

# Save This Magazine Section All Week

## KFLW

CBS 1450 KC  
MARCH 12 - MARCH 13  
SUNDAY

8:00 News CBS  
8:05 Our Sunday Best  
8:15 Changing Times  
8:30 Assembly of God  
8:45 Our Sunday Best  
9:00 Youth For Christ  
9:30 News CBS  
9:35 Report From Europe CBS

### WHAT IS OUR BEST WEAPON AGAINST COMMUNISM?

Our best weapon is the truth. The Communists fear the truth because they know it could destroy them. Now you can hit them where it hurts—with the truth! With your own truth!

Send the truth by entering the 1960 RADIO FREE EUROPE Truth Message Contest!

Here's your chance to send your own words behind the Iron Curtain! Winning truth messages will be broadcast to 76 million people behind the Iron Curtain.

#### 256 PRIZES!

You may be one of the top six winners who will be flown to Europe to broadcast their own messages. Or you may win one of 200 Hallicrafters short-wave radios! The best additional entries from each state will receive a set of the Encyclopaedia Britannica.

#### HERE'S HOW TO ENTER!

Simply complete this sentence in 25 additional words or less . . .

"I believe the most important thing people behind the Iron Curtain should know is . . ."

Send your entries to:

#### CRUSADE FOR FREEDOM

Box 10-P, Mount Vernon, N. Y.

Truth messages will be judged for appropriateness, clarity, sincerity and originality. Competition closes April 30, 1960. All contributions enclosed with entries go in their entirety to Radio Free Europe.

Published as a public service in cooperation with The Advertising Council and the Newspaper Advertising Executives Association.

9:45 Howard K. Smith CBS  
10:00 News CBS  
10:05 How Christian Science Heals  
10:20 Musical Interlude  
10:30 Salt Lake Tabernacle Choir CBS  
11:00 News  
11:05 Our Sunday Best  
11:30 First Presbyterian Church  
12:00 News—CBS  
12:03 Cleveland Symphony Orchestra CBS  
1:00 News—CBS  
1:05 Invitation to Learning CBS  
1:30 University Explorer  
1:45 The Older You Grow CBS  
2:00 News CBS  
2:05 Old Fashioned Revival Hour  
2:35 New York Philharmonic CBS  
5:00 News CBS  
5:05 Johnny Dollar CBS  
5:30 Suspense CBS  
5:35 News Analysis CBS  
6:00 News CBS  
6:05 Have Gun Will Travel CBS  
6:30 Gunsmoke CBS  
7:00 News CBS  
7:05 News Analysis—CBS  
7:19 Mitch Miller CBS  
7:35 Double Your Pleasure CBS  
8:00 World Tonight CBS  
8:15 Music For Easy Listening  
8:30 Face The Nation  
9:00 Leading Question  
9:30 Trojan Digest  
10:00 Richfield Reporter CBS  
10:15 Sign Off

#### MONDAY

6:00 News CBS  
6:05 News—Local  
6:10 Rise 'n' Shine  
7:00 Breakfast Edition News  
7:15 Weathercast  
7:20 Breakfast Broadcast  
7:30 Frank Goss CBS  
7:45 World News Roundup—CBS  
8:00 News CBS  
8:05 Morning Melodies  
8:30 World News and Weather  
8:40 Classified Ads of The Air  
9:00 News CBS  
9:05 Morning Melodies  
9:30 Money Game  
10:00 News CBS  
10:05 Right to Happiness—CBS  
10:15 Second Mrs. Burton—CBS  
10:30 Young Dr. Malone—CBS  
10:45 M Perkins—CBS  
11:00 News—CBS  
11:05 Whispering Streets—CBS  
11:15 Couple Next Door—CBS  
11:30 Helen Trent—CBS  
11:45 Pat Buttram—CBS  
12:00 News—Noon Edition  
12:15 Payless Sidewalk Show  
12:30 Garry Moore Show CBS  
12:40 Bing Crosby-Rosemary Clooney Show

1:00 News CBS  
1:05 Arthur Godfrey Show CBS  
2:00 News CBS  
2:05 House Party CBS  
2:30 Musical Matinee  
3:00 News CBS  
3:05 Record Merry Go Round  
4:00 News—CBS  
4:05 Record Merry Go Round  
4:30 Lowell Thomas CBS  
5:15 Basin Briefs  
5:30 Tom Harmon CBS  
5:45 Frank Goss CBS  
5:55 Hometown News  
6:00 Music For Dining  
7:00 Backgrounding the News CBS  
7:05 Amos n' Andy CBS  
7:30 Double Your Pleasure  
7:35 Andy Griffith Show CBS  
7:40 Burns and Allen CBS  
7:45 Bob and Ray CBS  
8:00 World Tonight CBS  
8:15 Music For Easy Listening  
9:00 News CBS  
9:05 Music For Easy Listening  
9:30 Music For Easy Listening  
10:00 Richfield Reporter CBS

10:15 Music For Easy Listening  
10:35 News  
11:00 Sign Off

**TUESDAY**

6:00 News CBS  
6:05 News Local  
6:10 Rise 'n' Shine  
7:00 Breakfast Edition News  
7:15 Weathercast  
7:20 Breakfast Broadcast  
7:30 Frank Goss CBS  
7:45 World News Roundup—CBS  
8:00 News CBS  
8:05 Morning Melodies  
8:30 World News and Weather  
8:40 Classified Ads of The Air  
9:00 News  
9:05 Morning Melodies  
9:30 Money Game  
10:00 News CBS  
10:05 Right to Happiness—CBS  
10:15 Second Mrs. Burton—CBS  
10:30 Young Dr. Malone—CBS  
10:45 M Perkins—CBS  
11:00 News  
11:05 Whispering Streets—CBS  
11:15 Couple Next Door—CBS  
11:30 Helen Trent—CBS  
11:45 Pat Buttram—CBS  
12:00 News—Noon Edition  
12:15 Payless Sidewalk Show  
12:30 Garry Moore Show CBS  
12:40 Bing Crosby-Rosemary Clooney Show

1:00 News CBS  
1:05 Arthur Godfrey Show CBS  
2:00 News CBS  
2:05 House Party CBS  
2:30 Musical Matinee  
3:00 News CBS  
3:05 Record Merry Go Round  
4:00 News—CBS  
4:05 Record Merry Go Round  
4:30 Lowell Thomas CBS  
5:15 Basin Briefs  
5:30 Tom Harmon CBS  
5:45 Frank Goss CBS  
5:55 Hometown News  
6:00 Music For Dining  
7:00 Backgrounding the News CBS  
7:05 Amos n' Andy CBS  
7:30 Double Your Pleasure  
7:35 Andy Griffith Show CBS  
7:40 Burns and Allen CBS  
7:45 Bob and Ray CBS  
8:00 World Tonight CBS  
8:15 Music For Easy Listening  
9:00 News CBS  
9:05 Music For Easy Listening  
10:00 Richfield Reporter CBS  
11:00 News  
11:15 Sign Off

**WEDNESDAY**

6:00 News CBS  
6:05 News Local  
6:10 Rise 'n' Shine  
7:00 Breakfast Edition News  
7:15 Weathercast  
7:20 Breakfast Broadcast  
7:30 Frank Goss CBS  
7:45 World News Roundup—CBS  
8:00 News CBS  
8:05 Morning Melodies  
8:25 Shopping News  
8:30 World News and Weather  
8:40 Classified Ads of The Air  
9:00 News CBS  
9:05 Morning Melodies  
9:30 Money Game  
10:05 Basketball Warmup  
10:15 High School Basketball Tournament

12:00 News—Noon Edition  
12:15 Payless Sidewalk Show  
12:30 Garry Moore Show CBS  
12:40 Bing Crosby-Rosemary Clooney Show

1:00 News CBS  
1:05 Arthur Godfrey Show CBS  
2:00 News CBS  
2:05 House Party CBS  
2:30 Musical Matinee  
3:00 News CBS  
3:05 Record Merry Go Round  
4:00 News—CBS  
4:05 Record Merry Go Round  
4:30 Safety Program  
5:00 Lowell Thomas CBS  
5:15 Basin Briefs  
5:30 Tom Harmon CBS  
5:45 Frank Goss CBS  
5:55 Hometown News  
6:00 Music For Dining  
7:00 Backgrounding the News CBS  
7:05 Amos n' Andy CBS  
7:30 Double Your Pleasure  
7:35 Andy Griffith Show CBS  
7:40 Burns and Allen CBS  
7:45 Bob and Ray CBS  
8:00 World Tonight CBS  
8:15 Music For Easy Listening  
9:00 News CBS  
9:05 Music For Easy Listening  
10:00 Richfield Reporter CBS  
10:15 Music For Easy Listening  
11:00 News  
11:15 Sign Off

**THURSDAY**

6:00 News CBS  
6:05 News—Local  
6:10 Rise 'n' Shine  
7:00 Breakfast Edition News  
7:15 Weathercast  
7:20 Breakfast Broadcast  
7:30 Frank Goss CBS  
7:45 World News Roundup—CBS  
8:00 News CBS  
8:05 Morning Melodies  
8:30 World News and Weather  
8:40 Classified Ads of The Air  
9:00 News CBS  
9:05 Morning Melodies  
9:30 Money Game  
10:00 News CBS  
10:05 Right to Happiness—CBS  
10:15 Second Mrs. Burton—CBS  
10:30 Young Dr. Malone—CBS  
10:45 M Perkins—CBS  
11:00 News—CBS  
11:05 Whispering Streets—CBS  
11:15 Couple Next Door—CBS  
11:30 Helen Trent—CBS  
11:45 Pat Buttram—CBS  
12:00 News—Noon Edition  
12:15 Payless Sidewalk Show  
12:30 Garry Moore Show CBS  
12:40 Bing Crosby-Rosemary Clooney Show

1:00 News CBS  
1:05 Arthur Godfrey Show CBS  
2:00 News CBS  
2:05 House Party CBS  
2:30 Musical Matinee  
3:00 News CBS  
3:05 Record Merry Go Round  
4:00 News—CBS  
4:05 Record Merry Go Round  
4:30 Safety Program  
5:00 Lowell Thomas CBS  
5:15 Basin Briefs  
5:30 Tom Harmon CBS  
5:45 Frank Goss CBS  
5:55 Hometown News  
6:00 Music For Dining  
7:00 Backgrounding the News CBS  
7:05 Amos n' Andy CBS  
7:30 Double Your Pleasure  
7:35 Andy Griffith Show CBS  
7:40 Burns and Allen CBS  
7:45 Bob and Ray CBS  
8:00 World Tonight—CBS  
8:15 Music For Easy Listening  
9:00 News—CBS  
9:05 Music For Easy Listening  
10:00 Richfield Reporter CBS  
10:15 Music For Easy Listening  
11:00 News  
11:15 Sign Off

**FRIDAY**

6:00 News CBS  
6:05 News—Local  
6:10 Rise 'n' Shine  
7:00 Breakfast Edition News  
7:15 Weathercast  
7:20 Breakfast Broadcast  
7:30 Frank Goss CBS  
7:45 World News Roundup—CBS  
8:00 News CBS  
8:05 Morning Melodies  
8:30 News and Weather  
8:35 Musical Interlude  
8:40 Classified Ads of The Air  
9:00 News CBS  
9:05 Morning Melodies  
9:30 Money Game  
10:00 News CBS  
10:05 Right to Happiness—CBS  
10:15 Second Mrs. Burton—CBS  
10:30 Young Dr. Malone—CBS  
10:45 M Perkins—CBS  
11:00 News—CBS  
11:05 Whispering Streets—CBS  
11:15 Couple Next Door—CBS  
11:30 Helen Trent—CBS  
11:45 Pat Buttram—CBS  
12:00 News—Noon Edition  
12:15 Payless Sidewalk Show  
12:30 Garry Moore Show CBS  
12:40 Bing Crosby-Rosemary Clooney Show

1:00 News CBS  
1:05 Arthur Godfrey Show CBS  
2:00 News CBS  
2:05 House Party CBS  
2:30 Musical Matinee  
3:00 News CBS  
3:05 Record Merry Go Round  
4:00 News—CBS  
4:05 Record Merry Go Round  
4:30 Safety Program  
5:00 Lowell Thomas CBS  
5:15 Basin Briefs  
5:30 Tom Harmon CBS  
5:45 Frank Goss CBS  
5:55 Hometown News  
6:00 Music For Dining  
7:00 Backgrounding the News CBS  
7:05 Amos n' Andy CBS  
7:30 Double Your Pleasure  
7:35 Andy Griffith Show CBS  
7:40 Burns and Allen CBS  
7:45 Bob and Ray CBS  
8:00 World Tonight CBS  
8:15 Music For Easy Listening  
9:00 News CBS  
9:05 Music For Easy Listening  
10:00 Richfield Reporter CBS  
10:15 Music For Easy Listening  
11:00 News  
11:15 Sign Off

**SATURDAY**

6:00 News CBS  
6:05 News—Local  
6:10 Rise 'n' Shine  
7:00 Breakfast Edition News  
7:15 Weathercast  
7:20 Breakfast Broadcast  
7:30 Frank Goss CBS  
7:45 World News Roundup—CBS  
8:00 News CBS  
8:05 Morning Melodies  
8:30 World News and Weather  
8:40 Classified Ads of The Air  
9:00 News CBS  
9:05 Morning Melodies  
9:30 Money Game  
10:00 News CBS  
10:05 Right to Happiness—CBS  
10:15 Second Mrs. Burton—CBS  
10:30 Young Dr. Malone—CBS  
10:45 M Perkins—CBS  
11:00 News—CBS  
11:05 Whispering Streets—CBS  
11:15 Couple Next Door—CBS  
11:30 Helen Trent—CBS  
11:45 Pat Buttram—CBS  
12:00 News—Noon Edition  
12:15 Payless Sidewalk Show  
12:30 Garry Moore Show CBS  
12:40 Bing Crosby-Rosemary Clooney Show

1:00 News CBS  
1:05 Arthur Godfrey Show CBS  
2:00 News CBS  
2:05 House Party CBS  
2:30 Musical Matinee  
3:00 News CBS  
3:05 Record Merry Go Round  
4:00 News—CBS  
4:05 Record Merry Go Round  
4:30 Safety Program  
5:00 Lowell Thomas CBS  
5:15 Basin Briefs  
5:30 Tom Harmon CBS  
5:45 Frank Goss CBS  
5:55 Hometown News  
6:00 Music For Dining  
7:00 Backgrounding the News CBS  
7:05 Amos n' Andy CBS  
7:30 Double Your Pleasure  
7:35 Andy Griffith Show CBS  
7:40 Burns and Allen CBS  
7:45 Bob and Ray CBS  
8:00 World Tonight CBS  
8:15 Music For Easy Listening  
9:00 News CBS  
9:05 Music For Easy Listening  
10:00 Richfield Reporter CBS  
10:15 Music For Easy Listening  
11:00 News

**SUNDAY**

6:00 News CBS  
6:05 News—Local  
6:10 Rise 'n' Shine  
7:00 Breakfast Edition News  
7:15 Weathercast  
7:20 Breakfast Broadcast  
7:30 Frank Goss CBS  
7:45 World News Roundup—CBS  
8:00 News CBS  
8:05 Morning Melodies  
8:30 News and Weather  
8:35 Musical Interlude  
8:40 Classified Ads of The Air  
9:00 News CBS  
9:05 Morning Melodies  
9:30 Money Game  
10:00 News CBS  
10:05 Right to Happiness—CBS  
10:15 Second Mrs. Burton—CBS  
10:30 Young Dr. Malone—CBS  
10:45 M Perkins—CBS  
11:00 News—CBS  
11:05 Whispering Streets—CBS  
11:15 Couple Next Door—CBS  
11:30 Helen Trent—CBS  
11:45 Pat Buttram—CBS  
12:00 News—Noon Edition  
12:15 Payless Sidewalk Show  
12:30 Garry Moore Show CBS  
12:40 Bing Crosby-Rosemary Clooney Show

1:00 News CBS  
1:05 Arthur Godfrey Show CBS  
2:00 News CBS  
2:05 House Party CBS  
2:30 Musical Matinee  
3:00 News CBS  
3:05 Record Merry Go Round  
4:00 News—CBS  
4:05 Record Merry Go Round  
4:30 Safety Program  
5:00 Lowell Thomas CBS  
5:15 Basin Briefs  
5:30 Tom Harmon CBS  
5:45 Frank Goss CBS  
5:55 Hometown News  
6:00 Music For Dining  
7:00 Backgrounding the News CBS  
7:05 Amos n' Andy CBS  
7:30 Double Your Pleasure  
7:35 Andy Griffith Show CBS  
7:40 Burns and Allen CBS  
7:45 Bob and Ray CBS  
8:00 World Tonight—CBS  
8:15 Music For Easy Listening  
9:00 News—CBS  
9:05 Music For Easy Listening  
10:00 Richfield Reporter CBS  
10:15 Music For Easy Listening  
11:00 News  
11:15 Sign Off

**MONDAY**

6:00 News CBS  
6:05 News Local  
6:10 Rise 'n' Shine  
6:45 County Agent  
7:00 News—Breakfast Edition  
7:15 Weathercast  
7:20 Breakfast Broadcast

7:30 Frank Goss CBS  
7:45 Changing Times CBS  
8:00 News—CBS  
8:05 Morning Melodies  
8:15 Classified Ads of The Air  
8:30 Storytime  
9:00 News CBS  
9:05 Morning Melodies  
9:35 Man Around The House  
9:50 Magazine Newstand Theatre  
10:00 News  
10:05 Money Game  
10:30 Changing Times  
10:45 Saturday Serenade  
10:55 News—CBS  
11:00 Metropolitan Opera CBS  
11:30 News CBS  
11:35 Musical Matinee  
12:00 News CBS  
12:05 A! Conte Orchestra CBS  
12:30 Saturday At The Chase CBS  
1:00 News CBS  
1:05 Record Merry-Go-Round  
3:00 Words of Life  
5:15 Basin Briefs  
5:30 Saturday Sports Special CBS  
5:45 Frank Goss CBS  
5:55 Hometown News  
6:00 News CBS  
6:05 Music For Dining  
6:35 Sports Time CBS  
7:00 News CBS  
7:05 News Analysis  
7:10 Saturday Night Dance Party  
7:35 Capitol Cloakroom CBS  
8:00 World Tonight—CBS  
8:15 Changing Times CBS  
8:30 Steve Lawrence CBS  
9:00 Music For Easy Listening  
9:35 News  
10:00 Sign Off

## State Brand Inspections Increasing

Livestock brand inspections made in 1959 reached 895,953, second highest in the history of this state program. The record still rests with the 921,351 brands inspected in 1956, according to the state department of agriculture.

Last year's inspections were roughly 23,000 more than in 1958. Brand inspection, a statewide activity, was performed last year on 349,019 animals at auction markets; 69,273 at slaughter plants; 139,723 at posted yards; and 337,742 at points of origin.

"With economies and the increased inspections the past year, the brand inspection fund is coming out of the red faster than we had anticipated," states Fred Pope, chief of the division of animal industry.

He adds: "If we have as many inspections in 1960 as we had last year, we should see black in this account by the end of this year."

Brand inspection of livestock—about 95 per cent of the operation in 1959 was on cattle—is part of a three-pronged program to identify livestock and prevent theft. Other phases are brand recording and theft investigation.

### HOUSE PLANTS

The best time to water house plants is early in the morning.

### matter of FACT



The present-day Republican party in the U.S. was founded in 1854 to oppose the extension of slavery. It is considered a successor to two earlier parties which supported similar programs. One was the Federalist party of Alexander Hamilton. The other, first known as the National Republican, then the Whig party, was organized during the administration of Andrew Jackson, a Democrat. Both parties urged strong government measures.

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# KFLW



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