

WCCO RADIO
CBS in MINNEAPOLIS — ST. PAUL

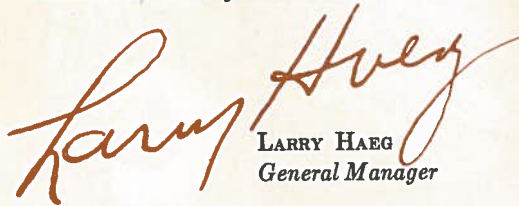
For 30 Years
Good Neighbor to the Northwest



It is with a great sense of pride and responsibility that WCCO Radio commemorates its 30th anniversary of broadcasting.

During the past 30 years, we have strived to perform a valuable service to the people of the Northwest. We regard it as a great privilege that we were able to do this for the people in this vast community.

In the years ahead, we will continue the unceasing effort which has earned us the name of *Good Neighbor to the Northwest*.


LARRY HAEG
General Manager

The story of WCCO Radio is largely the story of radio itself in the Northwest.

During the past 30 years, WCCO has progressed from a pioneer station whose signal was barely audible beyond the Twin Cities to a 50,000-watt giant serving more than three million persons in four states.

At the very beginning the station was dedicated to be of service to its listeners and the Northwest community. Throughout its growth, WCCO has utilized its skills and resources in the way which would best carry out that pledge and help it to be truly a *Good Neighbor to the Northwest*.

It was on October 2, 1924, that the code call, WCCO was first heard on the air. Those four letters, which since have become a household sound throughout the Northwest, were assigned to a station created when the Washburn Crosby Company purchased the physical properties of WLAG, another station which ceased operations after two years of service to crystal set addicts of the early 1920's.

Washburn Crosby, millers of Gold Medal Flour, was joined in the venture—then considered very novel and adventurous—by Minneapolis Civic and Commerce Association and the St. Paul Association of Commerce. However, the two civic groups dropped out in 1926.

Radio broadcasting in those early days was marked chiefly by noisy static and frequent mechanical troubles. But WCCO survived the difficulties of its infancy and soon became the region's most popular source of news, weather reports, market summaries, entertainment and community service.

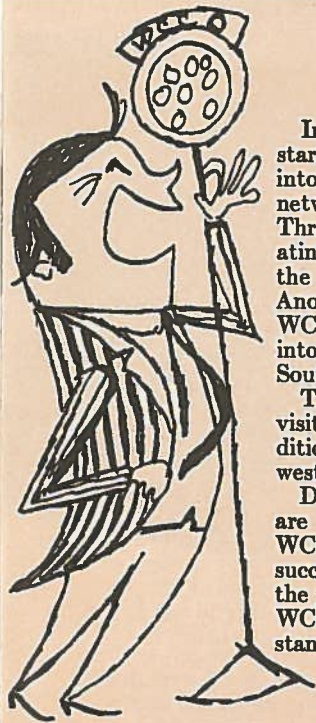




Gedric Adams and Clellan Card
Emcee big variety show in mid-30's.

Perhaps the two most memorable days in WCCO's early history were March 4 and 5, 1925. In that brief period the station moved from its original quarters in the Oak Grove Hotel in Minneapolis to new and larger studios in the Nicollet Hotel, began operation of its new 5,000-watt transmitter at Anoka, 18 miles north of the Twin Cities, and carried the inaugural address of President Calvin Coolidge.

It was estimated that 750,000 persons throughout the Northwest listened to that inaugural broadcast. But right within the Twin Cities, 12,000 persons complained bitterly that they could not hear it. The disgruntled were all crystal set owners. Their cat's whisker and quartz combinations were incapable of receiving the signal of the station's new and more powerful transmitter in the country. The crystal set was then obsolete and listeners of that day began a big rush for what was known as "tube sets." You could very well say that modern radio listening as well as broadcasting in the Northwest began on March 5, 1925.



In 1929 WCCO became a key link in an up-start network that was expanding its facilities into this part of the country. We know that network today as the CBS Radio Network. Three years later, WCCO increased its operating power to 50,000 watts, making it one of the 23 clear channel stations in the nation. Another important year in the growth of WCCO was 1938, when the station moved into its present studios at 625 Second Avenue South in Minneapolis.

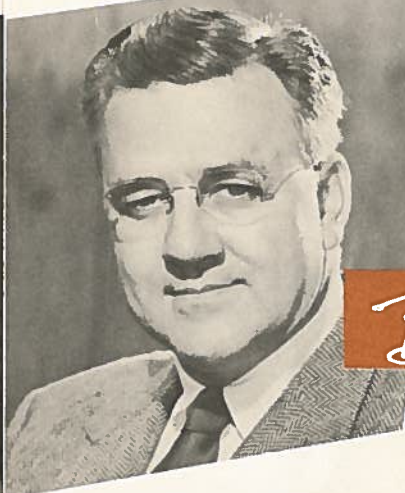
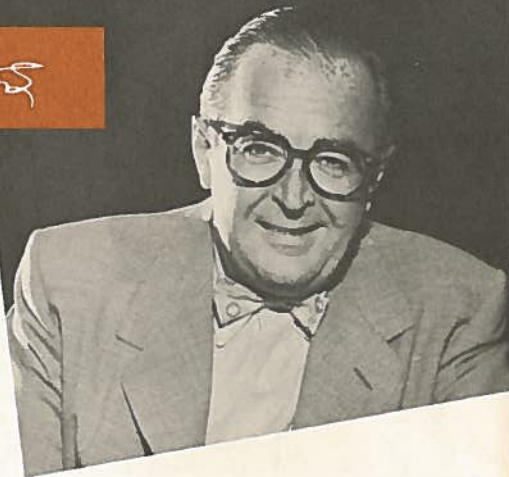
These modern and spacious facilities are visited annually by thousands of people in addition to serving as the home for the Northwest's biggest and most popular radio family.

Dates and developments, facts and figures are significant in recounting the growth of WCCO. But infinitely more important to the success and progress of the station have been the people of WCCO. Throughout its history, WCCO has always had one of the nation's outstanding lineups of personalities.



Studio visitors watch WCCO
broadcast in 1925.

Cedric Adams



Bob De Haven

Almost anyone who resided in the Northwest during WCCO's early days will readily recall the names of the station's many stars. Music was popular fare. And it was no wonder with such talent as Oscar Danielson's Scandinavian Orchestra, piano master Eddie Dunstedter, Irish tenor Jerry Harrington, the famed Wheaties Quartet, red-headed Wendell Hall and so many others.

Some of the day's best humor was provided by "The Politicians," Frank McIrny and Fred Lundberg, with their endless dialogues in what is now the Amos 'n Andy tradition.

The early Thirties marked the start of one of radio's very first comedy programs, Tina and Tim.

Old-time radio fans also will remember Dr. William A. O'Brien with his friendly chats on health, Al Smeby and the livestock summaries from South St. Paul, Mildred Simons with the market reports and the voices of such announcers as Carl Burkland, Al Chance, Paul Johnson, Al Sheehan and Ken Titus.

Those were the fledgling days for WCCO. But, today as then, the station ranks as its most valuable asset its talent. And, of course, any listing or recitement of today's list begins with Cedric Adams, nationally-known newscaster, humorist, emcee and *Minneapolis Star-Tribune* columnist. A member of the WCCO family since 1931, Cedric began his climb to fame in 1934 when he started his noontime and nighttime news broadcasts on WCCO. Cedric without question, is "Mr. Northwest."





Maynard Speece

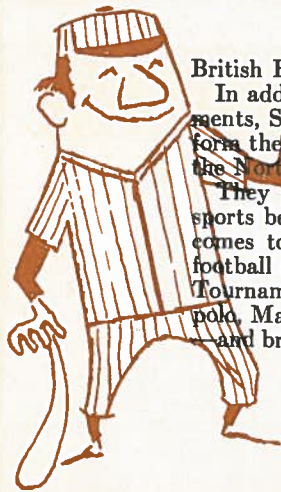


Jim Hill

Big, friendly Bob DeHaven is another whose name and voice are known in any Northwest home because of his activities on WCCO. Those activities include being a newscaster, record show host and master of ceremonies. In fact, Bob is the Twin Cities top radio emcee, according to an award he received earlier this year from the Minneapolis Advertising Club and American Federation of Television and Radio Artists.

A model for radio stations everywhere is the WCCO Farm Service Department, founded in 1942 by Larry Haeg, who is now General Manager of the station. The important job of keeping Northwest farmers up to date on general farm news, new agriculture developments, market and weather reports has been continued by Maynard Speece, Farm Service Director since 1952, and Jim Hill, Associate Director. Agriculture is big business in the WCCO primary listening area, where there are 226,000 farms with more than 1.6 billion dollars income annually.

No elaborate introductions are needed when the name of Stew MacPherson is mentioned. He has become one of the area's best-known radio figures since his arrival in 1950 from Great Britain where he was the outstanding voice of the



British Broadcasting Corporation.

In addition to his news and special events assignments, Stew joins Halsey Hall and Dick Enroth to form the number one radio sports reporting team in the Northwest.

They provide fans with expert coverage of the sports beat on a day-to-day basis and also when it comes to top events like University of Minnesota football and the Minnesota High School Basketball Tournament. Whether it's football, baseball or water polo, MacPherson, Hall and Enroth know the score — and bring it to you on WCCO.



Stew MacPherson



Dick Enroth

Halsey Hall





E. W. Ziebarth

The impressive list of favorites who help make 830 such a popular spot on the radio dial is hardly started without the mention of Dr. E. W. Ziebarth, Darragh Aldrich or Clellan Card.

Dr. Ziebarth has established himself as the Northwest's most honored and distinguished commentator for his absorb-



Allen Gray

A relative newcomer who joined WCCO in 1951 is Allen Gray, Director of the Housewives Protective League. He is best known for the believable, personal touch he adds to any bit of material he uses on his two daily programs.

Other rising, young personalities heard daily include Joyce Lamont, Ed Viehman and Gordon Eaton, each of



Ed Viehman

whom add their versatile talents to the collection that makes WCCO the "Stars' Address in the Northwest."

Not only do these many personalities visit homes, autos, barns and boats throughout the Northwest via the airwaves, but they also make hundreds of personal appearances each year before gatherings of all types.



Darragh Aldrich

ing news analysis program on WCCO. He has earned further distinction as a pioneer in radio education, foreign correspondent and summer school dean and speech department chairman at the University of Minnesota.

Darragh Aldrich was noted as a novelist and playwright before she entered radio 14



Clellan Card

years ago. In that time, she has gained a large and devoted following among women radio listeners of the Northwest.

Clellan Card also commands a big, loyal audience. Comedian, emcee and dialectician, Clellan first rose to fame with his doughnut dunking parties and "birdie with a yellow bill" recitations.

Gordon Eaton



Joyce Lamont



WCCO

Eb Cm7 Fm7

WCCO CBS

Jeanne Arland

C+ C7-9 Ab

Burt Hanson Joan Iden Tony Grise

Music has often been called the friendliest sound in the world. And the musical staff of WCCO has always helped the station to be a welcome entertainer in Northwest homes. Today, as ever, WCCO is fortunate to have as talented a group of musicians as you'll find at any station in the country.

Favorites of thousands are WCCO's very own vocalists—tenor Burt Hanson, baritone Tony Grise and feminine stars Jeanne Arland and Joan Iden. They are featured regularly along with Wally Olson's staff orchestra and the Red River Valley Gang.

Many real veterans of Northwest broadcasting are included in this group. Fellows like Wally Olson, Irv Wickner, Kenny Spears, Frank Roberts, Larry Brakke and Vince Bastien are often forced to admit "that's me" when shown photographs from 15 and 20 years ago.

Longtime favorites, too, are the Garven brothers, Hal and Ernie, and Dick Link. They make up the popular Red River Valley Gang and also join other musical units which help make WCCO such a bright spot on the dial.

Rounding out the musical family are Willie Peterson, Ovid (Biddy) Bastien, Bill Hulwi and Bob Bass, all of whom rank among the best band instrumentalists in the Northwest.

The Red River Valley Gang

Eb

Wally Olson

C7-9 Ab

Heard regularly, too, on a variety of programs are the voices of announcers Jack Huston, Rolf Hertsgaard, Howard Viken, Dean Montgomery and Jergen Nash.

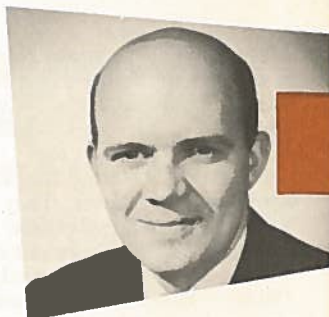
This has been a quick recap of WCCO—its rich and colorful history and the personalities who make it the Northwest's leading radio station. Behind the voices you hear daily on WCCO are another group that contributes much to make the station a truly *Good Neighbor to the Northwest*. They are the secretaries and salesmen, the producers and pages, the newswriters, technicians, maintenance men and others.



Jack Huston



Rolf Hertsgaard



Howard Viken



Dean Montgomery



Jergen Nash

A salute, too, to all of them:

- | | |
|-------------------|---------------------|
| Irma Anderson | Ralph Lautzenheiser |
| Ivan Anderson | Philip Lewis |
| Esther Baldwin | V. A. L. Linder |
| Roger Barclay | Albert Loehlein |
| Lloyd Blashill | Jack Lucas |
| June Borchart | Otto Luck |
| James Bormann | Nancy Lynch |
| Mischa Bregman | Veronica McCall |
| Philo Brown | Robert McKinsey |
| William Carlson | Cyla Moffatt |
| James Case | William Murphy |
| Mary Christianson | Nancy Neff |
| George Collier | Arthur Nystedt |
| James Corbett | Martha Olson |
| Irene Doherty | Burniece Pallis |
| Mary Doherty | James Paul |
| Hartley Forrester | Mary Paul |
| Harlan Gabrielson | Russell Person |
| John Gebhart | Harry Peterson |
| Marilyn Grawert | Donald Potter |
| Barney Gross | Cele Rapp |
| Mary Guldin | Audrey Ratzlaff |
| Larry Haeg | Charles Sarjeant |
| Ann Halvorson | William Schokweiler |
| Margaret Healy | Charles Smith |
| Doris Henderson | Israel St. Anthony |
| Fred Herrmann | Wilfred Stevens |
| Wallace Herron | Richard Stuck |
| Inyce Holtmeyer | Kermit Sueker |
| Lawrence Jensen | Gerald Uhrhammer |
| Arthur Johnson | LaVern Wagner |
| Robert Johnson | Robert Wallinder |
| Clayton Kaufman | Mat Walz |
| Harbert Kimberly | Rollie Williams |
| Charles Kunze | Robert Woodbury |
| Harry Larson | |