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 to top-notch coverage of the 1957 Gopher grid camp on the radio.

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

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.

Twin City Federal Savings and Loan Association will present "Football Preview" and "Football Review," authoritative features heard a half-hour immediately before and following the play-by-play story. Completing WCCO Radio's Saturday gridiron face will be the "Football Score..." broadcast at 5:25 p.m. with a review of other games.

The action of each Minnesota game will be described as it happens by Enright, the top play-by-play man in the Northwest. Bierman, former Minnesota coach, will give listeners a statistical analysis of the play. Hull 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 recent illness, has rejoined CBS Radio under an exclusive contract. Husing, who joined the network in 1927, will again bring his unrivaled knowledge of sports broadcasting to the airwaves, this time on his own telephone to describe outstanding athletic attractions.

Helpful Hints

"I listen to you every night." This is fine, if the person on the other end is not a radio fan. 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 "I've been listening to you since I have three of your children chattering 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 Hardwick and have no respect for solfeggio.

"You don't look like you did when I started to attend the Fair in 1914." Graced. 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?" We know that you are talking about a calendar you gave someone in 1914. This was one of those extra-sturdy WCCO calendars. 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 broadcast wants to remember you, and he will try. "Where is it?" Over there.

1957 MINNESOTA STATE FAIR EDITION
HANDY, NEW MAP OF STATE FAIRGROUNDS ON PAGE TWO

MINNEAPOLIS:  ST. PAUL
AUGUST, 1957

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 6:45 - 7:00 p.m.

The program, with Howard Ves- sel as host and Hakon Torgerson as director and producer, allows WCCO-Land residents the opportunity to air their views on almost any subject — timely, controversial, provocative or often humor- ous.

Plowboy '57 to Mark Silver Soil

Fete Sept. 13-14

Plowboy '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 sponsorship of WCCO Radio and the State Soil Conservation Districts.

Appropriately, the Silver Soil celebration will be staged in the Glenside Valley, where the first conservation district was organized 25 years ago.

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

A host of WCCO Radio personalities, headed by farm broadcasters Maynard Speck and Jim Hill, will present — to originate many programs from the site and take part in other activities. General chairman of Plowboy '57 is Charles Taylor, president of the Whitewater Soil Conservation District. Former Winona county agent Esbrand V. Johnson is general manager.

Award For 'Operation Good Neighbor'

A RED CROSS Certificate of Appreciation is presented to General Manager Larry Lueb, WCCO Radio by King City, chairman of the Minnesota Red Cross chapter. Lueb was instrumental in the station's "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.

Complete Schedule

WCCO Radio
State Fair Broadcasts
On Page Two
MAP OF MINNESOTA STATE FAIR GROUNDS

ALPHABETICAL INDEX

Building Name

Administration Building 1
Agriculture Building 19
Arcade Building 31
Arms Building 33
Bear Garden 13
Blackberries, South 22
Blackberries, West 30
Carnival Grounds Show 15
Cattle Barn 40
Check Barn 41
Children’s Barnyard 22
Concessions 36
Conservation Building 34
Cows Building 14
Dairy Building 6
Foot Barn 6
Education Building 4
Farm Boys’ Camp Building 9
Food Show Building 13
4-H Club Building 5
Grasslands 28
Greenhouse 16
Hippodrome 26
Home Animals Building 5
Horse Barn 42
Lumber Building 11
Hospital 8
Industrial Building 12

Numerical INDEX

Number Building

1 Admin. & Serv. Bldg.
2 Barns
3 Home Animals Bldg.
4 Education Building
5 4-H Club Building
6 Dairy Building
7 Store Exhibits Bldg.
8 Camp Grounds Showers
9 Farm Boys’ Camp Bldg.
10 Workhouse
11 Industrial Building
12 Industrial Building
13 Industrial Building
14 Industrial Building
15 Greenhouse
16 Hospital
17 Rose Cottage
19 WWCO RADIO HEADQUARTERS
20 Hort. Bldg.
21 Conservation Building
22 Children’s Barnyard
23 Poultry Barn
24 Poultry Barn
25 Poultry Barn
26 Poultry Barn
27 Administration Bldg.
28 Administration Bldg.
29 Administration Bldg.
30 Administration Bldg.
31 Administration Bldg.
32 Administration Bldg.
33 Administration Bldg.
34 Administration Bldg.
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43 Administration Bldg.
44 Administration Bldg.

Schedule of WCCO Radio Broadcasts at State Fair

SATURDAY, AUG. 24
9:30-10:00 a.m. — "Meg Kingrey Show," Lee Aud.
12:00-12:10 p.m. — "Noon Farm Report" with Maynard Speece, Lee Aud.
12:30-12:45 p.m. — "Noon News," Lee Aud.
12:45-1:00 p.m. — "Sid Hartman Show," Lee Aud.

MONDAY, AUG. 26
9:30-10:00 a.m. — "Meg Kingrey Show," Lee Aud.
12:00-12:10 p.m. — "Midday Topics" with Maynard Speece and Jim Hill, Dairy Bldg.
12:30-12:45 p.m. — "Noon News," Lee Aud.
12:45-1:00 p.m. — "Sid Hartman Show," Lee Aud.

WEDNESDAY, AUG. 28
9:30-10:00 a.m. — "Meg Kingrey Show," Lee Aud.
12:00-12:10 p.m. — "Noon Farm Report" with Maynard Speece, Lee Aud.
12:30-12:45 p.m. — "Noon News," Lee Aud.
12:45-1:00 p.m. — "Dairy Topics" with Maynard Speece and Jim Hill, Dairy Bldg.

THURSDAY, AUG. 29
9:30-10:00 a.m. — "Meg Kingrey Show," Lee Aud.
12:00-12:10 p.m. — "Midday Topics" with Maynard Speece and Jim Hill, Dairy Bldg.
12:30-12:45 p.m. — "Noon News," 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
9:30-10:00 a.m. — "Meg Kingrey Show," Lee Aud.
12:00-12:10 p.m. — "Noon Farm Report" with Maynard Speece, Lee Aud.
12:30-12:45 p.m. — "Noon 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 a.m. — "Meg Kingrey Show," Lee Aud.
12:00-12:10 p.m. — "Noon Farm Report" with Maynard Speece, Lee Aud.
12:30-12:45 p.m. — "Noon 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. — "Sid Hartman Show," Lee Aud.

MONDAY, SEPT. 2
9:30-10:00 a.m. — "Meg Kingrey Show," Lee Aud.
12:00-12:10 p.m. — "Noon Farm Report" with Maynard Speece, Lee Aud.
12:30-12:45 p.m. — "Noon News," Lee Aud.
12:45-1:00 p.m. — "Dairy Topics" with Maynard Speece and Jim Hill, Dairy Bldg.

"Noon News," Lee Aud.
12:45-1:00 p.m. — "Sid Hartman Show," Lee Aud.
12:45-1:00 p.m. — "Midday Topics" with Maynard Speece and Jim Hill, Dairy Bldg.
More People Spend More Time Listening To Radio Than Watching TV, Study Shows

More people are listening to radio than ever before, according to a new study. The study found that in the U.S., over 12 years of age, some 37,642,000 people — or 34.8% of this population group — listen to radio on any given day. This figure represents a significant increase from previous studies. The study also found that radio listening is done in a variety of settings, including in the car and at home. The study concludes that radio is an important medium for reaching a wide audience.

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

Two new advertisers have signed with WCCO Radio to sponsor their programs. The advertisers are U. S. Steel and D-X Sunray Oil. The decision to sponsor WCCO programs is part of a broader strategy to reach a wider audience. The advertisers believe that radio is an effective way to reach consumers and that it provides a unique opportunity to reach a diverse audience.

Allen Gray Sets 'Brandwagon' Promotion for Fall

There is a big promotion calling for radio advertisers to promote their products on WCCO. The promotion is called "Brandwagon" and will run through November 15. The promotion is designed to increase listenership and promote advertisers' products. The promotion includes special offers and contests for listeners who participate. The promotion is open to all advertisers and is available on a first-come, first-served basis.

OFFICIALS OF WCCO Radio and the Preferred Insurance Company have teamed up to promote the "Brandwagon" promotion. The goal of the promotion is to increase listenership and promote advertisers' products. The promotion includes special offers and contests for listeners who participate. The promotion is open to all advertisers and is available on a first-come, first-served basis. The promotion is designed to increase listenership and promote advertisers' products. For more information, contact WCCO Radio.

MAP FOOTBALL PLANS

The following teams are scheduled to play in the upcoming football season:
- Army vs. Yale
- Notre Dame vs. Stanford
- Ohio State vs. Michigan State
- USC vs. UCLA
- Texas vs. Oklahoma
- Boston College vs. Virginia

The season opener is scheduled for September 15, with Army vs. Yale. The most anticipated game is expected to be the USC vs. UCLA game, as both teams are considered top contenders in their respective conferences.
**On the Air with Johnny O**

**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.

**NEW NOTE in national publicity was achieved by Cedric Adams this month. He made the funny. His name was mentioned in the Aug. 15 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 in Fort Bliss, Texas.

**THE PROGRESSIVENESS and leadership of WCCO-Land food and drug retailers on the merchandising front was pointed out in a recent dealer display contest sponsored by PepsiSoda 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, Traverse City Drug Market in Aniost and Applebum's Super Market, 1788 N. Lexington. St. Paul, Minn. This fine showing also points out 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 Rogers tournament at Alexandria, Minn., and went to the quarter-finals before bowing to Nell Copeland, the madcap and eventual champion. He also competed in the Minnesota State Amateur during the first 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 Hamden County. The annual Community Chest drive is set for Oct. 4-14 . . . 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 Harley Fall, St. Paul newspaper columnist Paul Light and the Old Fogy, retired business executive and frequent contributor to Allen's programs. Gray's "Statice Salute" was in the capable hands of Dean Montgomery.**

**MEET THE NEWEST addition to the WCCO Radio staff. Jayne Boyle, 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 Lorine Licht, for six months with station KXAN 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.**

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**CEDRIC BOOSTS VIGORENA**

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**"As You Like It" is Nighttime Radio Pacemaker**

Fresh interest is being expressed in various parts of the country for nighttime radio—as 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 7:30-8:00 p.m.

This ambitious and entertainment-packed series features five different programs airing simultaneously 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; Cillian Card, Wednesdays; Jergen Nash, Thursdays, and Gordon Eaton, Fridays.

A good case in point is Cillian Card's Wednesday edition of "As You Like It." It's a breezy blend of music, skits, samples of popular literature and spontaneous wit. Music is the raison d'être of the show with distribution of music, comedy and personality a sideline.

Card, brother of commentator and encore extraordinaire, is joined at mikeside by three other top entertainers, vocalists Mary Davis, Tony Grise and pianist Willis Peterson.

Mary and Tony, both Arthur Godfrey "Talent Scout" winners, sing the songs they like and for the fun of it. As a result, there's a freshness and sparkle that's untold in the romanticism that's infection. 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 songs night, and many others, in fact.

An attempt is made to contrast the two entertainments, outstanding recorded music. One of the more exciting productions was a jazz night, featuring everything from the liner note of Stan Kenton to Cab Calloway doing "Man- nie the Moocher." Card knows that good jazz has a select but loyal following in this land and helps to make the most of it.

Keeping the show in a light and easy vein is the good-natured give-and-take between the performers and the audience. Card, himself, does that in a smooth, very own brand of humor. He admits he "tries to keep things light so that the North- west listeners have been loving it for more than 25 years. Cillian himself, offers perhaps the best reason for the appeal of his "As You Like It" efforts when he says: "I try to keep it real. I try to give people what they like."

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

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**JIM HILL COVERS FARM AREA IN INTERNATIONAL TRUCK**

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**THE VERSATILE VEHICLE is put to good use by Hill in his constant travels throughout the farm group area covering the farm group area serving the paper group division of International Harvester Company. The farm is a co-operative of Hill's "Market Flats," behind Monday through Friday at 5:55-6:00 p.m.**

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**CEDRIC ADAMS wins one of his new boxes. Bill Gregory, vice-president of the Springfield Milling Company, manufacturer of Vigorena Feeds, The firm's new sponsor, gifted him with a box of Vigorena Feeds. The firm's new sponsor, gifted him with a box of Vigorena Feeds. The box is to be under the Christmas tree at his home.**

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**PEPSODENT POW-WOW**

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**TALKING OVER PepsiSoda Tooth Paste advertising plans on WCCO Radio are, left to right, Gordon Haynes, general manager of CBS Radio Spot Sales, New York; Phil Lewis, sales manager of WCCO; Andy Backlund, who is in charge of the PepsiSoda account; and Ed Hicks, marketing vice-president of the PepsiSoda Company. The picture represents package symbols for the big advertising campaign for the product now in its second year on WCCO Radio.**

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**WCCO RADIO NEWS PARADE**

A Monthly Publication of WCCO Radio

625 Second Ave. S.
Minneapolis, 2, Minn.

LARRY HAEQ, General Manager
PHIL LEWIS, Sales Manager
BILL SCHWARZ, Program Director

Prepared for Promotion by the DEPT.
CLAY KAUFMAN, Director
DICK STUCK, Assistant
BOB SCHWAB, Assistant