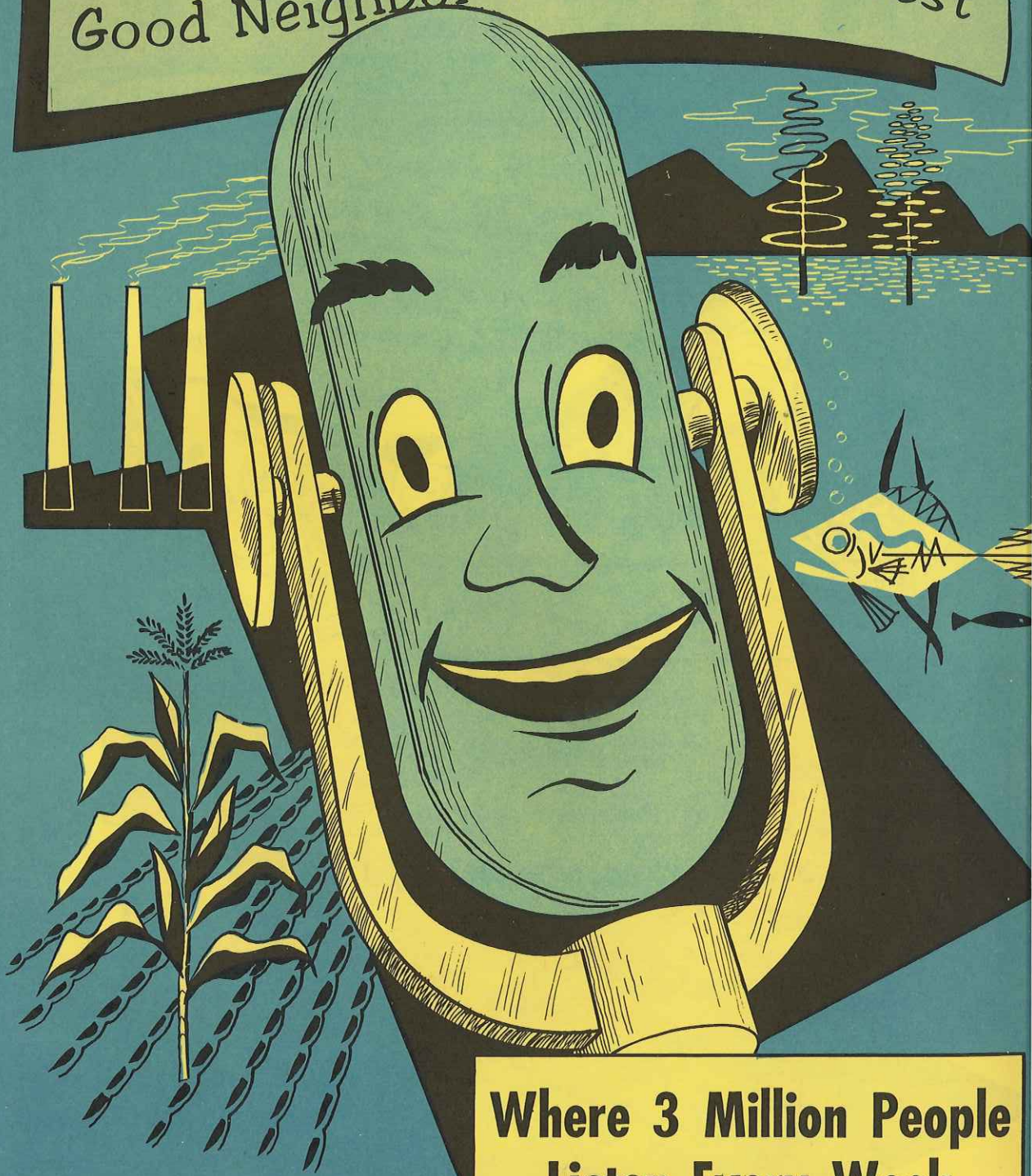


WCCO RADIO

Good Neighbor to the Northwest



**Where 3 Million People
Listen Every Week**

A Visit With Your Good Neighbors WCCO at Radio

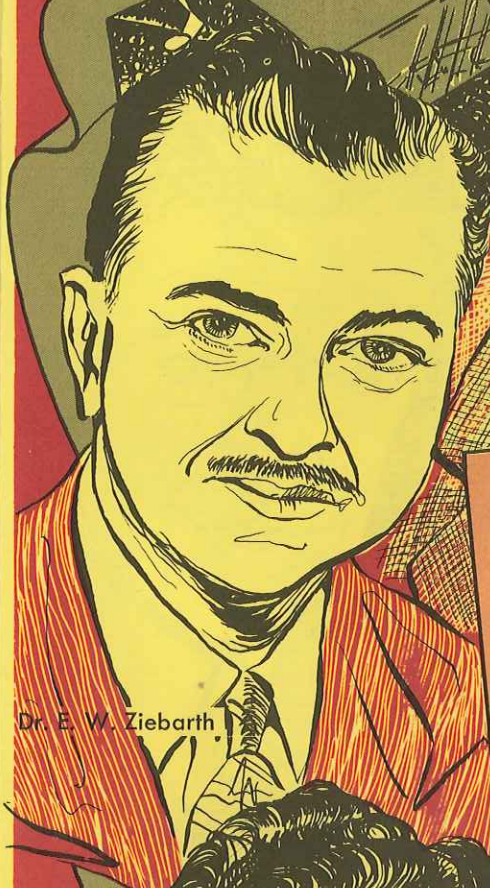


Hi, folks. I'm the microphone of WCCO Radio. It's my job, you know, to start hours and hours of the best in radio programming on it's way to you good listeners of our great Northwest. I'm a lucky Mike to have so many grand people working behind me... and that's why I'd like to have you meet them. They are your Good Neighbors!

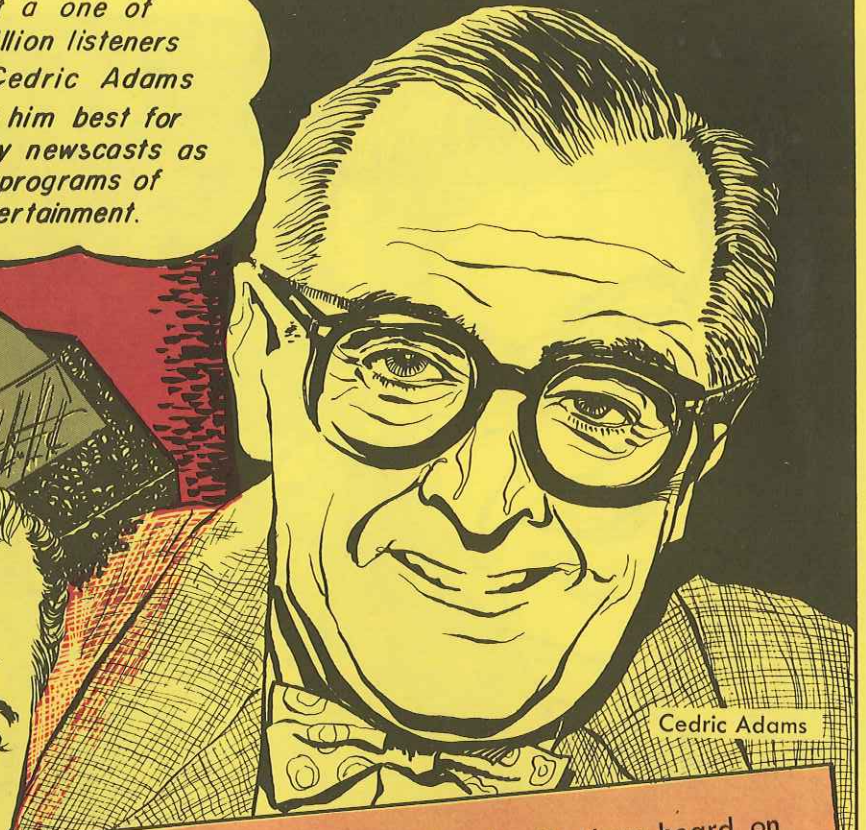


Before starting our visit, I do want to say that I have been the WCCO Radio Mike for 31 years now. I started my job when the station first went on the air as WCCO on Oct. 2, 1924. Back in those early days of radio, you could barely hear our programs beyond the Twin Cities. But today, with our mighty 50,000-watt power plant, we are proudly serving a vast audience of three million listeners in four Northwest states.

Bet there isn't a one of our three million listeners who isn't a Cedric Adams fan. You know him best for his two daily newscasts as well as his programs of easy entertainment.



Dr. E. W. Ziebarth



Cedric Adams

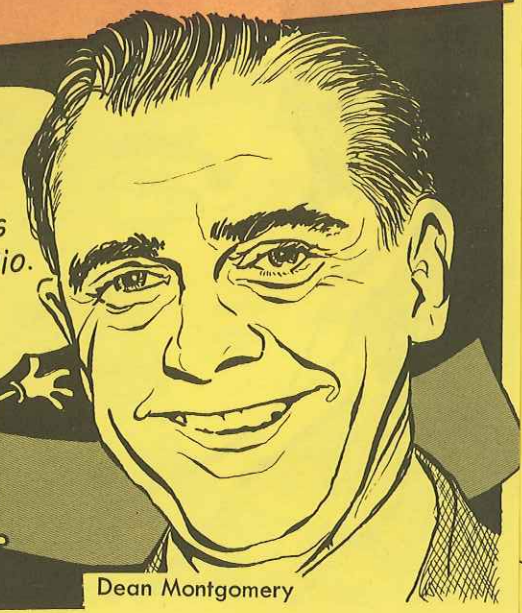
Cedric's news programs—and all others heard on WCCO Radio—are prepared in our own News Bureau. It's the best-equipped and best-manned radio news department in the entire Northwest. It's serviced by all of the country's top news-gathering agencies and staffed by expert writers and reporters.

Others helping to keep you up-to-the-minute on latest happenings include Dr. E. W. Ziebarth, famed for his keen news analyses . . . newscaster Rolf Hertzgaard and weather reporter Dean Montgomery.



Rolf Hertzgaard

*For top reporting
FIRST...
follow the news
on WCCO Radio.*



Dean Montgomery

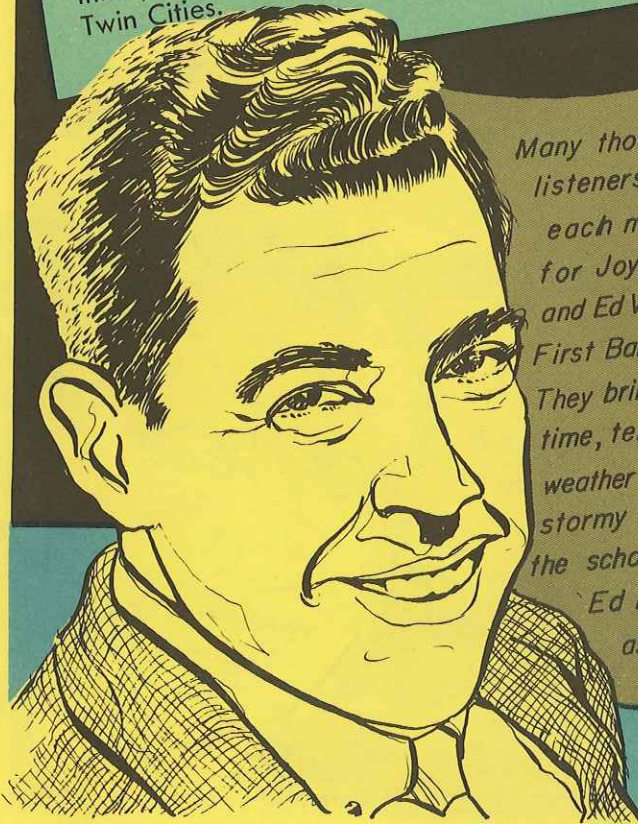
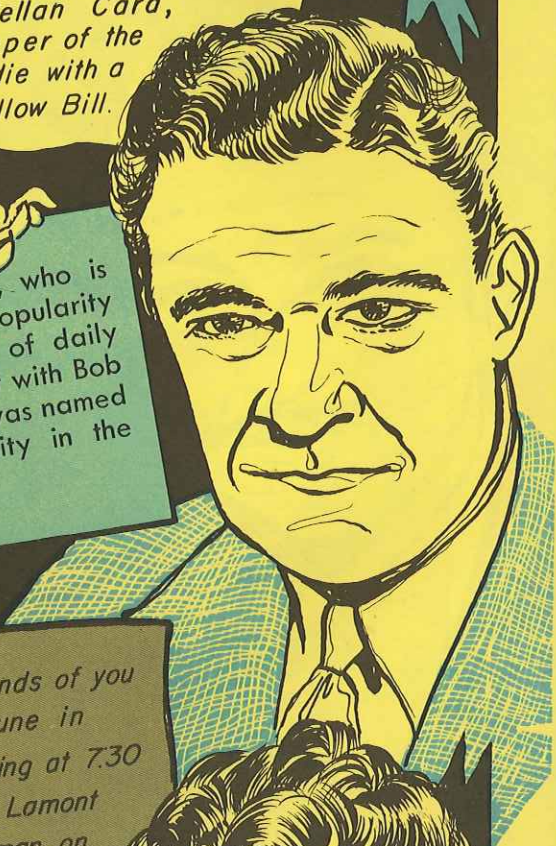


A favorite of everybody is big, friendly Bob DeHaven, ever-popular humorist-emcee - newscaster.



And you all know Clellan Card, keeper of the Birdie with a Yellow Bill.

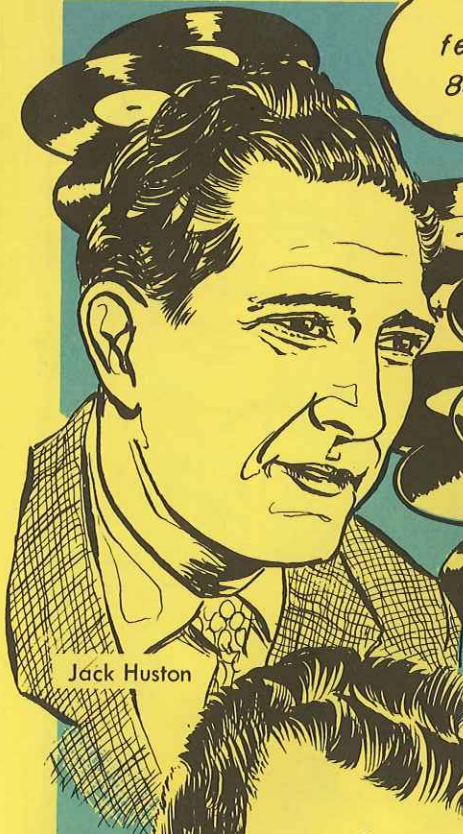
A special salute is in order for Bob DeHaven, who is celebrating his 25th year as a radio star. His popularity is pointed up by his busy on-the-air schedule of daily programs like the 7:15 A.M. News . . . Breakfast with Bob . . . and Good Neighbor Time. Little wonder he was named this year as the outstanding radio personality in the Twin Cities.



Many thousands of you listeners tune in each morning at 7.30 for Joyce Lamont and Ed Vihman on First Bank Notes. They bring you the time, temperture, weather and on stormy winter days, the school closings. Ed returns at 4.30 as 'Mr. Nobody'



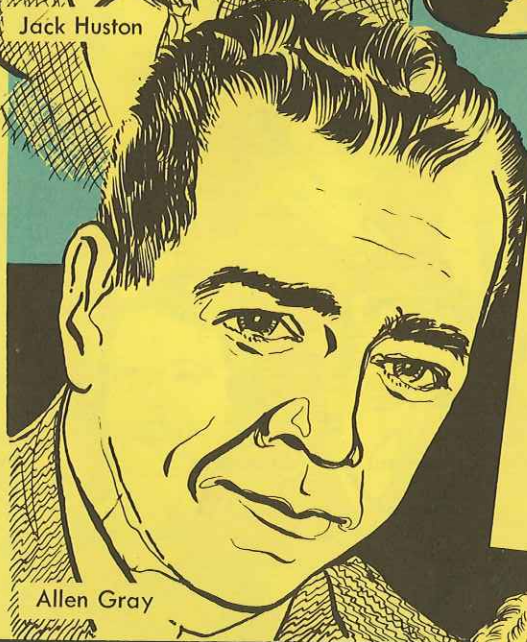
Meet three more fellows who help make 830 the brightest spot on your radio dial



Jack Huston



Gordon Eaton



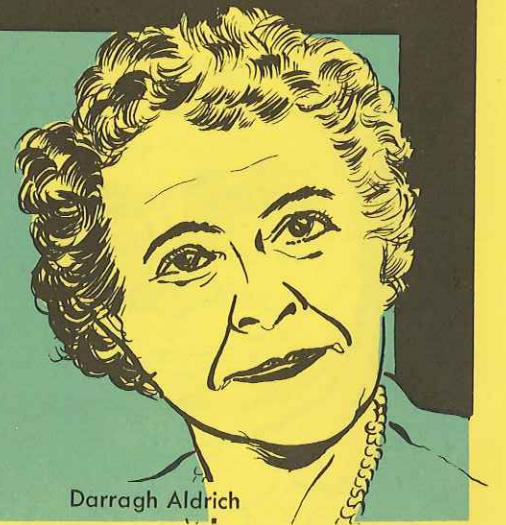
Allen Gray

Jack Huston, Gordon Eaton and Allen Gray rank high among the talented stars who offer you so much entertainment and enlightenment keyed so well to the tastes of Northwest folks. Jack is heard both as a newscaster and emcee . . . Gordon specializes in providing you with the best in recorded musical fare . . . and Allen, as our Housewives' Protective League Director, is best known for the believable, personal touch he adds to material he uses on his two daily programs.

News and features from the women's world are brought to you in an interesting way by Meg Kingbay, our Women's Service Director, and Darragh Aldrich, first lady of Northwest radio.

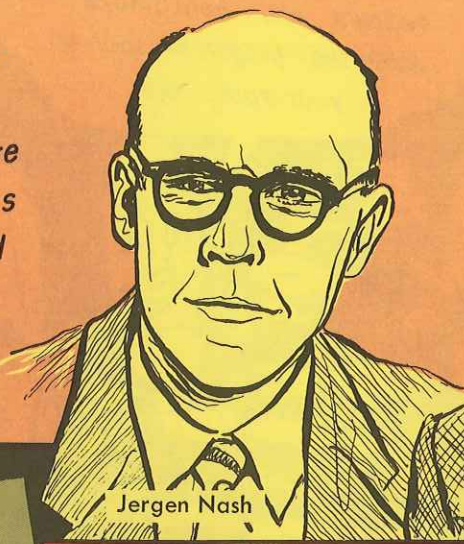


Meg Kingbay



Darragh Aldrich

*Featured regularly
on many of your
favorite shows are
popular announcers
Jergen Nash and
Howard Viken.*



Jergen Nash



Howard Viken

Many of the Northwest's outstanding musical stars combine their talents daily to offer you many an entertainment high spot. The staff includes our own four vocalists . . . the Red River Valley Gang . . . and Wally Olson's Orchestra.

You sports fans are all familiar with Dick Enroth and Halsey Hall. They bring you daily coverage of all that's new in the exciting world of sports . . . plus play-by-play reporting of top events like U. of Minnesota football and the State High School Basketball Tournament.



Joan Iden

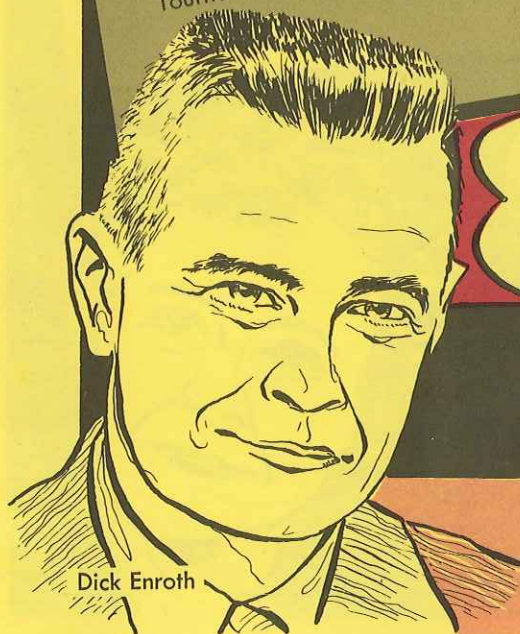
Tony Grise

Red River Valley Gang

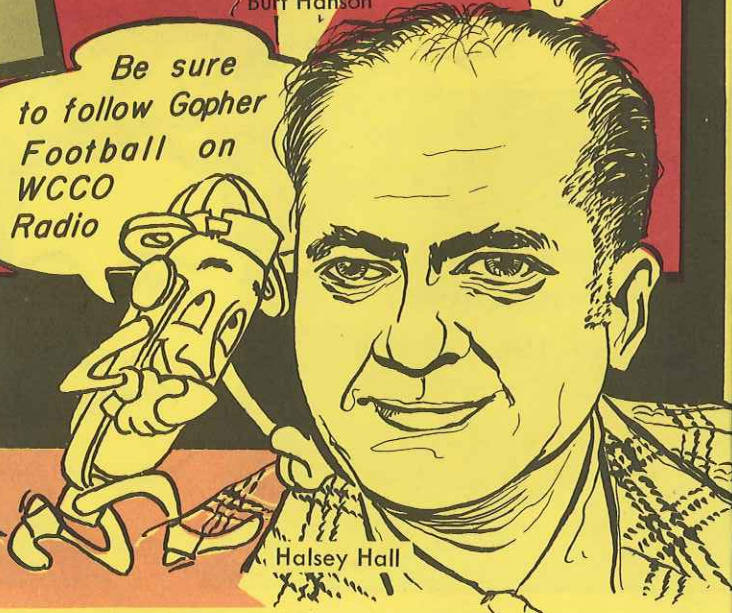
Burt Hanson

Jeanne Arland

*Be sure
to follow Gopher
Football on
WCCO
Radio*



Dick Enroth



Halsey Hall



The big job of keeping Northwest farmers up-to-date on the latest news of agriculture is handled by Farm Service Director Maynard Speece and Associate Director Jim Hill.

Maynard Speece

Farming is a business peculiarly dependent upon rapidly-changing weather and market conditions. The quarter of a million farmers in WCCO Radio-land know they can count on Maynard and Jim for this vital information as well as news of the latest developments in farming. They're both Minnesota farm boys—and know the field they cover and the folks they talk to on their 31 information-packed programs a week.

Jim Hill

Did you know that agriculture is the biggest industry in WCCO Radio's 109-county primary coverage area? Annual farm income totals \$1.6 billion.



Robert Q. Lewis



Edward R. Murrow



Tennessee Ernie



Herb Shriver



Gene Autry



Bing Crosby



Arthur Godfrey



Eve Arden



Lowell Thomas



Ma Perkins



Jack Benny



Art Linkletter



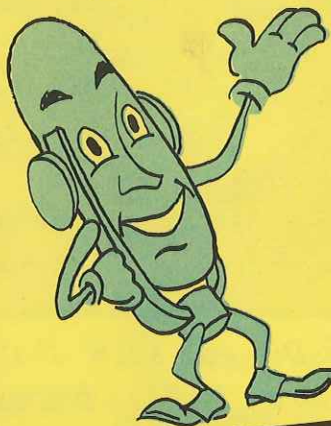
Amos 'n' Andy



Joining hands daily with our local favorites to make WCCO Radio the Northwest's leading station are the many nationally-famous stars of the CBS Radio Network. No matter what you desire in the way of radio programming—news, music, comedy or drama—they are on hand to provide it in rich, abundant supplies. And in a fashion that is not equalled by any other network in all the land.

All of your radio friends—both those at WCCO and CBS—take great pride in the round-the-clock, day-after-day service they provide. They join me in thanking you for listening . . . and for helping us in so many ways to become truly 'Good Neighbors to the Northwest.'

'Til we meet again—keep listening!



WCCO RADIO

Minneapolis-St. Paul
Good Neighbor to the Northwest