by news editor Jack Swenson on his "World Today" newscast (for Nash's Coffee). Dieter Umbach and Elke Richter were two of 29 students visiting Bismarck. They studied in U. S. under sponsorship of American Field Service—organization of World War I and II volunteer ambulance drivers.

KFYR reports on the National

Farm and Home Hour

Outstanding farm safety work carried on by members of the Rugby, N. D., chapter of the Future Farmers of America was reported to the nation Saturday, July 19, when the group broadcast from KFYR to the National Farm and Home Hour on NBC.

During the Farm and Home hour that day, NBC switched to KFYR to interview members of the Rugby F.F.A. chapter and others concerning their farm safety program. Speaking for the chapter were Milton Westgard, chairman of the farm safety committee; Warner Johnson, chapter president; and Don Erickson, agricultural instructor. W. F. "Bill" Plath of Davenport, chairman of farm safety week in North Dakota, also spoke.

Promotion of farm safety is one of the many activities carried on by North Dakota F.F.A. members to help make the farm a better place to work and live, De Alton says. This broadcast served as the kickoff for another year of safety activities for all Future Farmers which starts with National Farm Safety week July 20 to July 26 and continues through the year.



Guests over NBC and KFYR on the National Farm and Home Hour were Milton Westgard, Agricultural Instructor, Don Erickson, Warner Johnson and Gus Duchscher.



Future Farmers of America from Rugby, N. D., tell about their program of farm safety on the National Farm and Home hour. They are, from left to right, Milton Westgard, R. W. MacLeod of KFYR who announced the program, Warner Johnson, and Gus Duchscher.



Arranging a "feed" from KFYR to NBC's National Farm and Home hour are W. E. Plath, Chairman of farm safety week in N. D., Ernest L. DeAlton, state FFA advisor, and Jerry Seaman of the Bert S. Gittens Advertising agency of Milwaukee. Seaman's firm handles the account for Allis Chalmers, sponsors. Seaman was no stranger to KFYR since he formerly was heard over the station with the NDAC Farm Report.

I Hate Golf!

By Bob MacLeod

Some people like golf. I'd rather have fun.

Imagine chasing around a half-section of land trying to club a defenseless ball into submission; working up a sweat, getting a sunburn, losing precious weight, and then calling it fun!

I have more fun beating carpets, and get just as much exercise.

Look at the poor golfer. (And he is poor—he'll probably spend a hundred bucks on some pipe and hunk of wood before he even gets started).

He goes out for a game, with maybe a friend or two along. Except that it has to be a friend or three—they always seem to play in foursomes, probably because it makes for a better argument over who made a mistake in keeping score.

He takes a swing at the ball, but doesn't hit it. First he has to swing a half-dozen times for practice. You'd think he was aiming at chicken's head and wanted to make sure the first blow killed.

Finally, the big swing—the screaming "fore!"—and the howl of anguish because the ball didn't go where he wanted it. So he hikes a half mile, gives the ball a kick when no one is looking, and clubs it some more.

By this time the poor boy is a wreck. His nerves are shattered, his blood pressure up, his weight down, his face a mask of terror.

Follow one of them around the course for a while. It goes on like that for nine or 18 times. All the way the poor guy keeps moaning about somebody named "Par" doing it better than he does. Finally he gets up to this patch of grass and gives the ball one last, good clubbing. And what happens?

The darn fool loses the ball down a gopher hole and starts laughing like mad as though he'd just done something great.

Golf? They can have it!

no sunburn for MacLeod—he looks like a sheet of Hammermill Bond!

natural feeling for a non-golfer . . . he distrusts everyone

the poor non-golfer hasn't enough blood to record any pressure

planting gardens, beating rugs, mowing lawns—that HE can have!

I Love It!

By P. R. "Spike" Jaynes

It's really no wonder that golf is the favorite of so many people.

The game is just plain enjoyable, from start to finish.

From the moment you get away from the chores of caring for a garden and mowing the lawn, golf is wonderful. Out on the course, you're with friends—real friends, who enjoy the game just as much.

There are those first few swings "to get the kinks out" and then the real fun of the stroke that sends the ball whirling down the fairway . . . the shout of "fore" as you let other golfers know you've hit a beauty, and to warn them you're sending a well hit ball their way.

Golf isn't fun just because of the game, but because of what goes with it. Good friends make good conversation. Talking over the last hole, or engaging in a little "shop talk" about everything from business to politics, makes golfing just that much more enjoyable.

Getting out in the open air for a few holes is the best way in the world to relax. It's restful out on the course, even in those moments of suspense which add so much to the game.

"Will it make the green—Will it be a hole-in-one—will it make the cup on this put?"

Not until you get right out and watch it can you really appreciate it. When the ball starts rolling for the cup and you know you've made it, comes the fun of chalking up the score. Did you win the game—did you do it in par?

And then, after the game, there's the friendly gathering at the club house, to talk over your game with others . . . to pick up the pointers which make your playing just a little bit better.

Yes, it's no wonder so many people like golf. I really do.

while your wife mows the lawn

He'd walk a mile just for "shop talk?"

By this time, he's a nervous wreck!

What's this? A golfer who isn't perfect?

He can have it.

Ralph Locke---Radio's Poppa David

Ralph Locke, better known to millions of radio listeners as the sympathetic "Papa David" Solomon, kindly and understanding philosopher of the NBC daytime serial drama, "Life Can Be Beautiful" (Monday through Friday, 2:00 p.m., CST) was destined for an artistic career both by heredity and environment.

From the top to the bottom of the Locke family tree there were flocks of ancestors who pursued the arts in various fields, from painters and sculptors to writers, poets, actors and musicians.

Environmentally, young Locke's interest in the theatre was stimulated by the great dramatic actress, Mrs. Minnie Maddern Fiske, who was a reigning beauty of the American stage during the World War I era and who was the best friend of Locke's mother. A frequent visitor at the Locke menage, Mrs. Fiske often told Ralph about the fascination of that world of make-believe, the theatre. All through his schooling, both in America and abroad, Locke studied acting—or at least its rudiment: mimicry.

He proceeded to learn languages, and then dialects. While he can speak English with 10 different, authentic foreign accents, he can also

speak a fluent Parisian French, or throw himself into the role of an Italian struggling with the French language, a German speaking Spanish, and many other bizarre combinations.

Locke made his Broadway debut with his mentor, Mrs. Fiske, in the play, "Mary of Magdala," after which he was seen in a series of long-run successes with such theatrical celebrities as Maude Adams, Henry Miller, Otis Skinner, Fay Bainter and George M. Cohan.

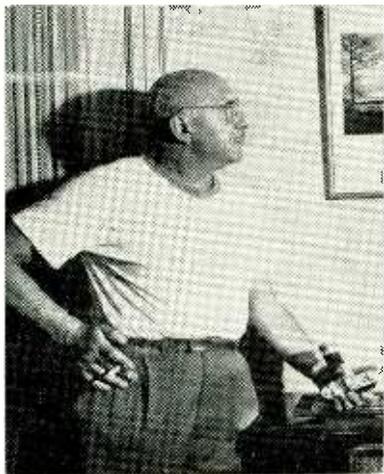
During the early 1930's Locke began to focus his talent on radio, broadcasting with such figures as Fanny Brice, Floyd Gibbons and Bob Ripley. His astounding range of accents and his deft characterizations kept him constantly busy on leading network programs, but it remained for "Life Can Be Beautiful" to become Locke's most famous show.

Selected from literally hundreds of talented applicants for the role of Papa David, he has subsequently been heard every weekday on the famous quarter-hour serial drama since it began Sept. 8, 1938. Even his friends now call him "Papa."

In spite of all his professional activity, Locke has found time for his favorite hobbies—photography and sailing. Born in New York City, he now lives with his wife on City Island, off the East Bronx, where he sails one of his two boats in Long Island Sound almost every day. He spends his vacations on long cruises, having sailed several times alone from New York up to Bar Harbor, Maine, and back.

During the Summer he rushes out of the NBC studio at Radio City after the program to put in a few hours of sailing before dark. An accomplished swimmer, he has been awarded six medals for saving lives.

The role of Papa David, which he has played for nearly 13 years, is close to Locke's heart. The words of wisdom and cheer which he says on "Life Can Be Beautiful" actually parallel his own personal philosophy.





Tornado which struck Wing-Tuttle area destroyed the home of Mrs. Anna King, who was in the home at the time the twister hit. She was interviewed by KFYZ special events staff, telling of her experience. Newsmen Stan Wilson and Jack Swenson drove to Tuttle, were met there by Bob MacLeod, who made aerial survey of entire storm area. MacLeod picked up recording the "ground crew" had made and flew back to Bismarck in time to present them on 12:30 news (for Butter-Nut coffee). Below are MacLeod, Capitol Aviation pilot, and Swenson.



New quarters for Don McLean. During vacation of program director Cal Culver, "Dusty" took over as acting program director, and he's shown here at work preparing schedules and lining up programs in Cal's office.

POWER FOR THE NORTH

Vast governmental projects are underway in the northwest these days; projects of vast importance to the entire area. Dialites surveys one of these projects in special report to its readers, based on news report carried by KFYZ during recent months

On the map, it looks like the outline of a great spider; its body circling the center of the state; its legs spindling out to the corners of North Dakota.

This is the belt of transmission lines springing up around the state under the program of the Bureau of Reclamation. KFYZ newscasts have told the story over the past several years, but now Dialites sums up the story to date for its readers.



In capsule form, the Bureau program is aimed at providing lines for transmitting power from Garrison Dam throughout the state in a system aimed at paying for itself over a period of years.

In complete detail, the program would require volumes of space to outline the engineering, planning and construction.

The program is of great interest to listeners throughout KFYZ's area for it will one day bring electricity to thousands of city and farm homes. Already hundreds of them have power which has been brought to them via transmission lines carrying power from Fort Peck dam in Montana to Williston, Beulah, and the Garrison Dam.

Hundreds of other farms in the central part of North Dakota are receiving power from the Central North Dakota System being constructed by the Bureau and leased to the Central Power Electric Cooperative, Inc., for transmission of power from the steam plant at Voltaire. Eight member coops in CPEC in turn distribute this power to their members.

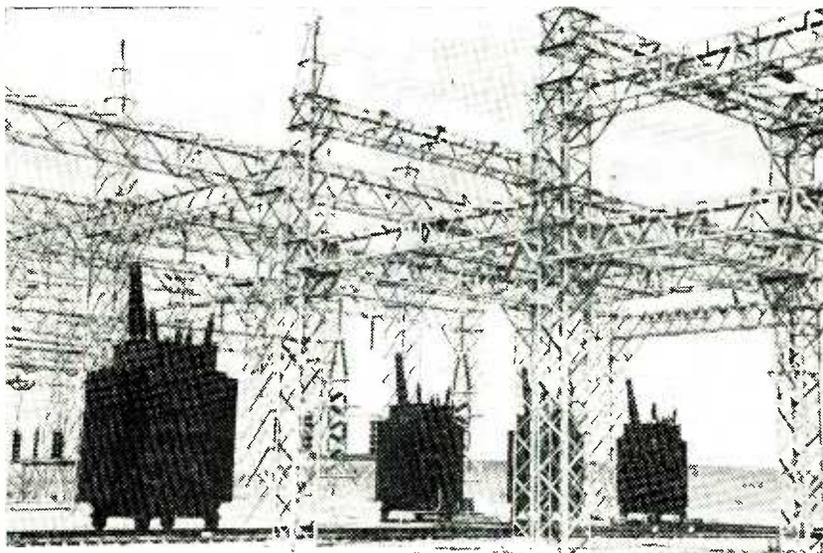
The Central North Dakota System will form a vast loop when completed. Already lines stretch from Voltaire to Devils Lake and beyond, and sub-stations have been energized at Rugby, Leeds, Devils Lake and Carrington.

These substations play much the same role as a transformer linking a farm to the "highline." From them, power is switched to coops, municipal plants, etc., for distribution to individual users. A number of substations are already in use in the

By Jack Swenson
KFYR News Director

Linking up these substations are hundreds of miles of lines, some of them to carry voltages of up to 230,000 volts. Such a line is being constructed from Garrison Dam to Bismarck.

Construction of the lines at this time is being rushed despite the fact that it will be several years before power from Garrison is available. The lines in central North Dakota will be used to spread power from the steam plant at Voltaire until Garrison power is available. The



Bismarck sub-station, under construction by the Bureau of Reclamation. Four large units shown are transformers mounted on tracks for movement about the area. Opposite page, steelworkers aloft at work high above the ground at the Bismarck sub-station.

state, including those mentioned above, and others at Williston, Beulah, Watford City, and one operated by the Corps of Engineers at Riverdale.

Others are in use or under construction by the Bureau at Lakota, Bisbee, Rolla, Jamestown, Edgely, Forman, Bismarck, Washburn, Valley City, with two others—the Custer Trail and DuVall substations near Bismarck which will eventually serve users in the Heart River irrigation area and in the southwestern part of the state.

line to Bismarck, it is hoped, will be ready to bring power from Fort Peck in advance of the Christmas load during the coming winter. It will be distributed by Montana-Dakota Utilities Company which is already purchasing power for use at Beulah and other areas.

Eventually, the North Dakota lines will tie in with others in South Dakota, where power will be produced in the future at Oahe, Fort Randall, and other major government dams.

(Continued on next page)

Bismarck's Radio Pastor

By Marilyn Hagerty

In the 23 years that the Reverend Opie S. Rindahl has been pastor of Trinity Lutheran church in Bismarck, his congregation has grown from about 80 persons to around 2,000.

Reverend Rindahl has presented Lenten Meditations over KFYR every year since 1931, and he has a wide listening audience each Sunday morning when Trinity Lutheran

A program of this magnitude naturally comes with a big price tag.

An actual figure isn't available, chiefly because increasing costs have outdated the figures every time a total is attempted. Several years ago an estimate of \$65,000,000 was placed on the entire over-all program, but rising costs, changed programming, and newly-planned economies may alter that figure considerably.

Even costs of what appear to be similar facilities differ radically because of great differences in actual construction needs.

But more important than actual cost is the fact that the entire system is being built to pay for itself.

Costs are balanced against potential revenue, so that in a period of fifty years the program will pay not only initial cost, but also the cost of all replacements during that time.

In other words, at the end of roughly fifty years, the system will have paid for itself, and will exist as a brand new system, because of replacements which will make it as good, or even better, than that being constructed now.

It's an ambitious program, one which has drawn considerable comment and much of it critical.

But for KFYR listeners, the program is important because it means another step in bringing lights and power to thousands of homes and farms throughout the great north-west.

church services are presented over KFYR for those who cannot attend in person.

Pastor Rindahl was born at Fertile, Minn. He was graduated from high school at Ada, Minn., and from Luther college at Decorah, Ia., in 1921. He served in the Army during World War I.

Mr. Rindahl taught for one year at Jewel college in Jewel, Ia. He later was graduated from Luther Theological seminary at St. Paul in 1925 and was ordained into the ministry that same year. He was installed as pastor of the Bethlehem Lutheran church at St. Cloud. While he was pastor at St. Cloud, Mr. Rindahl was also the pastor for the State Teachers college, Veterans hospital and Reformatory in that city.

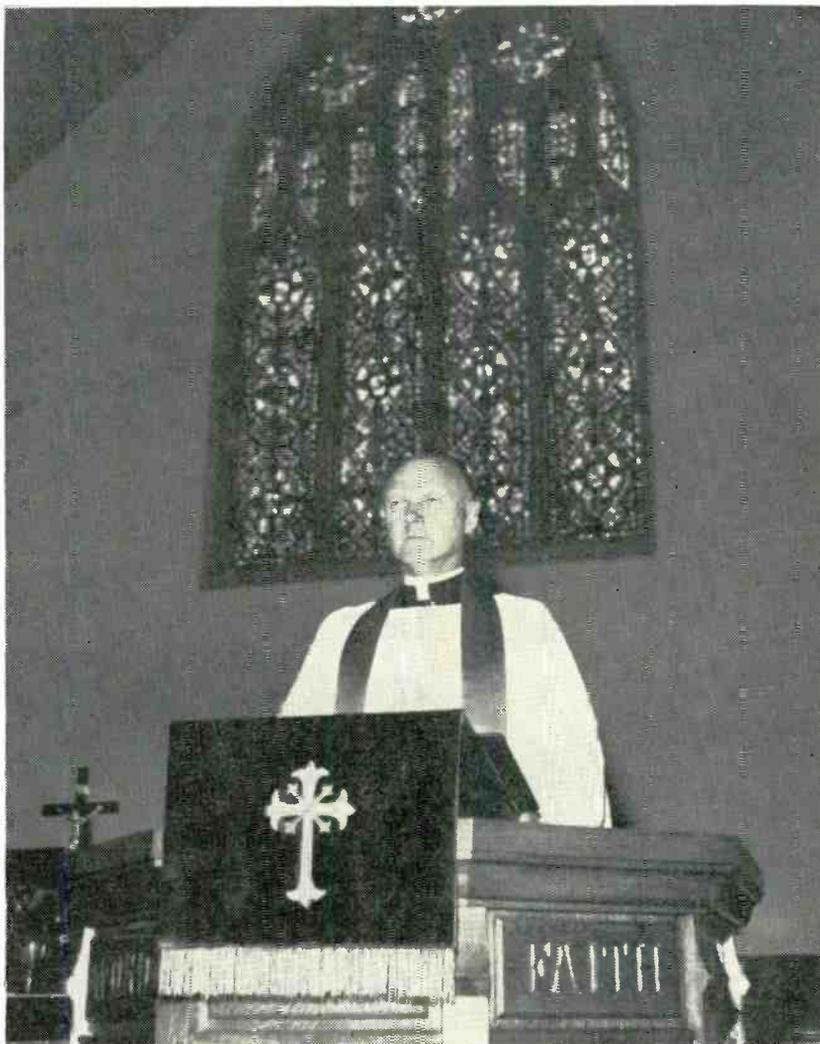
It was on February 17, 1929, that Reverend Rindahl came to Bismarck. "It was 43 degrees below zero that day!" he recalls.

During World War II, Pastor Rindahl had a leave of absence from the Bismarck church and served as an army chaplain. He was a chaplain at Fort McClellan, Alabama, for German Prisoners of War and on an Army Hospital ship.

Pastor Rindahl has become well known in this area with his radio programs and his church work has prospered in Bismarck. The church obtained its present parsonage in 1947, and this summer a new building for youth education of Trinity Lutheran is being built adjacent to the church.

Mr. Rindahl was married in 1925 at Jewel, Ia. The Rindahls have three children. A daughter, Katherine, is married and resides at Columbus, Missouri. Their son, Gilbert, is a midshipman in his fourth year at Annapolis, and the Rindahls' youngest daughter, Jennifer Anne, will be a senior this fall at Bismarck high school.

Rev. Opie S. Rindahl



Rev. Opie S. Rindahl of Trinity Lutheran Church, whose regular Sunday morning service is broadcast over KFYP at 11:00 a.m. In addition to KFYP's Sunday schedule of religious programs, be sure to listen each weekday at 11:30 for "Psalm of Life", a presentation of the Lutheran Bible Institute of Minneapolis.

Catholic Hour Honors NBC

Broadcasting companies have never been thanked enough for giving religion a "free ride," in the words of Bishop Fulton J. Sheen. His comments were typical of those of religious leaders who have expressed their thanks to NBC for its action in continuously making available broadcast time for the airing of religious programs.

The Catholic Hour, on which Bishop Sheen is heard, has been broadcast continuously on NBC for more than twenty years, missing only once in that time. (It was not presented one Sunday because of a special Unemployment Commission program.)

"There is always danger that those who enjoy favors may take them for granted," Bishop Sheen said. "Broadcasting Companies have never been thanked enough, for they do something that no other industry in the history of the world has done from the beginning of its industry. They have given religion a 'free ride.' The National Broadcasting Company has given the Jews, the Protestants and the Catholics

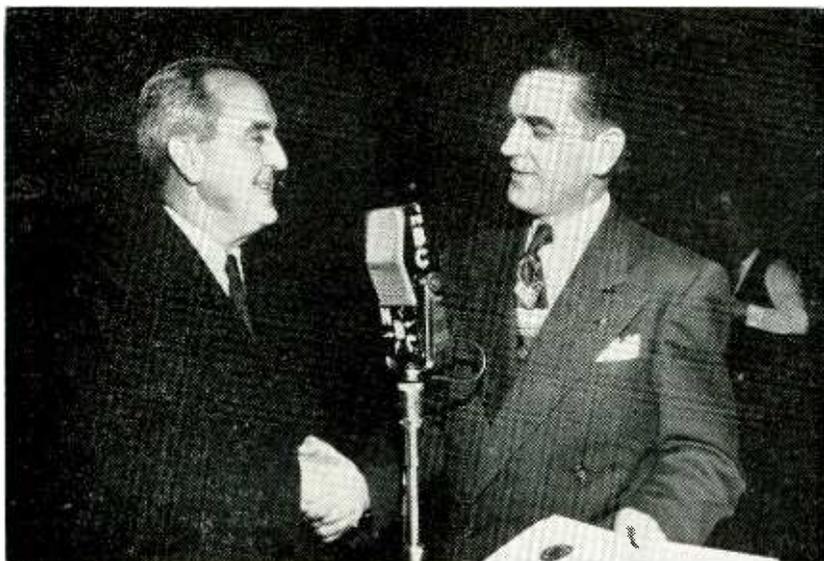
millions of dollars of wholehearted and gratuitous service ever since it was formed.

"Whenever I hear NBC chimes at the close of our broadcast I always picture it as a signal for the angels to lean over the parapets of Heaven and whisper the Lord's blessing on the National Broadcasting Company: 'When you did it to one of the least of these, my brethren, you did it unto me.'"

The National Council of Catholic Men, on behalf of its member organizations and the nation's twenty-nine million Catholics, has presented a citation to the National Broadcasting Company "in recognition and appreciation of twenty years of the most generous and cordial cooperation" in the presentation of the Catholic Hour.

The citation was presented by Emmet Blais, president of the National Council of Catholic Men.

Niles Trammel, chairman of the board of NBC, in accepting the citation, recalled that when representatives of the National Council of Catholic Men first approached the



network in 1929 with the idea of sponsoring a series of religious broadcasts, they were "agreeably surprised" to discover that free time was offered them.

That was our policy of public ser-

ice then; it is our policy now," Mr. Trammel said. "We hope to continue our association for many years in the furtherance of religious tolerance and understanding in this country."



Dr. Ralph W. Sockman, who each Sunday reaches millions of listeners as presiding minister of NBC's popular "National Radio Pulpit," sometimes relishes a smaller audience. Here he's shown with his granddaughter, Kathy Tompkins, in his New York apartment. The "National Radio Pulpit" is heard each Sunday morning at 9:00 on KFJR. Also on Sunday mornings, be sure to hear Charles E. Fuller on the "Old Fashioned Revival Hour" from 8:00 to 9:00 and the Christian Science program, broadcast at 9:30.

He Proved Them Wrong

John Patrick Costello—known to most listeners as Jack Costello—signed off the program and started out of the NBC studio. Someone touched his arm.

“Mr. Costello,” said the small elderly lady, “I’m so curious to know what Mr. Abbott does when you two aren’t working together!”

The lady’s curiosity is an exception, for Jack is known from coast to coast as one of NBC’s top-flight announcers, having been on hundreds of commercials as well as sustaining programs.

It was inevitable that he should be an announcer.

Born in the town that Sinclair Lewis made famous, Sauk Centre, Minn., Jack was a high school thespian. He continued his voice training at Macalester College, St. Paul, where he studied journalism. Later he attended the University of Minnesota and the University of North Dakota.

It was after he had given up police reporting for the St. Paul Pioneer Press and had taken a job as night manager of the Minnesota Club that the announcing “bug” began to bite. A member of the club, impressed with the quality of Jack’s voice, persuaded him to apply to a station in St. Paul, for a job.

“We like your voice and delivery,” he was told, “but we don’t hire beginners. Sorry.”

That audition definitely decided him: he would be an announcer. A 100-watt station in Grand Forks, North Dakota, was the answer. There Jack worked at everything from an announcer to the household editor.

He applied for a job at a station



in Fargo, but was turned down. The program director told him “I don’t think you’ll ever turn out to be much of an announcer.”

So Jack went to Grand Forks, and when a year’s apprenticeship was over, he went to KSTP in St. Paul.

For three years he was the all-around” man at KSTP. He joined NBC February 29, 1936.

He has two sons, Dennis Sean, 12, Timothy Kerry, 9, and Mary Ehin, 5.

Jack’s interest in his home state of Minnesota has been diminished. In 1940 he was appointed an “Ambassador of Good Will” by Governor Harold E. Stassen, and in April, 1943, St. Bonaventure College, New York, considered him worthy to receive an honorary Doctorate Degree.

Some day, he says, he wants to go back to the Gopher State, take over a radio station and let his sons grow up in the business.

The Bismarck Elks Band



BUSINESS: Swing Fanfare

ANNCR: Good evening. From the lodge rooms of Bismarck Elks Lodge 1199, it's the Bismarck Elks Band on Parade!

With these opening lines from the weekly script out of the way, the Purple and White Bismarck Elks Band swings out in march time, every Thursday night at 8:30 on KFYZ.

The programs are presented as one of the many public service features carried by KFYZ and are devoted to bringing good band music to the northwest.

At its recent state convention, the Elks organization was kept "mark-



Rehearsal time for the Bismarck Elks Band. KFYZ control engineer Curt Dirham, official director of the band, emphasizes a point to the reed section as the band rehearses a march for a future program. The band is heard on KFYZ each Thursday night at 8:30.

ing time" for three days by the Bismarck Elks Band, ably directed by Curt Dirlam. It was Dirlam, a KFYZ control operator, who arranged for the series of weekly programs, but it took some doing.

Technical arrangements were involved. The Elks Band is composed entirely of amateur and professional musicians who get together once a week to rehearse. The best night for the band members is Wednesday,

but Thursday offered the available air time.

So a plan was worked out to record the show one night and present it the next. Curt prevailed on news editor Jack Swenson to assist in scripting the broadcasts and do the announcing.

The result—more than six months of broadcasting, and the written applause of listeners through the entire northwest.

Pepper Young's Family...



Members of "Pepper Young's Family" recently celebrated the occasion of the 400th script dramatized on the popular NBC radio serial. Most of those pictured have been with the program throughout its more than 15 years on the air. As they appear on the air, seated, left to right, Peggy Young Trent, Mrs. Young, Sam Young, and creator Elaine Carrington. Standing, organist William Meeder, Hattie, Andy Hoyt, Eddie Hoyt, Nick Havens, Hal Trent (portrayed by Madeline Pierce) and Linda Young, Pepper's wife.

An NBC radio unit was sent to England to produce "The Adventures of the Scarlet Pimpernel," a series of tales of the French Revolution starring Marius Goring with an English cast and orchestra. "The Scarlet Pimpernel" is heard each Tuesday night at 7:00.

New 'Face' in the Newsroom

KFYR news editor Jack Swenson had a chance to hang up a new picture on the newsroom wall this month—an autographed cover of a copy of Newsweek magazine bearing the picture of Dwight Eisenhower.

It's one of many pictures in a random collection of such covers which he has collected during the past few years.

The covers include many of the people most in the news, from Generalissimo Chiang Kai-Chek to Governor Thomas E. Dewey.

The Chiang cover was accompanied by a note from the Generalissimo's personal secretary. The Dewey picture came with a note expressing surprise at anyone wanting the governor's autograph—Jack made his request right after Dewey was defeated in 1948.

Supreme Court Justice Tom Clark appeared on the cover of Time magazine, and Swenson promptly sent it to Clark. Before it had reached Clark, who was then attorney general, Clark had been named to the Supreme Court.

Commenting on the tired look he had in the picture, Clark wrote:

"Maybe I won't get quite as tired now as I did when I was supposed to be supervising all the cases we had to put before the Supreme Court—at any rate, I hope not."

FBI director J. Edgar Hoover, in a letter accompanying his picture, thanked Swenson for the request and expressed his surprise "that people seem so interested in me."

Jack says nearly everyone he has written to has replied promptly. "I send them the cover with the request, and always include a stamped envelope for them to use in returning the picture."

The only person I never heard from was Andrei Vishinsky. I tried once when he was attending a conference in Washington, and again when he was at the United Nations. He never acknowledged receipt of my letters. A few weeks after the second try he was recalled to Moscow, so I gave up."

The picture of Eisenhower was put up in the newsroom near those of two of Jack's earliest covers, publisher Arthur Hays Sulzberger of the New York Times, and Washington columnist Drew Pearson.



"Ike" goes up between autographed pictures of Drew Pearson and Arthur Hays Sulzberger (of the New York Times) in KFYR news room.

Brickbats, Bouquets & Viewpoints

LIKES EMIL

To the Editor:

I listen daily to your programs and enjoy them, especially "Cookie Dockter" when he sings. How about singing "Ich Bin Den Guten Dock-ter?"

Jo Anne Schlager
Goodrich, N. Dak.

Emil Dockter, or "Cookie Dock-ter", as reader Schlager calls him, is loosening up his vocal chords now and will probably soon give out with the ballad.

TAIN'T TRUE

To the Editor:

I am writing to try to find out if it is true that a new car will be given for a 1943 penny. I have heard the story several times and heard that such an offer was made over a radio station. I have been unable to find out if it is true. I also heard that a 50 cent piece for 1923 was worth \$100.

Mrs. Conrad Kienlen
St. Rose Du Lac, Manitoba, Canada

Inquiries such as the one from Mrs. Kienlen come to KFYY frequently, and we are always astounded at how such stories get going. That a new car will or a wheel chair or anything else will be given away free for certain coins is purely fiction. To the best of our knowledge no such offers have ever been made. And it's just not true. The Editor.

SCRATCH-SCRATCH

To the Editor:

There seems to be a defect from your station each morning during the "Welcome Traveller" program. It is a scratching annoyance.

Mrs. I. G. Pfander
Deadwood, S. Dak.

KFYY engineers are sure the scratch-scratch does not emanate from the broadcasting facilities

here. Perhaps a check on your radio will turn up the reason. Could one of your neighbors be using an electric shaver each morning when you try to listen to Tommy Bartlett?

KEEP IT COMING

To the Editor:

I would not like to miss a single issue of the KFYY Dialites, so I am renewing now because my subscription is due in August. I like to look at the pictures and read all the stories.

I feel that I know all of you and want to see a KFYY broadcast when I visit Bismarck some time.

Mrs. Elizabeth Nelson
Tappen, N. D.

COMPANY COMING!

To the Editor:

I am interested in visiting the KFYY studios some time this summer. When would be a good time to see a program?

A South Dakota Subscriber

Many folks like to visit KFYY at 7:35 a.m. each weekday for the "What's the Weather" show. Also popular is Mike Dosch at the Hammond organ each morning at 8:30 o'clock. Visitors are also welcome for the "Northwest Farm Front" from 11:45 to 12:30 p.m. Monday through Friday. There are regular tours of the Radio Center studios, too, at 8:30 a.m., 10:30 a.m., and 3:30 p.m. So come on up, we'll be happy to have you!

CONGRATULATIONS!

To the Editor:

Congratulations and thanks for the wonderful election coverage. Hope you will have another election party November 4.

Ruth Smith
Bismarck, N. D.

MONDAY EVENING

7:00 Railroad Hour
 7:30 Voice of Firestone
 8:00 Telephone Hour
 8:30 Band of America
 9:00 American Music
 9:30 Happiness Scrapbook
 9:45 Wayne King
 10:00 Latest News
 10:15 Sports News
 10:30 Surprise Serenade
 11:00 Latest News
 11:05 NBC Music
 11:55 Latest News

TUESDAY EVENING

7:00 Scarlet Pimpernel
 7:30 Barrie Craig
 8:00 Meet Your Match
 8:30 Concert Hall on the Air
 9:00 Service Band Concerts
 9:30 Happiness Scrapbook
 9:45 Hour of Charm
 10:00 Latest News
 10:15 Sports News
 10:30 What's The Score
 11:00 Latest News
 11:05 NBC Music
 11:55 Latest News

MONDAY- FRIDAY DAYTIME

6:00 Wake To Music
 6:45 Farm Report
 7:00 Joe Wicks M-T-W
 Revelries T-F
 7:15 Johnnie Lee Willis
 Mon.-Wed.-Fri.
 7:15 Ranch House Revelry
 Tues.-Thurs.
 7:30 News This Morning
 7:35 What's the Weather
 8:00 Latest News
 8:15 What's the Weather
 8:30 News
 8:35 Mike Dosch
 8:35 Mike Dosch-Organ
 9:00 Welcome Traveler
 9:30 Double or Nothing
 10:00 Strike It Rich
 10:30 Bob & Ray
 10:45 Dave Garraway
 11:00 News-A. W. Lucas
 11:05 Song Shop
 11:15 Kitchen Club
 11:30 Psalm of Life
 11:45 Northwest Farm Front
 12:30 Butternut News
 12:55 W. Fargo Livestock
 1:00 Polka Party
 1:12 Merrill Muller-News
 1:27 Ma Perkins
 1:42 Judy & Jane
 1:57 Weather Roundup
 2:00 Life Can Be Beautiful
 2:15 Road of Life
 2:30 Pepper Young Family
 2:45 Right to Happiness
 3:00 Backstage Wife
 3:15 Stella Dallas
 3:30 Young Widder Brown
 3:45 Woman in my House
 4:00 Just Plain Bill
 4:15 Front Page Farrell
 4:30 Lorenzo Jones
 4:45 The Doctor's Wife
 5:00 Young Dr. Malone
 5:15 Brighter Day
 5:30 550 Club

Complete**KFYR PROGRAM SCHEDULES****WEDNESDAY EVENING**

7:00 What's My Line
 7:30 Gildersleeve
 8:00 You Bet Your Life
 8:30 Hollywood Music Box
 9:00 Summer Serenade
 9:30 Happiness Scrapbook
 9:45 Musical Manhattan
 10:00 Latest News
 10:15 Sports News
 10:30 NBC Music
 11:00 Latest News
 11:05 NBC Music
 11:55 Latest News

THURSDAY EVENING

7:00 Life In Your Hands
 7:30 The Chase

5:45 Latest News
 5:55 Cabbages and Kings
 6:00 Relay Quiz
 6:15 Sports Reports
 6:30 News of the World
 6:45 One Man's Family

SATURDAY

6:00 Wake Up to Music
 6:30 Markets, Music
 7:00 Twilight Travelers
 7:30 News This Morning
 7:35 What's the Weather
 8:00 Latest News
 8:15 What's the Weather
 8:30 News
 8:45 Mike Dosch-Organ
 9:00 Archie Andrews
 9:30 Anybody Home
 10:00 My Secret Story
 10:30 Hollywood Love Story
 11:00 Children's Chapel
 11:15 Highway Report
 11:30 For Those Who Gave
 11:45 Markets - Crime News
 12:00 Farm & Home Hour
 12:40 Latest News
 12:55 West Fargo Mkts.
 1:00 Missouri Valley Trio
 1:15 Carnival of Books
 1:30 Big City Serenade
 2:00 Win Place & Show
 2:15 Horse Races
 2:30 Musicana
 3:00 Down Homers
 3:30 U. S. Army Band
 4:00 Sound Off
 4:30 Excursions in Science
 4:45 Your Key to Health
 5:00 News & Sports
 5:15 U. S. Navy Band
 5:30 NBC Summer Symphony
 6:30 To Be Announced
 7:00 Jane Ace-Disc Jockey
 7:30 Star In Khaki 'N Blue
 8:00 Ohio River Jamboree
 8:30 Grand Ol' Opry
 9:00 Tin Pan Valley

8:00 Dragnet
 8:30 Elk's Band
 9:00 Chamber Music-Lower Basin Street
 9:30 Happiness Scrapbook
 9:35 Music By Roth
 9:45 Voice of the Dakotas
 10:00 Latest News
 10:15 Sports News
 10:30 Still of the Night
 11:00 Latest News
 11:05 NBC Music
 11:55 Latest News

FRIDAY EVENING

7:00 To Be Announced
 7:30 On Your Door Steps
 7:45 Inside Bob & Ray
 8:00 Mario Lanzo
 8:30 Music by Mantovani
 9:00 Young America Speaks
 9:30 Happiness Scrapbook
 9:45 Norman Cloutier
 10:00 Latest News
 10:15 Sports News
 10:30 Marine Corps Show
 11:00 Latest News
 11:05 NBC Music
 11:55 Latest News

9:30 Tex Beneke
 10:00 NBC News
 10:30 UN Is My Beat
 10:15 Alex Dreler
 10:30 Dance Music
 11:00 NBC News
 11:05 Meadowbrook Dance
 11:55 NBC News

SUNDAY

7:00 Latest News
 7:05 Organ Music
 7:30 Jack Arthur Show
 8:00 Revival Hour
 9:00 Nat'l Radio Pulpit
 9:30 Christian Science
 9:45 Musical Interlude
 10:30 U. N. Is My Beat
 10:45 Latest News
 11:00 Trinity Lutheran
 12:00 Sports Roundup
 12:15 News
 12:20 Before The Camera
 12:30 Univ. of Chicago RT
 1:00 Catholic Hour
 1:30 Symphonic Adven.
 2:00 4-H Salute
 2:30 On the Line-Bob Con-
 2:45 H. V. Kaltenborn
 3:00 St. Paul's Lutheran
 3:30 Martin Kane
 4:00 Hollywood Star Play-
 house
 4:30 Whitehall 1212
 5:00 Texas Rangers
 5:30 First Nighters
 6:00 Hollywood Bowl
 Concert
 7:00 Meredith Wilson
 7:30 Best Plays
 8:30 Hats in the Ring
 9:00 Stars in Khaki 'N Blue
 9:30 Men Behind the Melody
 10:00 Latest News
 10:15 Clifton Utley
 10:30 Bob Snyder Show
 11:00 Latest News
 11:05 NBC Music
 11:55 Latest News



STUDIO "C"—FOR VIP'S. Guests are always "very important persons" at Radio Center, KFYR's studio building in Bismarck. When they are to appear on the air, or to be recorded for later broadcast, they're taken to Studio "C" which was designed as a relaxing place in which to broadcast. Inconspicuous microphones, indirect lighting, comfortable seating and a quiet atmosphere contribute to a mood which instantly does away with the "mike fright" many persons would otherwise have.

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