

SPECIAL 1956 STATE FAIR EDITION

FREE MAP OF STATE FAIR GROUNDS ON INSIDE PAGE

WCCO Radio News Parade

MINNEAPOLIS-ST. PAUL

AUGUST, 1956



Hall



Enroth

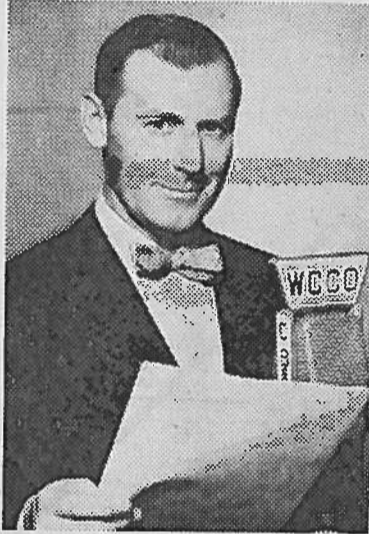
Doughboy Feeds Sponsor Speece's 'Farm Topics'

Doughboy Industries, Inc. of New Richmond, Wisc., one of the nation's leading producers of farm animal and poultry feeds, assumed sponsorship this month of WCCO Radio's "Farm Topics" with Farm Service Director Maynard Speece.

The program, first major farm service broadcast of the day, is heard Monday through Saturday at 6:00-6:15 a. m. Each morning, Speece presents a roundup of Northwest weather forecasts, latest news and developments on the farm front and a summary of trading trends from livestock and grain markets.

Also included on the series are frequent interviews with experts in all phases of agriculture and feature reports on unusual happenings in farming circles.

"Farm Topics" is designed specifically for listeners on the 223,000 farms in WCCO Radio's 109-county primary area in Minnesota, Wisconsin, Iowa and South Dakota. There are about 500 Doughboy Feed dealers serving farmers of this region.



MAYNARD SPEECE
Farm Service Director

Enroth, Hall to Air Pro Football Game Sept. 15

WCCO Radio will air the play-by-play account of the exhibition professional football game between the Philadelphia Eagles and Pittsburgh Steelers Saturday night, Sept. 15, from Metropolitan Stadium in Minneapolis.

Sportscasters Dick Enroth and Halsey Hall will team up to describe the action and color. The broadcast will begin at 8:00 p. m., 15 minutes ahead of the kickoff.

The broadcast will be sponsored by the Hilex Company and Flo-Kold Appliances for Norge Washers and Dryers.

WCCO to Present Complete Gopher Football Coverage

University of Minnesota football fans throughout the Northwest can count on WCCO Radio again this year for complete and expert coverage of the upcoming Gopher grid campaign.

The Northwest's outstanding football reporting team — Dick Enroth, Halsey Hall and Bernie Bierman — is set to provide a full account of each Saturday's activities, beginning with the Sept. 29 opener against Washington at Seattle.

Enroth will describe the play-by-play story of all nine games. Hall will provide background and color commentary while Bierman, former Minnesota coaching great, will supply the expert's analysis of the action.

The play-by-play broadcasts will be sponsored by the Prudential Insurance Company of America.

Every game will be preceded and followed by the popular "Football Preview" and "Football Review" shows, annual presentations of Twin City Federal Savings and Loan Association.

WCCO Radio's coverage will be rounded out each Saturday by the "Football Scoreboard" at 5:45-6:00 p. m. with Enroth on the air for Grain Belt Premium Beer.



Bierman

HOWDY DO says

ANNOUNCERS' PRIMER FOR STATE FAIR

Radio interviews from the State Fair will be a dime per dozen, and they won't all be good. Here is some help for the gabby brotherhood, no charge. Just call me Big Hearted Bob.

Don't ask: What do you like best about the Fair?

Do ask: I saw you looking at the buggy whips. Are you particularly interested in them?

Don't ask: Do your feet hurt?

Do ask: When is the last time you walked this far?

Don't ask: Where are you from?

Do ask: I'll guess you're from Yellow Medicine. (Then, since your guess is wrong, the person will volunteer his place of residence.)

Don't ask: Did you win any blue ribbons?

Do ask: Which, of all the blue ribbons, would you like to win?

Point is a question should be such that an answer is easy, and, in giving the answer, the person interviewed, even the unwary, will be able to take off and say something worth listening to. Some questions are so banal that a panel of experts could come up only with boring answers. The listener knows the radio announcer; he wants to learn something about the person who is interviewed. The announcer's job is to draw out the person interviewed.

Here are some questions with which you can test an announcer. Ask him these:

What kind of a cow is black and white? How many counties in Minnesota? What is a sow, a shoat, a steer, a mule? Who do the 4-H's stand for. In what town in the fairgrounds*?

See you at the Fair.

*—Falcon Heights.



Bob De Haven

Cedric Adams to Report on WCCO From Soviet Trip

Cedric Adams, WCCO Radio's ever-popular newscaster-humorist-emcee, leaves the Twin Cities Sept. 4 for a trip to Russia and will send back his personal impressions of life in the Soviet Union for broadcast on the air.

Cedric plans to spend from ten days to two weeks behind the Iron Curtain, visiting Leningrad, Moscow and the Russian-controlled zone of East Berlin.

Throughout his travels, he will be armed with a portable tape recorder on which he will transcribe an eye-witness account of conditions and living. The tape recordings will be rushed back to WCCO Radio by air and be broadcast regularly during his absence on his two daily news programs—"Noontime News" at 12:30-12:45 p. m. and "Nighttime News" at 10:00-10:15 p. m.

"I will visit stores, schools, homes, farms and even jails and try to give a complete report as I see it of life in Russia," says Cedric.

He also hopes to gather additional material for a special program reviewing the entire trip upon his return home.

Sept. 14-15 Near Mazeppa

Plowville '56 Expects Record Crowd

A record crowd of more than 35,000 persons is expected to attend Plowville '56, Minnesota's biggest farm event of the year which is to be staged Sept. 14-15 near Mazeppa under the co-sponsorship of WCCO Radio and the State Association of Soil Conservation Districts.

Known officially as the Minnesota Soil Conservation Field Days and Championship Plow Matches, the two-day event will be held on four Wabasha county farms. The headquarters site will be on the Peter Perrotti farm.

Because of the growing interest in Plowville activities, officials are hopeful that this year's attendance will exceed the record throng of 35,000 which was on hand for the 1955 event in Otter Tail county.

The program will include a series of state cham-

pionship contests, soil conservation demonstrations, Queen of the Furrow contest, women's activities and entertainment.

Still to be announced is the principal speaker. It is expected that a leading governmental figure or agricultural authority will be secured to deliver the major address. Other notables expected to attend include Gov. Orville Freeman, Sens. Edward Thye and Hubert Humphrey and many members of the state's congressional delegation.

Several of WCCO Radio's top personalities will be on hand to originate broadcasts from the site and take part in other Plowville activities. The list includes farm service broadcasters Maynard Speece and Jim Hill, Cedric Adams, Bob DeHaven and the Red River Valley Gang.

WCCO Radio Conducts Political Straw Vote for Coming Elections

All roads in Minnesota lead to the giant State Fair! WCCO Radio and all of its personalities are right there again this year to take part in the activities of the great 10-day attraction which runs from Aug. 25 through Sept. 3.

Once again the station's headquarters is set up in the Agriculture-Horticulture building. Broadcast stars are on hand throughout each day to originate programs, greet visitors, sign autographs and pass out a new "Good Neighbor to the Northwest" calendar.

One of the top highlights of WCCO Radio's activities at the Fair is a political straw vote for the 1956 presidential and state gubernatorial races.

Two voting machines are set up in the station's display booth. Eligible voters attending the Fair are invited to cast ballots for their favorite candidates.

The straw vote is being conducted daily with results being posted every day and the final grand total to be announced on the final day of the Fair. These results are expected to be an indication of which way Minnesota voters will go in the November general elections.

The voting machines were provided by the Shoup Voting Machine Corporation, New York, the firm which will be supplying the city of Minneapolis with 900 machines in the coming year. The straw vote gives Minneapolis citizens a chance to acquaint themselves with the operation of the new machines.

WCCO Radio is originating a total of 45 broadcasts from the fairgrounds—38 from Lee Auditorium in the Agriculture-Horticulture Building and seven from other spots. Fairgoers are invited to attend all shows, which will feature such popular personalities as Cedric Adams, Bob DeHaven, Meg Kingbay, Maynard Speece, Jim Hill, Clellan Card and Hal Garven.

Miss Kingbay, the station's women's service director, presents the "Meg Kingbay Show" Monday through Friday at 10:30-11:00 a. m. and on Saturdays at 9:30-10:00 a. m. The program in Lee Auditorium also includes music by pianist-organist Willie Peterson.

A series of broadcasts is aired each day during the noon hour in Lee Auditorium, beginning with Speece's "Noon Farm Report," Monday through Saturday at 12:00-12:10 p. m.

"Good Neighbor Time," quarter-hour variety show, follows each Monday through Saturday at 12:10-12:25 p. m. With DeHaven serving as master of ceremonies, the program also features the music of vocalists Burt Hanson, Jeanne Arland, Tony Grise and Joan Iden, the Red River Valley Gang and Wally Olson's orchestra.

Climaxing the noon hour series every day is the broadcast of Cedric Adams' "Noontime News" at 12:30-12:45 p. m. These newscasts have been a favorite attraction among fairgoers for many years.

Two additional programs are added to the noon hour schedule on weekends at 12:45-1:00 p. m.—Speece's "Saturday Farm Review" on Saturdays and "Hal Garven Sings" on Sundays.

"Fun at the Fair" is the title of a special interview series Clellan Card will present on six days at 11:45-11:55 a. m. from the Minnesota Paints, Inc. booth. The series begins Tuesday, Aug. 28, and continues daily through Monday, Sept. 3, except for Sunday.

Speece and Hill will team up Monday, Sept. 3, to broadcast the finals of the St. Paul Dispatch-Pioneer Press "Plug Horse Derby" at 4:00 p. m. from trackside at the Grandstand. Eighteen farm horses, all winners of county fair races, will be entered in the event. Six finalists to be selected in preliminary heats will compete in the championship event.

A complete schedule of WCCO Radio State Fair broadcasts along with a map and directory of the fairgrounds will be found on page two.



Adams



DeHaven



Meg Kingbay



Hill



Card



Garven

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, 38, 39	Robinson's Cafeteria 85	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. 33	Independent Order of Foresters 47	Minneapolis Moline Co. 81	Royal Neighbors Society 47	Sheep Barn 42	60	Veterans of Foreign Wars 47	Webb Publishing Co. "The Farmer" 44	Zion Lutheran Church Dining Hall 44
Agriculture Horticulture Bldg. 45	Employment Office 26	I.O.O.F. Cottage 47	Minnesota Farm Bureau Federation 86	S. J. Rutherford Co. 81	Sign Shop 36	60	War Mothers Cottage 47	Western Union Telegraph Co. 36	
American Legion 40/8 47	Fairbanks-Morse Co. 31	Industrial Bldg. No. 802 30	Minnesota Paints, Inc. 80	St. John's Church of Little Canada 35	Space Rentals Dept. 38	60			
Amusement Dept. 28	Farm Boys Camp 11	Industrial Bldg. No. 811 31	Minnesota Northwestern Blaugas Co. 81	St. Joseph's Church Dining Hall 30	Star and Tribune (Minneapolis) 37	60			
A.O.U.W. Bldg. 47	Farm Bureau Headquarters 36	Information Booth 36, 37	Minnesota Paints, Inc. 80	St. Matthew's Dining Hall 45	State Dept. Exhibits 18	60			
Armed Forces Exhibits 28, 48	Farm Bureau Service Exhibits 34	International Steel Co. 15	Nelson Arcade 29	St. Olaf Lutheran Church Dining Hall 44	State Federation of Labor 44	60			
Art Gallery 28	Farm Machinery 14, 15, 16, 19, 20, 21, 28, 24, 29, 30, 31	Keegan Farm Equipment Co. 24	Northwestern Officers' Cottage 46	St. Paul Chamber of Commerce Information Booth 36	Steel Structures, Inc. 30	60			
Barker-Letz Supply Co. 21	"The Farmer" Cottage 44	Lindsay Brothers Co. 21	Old Mill 44	Salem Lutheran Dining Hall 18	Super Six Mfg. Inc. 24	60			
Bee and Honey Dept. 45	Father Val's Dining Hall 44	Machinery Dept. Office 26	Olson Mfg. Co. 24	School of Agriculture Alumni Association 45	Swine Barn 52	60			
Beer Garden 35	Floral Display 45	Madsen Services 81	Paddock (Race Office) 27		Taxi Station 40	60			
Bethlehem Lutheran Dining Hall 45	Food Show 35	Marlow Milking Machine Co. 80	Pioneer Portrait Gallery 44		Telephone Booths 20, 23, 28, 29, 32, 35, 36, 39, 42, 44, 51	60			
Boy Scout Camp 47	Forage Department 51	Merry-Go-Round 30	Police Dept. 86		Territorial Pioneers 44	60			
Butler Mfg. Co. 80	4-H Club Exhibit Bldg. 26	Midway Post American Legion 47	Post Office 36		Ticket Audit Dept. Office 48	60			
Camp Grounds 17	4-H Club Livestock 41, 51, 52		Poultry Bldg. 42		Toilets 15, 17, 24, 28, 30, 32, 36, 37, 38, 40, 41, 43	60			
Carnival Grounds 40	F.F.A. Exhibits 32, 44, 51, 52		Publicity Dept. 47			60			
Carrousel 30	Grandma's House in Miniature 36		Railway Express Agency 42			60			
Cattle Barn 51	Grandstand and Bleachers 28		Republican Headquarters 44			60			
Cavalcade—Armed Forces 28, 48	Grocery and Meat Stores 42		Rest Cottage 47			60			
Check Room 29	Hamline Methodist Church Dining Hall 30					60			
Children's Farm Yard 44	Herman Sisters Bldg. 44					60			
Commissary Bldg. 43	Hippodrome 50					60			
Conservation Bldg. 43	Home Activities 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			
Deere Webber Co. 20	R. E. 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 36						60			
Education Building 32						60			

Block

Administration Office 38

Advance Ticket Booth 43

Agriculture Horticulture Bldg. 45

American Legion 40/8 47

Amusement Dept. 28

A.O.U.W. Bldg. 47

Armed Forces Exhibits 28, 48

Art Gallery 28

Barker-Letz Supply Co. 21

Bee and Honey Dept. 45

Beer Garden 35

Bethlehem Lutheran Dining Hall 45

Boy Scout Camp 47

Butler Mfg. Co. 80

Camp Grounds 17

Carnival Grounds 40

Carrousel 30

Cattle Barn 51

Cavalcade—Armed Forces 28, 48

Check Room 29

Children's Farm Yard 44

Commissary Bldg. 43

Conservation Bldg. 43

Coronado Dining Hall 34

Crane Company 31

Crossroads Building 34

Dairy Bldg. 26

Dayton Company 37

Deere Webber Co. 20

Degree of Honor Association 47

Dining Hall 30

D.F.L. Headquarters 34

Dispatch-Pioneer Press (St. Paul) 44

Eastern Star Dining Hall 36

Education Building 32

Block

Electric Farm Exhibit 30

Electric & Gas Dept. 33

Employment Office 26

Fairbanks-Morse Co. 31

Farm Boys Camp 11

Farm Bureau Headquarters 36

Farm Bureau Service Exhibits 34

Farm Machinery 14, 15, 16, 19, 20, 21, 28, 24, 29, 30, 31

"The Farmer" Cottage 44

Father Val's Dining Hall 44

Floral Display 45

Food Show 35

Forage Department 51

4-H Club Exhibit Bldg. 26

4-H Club Livestock 41, 51, 52

F.F.A. Exhibits 32, 44, 51, 52

Grandma's House in Miniature 36

Grandstand and Bleachers 28

Grocery and Meat Stores 42

Ground Supt. Office 33

Hamline Methodist Church Dining Hall 30

Herman Sisters Bldg. 44

Hippodrome 50

Home Activities and Annex 32

Honey Show 45

Horse Barn 41

Horse Show 50

Horticulture Agriculture Bldg. 45

Hospital 47

R. E. Howell & Co. 31

Hudson Mfg. Co. 30

HORSE BARN

SWINE BARN

CATTLE BARN

POULTRY-SHEEP BUILDING

HIPPODROME

CONSERVATION BUILDING

VARIED INDUSTRIES

AG-HORT. BUILDING

FOOD SHOW

Schedule of WCCO Radio State Fair Broadcasts

SATURDAY, AUG. 25
 9:30-10:00 a. m.—"Meg Kingbay Show," Lee Aud.
 12:00-12:10 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.

TUESDAY, AUG. 28 THROUGH FRIDAY, AUG. 31
 10:30-11:00 a. m.—"Meg Kingbay Show," Lee Aud.
 11:45-11:55 a. m.—"Fun at the Fair" with Clellan Card, Minnesota Paints Booth.
 12:00-12:10 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.

SUNDAY, AUG. 26
 12:30-12:45 p. m.—Cedric Adams' "Noontime News," Lee Aud.
 12:45-1:00 p. m.—"Hal Garven Sings" featuring Hal Garven, Dick Link and Willie Peterson, Lee Aud.

MONDAY, AUG. 27
 10:30-11:00 a. m.—"Meg Kingbay Show," Lee Aud.
 12:00-12:10 p. m.—"Noon Farm Report" with Maynard Speece, Lee Aud.

SATURDAY, SEPT. 1
 9:30-10:00 a. m.—"Meg Kingbay Show," Lee Aud.

SUNDAY, SEPT. 2
 12:30-12:45 p. m.—Cedric Adams' "Noontime News," Lee Aud.
 12:45-1:00 p. m.—"Hal Garven Sings" featuring Hal Garven, Dick Link and Willie Peterson, Lee Aud.

MONDAY, SEPT. 3
 10:30-11:00 a. m.—"Meg Kingbay Show," Lee Aud.
 11:45-11:55 a. m.—"Fun at the Fair" with Clellan Card, Minnesota Paints Booth.

'Romance of Helen Trent' Enters 24th Year on CBS

"Romance of Helen Trent," radio's longest-running daytime serial, has entered its 24th year of broadcasting on CBS Radio. The program is heard on WCCO Radio Monday through Friday at 1:00-1:15 p. m.

Since its origination in 1933 the equivalent of 322 full-length stage plays, all involving Helen Trent, widowed Hollywood designer who symbolizes the emotionally mature woman of 35, have been presented.

Throughout the long and popular run of the "Romance of Helen Trent," only two actresses have played the title role. For the first 11 years, when the program originated in Chicago, Virginia Clark portrayed the glamorous heroine. When the program moved to New York in 1944, current star Julie Stevens was chosen from a multitude of contenders for the popular niche.

More important, perhaps, than its longevity is "Helen Trent's" unbroken record of popularity. Consistently in the fore of radio polls of favorite programs, the "queen of daytime serials" has an audience, as proven by audience mail, embracing three generations of listeners.

Over the years since authors-producers Frank and Anne Hummert introduced "Helen Trent," the leading lady has risen from a Gotham dressmaker to the height of her profession as a film fashion designer. Her rivals have been many, competent and often unscrupulous, but millions of listeners see parallels in their social and business experiences and feel a deep sense of camaraderie with the dauntless heroine.

(Continued on Page 4)

Aquatennial Show Highlight



PETER LIND HAYES and Mary Healy, with The Toppers quartet in the background, are shown in one of the many music-comedy high spots of the WCCO Radio All-Star Aquatennial Show. This is a scene from their hilarious satire on a television operetta. The two-hour program, presented July 21 at the Minneapolis

Auditorium, also featured singing stars Don Cherry and Felicia Sanders along with WCCO Radio personalities Cedric Adams, Bob DeHaven, Clellan Card, Tony Grise and Joan Iden. Co-sponsors of the broadcast of the show were Red & White Food Stores, Forman, Ford and Co., American Crystal Sugar Company and Schiek's Cafe of Minneapolis.

Five News, Farm Shows Renewed on WCCO Radio

Advertiser confidence in WCCO Radio news and farm service programs as effective sales-building vehicles was pointed up this past month as five clients renewed their sponsorship of such broadcasts.

Accounts involved in the renewals reported by Sales Manager Phil Lewis are North American Life and Casualty Company, American Tobacco Company, Ford Tractor and Implement Division of the Ford Motor Company, Dr. Hess and Clark, Inc., and Jacuzzi Pump Company.

North American Life and Casualty Company renewed for 52 weeks its sponsorship of Cedric Adams' "Nighttime News." The news series is heard Sunday through Friday at 10:00-10:15 p. m. and presented by the insurance firm two evenings a week on a rotating basis.

In another 52-week renewal, American Tobacco Company, for Lucky Strike Cigarettes, extended its sponsorship of "Dick Enroth with the News," three days per week on an alternating schedule at 8:30-8:45 a. m. The program is aired Monday through Saturday.

Among farm show sponsors, the Ford Tractor and Implement Division renewed its sponsorship of the Tuesday, Thursday and Saturday broadcasts of Maynard Speece's "Noon Farm Report," which is on the air Monday through Saturday at 12:00-12:10 p. m.

Dr. Hess and Clark, Inc., extended for 39 weeks its sponsorship of the 6:40-6:45 a. m. Monday, Wednesday and Friday segments of "Farm Service Review" with Jim Hill. The program is presented Monday through Saturday at 6:30-6:45 a. m.

Jacuzzi Pump Company renewed sponsorship of "Jim Hill Reports," heard Sundays at 9:20-9:30 a. m. as part of the WCCO Radio Sunday Morning Farm Hour.

Meanwhile, Lewis also announced the signing of two new Sunday Morning Farm Hour sponsors. They are the makers of Donco, which will present for 52 weeks "Agriculture U.S.A." at 8:00-8:15 a. m., and the American Sisalkraft Corp., new sponsors of Speece's "Pot Luck" at 9:00-9:15 a. m.



WCCO Spots Sell Duncan Hines Chiffon Cake Mix

The brand new Duncan Hines Chiffon Cake Mix is being introduced to Northwest housewives with a saturation spot advertising campaign on WCCO Radio.

This is the first time that chiffon cake has been available in a mix, and the word is being spread throughout WCCO Radioland with a series of 21 sales messages per week.

These commercials combine a catchy melody with the proved sales power of the Duncan Hines name. Many also include a personal message from such popular WCCO Radio stars as Meg Kingbay, Gordon Eaton and Dean Montgomery.

The majority of each week's announcements is concentrated on Wednesday, Thursday and Friday to tie-in with the most popular shopping days. Food store operators in the Northwest can take full advantage of the new demand for Duncan Hines Chiffon Cake Mix by featuring the product in their own ads and displays.

Enroth Airs Sports Series For Alemite, Grain Belt

Dick Enroth, popular WCCO Radio sports and news reporter, has launched two new sports series. They are:

"Sports News and Views," presented Monday through Friday at 5:35-5:40 p. m. and sponsored three times a week by the Alemite Company of Minnesota for Alemite CD-2 and Alemite Kleen Treet.

"Weekend Sports News," aired Saturdays at 5:45-6:00 p. m. and Sunday at 5:00-5:05 p. m. The program is sponsored by the Minneapolis Brewing Co. for Grain Belt Premium Beer.



Meg Kingbay Introduces New Gerber Dishes

Meg Kingbay, WCCO Radio women's service director, is helping the Gerber Products Company introduce four more "main dish" baby foods items to Northwest mothers.

The new additions are junior split peas with ham, junior beef and noodles with vegetables, junior egg yolks and ham, and strained egg yolks and ham.

The products are featured three times a week on the "Meg Kingbay Show," which is heard Monday through Friday at 10:30-11:00 a. m. on WCCO Radio.

Miss Kingbay is telling mothers that Gerber's mildly seasoned combination foods are a helpful stepping stone for "growing up" toddlers who are not yet ready for regular table fare. They enable older babies to get acquainted with the many flavors of adult foods in their own special easy-to-eat texture.

Northwest food store operators are urged to stock and display the new Gerber varieties on their baby food shelves so that mothers hearing Gerber sales messages on WCCO Radio will be able to purchase them when they do their food shopping.

Alan Freed's Own Band On 'Rock 'n' Roll Party'

It's rock 'n' roll all the way now that Alan Freed's rock 'n' roll band has become a regular feature on CBS Radio's "Rock 'n' Roll Dance Party," presented Tuesdays at 9:00-9:30 p. m. on WCCO Radio.

Directing the band on the Camel Cigarette-sponsored show is tenor saxophone jazz virtuoso Sam (The Man) Taylor. This musical group has been featured at rock 'n' roll theatre performances all along the east coast, and its international reputation is held in high esteem as a result of many recordings.

Minneapolis Girl Directs FBI Show

Racketeers view her as a formidable nemesis of their sly schemes. Crime-prevention authorities laud her influence. Country-wide radio listeners are warned by the suspense-filled exposes of currently operating swindles presented by a slender, young blonde from Minneapolis.

Her name is Betty Mandeville, and she produces and directs CBS Radio's "FBI in Peace and War," heard Sundays at 5:05-5:30 p. m. on WCCO Radio.

Miss Mandeville, the only woman directing a network nighttime crime show, admits definite preference for the fast-paced action and meticulous timing her challenging job demands.

This is a far cry from her first aspirations to be an actress. While at West High School, she joined the Bainbridge Players, an acting troupe founded by A. B. Bainbridge, who later became the Mayor of Minneapolis.

Hello - This Is Allen Gray



I swear the American public will never lack for contests. Every newspaper, magazine, radio or tv station has some form of contest going.

Normally, these contests consist of adding 25 words or less to a slogan or rhyme, which on the surface sounds simple—and actually is. However, the contestants get knocked out for not being neat or mistakes in the address. The final winning takes a combination of a perfectionist and professional contest-enterer.

Well, the National Association of Food Chains has decided to run a contest, too, to commemorate the 40th anniversary of self-service in retail food shops. This one is dependent on how much of a saver you are. If you've saved bits of string, boxes, odd pieces of paper, notes from people, letters and mementoes out of grandma's day, you might be eligible for a very nice cash prize.

You see, the grocery people are looking for the oldest shopping list in existence. Sounds like an odd thing to be looking for, but then that's a contest for you.

If you have a shopping list that pre-dates the supermarket era, you stand a very good chance to win \$500. Or, one of the five \$100

prizes. Send your shopping list with some sort of proof that it is as old as you say, and a little bit of information about the person who made it up—maybe a note about the times or the grocer—to "Shopping List," care of Allen Gray, WCCO Radio, Minneapolis. The contest closes at midnight, Sept. 1, 1956.

Did you hear the one about the dentist who told the millionaire Texas oil man that his teeth were in perfect condition and the Texan said, "Well, I feel lucky today, you might as well go ahead and drill anyway."

Those of you who are dog owners and members of the Housewives' Protective League Testers Bureau will shortly be getting a package of Mello Crunch Dog Food. We think it's a very fine dog food, complete in every way, but we'd like to have the unqualified support of the Testers Bureau. As you may know, when a product is submitted to these testers we demand an 80 per cent approval or the advertising on the product is discontinued.

A farmer asked a neighbor how he was doing. And the latter reflected that the fillin' station and the hot dog stand ain't payin' for seed like they used to, but that "South Pacific" was runnin' another week in his barn.

I heard the other day that the peach crop is expected to be 23 per cent larger than last year's. Sounds like a good year to put up peaches. In which case, be sure you have plenty of Kerr Jars, Lids and Caps. That's how you'll assure yourself of a 22 per cent greater chance of successful canning.

And if you are making jelly, Certo and Sure-Jell will give you 50 per cent more jelly with only a one-minute boil.

Formula for successful farming: Rise early, work late and strike oil.

The Housewives' Protective League programs make a point of advertising tested and well-accepted products. I'm sure you'll find complete satisfaction in these other items featured on the shows: All Butter Kernel products, Northland's Milk and Ice Cream, Doe-skin products and Hills Bros. Coffee.

On the Air with Johnny Dare



FINGERS CROSSED: Tony Grise's performance at the WCCO Radio All-Star Aquatennial Show may have opened the way to a show business "break" for the talented baritone. His singing caught the ear of Robert Allen, outstanding composer of popular tunes who was on hand to serve as musical director for Peter Lind Hayes and Mary Healy. Allen arranged for Tony to send samples of his vocalizing to the brass at Epic Records in New York. Now Tony is waiting with fingers crossed for the word that might bring him a recording contract.

THE MERE FACT that Robert Allen thought so highly of Tony's singing is quite a tribute in itself. For Allen is one of the most successful tunesmiths in Tin Pan Alley today. He composed such recent hits as "No, Not Much," "Moments to Remember" and "Home for the Holidays."

BOB DeHAVEN'S EFFORTS to secure jobs for Minnesota State Prison inmates via interviews on "As You Like It" are attracting nationwide attention. A story on the project appeared July 29 in the Sunday edition of the Miami Herald. The United Press bureau in Minneapolis is planning to do a feature on DeHaven's unique idea for coast-to-coast distribution.

SACK RACES, pony rides and potato salad will be the order of the day for WCCO Radio staffers and their families on Sunday, Sept. 9. That's the date for the station's annual Family Picnic at the transmitter grounds near Anoka. From the sound of the new events and many prizes picnic committee chairman Bob Woodbury has lined up, it promises to be an event that no one on the staff will want to miss.

NEWS DIRECTOR Jim Bormann was one of the featured speakers at the institute on Minnesota Government and Politics conducted last month at the University of Minnesota. He participated in the session on political propaganda.

AH, LOVE! Herman Rustad, a Minnesota high school principal, told Sam Levenson on a recent "Two for the Money" broadcast over CBS Radio that he traveled more than 42,000 miles between Alexandria, Minn., and Magnolia, Minn., while courting Beverly Braken, his bride. The towns are 250 miles apart. Which means he had to make 84 round trips to persuade the lady.

LAUGH OF THE MONTH: Bob DeHaven quotes Minnesota hockey Coach Johnny Mariucci as follows on the current controversy over football players' salaries in the Big Ten: "The only way I could make money playing football under Bernie Bierman was to smuggle drinking water into the practice sessions."

HERE'S A SWITCH: Many of the cutest singing commercials we hear on the air are based on popular song hits. But now we are going to hear a popular song based on a radio commercial. Pepsodent officials report that Decca Records will soon release a full-length, non-commercial version of their spectacularly successful "You'll Wonder Where the Yellow Went" jingle. The new disc will have a completely new set of lyrics by Don Williams, composer of the original jingle. Vocals will be by the Jumpin' Jacks, the same group which voiced the Pepsodent tune.

STORK BULLETIN: Staff musician Ernie Garven and his wife, Mabel, announce the birth of their seventh child—a husky, 9-pound, 10¼-ounce boy named Robert. He arrived at 6:09 p. m. Wednesday, Aug. 15, at Northwestern hospital. The Garvens now have three sons and four daughters, which places them in a tie for first place with the Jim Bormanns in the WCCO Radio Diaper Derby.

CHECK MERCHANDISING DISPLAY



WOMEN'S SERVICE DIRECTOR Meg Kingbay of WCCO Radio and Glen Osgood, owner of Osgood's Super Valu Store, 5615 Chicago Avenue, Minneapolis, check a display of Instant Maxwell House Coffee as the product was highlighted as the WCCO Radio "Flash Feature" in more than 100 Northwest Super Valu Stores. Miss Kingbay and other station personalities made personal appearances at several supermarkets to help support the merchandising promotion. WCCO Radio-advised products are featured regularly in nearly 300 Super Valu, Red & White and Klein's stores as part of the station's Positive Plus Merchandising.

DISCUSS NEW SPORTS SHOW



IN A HUDDLE to discuss the format of WCCO Radio's news "Sports News and Views" program are, left to right, Dick Enroth, sportscaster; Charles I. Kraus, president of the Alemite Company of Minnesota, and Phil Lewis, the station's sales manager. The program is aired Monday through Friday at 5:35 p. m. and sponsored three days a week by Alemite.

LUCKY FARMER WINS FORD COMBINE



HAPPY FARMER indeed is Jess Jacobsen of Foley, Minn., winner of a new Ford Combine. Pictured at the award ceremonies are, left to right, Don Sawyer, Minneapolis sales district manager, Ford Tractor and Implement Division; Jacobsen; WCCO Radio Farm Service Director Maynard Speece, on whose Ford-sponsored program the drawing was made; Kenny Allen, Ford Tractor dealer in St. Cloud, and Arnie Lawson, Ford Tractor sales manager in Minneapolis.

IT'S LINDSAY AND BING NOW



LINDSAY CROSBY, youngest of Bing Crosby's four sons, is following the pattern set by his brother Gary, now in the military service, by being a frequent guest on his dad's CBS Radio show. Here, Lindsay tries out a new vocal arrangement with Buddy Cole, musical director of the "Bing Crosby Show," heard Monday through Friday at 6:30-6:45 p. m. on WCCO Radio.

TUNING UP FOR PEPSODENT



THE JUMPIN' JACKS, voices behind the popular Pepsodent jingle: "You'll wonder where the yellow went when you brush your teeth with Pepsodent," are directed in a rehearsal by T. E. Hicks, Pepsodent's vice president and marketing director. Hicks attributes the success of the Pepsodent campaign heard 39 times weekly on WCCO Radio to "spot radio's tremendous influence on consumer buying habits" and to the fact that "the jingle itself tells an easy to understand, easy to believe story in a lighthearted, entertaining way."



5 WCCO Stars On for Marvel Chow Mein

Five leading WCCO Radio personalities are teamed up to tell Northwest homemakers about Marvel Frozen Chow Mein, the delicious oriental dish that provides the family with wonderful eating in minutes.

Sales message for Marvel are heard on "As You Like It," with Bob DeHaven, Cedric Adams and Clellan Card each Monday, Tuesday and Wednesday at 7:05-8:00 p. m.; Gordon Eaton's "Musical Clock" on Wednesday at 8:00-8:30 a. m., and the "Meg Kingbay Show" with Meg Kingbay on Thursday and Friday between 10:30-11:00 a. m.

Available in subgum, chicken and vegetable varieties, Marvel Chow Mein is made only of the finest quality imported and domestic ingredients, then snap frozen at the peak of perfection.

Grocers throughout the Northwest can tie-in with this personality-packed advertising support by displaying Marvel Chow Mein prominently in their frozen foods departments.

Kerr-ent News Aired on WCCO

All through the home canning season, Northwest homemakers are hearing the full story about the exclusive feature of Kerr Jars, Caps and Lids on WCCO Radio.

Sales messages explaining Kerr's "greater sealing" exclusives are featured five times a week on two popular daytime programs—Allen Gray's "Housewives' Protective League," Monday, Wednesday and Friday at 3:15-3:45 p. m., and the "Meg Kingbay Show," Tuesday and Thursday at 10:30-11:00 a. m.

Northwest retailers can build bigger sales of home canning supplies by featuring displays of Kerr Jars, Caps and Lids in their eye-catching yellow and black cartons.

State Fair Schedule

(Continued from Page 2)

- 12:00-12:10 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.
- 4:00-5:30 p. m.—"Plug Horse Derby" with Maynard Speece and Jim Hill, Grandstand.

WCCO RADIO NEWS PARADE

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CLAYTON KAUFMAN... Director
RICHARD STUCK... Assistant