SPECIAL 1954 STATE FAIR EDITION
FREE MAP OF STATE FAIR GROUNDS ON INSIDE PAGE
WCCO News Parade
MINNEAPOLIS, ST. PAUL
AUGUST, 1954

Winners of Grand Awards in Highway Contest to be Announced Sept. 3 at Fair

Three 1954 Ford Ranch Wagons and $1,500 in U.S. Savings Bonds will be awarded Friday night, Sept. 3, to winners of the two big contests that feature WCCO Radio's summer-time highway safety campaign.
The presentations will be made at the 4-H Building at the Minnesota State Fair during a special 7:30 p.m. broadcast that will officially conclude the safety drive.
The grand award winners will be given to the three counties in the state which have done the best all-around job of promoting highway safety.
No the Ranch Wagons will be equipped with first aid kits and fire extinguishers presented by the Automobile Association of Minnesota.

Savings Bonds awards will go to winners in a 4-H Club Essay contest. First prize is $500 and there are 18 other awards ranging from $300 to $25. Both contests have been conducted in 151 counties of Minnesota, South Dakota and Wisconsin.

Honoring the panel of judges that will name the winners are Governors C. Pierce Butler of Montana, Sigurd Anderson of South Dakota and Robert Kohler of Wisconsin.

Other judges will include the Agricultural Extension Service directors of the three states, President Roy Larsen of Twin City Federal Savings and Loan Association and a representative of the Ford Motor Company.
The Agricultural Extension Service, Twin City Federal and the Ford Dealers of the Northwest area have cooperated with WCCO Radio in the project which began May 1.

In addition to the Savings Bonds awards for the grand final winners of the 4-H contest, prizes also have been given at the county level. The author of the best essay in each of the 151 counties received a Zenith Clock Radio and a trip to a Twin City store on WCCO Radio's "Good Neighbor Tour" which visited the Ford Motor Company plant.

Pride Sponsors: Sunday Newscast

The producers of Pride Seed Corn are now sponsoring "Sunday Morning News", with Walt Hunsaker and "WCCO Radio News", which is part of the station's popular Sunday Morning News Hour, is aired each week at 8:40 to 8:55 a.m. Hunsaker presents a full round-up of news from the international, national and regional news services.

Pride Seed Corn began its sponsorship with the broadcast of Aug. 13. The firm, which has been one of the oldest dealers in the WCCO Radio listening area, will continue this sponsorship through the 50th anniversary film in Leo Auditorium.

SEPTEMBER 17-18

'Plowville' Preparations Nearly Complete

The stage is virtually set for "Plowville '54", Minnesota's annual Conservation Field Day and Championship Flour Matches staged annually by WCCO Radio and the State Association of Soil Conservation Districts.

Sponsors: Bob De Haven

HOWDY DO says

JACK CARSON

This old boy played the role of old friend succinctly during Jack Carson's recent personal visit.

We went down to Northfield to see Sid Freeman, a clothesline glad to extend credit in the good old wild days of college. Even now Sid annually gives someone a spare jacket to remind him that he no longer owes money at Freeman's. As we mounted the steps to Land Hall to visit Carson, Laurence Gould, Carson whispered, "Remember, DeHaven, no trick matches—this time."

Jack is famous at Carleton for stringing alarm clocks in the tower of the chapel all set in tandem to go off during a speech by a person he didn't admire.

Here's his version of how he bought a 46-cow horse ranch in San Fernando Valley.

"I had been to Champagne for the premiere of a picture and I brought back a cowboy suit for my son John. He told me cowboys ought to be able to ride a horse so I sent him riding school.

"After John learned I decided to get him his own horse. That was simple. We had a project and after we had finished there was no place to keep it. The only solution was to buy a ranch and somebody suggested that John's horse might get lonesome all by itself so I got another one. I was afraid the two might get sick of looking at each other so I bought four more. Now I have a horse."
**Shriner Returns to Emcee ‘Two for the Money’ Quiz**

Herb Shriner, whose drawing, earthy humor has captivated “Two for the Money” into the top ranks of radio entertainment, returns to his role as the program’s emcee Saturday night, Aug. 28.

The fast-moving comedy quiz is heard on WCCO Radio at 8:30 p.m. every Saturday under the sponsorship of Old Gold Cigarettes.

Shriner’s eight-week vacation from the program included a three- week engagement in Las Vegas where he was obliged to change his plans to visit his home state of Indiana, with which he was to be the featured attraction.

The quality of Shriner’s success in Las Vegas has been described as one of the best and most highly paid talent in show business, is endorsed by a recent news by New York metropolitan newspaper columnist who wrote:

“... Hottest thing in Las Vegas— not excepting the show is Herb Shriner, the humorist who has figured all the scenes at the Last Frontier. He’s even building it up to $500 for the dinner show. During Shriner’s absence from the show “Two for the Money” his emcee slot was filled for the summer by Walter O’Donnell, underestimating the quality of stage and radio, who is now considering an offer to star in a Broadway show.”

**Jack Benny Set To Open 23rd Season Sept. 26**

The “Jack Benny Show,” one of radio’s all-time comedy favorites, will move into its 23rd year on the air Sunday, Sept. 26, at its regular 6-6:30 time.

A veritable Sunday evening institution, the successful program will again be sponsored by Wrigley Gum and will be heard by such faithful associates as Mary Livingstone, Eddie (Rochester) Anderson, Cricket, Dennis Day, Don Wilson and the Cincinnati Symphon.

The program is produced by Harold Marks and written by Sam Peri, Molly Josefberg, George Balzer and Jack Tracy. Music director is Malvin Merrick.

**DeHaven Offers Coffee Maker**

Rob DeHaven has a special offer for coffee-drinking listeners of his “Coffee Break” on WCCO Radio. It’s a One-Cup Coffee Maker. Listeners can get one by sending a strip or label from a Butler-Nut Coffee container to Butler-Nut Coffee, WCCO Radio, Minneapolis or St. Paul.

**Murray Returns to Air Aug. 30 from Vacation**

Murray’s return to the air is set for Aug. 30 on WCCO Radio.

**King Midas Flour Mills Sponsor ‘News Hi-Lites and Weather’ Show**

King Midas Flour Mills have taken over sponsorship of radio news and weather show for the next few weeks.

**‘Perry Como Show’ Starts Oct.**

The “Perry Como Show,” one of broadcasting’s most popular musical series, will be heard on the air three times a week beginning Monday, Oct. 4.

**If We Should Come, Documentary Series Receives Praise from Variety**

“‘If War Should Come,’ WCCO Radio’s dramatic documentary series on the entire war effort, has attracted strong praise from Variety Magazine.

Narried by Steve MacPherson, “If We Should Come” was presented in eight chapters during August and September.

A review by Lee Rees in the Aug. 31 issue of Variety read:

“Increasingly refreshing to people who were tired of the propaganda i.e., at least as far as local public service and promotion are concerned, WCCO again comes through with a hit. This time it’s Johnny-on-the-spot in presenting a training manual. Series designed to arouse the citizenry to the danger of eventual air attack, to prepare him with the civil defense facts of life and to stiffen morale and partipation in such defense.

‘The entertaining enterprise, ever alert to the modern spirit of America, which should be of deep concern and interest to all,’ wrote Steve MacPherson, one of its top news and special events staffs, on a 6,000-mile trip through Alaska to gather the material for this fast report on particular phases of the continental defense program. Carrying the information of Minnesota Gov. C. Elmer Andersen and the state’s civil defense director, Col. E. B. Miller, the presentation, judging by the initial show, is well calculated to help achieve better defense preparedness by shaking many people out of their present apathy and indifference.

‘MacPherson, a most capable and effective reporter as well as narrator,Apple ended up one of his material during the long trek through Alaska. The first of the series included the recording of a briefing given by Col. Miller to represent the leay of the nation’s defense being consistent with the present world situation and what must be done here to cope with the threat. The civil defense director declared an eventual Russian air attack upon the U.S. is possible and he detailed the manner in which it’s planned to meet the aggression. He described the Soviet air strength and emphasized that more money and defenses volunteers must be forthcoming.

‘A tape recording of a recent local practice alert, with the sound of screaming sirens, blaring horns and whistling jets, supplying dramatic realism, helped to bring home what the future may hold in store. MacPherson also vividly described some of his harrowing experiences in World War II during bombings of London where he was engaged in BBC radio. He made it clear how much more destructive the atomic and hydrogen bombs will be than blockbusters that traumatized Britain.

‘During his 6,000-mile journey, MacPherson traveled as cloes as possible to the Russian bases near Alaska from which the enemy will launch their planes against us and his description of the situation and his outline of the likely Soviet air invasion provided plenty of food for thought.”

‘If We Should Come’ was written and directed by Jim Bertram, director of news and public affairs. V. A. Linder was producer.
HATS OFF TO Sig Mickelson, former WCCO Radio news and public affairs chief, who has just been named a vice president of the Columbia Broadcasting System, Inc. He's in charge of CBS News and Public Affairs and will reorganize those activities of both the CBS Radio and CBS Television into a single operating unit serving both broadcasting divisions. Sig, who was at WCCO from 1943 to 1949, had been director of news and public affairs for CBS-TV.

PLAUDITS, TOO, TO newsmen Jerry Uhrbomhauser. He has been picked as the winner of the Northwest Radio-Television News Association's first scholarship award. In cold cash that means $50 to help him through his senior year in the University of Minnesota's School of Journalism. Jerry, who has been on our news bureau staff for more than a year, won the award on the basis of scholarship, radio and TV coursework taken, work done to earn his way through school, and experience in the profession and recommendations of his instructors.

TWO OF WCCO's best-known voices, Cillian Card and Gordon Eaton, took a flying at the legitimate stage this month. They both played parts in the recent run of "Staging 17" at the Old Leg Theatre. Cillian was the Nati captain of the POW camp while Goggle portrayed Reed, the body of the Boston socialite. For Eaton, it was his first and, he says, last stage appearance since high school.

STEW MacPHERSON received a fancy plaque the other day signifying his membership in United Airlines' "100,000 Mile Club." Actually Stew has flown more than twice the required distance and will soon get a star to add to his plaque. But perhaps even more valuable than the plaque and stars is the gold pass that goes with the membership. It provides the holder with cost-free use of beverages and other facilities at UAL clubhouses at various air terminals around the nation. Stew, incidentally, is the only "100,000 Mile Club" member in the Twin Cities.

IT'S NO WONDER our three ace sportscasters, Dick Eshoo, Haley Halil and Stewart MacPherson, know the scores. A little quick research and addition show they have 65 years of sports reporting experience between them. Haley, of course, is the dean. He's got started more than 30 years ago when WCCO was known as WLAG. Stew has been at it 18 years and Dick for 17.

A CLIPPING FROM the Anoka Herald came across our desk the other day. And it revealed that transmitter supervisor Ivan Anderson is quite a jokerlums. Seems that Andy was in the Herald office when someone remarked that you end up being a little crazy in the newspaper game. He came back with: "That's nothing. We don't hire anyone unless they are crazy, in the radio business."

FOR THE SECOND TIME in recent months, Cedric Adams has turned author for one of the big national magazines. He has penned an article about Charlie's Cafe Exceptionale for the October issue of Holidy. It's due on the newstands Sept. 16.

RECORDINGS OF TWO interviews conducted on WCCO Radio by Darragh Aldrich have been sent to Great Britain for replay on BBC. One was with Mrs. Geoffrey Fisher, wife of the Archbishop of Canterbury and the other was with Dean C. Witten-Davies, head of St. David's Cathedral in Wales. Both interviews were made during the recent Anglican World Congress in Minneapolis.

JUST CALL "SLIM" Seeker, our slender chief engineer, "Gramps" from now on. His son Keith became the father of a bouncing baby boy this month, making "SLIM" a grandfather for the very first time.

MINNESOTA GOVERNOR C. Elmer Anderson, right, was the guest of Allan Jackson Aug. 10 when the poplar CBS Radio newsmen originated his new program from the studios of WCCO Radio. Jackson's visit was arranged by Metropolitan Life Insurance Company, sponsors of his 5-6:15 p.m. newscast.

CHATTING WITH THE CHAMP

GOLF CHAMP Chick Harbert chats with WCCO Radio sportscaster following his victory over Walter Burkham in the PGA Tournament finals at Keller course in St. Paul. Eshoo and Stew MacPherson provided Northwest listeners with full coverage of the big event.

TALKING FOOTBALL

In a HUDDLE discussing Prudential Insurance Company's sponsorship of Minnesota football broadcasts on WCCO Radio this fall are, left to right, Orville Reed, vice president in charge of the firm's North Central Home Office operations; Larry Haag, WCCO Radio's general manager; George O. Lucke, Gallaher and Holmes Advertising Agency, and Henry E. Armbrust, Prudential's director of public relations and advertising.