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

Cedric Adams has started an Unscramble-the-Town Contest, offering a round trip to Hawaii as a grand prize in addition to weekly merchandise awards, on his Tuesday night edition of WCCO Radio's "As You Like It." Contest, which began Aug. 2, has stirred up unusual 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 reads the name of a community in WCCO Radio's four-state, 109-county primary area in a scrambled code, such as D-O-N-D-N-E-R-T-E-S-S-A for Sandstone. Listeners are invited to unscramble the name of the town, write their answers along with their name and address on a postcard and send it to Cedric Adams, "As You Like It," WCCO Radio, Minneapolis.

Each Tuesday evening, 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 will receive the grand prize—an all-expense-paid two-week vacation to Hawaii. The winner and his companion will be flown to Hawaii by Northwest Orient Airlines, and will stay at a hotel on Waikiki Beach.

The "As You Like It" newsmakers'.ease series of shows, which are taped on Tuesday mornings at 7:20 and 7:55 p.m., Cedric serves as emcee on Tuesday nights. Other hosts are George Selander, Card; Wednesdays; Ed Vinski, Mondays; and Gordon Eaton, Fridays.

Cedric Adams

Hal Garven Show On for Bongards

"Hal Garven Sing" popular radio variety show, is now sponsored by Bongards Cooperative Creamery Association.

On the air each Sunday at 12:45-1:45 p.m., the program features Hal Garven, guitar-strumming vocalist with a slight accent of old-fashioned music, folk tunes and a current bit of humor. Garven is accompanied by William Peterson on the piano and Dick Link on the banjo.

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.

Midland Coops Sponsor Vinik Newscast Series

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

The series, heard Monday through Saturday at 5:55-6 a.m., is broadcast Monday through Saturday, and by Carillay Hybrid Company from 1:15 to 2 a.m. each Saturday.

On each broadcast, Vinik presents a wrap-up of latest news happenings from Delano on world, national and the here in the Northwest.

Midland's sponsorship of "Howard Vinik with the News" is part of the regional supply cooperative's newly-launched major "unheard message" campaign to "bring the benefits of cooperatives to more people," according to Midland General Manager A. L. Smiley.

"We chose WCCO Radio for our initial sponsorship because of the excellent work the station has done to promote previous programs, the documentary type format which will appeal to the interests of Northwest agriculture," said Smiley.

"Our program is an experimental one and we welcome feedback from listeners. We are interested in hearing your comments about the program," Smiley said.

Elorenth, Hall, Bierman Set For Gopher Grid Coverage

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

Following their five contests at home and four on the road will be Dick Elorenth, Halsey Hall and Bernie Bierman. The Mid-Minnesota Track Meet, set for Sept. 24 against Washington and Coast Invitational, Nov. 19 finale with Wisconsin.

Elorenth, the Northwest's top play-by-play sportscaster, will provide play-by-play commentary of each game. Hall, who has been connected with the Gophers grid program for some 30 years, will provide background and color commentary.

GALLERY

Herb Skriver, star of CBS Radio's "Two for the Money," who predicts the New York subway you don't often get even one for the money, that is, "It's getting pretty bad," he says. Why the other day a lady was on a train with a lot of packages and not one man got up to give her a seat. Why, I just walked around.

STATE FAIR BROADCAST SCHEDULE OF TWO

Helen Hays, co-chairman of the Minneapolis-St. Paul Symphony Orchestra, and Ralph Keil, former WCCO Radio sports director, began their broadcasts from the Agriculture-Horticulture Building to a record audience Wednesday at the fair. They were joined by J. E. Bedell, famous boy soprano, and Ann Nabauer, former Miss Minnesota 1951.

WCCO Radio Stars Origin 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 event, which continues from Aug. 19 to Sept. 4. WCCO will take part in the festivities.

A total of 55 broadcasts, featuring many of the state's most popular personalities, are originating from the fairgrounds. Among the stars are Cedric Adams, Bob Dehaven, Maynard Speece, Jim Hill, Elorenth, Hall, Bierman, Dick Egner, Bob Mally, Darragh Alfred, Rod Harrington, Jim Claxton, and Hal Peterson.

In addition to the main fair grounds, there are eleven "radio rooms" open throughout the fair area. These rooms will be staffed with WCCO radio persons to answer questions, distribute programs, and make announcements.

State Fair visitors are cordially invited to come to the main fair areas where the WCCO broadcast people will be on hand with programs and other things of interest to WCCO Radio fans.

Gene Autry Cast To Spend 2 Days At State Fair

Gene Autry, America's favorite singing cowboy, will make a whirlwind tour of the Twin Cities area on Aug. 28-29.

The Autry troupe will present two shows—at 1:30 p.m. Sunday in the Hippodrome and at 10:30 a.m. and 3 p.m. Monday in the Grandstand. Both shows will feature Autry, his two horses, Champion and Little Champion, Pat Burr and the Cass County Boys.

The Monday morning show will be "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 Sunday for WCCO Radio, from 5:55-9:55 p.m. and 9:55-9:50 p.m., sponsored by the Wm. Wright, Jr. Company, makers of Wrigley Gum.

Following his appearance at the Minnesota State Fair, Autry and Champion will visit the Fair in Des Moines from Sept. 2-5.
Schedule of WCCO Radio State Fair Broadcasts

SATURDAY, AUG. 27
12:30-12:45 p.m. — "Noon Farm Report" with Maynard Speece, Lee And.
12:45-1:30 p.m. — "Good Neighbor Time" starring Bob DeLavan, Lee And.
1:30-1:45 p.m. — "Cheese Route" with Hal Griffin and Darragh Aldrich, Lee And.
2:00-2:15 p.m. — "Noon Farm Report" with Maynard Speece, Lee And.
2:15-3:00 p.m. — "Good Neighbor Time" starring Bob DeLavan, Lee And.
3:00-3:15 p.m. — "Cheese Route" with Hal Griffin and Darragh Aldrich, Lee And.
3:15-4:00 p.m. — "Noon Farm Report" with Maynard Speece, Lee And.
4:00-4:15 p.m. — "Cheese Route" with Hal Griffin and Darragh Aldrich, Lee And.
4:15-5:00 p.m. — "Noon Farm Report" with Maynard Speece, Lee And.
5:00-5:15 p.m. — "Cheese Route" with Hal Griffin and Darragh Aldrich, Lee And.

SUNDAY, AUG. 28
12:30-12:45 p.m. — "Noon Farm Report" with Maynard Speece, Lee And.
12:45-1:30 p.m. — "Good Neighbor Time" starring Bob DeLavan, Lee And.
1:30-1:45 p.m. — "Cheese Route" with Hal Griffin and Darragh Aldrich, Lee And.
2:00-2:15 p.m. — "Noon Farm Report" with Maynard Speece, Lee And.
2:15-3:00 p.m. — "Good Neighbor Time" starring Bob DeLavan, Lee And.
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4:00-4:15 p.m. — "Cheese Route" with Hal Griffin and Darragh Aldrich, Lee And.
4:15-5:00 p.m. — "Noon Farm Report" with Maynard Speece, Lee And.
5:00-5:15 p.m. — "Cheese Route" with Hal Griffin and Darragh Aldrich, Lee And.

Radio Makes the Hit Songs, Says Conductor Percy Faith

Radio is the music world's chief hit-maker, says Percy Faith. In fact, the conductor who selects 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 hit came out of Broadway shows," says the man whose job is talent scout and music director of 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 Sidney Rahnberg. The tunes would catch on and people would go around humming them. But that popularity would stem from a base of eight, nine live performances a week in the stage production. "Nowadays, with new trends in recording and the fact that there are more than 3,500 accredited disk jockeys in the country, it is probable that a new hit song will be launched with approximately 20,000 performances in the first week. Each disk jockey, he says, 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-exclusive coverage of the Presidential conventions, campaign stops in the Midwest and District of Columbia by the Westwood Electric Corporation. The 1956 Democratic convention, in Chicago's International Amphitheater, opens Aug. 13. The Republican convention in San Francisco's Cow Palace starts Aug. 20. Both conventions will continue without interruption four or five days. The campaigns, under full speed immediately thereafter, culminate in the elections Tuesday, Nov. 6.

Codic Plugs County Fairs

Westwood Radio’s ever-popular Codic Adams has been waging a one-man campaign to publicize the radio program "Almanac of the Air" to help boost interest and attendance for county fairs across the nation.

Codic announces the dates and places of the many fairs opening and also adds a friendly, personal appeal for residents of the area to support the event. He launched the project this summer because he said the noticeable slump in county fair attendance in most parts of the state. "Morning Almanac of the Air" is heard on WBC Radio Monday through Saturday at 6:15-6:30 a.m. Adams packs each 10-minute session with news, weather, local union activities from each day’s history, bright anecdotes and a re-telling of a popular old-time story.

The program is sponsored by Del Monte Canned Corn and Chips and Peller & Co. for Tiversary Products.

Coin Toss Led to Stardom For Two Clowney Sisters

A toss of a coin was the difference between show business success for two sisters who started out as artists in the same small Texas town.

Rosemary Clowney now stars Monday through Friday on the air as "Clowney Sisters," and sister Betty is featured in Tennessee’s "Grand Ole Opry." The same coin that started Betty on her musical career.

Fifteen in a Row and a Headache

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

The other night he was reminiscing with announcer John Crosby about said days as a night club performer. "Poor ol’ John," he pouted about said days as a night club performer. "You can’t picture you working in a night club with this small musical combo.

Mr. Crosby dismissed a few of the mists of antiquity by saying "Well, I won’t say there hasn’t been some musical combo many years ago."

"You don’t do it?"

"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 banjo."

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

CBS Covers Carries Moscow News Broadcast Since 1947

The first American newscast correspondent since 1947 was permitted to use the facilities of Radio Moscow to broadcast a report to CBS News in New York, Mayor W. V. O. W. Herbst, the official correspondent for a special "News From Moscow" report on the event.

"News From Moscow" will be heard on CBS World News Radio Network at 11:30-11:45 a.m. under the sponsorship of American Home Products Corporation, General Foods Corporation and the Tosi Company.

Since the formation of the British Broadcasting Corporation, a large selection of radio programs has been made available to American audiences through the medium of CBS News Radio. Recently, CBS News Radio entered into a new agreement with Radio Moscow, a government-owned radio station located in Moscow, to provide news to American listeners.

The agreement will allow CBS News Radio to broadcast news from Russia on a regular basis, providing listeners with the latest news and events from the country. This new partnership will enable CBS News Radio to continue its commitment to bringing listeners accurate and timely news from around the world.

Noteworthy Milestone

Helen Trennt, 65, received her 25th year award at the American Federation of Labor and Congress of Industrial Organizations (AFL-CIO) convention in Chicago.

Trennt, who has been a member of the AFL-CIO for 25 years, was recognized for her contributions to the labor movement. The award is given to members who have served for a minimum of 25 years and have demonstrated outstanding leadership and service to the organization.

"Romance of Helen Trennt," a 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 10:30-10:45 a.m. on CBS Radio, and was awarded a citation by the director of booking for the United States Treasury Savings Bond Division.

The citation was presented by Director William Richwood, said:

"This award is a tribute to Helen Trennt’s dedication to our nation’s savings bonds program. Her talent and commitment have helped educate millions of Americans about the importance of saving and investing for the future. Helen Trennt’s voice has been a familiar and reassuring presence in American homes for 23 years, and we are grateful for her contribution to our nation’s economic stability.

Helen Trennt, known to millions as "Miss Trennt," is the voice of the popular daily radio serial "Romance of Helen Trennt." The serial has been a favorite of listeners for over two decades, and has won numerous awards for its outstanding performance and musical quality.

The serial features a cast of characters who are involved in various aspects of American life, from politics to business to personal relationships. Each episode explores the complexities of human emotions and the challenges of navigating the ups and downs of life.

On October 15, 2021, the serial marked its 23rd year of broadcasting, a milestone that highlights its enduring popularity and cultural impact.

Throughout her career, Helen Trennt has been lauded for her talent and dedication to the art of broadcasting. Her voice has been praised for its depth and range, and her ability to bring characters to life with nuance and emotion.

"Romance of Helen Trennt" has been a belovedinstitution for generations of listeners, offering a steady stream of entertainment and inspiration through its engaging and evocative storytelling.
GREETING SOVIET VISITOR

Hello—This Is Allen Gray

You know what I was thinking about today? I was thinking about an extra special place on the Mississippi River, a place known for its grandeur.

Most of us hold memories of a place where we lived, but I think there's a special place on the Mississippi River. A story of WCCO Radio's coverage of the tour is on page three.

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

CEDRIC VISITS DeKalB PLANT

RECORDING 'COUNTRY JOURNAL' INTERVIEW

A Monthly Publication of WCCO RADIO

625 Second Ave. S.
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LARRY HAEF General Manager

Prepared by

PROMOTION/PUBLICITY DEPT.
CLAYTON KAUFMAN
Director

Auditorium

ELIZABETH KENNY
Polo Foundation

Gaining millions of new fans from coast to coast are the hosts of the weekday afternoon program 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 Hitler's Churning Glass, the music program features music that is picked to be the "tomorrow's hits." Robbins is on the air at 12:20-12:45 p.m., with the "Fred Robbins Show," a program of light music suited for afternoon listening.

DAYTIME PLATTER HOSTS

CARL JOHNSON, right, records an interview with Mr. and Mrs. John Gordon, who operate a farm near New Auburn, Wis. Interviews with Northwestern farmers are featured regularly on Johnson's "Country Journal," heard on WCCO Radio each Monday, Wednesday and Friday at 5:45-6:00 a.m. The program is sponsored by Doughboy Feeds.