

SPECIAL 1954 STATE FAIR EDITION

FREE MAP OF STATE FAIR GROUNDS ON INSIDE PAGE

WCCO Radio News Parade

MINNEAPOLIS-ST. PAUL

AUGUST, 1954

Winners of Grand Awards in Highway Contest to be Announced Sept. 3 at Fair

Three 1954 Ford Ranch Wagons and \$1,500 in U. S. Savings Bonds will be awarded Friday night, Sept. 3, to winners of the two big contests that feature WCCO Radio's summertime highway safety campaign. The presentations will be made at the 4-H Building at the Minnesota State Fair during a special 7:30-8

p. m. broadcast that will officially conclude the safety drive.

The Ford Ranch Wagons will be given to the three counties in the contest area which have done the best all-around job of promoting highway safety.

The Ranch Wagons will be equipped with first aid kits and fire extinguish-

ers presented by the Automobile Association of Minnesota.

Savings Bonds awards will go to winners in a 4-H Club Essay contest. First prize is \$500 and there are 18 other awards ranging from \$300 to \$25. Both contests have been conducted in 145 counties of Minnesota, South Dakota and Wisconsin.

Heading the panel of judges that will name the winners are Governors C. Elmer Anderson of Minnesota, Sigurd Anderson of South Dakota and Walter Kohler of Wisconsin. Other judges will include the Agricultural Extension Service directors of the three states, President Roy Larsen of Twin City Federal Savings and Loan Association and a representative of the Ford Motor Company.

The Agricultural Extension Services, Twin City Federal and the Ford Dealers of the Northwest have cooperated with WCCO Radio in the project which began May 1.

In addition to the Savings Bonds awards for the grand final winners of the 4-H contest, prizes also have been given at the county level. The author of the best essay in each of the 145 counties received a Zenith Clock Radio and a trip to the Twin Cities to appear on WCCO Radio's "Good Neighbor Time" and visit the Ford Motor Company plant.

30th Anniversary Theme Highlights WCCO Radio's Activities at Fair

WCCO Radio's 30th anniversary as "Good Neighbor to the Northwest" is the theme for the station's activities at the 1954 Minnesota State Fair.

With WCCO Radio's 30th birthday coming up Oct. 2, its rich and colorful history is being related in several ways at the State Fair.

A 21-minute film entitled "Good Neighbor to the Northwest" is being shown several times daily at Lee Auditorium in the Agriculture-

Horticulture Building. Narrated by Cedric Adams, the film traces the growth of WCCO Radio since it first went on the air in 1924. It also introduces all of the station's present personalities and glimpses the promises offered by the future.

Visitors to the WCCO Radio booth in the Agriculture-Horticulture Building are presented with 30th anniversary albums. The 16-page booklet contains autographed photographs of each of the station's stars in addition to a summary of WCCO's history.

And the exhibit booth itself is also highlighted by the anniversary story. Pictures depicting important events in the station's growth are displayed on the backdrop of the booth. Some of the photos are originals from the 1920's.

In addition to opening its 30th anniversary observance, WCCO Radio is also originating its most extensive schedule of broadcasts from the fairgrounds.

Cedric Adams, Bob DeHaven, Maynard Speece, Stew MacPherson, Ed Viehman, Darragh Aldrich, Clellan Card, Dick Enroth and Rolf Hertsgaard head the long list of favorites who are airing their programs at the Fair.

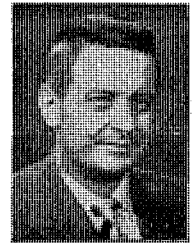
Visitors are invited to watch all of the broadcasts, which will originate at both the WCCO Radio booth and Lee Auditorium. There are programs of interest to everyone—young or old, city dweller or farmer.

Cedric Adams is on hand every day at 12:30-12:45 p. m. with the "Noon-time News." "Good Neighbor Time," featuring Bob DeHaven and Maynard Speece, is aired at 12-12:30 p. m., Monday through Saturday. The big, half-hour show also stars the Red River Valley Gang, Burt Hanson, Jeanne Arland, Tony Grise, Joan Iden and Wally Olson's Orchestra.

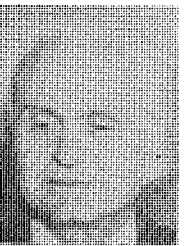
Ed Viehman presents his "Mr. Nobody" show each weekday afternoon. Other programs include Maynard Speece's "Farm Market Summary" at 4:45-5 p. m., "Northwest News" with Rolf Hertsgaard at 5:15-5:30 p. m. and the "Dick Enroth Show" at 6:15-6:30 p. m.

A complete schedule of WCCO Radio broadcasts originating from the fairgrounds will be found on page two.

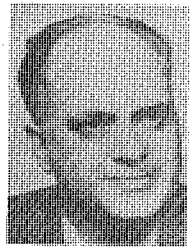
Following almost every broadcast session there will be a showing of the 30th anniversary film in Lee Auditorium.



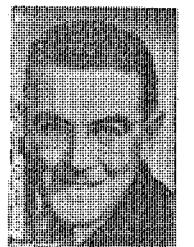
Enroth



Bierman



Hall



MacPherson

'Stop the Music' Returns To Air as Tuesday Feature

"Stop the Music," popular and imaginative audience participation program in which listeners across the country can compete by telephone for a four-figure jackpot, has returned to the airwaves. It is heard on WCCO Radio every Tuesday at 7:30-8:30 p. m.

Bill Cullen, one of radio's fastest rising young personalities, is emcee of the show and keeper of the telephones. Other featured performers are Jill Corey and Jack Haskell, vocalists; Richard Hayman, virtuoso harmonica soloist, and Ray Bloch and his 18-piece orchestra.



BILL CULLEN

Here is how "Stop the Music" works:

Listeners selected at random from a comprehensive library of telephone directories are asked by Cullen to give the titles of songs they've just heard sung by Miss Corey and Haskell and played by the orchestra.

A correct answer will net the listener a \$50 U. S. Savings Bond and an immediate chance to identify the jackpot song as he hears it over his radio at home. Correct identifications will win for the contestant a bond jackpot of not less than \$1,000.

For each week in which there is a grand prize winner the jackpot is increased by \$500. During any broadcast in which there is a grand prize winner another jackpot will be immediately instituted. Under the rules, it would be possible for several contestants to be jackpot winners during the same broadcast.

For every telephone contestant who is unsuccessful, Cullen calls on a member of the studio audience to try his hand at the song title. The reward is the same, a \$50 bond, but the studio contestant is not eligible for a chance at the jackpot song.

Sponsors of "Stop the Music" include Exquisite Form Brassiere, Inc., Whitehall Pharmacal Company and Quality Goods Manufacturers, Inc.

WCCO Radio to Carry Marciano-Charles Bout

The Sept. 15 heavyweight championship fight between Rocky Marciano and Ezzard Charles will be heard on WCCO Radio and the CBS Radio Network.

The Broadcast, scheduled to begin at 9:30 p. m., will be sponsored by Pabst Blue Ribbon Beer. In case of rain, the outdoor bout will be staged Sept. 16.

Pride Sponsors Sunday Newscast

The producers of Pride Seed Corn are now sponsoring "Sunday Morning News" with Jack Huston on WCCO Radio.

The program, which is part of the station's popular Sunday Morning Farm Hour, is aired each week at 8:30-8:45 a. m. Huston presents a full roundup of news from the international, national and regional scenes.

Pride Seed Corn began its sponsorship with the broadcast of Aug. 15. The firm has more than 500 dealers in the WCCO Radio listening area.

Sept. 17-18

'Plowville' Preparations Nearly Complete

The stage is virtually set for "Plowville '54," Minnesota's annual Conservation Field Day and Championship Plow Matches staged annually by WCCO Radio and the State Association of Soil Conservation Districts.



ANDREW ANDERSEN AND LLOYD HANSEN Planning for "Plowville '54"

For the first time in history, it will be a two-day event this year—Sept. 17 and 18 in Lincoln County near Lake Benton and Tyler.

Committees working under General Chairman Andrew Andersen, Tyler farmer, and General Manager Lloyd Hansen, Lincoln county agent, have arranged a program of six contests and at least 10 conservation exhibits.

Still to be announced is the feature speaker for the Sept. 18 program. Officials are confident that the speaker will be a leading congressional figure from Washington. Other dignitaries who will be on hand will include Governor C. Elmer Anderson, Senators Hubert Humphrey and Edward Thye and most members of Minnesota's congressional delegation.

Many of WCCO Radio's top personalities will be present to originate several broadcasts from "Plowville." The list will include Maynard Speece and Jim Hill of the farm service department in addition to Cedric Adams, Bob DeHaven, Burt Hanson and the Red River Valley Gang.

"Good Neighbor Time," Cedric Adams' "Noon-time News" and several special programs will originate from the site of the state's top farm event of the year.

Officials anticipate an attendance of more than 10,000 persons for the two-day program.

Gopher Grid Coverage Set

The Northwest's top sports reporting team is set to bring WCCO Radio listeners full coverage of all University of Minnesota football games during the 1954 season.

Dick Enroth, Halsey Hall, Stew MacPherson and Bernie Bierman make up the microphone crew that will follow the Gophers from the opener Sept. 25 against Nebraska to the final game Nov. 20 at Wisconsin.

Enroth, who joined the WCCO Radio staff this year, will handle the play-by-play accounts of the action. Hall and MacPherson will provide the background and color while Bierman, former Gopher coach, will bring fans the expert's analysis.

Again this year, WCCO Radio will also present the "Football Preview" and "Football Review" programs immediately before and after the game broadcasts, sponsored by Twin City Federal Savings and Loan Association.

The play-by-play broadcasts will be sponsored jointly by the Prudential Insurance Company of America and Bongards' Creamery Association.

HOWDY DO says

JACK CARSON

This old boy played the role of old friend sincerely during Jack Carson's recent Aquatennial visit.

We went down to Northfield to see Sid Freeman, a clothier always glad to extend credit in the good old wild days of college. Even now Sid annually gives Jack a sports jacket to remind him that he no longer owes money at Freeman's. As we mounted the steps to Laird Hall to visit Carleton's President Laurence Gould, Carson whispered, "Remember, DeHaven, no trick matches—this time."

Jack is famous at Carleton for stringing alarm clocks in the tower of the chapel all set in tandem to go off during a speech by a person he didn't admire.

Here's his version of how he bought a 46-acre horse ranch in San Fernando Valley:

"I had been to Cheyenne for the premiere of a picture and I brought back a cowboy suit for my son John. He told me cowboys ought to be able to ride a horse so I sent him to riding school.

"After John learned I decided to get him his own horse. That was simple enough, but after we had the animal there was no place to keep it. The only solution was to buy a ranch. Then somebody suggested that John's horse might get lonesome all by itself so I got another one. I was afraid the two might get sick of looking at each other so I bought four more. Now I have a horse ranch."



Bob De Haven

MAP OF MINNESOTA STATE FAIR GROUNDS

Block Administration Office33	Block Electric & Gas Dept.38	Block Ice Service34	Block Midway Post American Legion47	Block Robinson's Cafeteria35	Block Alumni Association45	Block Transportation Office60	Block Veterans of Foreign Wars 47	Block Webb Publishing Co. "The Farmer"44	Block Benefit Association47
Block Advance Ticket Booth43	Block Employment Office47	Block Order of Foresters47	Block Miniature Railway26, 33, 39	Block Royal Neighbors Society47	Block Service Bldg.33	Block Twin City Homing Pigeon Club47	Block War Mothers Cottage47	Block Western Union Telegraph Co. 36	Block Women's Relief Corps47
Block Agriculture-Horticulture Bldg.45	Block Fairbanks-Morse Co.31	Block I.O.O.F. Cottage47	Block Minnesota Moline Co.31	Block S. J. Rutherford Co.31	Block Sign Shop36	Block WCCO RADIO EXHIBIT45	Block WCCO RADIO EXHIBIT45	Block Zion Lutheran Church Dining Hall44	
Block American Legion 40/847	Block Farm Boys Camp11	Block Industrial Bldg. No. 30230	Block Minnesota Farm Bureau Federation36	Block St. John's Church of Little Canada 35	Block Space Rentals Dept.33				
Block Amusement Dept.28	Block Farm Bureau Headquarters 36	Block Information Booth36	Block Minnesota Paints, Inc.30	Block St. Joseph's Church Dining Hall30	Block Star and Tribune (Minneapolis).37				
Block A.O.U.W. Bldg.47	Block Farm Bureau Exhibits34	Block International Steel Co.15	Block Nelson Arcade29	Block St. Matthew's Dining Hall 45	Block State Dept. Exhibits18				
Block Arcade Bldg.42	Block Farm Machinery 14, 15, 16, 19, 20, 21, 23, 24, 29, 30, 31	Block Keegan Farm Equipment Co.24	Block Northwestern Blaugas Co.31	Block St. Olaf Lutheran Church Dining Hall44	Block State Federation of Labor44				
Block Armed Forces Exhibits28, 48	Block "The Farmer" Cottage44	Block Lady of Guadalupe Dining Hall34	Block Olson Mfg. Co.27	Block St. Rose of Lima Dining Hall30	Block Steel Structures, Inc.30				
Block Art Gallery28	Block Father Val's Dining Hall44	Block Lindsay Brothers Co.31	Block Paddock (Race Office)24	Block St. Paul Chamber of Commerce Information Booth36	Block Super Six Mfg. Inc.24				
Block Barker-Letz Supply Co.21	Block Floral Display45	Block Live Cow Show, Surge31	Block Pioneer Portrait Gallery44	Block Salem Lutheran Dining Hall18	Block Swine Barn52				
Block Bee and Honey Dept.45	Block Food Show55	Block Machinery Dept. Office24	Block Police Dept.36	Block School of Agriculture47	Block Taxi Cab Station42				
Block Beer Garden35	Block 4-H Club Exhibit Bldg.26	Block Madsen Service 31	Block Post Office36		Block Telephone Booths 24, 28, 29, 32, 35, 39, 44, 51				
Block Bethlehem Lutheran Dining Hall45	Block 4-H Club Livestock41, 51, 52	Block Marlow Milking Machine Co.30	Block Poultry Bldg.42		Block Territorial Pioneers44				
Block Boy Scout Camp 47	Block F.F.A. Exhibits32, 51, 52	Block Merry-Go-Round30	Block Railway Express Agency42		Block Ticket Audit Dept. Office42				
Block Butler Mfg. Co. 30	Block Grandma's House in Miniature36	Block Methodist Church Dining Hall30	Block Rest Cottage47		Block Toilets 15, 17, 24, 28, 30, 33, 36, 37, 38, 40, 41, 42, 44, 45, 46, 47, 51, 52				
Block Camp Grounds10, 17	Block Hippodrome50	Block Herman Sisters Bldg.44							
Block Carnival Grounds40	Block Home Activities and Annex32	Block Hippodrome50							
Block Carrousel30	Block Honey Show45	Block Horse Barn41							
Block Cattle Barn51	Block Horse Show50	Block Horticulture-Agriculture Bldg.45							
Block Cavalcade—Armed Forces28, 48	Block Hudson Mfg. Co. 30	Block Hospital47							
Block Check Room29	Block Hudson Mfg. Co. 30	Block R. R. Howell & Co.31							
Block Commissary42	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Conservation Bldg.43	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Crane Company 31	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Crossroads Building34	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Dairy Bldg.26	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Dayton Company37	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Deere-Webber Co.20	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Degree of Honor Association47	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block D.F.L. Headquarters 34	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Dispatch-Pioneer Press (St. Paul)44	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Eastern Star Dining Hall26, 36	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Education Building32	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							
Block Electric Farm Exhibit30	Block Hudson Mfg. Co. 30	Block Hudson Mfg. Co. 30							

Map Details: The map shows a grid of streets including Randall Ave., Lee Ave., Wright Ave., Judson Ave., Moscrip Ave., and Como Ave. It features several parking areas and a central WCCO Booth. Various buildings are numbered 1 through 53. Illustrations of buildings are provided for the State Exhibits Building, Dairy Building, 4-H Club Building, Home Activities, Administration Offices, Horse Barn, Swine Barn, Cattle Barn, Poultry-Sheep Building, Hippodrome, Conservation Building, Varied Industries, Ag.-Hort. Building, and Food Show.

WCCO Radio State Fair Broadcasts and 30th ANNIVERSARY FILM SHOWINGS

Saturday, August 28
 9:30-10 a. m.—"Darragh Aldrich Show" with Darragh Aldrich, Jack Huston and Bill Hulwi.
 12-12:30 p. m.—"Good Neighbor Time" with Bob DeHaven and Maynard Speece.
 12:30-12:45 p. m.—Cedric Adams' "Noontime News"
 12:45-1 p. m.—"Saturday Farm Review" with Maynard Speece
 1 p. m.—30th Anniversary Film Showing
 6:30-7 p. m.—"Junior Talent Parade" with Ed Viehman

Sunday, August 29
 12:30-12:45 p. m.—Cedric Adams' "Noontime News"
 12:45 p. m.—30th Anniversary Film Showing

Monday, August 30
 12-12:30 p. m.—"Good Neighbor Time" with Bob DeHaven and Maynard Speece

12:30-12:45 p. m.—Cedric Adams' "Noontime News"
 12:45 p. m.—30th Anniversary Film Showing
 4:15 p. m.—30th Anniversary Film Showing
 4:45-5 p. m.—"Farm Market Summary and Fair News" with Maynard Speece (*)
 5:15-5:30 p. m.—"News of the Northwest" with Rolf Hertsgaard (*)
 6:15-6:30 p. m.—"Dick Enroth Show" (*)
 6:30-6:45 p. m.—30th Anniversary Film Showing

Tuesday, August 31
 12-12:30 p. m.—"Good Neighbor Time" with Bob DeHaven and Maynard Speece
 12:30-12:45 p. m.—Cedric Adams' "Noontime News"
 12:45 p. m.—30th Anniversary Film Showing
 3:45-4:15 p. m.—"Mr. Nobody" with

Ed Viehman
 4:15 p. m.—30th Anniversary Film Showing
 4:45-5 p. m.—"Farm Market Summary and Fair News" with Maynard Speece (*)
 5:15-5:30 p. m.—"News of the Northwest" with Rolf Hertsgaard (*)
 5:30-5:45 p. m.—"What Do You Think?" with Stew MacPherson and Clellan Card (*) (Recorded at this time for broadcast at 6:30 p. m.)
 6:15-6:30 p. m.—"Dick Enroth Show" (*)
 6:30-6:45 p. m.—30th Anniversary Film Showing

Wednesday, September 1
 3:45-4:15 p. m.—"Mr. Nobody" with Ed Viehman (Rest of day's schedule is same as Monday, August 30)

Thursday, September 2
 (Same as Tuesday, August 31)

Friday, September 3
 7:30-8 p. m.—Special broadcast from 4-H Building announcing winners of WCCO Radio highway safety contests
 (Rest of day's schedule is same as Wednesday, September 1)

Saturday, September 4
 9:30-10 a. m.—"Darragh Aldrich Show" with Darragh Aldrich, Jack Huston and Bill Hulwi
 12-12:30 p. m.—"Good Neighbor Time" with Bob DeHaven and Maynard Speece
 12:30-12:45 p. m.—Cedric Adams' "Noontime News"
 12:45-1 p. m.—"Saturday Farm Review" with Maynard Speece
 1 p. m.—30th Anniversary Film Showing
 6:30-7 p. m.—"Junior Talent Parade" with Ed Viehman

Sunday, September 5
 12:30-12:45 p. m.—Cedric Adams'

"Noontime News"
 12:45 p. m.—30th Anniversary Film Showing

Monday, September 6
 (Same as Wednesday, September 1) (*) Denotes broadcast originates from WCCO Radio booth in Agriculture-Horticulture Building. All other broadcasts from Lee Auditorium in Agriculture Horticulture Building.

Spears Wins Berth in State Amateur Golf Meet
 WCCO Radio will be represented in the Minnesota State Amateur Golf Tournament at White Bear by Kenny Spears.
 Spears, winner of the station tourney this year, qualified for the State meet by shooting a 78 at Golden Valley. Another WCCO Radio staffer, Ernie Garven, missed qualifying by a single stroke as he carded an 80.

'Saga of Atomic Cracker Barrel' Explains WCCO Radio's Positive Plus Merchandising



"The Saga of the Atomic Cracker Barrel," an 18-page brochure explaining WCCO Radio's Positive Plus Merchandising, has been released by the CBS Radio outlet in Minneapolis-St. Paul, it was announced by General Sales Manager Phil Lewis.

Positive Plus Merchandising is a cooperative point-of-sale plan between WCCO Radio and 115 Super Valu Food Stores in the station's primary listening area, the booklet states. It is set up to help both WCCO Radio advertisers and Super Valu Stores sell more merchandise.

Positive Plus Merchandising, says the presentation, is available to WCCO Radio advertisers whose products are distributed through Super Valu Food Stores.

One item is selected each week to be promoted as the WCCO Radio "Flash Feature." Each store builds a prominent display of the item. The product is also featured in Super Valu newspaper ads and backed by a series of spot announcements on WCCO Radio.

"The Saga of the Atomic Cracker Barrel" is being distributed to advertisers and agencies by account executives of WCCO Radio and CBS Radio Spot Sales.

Shriner Returns to Emcee 'Two for the Money' Quiz

Herb Shriner, whose drawing, earthy humor has catapulted "Two for the Money" into the top ranks of radio entertainment, returns to his role as the program's emcee Saturday night, Aug. 28.

The fast-moving comedy quiz is heard on WCCO Radio at 8-8:30 p. m. every Saturday under the sponsorship of Old Gold Cigarettes.

Shriner's eight-week vacation from the program included a three-week engagement in Las Vegas which he was urged to extend to six weeks. As a result, he was obliged to change his plans to visit his home state of Indiana, with which his humor on the air has become associated.

Pet Milk to Join Godfrey Sponsors

A new sponsor—Pet Evaporated Milk—will join the list of firms which present the 90-minute "Arthur Godfrey Time" program on WCCO Radio Monday through Friday at 9-10:30 a. m.

Effective Tuesday, Aug. 31, Pet Milk will alternate with Sta-Flo Liquid Starch in the sponsorship of the first-quarter-hour of the popular daytime series.

Meanwhile, two other sponsors have renewed for another 52 weeks. They are Star-Kist Tuna, for the 9:15-9:30 a. m. portion five days a week, and the Toni Company, for the 9:45-10 a. m. segment on Tuesday and Thursday and 10:15-10:30 a. m. on alternate Fridays.

Shriner's success in Las Vegas, stamping ground for some of the best and most highly paid talent in show business, is indicated by a recent comment by a New York metropolitan newspaper columnist who wrote:

"... Hottest thing in Las Vegas—not excepting the dice—is Herb Shriner, the humorist who has fractured all records at the Last Frontier . . . He's even laughing it up to SRO for the dinner show . . ."

During Shriner's absence from "Two for the Money" his emcee role was filled for the summer by Walter O'Keefe, indestructible veteran of stage and radio, who is now considering an offer to star in a Broadway show.

King Midas Flour Mills Sponsor 'News Hi-Lites and Weather' Show

King Midas Flour Mills have taken over sponsorship of "News Hi-Lites and Weather" with Stew MacPherson three days a week on WCCO Radio.

The program, aired Monday through Saturday at 6:55-7 a. m., features MacPherson with a summary of top news stories and a complete report on the Northwest weather picture.

King Midas Flour Mills started sponsorship Aug. 24 of the Tuesday, Thursday and Saturday portions of the program. It is sponsored on Monday, Wednesday and Friday by American Tobacco Company for Lucky Strike Cigarettes.

In addition to "News Hi-Lites and Weather," MacPherson is heard six mornings a week at 8:30-8:45 a. m. on "Stew MacPherson with the News." He also does numerous special events and sports broadcasts.

Jack Benny Set To Open 23rd Season Sept. 26

The "Jack Benny Show," one of radio's all-time comedy favorites, will move into its 23rd year on the air Sunday, Sept. 26, at its regular 6-6:30 p. m. time.

A veritable Sunday evening institution in American radio homes, the program will again be sponsored by the American Tobacco Company for Lucky Strike Cigarettes.

Jack Benny, the star of the show, will be supported by such familiar names as Mary Livingstone, Eddie (Rochester) Anderson, Bob Crosby, Dennis Day, Don Wilson and the Sportsmen Quartet.

The program is produced by Hilliard Marks and written by Sam Perrin, Milt Josefsberg, George Balsler and John Tackaberry. Music director is Mahlon Merrick.

DeHaven Offers Coffee Maker

Bob DeHaven has a special offer for coffee-drinking listeners of his "Breakfast Time News" on WCCO Radio. It's a One-Cup Coffee-Maker. Listeners can get one by sending a strip or label from a Butter-Nut Coffee container to Butter-Nut Coffee, WCCO Radio, Minneapolis or St. Paul.

Butter-Nut Coffee sponsors DeHaven's 7:15-7:30 a. m. newscast on Tuesday, Thursday and Saturday.

Murrow Returns to Air Aug. 30 from Vacation

Edward R. Murrow, after an eight-week vacation, returns to his Monday-through-Friday news program Monday, Aug. 30, on WCCO Radio.

During his absence, Murrow's place was filled by Charles Collingwood. The 6:45-7 p. m. program is sponsored by the Ford Motor Company and the Theo. Hamm Brewing Company.

POPULAR THREESOME



THESE THREE music makers provided some of the most popular entertainment on the WCCO Radio schedule. Left to right are Hal Garven, Ernie Garven and Dick Link, who are heard on "Good Neighbor Time" and "Songs with Hal Garven."

Gene Autry Back in Saddle For 15th Season on CBS

Gene Autry and his Melody Ranch crew have launched their 15th season of music, comedy and western-style drama on the CBS Radio Network. The program is aired twice each Sunday—at 5 and 9 p. m.—on WCCO Radio under sponsorship of Wrigley Gum.

Autry's theme song, "Back in the Saddle Again," is almost misleading because he's hardly ever afoot in the realm of entertainment. In addition to his radio program, he makes personal appearance tours with a large western musical show unit ranging over as many as 75 cities in 12 weeks.

This is in addition to his motion picture production activities as a Columbia Pictures star, and his multi-million disc popularity as a Columbia Records star.

Joining Autry on the Sunday night radio show are his old mates of the musical and drama trails, Pat Buttram, the Cass County Boys and the Bluejeans. Carl Cotner, another of the program's veterans, will arrange and conduct the music.



GENE AUTRY

'Perry Como Show' Starts Oct. 4

The "Perry Como Show," one of broadcasting's most popular musical series, will be heard on WCCO Radio three times a week beginning Monday, Oct. 4.

Sponsored by Liggett and Myers Tobacco Company for Chesterfield Cigarettes, the program will feature singing star Perry Como, the Ray Charles Chorus, Mitchell Ayers' orchestra and top guest stars.

Broadcast time for the "Perry Como Show" will be 8-8:15 p. m. on Mondays, Wednesdays and Fridays.

Because of the start of this new show, CBS Radio's other Chesterfield-sponsored program, "Gunsmoke," will shift to Saturdays at 7-7:30 p. m. effective Oct. 2.

SLIGHTLY MIXED QUARTET



MIXED HARMONY was the result when this mixed quartet of the Fontaine Sisters and Ed Viehman got together. The three singing sisters were guests on Ed's "Mr. Nobody" program during their recent Aquatennial visit to Minneapolis.

'If War Should Come,' Documentary Series Receives Praise from Variety

"If War Should Come," WCCO Radio's dramatic documentary series on the continental defense setup, attracted strong praise from Variety Magazine.

Narrated by Stew MacPherson, "If War Should Come" was presented in eight chapters during August.

A review by Les Rees in the Aug. 11 issue of Variety said:

"Increasingly refusing to play second fiddle to interloper tv, at least as far as local public service and promotion are concerned, WCCO again comes through with a dilly. This time it's johnny-on-the-spot in presenting a transcribed eight-part series designed to arouse the citizenry to the danger of eventual air attack, to provide it with the civil defense facts of life and to enlist cooperation and participation in such defense.

"The enterprising station, ever alert to timely and vital problems which should be of deep concern and interest to the populace, sent Stew MacPherson, one of its top news and special events staffs, on a 6,000-mile

trip through Alaska to gather the material for this factual report on

particular phases of the continental defense program. Carrying the indorsements of Minnesota Gov. C. Elmer Anderson and the state's civil defense director, Col. E. B. Miller, the presentation, judging by the initial show, is well calculated to help achieve better defense preparedness by shaking many people out of their present apathy and indifference.

"MacPherson, a most capable and effective reporter as well as narrator, tape recorded some of his material during the long trek through Alaska. The first of the series included the recording of a briefing given by Col. Miller to reporters on the dangers inherent in the present world situation and what must be done here to cope with them. The civil defense director declared an eventual Russian air attack upon the U. S. is inevitable and he detailed the manner in which it's planned to meet the aggression. He described the Soviet air strength and emphasized that more money and

defense volunteers must be forthcoming.

"A tape recording of a recent local practice alert, with the sounds of screaming sirens, blasting bombs and whistling jets, supplying dramatic realism, helped to bring home what the future may hold in store. MacPherson also vividly described some of his harrowing experiences in World War II during bombings of London where he was engaged in BBC radio. He made it clear how much more destructive the atomic and hydrogen bombs will be than blockbusters that terrorized Britain.

"During his 6,000-mile journey, MacPherson traveled as close as possible to the Russian bases near Alaska from which the enemy will launch their planes against us and his description of the situation and his outline of the likely Soviet air invasion provided plenty of food for thought."

"If War Should Come" was written and directed by Jim Bormann, director of news and public affairs. V. A. L. Linder was producer.

On the Air with Johnny Dare



HATS OFF TO Sig Mickelson, former WCCO Radio news and public affairs chief, who has just been named a vice president of the Columbia Broadcasting System, Inc. He's in charge of CBS News and Public Affairs and will reorganize those activities of both the CBS Radio and CBS Television into a single operating unit serving both broadcasting divisions. Sig, who was at WCCO from 1943 to 1949, had been director of news and public affairs for CBS-TV.

PLAUDITS, TOO, TO newsman Jerry Uhrhammer. He has been picked as the winner of the Northwest Radio-Television News Association's first scholarship award. In cold cash that means \$50 to help him through his senior year in the University of Minnesota's School of Journalism. Jerry, who has been on our news bureau staff for more than a year, won the award on the basis of scholarship, radio and tv courses taken, acknowledged interest and experience in the profession and recommendations of his instructors.

TWO OF WCCO's best-known voices, Clellan Card and Gordon Eaton, took a fling at the legitimate stage this month. They both played parts in the recent run of "Stalag 17" at the Old Log Theatre. Clellan was the Nazi captain of the POW camp while Gordie portrayed Reed, the buddy of the Boston socialite. For Eaton, it was his first and, he says, last stage appearance since high school.

STEW MacPHERSON received a fancy plaque the other day, signifying his membership in United Airlines' "100,000 Mile Club." Actually Stew has flown more than twice the required distance and will soon get a star to add to his plaque. But perhaps even more valuable than the plaque and stars is the gold pass that goes with the membership. It provides the holder with cost-free use of beverages and other facilities at UAL clubhouses at various air terminals around the nation. Stew, incidentally, is the only "100,000 Mile Club" member in the Twin Cities.

IT'S NO WONDER our three ace sportscasters, Dick Enroth, Halsey Hall and Stew MacPherson, know the score. A little quick research and addition show they have 65 years of sports reporting experience between them. Halsey, of course, is the dean. He got started more than 30 years ago when WCCO was known as WLAG. Stew has been at it 18 years and Dick for 17.

A CLIPPING FROM the Anoka Herald came across our desk the other day. And it reveals that transmitter supervisor Ivan Anderson is quite a quipster. Seems that Andy was in the Herald office when someone remarked that you end up being a little crazy in the newspaper game. He came back with: "That's nothing, we don't hire anyone unless they are crazy, in the radio business."

FOR THE SECOND TIME in recent months, Cedric Adams has turned author for one of the big national magazines. He has penned an article about Charlie's Cafe Exceptionale for the October issue of Holiday. It's due on the newstands Sept. 16.

RECORDINGS OF TWO interviews conducted on WCCO Radio by Darragh Aldrich have been sent to Great Britain for replay on BBC. One was with Mrs. Geoffrey Fisher, wife of the Archbishop of Canterbury and the other was with Dean C. Witton-Davies, head of St. Davids Cathedral in Wales. Both interviews were made during the recent Anglican World Congress in Minneapolis.

JUST CALL "SLIM" Sucker, our slender chief engineer, "Gramps" from now on. His son Keith became the father of a bouncing baby boy this month, making "Slim" a grandfather for the very first time.

STACKING BIGGER SALES



A NIFTY sales increase of more than 50 per cent was the result of Lilac Lanes Super Valu Store in the Minneapolis suburb of St. Louis Park when Gold Medal Kitchen-Tested Flour was featured as the WCCO Radio "Flash Feature." Howard Grant, manager, shown adding more bags to his display, said sales of five, ten and 25 pound bags all showed big gains although only the ten-pounders were featured in the promotion. The "Flash Feature" is part of WCCO Radio Positive Plus Merchandising, carried out in cooperation with 115 Super Valu stores in the Northwest to boost sales for the station's advertisers.

HAIL THE GLORIOUS CHAMPIONS



WCCO RADIO'S crack softball team retained possession of the coveted Van Konynenburg Trophy by defeating WCCO-TV, 15 to 4, in the annual classic between the two teams. Mr. Van Konynenburg is shown here presenting the trophy to Captain Phil Lewis. Looking on in the back row, left to right, are Bob Woodbury, Barney Gross, Jim Hill, Clay Kaufman, Jack Lucas, Jack Huston, Jim Paul and Hartley Forrest. Up front are Dick Stuck, Jim Laue, Wally Johnson and Stew MacPherson.

TALKING FOOTBALL



IN A HUDDLE discussing Prudential Insurance Company's sponsorship of Minnesota football broadcasts on WCCO Radio this fall are, left to right, Orville Beal, vice president in charge of the firm's North Central Home Office operations; Larry Haeg, WCCO Radio's general manager; George O. Ludcke, Calkins and Holden Advertising Agency, and Henry E. Arnsdorf, Prudential's director of public relations and advertising.

JACKSON INTERVIEWS THE GOVERNOR



MINNESOTA GOVERNOR C. Elmer Anderson, right, was the guest of Allan Jackson Aug. 10 when the popular CBS Radio newsman originated his network program from the studios of WCCO Radio. Jackson's visit was arranged by Metropolitan Life Insurance Company, sponsors of his 5-5:15 p. m. newscast.

CHATTING WITH THE CHAMP



GOLF CHAMP Chick Harbert chats with WCCO Radio sportscaster following his victory over Walter Burkemo in the PGA Tournament finals at Keller course in St. Paul. Enroth and Stew MacPherson provided Northwest listeners with full coverage of the big event.



Hello—This Is Allen Gray

(Allen Gray is on vacation this month. Author of this column is Rolf Hertsgaard, who also is sitting in for Allen on his "Sunrise Salute" and "Housewives Protective League" programs.)

A knight in ye olden time, preparing to sally forth upon a long journey, thought it wise to provide himself against every emergency. He put a mousetrap in his pocket lest he be troubled with mice. He hung a beehive over his shoulder, lest he be pestered with swarming bees. He put a mosquito net in his satchel lest he be annoyed by insects. And so on and so on. In the end he had such a load he could not carry it!

This is a parable of man's journey through life. We are prone to burden ourselves with so many elements of prevention that the load becomes impossible. To avoid occasional unpleasant toil we create and surround ourselves with so many labor-saving complexities that work becomes a disabling drudgery.

Perhaps, after all, the art of life consists in finding joy in our work, so that it may become easy. If our work seems hard and painful, chances are that anxiety and friction have made it so.

Incidentally, I hope you are using many of the following products, which sponsor "Sunrise Salute" and "Housewives Protective League."

Hills Bros. Coffee, Murphy Feeds, Kerr Jars and Lids, Cream of Wheat, Instant Fels Naptha and Northland's Kook-King and Ice Cream.

Wrigley Sticks With FBI Show

Wm. Wrigley, Jr., Company, Chicago, is now sponsoring CBS Radio's "FBI in Peace and War" on WCCO Radio on a regular basis.

Aired every Wednesday at 7-7:25 p. m., the program presents exciting dramas of racket-busting government agents in action.

Wrigley has been sponsoring the program since June 30 on a summer saturation schedule. The success of this association prompted the chewing gum manufacturer to sponsor the series regularly. Wrigley also sponsors another popular, long-running CBS Radio series, "The Gene Autry Show."

"FBI in Peace and War" is produced and directed by Betty Mandeville and written by Jack Finke and Louis Pelletier.

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