

1957 MINNESOTA STATE FAIR EDITION

HANDY, NEW MAP OF STATE FAIRGROUNDS ON PAGE TWO

WCCO News Parade

MINNEAPOLIS-ST. PAUL

AUGUST, 1957

Top Sports Reporters Set To Cover Gopher Football

The Northwest's foremost sports reporting team is lined up and ready to bring University of Minnesota football fans top-notch coverage of the 1957 Gopher grid campaign on WCCO Radio.

Four expert reporters — Dick Enroth, Halsey Hall, Bernie Bierman and Sid Hartman — will be right with the Minnesota eleven at home and away, beginning with the Sept. 28 opener against Washington and concluding with the Nov. 23 game against Wisconsin. The Gophers will play their usual nine-game schedule.



Hall



Enroth



Bierman



Hartman

Again this season, the play-by-play broadcasts will be co-sponsored by the Prudential Insurance Company of America and the Variety Supply Co., for its 400 V-Stores in WCCO-Land.

For the tenth consecutive year, Twin City Federal Savings and Loan Association will present "Football Preview" and "Football Review," authoritative feature shows heard a half-hour immediately before and following the play-by-play story. Completing WCCO Radio's Saturday gridiron fare will be the "Football Scoreboard" at 5:45 - 6:00 p. m. with a review of other games.

The action of each Minnesota game will be described as it happens by Enroth, the top play-by-play reporter in the Northwest. Bierman, former Minnesota coaching great, will give listeners his expert analysis of the play. Hall and Hartman, both noted sports authorities, will provide color commentary, background and interviews with visiting football notables.

Sportscaster Ted Husing Returns to CBS Radio

Veteran sportscaster Ted Husing, recovering rapidly from his recent illness, has rejoined CBS Radio under an exclusive contract.

Husing, who first joined the network in 1927, will again bring his unexcelled knowledge of sports broadcasting before the microphone to describe outstanding athletic attractions.

EXPERT BACKING



SATIRIST Stan Freberg and pretty vocalist Peggy Taylor can be heard on WCCO Radio every Sunday at 6:30 - 7:00 p. m. on the new "Stan Freberg Show." The CBS Radio series, originating from Hollywood, has won nationwide acclaim since its recent debut, thanks mostly to the brilliant off-beat humor presented by Freberg.

Plowville '57 to Mark Silver Soil Fete Sept. 13-14

Plowville '57, Minnesota's biggest farm event of the year, will be highlighted by the 25th anniversary of the first soil and water conservation project in the state.

The two-day project, known officially as the Minnesota Soil Conservation Field Days and Championship Plow Matches, will be held Sept. 13-14 in the Winona area under the co-sponsorship of WCCO Radio and the State Soil Conservation districts.

Appropriately, this Silver Soil celebration will be staged in the Gilmore Valley, where the state's first conservation district was organized 25 years ago.

Program high spots will include the state plowing contests, 4-H and FFA land judging, Queen of the Furrows competition and a series of conservation demonstrations. A complete historical review of the Gilmore Valley project will also be presented.

A host of WCCO Radio personalities, headed by farm broadcasters Maynard Speece and Jim Hill, will be present to originate many programs from the site and take part in other activities.

General chairman of Plowville '57 is Charles Taylor, president of the Whitewater Soil Conservation district. Former Winona county agent Esbern V. Johnson is general manager.

Complete Schedule
of
WCCO Radio
State Fair Broadcasts
On Page Two

Visitors Invited to Air Views Into 'Open Mike' at WCCO Exhibit

"Meet me at the Fair!"

That's just about the most popular phrase heard in WCCO-Land these days as the great Minnesota State Fair takes over for its annual 10-day run from Aug. 24 through Sept. 2.

As always, WCCO Radio and all of its personalities are right in the middle of the hurly-burly of the fairgrounds to take an active part in the activities at the site of the exposition.

WCCO Radio headquarters is at its familiar spot in the Agriculture-Horticulture building, where broadcasts stars are on hand daily to originate programs, greet visitors, sign autographs and distribute complimentary copies of a new "Good Neighbors" calendar.

As a special attraction to fairgoers, WCCO Radio has its famous "Open Mike" set up at the station exhibit booth. Visitors are invited to speak their mind on any subject — controversial, timely, humorous or what-have-you — into a special microphone. All statements are recorded and the best ones will be used on the "Open Mike" program, heard twice daily, Monday through Friday, at 6:30 - 6:45 p. m. and 8:45 - 9:00 p. m.

A total of 41 regular and special WCCO Radio broadcasts are originating directly from the fairgrounds during State Fair time. These include shows of interest to everyone — farm folks, city dwellers, homemakers and sports fans. And they will feature such top personalities as Cedric Adams, Bob DeHaven, Meg Kingbay, Maynard Speece, Jim Hill and Sid Hartman.

Most of the programs, 33 to be exact, are aired from Lee Auditorium in the Agriculture-Horticulture building.

Starting the broadcast day at the Fair is Meg Kingbay, WCCO Radio's women's service director. Her "Meg Kingbay Show" for homemakers is presented Monday through Fridays at 10:30 - 11:00 a. m. and Saturdays at 9:30 - 10:00 a. m. from Lee Auditorium.

During the noon hour, fairgoers can enjoy a full hour of radio shows, beginning at 12:00 - 12:10 p. m. in Lee Auditorium with Maynard Speece's "Noon Farm Report." The series is heard daily except Sundays.

Variety entertainment comes next as Bob DeHaven emcees "Good Neighbor Time" at 12:10-12:25 p. m. on Monday through Saturday, also in Lee Auditorium. The show also features the Red River Valley Gang, several popular vocalists and Wally Olson's orchestra. DeHaven makes a daily trip into the audience with special gifts for people he interviews.

A leading attraction at the Fair for many years has been Cedric Adams' broadcast of his Noontime News" at 12:30 - 12:45 p. m. The series is presented every Tuesday, Thursday, Saturday and Sunday from Lee Auditorium.

A special State Fair feature entitled "Dairy Topics" is broadcast on Monday through Saturday at 12:45 - 1:00 p. m. from the Dairy Building by Farm Service Director Maynard Speece and Associate Director Jim Hill. Sponsored by the Minnesota Dairy Industry Committee, the series also features reports by remote control pickup from various spots on the fairgrounds where novel activities are taking place.

On Sundays at 12:45 - 1:00 p. m. the "Sid Hartman Show," a regular WCCO sports feature, will be aired from Lee Auditorium. Hartman highlights the show with in-person interviews with leading figures from the world of sports.



Adams



DeHaven



Kingbay



Speece



Hill

WCCO Expands 'Open Mike'

"Open Mike," WCCO Radio's soap box of the air, has expanded. A new segment entitled "The Best of Open Mike" is now broadcast Saturdays at 5:45 - 6:00 p. m. It is comprised of the top features heard during the week on the regular "Open Mike" series Monday through Friday at 6:30 - 7:00 p. m. and 8:45 - 9:00 p. m.

The program, with Howard Viken as host and Hakon Torgesen as reporter and producer, gives WCCO-Land residents the opportunity to air their views on almost any subject — timely, controversial, provocative and often humorous.

HOWDY DO

HELPFUL HINTS

Following is a handy list of things to say when talking to a person who broadcasts. You should find it especially useful during your visit to the State Fair.

"I listen to you every night." This is fine, if the person is on every night.

"I've been listening to you since I was a kid in grade school." This is acceptable, if you are a freshman in high school. Don't use it if you have three of your own children clustered around you.

"Where is Cedric!" This is very good, if you are addressing Cedric Adams. Other people will assume you are looking for Sir Cedric Hardwicke and have no respect for nobility.

"You don't look like you did when I started to attend the Fair in 1934." Granted. And Clara Bow doesn't look the same, nor, come to think of it, does Herbert Hoover.

"How about that calendar you gave me last year!" Well, we know that on this particular calendar there were 31 days in April. This was one of those extra services of WCCO Radio. Most people want to live longer and here you are complaining.

"Where are the Rhode Island Reds?" Playing a double header with Providence.

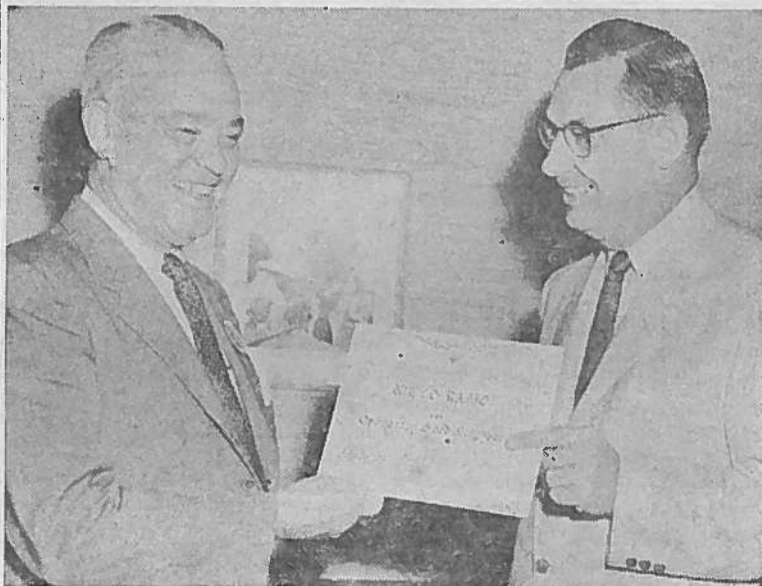
"Do you remember me?" The broadcaster wants to remember you, and he will try.

"Where is it?" Over there.



Bob De Haven

AWARD FOR 'OPERATION GOOD NEIGHBOR'



A RED CROSS Certificate of Appreciation is presented to General Manager Larry Haeg of WCCO Radio by Kingsley Day, chairman of the Minneapolis Red Cross chapter. The award was made to salute the station for its "Operation Good Neighbor" project, which, in a single day, raised \$50,000 in cash for Red Cross flood and tornado relief in recently stricken areas of Minnesota and North Dakota.

MAP OF MINNESOTA STATE FAIR GROUNDS

ALPHABETICAL INDEX

Building	Number
Administration Building	1
Agriculture Building	19
Arcade Building	35
Barns	44
Beer Garden	13
Bleachers, East	26
Bleachers, West	30
Camp Grounds Shower	8
Cattle Barn	40
Check Room	25
Children's Barnyard	22
Commissary	36
Conservation Building	34
Crossroads Building	14
Dairy Building	6
East Room	26
Education Building	4
Farm Boys' Camp Building	9
Food Show Building	13
4-H Club Building	5
Grandstand	28
Greenhouse	16
Hippodrome	38
Home Activities Building	3
Horse Barn	42
Horticulture Building	19
Hospital	17
Industrial Building	11
Industrial Building	12

Livestock Arch	39
Mink Show	29
Officers' Quarters	15
Paddock Barn	43
Police Station	24
Postoffice	23
Portrait Hall	20
Poultry Building	37
Publicity Building	18
Ramp to Grandstand	32
Sanitation Department	31
Service Building	1
Sheep Barn	37
State Exhibits Building	7
Swine Barn	41
Territorial Pioneers	21
Ticket Office	19
(Advance Sale)	33
Ticket Offices	27
Toilets	2
Varied Industries	28
Warehouse	10
WCCO RADIO HEADQUARTERS	19

6 Dairy Building	33
7 State Exhibits Bldg.	19
8 Camp Grounds Shower	8
9 Farm Boys' Camp Bldg.	9
10 Warehouse	10
11 Industrial Building	11
12 Industrial Building	12
13 Food Show & Beer Garden Building	13
14 Crossroads Building	14
15 Officers' Quarters	15
16 Greenhouse	16
17 Hospital	17
18 Rest Cottage	18
19 Agriculture-Hort. Bldg.	19
20 Portrait Hall	20
21 Territorial Pioneers	21
22 Children's Barnyard	22
23 Postoffice	23
24 Police Station	24
25 Check Room	25
26 E. Bleachers (E. Room Under)	26
27 Ticket Offices	27
28 Grandstand & Varied Ind.	28
29 Mink Show	29
30 West Bleachers	30
31 Sanitation Department	31
32 Ramp to Grandstand	32

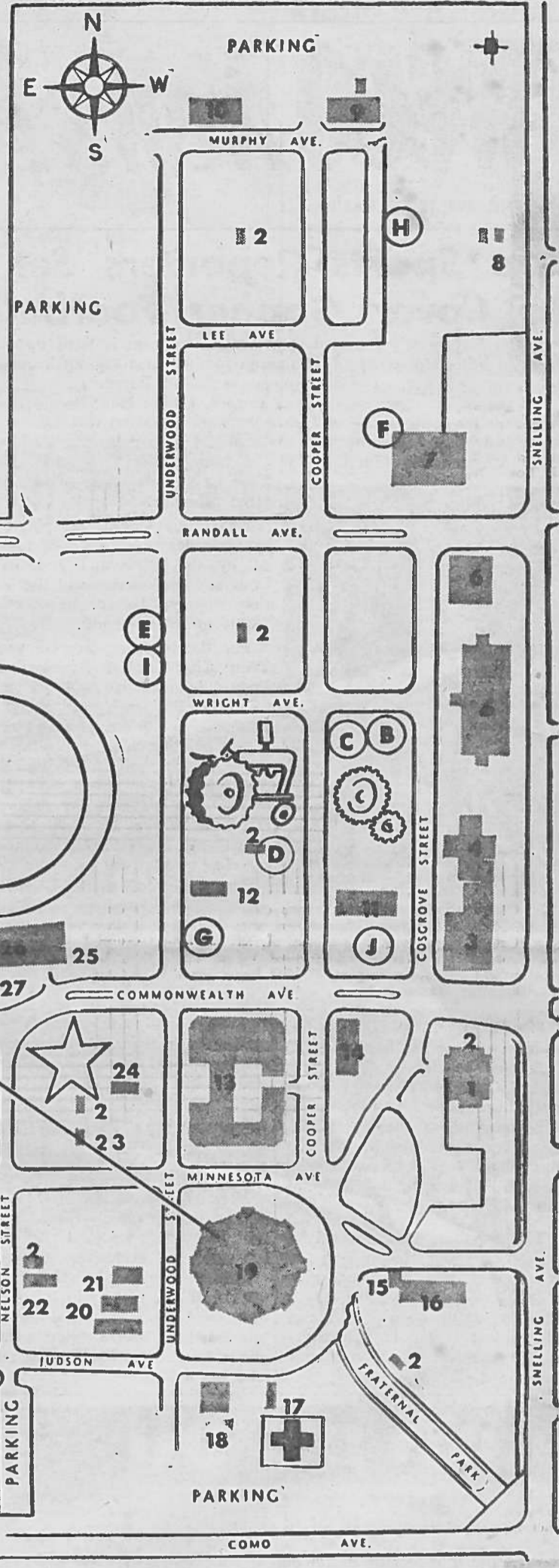
33 Ticket Office (Adv. Sale)	33
34 Conservation Building	34
35 Arcade Building	35
36 Commissary	36
37 Poultry-Sheep Building	37
38 Hippodrome	38
39 Livestock Arch	39
40 Cattle Barn	40
41 Swine Barn	41
42 Horse Barn	42
43 Paddock Barn	43
44 Barns	44

WCCO RADIO ADVERTISERS AT STATE FAIR

Letter	Company
A	Blue Cross - Blue Shield
B	E. G. Clinton Co.
C	Cowin & Co.
D	DeKalb Agr. Assn.
E	Hy-Line Poultry Farms
F	International Harvester Co.
G	North Central Electrical League
H	Pfister Associated Growers
I	Pioneer Hi-Bred Corn
J	Standard Oil Co.

NUMERICAL INDEX

Number	Building
1	Admin. & Serv. Bldg.
2	Toilets
3	Home Activities Bldg.
4	Education Building
5	4-H Club Building



Schedule of WCCO Radio Broadcasts at State Fair

SATURDAY, AUG. 24
 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.
 12:45-1:00 p. m.—"Dairy Topics" with Maynard Speece and Jim Hill, Dairy Bldg.
SUNDAY, AUG. 25
 12:30-12:45 p. m.—Cedric Adams' "Noontime News," Lee Aud.

12:45- 1:00 p. m.—"Sid Hartman Show," Lee Aud.
MONDAY, AUG. 26, WEDNESDAY, AUG. 28 AND FRIDAY, AUG. 30
 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.
 12:10-12:25 p. m.—"Good Neighbor Time," starring Bob DeHaven, Lee Aud.
 12:45- 1:00 p. m.—"Dairy Topics" with Maynard Speece and Jim Hill, Dairy Bldg.

TUESDAY, AUG. 27 AND THURSDAY, AUG. 29
 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.
 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- 1:00 p. m.—"Dairy Topics" with Maynard Speece and Jim Hill, Dairy Bldg.

SATURDAY, AUG. 31
 9:30-10:00 p. 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.
 12:45- 1:00 p. m.—"Dairy Topics" with Maynard Speece and Jim Hill, Dairy Bldg.
SUNDAY, SEPT. 1
 12:30-12:45 p. m.—Cedric Adams'

"Noontime News," Lee Aud.
 12:45- 1:00 p. m.—"Sid Hartman Show," Lee Aud.
MONDAY, SEPT. 2
 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.
 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- 1:00 p. m.—"Dairy Topics" with Maynard Speece and Jim Hill, Dairy Bldg.

AQUA SALUTE HIGHLIGHTS



WCCO RADIO presented a 70-minute broadcast salute to the Minneapolis Aquatennial July 26 from the Hotel Radisson Ballroom. The star-studded program was headlined by the Crew-Cuts, one of the nation's top vocal groups who are shown at the mike above. Gordon Eaton, who emceed the show, is at the right while in the background are the Keesler Air Force Base Chorus of Biloxi, Miss., and Wally Olson's band.



THE CREW-CUTS met some unexpected competition from the quartet of WCCO Radio personalities shown above. Billing themselves as the Short-Cuts, the foursome is made up of, left to right, Gordon Eaton, Jergen Nash, Bob DeHaven and Howard Viken. Their first, last and only number was "Sh-Boom." Other WCCO Radio stars on the program were vocalists Mary Davies and Tony Grise.



SPECIAL GUEST STAR Eddie Fisher, right, the famed crooner, is interviewed by Gordon Eaton. This was Fisher's first American appearance since his return from Europe and North Africa.



GRACIOUS ME, what's all the screaming about? That might well be the question on the mind of the little, old lady seated in the front row at the show. The rest of the audience, numbering more than 1,000, found plenty to cheer.

More People Spend More Time Listening To Radio Than Watching TV, Study Shows

More people are listening to radio these days than watching television! And they are spending more time listening to their radios than watching their tv sets.

These two facts, pointing up the ever-continuing vitality of radio as an entertainment - information and advertising medium, were disclosed in a report in the Aug. 5 issue of Broadcasting - Telecasting, leading trade publication. They are based on a nationwide survey by Sindlinger & Co., business analysis firm.

The study, made during the week of July 21-27 among people in the U. S. over 12 years of age, showed that some 71,442,000 persons — or 58.1 per cent of this population group — listen to radio on the average day. And they spend a total of 1,118,200,000 hours a week listening.

This amounts to 2,705,000 more people per day and 19,600,000 more hours per week than the totals for television.

The Sindlinger reports also shows that during the week people spend 179 per cent more time listening to radio than reading newspapers; 563 per cent more time listening to radio than reading magazines and 421 per cent more

time listening to radio than attending movies.

One theory on the resurgence of radio is expressed in an article entitled "Why Radio Won't Die" appearing in the Aug. 19 issue of Newsweek magazine.

It was the statement of CBS Radio's new and brilliant star, Stan Freberg, who says: "Radio is go-

ing to surge back. People are tired of checking in their imagination and just staring."

Freberg, himself, is making a monumental contribution to this movement with his sparkling, imaginative "Stan Freberg Show," heard Sundays at 6:30 - 7:00 p. m. on WCCO Radio.

U. S. Steel, D-X Sunray Oil Sponsor WCCO Programs

Two new advertisers have signed with WCCO Radio to sponsor farm programs, and four other clients have renewed their sponsorship of WCCO shows, it has been announced by Sales Manager Phil Lewis.

One of the new sponsors is U. S. Steel Co., which is presenting a five-minute program, "This Business of Farming" with Maynard Speece for its American Steel & Wire Division.

This series is presented Tuesday, Thursday and Saturday 5:30 - 5:35 under U. S. Steel sponsorship. On Monday, Wednesday and Friday it is sponsored by Armour & Company's Dynafac Feed Additive, which has just renewed its contract.

The second new program is the Sunray Oil Company's "D-X Farm Information Center" with its farm and ranch information service. The program, which started August 19, is heard Monday, Wednesday and Friday at 11:55 a. m. to 12:00 noon.

Doughboy Industries has extended its sponsorship of "Farm Topics" with Maynard Speece Monday through Saturday at 6:00 - 6:15 a. m. for an additional 26 weeks.

North American Life and Casualty Company has renewed for 52 weeks its sponsorship of "Cedric Adams' Nighttime News" two days a week at 10:00 - 10:15 p. m. These broadcasts are also fed to stations WDSM, Duluth; KILQ, Grand Forks; KSJB, Jamestown; and KCJB, Minot.

Jacuzzi Pumps has extended its co-sponsorship of "Market Finals" with Jim Hill heard Monday through Friday 5:55 - 6:00 p. m.

Allen Gray Sets 'Brandwagon' Promotion for Fall

There's a big merchandising support coming up for advertisers on Allen Gray's "Housewives' Protective League" and "Starlite Salute" programs over WCCO Radio.

Gray is set to launch his annual "Brandwagon" promotion on Sept. 16. This year it will include 133 leading Twin Cities supermarkets in eight different food store groups and will continue for 13 weeks through Dec. 14.

During each phase of the promotion, cooperating stores extend all-out support for products advertised on Gray's programs. This includes in-store displays, bulletins to store managers and newspaper advertising.

Every Friday during the 13-week period, Gray will personally visit a different supermarket to serve coffee and cookies and meet customers of the store. Each Coffee Break will be highlighted by the presentation of a Silver Dollar Merit Award to an outstanding check-out counter cashier.

The various features of the "Brandwagon" promotion will be publicized heavily by Gray on his two daily WCCO Radio programs — "Housewives' Protective League" at 3:15-3:45 p. m. and "Starlite Salute" at 10:30-11:00 p. m.

You Can't Win

Murray Forbes, the Willy Fitts of CBS Radio's "Ma Perkins," recently sold his collection of some 300 guns for considerable profit. His object wasn't money, the collection simply outgrew available space. It was all to no avail, however, because in no time at all Murray was up to here in a new hobby — miniature porcelain soldiers. And now he has so many that they take up twice as much room as the guns did.

'Ma Perkins,' 'Helen Trent' Enter Silver Anniversary Year on CBS

Always high on the list of perennially popular WCCO Radio programs have been the group of daytime dramatic serials. Graphic proof of that well-deserved popularity is demonstrated by the "Romance of Helen Trent" and "Ma Perkins", each of them now starting their 25th year on the air.

During its long and colorful run, "Helen Trent", the older of the two, has been heard more than 6,200 times over WCCO and CBS Radio. Heard weekdays at 1:00 - 1:15 p. m., the serial is sponsored by Lever Brothers, Campana's Ayds and Italian Balm, and Scott Tissues.

"Ma Perkins", which first hit the airwaves back in 1933, is heard on WCCO weekdays at 1:30 - 1:45 p. m. with Lever Brothers as sponsor.

In 24 years, only two actresses have played the title role of Helen Trent — Virginia Clark for 11 years and Julie Stevens since that time.

It's a different story on "Ma Perkins", however. Virginia Payne, who plays the title role, holds a personal record unmatched in daytime radio history: she has never missed a performance since the serial was introduced back in 1933.

Almost matching Miss Payne's perfect score is that of Charles Eggleston, who has played Ma's lumber yard partner, Shuffle Shober, since the program's premier. The third partner, Willy Fitz, has been portrayed by Murray Forbes, who joined the cast a few weeks after the serial started.

From the first episode, Helen Trent has been presented as a symbol of a mature woman, champion-

ing the belief that "romance can and does come to the woman of 35 or more," a theory that she set out to prove when her marriage ended in 1933.

"Ma Perkins", the dramatized experiences of the distaff lumber yard operator of Rushville Center, has been heard by more listeners than any other serial. There was a time when the program was carried on another network, as well as CBS radio, each at a different time of the day, and the serial also was broadcast over Radio Luxembourg to English-speaking Europeans.

MAP FOOTBALL PLANS



OFFICIALS of WCCO Radio and the Prudential Insurance Company get together to discuss the firm's co-sponsorship of Minnesota football on the station. Left to right are Phil Lewis, WCCO sales manager; Jim Borrmann, WCCO news director; Larry Haeg, WCCO general manager; Orville Beal, Prudential's executive vice-president; Alexander Query, vice-president in charge of Prudential North Central Home Office (NCHO); Jack Kavernland, second vice-president of NCHO; Charles Bochart, director of advertising and public relations for NCHO; Jim Paul, WCCO account executive, and George Ludecke, vice-president of Reach, McClintock and Co., Prudential's advertising agency.

On the Air with Johnny Deere



ANNUAL REPORT: Star Bob DeHaven continues to keep himself as busy as ever on the personal appearance circuit between his 29 broadcasts a week on WCCO Radio. In his annual accounting, covering the year ending with this past July, he made 47 personal appearances in 11 different Northwest communities before a total of 37,696 persons.

A NEW NOTE in nationwide publicity was achieved by Cedric Adams this month. He made the funnies. His name was mentioned in the Aug. 18 strip of Steve Canyon.

NEWSMAN Hugh Smith bade farewell to his fellow-workers at WCCO Radio Aug. 17 when he left for Fort Leonard Wood, Mo., and the beginning of six months active duty with the National Guard. Following basic training, Hugh expects to be moved to Fort Bliss, Texas.

THE PROGRESSIVENESS and leadership of WCCO-Land food and drug retailers on the merchandising front was pointed up in a recent dealer display contest sponsored by Pepsodent Tooth Paste. The contest offered 25 prizes in a nationwide competition, and four of them were won by dealers in our area. They were the Snyder Drug Stores in Bloomington and Rochester, Trowbridge Super Market in Austin and Applebaum's Super Market, 1700 N. Lexington, St. Paul. This fine showing also points up how well Northwest merchants support products advertised on WCCO Radio.

ERNIE GARVEN, one of the mainstays of our musical staff, has been enjoying quite a summer on the golf links. He qualified for the championship flight in the big Resorters tournament at Alexandria, Minn., and went to the quarter-finals before bowing to Neil Croonquist, the medalist and eventual champion. He also competed in the Minnesota State Amateur during the final week of August. Earlier this summer, Ernie walked off with the title in our station tourney.

NOTES AND NOTEWORTHY: George Collier, veteran member of our engineering staff, has been named supervisor of the station transmitter at Anoka . . . Bob DeHaven has been appointed chairman of the speakers bureau for the Community Chest and Council of Hennepin County. The annual Community Chest drive is set for Oct. 4-24 . . . Joyce Lamont and Gordon Eaton are back at the WCCO mike following vacations in New York City and Las Vegas, respectively.

WHILE ALLEN GRAY vacationed in the north woods of Michigan, his afternoon "Housewives' Protective League" program was handled by three colorful stand-ins. Taking over for one week each were sportscaster Halsey Hall, St. Paul newspaper columnist Paul Light and the Old Fogey, retired business executive and frequent contributor to Allen's programs. Gray's Starlite Salute" was in the capable hands of Dean Montgomery.

MEET THE NEWEST additions to the WCCO Radio staff. Jayne Thiele, a graduate of the University of Minnesota (her major was radio-speech) has joined the music library staff. Her home is Madison, Minnesota. Newest member of the accounting department is Lorene Licht, for six years with station KWOA in Worthington, Minnesota.

ABOUT TO BECOME a September bride is Mary Jane Christianson, who has been with WCCO Radio's accounting department for the past four years. September 7, at New Auburn, Wisconsin, she becomes the bride of M. James Arndt. They will make their home in Oklahoma where he is stationed with the Army.

JIM HILL COVERS FARM AREA IN INTERNATIONAL TRUCK



THE KEYS to a new, 1957 International Golden Anniversary pickup truck are turned over to Jim Hill, left, WCCO Radio associate farm service director, by E. P. O'Connor, district manager for the motor truck division of International Harvester Company. The firm is a co-sponsor of Hill's "Market Finals," heard Monday through Friday at 5:55 - 6:00 p.m.



THE VERSATILE VEHICLE is put to good use by Hill in his constant travels throughout the rich farming areas of WCCO-Land. Between broadcasts, Hill is frequently on the road to check crop conditions, attend farm group meetings and make personal appearances. First-hand material gathered on these trips is used daily by Hill on his WCCO Radio farm service broadcasts.

CEDRIC BOOSTS VIGORENA



CEDRIC ADAMS meets one of his new bosses, Bill Gregory, vice-president of the Springfield Milling Company, manufacturers of Vigorena Feeds. The firm now sponsors Cedric's "Nighttime News" two times a week at 10:00 - 10:15 p. m. on WCCO Radio. Cedric is telling WCCO-Land farmers that "Vigorena's fresher and freshness makes the difference in farm feeds." He recently met the 165 Vigorena dealers of the Northwest at a big jamboree in Springfield, Minn., home of the product.

PEPSODENT POW-WOW



TALKING OVER Pepsodent Tooth Paste advertising plans on WCCO Radio are, left to right, Gordon Hayes, general manager of CBS Radio Spot Sales, New York; Phil Lewis, sales manager of WCCO; Augy Becker, vice-president of Foote, Cone & Belding who is in charge of the Pepsodent account, and Ed Hicks, marketing vice-president of the Pepsodent Division of Lever Brothers Co. The king-size Pepsodent package symbolizes the big advertising campaign for the product now in its second year on WCCO Radio.

'As You Like It' Is Nighttime Radio Pacemaker

Fresh interest is being expressed in various parts of the country for nighttime radio — on the part of listeners and advertisers alike.

This might be news elsewhere, but it isn't here in WCCO-Land. That's because WCCO Radio has constantly kept its nighttime programming at a high level as evidenced by its highly-popular "As You Like It," aired Monday through Friday at 7:05 - 8:00 p. m.

This ambitious and entertainment-packed series features five different WCCO Radio favorites as hosts, on different nights of the week, with each showcasing the brand of broadcasting for which he is best known.

Bob DeHaven is in charge on Mondays; Cedric Adams, Tuesdays; Clellan Card, Wednesdays; Jergen Nash, Thursdays, and Gordon Eaton, Fridays.

A good case in point is Clellan Card's Wednesday edition of "As You Like It." It's a breezy blend of moontime melody, sophistication and spontaneous wit. Music is the raison d'être of the show with off-beat humor, charm and personality a sideline.

Card, humorist, raconteur and emcee extraordinaire, is joined at mikeside by three other top entertainers, vocalists Mary Davies, Tony Grise and pianist Willie Peterson.

Mary and Tony, both Arthur Godfrey "Talent Scouts" winners, sing the songs they like to sing. As a result, there's a freshness and sparkle about their vocalizing that's infectious. They frequently select a theme of works of a specific composer for the broadcast. They've had a waltz night, a folk night, Irving Berlin night, love night, to mention but a few.

An attempt is made to contrast the live entertainment with outstanding recorded music. One of the more exciting productions was a jazz night, featuring everything from the tamer side of Stan Kenton to Cab Calloway doing "Minnie the Moocher." Card knows that good jazz has a select but loyal following in this area, and he makes the most of it.

Keeping the show in a light and easy vein is the good-natured give-and-take between the performers plus a liberal sprinkling of Card's own brand of humor. He admits he says "goofy things," but Northwest listeners have been loving it for more than 25 years.

Clellan, himself, offers perhaps the best reason for the appeal of his "As You Like It" efforts when he says: "I try to present a show I'd like to listen to. I try to give people what they like."

Needless to add, he's been doing just that.

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