

# SPECIAL 1955 STATE FAIR EDITION

## FREE MAP OF STATE FAIR GROUNDS ON INSIDE PAGE

# WCCO Radio News Parade

MINNEAPOLIS-ST. PAUL

AUGUST, 1955

## Cedric Offers Hawaiian Vacation for Two As Prize in Unscramble-the-Town Contest

Cedric Adams has started an Unscramble-the-Town Contest, offering a vacation trip for two to Hawaii as grand prize in addition to weekly merchandise awards, on his Tuesday night edition of WCCO Radio's "As You Like It" series.

The contest, which began Aug. 2, has stirred up sensational interest on the part of listeners throughout the Northwest. More than 17,000 entries were received in its first three weeks on the air.

Each week for 26 weeks, Cedric spells the name of a community in WCCO Radio's four-state, 109-county primary area in a scrambled order, such as D-O-N-N-T-E-S-S-A for Sandstone. Listeners are invited to unscramble the name of the town, write

their answer along with their name and address on a postcard and send it to Cedric Adams, "As You Like It," WCCO Radio, Minneapolis, Minn.

Each Tuesday night, Cedric selects at random two cards from all the correct answers which have been sent in from the previous week's clue. The persons who sent in the cards picked are awarded valuable merchandise prizes.



CEDRIC ADAMS

## Stage Near Set For Plowville '55 On Sept. 16-17

Preparations are near completion for Plowville '55, Minnesota's annual Soil Conservation Field Days and Championship Plow Matches, which is co-sponsored annually by WCCO Radio and the State Association of Soil Conservation Districts.

Biggest farm event of the year in the state, Plowville '55 will be held Sept. 16 and 17 on the 1,200-acre Trosvik brothers farms in Otter Tail county, four miles north of Rothsay.

Officials expect the two-day program to attract a crowd at least as large as last year's 20,000 persons which attended the event in Lincoln county. The program will include six state championship contests and many soil conservation demonstrations.

Principal speaker will be Earl Butz, assistant secretary of agriculture. His address will be broadcast on WCCO Radio at 1-1:30 p. m. Sept. 17. Other governmental figures expected to attend include Gov. Orville Freeman, Sens. Edward Thye and Hubert Humphrey and most members of the state's congressional delegation.

Several top WCCO Radio personalities will also be on hand to originate broadcasts from Plowville. They include Maynard Speece and Jim Hill of the farm service department, Cedric Adams, Bob DeHaven and the Red River Valley Gang.

## Hal Garven Show On for Bongards

"Hal Garven Sings," popular WCCO Radio Sunday afternoon musical variety show, is now sponsored by Bongards Cooperative Creamery Association.

On the air each Sunday at 12:45-1 p. m., the program features Hal Garven, guitar-strumming vocalist, with a bright selection of old favorite melodies, folk tunes and a current hit or two. Garven is accompanied by Willie Peterson at the piano and Dick Link on the bass.

A featured WCCO Radio entertainer for nearly 20 years, Garven is also heard as a member of the Red River Valley Gang on "Good Neighbor Time," Monday through Saturday at 12:10-12:25 p. m.

At the end of the 26-week contest period, all correct answers from the 26 weekly contests will be placed in one container. Cedric will then pick one card at random. The person whose card is chosen will receive the grand prize—an all-expense paid two-week vacation for two persons in Hawaii.

The winner and his companion will be flown to Hawaii by Northwest Orient Airlines and will stay at a luxury hotel on Waikiki Beach.

"As You Like It," WCCO Radio's new nighttime series of variety shows, is heard Monday through Friday at 7-7:55 p. m. Cedric serves as emcee on Tuesday nights. Other hosts are Bob DeHaven on Mondays; Clellan Card, Wednesday; Ed Viehman, Thursdays, and Gordon Eaton, Fridays.

## 'The \$64,000 Question' to be On CBS Radio

"The \$64,000 Question," exciting new quiz series which currently is enjoying such great popularity with the nation's television audiences, will soon become a WCCO Radio feature on the CBS Radio Network.

Effective Tuesday, Oct. 4, the series will be heard on WCCO Radio each week at 9-9:30 p. m.

"The \$64,000 Question" is emceed by Hal March. The stories that have come out of the program regarding the contestants from all walks of life who have won big cash prizes, have captured the imagination of the nation. However, in its first three months on the air none has dared to venture past the \$32,000 mark.

The radio broadcasts will be sponsored by Revlon Products Corporation, which also presents the series on CBS Television. Revlon's decision to add network radio to its advertising program will enable the sponsor to reach an even greater audience for this popular series.

## Midland Coops Sponsor Viken Newscast Series

Midland Cooperatives, Inc., are now sponsoring WCCO Radio's "Howard Viken with the News" series three mornings a week.

The series, aired Monday through Saturday at 5:55-6 a. m., is presented by Midland on Tuesdays, Thursdays and Saturdays, and by Cargill Hybrid Corn on the other three days.

On each broadcast, Viken presents a wrapup of latest news happenings from around the world, across the nation and here in the Northwest.

Midland's sponsorship of "Howard Viken with the News" is part of the regional supply cooperative's newly-launched major "umbrella" advertising campaign to "bring the benefits of cooperatives to more people," according to Midland General Manager A. J. Smaby.

"We chose WCCO Radio for umbrella coverage because of the excellent response we have had in previous programs, the documentary type which has so well served the interests of Northwest agriculture," said Smaby.

"WCCO audiences trust and respond to WCCO Radio messages, and the farm audience you reach has been most appreciative of the excellent news coverage you provide rural families."

## WCCO Radio Stars Originate 55 Broadcasts from Exposition Site

It's State Fair time once again in Minnesota!

And that means WCCO Radio is on hand at the scene of the great ten-day exposition, which continues from Aug. 27 through Sept. 5, to take part in the festivities.

A total of 55 broadcasts, featuring many of the station's most popular personalities, are originating from the fairgrounds. Among the stars are Cedric Adams, Bob DeHaven, Maynard Speece, Jim Hill, Dick Enroth, Ed Viehman, Meg Kingbay, Darragh Aldrich, Rolf Hertsgaard and Hal Garven.

These and all other WCCO Radio stars are also at the WCCO Radio exhibit booth in the Agriculture-Horticulture Building to greet visitors, sign autographs and distribute complimentary copies of a new "Good Neighbor to the Northwest" color comic book.

State Fair visitors, who are expected to number near the one-million mark, are invited to attend all broadcasts.

Meg Kingbay, the station's women's service director, begins the broadcast day with her "Meg Kingbay Show," Monday through Friday at 10:45-11 a. m. in Lee Auditorium at the Agriculture-Horticulture Building. The program also features Darragh Aldrich, first lady of Northwest radio, on Monday, Wednesday and Friday.

During the noon hour, Lee Auditorium is the scene of several popular shows. Maynard Speece opens at 12-12:10 p. m., Monday through Saturday, with the "Noon Farm Report."

That is followed at 12:10-12:25 p. m. by "Good Neighbor Time." The quarter-hour variety show stars Bob DeHaven as master of ceremonies and also includes the musical offerings of vocalists Burt Hanson and Tony Grise, the Red River Valley Gang and Wally Olson's orchestra.

Highlight of the noon hour is Cedric Adams' broadcast of his "Noontime News" at 12:30-12:45 p. m. every day of the Fair. For years Cedric's newscasts have been the most popular radio features at the Fair.

The noon hour schedule is augmented on weekends at 12:45-1 p. m. with Speece's "Saturday Farm Review" on Saturdays and the "Hal Garven Sings" shows on Sundays.

Ed Viehman is on hand Monday through Friday at 4:30-4:55 p. m. to present his "Mr. Nobody Show." Rolf Hertsgaard airs the "Northwest News" at 5:15-5:25 p. m. from the WCCO Radio booth, followed by Jim Hill's "Lindsay Market Finals" at 5:25-5:30 p. m. from the Lindsay Brothers exhibit on Machinery Hill.

Dick Enroth concludes the broadcast day Monday through Friday at 6:15-6:30 p. m. with the "Dick Enroth Show," roundup of the latest sports and regional news.



GENE AUTRY

## Gene Autry Cast To Spend 2 Days At State Fair

Gene Autry, America's favorite singing cowboy, and his entire Melody Ranch Gang of CBS Radio fame will appear at the Minnesota State Fair Sunday, Aug. 28, and Monday, Aug. 29.

The Autry troupe will present two shows—at 1:30 p. m. Sunday in the Hippodrome and at 10 a. m. Monday in the Grandstand. Both shows will feature Autry, his two horses, Champion and Little Champion, Pat Buttram and the Cass County Boys.

The Monday morning show will be a Children's Day feature at the Fair and will be open to children free of charge.

Autry and Champion are also scheduled to make an appearance at the Sunday night Grandstand Revue.

The "Gene Autry Show" is heard twice each Sunday on WCCO Radio—at 5-5:30 p. m. and 9-9:30 p. m., sponsored by the Wm. Wrigley, Jr. Company, makers of Wrigley Gum.

Following his appearance at the Minnesota State Fair, Autry will visit the Iowa State Fair in Des Moines from Sept. 2-5.

## Enroth, Hall, Bierman Set For Gopher Grid Coverage

The Northwest's outstanding football reporting team is lined up to provide WCCO Radio listeners with complete, expert coverage of all University of Minnesota grid games during the coming 1955 season.

Following the Gophers in their five contests at home and four on the road will be Dick Enroth, Halsey Hall and Bernie Bierman. The season opens Sept. 24 against Washington and continues through Nov. 19 finale with Wisconsin.



Enroth



Hall



Bierman

Enroth, the Northwest's top play-by-play sportscaster, will describe the action of each game. Hall, who has been covering Minnesota football for some 30 years, will provide background and color commentary. And Bierman, former Gopher coaching great, will supply the expert's analysis of each game.

### GALLANTRY!

Herb Shriner, star of CBS Radio's "Two for the Money" observes that in the New York subways you don't often get even one for the money—seats, that is. "It's getting pretty bad," he says. "Why the other day a lady got on a train with a lot of packages and not one man got up to give her a seat. Why, I just sat there amazed."

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STATE FAIR BROADCAST  
SCHEDULE ON PAGE TWO  
☆ ☆ ☆

## HOWDY DO says

### UNCLE BOB

"One set doth not one listener prove," said a radio sage.

I saith: "One set doth more than one listener prove." See below.

Six children:

"Our address is Route 1, Mora, Minn. We all want a picture of you, just one. We live on a farm with no livestock because our father is not a farmer, he travels for a company. We will write you again sometime. Love,

"Carol, Gary, Sonya, Wanda, Ann and Linda Hushagen."

Seven children:

"Will you play the story of Davy Crockett? Send your picture, too. I have two brothers and four sisters that listen to your 'Story Club.' Thank you.

"Kenneth True, Moose Lake, Minn."

Five children and one adult:

"The five Cross children have been listening to 'Uncle Bob's Story Club' and have been enjoying it! (And so have I.) May I request a number for each of them: Lynn Marie, Michael, Pat, Cecile and Stuart. "Mrs. William D. Cross, Brook Park, Minn."

Won't YOU be my niece or nephew at 9 a. m. Saturday mornings?



Bob De Haven

Uncle Bob

# Map of Minnesota State Fair Grounds

Block	Block	Block	Block	Block	Block	Block	Block	Block	Block
Administration Office . . . . . 38	Electric Farm Exhibit . . . . . 30	Ice Service . . . . . 34	Miniature Railway . . . . . 26, 33, 39	Robinson's Cafeteria . . . . . 35	Service Bldg. . . . . 38	44, 45, 46, 47, 51, 52	Varied Industries Exhibits . . . . . 28	WCCO RADIO EXHIBIT . . . . . 45	Women's Benefit Association . . . . . 47
Advance Ticket Booth . . . . . 43	Electric & Gas Dept. . . . . 38	Independent Order of Foresters . . . . . 47	Minneapolis Moline Co. . . . . 31	Rowell, Inc. . . . . 31	Sheep Barn . . . . . 42	51, 52	Veterans of Foreign Wars . . . . . 47	Webb Publishing Co. "The Farmer" . . . . . 44	Zion Lutheran Church Dining Hall . . . . . 44
Agriculture Horticulture Bldg. . . . . 45	Employment Office . . . . . 26	L.O.O.F. Cottage Industrial Bldg. No. 302 . . . . . 30	Minnesota Farm Bureau Federation . . . . . 36	Royal Neighbors Society . . . . . 47	Sign Shop . . . . . 36	60	War Mothers Cottage . . . . . 47		
American Legion 40/8 . . . . . 47	Fairbanks-Morse Co. . . . . 31	Industrial Bldg. No. 311 . . . . . 31	Minnesota Paints, Inc. . . . . 30	S. J. Rutherford Co. . . . . 31	Space Rentals Dept. . . . . 38	60			
Amusement Dept. . . . . 28	Farm Bureau Headquarters . . . . . 36	Information Booth . . . . . 36	Nelson Arcade . . . . . 29	St. John's Church of Little Canada . . . . . 35	Star and Tribune (Minneapolis) . . . . . 37	60			
A.O.U.W. Bldg. . . . . 47	Farm Bureau Service Exhibits . . . . . 34	International Steel Co. . . . . 15	Northwestern Blaugas Co. . . . . 31	St. Joseph's Church Dining Hall . . . . . 30	State Dept. Exhibits . . . . . 18	60			
Arcade Bldg. . . . . 42	Farm Machinery 14, 15, 16, 19, 20, 21, 22, 24, 29, 30, 31	Keegan Farm Equipment Co. . . . . 24	Officers' Cottage . . . . . 46	St. Matthew's Dining Hall . . . . . 45	State Federation of Labor . . . . . 44	60			
Armed Forces Exhibits . . . . . 23, 48	Farm Machinery 14, 15, 16, 19, 20, 21, 22, 24, 29, 30, 31	Lindsay Brothers Co. . . . . 31	Old Mill . . . . . 44	St. Olaf Lutheran Church Dining Hall . . . . . 44	Steel Structures, Inc. . . . . 30	60			
Art Gallery . . . . . 28	"The Farmer" Cottage . . . . . 44	Machinery Dept. Office . . . . . 26	Olson Mfg. Co. . . . . 24	St. Paul Chamber of Commerce Information Booth . . . . . 36	Super Six Mfg., Inc. . . . . 24	60			
Barker-Lets Supply Co. . . . . 21	Father Val's Dining Hall . . . . . 44	Madsen Service . . . . . 31	Paddock (Race Office) . . . . . 27	Salem Lutheran Dining Hall . . . . . 18	Swine Barn . . . . . 52	60			
Bea and Honey Dept. . . . . 45	Floral Display . . . . . 45	Marlow Milking Machine Co. . . . . 30	Pioneer Portrait Gallery . . . . . 44	School of Agriculture Alumni Association . . . . . 45	Taxi Cab Station . . . . . 49	60			
Beer Garden . . . . . 35	Food Show . . . . . 35	Merry-Go-Round . . . . . 30	Police Dept. . . . . 36		Telephone Booths 25, 26, 29, 32, 35, 36, 39, 42, 44, 51	60			
Beshelam Lutheran Dining Hall . . . . . 45	Forage Department . . . . . 51	Midway Post American Legion . . . . . 47	Post Office . . . . . 36		Territorial Pioneers . . . . . 44	60			
Boy Scout Camp . . . . . 47	4-H Club Exhibit Bldg. . . . . 26		Publicity Dept. . . . . 47		Ticket Audit Dept. Office . . . . . 43	60			
Butler Mfg. Co. . . . . 30	4-H Club Livestock . . . . . 41, 51, 52		Railway Express Agency . . . . . 42		Toilets 15, 17, 24, 28, 30, 33, 36, 37, 38, 40, 41, 42	60			
Camp Grounds . . . . . 17	F.F.A. Exhibits . . . . . 32, 51, 52		Republican Headquarters . . . . . 44			60			
Carnival Grounds . . . . . 40	Grandma's House in Miniature . . . . . 36		Rest Cottage . . . . . 47			60			
Carrousel . . . . . 30	Grandstand and Bleachers . . . . . 28					60			
Cattle Barn . . . . . 51	Grocery and Meat Stores . . . . . 42					60			
Cavalcade—Armed Forces . . . . . 28, 48	Ground Supt. Office . . . . . 33					60			
Check Room . . . . . 39	Hamline Methodist Church Dining Hall . . . . . 30					60			
Commissary . . . . . 43	Herman Sisters Bldg. . . . . 44					60			
Conservation Bldg. . . . . 43	Hippodrome and Annex . . . . . 32					60			
Coronado Dining Hall . . . . . 34	Honey Show . . . . . 45					60			
Crane Company . . . . . 31	Horse Barn . . . . . 41					60			
Crossroads Building . . . . . 34	Horse Show . . . . . 50					60			
Dairy Bldg. . . . . 26	Horticulture Agriculture Bldg. . . . . 45					60			
Dayton Company . . . . . 37	Hospital . . . . . 47					60			
Darre-Webber Co. . . . . 20	E. K. Howell & Co. . . . . 31					60			
Degree of Honor Association . . . . . 47	Hudson Mfg. Co. . . . . 30					60			
Dining Hall . . . . . 30						60			
D.F.L. Headquarters . . . . . 34						60			
Dispatch-Pioneer Press (St. Paul) . . . . . 44						60			
Eastern Star Dining Hall . . . . . 26, 36						60			
Education Building . . . . . 32						60			



## Schedule of WCCO Radio State Fair Broadcasts

## Radio Makes the Hit Songs, Says Conductor Percy Faith

**SATURDAY, AUG. 27**

12-12:10 p. m.—"Noon Farm Report" with Maynard Speece, Lee Aud.

12:10-12:25 p. m.—"Good Neighbor Time" starring Bob DeHaven, Lee Aud.

12:30-12:45 p. m.—Cedric Adams' "Noontime News," Lee Aud.

12:45-1 p. m.—"Saturday Farm Review" with Maynard Speece, Lee Aud.

**SUNDAY, AUG. 28**

12:30-12:45 p. m.—Cedric Adams' "Noontime News," Lee Aud.

12:45-1 p. m.—"Hal Garven Sings" featuring Hal Garven, Dick Link and Willie Peterson, Lee Aud.

**MONDAY, AUG. 29, THROUGH FRIDAY, SEPT. 2**

10:45-11 a. m.—"Meg Kingbay Show" with Meg Kingbay and Darragh Aldrich, Lee Aud.

12-12:10 p. m.—"Noon Farm Report" with Maynard Speece, Lee Aud.

12:10-12:25 p. m.—"Good Neighbor Time" starring Bob DeHaven, Lee Aud.

12:30-12:45 p. m.—Cedric Adams' "Noontime News," Lee Aud.

4:30-4:55 p. m.—"Mr. Nobody Show" featuring Ed Viehman, Lee Aud.

5:15-5:25 p. m.—"News of the Northwest" with Rolf Hertzgaard, WCCO Radio Booth.

5:25-5:30 p. m.—"Lindsay Market Finals" with Jim Hill, Lindsay Bros. Display, Machinery Hill.

6:15-6:30 p. m.—"Dick Enroth Show" with Dick Enroth, WCCO Radio Booth.

**SATURDAY, SEPT. 3**

12-12:10 p. m.—"Noon Farm Report" with Maynard Speece, Lee Aud.

12:10-12:25 p. m.—"Good Neighbor Time" starring Bob DeHaven, Lee Aud.

12:30-12:45 p. m.—Cedric Adams' "Noontime News," Lee Aud.

12:45-1 p. m.—"Saturday Farm Review" with Maynard Speece, Lee Aud.

**SUNDAY, SEPT. 4**

12:30-12:45 p. m.—Cedric Adams' "Noontime News," Lee Aud.

12:45-1 p. m.—"Hal Garven Sings" featuring Hal Garven, Dick Link and Willie Peterson, Lee Aud.

**MONDAY, SEPT. 5**

10:45-11 a. m.—"Meg Kingbay Show" with Meg Kingbay and Darragh Aldrich, Lee Aud.

12-12:10 p. m.—"Noon Farm Report" with Maynard Speece, Lee Aud.

12:10-12:25 p. m.—"Good Neighbor Time" starring Bob DeHaven, Lee Aud.

12:30-12:45 p. m.—Cedric Adams' "Noontime News," Lee Aud.

4:30-4:55 p. m.—"Mr. Nobody Show" featuring Ed Viehman, Lee Aud.

5:15-5:25 p. m.—"News of the Northwest" with Rolf Hertzgaard, WCCO Radio Booth.

5:25-5:30 p. m.—"Lindsay Market Finals" with Jim Hill, Lindsay Bros. Display, Machinery Hill.

6:15-6:30 p. m.—"Dick Enroth Show" with Dick Enroth, WCCO Radio Booth.

Radio is the music world's chief hit-maker, says Percy Faith.

In fact, the conductor who selects the music and directs the orchestra and chorus in performing "What's New in Music" each Sunday on CBS Radio's "The Woolworth Hour" points out that there has been a complete reversal in the process of making a song a hit.

"In the old days, the song hits came out of Broadway shows," says the man whose job as talent scout and music director at Columbia Records, in addition to his "The Woolworth Hour" assignment, keeps him in close touch with new musical personalities and potential hit songs. "Gershwin would write a wonderful musical, or Jerome Kern, or Vincent Youmans or Sigmund Romberg. The tunes would catch on and people would go around humming them. But their popularity would stem from a basis of eight live performances a week in the stage production.

"Nowadays, with new trends in recording and the fact that there are more than 5,000 accredited disk jock-

keys in the country, it is probable that a new hit song will be launched with approximately 20,000 performances in its first week. Each disk jockey, let's say, will give it a minimum of four performances, and the whole country will get to know it immediately. Motion picture and musical comedy producers realize the musical selling power of radio, and are anxious to have their show tunes recorded and broadcast even before their productions open, to assure success at the box office."

**North American Joins Adams News Sponsors**

North American Life and Casualty Company, one of the nation's outstanding insurance firms with headquarters in Minneapolis, is now sponsoring Cedric Adams' "Nighttime News" twice weekly on WCCO Radio.

The highly-rated news series is heard Sunday through Friday at 10-10:15 p. m. Other sponsors are the Pure Oil Company and Twin City Federal Savings and Loan Association.

## CBS Radio Maps Complete Election Year Coverage

Complete, all-inclusive coverage of the Presidential conventions, campaigns and elections will again be broadcast in 1956 by the CBS Radio Network. And, as in 1952, will again be sponsored by the Westinghouse Electric Corporation.

The 1956 Democratic convention, in Chicago's International Amphitheatre, opens Aug. 13. The Republican convention in San Francisco's Cow Palace starts Aug. 20. Each convention will be in session four or five days. The campaigns, under full speed immediately thereafter, culminate in the elections Tuesday, Nov. 6.

CBS Radio's coverage of the conventions, the campaigns and the elections will again employ an impressive array of personnel and equipment and will embrace:

1. A special program on the day before the opening of each convention consisting of news commentaries and a tour of facilities at convention headquarters, with remote broadcasts from downtown hotel headquarters.
2. Full broadcast of the conventions' activities.
3. A weekly progress broadcast of the campaigns for a period of eight weeks between the close of the conventions and election day.
4. Complete national coverage of returns on election night.

Preparations for CBS' 1956 coverage, which is being planned to eclipse even the memorable CBS Radio reporting of the last conventions, have been under way since September, 1954, under the supervision of Sig Mickelson, CBS vice president in charge of news and public affairs, who also masterminded the widely-acclaimed 1952 job.

The vast planning and execution of the work will continue up to convention time. CBS' brilliant and veteran team of political reporters and analysts will cover the many facets of the comprehensive broadcasting project in 1956. This staff includes, among others, Edward R. Murrow, Walter Cronkite, Robert Trout, Eric Sevareid, Charles Collingwood, Douglas Edwards, Allan Jackson, Larry LeSueur, Ron Cochran, Winston Burdett, Ned Calmer, Dallas Townsend, Louis Cioffi, Griffing Bancroft, Wells Church, Bill Costello, George Herman, Paul Niven, Daniel Schorr, Bill Shadel and Charles Von Fremd.

## A Fife, a Drum and a Headache

Bing Crosby, who demonstrates a rather impressive range of talents on his CBS Radio "Bing Crosby Show," also looks pretty good as a straight man on occasion.

The other night he was reminiscing with announcer Ken Carpenter about salad days as a night club performer.

Carpenter said "Funny, I just can't picture you working in a night club, with a small musical combo."

Mr. Crosby dissipated a few of the mists of antiquity by saying "Well, I worked with a small musical combo many years ago."

Carpenter: "You did?"

Crosby: "Don't you recall a trio composed of Al Rinker, Harry Barris and myself?"

Carpenter: "Oh, certainly! I remember that group well—a fife, a drum, and a fellow with a bandage around his head."

The "Bing Crosby Show" is heard on WCCO Radio Monday through Friday at 8:15-8:30 p. m.

### MAN OF MUSIC



HOST on CBS Radio's "Kraft Music Hall" is Mitch Miller, director of popular artists and repertoire for Columbia Records. Noted as a concert oboist, Miller is also unusually successful as a developer of popular songs and singers on records. "Kraft Music Hall" is heard each Sunday at 8-9 p. m. on WCCO Radio.

For top reporting first . . . follow the news on WCCO Radio.

## Cedric Plugs County Fairs

WCCO Radio's ever-popular Cedric Adams has been waging a one-man effort this summer on his "Morning Almanac of the Air" to help boost interest and attendance for county fairs throughout Minnesota.

Cedric announces the dates and place of each fair on opening day, and also adds a friendly, personal appeal for residents of the area to support the event. He launched the project this summer because of the noticeable slump in county fair attendance in most parts of the state.

"Morning Almanac of the Air" is heard on WCCO Radio Monday through Saturday at 6:15-6:25 a. m. Adams packs each 10-minute session with interesting bits from each day's history, bright anecdotes and a recorded song or two.

The program is sponsored by DeKalb Hybrid Corn and Chicks and Chas. Pfizer & Co., for Terramycin.

## Coin Toss Led to Stardom For Two Clooney Sisters

A toss of a coin was the difference between show business success for Rosemary and Betty Clooney, and just another sightseeing tour.

Rosemary Clooney now stars Monday nights on CBS Radio's "Rosemary Clooney Sings," and sister Betty is featured songstress on the same net-



ROLF HERTSGAARD

## Capital Airlines Sponsors News

Capital Airlines has assumed sponsorship of the Tuesday and Thursday broadcasts of Rolf Hertzgaard's 6:55-7 a. m. "News Hi-Lites and Weather" on WCCO Radio.

The program, aired Monday through Saturday, includes a summary of top news events from the international, national and regional scenes as well as a roundup of Northwest weather conditions and forecasts.

The series is sponsored on Monday, Wednesday and Friday by Tidy House Products.

work's Saturday morning "Robert Q. Lewis Show." But at the time of the fateful coin-toss they were a couple of teen-agers, using their singing talents to help their grandfather's political campaign. They'd follow their grandfather's speeches with a selection of homespun ballads.

Grandfather's travels took him to St. Louis, and the two young girls from Maysville, Ky., spent the afternoon inspecting what was new in St. Louis. A local newspaper brought them the tidings that a St. Louis station was auditioning singers that afternoon. The girls debated whether to audition or continue their sightseeing.

"I'll tell you what," Rosemary said to Betty, "let's flip a coin. Heads we audition, tails we go sightseeing."

The coin came up heads, the Clooney sisters auditioned and landed the radio job, and were on their way to the stardom they enjoy today.

### Noteworthy Milestone

## Helen Trent Serial Enters 23rd Year

"Romance of Helen Trent," CBS Radio's oldest and consistently popular serial, has now entered its 23rd year of broadcasting.

The serial is heard on WCCO Radio Monday through Friday at 11:30-11:45 p. m. under the sponsorship of American Home Products, General Foods Corporation and the Toni Company.

Since the serial's origination point moved to New York from Chicago in 1944, Julie Stevens has played the title role and David Gothard has been heard as Gil Whitney, leading man.

In the exciting setting of Hollywood, the story depicts the keen romantic and career rivalry where ambitious and talented members of the film colony compete for the high stakes of success. Helen Trent has for years been the outstanding fashion designer in the motion picture field, holding her much-envied position against the machinations of less scrupulous social and business rivals.

Currently, the frustrating romance of Helen Trent and Gil Whitney is beset by the collusion of two clever women working to raise obstacles to prevent long-delayed marriage plans.

Miss Stevens and Mr. Gothard, both born and trained in dramatics in the Middle West, are familiar with the Hollywood scene through active work on motion picture lots before coming east to enter radio.

"Romance of Helen Trent" was originated and has been produced by Frank and Anne Hummert since its premiere, day in 1933.



JULIE STEVENS AND DAVID GOTHARD As Helen Trent and Gil Whitney

## WCCO Radio Covers Tour of Russian Farm Leaders

WCCO Radio listeners were provided with complete, on-the-spot coverage when the 12-man delegation of Russian farm leaders toured Minnesota from Aug. 5 through 11.

Farm Service Director Maynard Speece, Associate Director Jim Hill and News Director Jim Bormann shared the assignment of accompanying the delegation during their week-long stay in the state.

Hill was on hand at Worthington when the Soviet farm experts first entered the state and remained with them for three days. Speece and Bormann covered their activities during the final four days.

Recorded reports of the Russians' tour of farms, food processing companies, power plants, implement factories and other points of interest were featured on farm service and news broadcasts.

The three WCCO Radio reporters were aided by George Olkhobsky, Russian language expert from the University of Minnesota who served as their interpreter.

(See picture on page four.)

## Myzon Sponsors 'Good Neighbor'

Myzon, Inc., has taken over sponsorship of the 12:10-12:20 p. m. portion of WCCO Radio's "Good Neighbor Time" on Tuesdays, Thursdays and Saturdays.

The program, which is aired Monday through Saturday at 12:10-12:23 p. m., stars Bob DeHaven as emcee and also features the music of vocalists Burt Hanson and Tony Grise, the Red River Valley Gang and Wally Olson's Orchestra.

In addition to the musical highlights, the show also includes daily "Good Neighbor" contests and DeHaven's interviews with members of the studio audience.

Myzon, Inc., sponsors its segments for Myzon Poultry and Swine Builder.

## CBS Carries First Moscow News Broadcast Since 1947

The first American news correspondent since 1947 was permitted to use the facilities of Radio Moscow to broadcast a report to CBS News in New York Thursday, Aug. 4. It was a report by special CBS News correspondent Bill Worthy on Soviet Premier Nikolai Bulganin's speech to the Supreme Soviet.

Part of Worthy's report was broadcast on CBS Radio's "Allan Jackson and the News" program, heard that same evening at 5-5:15 p. m. on WCCO Radio.

Reporting on the difficulties Worthy had, Jackson said:

"A fellow named Bill Worthy—a special CBS News correspondent from Baltimore—has been visiting Moscow recently—and, when and where possible has been cabling items to CBS News. He also has been trying to arrange a broadcast circuit for transmitting his reports back to this country. But no American reporters have been permitted to make any news broadcasts from Moscow, since a Big-4 conference back in 1947.

Worthy, however, kept trying. And, Monday night, at a party given by the Swiss legation, he approached Communist party boss Khrushchev with his tale of woe—of six weeks of futile efforts to arrange a broadcast circuit. Khrushchev's attitude was that he saw no reason why Worthy shouldn't be permitted to broadcast. Whereupon, the American reporter pressed for a specific—"how about a broadcast on the meeting of the Supreme Soviet Thursday?"

At that, he tells us, Khrushchev put his arm around his waist and said, "Pozhalsta—why not?" Another day passed, and late yesterday, things began moving in that Russian bureaucracy. Today, Worthy was told he could make a broadcast. The time was set for four o'clock this afternoon, New York time, and Worthy set to work preparing his script—a report on Soviet Premier Nikolai Bulganin's speech to the Supreme Soviet.

"And then, promptly at four, the broadcast circuit from Moscow crackled through the loud-speaker in CBS News.

"Worthy did not have to submit his script to censorship. He was permitted to broadcast—the first American reporter in almost eight years. Perhaps (as he reported) this may mark a new era in Soviet broadcasting."

# On the Air with Johnny Dore



CEDRIC ADAMS made a personal attempt this month to do his bit to help ease the cold war tensions between East and West. It happened when that delegation of 12 Soviet farm leaders was in the Twin Cities on their tour of the midwest farm belt. Cedric invited the group to spend a relaxing Sunday afternoon by taking a cruise around Lake Minnetonka on his boat. However, his offer was politely turned down with the explanation that the Russians' schedule would not permit such an activity.

**A TIP OF THE HAT** to Chuck Sarjeant, our associate news director. He has been named chairman of the Radio-Television News Directors Association editorial board. Chuck and his committee will handle publicity for the association and its annual convention. Incidentally, in a listing of committee chairmen in a recent issue of the RTNDA Bulletin, Chuck is identified as a member of the NBC Radio staff in New York. Wonder if our payroll department has heard about the "switch."

**IT'S WELCOME BACK** to our News Bureau staff to Dick Compton. He was a temporary member of the staff last summer as a vacation replacement. And now, following his June graduation from the University of Minnesota journalism school, he is a permanent member. By the way, if Dick seems to have stars in his eyes these days, there is an excuse. He will be married Oct. 23 to Miss Fran Flitton of Austin, Minn.

**THE DATE IS SET** for the third annual WCCO Radio Family Picnic. It will be Sunday, Sept. 11, at the transmitter grounds near Anoka. All staff members and their families are invited to attend. The picnic committee is already at work arranging a fun-packed day.

**IN OUR DEPARTMENT** of keeping up with the successes of former WCCO Radio staffers, we happily report that ex-newswriter Ralph Backlund has been named executive producer for CBS Radio's department of public affairs. A network public affairs producer since 1950, Ralph will head CBS Radio's sharply-expanding programming schedule, which will emphasize on topical reports-in-depth. Just this month, he prepared CBS Radio's saturation programming series, "Age of the Atom."

**CREDIT HOWARD VIKEN** of our announcing staff with one of the cutest fluffs of recent months. In reading the weather forecasts one morning he described a certain predicted condition as "shattered thunder scours." Sounded more like a new livestock disease.

**HERE'S FURTHER EVIDENCE** that radio goes wherever you go. The Huffman Manufacturing Company of Dayton, Ohio, has placed on the market the Huffy-Radiobike, which features a built-in radio. With due regard for the way of a boy with a bike, the Huffman people have made their radio moisture-proof, shock-proof and tamper-proof. It runs on a battery mounted on the luggage carrier, and it's said to bring in stations up to 100 miles or more away.

**MARY PAUL** of our research department has been appointed to a committee that is promoting the sale of Minneapolis Symphony season tickets. The campaign, which will be conducted from Sept. 9-30, is aimed at selling tickets to employes of business firms throughout the city. Season tickets can be purchased either individually or shared by two or more persons. Interested? Check with Mary. The 18-concert Symphony season begins Nov. 4.

**WCCO RADIO'S JERGEN NASH** was a member of the Minnesota delegation which went to Gettysburg, Pa., this month to present a prize pig named "Commander-in-Chief" to President Eisenhower. The presentation was made in response to the President's request for a mate for his Indiana sow. Julius Hansen, Glenwood farmer, supplied the 200-pound all-bred pig and the G. R. Watkins Company provided the plane for the trip. After the presentation, Nash and other members of the group spent an hour at Gettysburg, touring the farm and chatting with the denim-clad President. When Mr. Eisenhower was told the pig had been raised on king-sized Minnesota corn and that it would probably find the small Pennsylvania corn very slim-picking, the President grinned under the staw hat and replied: "I'm afraid he'll have to learn to like it, or he's going to get mighty hungry."

## DAYTIME PLATTER HOSTS



**GAINING MILLIONS** of new fans from coast to coast are the hosts of two new daytime CBS Radio programs of recorded music, Howard Miller, left, and Fred Robbins. Miller, whose "Howard Miller Show" is presented on WCCO Radio Monday through Friday at 11:15-11:30 a. m. by Wrigley Chewing Gum, features music platters he picks to be tomorrow's hits. Robbins is on the air at 2:30-2:45 p. m. with the "Fred Robbins Show," a program of light music suited for afternoon listening.

## GREETING SOVIET VISITOR



**JIM HILL**, WCCO Radio's associate farm service director, right, interviews Aleksandr Tulupnikov, English-speaking member of the Soviet farm delegation which toured the Midwest this month. The picture was taken upon the Russians' arrival in Minnesota at Worthington. A story of WCCO Radio's coverage of the tour is on page three.

## CEDRIC VISITS DeKALB PLANT



**CEDRIC ADAMS** of WCCO Radio, left, chats with T. H. Roberts, president and general manager of the DeKalb Agricultural Association, at the opening of DeKalb's plant tour program in Redwood Falls, Minn. Cedric, whose "Morning Almanac of the Air" is sponsored by DeKalb, broadcast his "Noon-time News" from the plant warehouse. (Photo by John Vannes, Redwood Gazette.)

## RECORDING 'COUNTRY JOURNAL' INTERVIEW



**CARL JOHNSON**, right, records an interview with Mr. and Mrs. John Gordon, who operate a farm near New Auburn, Wisc. Interviews with Northwestern farmers are featured regularly on Johnson's "Country Journal," heard on WCCO Radio each Monday, Wednesday and Friday at 5:45-5:55 a. m. The program is sponsored by Doughboy Feeds.

## Hello—This Is Allen Gray



You know what I was thinking about today? I was thinking about an extra special place on the Michigan River in the upper peninsula of Michigan where there is the most wonderful swimmin' hole you ever saw.

Most of us hold memories of a place where as kids we thought there couldn't be a finer place to sneak to and while away a hot afternoon. And it comes as sort of a shock to learn that all romance doesn't die just 'cause a guy gets grown up.

'Cause this swimmin' hole I found, kids just don't find much anymore. I guess what made it so sensational was the wonderful combination of elegant things to kindle semi-lost feelings of being young again.

First, it was remote. It was 17 miles from nowhere. Second, the water was crystal clear. Oh, maybe a little orangy from iron, but it was pure iron. Then the water was cool—almost cold and real invigoratin'. The sand was washed clean and white, and there were rapids where you could sit and brace yourself against a rock while the water tried to wash you away.

And after the rapids—a real deep pool. Springs gushing out of the side of the bank. Deer trails on the shore. Partridges calling from somewhere close by.

Maybe by the time you read this swimmin' will be passe'. But ain't it fun to live in hope. During the winter we'll all be working hard and I'll be working for:

Hills Bros. Coffee, Maine Sardines, Instant Fels Naptha, Holly Sugar, Jell-O Tapioca, Jolly Time Pop Corn, Columbia Record Club, The Ladies Home Journal, Acrilan Sweaters and the Niagara Manufacturing and Distributing Co.

## Godfrey Extends Vacation 3 Weeks

Arthur Godfrey, originally scheduled to return to the air on Monday, Aug. 22, has extended his vacation period for an additional three weeks.

He will resume his places at the microphones of CBS Radio's "Arthur Godfrey Time" and "Arthur Godfrey Talent Scouts" programs on Monday, Sept. 12.

Peter Lind Hayes will continue to substitute for Godfrey on the morning show, which is heard on WCCO Radio Monday through Friday at 9-10:30 a. m.

## WCCO RADIO NEWS PARADE

A Monthly Publication of WCCO RADIO

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PHIL LEWIS... Sales Manager  
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