

SPECIAL 1952 STATE FAIR EDITION

FREE MAP OF FAIR GROUNDS ON INSIDE PAGE

WCCO NEWS PARADE

MINNEAPOLIS—ST. PAUL

AUGUST 23, 1952

MAYNARD SPEECE, NEW FARM SERVICE DIRECTOR



WCCO's new agricultural expert was born February 2, 1913 on a farm near Meadowlands in St. Louis County in northern Minnesota and spent his youth on the family farm and was graduated from Meadowlands High School. After several years' work as a truck driver, school bus driver, steel worker and farm hand, he enrolled at the University of Minnesota. While a student, and for a year following his graduation in 1943, he worked as a seed analyst in the state seed testing laboratory.

In 1944, he became agricultural agent for Anoka County, Minn., where he promoted strong, progressive agricultural development and 4-H Club programs. Speece joined the agricultural extension service staff of the University of Minnesota Farm School in 1945 and was placed in charge of agricultural radio for the University and its station KUOM. While holding this post he helped to set up many of the farm information programs still being broadcast by county agents over local stations in Minnesota.

As agricultural information specialist, he won repeated honors for his University Farm Hour broadcasts in national competitions conducted by the American College of Agricultural Editors.

Since 1947, Speece has been assistant director of the office of information, U. S. Department of Agriculture, Washington, D. C. While in this post, he has continued to broadcast his own regular farm programs and has carried on intensive educational and research work in the field of farm information broadcasting.

Speece is married and has a son, Lonnie, 6.

WCCO Schedules Most Complete State Fair Coverage in Station History

Once again it's State Fair time and WCCO, in keeping with past activities, has planned a full schedule of radio events to be broadcast direct from the Fair grounds, August 23rd through September 1st, according to Larry Haeg, WCCO general manager.

WCCO State Fair Radio Highlights

This is your guide to WCCO radio programs originating from the State Fair grounds August 23rd through September 1st:

Lee Auditorium
(Agriculture-Horticulture Bldg.)
Saturdays, 9:30 a. m.—"Darragh Aldrich Show," with Darragh, Gus, Jim and Curly, Ramona Gerhard and Jack Huston.
Monday thru Friday, 3:05 p. m.—"State Fair Varieties," with Ed Viehman as emcee and featuring Ramona Gerhard and Burt Hanson.

Wednesday, 3:45 p. m.—"Purina State Fair Quiz," from stage of auditorium. Program features George Grim and students from Minnesota High Schools.

Rotunda
(Agriculture-Horticulture Bldg.)
Every day, 12:30 p. m. — Cedric Adams Noontime News.
Saturdays, 12:45 p. m.—"Farm Review," with Larry Haeg and Maynard Speece.

Stage
(4-H Club Building)
Saturday, August 23rd, 9:00 a. m.—State Fair broadcast featuring Larry Haeg. Program sponsored by Bongards Creamery.

Grandstand
Saturdays, 2:00 p. m.—Stew McPherson and his track-side report of the thrilling auto races.

Waterman-Waterbury Exhibit
(Industrial Arts Building)
Saturday, August 30, 9:00 a. m.—Larry Haeg's State Fair report.

Millers Federation Exhibit
(Food Show Building)
Sunday, August 24, 12 noon—CBS Radio's famous Art Linkletter and Larry Haeg in a half-hour "State Fair Parade."

Every day at 4:45 p. m., Larry Haeg and Maynard Speece will travel the state fair grounds in WCCO's radio mobile unit and talk with visitors, state fair officials and visiting dignitaries.



Larry Haeg

The rotunda of the agriculture-horticulture building will be the scene of the daily noontime news broadcasts starring Cedric Adams as well as the Saturday "Farm Review" featuring WCCO's new Farm Service Director Maynard Speece, and broadcast from 12:45 to 1:00 p.m.

Fair visitors will find the stage at the Lee auditorium a center of interest with several big WCCO radio shows originating from that location in the horticulture building. WCCO's own Darragh Aldrich will head an entertainment filled half hour each Saturday, 9:30-10:00 a.m., aided by such favorites as Gus, Jim and Curly and Ramona Gerhard. Jack Huston will be the special announcer on this program.

State Fair Varieties is the exciting musical feature to originate from the state of Lee auditorium Monday thru Friday, 3:05-3:30 p. m. Ed Viehman will emcee proceedings and present for the fun will be Burt Hanson and Ramona Gerhard.

If you are wondering how radio programs are produced on a tape-recording basis for re-broadcast at a later date, join the crowd on Wednesday (3:45-4:30 p.m.) at Lee Auditorium and enjoy George Grim and the Purina State Fair Quiz featuring talented students from Minnesota High Schools.

Highlighting plans for Sunday, August 24th, is the appearance of the famous CBS Radio star Art Linkletter whose hilarious network broadcasts "House Party and People Are Funny" are enjoyed by WCCO listeners each week. Art and WCCO's manager Larry Haeg plan to be in front of the National Millers Federation exhibit, Food Show Building, Sunday, August 24th, 12-12:30 noon.

Another special State Fair radio broadcast is the Waterman-Waterbury program, August 30th, 9-9:30 a.m., from the Industrial building (31 on the official map) featuring Larry Haeg and Maynard Speece.

For those who like to visit with WCCO personalities, "Man On The Street" programs have been scheduled for the entire week. WCCO's manager Larry Haeg and Farm Service Director Maynard Speece will travel the fair grounds in WCCO's mobile unit and talk with personalities and visitors to this year's fair.

Back at the fair this year is news and special events reporter Stew MacPherson who will occupy a grandstand location each Saturday afternoon from 2:00 to 4:00 to describe the thrilling auto races for WCCO listeners.

Crosby's Club 15

Not only do the entertainers on "Club 15" rate among the tops in the performance of songs... they are right up there, too, when it comes to writing tunes.

More than 50 published songs, recorded in more than 120 versions, have been turned out by head man at "Club 15," Bob Crosby, maestro Jerry Gray, announcer Del Sharbutt, Hal Dickinson and Alan Copeland of the Modernaires and Carroll Carroll, producer-writer.

Song material will never be lacking on "Club 15" with tune writing talent available within the show's own cast. Hear these versatile personalities on their scheduled return to CBS Radio on August 25.

Horatio Hornblower

Just ask any school boy what subject he would most like to see eliminated. Chances are he would answer history! But history can be made very pleasing to child and adult alike by tuning in the Horatio Hornblower series heard at 7:00 p.m. Mondays on WCCO.

The exciting adventure tales dramatize the thrilling sea encounters of the Royal Navy during the days of Napoleon's sweep across Europe. C. S. Forester has set a contemporary literary record with his series of best selling novels on the exploits of Horatio Hornblower. CBS Radio is adding new laurels to the author and new fans for his hero, with the dramatic series.

British actor Michael Redgrave stars as the heroic Hornblower and the plays are produced and directed in London with special music composed and conducted for the program.

You will find yourself, in a matter of minutes, sharing the excitement of the warring days of the Royal Navy... all through the medium of radio and the magic pen of Horatio's creator, C. S. Forester.

Gluek Showboat Sails Aug. 29

Listeners can take an imaginary excursion down the Mississippi beginning August 29, when a new musical show, "The Gluek Showboat," premieres on WCCO.

From 7:30 to 8:00 p. m. Fridays, you'll be taken in music and story back to the time when the Mississippi represented a mode of life as well as a means of transportation. Stories of the river will be woven into a dramatic spot midway in the program with plans calling for local talent to act out the scenes.

Captain Bob De Haven will have charge of the Showboat, assisted by such favorites as Wally Olson and his band, Jeanne Arland, and the Balladaires, including Ernie and Hal Garven, Dick Link and Burt Hanson.

Music will tie in with the glamorous past of the Mississippi and with the events associated with the period when the river played a main role in the lives of people living near its banks. The dramatic injection in the show promises something different for a musical program. When the Gluek Showboat sails on its first voyage August 29, it promises an entertaining half hour for all those aboard.

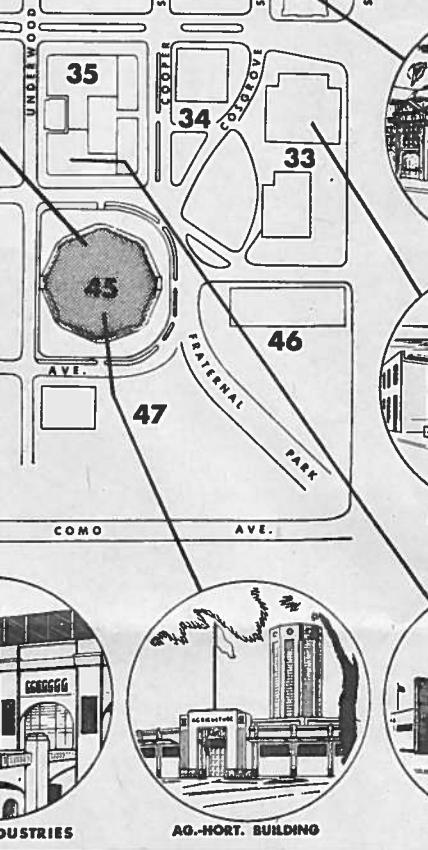
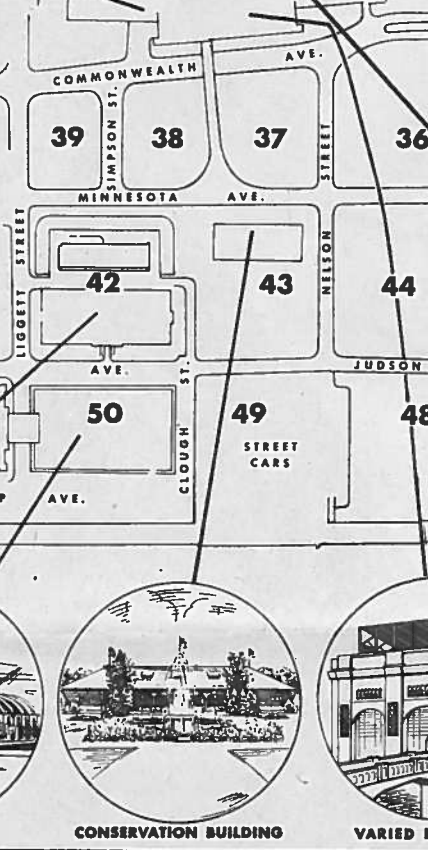
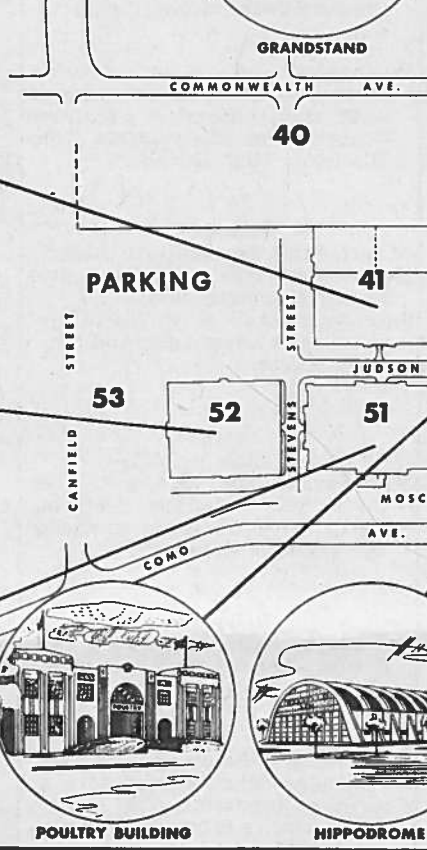
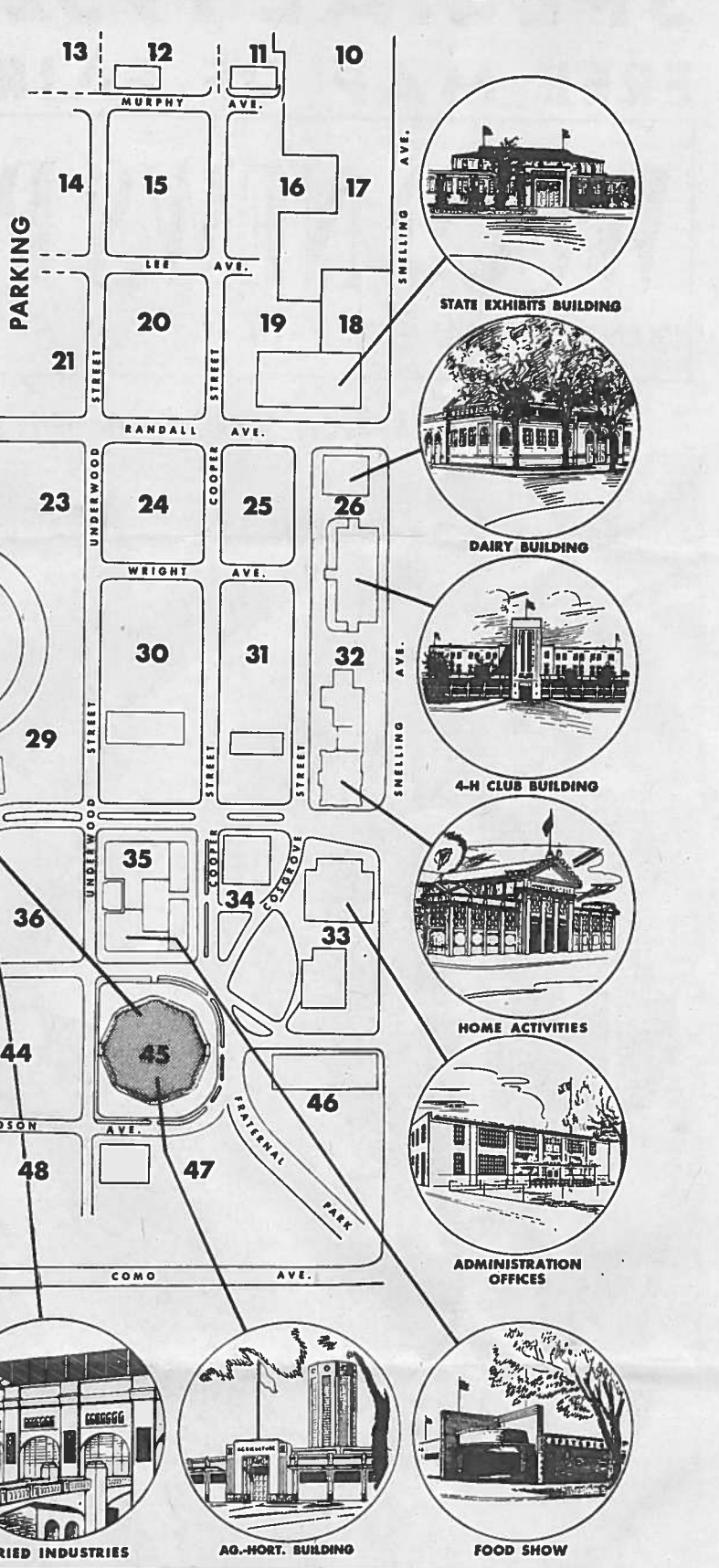
WCCO & WCCO-TV EXECUTIVES



Larry Haeg, newly appointed general manager of WCCO (left), meets with officials of the newly formed Midwest Radio-Television, Inc., to discuss future plans. The new company took over the operation of WCCO and WCCO-TV following approval of the Federal Communications Commission on July 31. Appearing in the picture with Haeg are left to right: W. J. McNally, chairman of the board of the new corporation; Gene Wilkey, former WCCO general manager who is leaving to accept another CBS radio executive post; F. Van Konyenberg, executive vice president and general manager of the corporation, and Robert Ridder, president. Channel 4 became WCCO-TV on Sunday, August 17th.

MINNESOTA STATE FAIR, AUG. 23 through SEPT. 1, 1952

Block	Block	Block	Block	Block	Block
Administration Office 33	Dog Show Sept. 1 42	R. R. Howell & Co. 31	Machinery Dept. Office 24	Pioneers' Portrait Gallery 44	School of Agriculture Alumni Association 45
Advance Ticket Booth 43	Eastern Star Dining Hall 26, 36	Hubbard Oil Burner 31	Madsen Service 31	Police Dept. 36	Service Bldg. 33
Agriculture Horticulture Bldg. 45	Education Bldg. 32	Hudson Mig. Co. 30	Marlow Milking Machine Co. 30	Post Office 36	Shoop Barn 41
American Legion 47	Electric & Gas Dept. 33	Ice Service 34	Midway Post American Legion 47	Publicity Dept. 47	Star and Tribune (Minneapolis) 37
Amusement 28	Employment Office 47	Independent Order of Foresters 47	Minnesota Railway 26, 33, 39	Rest Cottage 47	State Depts. Exhibits 18
A.O.U.W. Bldg. 47	Fairbanks-Morse Co. 31	I.O.O.F. Cottage 47	Minnesota Moline Co. 31	Robinson's Cafeteria 35	Steel Structures, Inc. 30
Arts Bldg. 42	Farm Bureau Camp 11	Industrial Bldg. 30	Minnesota Farm Bureau Federation 36	Royal Neighbors Society 47	Super Six Mig. Inc. 24
Armed Forces Cavalcade 48, 52	Farm Bureau Headquarters 36	International Bldg. 30	Nelson Arcades 29	St. John's Church of Little Canada 34	Telephone Booths 24, 29, 32, 35, 39, 44, 51
Art Gallery 28	Farm Bureau Service Exhibits 34	Keegan Farm Equipment Co. 24	Northwestern Blaugus Co. 31	St. Olaf Lutheran Church Dining Hall 44	Ticket Audit Dept. Office 42
Atomic Energy Exhibit 52	Farm Bureau Exhibits 34	Lindsay Bros. Co. 31	Officers' Cottage 46	St. Paul Association of Commerce 46	Tollies 15, 17, 24, 28, 30, 33, 36, 37, 38, 40, 41, 42, 44, 45, 46, 47, 51, 52
Barker-Letz Supply Co. 21	Farm Bureau Exhibits 34	Lux Memory House 36	Old Mill Olson Mig. Co. 24	St. Matthew's Dining Room 45	Transportation Office 60
Base and Honey Dept. 45	Farm Bureau Exhibits 34		Paddock (Race Office) 27		
Beer Garden 25	Farm Bureau Exhibits 34				
Bethlehem Lutheran Dining Hall 45	Farm Bureau Exhibits 34				
Boutell's Furniture Show 44	Farm Bureau Exhibits 34				
Boy Scout Camp 42	Farm Bureau Exhibits 34				
Butler Mfg. Co. 30	Farm Bureau Exhibits 34				
Camp Grounds 10, 17	Farm Bureau Exhibits 34				
Carnival Grounds 40	Farm Bureau Exhibits 34				
Carrousel 48	Farm Bureau Exhibits 34				
Cat Show Aug. 20 42	Farm Bureau Exhibits 34				
Cattle Barn 51	Farm Bureau Exhibits 34				
Cavalcade Armed Forces 48, 52	Farm Bureau Exhibits 34				
Check Room 28	Farm Bureau Exhibits 34				
Commissary 42	Farm Bureau Exhibits 34				
Concessions Dept. Office 33	Farm Bureau Exhibits 34				
Conservation Bldg. 43	Farm Bureau Exhibits 34				
Corpus Christi Dining Hall 35	Farm Bureau Exhibits 34				
Crown Company 31	Farm Bureau Exhibits 34				
Dairy Bldg. 26	Farm Bureau Exhibits 34				
Devon Company 37	Farm Bureau Exhibits 34				
Deere-Webber Co. 20	Farm Bureau Exhibits 34				
Degree of Honor Association 47	Farm Bureau Exhibits 34				
Dispatch-Pioneer Press (St. Paul) 44	Farm Bureau Exhibits 34				
Hospital 47	Farm Bureau Exhibits 34				
Hammill Methodist Church Dining Hall 30	Farm Bureau Exhibits 34				
Herman Sisters Bldg. 44	Farm Bureau Exhibits 34				
Hippodrome 50	Farm Bureau Exhibits 34				
Holy Childhood Church Dining Hall 44	Farm Bureau Exhibits 34				
Home Activities and Annex 32	Farm Bureau Exhibits 34				
Horse Barn 41	Farm Bureau Exhibits 34				
Horticulture Agriculture Bldg. 45	Farm Bureau Exhibits 34				



Mr. Nobody Is a Hit

Take a man called Mr. Nobody . . . add twenty-five minutes of music spiced with the unusual in program planning and complete the picture with a host of loyal listeners and you have a nutshell description of WCCO's afternoon specialty, the "Mr. Nobody Show," aired from 3:05 to 3:30 Monday thru Friday.

Music is geared to that mid-afternoon period when housewives can afford a few minutes of relaxation over coffee or their sewing before school is out and dinner preparations begun. Mr. Nobody, in the person of WCCO's Ed Viehman, has the theory if listeners have to turn down the volume he loses a friend. He selects his records that maintain a certain volume and are not loud, lively renditions. Notes of appreciation have been received especially in those households where it is nap time for the younger members of the family.

Dennis Gunkel, a young Minnesota "Mr. Somebody," can thank "Mr. Nobody" for 1,250 cards and letters he received following an accident he suffered. Mention of Dennis' misfortune was made only twice on the air and resulted in the big response. Other small patients have also been on the receiving end of a host of good wishes from the listeners as a result of their mention on the show.

Guest appearances are always a star attraction of the program with entertainers who come to Minneapolis dropping in for an interview. Wives of WCCO personalities were in the spotlight too when they visited with Mr. Nobody in

a series of interviews. Most of the requests asked for "Mrs. Nobody" to head the list! Her reaction . . . "Mr. Nobody can run his radio program. I'll run my home!" Everything from flower shows to ham dinners have been a part of the Mr. Nobody bulletin board listing events taking place in the Northwest.

This handy listing of activities in the state has proved to be a big help to all the "Mrs. Somebody" fans who want to remember what they should include in their weekly schedule.

The Mr. Nobody title began when Viehman just happened to use the phrase one day and his listeners picked it up right away. Mail then started to pour into WCCO's main office in large quantities addressed to the mysterious "Mr. Nobody."

Ask afternoon "stay-at-homes" what they will be doing along about five minutes past three. The answer will be . . . "I'll be listening to Mr. Nobody."

Allen Gray's Plus-Plan

Allen Gray's merchandising plan that gives the advertiser "plus" results in the Northwest is about to begin another series around the first of September following the successful conclusion of the initial campaign from April 14 through June 21.

Gray's Housewives' Protective League "Plus-Plan" concentrates on a chain of stores with strong and effective point-of-sale advertising, displays, shelf-talkers, and newspaper ad tie-ins, and highlights the particular products being featured on the HPL programs heard Monday through Saturday at 4:00 P. M. on WCCO.

Stores to participate in the new campaign are Fairway, Food Guild, Big Ten, Klein's Super Market, Red and White Food Stores, Red Owl Food Stores, and Super Valu Stores. In the first campaign five principal claims were involved, having in the neighborhood of 2,000 food outlets. Tie-in announcements and one minute of institutional copy per show for two weeks was given on HPL programs and the stores in turn tied the programs into their advertising, displayed shelf talkers on all HPL products advertised, built displays whenever possible, and considered lines being advertised but not already handled.

Housewives' Protective League is known as "the program that sponsors the product." It's a nice arrangement with the broadcaster, the listener and the sponsor all working together to promote, buy and sell the products and everyone pleased with the outcome. The new campaign is scheduled to run through May, 1953.

HOWDY DO says

IT'S A GREAT FAIR

And it has been since I started in 1934 to attend the Minnesota State Fair. Broadcasting this big event was pretty much "catch as catch can," and usually we caught something to put into the old carbon mikes.

On one occasion I was announcing in front of the old white St. Paul Dispatch-Pioneer Press building, wondering what to put on to fill the period. A block over and two blocks to the right appeared the high school band marching and blowing. I whispered to George Higgins to get the band on the air. He sprinted over to the marchers, and right away they made a left turn, marched in front of our mike and filled the show.

Do you remember a Captain Frakes? His specialty was flying an airplane into a house on thrill day, and he did it. Far from being a crazy daredevil, the Captain was quite scholarly about his job although he surprised us by saying that daredevils are a dime a dozen. "If I ask for volunteers to ride with me in that plane, I would have at least a half dozen willing to do it."

A very likeable gangster's moll was Evelyn Frechette, who charged admission to see the bulletproof car in which she and John Dillinger used to ride—and shoot. Most people avoided her, and when business was slow, she was lonesome for company and seemed to prefer radio announcements.

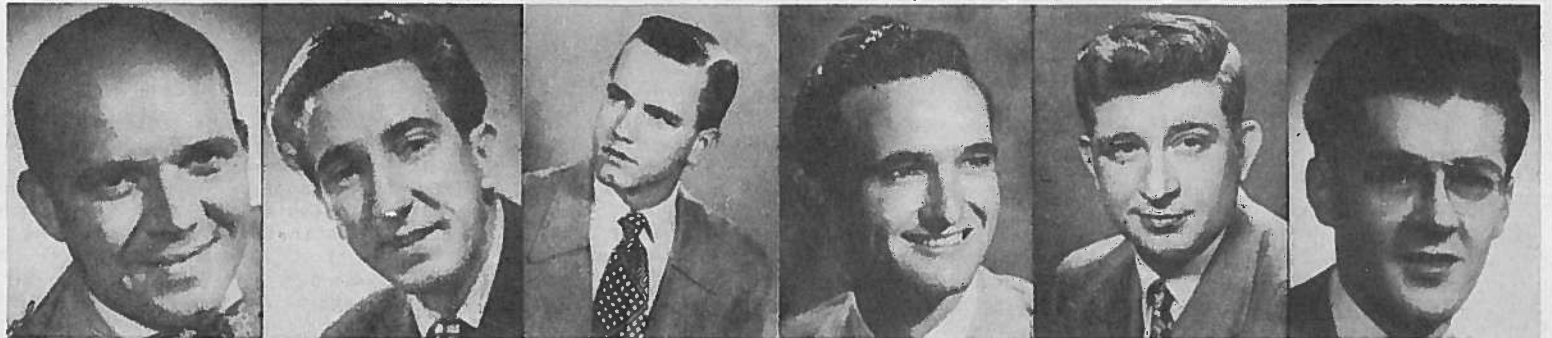
The saddest sight in all these years will be repeated many times at this fair, the sight of a 7-year-old farm boy who had lost his mother and father.

Have a good time.—Bob De Haven



Bob DeHaven

These Are the Faces . . . behind the friendly voices you hear every day on WCCO.



Howard Viken

Jack Huston

Glenn Champlin

Gordon Eaton

Harlan Horton

Rolf Hertsgaard

IRMA SAYS: Men are such beasts I sometimes wish there were just two sexes . . . women and children. CBS Radio's "My Friend Irma."

Their Hearts Are In Music



Hal Garven



Burt Hanson



Wally Olson



Ramona Gerhard



Jeanne Arland

These are the WCCO Radio personalities who "say it with music." Hal Garven sings those folk songs every Sunday noon on the Folger Coffee show. Burt Hanson is heard at 6:45 each Monday, Wednesday and Friday morning, and teams up with Jeanne Arland for the Breakfast With Bob program each morning at 8:45. Ramona is famous for those organ and piano interludes. And Wally Olson is noted for orchestral backgrounds.

Cedric's Musical Guests



Cedric Adams reviews guest list of stars on Blue Cross-Blue Shield program with company executive director Arthur Calvin.

Dinah Shore, Rosemary Clooney, Buddy Cole, Johnnie Ray, Dean Martin and Jerry Lewis, Tony Fontaine and Jack Smith, are just a few of the personalities in the parade of talent who have joined Cedric Adams in his weekly series, "Cedric's Musical Guests," sponsored by Blue Cross-Blue Shield.

Heard Tuesdays and Thursdays at 6:30 and Sundays at 7:00 P. M., the show's wide appeal stems from its varied program format for each

evening. The singing stars and musical artists not only perform in their particular specialty but carry on informal conversations about their lives and careers with the star of the quarter hour... Cedric Adams himself.

A tape recording device enables Cedric to bring his stars right into the studio. Cedric records telephone interviews with the show people and also submits a question and answer sheet to them so they can write appropriate replies. The stars then record their own portion of the show in their remote recording studios. WCCO listeners receive the whole package complete despite the fact the principals are half a continent apart.

The future looks bright for "Cedric's Musical Guests" with such attractions as Ginny Simms, June Hutton, The Merry Macs and Curt Massey dated for coming shows. "Cedric's Musical Guests" can be musical guests in your own home by simply setting your dial to 830 Tuesdays, Thursdays and Sundays. Under the sponsorship of Blue Cross-Blue Shield, Cedric and the celebrities guarantee a fast moving and entertaining program on your listening schedule.

Standard Oil 3rd Anniversary

Standard Oil's early morning newscast is going to have a birthday. September 4 marks the date when the company began sponsorship of the 7:15-7:30 A. M. news on WCCO three years ago.



Occasional illness and vacation time have been the only infrequent causes for Bob De Haven to miss going on the air with the news highlights. Standard Oil sponsors the show Mondays, Wednesdays and Fridays with Buttered Coffee sponsorship on Tuesdays, Thursdays and Saturdays.

The 7:15 newscast is one show on WCCO Radio where the weatherman writes the script during the Minnesota winters. Frequently De Haven has found it necessary to shift his information when late announcements of school closings are brought in while he is on the air.

Good wishes to the Standard Oil Company on its third year of news sponsorship. Listeners look forward to many more years of pleasant association with the company through their popular De Haven News program at 7:15 on WCCO.

WCCO WILL AIR GOPHER GAMES



WCCO's Big Four in the football picture (left to right), Halsey Hall, Babe LeVoi, Stew MacPherson and Bernie Bierman (standing).

Northwest football fans are turning their thoughts toward Seattle these days as the opening game of the 1952 Gopher season nears, with Wes Fesler's golden horde scheduled to meet the Washington Huskies in the western city on Saturday, September 27. Hundreds of Gopher rooters will make the trip to Seattle to see the contest but those who stay at home won't have to miss a minute of the excitement of the opener, because WCCO's ace sports staff will be on hand to report every play just as fast as it happens.

WCCO's reporting of the games will be handled by one of the finest sportscasting teams in the nation. Play-by-play action will be described by Halsey Hall, one of the country's greatest sports authorities and the Northwest's best known sportscaster. Bernie Bierman, former Gopher coach who led repeatedly Minnesota's maroon and gold to the national championship, will be on hand in the WCCO press booth to furnish listeners with his shrewd analysis of the game strate-

gy. Rounding out WCCO's all-star reporting staff will be former Minnesota stellar quarterback Babe LeVoi and popular sportscaster Stew MacPherson.

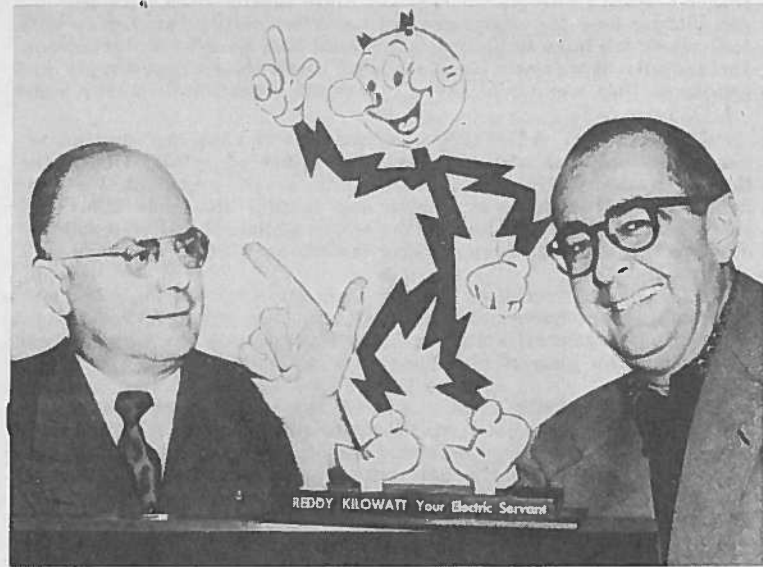
The season opener between Minnesota and Washington at Seattle will be followed by a tough season of weekly bookings for the Gophers, who have no open dates on their schedule. The official schedule for the season is as follows (asterisks indicate home games):

- Sept. 27 Washington
 - *Oct. 4 California
 - *Oct. 11 Northwestern
 - *Oct. 18 Illinois
 - Oct. 25 Michigan
 - *Nov. 1 Iowa
 - *Nov. 8 Purdue
 - Nov. 15 Nebraska
 - Nov. 22 Wisconsin
- Kickoff time for home games is 1:30 p.m. For starting time of games away from home, check your radio schedule.

The game broadcasts are sponsored by agents and dealers of Standard Oil Co. (Indiana).

JOBHUNTING COPYWRITERS in England read this classified ad not long ago in Advertiser's Weekly, London, England: "... head and shoulders above others of his age (30-ish) and experience (5 years or so) is wanted by an agency that will give him hard work to do, a good salary and a chance to achieve the height of his ambition. Write—in your own handwriting, please." Wonder how many giraffes responded to that one—giraffes who can handwrite, that is.

NSP's Reddy KW Keeps Everybody Busy



Northern States Power's executive vice president Allen King, Reddy Kilowatt and Cedric Adams, serve as company's official hosts on NSP radio shows.

Northwest listeners will want to mark September 7 down on their listening calendar. That's the Sunday when Cedric Adams and his popular "Your Home Town" series returns to WCCO Radio after a summer vacation.

Accompanied by a troupe of five top entertainment acts, Cedric will visit a different community in the Northwest each week. Under sponsorship of Northern States Power Company, the troupe will present a free two-hour evening show from the stage of the high school auditorium. Leading local residents will also have an opportunity to be guests on the program and will be interviewed by Cedric.

Those who are at their radios every Sunday at 1:00 p.m. will hear Cedric relate the story of his visit to various home towns using portions of the interviews which he recorded. This friendly variety-filled half hour will be a highlight of your Sunday listening. It further gives proof that WCCO is indeed "Good Neighbor To The Northwest."

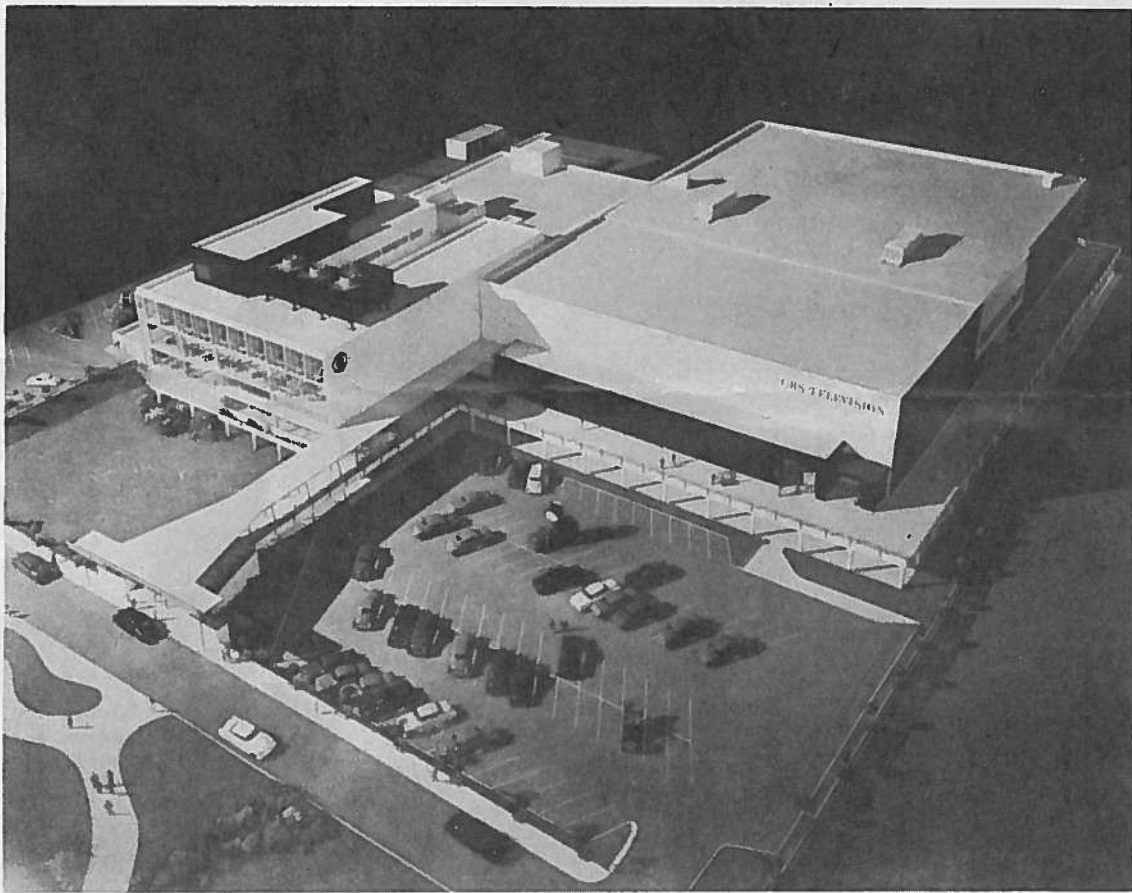
Preparing for a holiday until its return next summer is "Sunday Souvenirs" heard Sundays at 1:00 p. m. Final broadcast date of this musical trip into past years is August 31. "A quietly relaxed nos-

talgie thirty minutes of pleasant transcribed ether entertainment" is the opinion of the show as offered by reviewer Les Rees in the July 30 issue of Variety magazine.

The article further goes on to compliment writer Pauline Thorsen on her well written script and the commercials cleverly tied in with the narration. Cedric Adams justly comes in for his share of praise as the Variety reviewer states that "Mr. Radio" discourses in his usual engaging fashion while reviving yesteryear memories. Mention is made of the "melodic contributions" of Ramona Gerhard and Willie Peterson. Even the records are included in the praise of the show. They are termed happily selected with musical numbers unflinching intriguing. Variety concludes that while the show is slanted for elderly and middle aged listeners, the recital of past events is also calculated to hold the attention of the younger listening element.

"Sunday Souvenirs" leaves a pleasant Sunday summer listening memory for WCCO listeners. Northern States Power will continue its sponsorship to top Sunday fare as Sunday Souvenirs steps aside after its final show on the thirty-first to make way for the return of "Your Home Town" September 7.

CBS TV CITY MODEL DISPLAYED AT DAYTON STORE



The spectacular two-ton electrically controlled model of CBS Television City pictured above will be on display in the 12th floor Assembly Room at the Dayton Store, Minneapolis, Friday, August 22nd thru Saturday, August 30th. The model, 15 feet long and 14 feet wide, is one of the largest scale and precision built miniatures ever constructed from architectural plans. The gigantic structure will be shown in operation under daytime and nighttime conditions. Complete with landscaping, parking lots and automobiles, the working model will give spectators an unobstructed view of workshops, film-viewing rooms, studios, scenery, and all the latest TV production facilities on all levels of the new plant.

On the Air with Johnny Dare



SHOULD WE kick off our column with an I-don't-like item? Ad libbing is an art. Art should be executed by artists. I don't like ad libbing as it is sometimes attempted by non-artists . . . such as the newscaster on a Twin Cities station who, not satisfied with his copy as it is written, throws in extra words and phrases to give it his own personal flavor. Here's an example: "On this very probably day."

SOMETHING WE like, on the other hand, is the remarkable revolution that merchandising psychology has gradually undergone since grandma's time. Time was when Mrs. Housewife stood still when she did the family marketing; she just stood in front of a counter and told the man what she wanted and he brought it to her. Now, however, she happily trundles a push cart up one supermarket aisle and down the next, helping herself from the mountains of merchandise on display, and encouraged on her way by show cards which beam at her such tongue-in-cheek comments as "No Extra Charge for Self-Serve Meats."

SOCIAL NOTE from Guadalajara, Mexico. That city will be the scene of the September wedding of Sallie Nissen and Robert Joseph Davis, Jr. Sallie left WCCO's promotion department last fall and has been working in San Francisco since then. And look what happened.

RALPH BACKLUND, late of the WCCO Radio news bureau staff, expects to terminate his hitch in the army about September 1. Backlund, a reserve officer, left the Twin Cities to become a producer in the department of news and special affairs of CBS in New York. Backlund and Ralph Andrist wrote a number of noteworthy documentary programs broadcast by WCCO. Among them was "Neither Free Nor Equal," hard-hitting series combatting discrimination and prejudice. The series won international acclaim and many top awards, including America Newspaper Guild's Heywood Brown award and the Variety award. The Backlund-Andrist "As the Twig Is Bent" series won for WCCO the famed George Foster Peabody award.

REPORT FROM another alumnus: Harry Reasoner, also a former WCCO Radio news staffer, is living a colorful life in the U. S. Foreign Service in the Philippines. It seems that Harry was having some acute plumbing problems, such as he couldn't depend on the water system to deliver water. Complaints to the landlord resulted in numerous workmen appearing to investigate, measure, hammer, dig, install pumps, tanks and pipes. Several false starts and improvised setups that refused to function were climaxed after a couple of weeks by "water gushing like mad," as Harry puts it, "but it tasted funny. It's the new pump, we told ourselves—the taste will go away. But on Friday large groups of ants—dead, alive, dismembered, whole, pulverized—began to flow out of the water pipes. It seems that the crew had connected us to an old, unused well on the seashore and for a week we had been drinking untreated water."

A MONTEVIDEO LISTENER wrote Ed Viehman a pretty friendly letter not long ago. The gal and her husband had spent an evening at WCCO's Friday Night Radio Party in response to an invitation Ed had extended on his weekday "Mr. Nobody" program. "I sure want to tell you," the listener wrote, "that my husband and I have never enjoyed anything so much as those two hours. We've been to Minneapolis about every year and a half, but that was the most fun we'd ever had—and to think it was free, too. I certainly enjoyed 'Let's Get Together,' 'Talent Scouts' and Bob De Haven's 'Barn Dance Jamboree.' It's more fun to listen, now that we can picture how the shows are put on. After seeing you act up with that clown it's hard to picture your quiet half hour in the afternoon. Incidentally, it was our tenth wedding anniversary that Friday and thanks to that wonderful show, it was the nicest one we ever had."

EVERYBODY AT WCCO can wear an "I Like Ike" button regardless of political affiliation. Why? Because everybody DOES like Ike St. Anthony. No presidential candidate, or president, for that matter, could be more agreeable and helpful than our Ike. That twinkle in his eyes is a key to the witty, philosophical character of our boy Ike, who has been making friends at WCCO for nine years.

JUST ABOUT everybody has his own name for the boss. It's apt to be anything from Sweetpants to Jerk, but we like the one hung on WCCO's Radio's general manager Larry Haeg by his son, namely Jenny, which is short for general manager.

ANN HALVORSON, who's one of the newer members of the WCCO general office staff, still likes to skate despite a chilling experience she had as a youngster. The ice broke under the kid and she spent an hour and a half with one leg in the water before her brother succeeded in rescuing her. Lots of us would find such an accident discouraging.

MARY JO CLARITY, secretary to WCCO Radio news chief Jim Bormann, is pretty bright even though she did tumble down a flight of stairs a year or two ago with such force that her head rammed against and opened a locked door. Mary Jo is bright enough, we are sure, not to try to get into the state fair for nothing because she knows that even the governor has to pay the 50c admission even if he arrives inside the grounds via helicopter, as he actually did a year or two ago. Maybe Mary Jo has a different attitude toward county fairs however.

SOMETHING ELSE we like is one of the production credits of an English movie we saw a week or two ago: "Colour by Technicolor."

HERE'S A TIP for those of our readers who want to get away from it all and would like to clean up a quick fortune at the same time. One of the large mail order houses lists a Geiger counter at \$24.95 in its current catalog.

PIONEER — Louella Parsons, Hollywood commentator heard Tuesdays on CBS Radio, was a pioneer in the use of the tape-recorder for "on-the-spot" voice coverage. As early as 1948, she took her roving microphone to the Motion Picture Academy Award presentations, to night clubs and premieres. In 1950, she flew 5,000 miles to cover Hollywood stars' entertainment of troops bound for Korea.

DESIGNING GAL — Jo Gilbert plays many a designing female, on CBS Radio's "Lux Radio Theatre." Her out-of-the-studio avocation finds her designing, too—as owner of a financial interest in a line of dressy feminine sports apparel.

LENGTHY LOG — Gene Autry, CBS Radio cowboy star, owns and flies his own planes. Over a ten-year period, he has logged 7,200 air hours. This compares favorably with commercial airline pilots, who average 8,000 hours for a like period.

J. Carrol Naish, star of CBS Radio's "Life with Luigi" show is back from a four-weeks vacation trip to resume his radio portrayal of the Little Immigrant. Explains Naish, "Moving into our new home in Beverly Hills proved such an exhausting undertaking that the minute we got settled in the house, we left town for four weeks to recuperate."

TOP CBS RADIO STARS END VACATION



Amos 'n' Andy Returns Sunday, Sept. 28



Jack Benny Returns Sunday, Sept. 14



My Friend Irma Returns Tuesday, Oct. 7



Arthur Godfrey Returns Monday, Sept. 1



Life With Luigi Returned this month



Our Miss Brooks Returns Sunday, Oct. 5

GEORGE GRIM'S SURPRISE PACKAGE



George is pictured monitoring short-wave broadcasts from all over the world on his special radio receiving units at home.

George Grim's short-wave set with tape recording attachment (above) turned a prepared broadcast into a surprise package a few weeks ago.

Grim had written his Sunday 10:15 P. M. Standard Oil commentary to include a description of the activities going on in Norway in connection with King Haakon's birthday. He stopped at his short-wave set shortly before air time to find the tape machine had come up with the perfect answer to link Minnesotans with the Norwegian festivities. A BBC "Radio Newsreel" broadcast, heard earlier, had been preserved on the tape. It gave in English a running account of the events in Oslo.

Heading for the studio armed with the tape, Grim hastily made slight revisions in his script and out over the airwaves went the

graphic narration of the big affair. It could just as well have been taking place in the Twin Cities as it reached the radios of the audience hearing the show.

Good luck went a little further to put the perfect conclusion to the meeting of a group in the Norwegian Lutheran Church in Minneapolis. Grim had telephoned the Norwegian Consul General in Minneapolis earlier in the day to tell him he would be talking about King Haakon that evening on his newscast. The Consul General took a radio to the church meeting and the audience remained after the program to hear Grim. Unexpectedly they found themselves a real part of events half a world away. To keep it in the WCCO family, announcer Rolf Hertsgaard's father was program chairman for the church that evening.

Back at 830 Address For Another Year

Radio, America's greatest entertainment medium, will continue to bring Northwest listeners the finest in drama, music, comedy, news, special events and talks during the fall and winter season when many of the leading radio personalities return from their vacations in September.

Many of your WCCO favorites will include: Cedric Adams, Lowell Thomas, Edward R. Murrow, Beulah, Jack Smith, Bob Hawk, Bob Crosby's "Club 15," "The Chorales," "Hallmark Playhouse," Edgar Bergen and Charlie McCarthy, "The FBI in Peace and War," "Suspense," Louella Parsons, "Aunt Jemima's Home Folks," and many more new and exciting broadcasting features.

Hello! — This Is Allen Gray

Sam Walter Foss's famous poem, "Let Me Live in a House by the Side of the Road," is just a lot of poetic poppycock in the opinion of a Missouri gent whose home rests near a busy highway.

His exasperation with this motor-mad world, I take it, is admirably expressed by W. B. Fahrney in lyrical protest. It reads:

"Let me live in a house away from the road where the cars and trucks go by; where the noise and din and the rattle of tin ring loud through a midnight sky. Where the sirens shriek like a fire alarm and back-fires like cannon roar. I've sold that shack and I'm not going back to live there any more.

"The maple that stood where it looked so good with seats beneath its shade, was hit by a truck—it was my hard luck—when the brakes failed down the grade. The sparkling spring with its babbling brook that flowed through the meadow green, along its brink looks a bit like ink, and it smells like gasoline."

"I'd like to live by the side of the road and be a friend to man; and freely give of the life I live, but I don't believe I can. I've lost my nerve watching Dead Man's Curve, where the maimed and the dying call, where through the night from a glaring light strange ghosts dance on my wall . . .

"I'm moving back from that old race track, from the din and the traffic's roar, to a little home where the roses bloom and the birds sing 'round my door; where the trees in bloom give a sweet perfume—a part of an infinite plan; where the sun shines bright and I sleep all night and feel like a friend to man."

I DON'T know whether your recipe for enjoyable living includes a house by the side of the road or one far off the beaten track, but I DO know that you'll get plenty of satisfaction out of using some of the high quality products which I'm featuring these days on my two programs, SUNRISE SALUTE, every morning from 5:30-6:25 a.m., and THE HOUSEWIVES' PROTECTIVE LEAGUE, every afternoon from 4:00-4:30 p.m. Here they are:

- C-7 Lettuce
- Kerr Glass
- Kiplinger's Changing Times
- Wrisley Soap
- Doeskin
- Breeze
- d-Con
- Hills Brothers Coffee
- La France
- Certo Sure-Jell
- Lan-O-Sheen

Try It, Ma Boy!



On the way to Shakopee, to perform at a special broadcast of the "Breakfast With Bob" show (Monday thru Friday, 8:45 a. m.) and to help get the Gold Rush Days celebration underway, WCCO's Bob DeHaven coaxes a stubborn friend with a couple of packages of Occident Cake Mix. DeHaven should've used his head and brought along a good supply of the product sold by Whoopee John on his Saturday night show on WCCO—Occident Feed!