

# Good Neighbor to the Northwest

1924 - 1974

WCCO RADIO



YEARS

GOOD NEIGHBOR  
TO THE NORTHWEST



# **Good Neighbor to the Northwest**

**1924–1974**

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## ACKNOWLEDGEMENTS

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# **Table of contents**

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- 1. Through the day**
  - 2. Public Service**
  - 3. Sports**
  - 4. Through the Years**
-





## **INTRODUCTION...**

*by Phil Lewis, general manager*

This book marks an important anniversary for WCCO Radio, the fiftieth. It is difficult to measure this half century in conventional segments of time such as days, months or even years, because the sound of 'CCO has no beginning and no ending in the ordinary sense.

The sound of WCCO Radio is a constant; always there at the 830 spot on radio dials; 24 hours a day, every day.

It is difficult, too, to measure this half century in terms of the station's broadcasts. During the past 50 years WCCO Radio has become so involved in the area it serves, covered so many events, produced so many programs that it would be futile to try and recount them all.

Much of the station's history was told in our fortieth anniversary book, "The First Forty." This book, published in observance of our golden year, will tell you something about WCCO Radio as it is today—something about its programs, and the many people you know at 'CCO...and others you may not know... who together create what you hear every day on WCCO Radio.

We have not neglected the station's history, however. And you will find special sections devoted to public service and sports. We hope this book will bring you a perspective of WCCO Radio: how it functions, what it does, and how it became what it is today—the "Good Neighbor to the Northwest."





**WCCO Radio**

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***Through the day***

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## TOP OF THE MORNING

Five o'clock in the morning. In summer, light of the early sun colors the skies over Wisconsin and begins to spread westward across WCCO-Land. In winter it is still dark. But the region is waking for its varied routines. Lights twinkle in kitchen windows and cast their yellow glow in barns. Traffic on the freeways begins to build. City buses are moving for the early workers.

At WCCO Radio, a fresh cycle of activity is beginning, too, even though the station's voice has been heard through the night with a flow of music, news and information from "Hobbs House." A night staff technician is just putting the 5:00 AM network news feed from CBS on the air; in the newsroom, the morning editor is at his typewriter. WCCO Radio's 50,000 watt, 1-A clear channel signal carries the program over the station's four-state coverage area and beyond.

At 5:05 AM Roger Erickson steps off the elevator, ready to go on the air in just two minutes. The receptionist in the lobby long ago stopped being anxious about his arrival. He always makes it. So do his listeners, nearly 100,000 of them with their radio's tuned to 8-3-0.



*Roger Erickson makes his entrance. He leaves home at 4:00 AM, stops down the street for coffee, and arrives in time to get "Top of the Morning" going at 5:07.*



*Morning news editor Hugh Strawn tapping out an early newscast. Wire service machines are to his left; behind is a U.S. Weather Service regional wire.*

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Roger has a special rapport with these early risers. There is a kind of mystical bond between him and each of his listeners; a feeling that the two of them may be the only ones awake at that hour; the electronic camaraderie of two people sharing the experience of a dawning day.

At 5:40 Maynard Speece walks through the lobby, opens the studio door and shouts "good morning," something that would never be done later in the day when the full staff is at work. With Maynard on the air, the tenor of the show changes as does the tempo of the day for the audience. There is humorous give and take, and an exchange of jokes that is funnier because of the interaction between announcers. Music, commercial announcements, news, sports and weather information are on schedule. Still, there are times when "Top of the Morning" sounds like two hours of controlled mayhem rather than an astonishingly successful and professionally structured program.



*"Good morning . . . to youuuu." Speece and Erickson meet on the same note, the last, at 6:07 AM following network news from CBS.*

Chuck Lilligren makes his first appearance of the day with the 5:55 AM newscast. He has already read copy in the news room, knows how it can be best presented, and reads it with precision and authority.

By 6:00 AM it is still early for much of the world, but WCCO Radio's audience is building towards 300,000 listeners. It is time for a station break, then Charles Osgood with national news from CBS.

At 6:07, Roger and Maynard sing "Good Morning" to WCCO-Land, add a special welcome to listeners in half a dozen Northwest communities, and the show continues. There's "Farm Bulletin Board," early reports from South St. Paul's Live-stock Market, and Chuck Lilligren talks with "August" just before the first full sports program of the day with Ray Christensen or Al Shaver.

So it goes until 6:55 when another five minute weather show tops off "Top of the Morning" and makes way for the next program, "The Morning News."

WCCO Radio's day is well begun.



*Harland Gabrielson, a morning technician at WCCO, frequently reports driving conditions between his home in Marine-on-the-St. Croix and the Twin Cities.*



*Some early-morning merriment is in the making here as Chuck Lilligren holds an interview with Applestand Milkhouse.*



*What better place for a Farm/City Day broadcast than on the farm. Here Roger Erickson and Maynard Speece talk with Stanley Block in the dining room of his home near Spicer, Minnesota.*

## THE MORNING NEWS

At 7:00 AM each morning, Howard Viken intones, "And now . . . the CBS World News Roundup . . . brought to you by Northwest Orient Airlines," and WCCO Radio's "Morning News" is underway. If the preceding two hours of "Top of the Morning" leaves an impression of euphoric hysteria, the hour-long "Morning News" sets an entirely different mood. It is precise, fast-paced and relevant. There is no nonsense about the "Morning News."



*"Now!" is what Dick Chapman signals to Master Control . . . and the taped voice of the person in the news is broadcast to nearly 400,000 listeners of WCCO Radio's "Morning News." Next to him, Howard Viken has another news item ready to go.*

The voice of Dallas Townsend cuts in crisply from New York with world and national news. There is no doubt that CBS does its job well. The stories are late-breaking ones, often with updated information that listeners will not find in morning newspapers. CBS correspondents' voices come in from the Middle East, from Washington or wherever major events are occurring.

While WCCO Radio is still with the network, the station's news bureau is completing its own 7:15 news.

The "Morning News" actually starts each morning with the arrival of Hugh Strawn, the morning editor, at 4:00 AM. He reviews overnight wire copy and begins giving shape to the big news block later in the morning. He starts with weather forecasts, an important part of WCCO Radio's news. Weather affects everyone in WCCO-Land. The North and South Dakota, Iowa, Wisconsin,



*Newswriter Larry Haeg, Jr., rips an item from the U.S. Weather Service wire. He'll bring it directly to the announcer on duty for immediate broadcast.*

Minnesota and Twin Cities reports are arranged to give listeners an idea of what their specific weather is, what it will be.

Another newsman is behind his typewriter by 5:30. The newswriters and technicians have four five-minute programs to do before 7:00 AM, but in the back of their minds always is the "Morning News."

Do they have good actualities—tape recordings of the newsmakers? Is there anything from Jeff Roberts, the WCCO Radio correspondent in Madison, Wisconsin? Has Government Correspondent Arv Johnson filed a report from the capitol in St. Paul? Are there stories that can be developed through phone calls to newsmakers before 7:15? The editor assigns the re-writing of specific wire service reports. The clock is moving.

Technician Jim Erickson is standing by in the editing studio. He has recorded closed-circuit news feeds from CBS, a report from a CBS correspondent in London, another from Washington, cuts from a speech by the President the night before. The editor moves into the studio to assemble his tapes. Working with technicians, he times them and makes a note of the in cues and out cues. The writers are busy on scripts. The 7:15 is shaping up.



*Al Shaver with a sports report in the "Morning News" segment on WCCO Radio. When Al is on the road with the Minnesota North Stars, Ray Christensen handles the show.*



*Editing broadcast tapes takes a lot of cutting and splicing. Chuck Kunze, WCCO Radio's chief engineer, speeds through a reel in studio 3.*

Howard Viken is in the newsroom, checking the script for stumbling blocks and pronunciation; Dick Chapman is putting finishing touches on his segment of the news; another staffer is making routine phone calls to highway departments throughout the region, completing a report on the interstates. The editor makes last-minute changes in the news script and double checks with Master Control to be sure the taped inserts are ready. The CBS World News Round-up is ending.

Stand by!

"The Morning News on WCCO Radio continues with the local and regional report . . ."

Working alongside the newsmen is the announcer assigned the morning sports show, usually either Al Shaver or Ray Christensen. He's pulling together his own taped inserts, noting scores from the night before, studying schedules. By 7:25 he is ready, and Howard Viken introduces him.

Weather reports follow, frequently accompanied by on-the-spot observations from WCCO

daily debut on WCCO Radio. It is time for the 8:00 AM news, five minutes of the morning's highlights.

Between 6:55 and 8:10 AM, the swirl of activity in the WCCO Radio News Bureau has produced five newscasts, three sportscasts and a heavy dose of road and weather information. Fast-paced, comprehensive, timely and accurate. For the nearly 400,000 people in WCCO-Land who have found that WCCO Radio is the "only way to start their day."



*During the "Wounded Knee Trial" in U. S. District Court in St. Paul, Dennis Banks spoke over the Australian Broadcasting System via satellite from WCCO Radio's studios.*

Radio's own network of Minnesota AAA reporters.

At 7:36 precisely, Dick Chapman moves behind the microphone with more news, often updating a story that had been current only 30 minutes before. There's more sports, more weather reports, and at 7:55 AM Dick wraps it up with the "Morning Almanac" and presents the WCCO Radio "Good Neighbor" Award.

The minute hand on the clock in studio two is on 12; the second hand sweeps around to join it. At eight o'clock "straight up" there is a station break, then the voice of Jergen Nash makes its

*Arv Johnson, WCCO Radio's government correspondent spends his work days at the state capitol while the legislature is in session.*



## THE HOWARD VIKEN SHOW

Howard Viken sits at the controls of his show from 8:06 until 10:30 each weekday morning and puts his high-powered program through a variety of maneuvers, moods, music and mirth for the pleasure and instruction of one of the nation's largest morning audiences.

Howard does it with the ease of the polished veteran that he is. With more than 20 years of experience at WCCO Radio to count on, there's practically nothing that could surprise him. In the course of his two-and-a-half hour stint on the air, he talks about investments, jousts with Joyce Lamont, and frequently interviews guests in person or by phone.

While he is busy at the microphone, activity around the station builds: Roger Erickson is at his typewriter, completing the first draft of a skit for the "Boone & Erickson Show" later in the morning. Secretaries in accounting are checking the previous day's log for any discrepancies. On Monday mornings there is a meeting of department heads in General Manager Phil Lewis' office. Plans for future broadcasts are made; reports on agriculture, community activities, politics and other items of public interest are discussed. On Tuesday mornings, Local Sales Manager Buck Buchanan brings his sales staff together for a review of their work.

Joyce Lamont is an integral part of Howard's morning program. She spends only a short time with her announcements of community events, but the inevitable by-play between her and Howard has a charm of its own. Like Howard, Joyce is a veteran broadcaster with a sure sense of what it is her listeners want to hear.

Throughout the "Howard Viken Show," news and weather information keeps moving in a flow to listeners. Charles Osgood of CBS is back with "Newsbreak," Joyce Lamont comes in with "Today's Best Buys," and Allen Gray makes a brief report.

Howard keeps it all tied together with his wit, which can be piercing, but most frequently takes on a folksy quality, finding humor in things that are commonplace in all our lives.

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*A one-room schoolhouse in Dalbo, Minnesota, was the scene of this Howard Viken broadcast during Farm/City Days in 1970. Consolidation of schools throughout WCCO-Land marked the end of this type of educational facility, and WCCO reported this morning of the Dalbo school's last year.*





Some broadcasts are more uncomfortable than others. Here is Howard Viken interviewing Governor Wendell Anderson at the opening of an outdoor skating rink in the heart of downtown St. Paul.



Howard Viken broadcasts from the Twin Cities office of the U.S. Weather Service on the occasion of the organization's birthday. Joe Strub, bureau chief, took the microphone while Howard took the cake.





## HOWARD VIKEN...

Howard Viken's first show on WCCO Radio was an afternoon program entitled, "Mister Nobody." Today he's definitely somebody—the most popular broadcast personality in the Northwest, heard each weekday morning by hundreds of thousands of 'CCO-Land listeners.

"My first announcing chore at WCCO was the Friday Night Radio Party at the Excelsior Amusement Park," Howard recalls. The two-hour radio show was filled with the top names in local radio—Gordon Eaton, Frank Butler, Ed Viehman and Cedric Adams—who were understanding when the new young announcer flubbed his first lines on the air.

Howard joined the station in 1950. As a morning staff announcer, he signed on each day at 5 a.m. In 1957 he began his "Howard Viken Show." The Viken reputation became more than regional. In 1967 he was selected to take a week of Arthur Godfrey's nation-wide show while Godfrey visited Viet Nam.

Born and raised in north Minneapolis, Howard was graduated from North High School, went on to the University of Minnesota, and served three years as a Marine radio operator in the South Pacific.

Howard's easy-going manner both on and off the air is really a reflection of his listening audience—the residents of 'CCO-Land. "It's the nature of people here," he explains, "to be warm, friendly—and good neighbors. They're a fabulous audience!"



Howard Viken broadcast from a downtown Minneapolis location in the summer of '73, welcoming bicycle commuters on the Downtown Council's "Bike-In Day."

Warner Bros. presented a Gold Record to WCCO Radio staff members who helped introduce "Dueling Banjos," the theme music from the movie "Deliverance." WCCO Radio made the recording a hit in the Northwest, and it went on to become a million plus seller for Warner Bros. Chuck Lilligren stands behind the award; Roger Erickson is at the far left; Denny Long and Howard Viken are on the right.



## JOYCE LAMONT...

Joyce Lamont has to be one of the best-known names to mail carriers across 'CCO-Land. The mass of letters she gets everyday practically qualifies her for a personal zip code!

Hardly a city, town or rural postoffice in the region has not originated mail for this "first lady of radio" whose warm, friendly voice provides recipes, best buys in the market, community event listings, interviews and shopping tips. And it all starts on the Howard Viken Show each morning where Joyce makes the first of several appearances in her busy broadcasting day.

Listener requests for recipes explain why she gets more mail than anyone else at WCCO Radio—sometimes as many as 10,000 letters a month from 400 Minnesota communities and 90 more towns in Wisconsin, plus postmarks from Canada to Florida.

The countless requests are answered in a mass operation. But good neighbor that she is, Joyce writes personally in reply to non-routine letters, and is taking time to write a cookbook, too.

Born the daughter of a doctor in North Dakota, Joyce grew up in Duluth. She has worked alongside of many of WCCO's studio greats and achieved her mail-proven popularity after having begun as a "mike shy" girl who once fled in panic before a scheduled speech lesson.



## "THE BOONE & ERICKSON SHOW"

Since it began in 1963, the "Boone & Erickson Show" has been a dazzling display of talent, topical information and humor. In the tradition of great radio comic duos—Burns and Allen, Bob and Ray, and Fibber McGee and Molly—Boone and Erickson have become household names to families of Northwest listeners.

The show starts at 10:30, having moved to the mid-morning period in 1971 from its original afternoon time, bringing with it the comic skits, the "worst jokes," contemporary music and entertaining and interesting interviews. Frequently they will start things off with a skit taking aim on everything from "Clothe the Animals" to "Halsey Hall at the Symphony." Some of their classic skits include those where "Ebenezer Scrooge" chastised the National Football League commis-

sioner for scheduling playoff games on Christmas Day, or "Bonnie Prince Charlie and the Knights of the Round Table"—a beautifully produced spoof on the administration of St. Paul Mayor Charlie McCarty.

Some of their "causes"—such as their anti-smoking campaigns for the Minnesota Cancer Society—have been highly successful pieces of public service. Others—the foremost being their "Save the Skeet" campaign—have been outrageous. For the former they have received many awards, including the "Golden Ashtray" Award, an accessory that will always remain empty. For the latter, they received an enormous amount of warm-but-wacky listener support, and a wall plaque from the Metro Winchester Public Shooting Center.



*The "Boone & Erickson Show" was On the Go in the Spring of 1970 from the campus of Southwest State College at Marshall, Minnesota. Four years earlier, Charlie and Roger had been named honorary members of the school's first freshman class. On this visit, they picked up their diplomas.*

*St. Paul Mayor Charlie McCarty "knighted" Roger Erickson and Charlie Boone with full ceremony before the St. Paul City Council in 1970. His honor was delighted with a series of skits about "Supermayor" that the two performed on their program.*



*It may well have been a broadcasting "first" when Roger Erickson did his half of the "Boone & Erickson Show" from the bottom of Lake Minnetonka. The Greater Minneapolis Board of Realtors provided him with a special microphone-equipped helmet for coverage of their "Dive In to Fight Pollution" project in June, 1973.*



While they are on the air, Chuck Lilligren and Maynard Speece are busy preparing the upcoming Noon Hour for air; newsmen are working on 11:53 and 12:07 newscasts; Barb Piazza and Bob Woodbury are already at work on the next day's operating schedule; Sports Coordinator Jack Douglas is lining up the schedule for live coverage of an evening game, and Sid Hartman is on the phone in studio three. After nearly an hour of calling, he has finally reached his sports hero of the day and is recording the interview.

*In 1973, Mayor Larry Cohen of St. Paul stopped by a WCCO Radio remote broadcast from the Alarm Room of the Public Safety Building to talk with Charlie Boone.*



*"On the Go" in Cokato, Minnesota, is Roger Erickson. He has just completed a tour of the town with Fire Chief Wayne McKay, left, and Mayor Merald Johnson.*



The "Boone & Erickson Show" is a tough program to do, requiring more creative input than most shows. And so Roger and Charlie move at a hectic pace through the morning: writing, producing, rehearsing . . . and hoping it will all work out. And fairly often, just to make it tougher, they're "On the Go" to college campuses, snowmobile races, a city council meeting or a dress rehearsal at the Guthrie Theater.

Fast, informative, funny: the "Boone & Erickson Show" keeps the pace of the day in WCCO-Land.

*Dr. William A. O'Brien has been answering listeners questions about general health problems since 1962—just as his father, Dr. O'Brien, Sr., did during the 1940's on 'CCO.*

## CHARLIE BOONE...

Imagine a radio personality who hosts the most popular afternoon music program in the Northwest, reviews an opening night performance of the Tyrone Guthrie Theater, helps create and dramatize a daily schedule of skits, and conducts a regular celebrity interview program; then, in a time of crisis, serves as co-anchorman on an award-winning emergency broadcast.

The man exists. He's at WCCO Radio. And his name is Charlie Boone.

His love for music comes naturally. As a youngster, he was a choir boy in New London, Conn. He also had a great fondness for the theater and did his first acting when he won a scholarship for Theater Arts.

After serving in the U.S. Air Force as a radio control tower operator, Charlie studied theater at San Francisco State College. Later he joined the Repertory Theater there and eventually decided on a career in radio which brought him to Minnesota. He joined WCCO Radio in 1959.

A connoisseur of wines, Charlie has visited vineyards in California and France. He likes good contemporary music and does not hesitate to present musical material and performers he thinks should be heard. He is considered an expert interviewer and his guests frequently pay him the ultimate compliment, "He actually listens to what I have to say!"





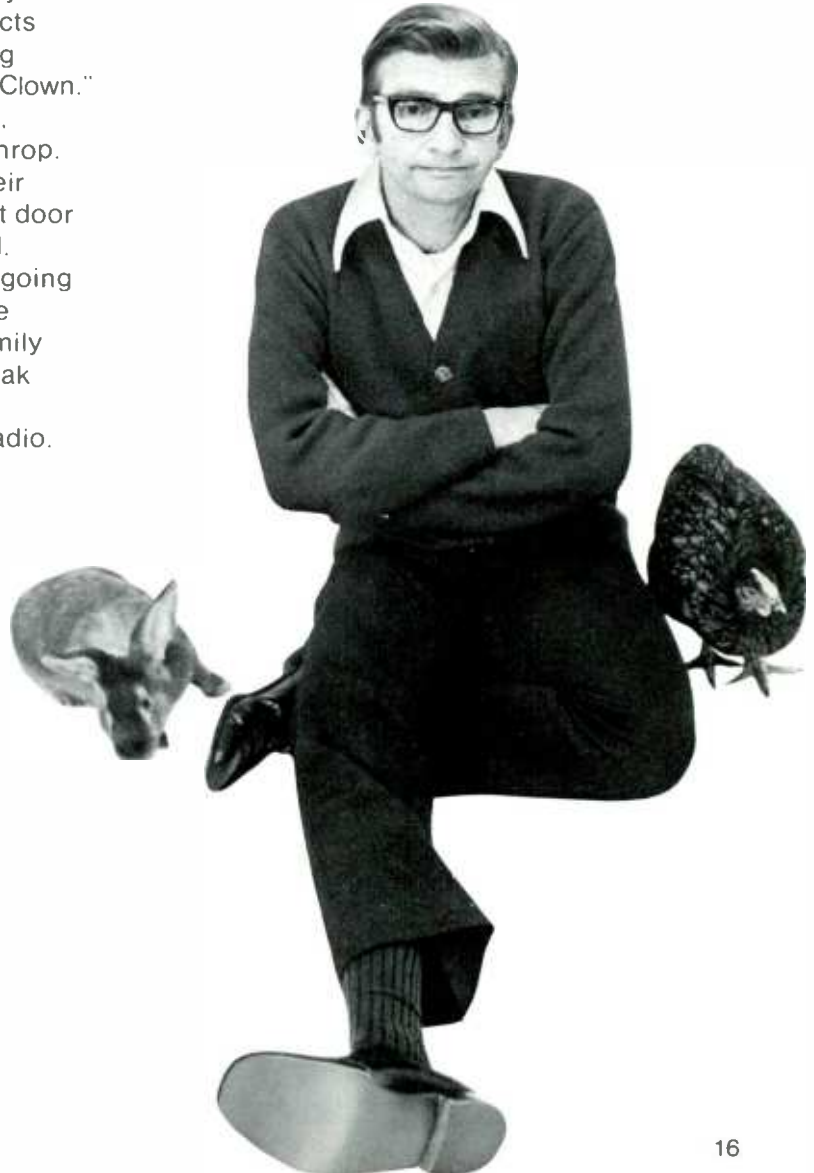
## ROGER ERICKSON...

Roger Erickson likes to think of himself and his radio partner, Charlie Boone, as radio actors. "We both like to create the characters in the skits we do," he explains. So it is not surprising that Rog's first association with WCCO Radio came back in 1959 when he was hired as a radio actor for a Minnesota Centennial series of one-hour dramas.

Rog has always liked dialects and voices, and traces that trait back to his school days when he used to ride the school bus at Winthrop, Minnesota. He majored in speech and was active in theater at the University of Minnesota, and since has taught dialects there. In his early broadcasting days, Rog appeared daily on WCCO-TV as "Bozo the Clown."

As a youngster, Rog lived near Mound, Minnesota, until his folks moved to Winthrop. Today, he and his wife, Margaret, and their two youngsters, live in a farm house next door to the old Erickson homestead at Mound.

A busy man at the station, Rog is kept going at home, too, with five acres of vegetable farming and the animals the Erickson family raises. But on the job, his associates speak of Roger Erickson as a real student of broadcasting—an expert in the field of radio. At WCCO Radio he really is "a legend in his own time."

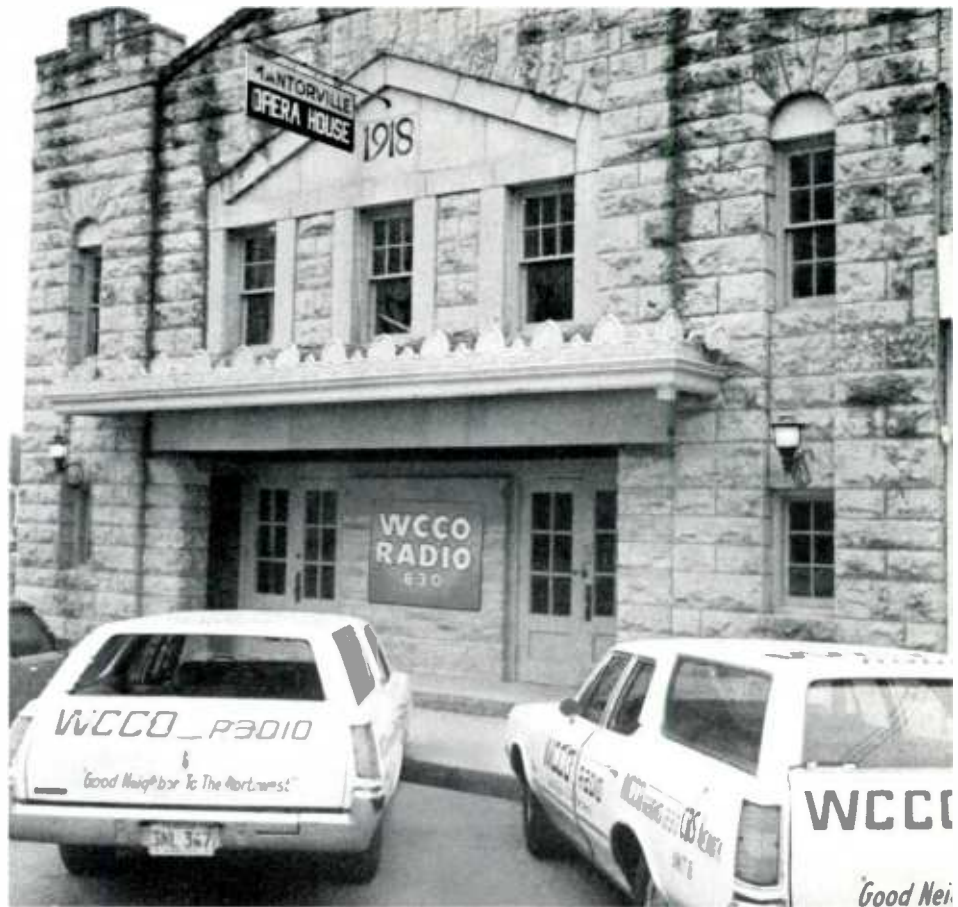




*Roger Erickson has just completed an interview with Dr. Norman Borlaug, 1971 Nobel Peace Prize winner, at the St. Paul campus of the University of Minnesota where Borlaug had received his education. The Nobel committee cited Borlaug for creating a "green revolution" by developing wheat hybrids adaptable to areas of the world where famine is prevalent.*

*A big, big guest for Roger Erickson to interview was Roosevelt Grier. An average of seven guests per week visit the "Boone & Erickson Show."*





*Keeping in touch with WCCO-Land by being On The Go. Roger Erickson broadcast from the small town of Mantorville in southern Minnesota, while Charlie Boone held down the other half of their show in the main studios.*



*Boone and Erickson ran into unexpected trouble on their way to visit flamboyant St. Paul Mayor Charlie McCarty in St. Paul in 1970. His Honor was lenient with them when they explained they were simply inspecting the electronic gadgetry in his "Supercar."*

## NOON HOUR . . .

Noontime means farm time on WCCO Radio. Time for thousands of farm operators in the station's giant coverage area to take a break for lunch and relaxation. Time to listen to WCCO Radio.

Chuck Lilligren, host on the hour-long broadcast, knows well what the farmer wants to hear. He knows that today's farm family is more mobile, better educated and more aware of its important role in the world than ever before. So the noon hour begins with Jergen Nash and the noontime news. Then comes Chuck's sports highlights and the Automobile Association's report on road conditions, blended with livestock market reports from South St. Paul and Maynard Speece's Farm Report.

Agriculture as a whole—agribusiness—is an enormously important part of the overall economy of 'CCO-land. The region is home to international grain handlers, giant food processors, implement manufacturers and carriers of all kinds. And the people involved in this vast enterprise are also part of WCCO Radio's Noon Hour listening audience. The news, the latest market reports, weather, and all sorts of information bearing on Agriculture is of vital importance to the noontime listener.

It's all there in WCCO Radio's Noon Hour, blended with the WCCO Radio flavor of humor and music. It's an hour of WCCO Radio's Farm Service Department carrying on its tradition of being a Good Neighbor to the Northwest's agricultural community.



*Farm Service Director Maynard Speece met President Nixon at a Farm Broadcasters' convention.*



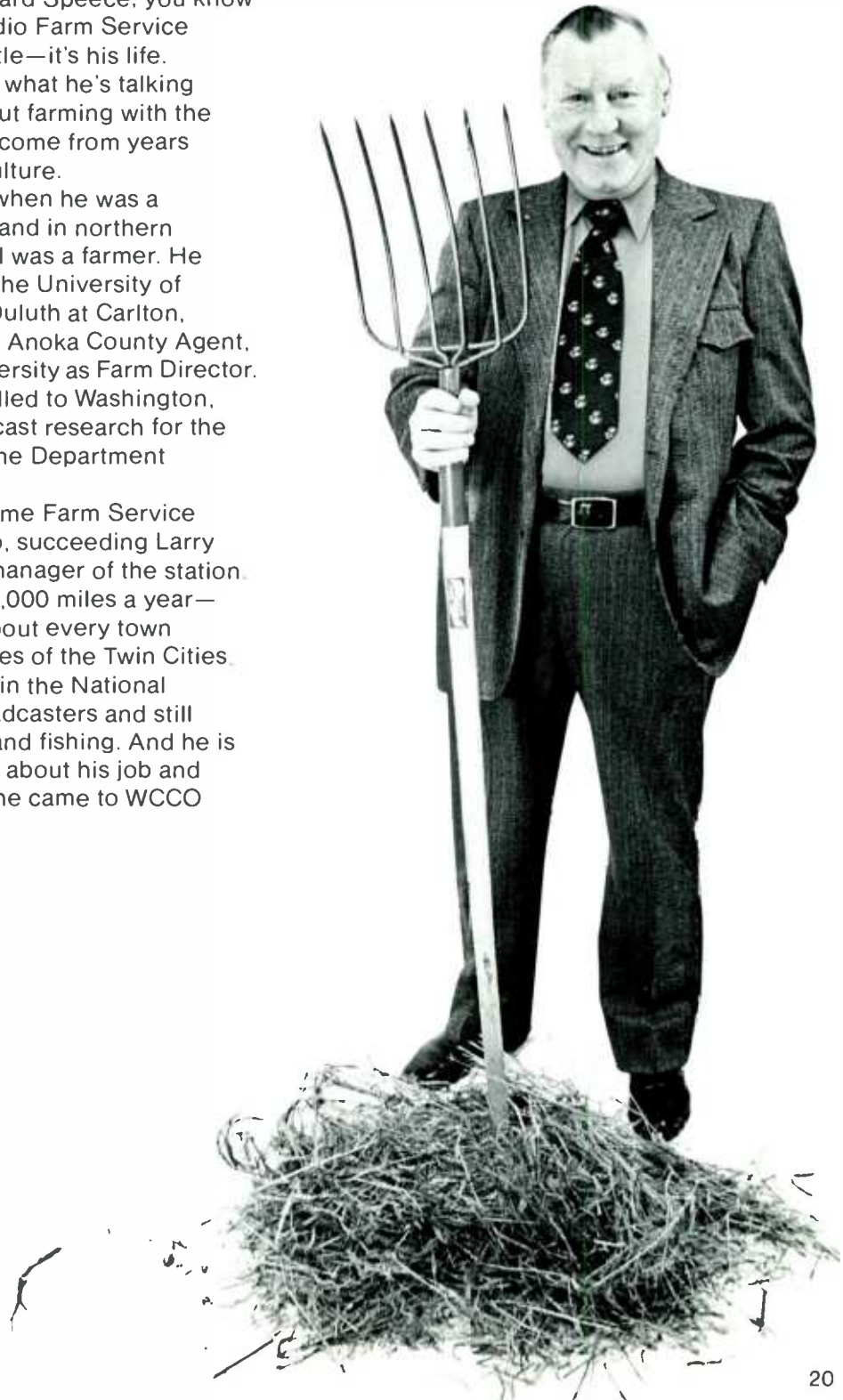
*Chuck Lilligren visiting with Professor Ralph Grant of the University of Minnesota's Animal Science Department at the St. Paul campus.*

## MAYNARD SPEECE ...

When you talk to Maynard Speece, you know instantly that "WCCO Radio Farm Service Director" is not just his title—it's his life. Here's a man who knows what he's talking about and he speaks about farming with the authority that could only come from years of association with agriculture.

It started for Maynard when he was a youngster near Meadowland in northern Minnesota where his Dad was a farmer. He worked his way through the University of Minnesota, taught near Duluth at Carlton, Minnesota, served as the Anoka County Agent, then returned to the University as Farm Director. In 1948, Maynard was called to Washington, D.C. where he did broadcast research for the Office of Information in the Department of Agriculture.

In 1952, Maynard became Farm Service Director for WCCO Radio, succeeding Larry Haeg who had become manager of the station. He still travels—some 35,000 miles a year—and has spoken in just about every town within a radius of 150 miles of the Twin Cities. He has held every office in the National Association of Farm Broadcasters and still finds time to go hunting and fishing. And he is just as enthusiastic today about his job and farming as he was when he came to WCCO Radio 22 years ago.



## CHUCK LILLIGREN...

When Chuck Lilligren speaks about the farmer, he's not only speaking as WCCO Radio's Assistant Farm Service Director, but as a farmer as well.

Although Chuck grew up in the heart of Minneapolis, he has been associated with farming since he took his first job in radio in Marshfield, Wisconsin. The Lilligren family now lives on a farm in Anoka County and Chuck helps keep abreast of times in the agricultural community by serving as an auctioneer.

"State Fair Week is one of the most enjoyable things I do on radio," says the likeable Lilligren. He is also known at the fair for his prize-winning Morgan horses which have also won recognition in other regional shows.

Chuck first became interested in radio through radio workshop courses at West High School in Minneapolis. Later he went to the University of Minnesota, saw military service and attended radio school. When he first came to WCCO Radio in 1965, his voice and speech pattern reminded listeners of the late Cedric Adams, whom Chuck had never met.

Through the years, Chuck has been proud of his Indian heritage and he has a strong identification with the Indian. He and his children are all enrolled members of the Chippewa Tribe.



## AFTERNOONS . . .

After the briskness of WCCO Radio's programming through the morning and Noon Hour, a subtle change occurs in the early afternoon. The station is not conspicuous in its change, but afternoons have an "easier" quality about them. The music takes on a more mellow tone; there is a softer edge to the announcers' voice. Certainly it's not because news at this time of day is less important, nor is there less significance to the weather. Sports reports deal less with "won-lost" accounts of last night's games, but convey the excitement and anticipation of the evening's upcoming events.

What Howard Viken does when he begins at 1:07 in the afternoon following CBS News, is a reflection of the moods and life-styles of the people of 'CCO-land. The pace of the day has somewhat slackened, there is time for reflection, for listening to ballads and, at times, even light classical fare. Howard Viken knows the mood and plays to it with time out for the final Grain Exchange Report of the day, and for "Mike Roy's Cooking Thing" from Los Angeles via the CBS Radio Network. At 1:55 the station presents the latest from the WCCO Radio News Bureau followed by reports from CBS. And then it's time for "Boone In The Afternoon."

Just as the day's programs continue on the air, so does station activity in other areas: By Napier, assistant program director, is talking with Bill Diehl about a special program Bill is working on; Producer Judy Lebedoff is lining up guests for a future "Boone & Erickson Show;" Denny Long listens to a pitch from a recording company's promotion man; National Sales manager Clayt Kaufman has New York on the phone with a call from Los Angeles holding, and Brad Nordgren is writing new promotional material for the announcers to use the following day.

Charlie Boone picks up where Howard Viken was ten minutes before. His style is easy, his music contemporary, his conversation quietly informative. Interspersed with his music are news highlights, a 2:15 visit with Joyce Lamont, and an occasional guest. Charlie's an expert interviewer—able to get the best from Astronaut "Buzz" Aldrin, recently home from Skylab Two, or Arthur Fiedler of the Boston Pops. There's news at 2:55 and at the "top of the hour," weather and "Dear Abby." Then there's more music, news highlights, observations on a subject of interest to his listeners, and Charlie Boone makes way for the 3:55 News—and Steve Cannon.



*Lovely Carmel Quinn, a frequent visitor to WCCO Radio, helps Chuck Kunze pick the song she wants played.*

*Reporting the news is not always glamorous. Bruce Hagevik, whose coverage of the "Wadena hostage" story won WCCO Radio several major awards, is typing the 5:55 PM news.*





*Newsman Bob Thornberg takes a call in studio 3. Technician Dick Dishneau waits at tape machines in background to see what it's all about.*

*"Dear Abby" is heard at 3:25 PM, Monday-Friday, and at 11:05 on Saturday mornings. Abigail "Abby" Van Buren is a WCCO-Land native and lives in Minneapolis.*



*News keeps flowing 24 hours a day on WCCO Radio. Here, Jergen Nash completes one of the nine newscasts he gives every weekday.*





### JERGEN NASH...

"I'm doing what I've always wanted to do—newscasts."

So says Jergen Nash who does nine news broadcasts every day. Jergen grew up in Minneapolis and remembers hanging around WCCO Radio studios in the Nicollet Hotel, bringing coffee to the announcers. A graduate of the University of Minnesota, he studied journalism as well as radio speech and theater.

Jergen joined WCCO Radio in 1953 and developed a number of popular radio shows. "Jergen Nash Presents" featured semi-classical music and ran nightly for 15 years. For eight years Jergen "waltzed housewives around the kitchen" with his "Jergen Nash Show." Through the program, listeners came to know his wife, Mary (whom he met in Scotland during World War II), and their family. Even their cat receives letters.

### DICK CHAPMAN...

For someone who thinks that news reporting is the most important part of his radio career, Dick Chapman has more popular radio specials than almost anyone at WCCO Radio—the Good Neighbor Award, Daily Almanac, and his many outdoor shows.

Born in Kansas City, Dick leaned toward radio back in his high school days during World War II, and worked at a local station while studying journalism at the University of Missouri. He came to WCCO Radio in 1957 as a newswriter for Cedric Adams.

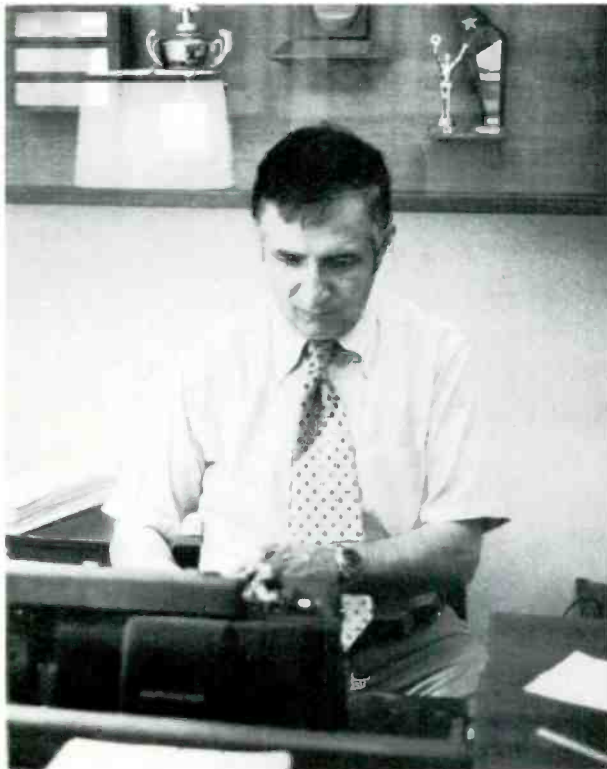
An outdoorsman who loves to hunt and fish, Dick keeps up on the latest happenings in outdoor sports with his programs on hunting and fishing.

But his first love is news. His most memorable story is the reporting that he and Charlie Boone did during the 1965 tornado crisis.





*Charlie Boone and the Tyrone Guthrie Theater's Charlotte Guindon are shown discussing material for "Backstage With Boone," a popular feature on Charlie's afternoon program.*



*Sid Hartman really hustles to round up his daily guests for "Today's Sports Hero" and "Hartman's Corner." Sid comes up with as many as 40 interviews during the course of a week.*

### Allen Gray . . .

Allen Gray often jokes about the material on his two daily programs as "little known and generally useless information." But the interesting sidelights of life are one of the most popular short features on WCCO Radio, and his program, "Coffee Break," is now in its eleventh year on the air.

Gray joined CBS as part of the nation-wide Housewives Protective League program in 1950, and was assigned to do the show at WCCO Radio. Later he returned to New York with CBS, but came back in 1963 to start "Coffee Break."

Allen loves the outdoors, and proceeds from the sale of his book, "The Lore of Uncle Fogey," all go to support the Uncle Fogey Conservation Foundation.



### STEVE EDSTROM...

When Steve Edstrom came to WCCO Radio in March of 1969, he became, at age 23, the youngest staff announcer in the station's history, and added a new sound of youth to the Good Neighbor to the Northwest.

Today, Steve not only has a following from his hometown of Winona, Minnesota, but from all over 'CCO-Land with his evening "On The Go" and the homespun "Honest To Goodness" show he hosts with Ray Christensen.

If radio is Steve Edstrom's profession, then music is his life-style. Steve comes from a musical family and began his musical career at the age of nine when he started accordion lessons. He went on to organ and piano and eventually won second place in the Chicagoland Music Festival and first in the Minneapolis Aquatennial music competition. He still keeps up on piano, and writes both music and lyrics.

A graduate of the University of Wisconsin where he studied radio and TV production, Steve is currently working on his Doctorate in Mass Communications. He readily admits the learning process has continued since he first arrived at WCCO Radio and says his fellow workers are "masters of their profession."



## GOING HOME WITH CANNON . . .

At 4:10 in the afternoon, the dogs start barking, genial Emil Stern gives the first downbeat with his baton, and the Eveleth City Band swings into action with Steve Cannon's theme song, "Moia Dekla" (What Do You Mean, You Lost Your Dog?). Steve Cannon is ready to go. He's going to bring people home all over 'CCO-land.

He gets into the program with lively music followed by some timely advice from the well-known voice of Morgan Mundane. Morgan is usually followed by "Today's Sports Hero" with Sid Hartman, and soon afterwards, by Allen Gray's "Coffee Break" program. It's up tempo all the way with Steve. The music, the jokes, the revelations from "Ma Linger." They're all part of the pattern—the WCCO Radio style that keeps the station's programming in step with its listeners. It's the time of day when people are on the move again, and WCCO Radio is moving with them.

At 4:45, Charlie Boone is back on the air with the final stock market reports from the Minneapolis office of Paine, Webber, Jackson and Curtis. Ray Christensen comes on with "Tower Weather" and the most current reports and forecasts for the five-state area. Then there's news from the WCCO Radio News Bureau at 5 p.m., news from CBS at 5:10, and a sports report at 5:20, followed by Charlie Boone's "Point Of Law" and Piper, Jaffray and Hopwood's Business News and Market Report.

While the program goes on, many WCCO Radio staff members join Cannon's audience and head for home. Many others remain at work, and, for some, the "day" is just beginning.

It all comes fast. The bright music, the quick wits, and the news-weather-sports information are there at one of the busiest times of the day to fill a specific need—to help people catch up with the world—and themselves. Steve relays the latest traffic information at hand—reports on freeways, county trunk-highways and city streets. He lets the big rush-hour traffic audience know what's happening ahead of them. And frequently he is the only one who can let them know why they have been unable to move their cars for the last ten minutes.



*Steve Cannon presents the WCCO Radio Cup, given annually to the Minnesota North Stars' leading scorer, to Bill Goldsworthy. Steve got hooked on hockey as a youth on the Iron Range, now does WCCO Radio's North Star coverage with Al Shaver.*



### **STEVE CANNON...**

Steve Cannon rarely comes to the WCCO Radio microphone alone. Joining him is a retinue of opinionated characters known to WCCO listeners as the "Little Cannons," each of whom emanates from Steve himself.

The group includes Morgan Mundane, Ma Linger and Backlash Larue. Each has his own personality. Morgan is an authority on sports and seems so real he was once invited to speak to the University of Minnesota's M Club; Ma Linger is a swinger, a non-conformist; Backlash, a media director, is a spoof on the advertising community.

The characters come from Steve's background in dramatics which he studied at the University of Minnesota. He also majored in radio and speech and, like many actors, headed for New York and then Hollywood. He eventually returned to the Twin Cities as a radio announcer, and even hosted one of the first Twin Cities children's shows on television as "Wrangler Steve."

In 1971 Steve joined WCCO Radio. As a native of Eveleth, a nationally-famous hockey community, it seems natural that Steve's duties include serving as color man for North Stars hockey broadcasts.

Away from the microphone, Steve works out on the tennis court, sees lots of movies and accomplishes an enormous amount of reading. No wonder Morgan and the rest are so well-informed.

## EVENINGS . . .

A front page article in a 1973 edition of the Wall Street Journal referred to WCCO Radio as "Just Folks Radio" and went on to say that the "station rules the region by chattering cheerfully about farms and families." There is no doubt that cheerful chatter is an important part of WCCO Radio's daily fare. And no where is it more evident that in the evening hours following "Going Home With Cannon." Setting the tone for the evening is veteran newscaster Lowell Thomas. At precisely 7 p.m., WCCO Radio broadcasts direct Thomas' five-minute program, probably as "folksy" a network news program as one is likely to hear anyplace.

Then Steve Edstrom puts WCCO Radio "On The Go" for the evening. He frequently uses the first hour of the evening to place a telephone call to some person somewhere in the nation who has done some whimsical thing that has caught his interest: a local participant in the Boston Marathon, Miss Nude America, or a college student who claims a world record for time spent in the shower. His music comes easy and so does his conversation. It is, indeed, "just-folks radio."



*Legendary newscaster Lowell Thomas, whose broadcasts are heard at 7:00 PM each weekday on 8-3-0, originated his program from the WCCO Radio studios during a visit to the Twin Cities in February of 1974.*

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*Charlie Boone played the witness in this 1972 Law Day, USA, broadcast. The program, based on an actual murder trial, featured Hennepin County Attorney George Scott, Boone, Hennepin County District Judge Donald Barbeau and prominent St. Paul Attorney Douglas Thompson. The program won many national awards.*



WCCO Radio is also the northwest's leading sports station and frequently the evenings are given over to play-by-play coverage of the region's major teams. In summer it's the Minnesota Twins. During the fall and winter months, several nights each week are devoted to the Minnesota North Stars hockey or University of Minnesota basketball.

From October to May, however, when no sports broadcasts are scheduled, WCCO Radio airs "Honest To Goodness," a quiz program with undying popularity. Ray Christensen and Steve Edstrom call listeners who have sent their names and phone numbers to WCCO Radio and ask them the current question. A correct answer on the first call brings the contestant a prize of \$8.30 (an amount representing WCCO Radio's 830 position on everyone's radio dial). Each time the question is not answered correctly, the prize is increased another \$8.30.

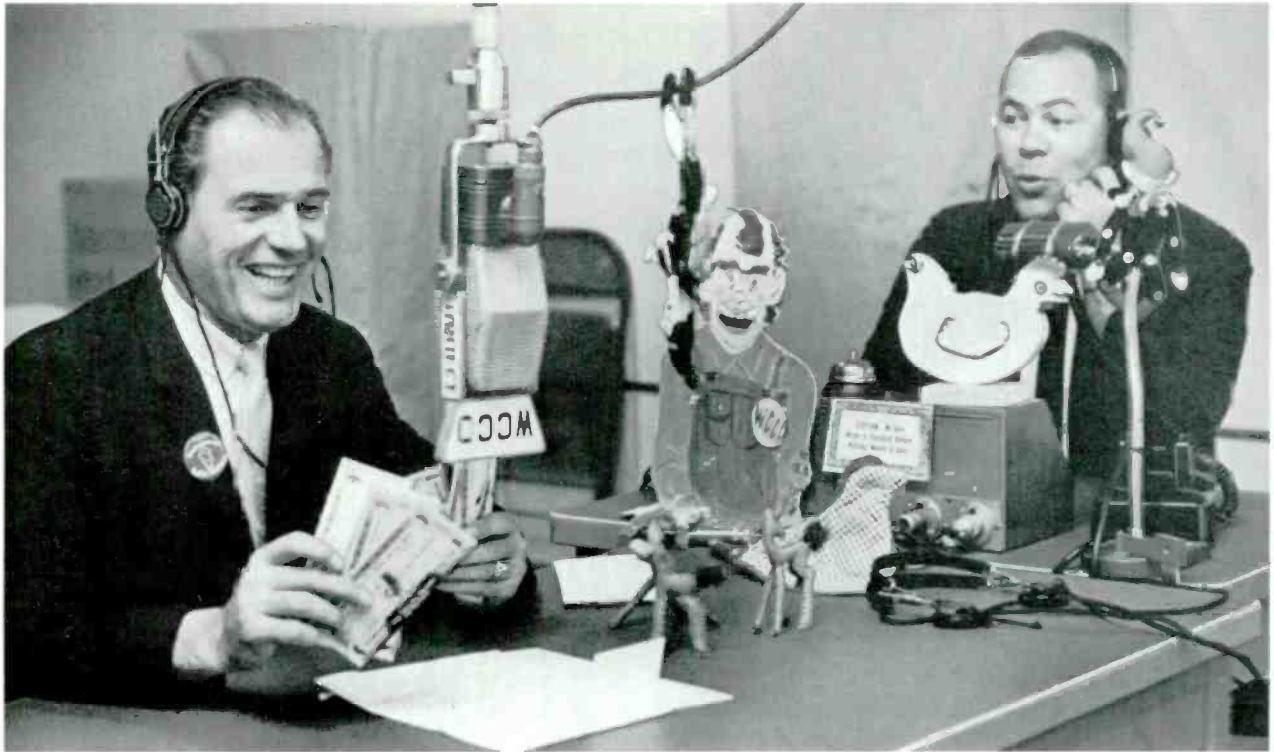
The record prize went to Mrs. James Lee on March 8, 1965, when on the seventy-seventh call, she correctly answered the question, "What is the oldest continuous college football rivalry west of the Allegheny Mountains?" Her answer: The annual Cincinnati University-Miami of Ohio game. Mrs. Lee won \$639.10.

With WCCO Radio's 50,000 watt, 1-A clear channel signal sending the sound of the "Good Neighbor To The Northwest" nation-wide after dark, listeners from California to Maryland apply to become participants. Normally, their names are picked to be called on the same basis as other listeners in the station's five-state daylight coverage area. But once each winter, a program is designated a special "Clear Channel Honest To Goodness" and all the calls are made to distant points around the country.

WCCO Radio's major news program of the day is from 7:00 until 8:10 each morning, Monday through Saturday. Cedric Adams and the 10 p.m. News was the most important news effort of his day, and today's ten o'clock Nighttime News is as professional and polished as ever. WCCO Radio News editor Rich Holter leads off with highlights followed by top regional stories. Then there is six minutes of CBS World and National News followed by Steve Cannon with sports highlights and a Sid Hartman interview. A concise roundup of five-state weather conditions and forecasts for the following day wrap up the Nighttime News—and it's time for "Hobbs' House."



*Minneapolis Mayor Al Hofsted, left, talks with Ray Christensen who has just finished moderating a panel discussion in which the mayor participated.*



*Randy Merriman (left) counts the \$8.30 given away on "Honest To Goodness" with Dick Chapman. The two were the original moderators for the WCCO Radio telephone quiz show.*

*Drama returned to WCCO Radio in January of 1974 with CBS Radio Mystery Theater. The 55-minute programs are all new material produced by veteran radio man Hi Brown. Here, Gil Mack and Kim Hunter appear in "Lost Dog," an early presentation on the series.*





## RAY CHRISTENSEN . . .

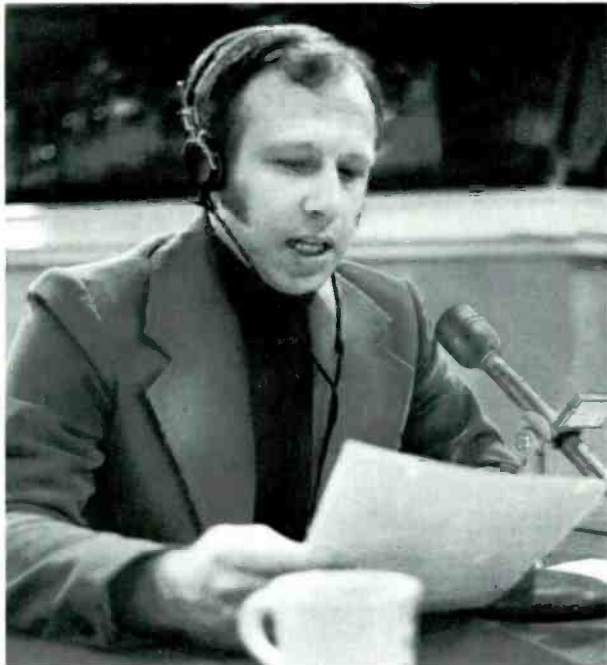
"I've always wanted to be in radio—for as long as I can remember," says Ray Christensen, who grew up in south Minneapolis and used to "play broadcast." Ray's father came from Denmark and as a small boy, Ray learned to speak Danish before he learned to speak English.

After serving as an infantryman in Patton's Army during World War II, Ray's love for radio took him to the University of Minnesota's Speech Department. It wasn't long before he was on the air at the University's KUOM where he got his first taste of sportscasting Gopher football. He would eventually find himself one of the most popular sportscasters in the Northwest.

In 1963, Ray Christensen joined WCCO Radio and his voice has become familiar to WCCO Radio sports fans who hear him do Gopher basketball and football along with state high school tournaments. For three years he joined Herb Carneal as part of the Minnesota Twins broadcast team, too.

His busy schedule at WCCO Radio includes everything from Tower Weather to the Honest To Goodness Show with Steve Edstrom. He says he learned to appreciate classical music while announcing at the University and at one time was host to "Sunday Night Festival of Music" on WCCO Radio.





*Newsman Rich Holter leads off the Nighttime News at ten every evening with regional and local news. World and national news from CBS follows, then sports with Steve Cannon and weather.*

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*Live broadcasts, direct from legislative hearing rooms at the Minnesota State Capitol, were an important part of WCCO Radio's political coverage in 1971. Here, Curtis Beckmann and Arv Johnson cover a hearing on abortion reform.*



## BILL DIEHL...

Bill Diehl is a show business history buff with a personal library of more than 25,000 records, 800 books on entertainment and a collection of old movies that would be the envy of any Hollywood collector.

Small wonder then, that Bill creates, produces and narrates such a prodigious number of documentary-type programs for WCCO Radio. His series of "Sunday Specials" throughout the fall and winter months, and his splendid group of 50th anniversary special programs are the more outstanding examples of his work.

Bill joined WCCO Radio in 1967. Educated at St. Paul Central, Macalester College and the University of Minnesota, he began working for the St. Paul Dispatch while still in high school. He was writing headlines at age 19, and has had his own entertainment column, "Look 'n Listen," since 1948.



## DENNY LONG...

Denny Long must love music. After spending from four to five hours a day auditioning new record releases for WCCO Radio, he admits, "I never get tired of listening to records." Then he adds, "except bad ones."

As Music Director, Denny auditions from ten to thirty new record albums a week and 200 single records as well. From that, he recommends new releases to on-the-air personalities and keeps the station's record library up to date.

Denny used to play records for dances at De LaSalle High School in Minneapolis, then went on to the University of Minnesota and Brown Institute. He joined WCCO Radio in 1971.

"Music is getting better," Denny says. "And I still listen to it all and give each record a fair chance."



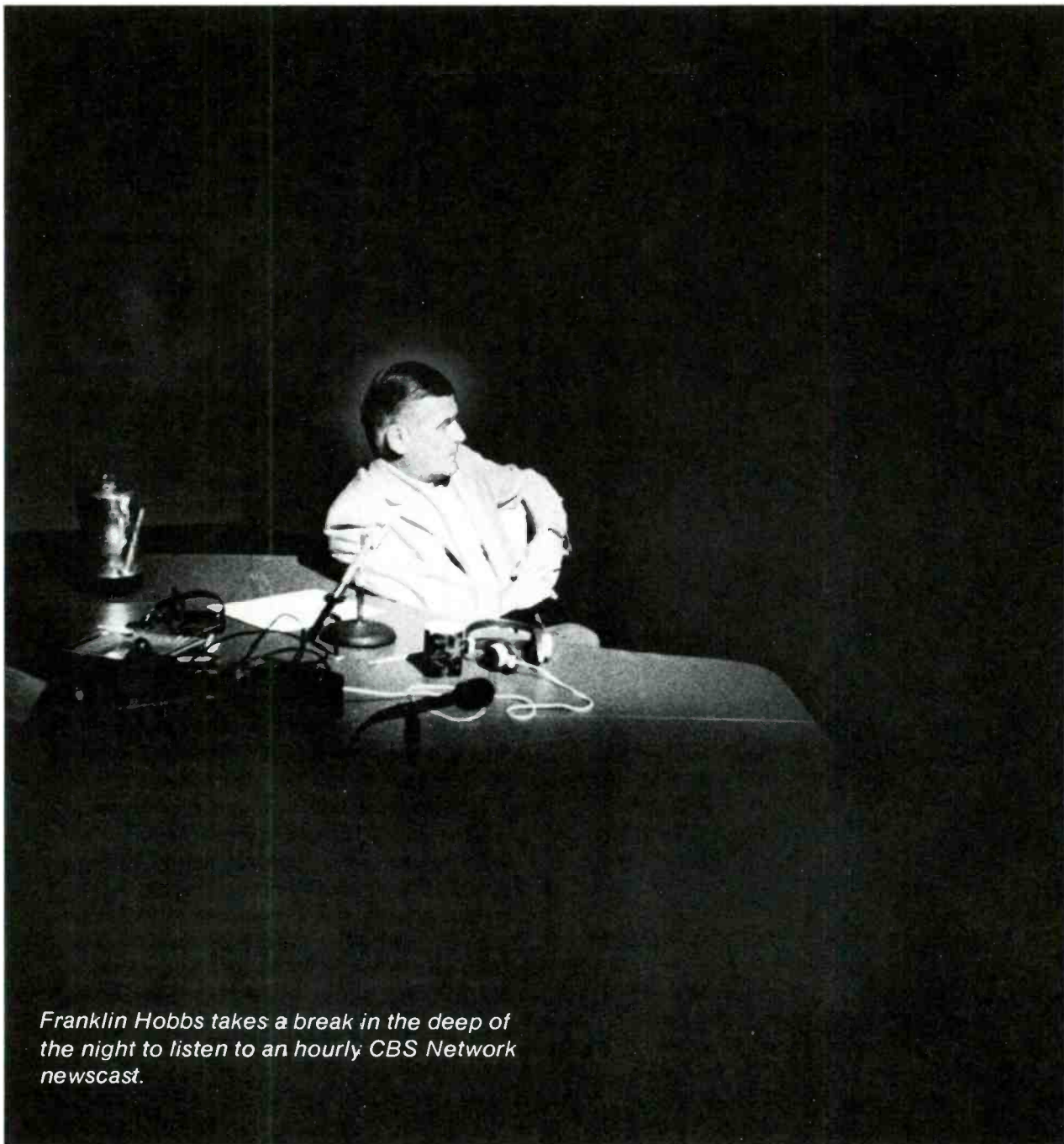
## HOBBS HOUSE . . .

When the strains of "Smoke Rings" are heard at 830 on the radio dial, everyone knows it's time for Hobbs House. It serves as a fitting nightcap to the day's programming on WCCO Radio. The Hobbs' theme comes on at 10:30 p.m. and the show continues through the rest of the evening, past the stroke of midnight and into the new day until 5 a.m. when Roger Erickson comes on to say "Good Morning" to his radio audience and "Goodnight" to Franklin Hobbs who has finished his night's work. His day begins long before the 10:30 p.m. air time, however. There are sponsors to see during the day, tapes to be made, records and program to be selected. It is not unusual for him to arrive at the station at 6:30 p.m., four hours before air-time, and there are many times when he finds he has put in an 18-hour day.

Northwest listeners are ready for Hobbs House when Franklin Hobbs comes on the air. The excitement of the North Stars hockey game or a Twins baseball thriller is now over. And there has been the wrap-up of local news and network news, the sports and the weather for the remainder of the night and the coming day. Now it's Franklin's turn to blend familiar music and restful repartee with a flow of the latest news and information which makes Hobbs House the Northwest's most popular all-night radio program.

The music through the night is easy and predictable. Franklin Hobbs has selected the music personally, and it will span the music spectrum from jazz to contemporary, from orchestral to vocal, and from small combos to big bands. Some of the selections will be new. Others old favorites or standards. The music is pleasant, featuring his favorite performers and apparently the favorites of the all-night audience which keeps growing from year to year.

The program got its start in 1959 and is aired six nights a week from WCCO Radio's studios. It was a success from the first broadcast and the listenership includes more than just the daytime 'CCO-land area. Broadcast over the station's 50,000 watt, 1-A clear channel signal, Franklin's voice is heard across most of the nation and in many instances in foreign countries.



*Franklin Hobbs takes a break in the deep of the night to listen to an hourly CBS Network newscast.*

The popular all-night host does not accept phone calls while he is on the air although he is liable to play a record and ask listeners to phone in to the switchboard with the correct name of the tune or artist for a gift of a record album. He has been heard making a telephone call, such as the one in 1973 when he pleaded with an escaped convict holed up in Wadena, Minnesota farm to release his hostage. Another time, Franklin asked that the kidnapper of an infant baby from a St. Paul hospital please return the child which needed special medication. When

the church of an Indian community in northern Minnesota burned to the ground and with it, all of the Christmas gifts, Franklin went on the air with the story and WCCO Radio was flooded with calls and donations of food, clothing, gifts, volunteers to pick up donations, and volunteer trucks.

Through the night it's more music, news, weather, sports, some fatherly advice, and before you know it, it's 5 a.m. and time for Franklin Hobbs to sign off and for a new day of programming to start for WCCO Radio.



### **FRANKLIN HOBBS...**

Franklin Hobbs arrives at work about the time most people are getting home from work. He goes on the air when many are thinking about retiring for the night, and he finishes work and gets home just when most households are starting a new day.

Franklin Hobbs, of course, is the nightly host of WCCO Radio's "Hobbs House," and has become a favorite of listeners throughout 'CCO-Land as well as other parts of the nation. While many radio personalities move from one time period to another over the years, he has remained as the only all-night broadcaster for WCCO Radio since he started his program in 1959.

Franklin's first radio work was on the west coast while he was a young singer during the big band era. His career was interrupted during World War II when he logged over 1500 flying hours over Burma. Later he produced a radio show for Armed Forces Radio and eventually became director for Warner Bros. radio and television promotion.

The real Hobbs' house is in suburban Burnsville where Franklin, his wife, Donna, and their daughter, Missy, live. He obviously likes his profession (some of his work days are 18 hours long) and is a devoted family man.



### JOE McFARLIN...

When Joe McFarlin takes a middle-of-the-night phone call in Studio Five, it could be from a housewife in Duluth or a musician in New York City. During his weekend all-night programs, he gets calls from clear-channel listeners as far away as New Mexico and California. They call to thank him for playing a certain record or simply to tell him they enjoy his comments.

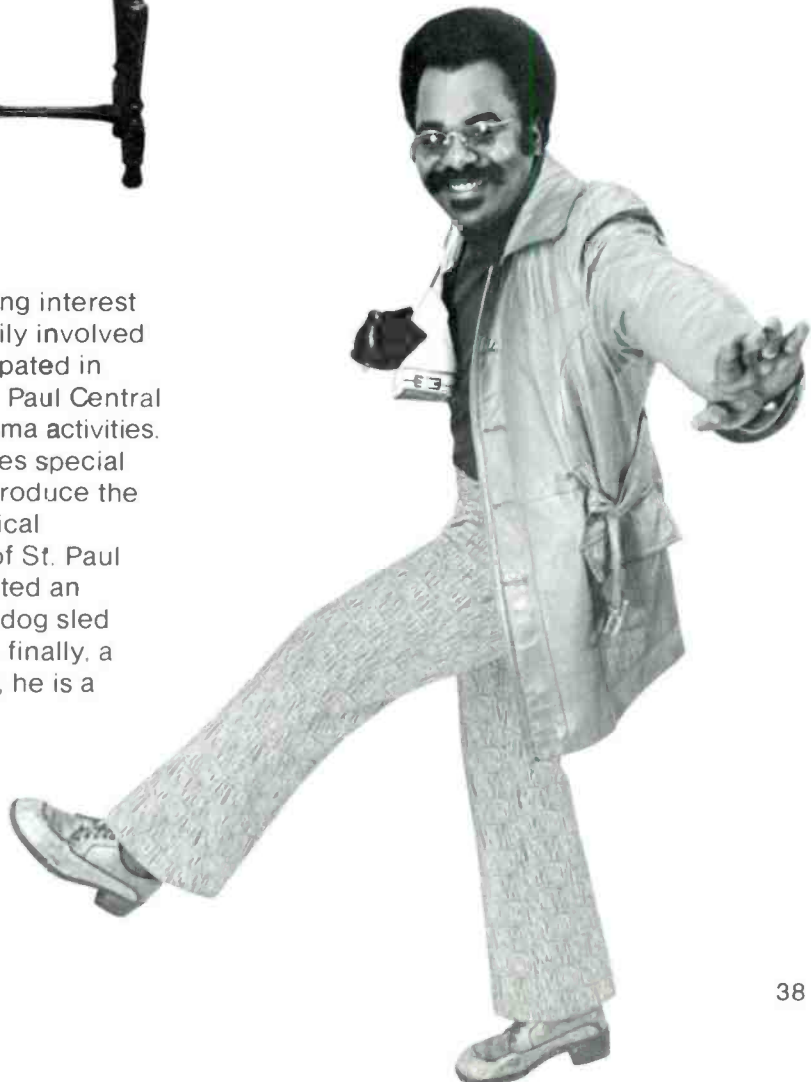
Joe got his start in radio in Duluth while a student at Superior State College. He wrote song parodies, ran quiz shows and served as a program director before joining WCCO Radio in 1967.

After those early days of "formal radio," Joe admits he likes to "wing it" today with WCCO Radio's more personal and informal style.

### LOU LATSON...

Lou Latson has always had a strong interest in sports and music, and he is heavily involved in both at WCCO Radio. Lou participated in football, track and gymnastics at St. Paul Central High School as well as joining in drama activities.

At WCCO Radio, Lou often handles special broadcast assignments and helps produce the weekly "Prep Parade" series. A typical assignment for Lou was coverage of St. Paul Winter Carnival activities. He reported an ice-fishing contest, hockey games, dog sled races, gymnastics competition and, finally, a giant pancake breakfast. Obviously, he is a versatile talent.





CURTIS BECKMAN

## NEWS BUREAU...

WCCO Radio's News Bureau has a long and distinguished record in broadcast journalism. Many of the techniques and program formats it has developed have become standard practice with other stations in the United States.

Radio is immediate. Wherever there is a telephone handy, a newsmen has a potential broadcast studio. WCCO Radio newsmen take advantage of this immediacy to their listener's benefit—frequently calling their stories in directly over the air. Generally, the 'CCO newsmen do their work in the newsroom, using the phones and wire service stories. But they can, and do, go out on the street armed with portable tape recorders to dig for a story.

The news bureau staff is made up of a combination of established veteran reporters such as Arv Johnson and bright young broadcast journalists from such schools as the University of Missouri, Moorhead State College and San Francisco State University.

WCCO Radio's news director is Curtis Beckmann, a 32-year-old broadcast journalism graduate from the University of Minnesota. Curt, who comes from Wells, Minnesota, joined the WCCO Radio as a summer replacement in 1966, became a regular staff member later that year, was named news editor in 1969 and director in 1971.

*Newsmen Larry Haeg, Jr., and Dick Chapman in newsroom.*





## ENGINEERING...

WCCO Radio's engineering department keeps the station on the air 24 hours a day, seven days a week. The staff of 15 is responsible for the two redundant 50,000 watt transmitters and 640 foot tower at Anoka, Minnesota, as well as all equipment at the main studios. Staff technicians keep the station's operating and maintenance logs, work in editing studios and Master Control, and are frequently out of the studios on remote broadcasts.

Engineering also has responsibility for WCCO Radio's St. Paul studios and its facilities at Metropolitan Stadium, Memorial Stadium and the Met Sports Center. It's their technical expertise which allows listeners to hear the mid-field coin toss at football games, the crack of the bat at home plate, or the sound of a puck smacking the goalie's pad.

Chief Engineer Chuck Kunze joined WCCO Radio in 1944. A pioneer in amateur satellite communication projects, he has spent nearly the entire year of 1974 with WCCO Radio's modernization project which will make it one of the country's most up-to-date broadcasting facilities.



CHUCK KUNZE

*Sometimes things just don't sound right. Technician Wally Herron is shown during one of those times.*



## PROGRAM DEPARTMENT...

WCCO Radio's distinctive sound makes it one of the most highly-regarded radio stations in America. Responsibility for that overall sound rests with the program department headed by Director Val Linder and his assistant by Napier.

One of their most difficult jobs is determining the correct balance of input from all sources of program material. When is it better to broadcast interviews than music? Is the time and temperature mentioned often enough? Did a particular news story get sufficient coverage? And when it is all put together, does it meet WCCO Radio's high standards of quality? Many of the judgments by Linder, Napier and their staff are based on gut-level feelings about what is good. Making these decisions takes a highly-developed sense of awareness of what people want, something that comes only with years of broadcasting experience.

Sports Production Coordinator Jack Douglas takes care of all sports broadcasts, and Producer Judy Lebedoff handles guest scheduling and many special productions.



VAL LINDER



BY NAPIER



JUDY LEBEDOFF

## PROMOTION DEPARTMENT...

The promotion department becomes involved, directly or indirectly, in most of the activities at WCCO Radio. It promotes the station's programs and its announcers; it supplies the sales department with sales tools and audience research data; and it frequently works on special broadcasts such as Farm-City Days. One of the major responsibilities of the department is the WCCO Radio Broadcast Center at the Minnesota State Fair. Other activities include Prep Parade banquets, news releases and such projects as this book. Chuck Hartley, director of promotion, has been with WCCO Radio for six years. Brad Nordgren, a native of Mankato, joined the staff in 1972.



CHUCK HARTLEY

BRAD NORDGREN

GORDON MIKKELSON



## SPECIAL PROJECTS AND PUBLIC RELATIONS...

Listeners can hear why WCCO Radio is known as the "Good Neighbor to the Northwest." Weather reports, school closings, community recognition and dozens of other broadcasts are daily evidence of the station's spirit. Less conspicuous, but important still, are the undertakings of the station's special projects and public relations department. Ranging from the formation of the well-known Community Line—in cooperation with the Twin Cities' Junior Leagues and Leagues of Women Voters—to the Minnesota Private College Symposia, the activities benefit the people of WCCO-Land.

Gordon Mikkelson, department head, is a veteran newsman, mountain climber, parachutist and long-time conservationist. He also served six years on the Minneapolis School Board, two years as its president.

### TRAFFIC DEPARTMENT...

Ever wondered how all those commercials and programs come on the air at just the precise moment? It's no accident, and for 35 of his 37 years at WCCO Radio, Bob Woodbury has been making it happen.

Each day his department prepares a daily operating schedule listing, minute-by-minute, every program, public service announcement, commercial and station break. Along with the schedule goes the announcers' copy book which has all the commercials that must be read. And traffic also sees to it that recorded commercials are ready for use by technicians in Master Control.

It may sound routine, but what happens to that schedule when the station suddenly switches to a Senate hearing room in Washington, D.C.? Or when a Twins baseball game is rained out? You can be sure that Bob's department has an alternative schedule ready to go, prepared for just such an emergency.



BOB WOODBURY

### ACCOUNTING DEPARTMENT...

People who work at WCCO Radio say there is no other place like it. That may be true in most respects, but not in the accounting department. There, as in other business organizations, the bills come in, the invoices go out, the payroll is drawn up, and the expense accounts scrutinized. It's one of the many unseen, unheard of, behind-the-scenes departments that helps contribute to the success of WCCO Radio.

Bill Fuhrmann, who directs the accounting operation, keeps it moving smoothly. A veteran of 15 years in the broadcasting business, Bill is an expert statistician—and a human repository of factual data on sports and community events as well as being a topnotch accountant.



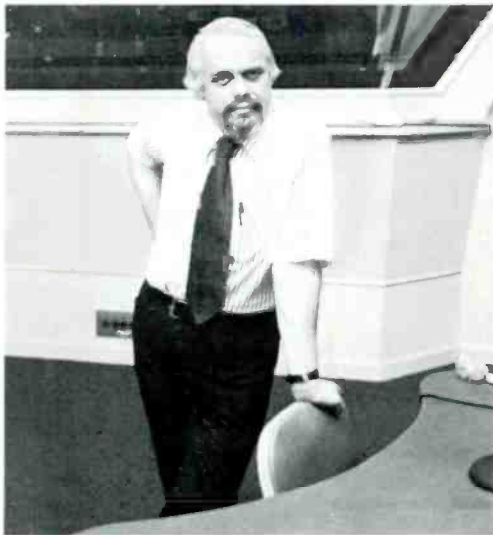
BILL FUHRMANN



*Daytime engineering supervisor Art Johnson at work in studio three where programs are edited before air use.*



*Lucy Lincoln has been handling the switchboard on weekends for many years. Through the week, 'CCO callers are greeted at the switchboard by Mary Kendall and Myla Blattman.*



*Morning technician Jim Erickson.*

*The 1972 Republican State Convention at Minneapolis was covered by WCCO Radio Government Correspondent Arv Johnson, Engineer Jerry Miller and Curtis Beckmann.*





*There's nothing easy about doing a remote broadcast—one away from the studio premises. Here, Jerry Miller and Don Haber check out some of the equipment needed for a trip.*

*Danny Kaye visited WCCO Radio in 1973. He spoke with a group of Vietnamese children who were at the University of Minnesota Hospitals for heart surgery, then took time to report Twins action from Metropolitan Stadium.*



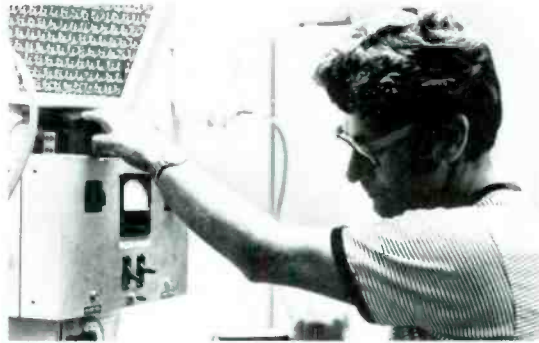
*Night Engineering Supervisor Bob Johnson cues a record for the "Hobbs House" clear-channel listeners across the nation.*



*Bob Williams, writer and editor of this 50th Anniversary book, is shown here telling WCCO Radio staffers what the Fiftieth Anniversary Book would include. The occasion was a forty-ninth anniversary lunch at the station on October 2, 1973.*



*Technician Thornton "T.J." Jones works the all-night shift in WCCO Radio's master control.*

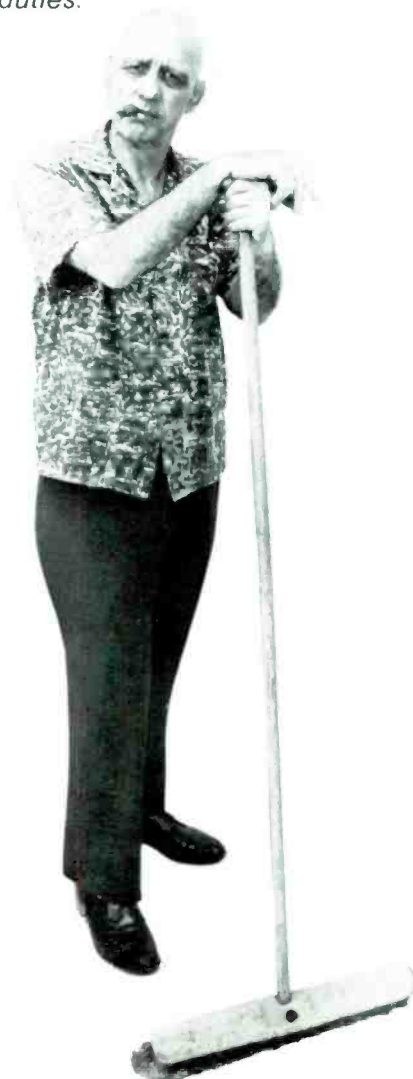


*Technician Bill Lund is also a collector of old radio programs.*

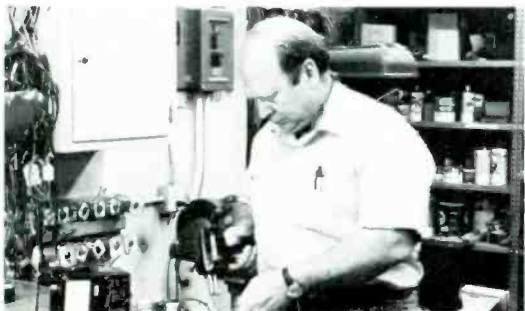
*Composer Herb Pilhofer talked to the WCCO Radio staff at the station's forty-ninth anniversary on October 2, 1973. Herb wrote the Fiftieth Anniversary Theme heard throughout the day on 8-3-0.*



*Russ Evans, known to listeners and staff as "Champ," advises Charlie Boone on his evening market reports, produces Steve Cannon's programs, and provides leads for salesmen as well as performing various maintenance duties.*



*Larry Jenson repairing equipment in the engineering workshop.*



## SALES DEPARTMENT...

Commercial radio stations such as WCCO Radio are financed by the sale of their time to advertisers. Clayt Kaufman is WCCO Radio's national sales manager, responsible for accounts not headquartered in Minnesota. He works closely with CBS Radio Spot Sales in New York and its sales staff in major cities. Kaufman joined the station in 1952 as a newswriter, and was director of promotion before moving into sales in 1969. Buck Buchanan heads the station's local sales efforts. He joined 'CCO in 1958 as merchandising manager, moved into sales and became local sales manager in 1969. Buchanan's staff is made up of veteran radio salesmen: Wally Wilber, an avid outdoorsman who joined the staff in 1961; Ken Schneider who is also a director of the Minnesota Advertising Club; Brad Johnson, a Cokato, Minnesota, native with many years experience in Twin Cities broadcasting; Bob Kaye—really Bob Krekellberg, he started using the shorter name years ago as an announcer—is from Brainerd, Minnesota; Ray Vecellio, who attended St. Thomas College and graduated from the University of Minnesota before going into broadcasting; Jim Paul, senior member of the sales staff, spent many years in advertising, joined 'CCO in 1947.



BUCK BUCHANAN



CLAYT KAUFMAN





JIM PAUL



WALLY WILBER



KEN SCHNEIDER



BOB KAYE



RAY VECELLIO



BRAD JOHNSON



Traffic's Pam Richter, Sales Service Manager Barb Piazza and Mary Meyers; Mary Guldin; Nickie Jeanetta, Doris Kells, Mary Fran Bradley and Irma Baldwin.

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Mavis Washington, accounting's Lolly Vaughn, Carolyn Nordeen and Vicki Lewis; Nanci Montieth; Dave Gohl, Joyce Carlson and Carla Webster; Leon Lewis.

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**WCCO Radio**

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***Public Service***

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## PUBLIC SERVICE...

Plaques, trophies, citations and certificates of recognition; WCCO Radio has them in abundance. Over the years they have accumulated, festooning the walls of the lobby, the hallway and spilling over into offices. Though there are no reliable records to substantiate the claim, it is probably fair to say that no other station in America has been honored so often with so many prestigious awards. No other station in the history of broadcasting has captured the three top awards of the broadcasting industry in a single year. It was in 1966 that the Peabody, the DuPont and the Sigma Delta Chi awards were bestowed on the station in recognition of life-saving public service to the Twin Cities community during a night of terror—May 6, 1965—when the metropolitan area was struck by a series of tornadoes.

In 1973, WCCO Radio became the first commercial station in the United States to receive the Peabody Award, the "Oscar" of public service broadcasting, for the fourth time. The first Peabody medal came to the station in 1948 for a program about juvenile delinquency, "As The Twig Is Bent." The next was in 1960 in recognition of the station's efforts to promote international understanding. The third, in 1966, has already been mentioned, and the fourth in 1972 saluted the station for its special program about heart surgery, "The Heart of the Matter." This last also won awards from the American Medication Association, the American Heart Association, the Northwest Broadcast News Association, and others.



*Examining the station's latest Peabody Award, given for the hour-long documentary, "Heart of the Matter," are Phil Lewis, E. W. Ziebarth and Jim Bormann. The program described Dr. Ziebarth's heart attack and subsequent recovery. Bormann wrote and produced the program. It was WCCO Radio's fourth Peabody Award.*

*WCCO Radio made history in 1966 by earning the three highest honors in broadcasting—the George Foster Peabody, Alfred I. duPont and Sigma Delta Chi Awards. WCCO Radio is the only station ever to win all three in the same year. Each award was for life-saving public service during WCCO-Land's destructive blizzards, floods and tornadoes in 1965.*



But the hundreds of awards are not important in themselves. They are significant only because of the outstanding programming for which they represent recognition. They acknowledge the fulfillment by WCCO Radio of its commitment to broadcast programs in the public interest. Indeed, the very foundation of the station's program service from day one, when the station carried the call letters WLAG, was public service programming. A major reason for existence then was the broadcasting of weather forecasts, temperature readings and grain market reports. All of this was essential information for farmers in the region, and such public service has continued and expanded to this day. The station's vast potential for public service was recognized even in those early days when radio was widely regarded as a novelty. In September of 1924, the War Department selected the station—one of 15 in the country—to broadcast the farewell message of General John J. Pershing. And on October 2 of that year, the station was again selected for a broadcast of another military hero—Lt. Lowell Smith of the around-the-world flight team of the Army Air Corps. It was the first program for the station's new call letters, WCCO.

The new owners of the station felt that it should be used to promote the community's cultural resources and accordingly, it provided facilities for weekly broadcasts by the renowned Minneapolis Symphony Orchestra. When local residents complained of interference from another local station, WCCO Radio bought an hour of silence on the other station so the WCCO listeners could hear the symphony broadcasts.

The station's affiliation with CBS led to one of the longest program series in radio history—the Sunday afternoon broadcasts of the New York Philharmonic Orchestra. Though these programs lost popularity in the post-war years, CBS and WCCO Radio continued to present the programs as a necessary public service until the 1960's. The same was true of the New York Metropolitan Opera broadcasts on Saturday afternoons. WCCO cleared that time for the Met season as long as CBS continued to provide it, though such cultural programming did not attract large audiences.

From the very beginning, the station developed a close working relationship with the rural areas and adopted the slogan, "Good Neighbor to the Northwest." WCCO Radio was one of the first stations in the nation to develop expert farm

service broadcasting. Back in the early twenties, WLAG had conducted lectures over the air for the farm community. What was probably the first "farm broadcast" on WCCO came on New Year's Day in 1928. It was eventually under the leadership of Larry Haeg that the station's Farm Service Department really blossomed in the 1940's. Young farm people of Minnesota are also recognized with special broadcasts at the Minnesota State Fair each year and at the annual 4-H Club Congress in Chicago.

The station's public service was also expanded in the very beginning to include play-by-play sports coverage. WCCO Radio has broadcast University of Minnesota football games since before Memorial Stadium was dedicated in 1924. It has also aired Gopher basketball to its listeners over the years. In the thirties, the station carried Miller baseball from old Nicollet Park and added coverage of many major professional sports teams as they came to the Twin Cities. The sports coverage also grew to include high school tournaments and contests, and the successful series known as "Prep Parade" began in 1956, providing recognition for outstanding performances by high school athletes, coaches and school bands.

Because of its dedication to public service, WCCO Radio has provided comprehensive coverage of natural disasters and weather crises over the years. During the historic November 11th Armistice Day storm of 1940, WCCO became a clearing house for information about stranded groups and individuals. A Boy Scout troop stranded at a camp on Lake Minnetonka relayed the word via WCCO Radio to anxious parents that they were safe. The station broadcast hundreds of similar messages. And again in 1951, when a heavy snowstorm struck the Twin Cities as the state high school basketball tournament was ending, thousands of students from many parts of the state were snowbound in Minneapolis. They got word to anxious parents via WCCO Radio, the Good Neighbor to the Northwest.

Back in 1939 when a tornado slammed through Anoka, Minnesota, WCCO broadcast directly from its new transmitter building in that area with emergency information, calling doctors and nurses to emergency duty at the hospital. The broadcasts were heard at Camp Ripley where the National Guard was encamped and when martial law was declared for the stricken

community, the Guard was summoned to home duty via WCCO Radio's broadcast. At dusk on June 3, 1958, another tornado struck Colfax, Wisconsin, and the surrounding countryside. WCCO reported the news as told by survivors, and then organized relief for the injured and homeless. First, it broadcast an appeal for blood donors, and listeners supplied more than twice as much blood as was needed. Then "Operation Good Neighbor" was organized by the station to collect food, blankets and clothing in a hurry. Before nightfall the next day, five trucks rolled into the demolished town loaded with the generosity of good neighbors in the Twin Cities area.



*Allan Gray interviewed one of the Good Neighbors who brought food for the tornado victims of Colfax, Wisconsin back in 1958.*

But perhaps WCCO Radio's finest hours were on the night of May 6, 1965, when the station interrupted its program in the early evening to warn the Twin Cities that a tornado was approaching from the southwest. That tornado was followed by five other twisters that cut a path of destruction through the Minnetonka area and then moved on to the northeast through the suburbs of Fridley and Shoreview. It was a merciless pounding by the elements, and although property damage was enormous, the loss of life was relatively low. Survivors credited WCCO Radio with having saved hundreds of lives because of its early warning and its accurate reporting of the progress of the violent weather. The system of instant reporting of tornado sightings by citizens which was developed by WCCO Radio that night was improved and expanded in the following years, and a close working rela-

tionship in such emergencies was developed with the National Weather Service. A direct-line phone, linking the Weather Service and the WCCO News Bureau was installed to expedite the flow of information in both directions.

When skies threaten, listeners instinctively turn to WCCO Radio—even when they're watching television—with assurance that 830 on the radio dial is the place to get reliable information about the weather. During the late sixties there was a phenomenal outbreak of tornadoes that caused destruction and death in Tracy, Waseca, Outing and Floodwood, Minnesota. WCCO Radio newsmen provided listeners with greatly improved early-warning service; then reported from the scene of the destruction during the aftermath. Listeners soon learned that WCCO Radio could be depended upon to serve the public well in reporting flood warnings and comprehensive coverage when the floods rise. One of the worst of the early floods was in the spring of 1950 when the Red River of the north inundated its fertile valley. News Director Wiley Maloney and special events reporter Stu MacPherson provided the eye-witness reports from the scene.

The year of the big tornadoes in the Twin Cities, 1965, was also the year of the big flood on the Mississippi. The flood of the century rolled through the cities and downstream toward Iowa and Illinois for the full month of April, fed by high water on the Minnesota River and other tributaries. The flood was caused by the melting of one of the heaviest snow covers in the history of the region. A late-season blizzard, which added immense amounts of moisture to that snow cover, had stranded motorists and isolated many communities. In one instance, a stranded motorist with short wave equipment in his car broadcast a distress message, giving his location. His message was picked up by another short wave operator who relayed the information to WCCO Radio. A nearby farmer, hearing WCCO's broadcast, recognized the location and rescued the motorist along with a dozen others who had been stranded behind him.

Today, special and emergency services are an integral part of WCCO Radio's daily broadcasting. School closing notices, started in the thirties, now are available through a special system. More than 400 school districts have used the service in a single winter storm. Civil Defense tests and Civil Defense call-ups for auxiliary organizations are all part of the station's public

service efforts. Weather and Road reports are made twice daily along with reports on public utility outages and emergencies, food contamination, forest fires, and emergency locaters for sheriffs, police and travelers.

Sig Mickelson joined WCCO Radio as Director of News and Public Affairs in 1940 and had reorganized the News Department. In the early days, coverage of special events had been a big event in itself. But Mickelson made that kind of coverage an everyday service to listeners. Under Mickelson and Program Director Bob Sutton, a new dimension was added—the documentary treatment of major problems of the day. WCCO Radio again set the pace for broadcasters everywhere by producing important social documentaries.



*WCCO Radio's award-winning documentary on racial discrimination was done by this team back in the late forties. At the left is Ramona Gerhard who played the musical score, writer Ralph Andrist, one of the actresses, producer Bob Sutton, writer Ralph Backlund and News Director Sig Mickelson. Announcers included Frank Butler (fourth from right) and Ed Viehman (far right).*

On June 25, 1947—many years before civil rights became a prominent national issue—WCCO Radio explored the plight of the minorities in a special program, "Neither Free Nor Equal." Awards for this broadcast, which courageously examined the local community's attitudes toward racial and religious minorities, were presented by the Urban League and by the National Council of Christians and Jews. On November 26, 1947, another documentary program was developed by the writing team of Ralph Andrist and Ralph Backlund which dealt with the problems of juvenile delinquency. It was called "As The Twig Is Bent" and it captured the station's first Peabody Award. Two years later, another

documentary, "Arrows In The Dust," was produced and broadcast to acquaint the listeners with the problems of the American Indian on the reservation. This program, as well as the documentary on juveniles, was regarded so highly by CBS that both were broadcast on that network to the nation. A short time later, in 1960, Mickelson was brought to New York by the network and later became the first President of CBS News. Sutton moved to the other coast where he became Manager of CBS-owned KNX Radio.

When Jim Bormann took over as head of WCCO Radio News and Public Affairs in February, 1951, there were four well-established news periods in the broadcast schedule. All were top-rated programs and Cedric Adams' newscasts at noon, supertime and bedtime claimed the attention of almost everybody. So it was felt that the station had gone about as far as it could go in providing news service for its listeners. After much discussion and conjecture, another newscast was added, and then another. Within less than ten years, the station's schedule of news programs had expanded to 22 daily—including several from CBS.

Always associated with news reports, WCCO Radio got into the news business in earnest after a young columnist for the Minneapolis Star, Cedric Adams, became a WCCO Radio newscaster in 1934. His programs became instantly popular. Listeners seemed to recognize that the service he was providing with a personal flair contained an extra dimension. He was well-informed and he sounded like a warm personality. Everybody called him Cedric. Observing the success of Cedric Adams' newscasts, WCCO developed a news department staffed by professional journalists, to prepare newscasts which drew upon the station's own developing news sources. In 1940, the WCCO news mike went to the Minneapolis City Council chambers for a live broadcast of a controversial council session—the first of its kind in the Twin Cities.

Realizing that there was virtually no limit to the public's appetite for news, it was decided in the mid-sixties to develop a new concept for serving up information to listeners. It was called "News Flow." In this way, news broke out of the rigid confines of program schedules for the first time. Listeners now discovered that when news was breaking it was not necessary to wait for the next scheduled newscast. Whatever program might be on the air at the time would be

interrupted and the fresh news would be reported without delay. The established news summaries continued at their scheduled times in addition to the free flow of spontaneous news, as it was received. Listeners approved heartily, and station ratings soared.

The wire recorder and then the tape recorder came into use as an important tool of reporting in the late forties and early fifties. It enabled WCCO Radio newsmen to capture a news actuality, bring it back with them to the station, and include it in a newscast in much the same way that newspapers used pictures to illustrate stories. Early recording equipment was heavy and cumbersome, but today's compact transistorized recorders are carried easily by every WCCO Radio newsmen on assignment. This adds greatly to the station's active theme: "On The Go With 'CCO."

As horizons expanded, the station encouraged its personnel to travel. Nearly all of its on-the-air personalities and many of its department heads travel abroad as often as every year. After the Cold War thawed in the sixties, half a dozen WCCO Radio people visited Russia and the satellite countries—Cedric Adams, Larry Haeg, Maynard Speece, Jim Bormann, Dick Chapman and Gordon Mikkelson. Several returned for a second visit. Hardly a nation on the face of the earth has not received at least one visit from a person from 'CCO. The station also promoted "Good Neighbor Tours," inviting its listeners to join conducted tours to foreign countries.

Another innovation was the "Open Mike" program which began on WCCO Radio in January of 1957. The Open Mike concept linked WCCO even more closely with its listeners. It greatly expanded the station's ability to reach out for opinions and comments, providing an opportunity for a broader mix of viewpoints on the air. In effect, anyone anywhere had instant access to the WCCO audience, so long as their comments were expressed without profanity or obscenities. The program became so popular that it was imitated by many other stations, and the term "Open Mike" was identified in the public mind with any program that had a telephone connection.

In this way, WCCO Radio reached out as a good neighbor to provide access to government. The governors of a dozen states and provinces, speaking from their homes or offices, were put in touch directly with listeners throughout the nation via WCCO Radio's Clear Channel facil-



*One of the first governor's to be guest on WCCO Radio's "Governor's Open Mike" series was Iowa's Harold Hughes. Hughes ran for, and was elected to, the United States Senate several years later.*

*Larry Haeg, then General Manager of WCCO Radio, center, presented President Lyndon B. Johnson with a report on the 1966 Farm Forum which Haeg led. Former Minnesota Governor Orville L. Freeman, left, was Secretary of Agriculture and arranged the meeting. President Johnson extended the presentation into a press conference and a longer discussion in the White House May 2, 1966. From it grew the first of a series of WCCO Radio Clear Channel Open Mikes with Secretaries of Agriculture, who spoke from their Washington offices and answered questions of WCCO Radio listeners.*







ities. And the people talked with the governors directly. When farmers were on the point of rebelling, the Open Mike put them in direct touch with the Secretary of Agriculture, who listened to their complaints and thereby obtained a better grasp of grass roots sentiments. Following presidential speeches and news conferences broadcast on WCCO Radio, the Open Mike enabled listeners to react publicly to what they had heard. It became a citizens' safety valve for blowing off steam. It was usually informative, and sometimes entertaining.

As early as the forties, listeners were reacting by mail to comments by newscaster Cedric Adams and others. When Cedric got an immediate affirmative reaction to his suggestion that Fourth-of-July fireworks should be banned as a safety measure, he advised his listeners: "Don't write me; write your state legislator." They did, and legislation outlawed the explosives from then on. In August of 1956, Cedric and WCCO Radio declared "war" on traffic fatalities over the Labor Day Weekend. Governor Orville Freeman participated in the campaign, outstanding ministers throughout the Twin Cities offered prayer over WCCO Radio. Mangled cars with safe-driving slogans were put on display throughout the Twin Cities and at the State Fair Grounds. Over 150 safety pleas were used during the week over WCCO Radio and it became the largest safety campaign of its type in the history of the station. The result over that Labor Day Weekend showed seven traffic fatalities—far fewer than the predicted number. Within a 50-mile radius of the Twin Cities, where the campaign had been carried on most vigorously, there were no fatalities at all.

*The scene is the office of the Secretary of Agriculture, Orville Freeman, where the former Minnesota governor became the first cabinet member to conduct an "Open Mike" program. The WCCO Radio broadcast from Washington, D.C., was also aired on other Clear Channel stations throughout the country.*



*This demolished automobile was on display at the Minnesota State Fair back in 1956 as part of WCCO Radio's dramatic "War" against traffic fatalities. The display was one of a number of such reminders to the public sponsored by the station in cooperation with the First National Bank of Minneapolis and the Ford Motor Company.*

WCCO Radio, recognizing its leadership role in public affairs, entered the controversy when state-wide public opinion opposed an invitation for Communist Party Leader Gus Hall to speak at the University of Minnesota. There were demands that the invitation be cancelled. WCCO Radio announced that it would broadcast Hall's speech live, allowing listeners everywhere to hear him and also hear students' questions afterwards. It all provided the reassurance to parents that their children were able to judge maturely such controversial material, and it led to the adoption by the University of an "open" policy on campus speakers.

But WCCO Radio went a step farther. It set up a series of six interview programs with Professor Ross Allen of the Political Science faculty on "The Anatomy of Communism." And again, in April of 1964, when St. Paul mayoral candidate Milton Rosen challenged the teaching of liberal Professor Mulford Q. Sibley, WCCO Radio became involved. Sibley agreed to debate the issue with Rosen before an audience of students and WCCO Radio broadcast the event to the state, as it had done in the middle sixties when Senator Joseph McCarthy of Wisconsin faced a hostile student and faculty audience at the University.

The station was making a really determined effort to live up to its boast that WCCO Radio is where "the best informed people get the news

first." It also adopted a saying that WCCO broadcasts "history as it happens." And nowhere was that more true than in the reporting of politics and government. From the day in 1925 when WCCO Radio listeners heard the inauguration of President Calvin Coolidge, through the turbulent years of Governor Floyd Olson's terms in office and the overthrow of Farmer-Labor Party control of the state by the so-called "diaper brigade" of Governor Harold Stassen, WCCO Radio was there. Since 1940, WCCO Radio has covered every major party political convention on both the state and national levels, supplementing the network convention coverage by reporting the activities of delegates from the states of the WCCO-Land region.

It was early in the 1950's that WCCO Radio began to cover the Minnesota state legislative sessions on a full-time basis. And later, a correspondent was employed in Madison to cover the Wisconsin legislature, too. An early indication of the station's effectiveness in reaching the people came during the 1951 session of the legislature. Republican Governor Luther Youngdahl was at odds with his own party's leadership of the legislature. In his weekly reports to the people over WCCO Radio, he urged his supporters to demand that their legislators support his program for expanded mental health care. They did, with crushing effect, and the legislative leaders asked for and got equal time for a reply over WCCO Radio.



WCCO Radio's Government correspondent, Arv Johnson (left) and Howard Viken (center) are shown here with Minnesota's Lt. Governor Jim Goetz in a broadcast from the state capital in 1967. Mrs. Goetz is seated in the background.



A series of debates between WCCO-Land congressional candidates were the highlight of the station's 1972 election coverage. At left, Phil Hansen, candidate for U.S. Senate; Ray Christensen, center, was moderator; at right, Senator Walter Mondale.



JIM BORMANN

The concept of WCCO Radio being directly involved with the life of the communities which it serves was enlarged with the creation of a Community Affairs Department, headed by Jim Bormann who had served for 20 years as News Director. Because of his broad acquaintance with the region served by WCCO Radio and his thorough understanding of the station's operations, Bormann was assigned to a double function: To discover through personal contact with the people and communities of the region what their needs and interests were; and to convey this information to the station in terms of program input, enabling on-the-air personalities to show an awareness of the concerns and developing trends in the region they serve. There could not have been a better choice. Bormann talks to dozens of people every week, travels thousands of miles every year, and keeps the station's staff well-informed on what's happening beyond their own horizons.

When racial violence erupted in Minneapolis in 1966, WCCO News covered the confrontation between the black militants on one side and the Governor of Minnesota and Mayor of Minneapolis on the other. This was followed by a documentary program; "A Minority Within A Minority," and other documentaries dealing with such problems as conflicts within the poverty program, drug use, abortion, the militant Indian movement, and student uprisings.



*The only joint broadcast by Minneapolis mayoral candidates in the 1974 campaign was made on WCCO Radio. The five candidates, Incumbent Charles Stenvig, Tom MacDonald, Gladys Brooks, Jane Van Dusen and Al Hofsted all spoke. After statements, they were questioned by WCCO Radio newsmen. A similar broadcast several months later featured St. Paul Mayor Larry Cohen and his challenger, Councilwoman Rosalie Butler.*

Another means developed by WCCO Radio in 1958 to provide access for individuals to express their opinions are the Cross Section programs based on a summary of views by persons with common interests. For example, a question about the Governor's performance in office is put to a dozen editors of varying political persuasions. Their recorded answers are then offered without comment as a cross section of opinion among editors. The same technique was followed in Cross Section programs with visiting governors, bankers, farmers, teen-agers, lawyers, and others.

Members of the Congressional delegations from the Northwest are given similar access to WCCO's facilities. Instead of accepting promotional releases from the Congressmen, WCCO

News submits periodically a question on a major issue and then rounds-up the Congressmen's answers in special programs.

On other major issues (the meat shortage, rising food prices, the gasoline crisis, etc.), WCCO Radio calls upon the members of its consumer board to survey the situation in their own areas. These reports are correlated and broadcast, giving listeners in the region an opportunity to keep abreast of changing trends in consumer affairs.

WCCO Radio also dips into its own financial resources to help illuminate public problems. Funds were supplied to help finance the activities of the Urban Coalition, a community effort to respond affirmatively to the needs of the blacks and other minorities in Minneapolis.

Because there was a lack of trained broadcasters among the black citizens of the Twin Cities, WCCO helped finance a training program for them. In addition a \$25,000 scholarship grant was made to the University of Minnesota for exclusive use of minority persons who could not otherwise afford an education in broadcast journalism.

The station also underwrites a series of symposia on various private college campuses in Minnesota, fostering educational insights into such areas of concern as rural development, urban development, suburban development, Indian education, etc. The highlights of these discussions between students, teachers and competent experts in the field are then broadcast so that listeners throughout the region can share in the knowledge yielded by the symposium.

And finally, the leadership position which WCCO Radio has maintained among broadcasters over the years has imposed an obligation which the station has willingly accepted. It has made a generous contribution professionally to those organizations which attempt to elevate the standards of broadcasting. When Larry Haeg, who now

*Energy Director John Sawhill was questioned by Newsman Larry Haeg, Jr., at WCCO Radio's studios in 1974.*





*What does this conversation have to do with the price of beans? Quite a bit probably. Maynard is talking with Assistant Secretary of Agriculture Clarence Palmy. This November, 1971, visit by Mr. Palmy was one of several times he participated on WCCO Radio programs.*

heads the company, was Farm Service Director of WCCO, he helped organize and became first president of The Radio Farm Directors' Association. His successor as WCCO Farm Service director, Maynard Speece, also was chosen president of that organization, and the station's Associate Farm Service director, Chuck Lilligren, now serves as Vice-President. Lilligren was also appointed by Governor Wendell Anderson to membership on the Minnesota Human Rights Council.

In the field of journalism, Sig Mickelson, and Jim Bormann, who succeeded him as WCCO News Director, both were active in organizing the National Association of Radio News Directors, now known as the Radio-Television News Directors Association. Both served a term as president. Curtis Beckmann, who succeeded Bormann as News Director in 1970, serves on the RTNDA Board of Directors, and both Bormann and Beckmann have served as directors of the Associated Press Broadcasters Association.

*As director of public affairs, Jim Bormann logs thousands of miles annually to determine the needs and interests of the people of WCCO-Land. Phil Lewis, general manager of WCCO Radio, looks on as Jim outlines a coming journey.*



**WCCO Radio**

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**Sports**

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## SPORTS

Quality is not accidental. The professionalism of WCCO Radio sports broadcasts—ranging from a five-minute early morning report to play-by-play coverage of nine innings of big league baseball—is based on years of experience.

No whim puts top-flight announcers such as Ray Christensen, Al Shaver and Herb Carneal behind WCCO Radio microphones; it is no accident that Sid Hartman's "Today's Sports Hero" features the most prominent national sports personality of the day; nor is it a matter of chance that high school and small college scores are reported along with those of the Twins, North Stars, Gophers and Vikings.

Behind the full range of sports reporting and programs WCCO Radio listeners hear today is a rich history of involvement that began with good intentions, grew with experiment and boldness, and has matured into one of the nation's premier broadcast sports organizations.

In 1922, when WLAG first went on the air, Bill Spaulding was head football coach at the University of Minnesota. The fledgling station was



*Paavo Nurmi, known as "The Flying Finn," broke the world's distance record for the mile run at 4:10.4 back in 1923 and in 1925 he appeared on WCCO Radio at the station's Nicollet Hotel Studios.*

not yet up to broadcasting sports, but the following season, announcer Herb Paul sat a table in the bleachers of Northrup Field, stabbed his pocket knife through the lineups to keep them from blowing away, and brought listeners a play-by-play account of the Gopher games.

Memorial Stadium was completed in 1924 and Paul found himself inside a real pressbox and behind a WCCO microphone. On the field, the Golden Gophers stopped cold the "Galloping Ghost," Red Grange of Illinois. It was an auspicious beginning for WCCO Radio, the start of the first fifty years of sports broadcasts. Later that very winter, the station did its first hockey broadcast, a Minneapolis Rocket game from the old Arena on Dupont Avenue. And in 1926 it added Minneapolis Miller baseball games to its sports schedule. The games came direct from Nicollet Park under sponsorship of General Mills whose quartet sang "Have You Tried Wheaties" between innings.

By the Thirties, sports had become an important part of WCCO Radio's overall programming efforts. And what a time for sports in WCCO-Land! At the beginning, Fritz Crisler was head football coach at the University of Minnesota and with him were players such as "Biggie" Munn and Jack Manders. In the State High School Basketball Tournament, St. Paul Mechanic Arts defeated Moorhead to keep the defending champs from winning their third straight title.

Then in 1932, the Gophers got a new football coach. He was Bernie Bierman, and he was to become a legend at the University of Minnesota as well as a familiar voice on WCCO Radio. With the "Grey Eagle" came a whole new set of players whose exploits on the gridiron would thrill WCCO listeners on autumn Saturdays: Pug Lund, George Roscoe, Butch Larson, Bill Bevan, Milt Bruhn, the Svendsen brothers, Babe LeVair, Julie Alphonse, Bob Tenner, Sheldon Beise, Stan Kostka, Ed Widseth, Andy Uram and Bud Wilkinson.

By 1933, exciting things were happening in the world of baseball, too. The first major league All-Star game was played, and, in WCCO-Land, a new voice was heard broadcasting the Millers. It was Halsey Hall.

Halsey went to Minneapolis Central High School, and started his sports reporting career on the Minneapolis Tribune in 1919. He moved to the St. Paul Pioneer Press in 1926, came back





*Principals in the Bernie Bierman Show back in the late thirties included Gopher coach Bierman with P. B. Juster, the sponsor on his right and emcee Halsey Hall on his left. In the back row was the rest of the cast for the WCCO Radio show—announcers Babe LeVoir and Gordon Eaton, and musicians, Bob Link, Hal and Ernie Garvin, Toby Prin and Dick Link.*

to the Tribune and eventually the Minneapolis Star. Through most of those years, Halsey was at a WCCO microphone, broadcasting Miller baseball, Gopher football, and a variety of high school, college and professional sports.

Halsey covered the Millers' home games from Nicollet Park, of course, but in those early years he broadcast road games from WCCO's studios. He would describe plays as reported on the Western Union sports wire and, because he was familiar with every American Association ball park, would make them sound as though he was seeing it all from a press box.

Other announcers who covered the Millers for WCCO Radio were Al Sheehan, Cy Seymour and Jerry Harrington. In 1936, WCCO broadcast the American Association All-Star game from Milwaukee with Byrum Saam and George Higgins alternating at the mike. In 1938, Clellan Card and Morgan Sexton teamed up to bring coverage to fans who had learned to love their Millers: Joe Hauser, Andy Cohen, Walter Tauscher, Rosy Ryan, Spencer Harris, Buzz Arlett, and a young slugger named Ted Williams.

When the Gophers opened their 1936 season against the Huskies in Washington, 'CCO sent along a team of its own. Byrum Saam and Rollie Johnson reported the game and WCCO served as "flagship" for a 75-station CBS network; Cedric Adams broadcast from the lobby of



*WCCO Radio was broadcasting Minneapolis Miller baseball games back in 1936 with Byrum Saam at the microphone. Members of the team are shown here: First row—Henry George, Olson, Thompson, Browne and McKain. Second row—Gaffke, Harris, Cohen, Burwell, Manager Donie Bush, Hargrave, Pfeleger and Hauser. Back row—Arlett, Dickey, Baker, Bean, Milnar, Tauscher, Grabowski and J. Ryan.*

Seattle's Olympic Hotel, and Florence Lehman interviewed Mrs. Bierman on a program called "Ladies First."

Les Bolstad brought golf to WCCO two evenings a week in 1937 with the program, "Golf Static," and in 1939 a Cinderella team, Mountain Lake, won the state high school basketball title.

WCCO Radio carried a number of CBS sports specials during the Thirties, too. Captain Eddie Rickenbacker and Ted Husing reported the Indianapolis 500. Husing was on hand for the 1936 Olympics in Germany, and WCCO carried Adolph Hitler's welcoming speech and highlights of the games.

The Gophers won two more national football championships in 1940 and 1941 with Sonny Franck, Bill Daley and Heisman Trophy winner Bruce Smith running the ball.

The post-war Forties brought a new emphasis to sportscasting. It was a time when Gopher linemen such as Leo Nomeillini and Clayton Tonnemaker were WCCO-Land football heroes, when Jackie Robinson broke the major league color line with the Brooklyn Dodgers, when Babe Ruth said goodbye at Yankee Stadium, and the United States won the first Olympic games held since 1936.

Minnesota State High School Basketball Tournament time brought Paul Wann and Babe LeVoir to the microphone for WCCO. Buhl became



WCCO Radio's "Parade of Sports" before the Willie Pep-Jackie Graves fight in Minneapolis in 1946. From left to right were: Fred Saddy, Wisconsin boxing commissioner; Bill Mitchel, Milwaukee boxing promoter; Tony Martin, former boxer; Leo Ryan, local trainer; Paul Wann of WCCO; Billy Colbert, St. Paul boxing promoter; Halsey Hall, WCCO; Charlie Johnson, executive sports editor of the Minneapolis Star and Tribune; and Roundy Coughlin, nationally-syndicated sportswriter.

the second team in the history of the tourney to win back-to-back championships in 1941. Big Jim McIntyre and Patrick Henry did it again in 1944 and 1945. The first State High School Hockey Tournament was held in 1945 with Eveleth beating Thief River Falls in the finals.

CBS and WCCO Radio have combined to bring listeners the Kentucky Derby and other major races. In 1948, Clem McCarthy and Bill Corum teamed up to bring 'CCO-Land direct coverage of Citation's Triple Crown victories, just as Win Elliot and Ray Haight would do when Secretariat next repeated the feat in 1973. Two other CBS sportscasters heard on WCCO Radio in the Forties were Red Barber and Mel Allen who, among other appearances, would broadcast the Rose Bowl and Sugar Bowl games on New Year's Day.

Stew McPherson joined WCCO Radio in 1950, and it didn't take the former BBC announcer long to get into sports. By tournament time, he was at Williams Arena with Gopher head coach Ozzie Cowles broadcasting the high school basketball games. Stew also did a weekly show, "Sportingly Yours," following the CBS Wednesday night fights. Later, he joined Halsey Hall



Except for the games, WCCO Radio's annual party was the most exciting part of the State High School Basketball Tournament during the Fifties. As many as 7,000 visiting teenagers would attend the dances.

and Babe LeVoir announcing Gopher football games.

Bernie Bierman's successor as football coach, Wes Fesler, was also heard on 'CCO. And on the field, Fesler's teams were led by a dazzling young halfback from Winona, Minnesota, named Paul Giel, Murray Warmath followed Fesler as coach in 1954, and gave Gopher rooters a new set of names to cheer—the McManaras, Gino Cappelletti, Bob Hobert and Bobby Cox—and up in the broadcast booth, Dick Enroth was at the microphone.

"Prep Parade," WCCO Radio's weekly series devoted to high school sports and band activities on a statewide basis, began in 1955. Each week, the program brings listeners the All-State Team of the Week, the Band of the Week and Coach of the Week. It also features Sid Hartman interviews with coaches and athletes, and reviews of outstanding games. After eighteen consecutive years, the program is more popular than ever, with Ray Christensen and Sid providing the weekly roundups for high school sports fans around the state.

George Mikan was coach and John Kundla manager of a retrenched Minneapolis Laker



Halsey Hall (right) interviews Big Ten Commissioner Kenneth "Tug" Wilson between halves of a Gopher game at Memorial Stadium in the early Fifties.

Sid Hartman has always hosted pre-game Twins broadcasts with Twins managers. He is shown here with manager Sam Mele in the Twins dugout.



Larry Haeg spoke at the 25th reunion of the 1934 University of Minnesota Football Team, the first Gopher squad to win a national championship.

team in 1957. WCCO Radio carried the games with Dick Enroth supplying the rapid-fire coverage. And in the summer of 1959, the station covered the forty-first National PGA Golf Tournament at the Minneapolis Golf Club. That fall WCCO Radio and Twin City Federal sponsored a 25th anniversary reunion banquet for the 1934 University of Minnesota football team, the first Gopher squad to win a national championship.

High school sports highlighted the beginning of the Sixties when Duluth East beat St. Paul Washington for the state hockey crown and the little town of Edgerton, Minnesota, captured the basketball title—and the hearts of the entire state.

Murray Warmath's football team won the 1960 Big Ten Championship and the Gophers were Rose Bowl bound. WCCO Radio managed to sound like the "official" Rose Bowl station even though it could not carry the exclusive play-by-play which had been assigned another network. The station sent a whole team of personalities, producers and technicians to Pasadena ahead of the game and aired 35 programs. The Gophers lost to Washington 17 to 7, but were back the next year to beat UCLA 21 to 3.



*On the eve of the 1962 Rose Bowl game, only Coach Murray Warmath seemed relaxed. At right is Franklin Hobbs who broadcast from the pep fest.*



*WCCO Radio's Howard Viken was host to fans who made a special trip to New York in 1961 to see the Minnesota Twins play their first ball game against the New York Yankees. WCCO Radio was on hand to broadcast the first game—and every game since then.*



*Howard Viken interviewed members of the University of Minnesota Marching Band who accompanied the Gophers to Pasadena for the 1961 Rose Bowl game.*

The Sixties were a decade of exciting sports events in WCCO-Land, the years when the region really became “big league.” On April 11, 1961, the Minnesota Twins made their debut in Yankee Stadium, and WCCO Radio brought the game home to listeners across the region. The first reporting team for Twins baseball was made up of Ray Scott, Bob Wolff and Halsey Hall.

And that fall, on September 17, WCCO Radio broadcast the first Minnesota Vikings game as the new NFL team upset the Chicago Bears.

WCCO Radio had been the area’s leading sports station for years, but now it had such a full schedule of events—two professional teams, the University of Minnesota, high school sports, and a seemingly unending number of special broadcasts—that General Manager Larry Haeg decided the station needed a full time sports director.

“Paul, we want the best all-around sports sound we can get, and that will be your job as WCCO Radio’s sports director.”

That is how Paul Giel remembers the instructions given him by Haeg when he hired him in March of 1963, and for eight years, that is what the former all-American and big league pitcher produced.

Reflecting on his years at WCCO Radio, Giel says, “To WCCO Radio’s way of thinking, an all-

around sports sound means not only coverage of the Twins, Gophers, North Stars, Vikings and Fighting Saints, but a concern for the person who listens to "Prep Parade." It means an awareness of the youngsters who run their legs off in their cross-country efforts. It means being on top of the small college scene. It means bringing sports information to listeners in Wisconsin, Iowa and the Dakotas who rely on WCCO Radio not only for major sports stories, but depend on the 'Good Neighbor' for news of their local and state teams.



*Gopher All American Paul Giel joined WCCO Radio's Staff as Sports Director in 1963 and fostered the tradition of top sports coverage by the station until he left in 1971 to become Athletic Director at the University of Minnesota.*

"I am proud of the time I spent with 'CCO. I'll never forget covering the first Winnipeg-to-St. Paul 500-mile snowmobile race, nor the time Ray Christensen and I broadcast the Milaca-Cambridge high school football game from the top of a 'CCO mobile unit. We called those games the 'High School Game of the Week,' and while the facilities weren't big league, the sound was. And that's what WCCO Radio's 'Good Neighbor' theme is all about. Nor will I forget the many fishing openers, the Twins in the World Series,

the Vikings in the Super Bowl, the U.S. Open at Hazeltine National Golf Course—and even WCCO Radio's second annual Winter Carnival Chunk-Kicking Contest!

"The best all-around sports sound we can get...' was the charge to me. That's what WCCO Radio has done, and will continue to do, in serving sports fans in the Northwest."

In 1971, Paul Giel left WCCO Radio to become athletic director of his alma mater, the University of Minnesota.



*WCCO Radio traditionally broadcasts from popular fishing areas throughout the region at the beginning of the season. Harry Peterson was at the control board and Roger Erickson at the mike in this 1964 Bass opener at Forrest Lake.*

*Arnold Palmer lined up his putt right under the watchful eyes of WCCO Radio's reporters on the eighteenth green at the 1965 St. Paul Open.*





*"Fan in the Stands" with Randy Merriman was a program preceding Twins home-game broadcasts for many years. Randy (left) interviews a young fan while producer Larry Jagoe assists.*



*This Minnesota Twins fan was ready for the 1965 World Series game between the Minnesota Twins and the Los Angeles Dodgers at Metropolitan Stadium. Most important item—a transistor radio.*



*Minnesota Twins owner, Cal Griffith was interviewed by Charlie Boone and Roger Erickson when the two WCCO Radio personalities made a 1969 trip to the Twins' spring training camp at Orlando, Florida.*



*Vice President Hubert Humphrey visited the broadcast booth in Metropolitan Stadium in 1967, and accepted the announcers' invitation to do an inning of play-by-play reporting. Amused by his efforts are Merle Harmon (standing), Herb Carneal and Halsey Hall.*



*When the Giants played an exhibition game with the Twins at Metropolitan Stadium in 1971, Willie Mays and Harmon Killebrew held a homerun-hitting contest. The pitcher was none other than former Twin and sports director for WCCO Radio, Paul Giel. Paul had also been a Giants teammate of Willie Mays.*



*The field at Metropolitan Stadium as seen from WCCO Radio's broadcast booth. Ray Christensen, who reported Twins games for three seasons, is at the mike.*



*Al Shaver, at left, calls Minnesota North Stars action from WCCO Radio's booth above the ice at the Metropolitan Sports Center.*

'CCO listeners heard the Twins play their way through the 1965 season right into the World Series with the Los Angeles Dodgers. They heard Edina High School set a new record when it won three state high school basketball championships in The mid-Sixties. And they heard Sid Hartman's first "Today's Sports Hero" program in 1966.

Then in 1967, WCCO began broadcasting the games of the Minnesota North Stars which had just been awarded a National Hockey League franchise. Nearly a hundred announcers were auditioned before the station picked a hockey-savvy Canadian, Al Shaver, to cover the Stars for 'CCO. In 1971, Al was joined by Steve Cannon on the broadcasts.

Ray Christensen, an announcer who can do just about any type of program, reported Gopher football and basketball on WCCO Radio, and joined Herb Carneal covering the Twins in 1970. Halsey Hall, in his seventies and finding the six months of travel too arduous, retired in 1972 to become the Minnesota Twins' Ambassador of Baseball.

So for half a century, WCCO Radio has been involved in reporting sports in the Northwest and the nation. The Big Ten and professional events have always created the major interest, but the station has never failed to keep high school athletes—both boys and girls—in mind; nor have they overlooked the many smaller colleges which are such a vital part of the overall community.

In addition, the station has covered snowmobile races, canoe derbys, parachute-jumping contests and the opening of various hunting and fishing seasons. And special "Open Mike" programs have opened discussions on the region's controversial wolf bounty issue, habitat management, and other subjects of interest to sportsmen.

Other programs have promoted the Voyageurs National Park; the creation of hiking and bicycling trails; snowmobile and boat safety; handball, paddleball and curling. There is, in short, few areas of sports that WCCO Radio has not touched upon.

It has all been a part of being a "Good Neighbor to the Northwest."

*A moment of repose for Halsey Hall as he surveys the field of play from WCCO Radio's broadcast booth at Metropolitan Stadium.*



*There are tough interviews and tough interviewees. Former heavyweight Champion Muhammed Ali was a combination of both for Charlie Boone and Paul Giel when he visited WCCO Radio's Studio 2 in 1971.*



*Prep Parade All-State Teams of the Year, Bands of the Year and Coaches of the Year are honored at the annual Prep Parade Awards Dinner in March. University of Minnesota Coach Cal Stoll (left) presents the football Coach of the Year award to George Wemeir of Minneapolis Washburn.*







### **SID HARTMAN . . .**

Someone has said that Sid Hartman knows more people in sports than any man alive. It is a difficult statement to dispute. His acquaintances include every well-known name in sports—from the head coaches of all 26 NFL teams to the 24 managers of major league baseball.

No wonder Sid's twice-daily "Today's Sports Hero" brings to 'CCO-Land listeners the tops in sports personalities in the news. He has been an integral part of "Prep Parade" since its inception and hosts pre-game shows for the North Stars' hockey games, for Gopher basketball, and Twins baseball. He also does "Hartman's Corner" nightly and is proud of his "Sid Hartman Sports" on Sundays when he crams a whole host of sports personalities into a 15-minute program.

Sid joined the staff of WCCO Radio in 1955. He was primarily a newspaperman then, and is currently the Sports Editor of the Minneapolis Tribune. A product of Minneapolis' Northside and a graduate of North high school, Sid started his newspaper career when he was eight years old with a newsstand on Sixth and Nicollet in downtown Minneapolis.

Of all the sports experiences that Sid has had over the years, he is most grateful for the friendships that he has made. And they are not always the well-known names so easily recognized. In 1973, Sid Hartman was named "Big Brother of the Year."



### JACK DOUGLAS...

Sports broadcasts take a great deal of preparation. They need careful planning to ensure quality broadcast lines, the best facilities, production of pre-game and post-game programs, scheduling of guests, and the coordination of all elements of the broadcast with the station's engineering, traffic, sales and promotion departments.

Jack Douglas, the station's sports coordinator, does all these things well. Jack is a veteran Twin Cities newsman who joined the WCCO Radio News Bureau in 1969, and moved over to the program department in 1971 to handle sports broadcasts.



### LARRY CALTON...

When Larry Calton broadcasts a Twins baseball game on WCCO Radio, it's a sure bet that he knows what he's talking about. The young sportscaster is a former professional baseball player who signed a contract with the Detroit Tigers when he was 17 years old. He also played in the Pittsburgh Pirates system, then in the Canadian League. Larry eventually went back to his home state of Missouri to become a radio sports director.

He has done baseball broadcasting for Tulsa and Oklahoma City as well as some St. Louis Cardinals games. He joined WCCO Radio for the 1974 season.

He obviously loves his work, speaks with great enthusiasm about Twins radio broadcasts, and is elated when games go into extra innings or when he has to broadcast double-headers!

## AL SHAVER...

"He Scores!"

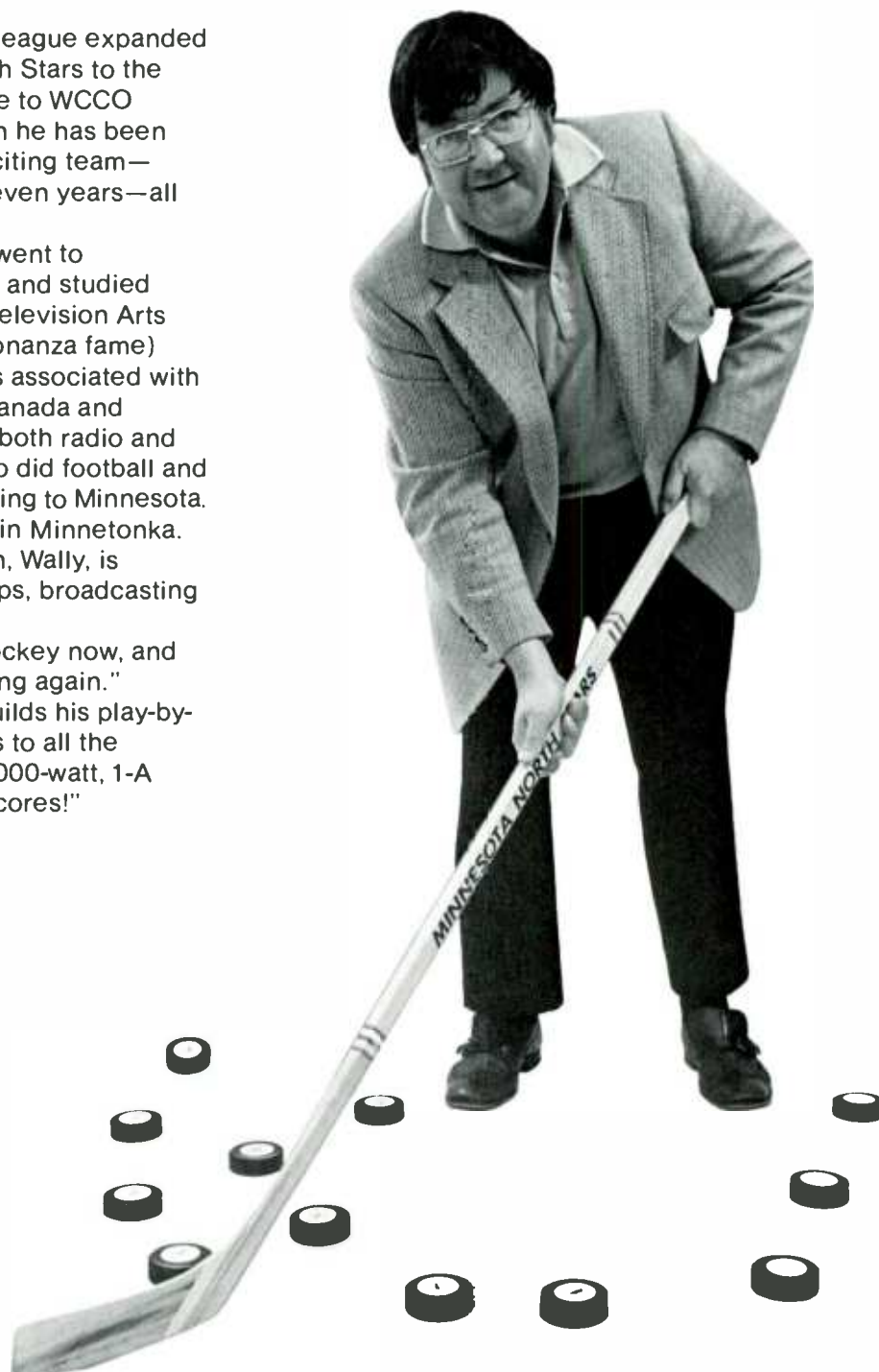
The excitement with which those words come over the air could only come from the voice of one man—WCCO Radio's Al Shaver—the voice of the North Stars.

When the National Hockey League expanded and added the Minnesota North Stars to the league in 1967, Al Shaver came to WCCO Radio from Toronto. Since then he has been the only radio voice for the exciting team—nearly 600 hockey games in seven years—all aired on WCCO Radio.

Born in London, Ontario, Al went to St. Andrew's College at Aurora and studied at the Academy of Radio and Television Arts owned by Lorne Greene (of Bonanza fame) who taught announcing. Al was associated with a number of radio stations in Canada and reported Canadian football for both radio and television at Edmonton. He also did football and hockey at Montreal before coming to Minnesota.

Al and his wife, Shirley, live in Minnetonka. The oldest of their five children, Wally, is following in his father's footsteps, broadcasting hockey at Saginaw, Michigan.

His other youngsters play hockey now, and Al says "I'm going to start skating again." But he's at his best when he builds his play-by-play to a fever pitch and shouts to all the nation over WCCO Radio's 50,000-watt, 1-A Clear Channel facilities, "He Scores!"





### **HERB CARNEAL...**

When sports producer Jack Douglas says "Stand by" and Herb Carneal comes on the air for another baseball broadcast with the familiar words, "Hi everybody!", the veteran sportscaster has already spent three or four hours preparing to air another Twins baseball game over WCCO Radio. Yes, Herb can spend a couple of hours at home bringing his card file on American League players up to date with statistics and information and another hour or two at Metropolitan Stadium visiting with players and coaches before a game. When he finally arrives in the broadcasting booth, he is armed with tapes of interviews with players and coaches, an instant file on some 300 ball players, and a wealth of sports information and background that comes with nearly 25 years of sports reporting.

Herb has been interested in sports and radio since he was in high school in his hometown of Richmond, Virginia. He got his first baseball broadcasting job at Springfield, Mass. in 1950 and also did baseball play-by-play broadcasts for Philadelphia and Baltimore before coming to 'CCO-Land to join Ray Scott and Halsey Hall announcing Twins games over WCCO Radio. Since then he has worked with Merle Harmon, Ray Christensen and Larry Calton.

**WCCO Radio**

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***Through the Years***

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## THE TWENTIES

When radio station WLAG, the forerunner of WCCO Radio, first went on the air in 1922, listeners tuned their crystal sets to programs ranging from classical music to lectures. It was a time in which the Lincoln Memorial in Washington, D.C. was dedicated, when an army flyer named James Doolittle flew from Jacksonville, Florida to San Diego with just one stop along the way. President Warren Harding died and Vice President Calvin Coolidge was sworn into office. Time Magazine started publication and prohibition created the speakeasy and bathtub gin.

Minnesota novelist Sinclair Lewis had just written a new book, "Babbit," and Broadway theater-goers were rushing to see "Abbie's Irish Rose," "White Cargo," and Eugene O'Neill's "The Hairy Ape." On the silent screen, Rudolph Valentino was starring in "Blood and Sand," and favorite movie favorites included Harold Lloyd, Douglas Fairbanks, and a youngster by the name of Jackie Coogan. Songwriters Bert Kalmar and Harry Ruby were writing tunes like "I Wish I Could Shimmy Like My Sister Kate," and "Who's Sorry Now." A new dance called the "Charleston" was all the rage, and the newest phrase was "Every day in every way I'm getting better and better."

In 1924, Theodore Christianson won his first term as Governor of Minnesota by defeating Floyd B. Olson. The new Memorial Stadium was constructed at the University of Minnesota. Thomas B. Walker set plans in motion to build a \$600,000 museum in Minneapolis to house his art gallery, and the first car assembled at the Ford Motor Company plant in St. Paul rolled off the assembly line.

In 1922, a new firm, Cutting and Washington Radio Corporation of Minneapolis, had been founded with Walter S. Harris as president, Mark Fraser as vice president and Elmer F. Johnson as secretary. The firm had set out to raise funds for a 500-watt radio station, WLAG. Total operating costs for the first year were estimated at \$35,000 with no provision for "program artists," lecturers or performers. They were all expected to donate their time for the privilege of appearing on radio. Studios were on the sixth floor of the Oak Grove Hotel in Minneapolis. Artists and performers arriving to appear on WLAG would wait in a special reception area until called to what was known as the "concert room." No one



*Walter S. Harris was president of the firm, Cutting and Washington Radio Corporation of Minneapolis which founded WLAG in 1922.*

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*Mrs. Eleanor Poehler was hired as Managing Director of WLAG by Walter Harris in 1922. She remained with the station as Program Director when it became WCCO Radio in the fall of 1924.*





*Paul Johnson was the first announcer hired for WLAG in 1922. He rejoined the station when it became WCCO, and stayed 'til 1928. Later, he became a doctor of medicine and practiced for many years in Colorado.*

*Chief engineer Ray Sweet is shown here in the original WLAG transmitter room in the Oak Grove Hotel. Once the station was closed down when two of the engineers contracted chickenpox from a youngster living in the same hotel.*



could enter the room while a red light was "burning" over the door. When the light went out and visitors entered the room, it was explained that the strange quality of their voices was due to the special treatment of the walls and ceiling which prevented any "reflection of sound waves."

Original subscribers for the station were: E. E. Atkinson and Co., Cutting and Washington, Donaldsons Department Store, Findley Electric Co., Minnesota Loan and Trust Co., Northwest Farmstead Magazine, Northwestern National Bank, Powers Mercantile Co., Purity Baking Co., and the Sterling Electric Co.

On Labor Day, September 4, 1922, the new station, WLAG, went on the air at nine in the morning. Since none of the incorporators had any idea how to "program" a radio station, Walter Harris had hired Mrs. Eleanor Poehler as managing director of WLAG. Mrs. Poehler was a soprano soloist with an excellent voice, and taught at MacPhail School. One of her students was a young man named H. Paul Johnson, and she hired him as the station's first radio announcer. It was Johnson's voice that first brought these words to the area: "WLAG, Your Call of the North Station!" Ray Sweet was chief engineer.

It has been said that those early programs would have lulled today's audiences to sleep. But WLAG was on the air every day by early 1923 with weather forecasts, temperatures, market reports, lectures and musical numbers by students and instructors from MacPhail School. One program would be presented by the Bethel Institute, featuring a glee club, piano solos and readings; another would feature a mezzo soprano and accompanist; and there were programs featuring Tess Cooperman and Mildred Dean as storytellers. Other local talent included the Blackcat Syncopaters, the Zuhrah Saxophone Sextette, the Rotary Male Quartet and the MacPhail Trio.

Some radio stations held "Quiet Hours" or "Silent Nights" in those days so local listeners could tune in distant stations without interference. It was reported that some WLAG programs were being heard as far away as Alaska. In the WLAG weekly news-program publication, "Listenin' In," new tube radios were being offered for as little as \$90, and "non-leakable" batteries were advertised for radio sets. A Minneapolis man building a home in a "swagger community" instructed his architect to provide wireless connection plugs in every room. In January, 1923, skaters in Loring Park "danced" on skates to



*An early performer on WCCO Radio was Clarence "Shorty" Booth who would take time off from his job with an electrical firm for brief periods to sing on the air.*



*Back in 1923, a weekly feature on WLAG was the "Children's Hour Broadcast" on Monday evenings. It was time for the Children's Radio-Health and Toothbrush Club of America. Youngsters would perform on the air, deliver readings, school ensembles were presented, and kids joined the club which had its own yell.*

music over WLAG when the station installed a radio receiving set and amplifiers on the Minneapolis pond.

By the summer of 1924, the fledgling radio station was in financial trouble and went into receivership. On July 31, 1924, the station signed off the air with a weather report. But it wasn't the only local radio station going off the air. Rival WBAH, founded by The Dayton Company, also went out of business that very night, and, suddenly, crystal set owners throughout the Northwest were without a radio station and dealers of radio sets without prospective customers.



*Henry Wilbern canvassed business firms in the Twin Cities back in 1924 in an effort to save radio station WLAG. It was his contact with Donald D. Davis at Washburn Crosby Company that brought the station back on the air as WCCO.*

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*Donald D. Davis was vice president of the Washburn Crosby Company back in 1924 and was responsible for taking the defunct radio station WLAG and putting it back on the air as WCCO, "The Gold Medal Station."*

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Through the efforts of the Northwest Radio Trade Association, the project of trying to save WLAG was initiated. Its promotion man, Harry Wilbern, went to work canvassing the business community. After being rebuffed many times, Wilbern finally struck gold—at the Washburn Crosby Company, makers of Gold Medal Flour. Company vice president Donald D. Davis was receptive to the idea, talked it over with president James Ford Bell, and by August, they had submitted a proposal to the Minneapolis Civic and Commerce Association and the St. Paul Association of Commerce. The milling firm promised to buy the physical properties and assets of the defunct WLAG and contribute \$50,000 a year for three years to help support the station if the two Twin Cities commercial associations would



match the funds. The proposal was accepted and rights were secured for the station's new call letters, WCCO, representing the Washburn Crosby Company.

On October 2, 1924, WCCO, the "Gold Medal Station," went on the air with its first program—a talk by Lt. Lowell Smith, Commander of the World Flyers. Immediately preceding the talk, the call letters, WLAG, were extinguished and the new call letters, WCCO, were broadcast for the first time. WCCO Radio had been selected as one of 15 stations nationwide for the broadcast because its power was 500 watts. Harry



*Participating in the ground-breaking ceremonies at the site of the new WCCO transmitter in Anoka in October of 1924 were Mrs. Sumner T. McKnight of Minneapolis and Mrs. Edwin White of St. Paul representing the Twin Cities as "society hostesses."*

Wilbern was named station manager. Mrs. Poehler was again the program director and Paul Johnson was re-hired as the station's announcer. Washburn Crosby Company arranged for purchase of land near Anoka for a transmitter location, and for new studios in the Nicollet Hotel which was then nearing completion.

The very month WCCO Radio went on the air, construction began at the new transmitter site. Two of the most memorable days in WCCO Radio's early history were March 4 and 5, 1925, when the station moved from the Oak Grove Hotel to its new studios in the Nicollet Hotel and began operation of its new 5,000-watt transmitter. Highlights of the day were the broadcast of President Calvin Coolidge's inaugural address, and a station dedication program that included 300 entertainers. It was estimated that some 750,000 persons throughout the Northwest listened to the broadcast over WCCO. But right within the Twin Cities, 12,000 persons complained bitterly that they could not hear it. The



*Paul Johnson was the first announcer at WLAG and remained with the station when it became WCCO Radio. He is shown here while on the air in the WCCO Radio studios at the Nicollet Hotel. At the right is engineer Ivan Anderson.*

*Lt. Lowell Smith, Commander of the World Flyers, talked on WCCO Radio on October 2, 1924. It was the first program heard over the station after the new call letters had been aired for the very first time.*



disgruntled were all crystal set owners whose cats whisker and quartz combinations were incapable of receiving the signal of the station's new and more powerful transmitter. The crystal set had become obsolete and radio fans began a rush for "tube sets." The era of modern broadcasting in the Northwest had begun.



*Ground-breaking ceremonies at the site of the new WCCO transmitter in Anoka were held in October of 1924 and this photo of the construction of the building was taken early in 1925.*

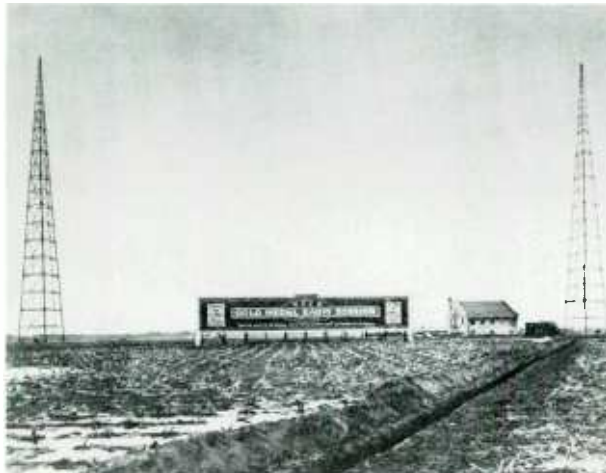
A WCCO Radio tradition started in those early years when, in 1925, the station opened its first booth in the old Electrical Building at the Minnesota State Fair. When President Calvin Coolidge spoke at the fair grounds in the summer, WCCO Radio carried the speech to its listeners. And when Minnesotan Charles A. Lindbergh became



*The news of Charles A. Lindbergh's solo flight across the Atlantic in 1927 was flashed to residents of the northwest over WCCO Radio. Later in the summer, Lucky Lindy returned to his home state of Minnesota, and this photo was taken as he spoke over a WCCO microphone at Wold-Chamberlain Field in Minneapolis.*

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*The "new" WCCO Radio transmitter building and twin towers, each 200-feet high, were all in place when the 5,000 watt transmitter was used for the first time on March 4, 1925. President Calvin Coolidge's inaugural was broadcast.*



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*Charles A. Lindbergh was honored in the Twin Cities in 1927. After the banquets and parades in the Twin Cities, Lindbergh returned to his home town of Little Falls to be honored.*



the first pilot to fly non-stop alone from New York to Paris in 1927, WCCO Radio flashed the news to the Northwest. During that same summer, Lindbergh returned to Minnesota to visit his home town of Little Falls, and spoke on WCCO Radio in a remote broadcast from Wold-Chamberlain Field.

From its very beginning, WCCO Radio developed a close working relationship with the rural areas. In 1923, WLAG had aired such programs as the "Northwest Farmstead Lecture Hour," "Successful Chick Feeding" and "Better Seeds and Better Crops." Livestock market news was phoned to WLAG studios as early as 1922. A. B. Smeby, Sr. made his first broadcast on WCCO in 1924 when he delivered a 15-minute talk on "Minnesota's Stocker and Feeder Market at South St. Paul." The first market news broadcast from WCCO Radio's new studios in the St. Paul Union Depot were done by Smeby in March, 1926, and he continued those daily broadcasts until 1942. In 1927, the St. Paul studios were moved to the Lowry Hotel, and in 1929, the first broadcast originating from the Livestock Exchange Building in South St. Paul was made. One of the early farm programs on WCCO Radio was aired on New Year's Day in 1928. Sponsored by the Maple Dale Chick Hatchery of Austin, Minnesota, it was essentially a farm-related entertainment program, and it was a signal that the radio would be as much a part of the farmer's equipment as his plow.

In 1925, the station covered a total eclipse of the sun with announcer Howard Kelley broadcasting from an open-cockpit airplane above the clouds. Kelley spoke into a microphone that had been rigged to shut out the sounds of the rushing wind.

Dr. Henry A. Bellows, a rhetoric professor at the University of Minnesota, was named station manager in the spring of 1925, and he would lead WCCO Radio through the rest of the twenties and into the thirties. Also in 1925, the commercial groups from both Minneapolis and St. Paul withdrew their financial support of the station, and the Washburn Crosby Company became the sole owner of WCCO Radio.

The Minneapolis Symphony orchestra became a regular attraction on WCCO Radio and by 1928 Northwestern National Bank of Minneapolis was sponsoring a series of Sunday night broadcasts by the orchestra. This led to a break with NBC with which WCCO had become affiliated at the time of the inauguration broadcast



*Dr. Henry A. Bellows was named manager of WCCO Radio in the Spring of 1925 by Donald Davis of the Washburn Crosby Company. He had earned his Ph.D. at Harvard University and came to the University of Minnesota as an assistant professor of rhetoric.*

*Visitors at WCCO Radio's quarters at the Nicollet Hotel in 1925 watched a broadcast from the new studios on the 12th and 13th floor of the new hotel.*



of President Coolidge. NBC had sold Standard Oil Company sponsorship of the Chicago Symphony broadcasts and WCCO Radio was required to clear the Sunday night time for the programs. The present-day practice of recording and playing-back a program had not yet been developed, so a confrontation came over which symphony would be presented. WCCO Radio's management dug in its heels and refused to clear time for the network, and that was the end of WCCO Radio's affiliation with NBC. It was also the beginning of negotiations with the fledgling Columbia Broadcasting System.

Meanwhile, the Washburn Crosby Company had become General Mills, and plans for the



*Dick Long and his orchestra, shown here in a 1930's photo, were heard on WLAG in 1924. His was the first in a long line of orchestras to be heard on 'CCO. Other well-known musical groups were headed by Oscar Danielson, "Whoopee John" Wilfahrt, Jack Malerich and Wally Olson.*

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new corporation's future development did not include operating a radio station. So in 1929 when William S. Paley, president of CBS, offered to buy an interest in the station, the milling firm quickly accepted. Within a month, CBS had purchased one-third of WCCO for \$150,000 with an option to buy the rest within three years for an additional \$300,000. Henry Bellows remained as manager of the station and Earl Gammons became his assistant.

And then, on October 29, 1929, the worst stock market crash in the nation's history occurred, and the Great Depression was at hand.

## THE THIRTIES

The beginning of the 1930's was also the beginning of The Great Depression in WCCO-Land and across the nation. When the decade began, apple vendors started to appear on street corners—a sign of such things to come as mass unemployment, breadlines, relief checks, and the Dust Bowl. "Life Is Just A Bowl of Cherries" was replaced with another song, "Brother, Can You Spare A Dime," and over two thousand banks failed. Franklin Delano Roosevelt was elected President of the United States and began a series of recovery programs which started with the NRA and ended with the WPA. The country celebrated the end of prohibition, and by the middle of the decade, England's King Edward VIII would abdicate for "the woman I love."

The early thirties brought tragedy, too. The University of Notre Dame's beloved football coach, Knute Rockne, died in an airplane crash in 1931. The Lindbergh kidnapping came the following year. Will Rogers and Wiley Post were killed in an airplane crash in Alaska in 1935, the same year that Louisiana Senator Huey P. Long was assassinated. The decade would end with the New York World's Fair—and Adolph Hitler's invasion of Poland.

The thirties also saw the first automobile show at the Minneapolis Auditorium, and Howard Hughes made a stop in the Twin Cities on his flight around the world. The state income tax became law in Minnesota, and streetcar service between Hopkins and Lake Minnetonka ceased. With the depression came jobless workers and a drop in farm prices. By 1932, 70 per cent of Minnesota's Iron Range workers were out of jobs. In 1933, midwest farmers were marching on county sheriff's offices demanding the suspension of foreclosure sales. The Bainbridge Players stock company ended more than 20 years of theatrical history in The Northwest and owner A. G. (Buzz) Bainbridge was elected Mayor of Minneapolis. In 1938, Harold Stassen, not yet 32 years old, won his first term as Governor of Minnesota.

Americans were weathering the thirties by listening to all kinds of new radio programs—from Roosevelt's fireside chats to "Fibber McGee and Molly." One of the most memorable radio dramas came on October 30, 1938, when Orson Welles presented "War of the Worlds" depicting the invasion of Earth by men from Mars. The CBS



*In 1930 construction began on a new WCCO Radio transmitter building which was completed in 1932.*



*Cedric Adams joined WCCO Radio in 1931 and for the next thirty years, he was the most influential radio personality in the Northwest. His news programs were unequalled in popularity and his enthusiasm for life brought him both fame and fortune.*

program was heard throughout the Northwest on WCCO Radio. The fictitious invasion brought panic to the region and the station was flooded with thousands of phone calls.

When 'CCO-land listeners were not at home, they went to the movies to see stars such as Greta Garbo, Norma Shearer, Jean Harlow, Wallace Berry, Ronald Colman and Helen Hayes. Jimmy Durante was singing "Inka Dinka Doo," Shirley Temple was tippy-toeing to "On The Good Ship Lollypop," and the Andrews Sisters from Mound, Minnesota, were the hit of every jukebox in the country singing "The Beer Barrel Polka."

WCCO Radio had its own rising star in the thirties. His name was Cedric Adams. The young newspaperman whose daily column, "In This Corner," was to make history with the Minneapolis Star, also became the most popular radio personality in WCCO-land. His distinctive voice was heard on WCCO Radio's "Noontime News" every day and again with the Nighttime News at 10 p.m. Commercial airline pilots reported that lights in homes across the station's vast coverage area, would darken at 10:15 p.m.—the end of Cedric's news report.

Born and raised in Magnolia, Minnesota, Cedric kidded a lot about his home town, but always with affection. Magnolia was only one of hundreds of towns in Minnesota which Cedric vis-

ited over the years. One night he would present his "Home Town Social" in a northern Minnesota community; the next day he would visit with Eleanor Roosevelt or Bob Hope in the studio. He was instrumental in the success of the Minneapolis Aquatennial, appeared at the Minnesota State Fair, was associated with a host of sponsors, and eventually did a daily CBS Radio Network show, "Easy Five," every weekday afternoon from WCCO Radio's studios.

One of his first projects was to entertain some 3,000 orphans and underprivileged youngsters at the Excelsior Amusement Park. Later, he headed a campaign to ban the sale of Fourth-of-July fireworks in Minnesota, saving untold injuries to youngsters and adults. Cedric, who chided himself as the "Rotund Reporter," was a household word throughout 'CCO-land. His wife, Bernice, and their three boys, were familiar to listeners everywhere. He broadcast regularly from his home and often from his cruiser on Lake Minnetonka. He was a good neighbor to all—from the small-town Minnesota resident to such well-known personalities as Arthur Godfrey. Someone has written of Cedric—"WCCO and Cedric were made for each other. The two together fit perfectly as good neighbors to the Northwest." And that marvelous association—started in the early thirties—continued until his death on February 18, 1961.

In 1931, WCCO Radio's manager, Henry Belows, was appointed vice president of the Columbia Broadcasting System and Earl H. Gammons became the new manager. Gammons became the moving force that would mold WCCO Radio into one of the finest stations in the country. He began the regular practice of getting WCCO Radio out of the studio and "on the go" to the people.

The following year, CBS exercised its option with General Mills and became sole owner of WCCO Radio. Listeners were hearing programs such as the "Lady Esther Serenade" and reports from Little America in the Antarctic from Admiral Richard E. Byrd. "Helen Trent" and "The Lone Ranger" were hit shows of 1933 and they were followed by such favorites as "One Man's Family," "The Hit Parade," and "Vic and Sade." Before the end of the thirties, the top-rated programs included "Kate Smith," "Gangbusters," the humor of Easy Aces, and Edgar Bergen and Charlie McCarthy.

WCCO Radio featured music from its famous Wurlitzer pipe organ which was so big that a hole had to be cut in the roof of the Nicollet Hotel and the organ lowered in. Peggy Beckmark originated the "Teena and Tim" series, the story of the Swedish maid and the Irish handyman who worked for Mrs. Hutchinson. Florence Murphy and Nettie Hayes were prominent actresses on many programs. Walter Mallory and Jerry Harrington were singing the songs of the day and WCCO-land listeners heard melodrama featuring actors from the Shubert Theater in Minneapolis. One of the most popular nighttime shows was "The Quiz of the Twin Cities" with Max Karl and Eddie Gallaher as hosts for participants from Minneapolis and St. Paul.

Al Sheehan headed the WCCO Artists Bureau and musical programs featured the harmonica-playing brothers, Tom and Eddie Plehal, the Bob-O-Links, the "Twenty Flying Fingers" of Ramona Gerhard and Bea Bailey, Florence Lehman, the Red River Valley Gang, and Dr. William A. O'Brien, Sr. From the CBS network came the music of Paul Whiteman, the voices of Barbara Luddy and Les Tremayne in "The First Nighter," Cecil B. DeMille's "Lux Radio Theater," the "Major Bowes Amateur Hour," Eddie Cantor and Ted Husing. During the day, soap operas included "Road of Life," "Our Gal Sunday" (Can a girl from a little mining town in the west find happiness as the wife of one of England's richest, most handsome Lords?), and Ma Perkins (brought to you by Oxydol).



*Earl H. Gammons had joined WCCO in 1924 to handle publicity and became manager of the station in 1931. He was credited for much of the growth of WCCO Radio during the 1930's and into the early 1940's and left WCCO Radio in 1942 to become vice president of Columbia Broadcasting System in Washington.*

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*Over the years there were a number of popular organists who played the mighty wurlitzer organ at WCCO Radio. Shown here is Eddie Dunstedter at WCCO Radio studios in the Nicollet Hotel in the early thirties.*





Max Karl (center) was one of a number of emcees for the popular WCCO Radio program, "Quiz of the Twin Cities" which originated in the thirties and was popular into the forties.



One of the most popular shows of the 1930's —WCCO Radio's own Tena and Tim.

The Plehal Brothers—Tom and Eddy—were two favorites of WCCO-land listeners and the most famous harmonica players in the northwest.



The Bob-O-Links appeared daily over WCCO back in the thirties. Shown here "reaching for a high note" was Burt Hanson, helped by "Pop" Link (left) and Dick Link (right).



There were new programs originating from WCCO Radio, too. Cedric Adams hosted the "Pure Oil Pot Pourri" broadcast from the Nicollet Hotel, and Eddie Dunstedter played the organ for "The Gold Medal Fast Freight Show"—a program which featured the famous Wheaties quartet and was aired nationwide over the CBS network. Frank McInerney and Fred Lundberg were stars of "The Politicians," and Mildred Simons announced market reports. Musical programs featured Oscar Danielson's orchestra, Whoopee John, Dick Long, Jack Malerich, and Wally Olson. Wayne King and Horace Heidt did network shows via WCCO Radio from the Nicollet Hotel, and on Sunday morning, the Four Horseman quartet featured the voices of Don Tuttle, Clem Borland, Max Karl and Elten Bjorklund. And there was the music of Harry Habata, Bruce Patterson and singer Jerry Gardner.

In 1935, WCCO carried a series of dramatic programs featuring stage stars from the Alvin Theater which was opening its fall season. The programs were broadcast in cooperation with the Minneapolis Theater Committee and stars included Minneapolis' Victor Jory. In 1936, Florence Lehman interviewed interesting residents and outstanding visitors to the Twin Cities on "Ladies First." And when Bernie Bierman's Golden Gophers went traveling, WCCO Radio sports announcers went along.

In keeping with Earl Gammons' desire for the station to get into the field, WCCO Radio microphones were popping up everywhere. In June of 1937, Colonel Arthur Goebel, a sky-writer, wrote the WCCO call letters across the sky above Minneapolis and carried on a two-way conversation over the air, describing his maneuvers to grounded announcer, Clellan Card. At a policemen's convention in Minneapolis, WCCO Radio broadcast a simulated police chase, demonstrating the new two-way police communications system for squad cars. The Good Neighbor to the Northwest also acquainted listeners with leading Minnesota cities and industries on Cedric Adams' "The March Of Minnesota" program. The show payed tribute to various towns, and dramatic portions relived historical highlights. On one program, the first locomotive to operate in Minnesota was fired up again with a full head of steam and the "voice" of the old locomotive was carried over the air. The series included Dimitri Mitropoulos leading the Minneapolis Symphony in his first public broadcast.



*A tornado swept through the Anoka area in June, 1939, and destroyed the Anoka Armory shown here. WCCO Radio's Eddie Gallagher rushed to the scene to report the disaster.*

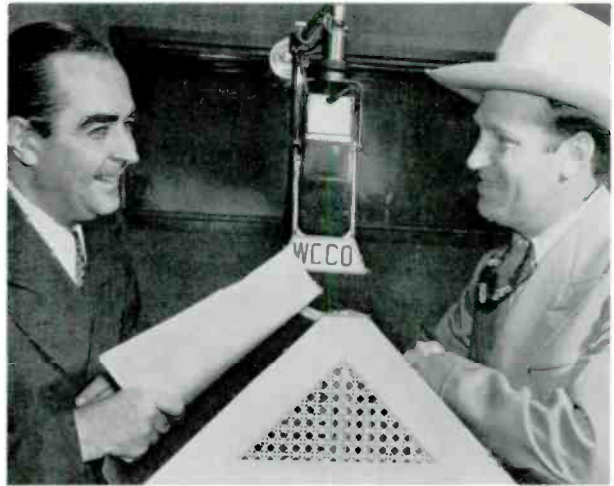
*Slim Jim was one of the most popular of all western song stylists in 'CCO-land.*







*Cedric was pictured in 1939, ready for Northwest Airlines' inaugural flight to Alaska.*



*Cedric and Aquatennial guest, motion picture and recording star of the west, Gene Autry.*

*When the popular Bob Hawk brought the CBS network program, "Take It Or Leave It" to Minneapolis in 1939, listeners crowded the WCCO Radio studios and backed up around the block, waiting to get tickets for the show which originated from the Lyceum Theater. Some 30,000 requests for tickets were counted.*



The reports from the South St. Paul Stockyards which began in the twenties continued on in the thirties. A. B. Smeby made his one thousandth evening broadcast from there on March 17, 1930. When new studios were opened on the main floor of the new Livestock Exchange Building in 1932, music was provided by Ted Weems' orchestra.

Popular personalities on WCCO Radio in The Thirties included Carl Burkland, Al Chance, Al Sheehan, Ken Titus, Doug Baldwin, Ed Abbott, Bill Lawrence, Al Harding, Bob Campbell, Stewart Drill, Cy Seymour, Arthur Snyder, Charles Ross, E. W. Ziebarth, and Roy Bryant who is still heard on the CBS program, "Mike Roy's Cooking Thing."

One of the most famous of all WCCO Radio personalities over the years was announcer and comedian, Clellan Card, who joined WCCO Radio in the early thirties. Born in Minneapolis, Clellan had attended Blake, West High School and Rutgers University. His early-morning program, the "Almanac," entertained mothers making breakfasts, dads going to work, and students getting ready for school. He was "the working girls' friend" and the region's chief coffee-drinker and donut-dunker each morning. The program always ended with one of Clellan's famous "Birdie with the yellow bill, Hopped upon my window sill..." jokes. He is still remembered by thousands of early-morning listeners and by high school students of that day who would crowd WCCO Radio's studios to watch Clellan as the climax to all-night prom parties.

By 1937, WCCO Radio was growing out of its quarters at the Nicollet Hotel. The office space, originally hotel rooms, was so crowded that the continuity director's office was a converted bathroom! The following year, WCCO Radio moved into new quarters in what had been the Elks building at 625 Second Ave. So, in downtown Minneapolis. The occasion called for a special dedication day and public tours of the new studios. Plans for the new studios and offices had been drawn by CBS architects in New York and the new location was considered one of the finest broadcasting facilities in the United States. Some of the studios were "floated" from the rest of the building as walls, floors and ceilings were separated from the building structure.

By the end of the Thirties, WCCO Radio was well established. It had talented personalities, strong management and was a proven advertising medium. Most important, it had already developed a large and loyal audience.



*In his vest and shirtsleeves, Al Smeby aired the reports from the South St. Paul Stockyards over WCCO Radio in the thirties. During those same years, Mildred Simons became known as the "Market Lady," broadcasting the grain prices.*

*The late Clellan Card joined the staff of WCCO in the early thirties. His Swedish dialect parody of Clement C. Moore's famous "The Night Before Christmas" was aired each year over WCCO Radio from 1934 to 1963.*





*Programs with a full WCCO Radio staff orchestra, singers, entertainers and station announcers and personalities were aired from the WCCO Radio Auditorium in the late thirties after the station moved to its new quarters at 625 Second Ave. South in Minneapolis. Clellan Card is at the left and fellow announcer Eddie Gallagher is at the right. Wally Olson directed the orchestra.*

*WCCO Radio engineer, Russell Person, took this photo from the top of the WCCO Radio antenna tower near Anoka. The tower was the tallest structure in Minnesota when it was built in 1939.*



## THE FORTIES

When the 1940's rolled around, WCCO Radio listeners woke up to the music of Dayton's Musical Chimes and went to bed listening to the music of Friendly Fred. Belle Winston was the lovely voice on that early-morning Dayton program and Friendly Fred was Bob DeHaven. When the decade started, they played such tunes as "You Are My Sunshine" and "That Old Black Magic." By the end of the forties, the music heard over WCCO Radio included Nat Cole's "Nature Boy" and "Mona Lisa." In between came the songs of World War II—"He Wears a Pair Of Silver Wings" and "I Left My Heart At the Stage Door Canteen." Teenagers in the Twin Cities were crowding the Prom Ballroom in St. Paul to see Tommy Dorsey, the Pied Pipers, Jo Stafford, and a young singer by the name of Frank Sinatra.

There were memorable events during the forties—all brought closer to home through WCCO Radio. What resident of that era can forget the great Armistice Day snowstorm of November 11, 1940. Hundreds of hunters were marooned as the weather suddenly turned from a warm rain to an ice storm and then a raging blizzard. Many lost their lives. Ships on the Great Lakes floundered. Communities were isolated, and office workers in the Twin Cities were unable to reach their homes.

The forties brought newscasts telling of FDR's third-term victory, of the first peace-time military draft in the history of the United States, Dunkirk, and the historic meeting of world leaders in the North Atlantic.

The Sunday afternoon broadcast of the New York Philharmonic concert on WCCO Radio was interrupted on December 7, 1941, and listeners heard the voice of John Daly announce "The Japanese have just attacked Pearl Harbor." On December 8, 1941, President Franklin D. Roosevelt asked Congress for a declaration of war against the Axis Powers, and listeners "heard history as it happened" daily on WCCO Radio.

WCCO Radio was geared up and ready to meet the challenge when America went to war.



*Belle Winston was the "Dayton Reporter" for the early-morning show, "Dayton's Musical Chimes." The photo was taken in the fall of 1944.*

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*The young WCCO Radio newsman shown here back in the fifties went on to become one of the foremost news commentators of the seventies. He is Harry Reasoner.*



*WCCO Radio's newsroom worked overtime on November 11, 1940, the date of the historic Armistice Day snowstorm. The scene here is Excelsior Blvd., looking west toward the Minikahda Golf Club overpass. Mountainous drifts were piled up by gusts of wind that reached a velocity of nearly 60 miles an hour. Nearly 100 duck hunters and residents of the northwest area were caught in the blizzard and froze to death.*

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*Northwest listeners heard President Franklin D. Roosevelt as he asked Congress for a declaration of war against the Axis powers over WCCO Radio and the CBS network. The date was December 8, 1941, following the Japanese attack on Pearl Harbor.*



*One of the first feminine control-room operators to be inducted under the war effort in the early forties was Mary Ellen Trotter, shown here with Hugh McCartney, WCCO Radio's Chief Engineer. Mary Ellen's had gained previous experience at the University of Minnesota station, WLB.*



*Taking part in a special "Admiral Halsey Salute" program in November of 1945 were (from left to right): Gene Wilkey, Ed Viehman, Marguerite Kingbay, Paul Wann, Frank Butler, Chris O'Brien, Bill Wigginton, Mary Skogsbergh, Wally Olson, Bernard Cooper, and Ralph Andrist.*



*In 1946, members of the staff of WCCO Radio who had served in World War II got together for this photo. From left to right they were: Bob Sutton, Lyman Swenson, George Collier, Ernie Jacobson, Chuck Kunze, Bob Woodbury, Frank Butler, George Culbertson and Jack Nadeau.*

WCCO Radio's News Department brought 'CCO-land the reports of D-Day on June 6, 1944; of FDR's death in 1945 and the memorable report of the funeral procession by Arthur Godfrey; of the Atom; and the first meeting of the United Nations; of V-J Day; and Truman's surprising victory in the 1948 presidential elections. At

home, "Hail! Minnesota!" was adopted as the state song; James L. Morrill became the eighth president of the University of Minnesota, and Hubert Humphrey was elected mayor of Minneapolis. Three years later, in 1948, he defeated incumbent Joseph H. Ball and was elected to the United States Senate.

Earl Gammons, WCCO Radio's manager through the thirties was appointed vice president of the Columbia Broadcasting System. The late William J. McNally, former Chairman of the Board for Midwest Radio-TV Inc., had written, "Mr. Gammons brought unusual promotional talents and keen insight into public tastes to WCCO. Here we find some key to the mystery of its phenomenal audience acceptance." Mr. Gammons went on to enjoy great success with CBS in Washington and retired in 1955. He died February 27, 1974.

Mr. Gammons was a native of Iowa and began his career as a reporter for the Minneapolis Tribune. He served as editor of his division's newspaper while in the Army during World War I and then returned to the Tribune in 1919. He joined the Washburn Crosby Company a year later as editor of the firm's house organ, "The Eventually News," and was named by the firm to handle publicity for WCCO Radio in 1924. Larry Haeg, now president of the parent company, Midwest Radio-Television, Inc., was brought to WCCO Radio as the station's Farm Service Director by Mr. Gammons. Mr. Haeg credits Earl Gammons for initiating that deep dedication to public service so prevalent at WCCO Radio. "He wanted the Good Neighbor slogan to be more than just words," said Mr. Haeg. His wish came true.

Throughout the forties, radio programs and the movies were still the most popular pastimes of the day. Popular movies were Charlie Chaplin's "The Great Dictator," Orson Welles' "Citizen Kane," Bogart and Bergman in "Casablanca," and James Cagney as George M. Cohan in "Yankee Doodle Dandy." And on Broadway, Rodgers and Hammerstein had written a new kind of musical entitled, "Oklahoma."

At WCCO Radio, the importance of agriculture and food production was recognized. To organize and manage a new Farm Service Department for the station, Earl Gammons brought Larry Haeg from Washington, D.C., where he had been serving the Department of Agriculture.

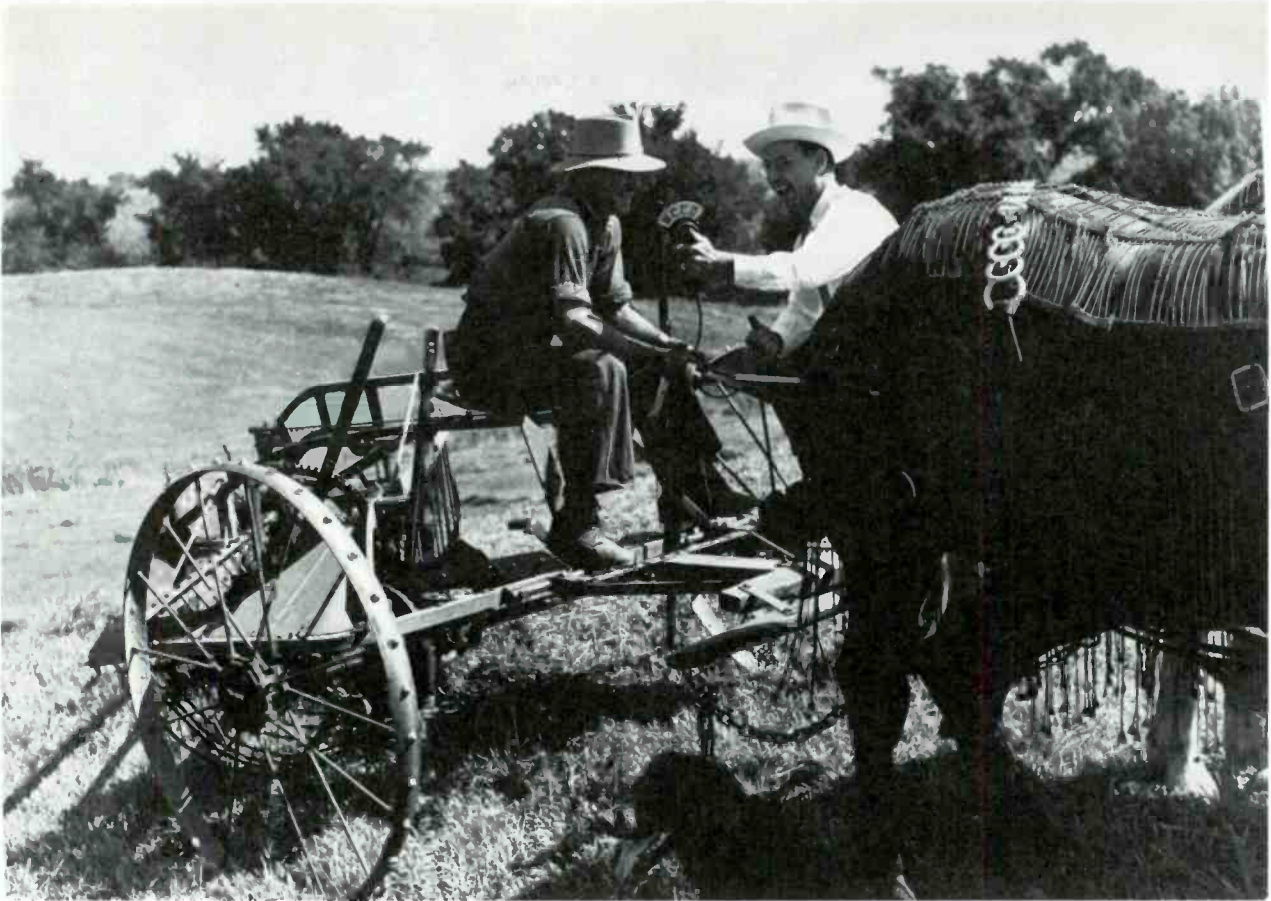
A native of Bloomington, Minnesota, Haeg had graduated from the School of Agriculture at the University of Minnesota. His first job was for Henry Wallace in the Agriculture Administration in Washington. When Larry Haeg helped arrange some network time for a Henry Wallace broadcast, he got his first look at radio. "I knew then, it was something I wanted," he said. Farming was nothing new to the new WCCO Radio Farm Service Director. He had grown up on the family farm in Bloomington in the area



*Earl Gammons, manager of WCCO Radio from 1931 to 1942, is shown here in 1942 with announcer Clellan Card. Gammons left WCCO Radio to join CBS as a vice-president.*

*Atop the WCCO Radio mobile unit, Larry Haeg did a remote broadcast from the South St. Paul Stockyards during World War II.*





*Larry Haeg took his WCCO Radio microphone everywhere. He is shown here interviewing a farmer near Chanhassen, Minnesota, in the summer of 1944.*

*Larry Haeg interviewed his former boss, Secretary of Agriculture Henry A. Wallace, during World War II and arranged for a CBS Network broadcast by the Secretary.*



which is now 86th and Penn Ave. Eight acres of the original Haeg property were donated to the City of Bloomington and are now called Haeg Park. Larry Haeg was just the man to establish the Farm Service Program for WCCO Radio and his voice became as familiar to northwest farmers as the voice of Cedric Adams. He would be just the man to one day become manager of WCCO Radio and see it through one of its more trying and most prosperous times.

When Earl Gammons went to Washington, William E. Forbes followed Gammons as general manager temporarily; then Austin E. Joscelyn took charge followed by Merle S. Jones. Through the decade, Clellan Card still dunked donuts during his early-morning show. Cedric Adams brought the "Noontime News" to WCCO-land listeners, and was back again at 10 p.m. reporting everything from Jimmy Doolittle's B-25 raid on Japan to the temperature in the Wisconsin Cranberry Bogs. Soap operas continued daily and evening shows were going strong.

At the State Fair, Larry Haeg broadcast farm shows, Clellan Card interviewed Fair visitors on "Man On The Street," and Frank "Red" Butler and the Red River Valley Gang entertained daily.

Darragh Aldrich was popular with the ladies, E. W. Ziebarth was gaining national recognition as a news analyst, and everyone had become familiar with the names of such WCCO Radio announcers as Gordon Eaton, Rolf Hertsgaard, Ed Viehman, Paul Wann, Bill Wigginton, Ray Tenpenny, Rollie Johnson and Halsey Hall. WCCO Radio hosted a Saturday Night Radio Party in the Picnic Pavilion at the Excelsior Amusement Park during the summers at which host Cedric Adams would arrive on his cruiser in time to head such programs as "Stairway To Stardom."



*Darragh Aldrich's voice was familiar to listeners throughout 'CCO-land during World War II and on into the early fifties as she headed Women's Activities for WCCO Radio.*

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*WCCO Radio's Meg Kingbay was a popular personality and is shown here filling in as the Dayton Reporter in 1942.*

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*When the United States Navy Cruiser St. Paul was commissioned near the end of World War II, Cedric Adams and A. E. Joscelyn were pictured in their war correspondent uniforms as they prepared for the shakedown cruise with news media personnel as guests.*



*First night's tryouts on Stairway to Stardom in the WCCO Radio auditorium included (from left to right) Don Hennessy, whistler; Jo Fromstad, soprano; Clyde Meyers, impersonator; master of ceremonies Cedric Adams; Vincent Street, accordionist; and John Simmons, tenor.*

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*This young man who made a guest appearance on Cedric Adams' "Stairway To Stardom" show on WCCO Radio is none other than Mel Torme, considered one of the finest contemporary jazz singers in the entertainment field today.*

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*During the polio epidemic which started in the late forties and continued into the fifties, Darragh Aldrich brought facts and information to listeners of WCCO Radio. Here she interviewed polio victim Marian Oliver.*

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*Bob DeHaven (left) headlined his "DeHaven Date" show at the Nicollet Hotel for the 1946 Community Chest Victory Banquet.*

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*Appearing on the air with WCCO Radio personalities, Clellan Card (left) and Frank Butler (right) was the 1948 Miss America, Bebe Shopp, the Hopkins, Minnesota beauty who had won the Miss Minnesota crown at the Excelsior Amusement Park.*



In 1946, Poliomyelitis struck in epidemic proportions, snuffing out some 735 lives in Minnesota in the late forties and early fifties. In Minnesota alone, 2,881 polio cases were reported that first year. WCCO Radio rallied its resources to help fight the scourge. In addition to its news reports, its programs to inform the public, and the work of its staff members, WCCO Radio threw its biggest effort into fund-raising. A series of yearly marathon "Polio Party Line" broadcasts raised nearly \$600,000 for the March of Dimes to help the National Foundation for Infantile



*Clellan Card donned a false nose and mustache while announcer Frank "Red" Butler looked on during a WCCO Radio "Saturday Night Party". Clellan emceed the half-hour weekly show written and produced by Val Linder. It featured the music of Ernie Garven, Hal Garven, Dick Link and Kenny Spears.*

Paralysis fund research programs that finally led to discovery of the polio vaccine that conquered polio.

The forties also saw the beginning of more joyous occasions as WCCO Radio began sponsorship of the annual WCCO Aquatennial Show featuring a long line of guest celebrities. Arthur Godfrey was the first of the stars to appear at the mid-summer celebration. Cedric Adams emceed the shows that were to feature such celebrities through the years as Bob Hope, Vice President Alben Barkley, Garry Moore, Eddie Cantor and Jeannette Davis.

Arthur Godfrey was continually linked with WCCO Radio. Tony Grise and Lee Harris, both representing Minnesota, won on Godfrey's CBS Talent Scouts program. Later, Cedric Adams took another Minneapolis singer, Dick Mayes, to New York for an appearance with Arthur. Godfrey's morning show was the hottest program in radio.



*Bob Hope was another in the long line of radio, television and motion picture stars who stood in front of a WCCO Radio microphone in the series of the station's Aquatennial Shows. Cedric Adams is in the background.*



*The Minneapolis Auditorium was filled to capacity for the first WCCO Radio Aquatennial Show back in 1948 when Arthur Godfrey, Bob Hope and vice president Alben W. Barkley were the guest stars. Some 11,000 people jammed the auditorium for the show which was emceed by Cedric Adams and Ed Viehman.*

*Two good friends—Cedric Adams and Arthur Godfrey—headlined the 1948 WCCO Radio Aquatennial Show held at the Minneapolis Auditorium.*



Bill Stewart and Annabelle Belanger are shown here with the 1945 "Sunrisers" crew. Starting at 12 o'clock, they are: Wally Olson, Toby Prin, Eddie Fortier, Irv Wickner, Dick Link, Larry Brakke, Ernie Garven, Eurt Hanson, Ken Spears, Frank Roberts and Pop Link."



Bob DeHaven served as master of ceremonies and Aquatennial Queen Patty McLane presented CBS star Arthur Godfrey with a Commodore's hat during a special broadcast from Wold Chamberlain Airport upon Godfrey's arrival for the 1948 WCCO Radio Aquatennial Show.

During the thirties and forties, WCCO Radio announced that a number of top radio stars and programs were switching to the CBS network. Kedney moving vans, shown here in downtown Minneapolis, carried signs announcing the new shows.





*Election night, November 11, 1944, found Producer Gene Wilkey (left) and News Chief Sig Mickelson in the WCCO Radio Newsroom. Wilkey became manager of WCCO Radio in 1950 and Mickelson joined CBS New York in 1951, and was succeeded by Jim Bormann.*

*Serving as manager of WCCO Radio from 1947 to 1949 was Merle S. Jones, shown here as he addressed a luncheon group in Minneapolis. Jones left WCCO Radio in September, 1949.*



*Senator Hubert H. Humphrey was Mayor Humphrey of Minneapolis when this photo was taken at the WCCO microphone with Sig Mickelson (center), then WCCO Director of News and Public Affairs, and Dr. E. W. Ziebarth of the University of Minnesota and the WCCO Radio staff.*



WCCO Radio was winning all kinds of honors for documentary programs produced locally. "Neither Free Nor Equal" had been written by Ralph Andrist and Ralph Backlund who were also honored for a CBS documentary, "Arrows In The Dust," dramatizing the plight of the American Indian. "As The Twig Is Bent" won a Peabody Award for its analysis of juvenile delinquency in Minnesota.

Dayton's Musical Chimes began its fifteenth year on the air in 1948 with Bill Wigginton and Dayton Reporter Ruth Swanson. CBS favorites included Art Linkletter's "House Party," "Blondie," "First Nighter" and "Dr. Christian" with Jean Hersholt and Rosemary DeCamp. George Grim went to Germany for a first-hand report on the Berlin Air Lift, and the station's general manager, Merle Jones, left to run KNX for CBS in Los Angeles.

The station had achieved acceptance during the Forties, and developed into an exceptionally strong organization. It was well that it had, because the Fifties was to be a decade of challenge for WCCO Radio.

## THE FIFTIES...

In 1950, Cedric Adams was well entrenched as the most popular personality in Northwest broadcasting. He was the guest of honor, along with his wife, Bernice, and his sons, at a surprise testimonial dinner held at the Nicollet Hotel in downtown Minneapolis. At the dinner, Cedric received a special gift from friends and business associates who had gathered by the hundreds for the evening. The gift—a brand new Cadillac. The evening was a sign of more things to come for the irrepressible broadcaster. *Colliers Magazine* carried an entire feature story about Cedric. He served as Master of Ceremonies in New York at banquets for both General Mills and Pillsbury, and he hosted dinners in his own home for a program known as "Dinner At The Adams." He was also a guest on the CBS-TV program, "Person-to-Person," talking with Edward R. Murrow from his cruiser on Lake Minnetonka.

But there were other personalities associated with WCCO Radio who were also in the news. Sig Mickelson, Director of Public Affairs at WCCO Radio left Minneapolis to join CBS in New York, and Eugene B. Wilkey succeeded Merle Jones as manager. A broadcaster from



*When Cedric Adams broke both ankles in a 1951 car accident while returning from a broadcast at Annandale, he still aired the news every day over WCCO Radio.*

*Cedric Adams received more than 11,000 postcards from WCCO listeners in a 1955 "Unscramble-the-Town" contest. First prize was a trip for two to Hawaii, was won by Mrs. Donald Michaelson of Silver Bay, Minnesota.*



Winnipeg joined the staff of WCCO Radio on January 18, 1950. He was Stew MacPherson and he was to become one of the most popular members of the WCCO Radio family. His first program was a quiz show, "Let's Get Together."

Newsman-broadcaster George Grim was featured in an amusing and informative half-hour show, "Going Places." Frank Butler hosted "Checkerboard Quiz" which featured high school students from throughout the northwest. The WCCO Radio Party started off with the Phillips 66 Talent Parade, followed by Stew MacPherson, Cedric's "Stairway To Stardom" and Bob DeHaven emceeding the Murphy Barn Dance Jamboree with Sally Foster and Burt Hanson. And a new young announcer joined the staff of WCCO Radio in May of 1950. His name was Howard Viken.

At the beginning of the fifties, the most popular tune on the air was a song with just two words in the chorus, "Goodnight Irene." By the end of the decade, listeners would have gone through the era of "Davey Crockett," the hard sounds of "Rock Around the Clock," a singer with a rotating pelvis, Elvis Presley, and the music from such Broadway shows as "West Side Story," "The Music Man," and "The Sounds of Music." News broadcasts were filled with latest reports on the Korean War and such events as General Douglas MacArthur's famous speech which ended, "Old soldiers never die; they just fade away." Motion picture screens were showing "The African Queen" and "Ben Hur," and in 1956, a new musical opened on Broadway—"My Fair Lady." There were familiar terms such as "I Like Ike," "McCarthyism," "Salk Vaccine," "Andersonville," "Sputnik," and "Hula Hoop."

In Minneapolis, the strongest winds recorded in the history of the Weather Bureau struck the Twin Cities on July 20, 1951—92 miles an hour. A new wing to the Sister Elizabeth Kenny Institute was dedicated, Governor Luther Youngdahl accepted an appointment as a Federal Judge, and the great Willie Mays, played his first game for the Minneapolis Millers. The United States Supreme Court ruled that racial segregation in public schools was unconstitutional, and two clergymen were making names for themselves—Billy Graham leading a giant rally in New York, and Martin Luther King organizing a bus boycott in Montgomery, Alabama.

In 1952, CBS sold its ownership in WCCO Radio to Midwest Radio-Television, Inc. Executives of the company included William J. McNally, chairman of the board; Robert Ridder, president;



*Minnesota senators Ed Thye and Hubert Humphrey appeared on the air with Cedric Adams in the early fifties.*

*Jim Bormann, holding microphone, and Associate Farm Director Jim Hill interviewed flood victims in Jordan, Minnesota, in the fifties. Hill towed his own boat to the scene and helped with the rescue operation while reporting.*





*Gale Storm, known to radio and television fans as "My Little Margie" visited with WCCO Radio's Meg Kingbay on one of Meg's daily shows in 1955.*

*Gordon Eaton and Joyce Lamont pose for a 1950's-type publicity photo.*



and F. Van Konyneburg, executive vice president.

It did not seem a propitious time to buy a radio station; even one like WCCO Radio which had become a leader in the industry. Television was more than a novelty; it had become a strong competitor for audiences and advertising revenue. What's more, the radio industry itself was undergoing dramatic change.

Rock and Roll music was sweeping the country, catching up the nation's youth in its beat. Purveyor of the new sound was the "R and R" radio station. The "Rocker." And with it came the "DJ," the glib disk jockey who spoke in unnatural tones about "piles of platters" and "stacks of wax."

Radio stations began segmenting themselves into formats: the all-rock format; the country-western format; the classical and all-news formats, and middle-of-the-road. Each station was looking for its niche with a definitive audience it could call its own. It was a new game, and, in spite of the happy sounds and hippy jargon that listeners heard, the stations played it in deadly earnest. To meet these challenges, the new owners needed a strong, imaginative manager, and they chose one from the station's staff.

Farm Service Director Larry Haeg was on leave at the time, working with a Marshall Plan program in Europe. When the offer to manage WCCO Radio reached him there, he readily accepted.

"What I tried to do as manager," Haeg recalls, "was to be as much like Earl Gammons as I could." For WCCO Radio, that meant a continuing commitment to public service, to a variety of programming that could not be labeled, but would assure listeners the best in music, news, entertainment, sports or whatever else was important to the needs and interests of people in the station's coverage area. He knew WCCO Radio had a great deal of talent, led by Cedric Adams. The news bureau, headed by Jim Bormann, was strong and aggressive. Quickly, Haeg brought in Maynard Speece from the U.S. Department of Agriculture to head up the station's Farm Service Department, and a young writer, Clayton Kaufman, was moved from the news desk to promotion.

Because television was competing hard for broadcasting advertising dollars, the station needed dynamic leadership in sales. Haeg named Phil Lewis, who had joined WCCO Radio in 1948, to head the station's sales efforts. The new manager would have worried less about the business side of the station had he known how good a choice he made. Lewis eventually became

assistant manager, then succeeded Haeg as general manager of WCCO Radio in 1969.

A significant change at WCCO Radio in the early Fifties was an informal sound. Cedric Adams had always had that natural quality about him. Now all WCCO Radio announcers were encouraged to perform their job while retaining their own identifiable personalities. Larry Haeg credits Program Director Val Linder for the success of this—and other—innovations at the station.

At this time, too, a new system for linking any telephone in the country with radio broadcasting was developed by Chief Engineer Kermit Sueker. Other technicians who helped develop the system were Bob Wallinder, Fred Hermann and Chuck Kunze. Their work made it possible to broadcast high-quality telephone calls directly on WCCO Radio, and cleared the way for such programs as "Open Mike" and "Honest To Goodness."

General elections of 1952 were covered by WCCO Radio with 70 newsmen, broadcasters, researchers, tabulators and technicians set up shop in the grand ballroom of the Nicollet Hotel in downtown Minneapolis. Cedric Adams led the local coverage and CBS brought WCCO-land the reports of Dwight Eisenhower's victory over Adlai Stevenson with newscasters Edward R. Murrow, Lowell Thomas, Eric Sevareid and Bob Trout.

Continuing favorites broadcast on WCCO Radio included "Eaton For Dinner," "Let's Listen To The Classics," "Spinner Sanctum," "Our Own Bob Goes Calling," and the ever-popular "Quiz of the Twin Cities." Also popular were the interview shows of Darragh Aldrich. She had joined WCCO Radio in the forties and her programs featured interviews with movie stars and stage personalities, weekly contests, and music. Her show always had a large studio audience. Author, playwright and columnist, Darragh had been a writer for the Minneapolis Tribune before joining WCCO Radio. Variety magazine called her a "tip-top interviewer" and Radio-TV Mirror saluted her as "author, commentator and top radio personality."

Through it all, housewives continued to do their washing and ironing to the daytime soap operas. "Guiding Light" began its sixteenth year in 1955 and Ma Perkins and Willie were still at the lumberyard for Proctor and Gamble after 23 years. In the evening, it was time for Red Skelton, "the Bickersons," "Mr. Keen—Tracer of Lost Persons," "Beulah," "Stop The Music," and Ralph



*The late Kermit Sueker, Chief Engineer for WCCO Radio, is shown here visiting with Program Director Val Linder. Sueker, who died in 1963, pioneered in the production of modern radio commercials and developed a method for linking telephone lines to two-way broadcast equipment for audience participation programs. He also adapted new techniques for remote control to the WCCO Radio transmitters.*

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*"Have You Tried Wheaties..." is the familiar refrain originally sung by this Wheaties Quartet over WCCO Radio back in 1926 when the song became the first singing commercial in the history of radio. The quartet is shown recreating their famous song at WCCO Radio's Thirtieth Anniversary Party in 1954. Pictured from left to right: Phillip C. Schmidt, Ernest Johnson, William Elliott and Nels Swensen.*







*Singers Burt Hanson and Jeanne Arland are pictured here with "Captain" Bob DeHaven. All three starred on WCCO Radio's entertaining program, "Showboat."*

*Headlining the 1956 WCCO Radio Winter Carnival Show in St. Paul was a young man described as a "bright, young comic." He was appearing on CBS in those days and he is shown here (center) with WCCO Radio's Bob DeHaven (left) and Sherman Edwards, the accompanist for singer Mindy Carson, as they rode atop a convertible in the Winter Carnival parade.*



Edwards' "Truth or Consequences." In the mid-fifties, Sunday night programs starred Ethel Barrymore, Eve Arden, Edgar Bergen and Charlie McCarthy. Ed Murrow toured the Northwest area farms and did his nation-wide newscast from WCCO Radio studios.

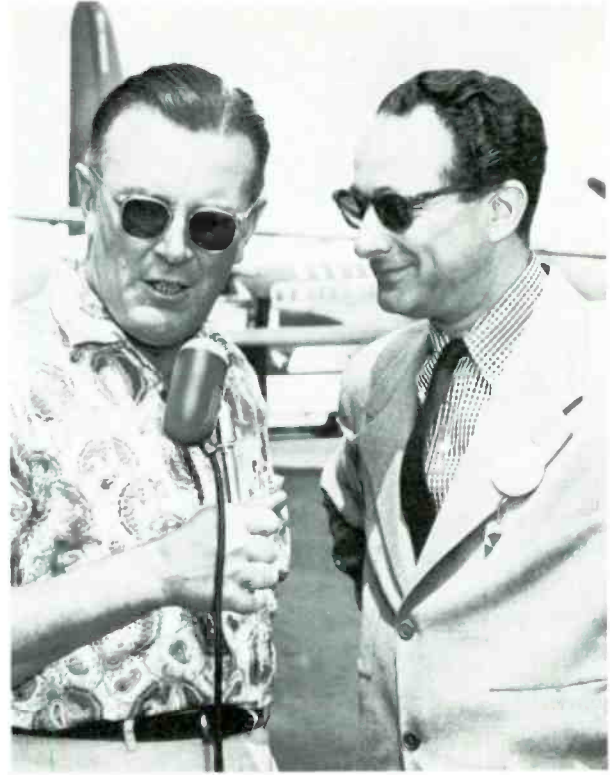
Bob DeHaven celebrated his twenty-fifth year in radio in 1955. He started his career in Wisconsin and joined WCCO Radio in 1943. He was a big man physically, and he was also a big man with WCCO Radio and its listeners. And he was a big man on the handball court, too. A graduate of the University of Wisconsin, he was a short-story writer and author and was heard on just about every kind of show there was. He was Captain Bob on The Showboat and he was heard on Saturday mornings on "Uncle Bob's Story Time." Everyone in 'CCO-land was familiar with the easy-going voice of Bob DeHaven and his stories of his wife, Harriet, known to his listeners as "Hurricane Hat" who rode a motorcycle!

In 1956, WCCO Radio sponsored a give-away contest called "Cash On The Line." All the listener had to do was know the "key" word which was given over the air at the beginning of the program. And when Big Bill Cash called by telephone, the listener had only to be tuned to WCCO Radio and know the word. At the end of the first week some \$3,200 had been paid out in cash. There were also prizes for those who sent in postcards, too, and in the first month, more than a half-million postcards were received at the station. "As You Like It" was hosted by Cedric Adams, Clellan Card, Bob DeHaven, Ed Viehman and Gordon Eaton. At this time WCCO Radio experimented with something called "Phantom Spots." Just at the close of a song, listeners would hear a voice say "Ike Tonight," or as Ma Perkins paused before her next comment, a voice would say, "Lakers Tonight." The promotions were designed for the sub-conscious mind and were the first to be done via radio in the entire country. The idea annoyed listeners and was discontinued.

WCCO Radio had started its Minneapolis Aquatennial shows in the forties and began a series of St. Paul Winter Carnival shows in 1956, importing CBS stars Rosemary Clooney, Steve Lawrence and a young comedy sensation, Johnny Carson. CBS guest stars for the Aquatennial included such names as Art Linkletter, Helen O'Connell, Bob Crosby, Jan Murray and



*Star of stage, screen and radio, Eddie Cantor appeared on stage and over the air in WCCO Radio's first Aquatennial Show of the fifties.*



*Stu MacPherson interviewed another Aquatennial star, Victor Borge, who has returned to the Twin Cities many times since and starred in WCCO Radio's Summer Pops Jubilee with the Minnesota Symphony Orchestra in 1973.*

*Art Linkletter exceeded his famous "People Are Funny" Show over WCCO Radio at the Minneapolis Aquatennial and had a woman from the audience sewing a patch on Cedric Adams pants—blindfolded.*



*WCCO Radio's own Gordon Eaton interviewed Eddie Fisher while the singing star was in Minneapolis at Aquatennial Time.*





Heading the stars of the WCCO St. Paul Winter Carnival Radio Show in February of 1955 were Carmel Quinn and Robert G. Lewis. The show also featured the "Chordettes" and singer Jaye P. Morgan.

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Four WCCO Radio personalities joined together for a song during the 1957 WCCO Radio Aquatennial Show. From left to right they are: Gordon Eaton, Jergen Nash, Bob DeHaven and Howard Viken.



the Modernaires. In 1957 Gordon Mikkelson became Director of Promotion and Publicity and Dick Enroth joined WCCO Radio as the "Voice of the Minneapolis Lakers." WCCO Radio also celebrated its thirtieth anniversary in 1954 and former announcer, Eddie Gallaher, returned from the CBS Radio Network to emcee the anniversary program.



Joan Iden and Tony Grise were popular singers on WCCO Radio programs and appeared on Aquatennial and Winter Carnival Shows, too.

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Still, it was the voices heard on WCCO Radio through the fifties that are still remembered. E. W. Ziebarth of the University of Minnesota was still serving as WCCO news analyst. Joyce Lamont was heard on Dayton's Musical Chimes. She and Howard Viken went off to the country to broadcast during Farm-City Days. Captain Bob DeHaven's Showboat featured the singing



*Howard Viken shared a laugh with this family on their farm near Hastings, Minnesota, during WCCO Radio's Farm City Days broadcast.*



*Allen Gray interviews a guest during WCCO Radio's Farm-City Days in the 1950's.*





*During WCCO Radio's Farm City Days in 1959, Joyce Lamont tried her hand at doing the chores.*

*Larry Haeg (left), then station manager, presented Minnesota Governor Orville Freeman with the first album of "Minnesota Milestones," the dramatic series of radio programs produced by WCCO Radio to celebrate the state's Centennial in 1958.*

of Jeanne Arland and Burt Hanson while dramatic skits included the voices of Don Stolz and his Old Log Theater actors. Jim Bormann had come to know just about every newspaper editor in the state of Minnesota and many were heard on his weekly "Editorial Roundup." And there were the voices of Hal Garvin, Allen Gray, Halsey Hall, Val Linder, Roger Krupp, Jack Huston, Harlan Horton, Glen Champlin, Jim Hill and Dean Montgomery. Music was provided by a long list of musicians and singers, including musical director Wally Olson, staff organist and pianist Willie Peterson, singers Tony Grise and Joan Iden, and Gus, Jim and Curly (Hal and Ernie Garvin and Dick Link).

Highlighting the close of the fifties was a series of 12 broadcasts, each depicting an important segment of Minnesota history as WCCO helped celebrate the one-hundredth year of statehood for Minnesota.

## THE SIXTIES

WCCO Radio started the sixties by being awarded the highest honor in broadcasting, the George Foster Peabody Radio Award. The only Peabody award given in 1960, it was for a series of international relations activities, and the many regional public service projects of WCCO Radio. Dr. E. W. Ziebarth had gone to Russia on a study team in the fifties and taken a WCCO microphone with him. Maynard Speece had accompanied Secretary of Agriculture, Ezra Taft Benson, to Europe, and WCCO Radio helped send two Minnesota women journalists to Russia. They had taken with them recorded greetings to the Russian people from WCCO listeners and reported back on "Open Mike." It was only the beginning. There would be more such awards and more trips—all part of WCCO Radio's efforts to be a "Good Neighbor."

The 1960's brought all kinds of happenings to the Northwest via WCCO Radio. The election of John Fitzgerald Kennedy in November of 1960, the U-2 plane shot down over Russian territory, the Bay of Pigs, Telstar, and the Cuban Crisis. There would be new words associated with the sixties—Peace Corps, Hijacking, Kosygin, Brezhnev, Civil Rights Act, the Warren Commission, Super Bowl, the Berlin Wall, Vietnam, Black Power, Woodstock, and the old and terrible term—assassination!

The decade started with "Camelot" on stage and "Never On Sunday" on the motion picture screen. "The Fantasticks" began its unbelievably long run in New York, followed by "Fiddler On The Roof" and "Hello Dolly." There were stars like Paul Newman, Sidney Poitier and Barbara Streisand, and movies such as "Exodus," "Cleopatra," and "The Graduate." Neil Simon wrote a long list of stage and movie hits including "The Odd Couple," Johnny Mercer and Henry Mancini wrote the words and music to "Moon River," and Hal David and Burt Bacharach said it all in "What The World Needs Now Is Love, Sweet Love." There would be new performers, too—Bob Dylan; The Rolling Stones; Chicago; Simon and Garfunkle, and, of course, "The Beatles."

There was heartbreak, too, during the sixties. JFK was assassinated on November 22, 1963, and the news came to 'CCO-land when Jergen Nash was handed a bulletin at the end of his Noontime News. There would be more violent deaths to report—Lee Oswald, just two days



later; and Bobby Kennedy and Martin Luther King in 1968. The world would lose others—Pope John, Herbert Hoover, Adlai Stevenson, Oscar Hammerstein, Spencer Tracy, and Douglas MacArthur. The decade saw the election of Lyndon Baines Johnson as President of the United States, campus protests, a catastrophic Democratic Convention in Chicago in 1968, the massive protests of the Vietnam War, and a new Pope, Paul VI. And the decade would close with Neil Armstrong stepping on the moon.



*Senator Hubert Humphrey was talking over WCCO Radio's "Open Mike" on August 26, 1964, when a CBS Net Alert bulletin reported that President Lyndon B. Johnson would phone the Minnesota Senator about the vice presidential nomination. The Senator promptly ended the "Party Line" conversation to make way for the President's historic phone call.*

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*The scene is WCCO Radio's election coverage of the 1960 presidential election. At the left are newsmen Ron Handberg (at the typewriter) and Arv Johnson (standing) while News Director Jim Bormann is at another phone in the background. Clayt Kaufmann is at the right.*

---

WCCO Radio gave listeners an opportunity to visit with national figures via "Open Mike" during the sixties. Facing WCCO microphones were Governor George Wallace of Alabama and Teamster President Jimmie Hoffa. There was speculation at the 1964 Democratic Convention in Atlantic City that either Senator Eugene McCarthy or Senator Hubert Humphrey might be selected by President Lyndon Johnson as his running mate. When President Johnson was ready to call Senator Humphrey to inform him that he was his choice, Senator Humphrey was already on the phone—talking with Roger Erickson on the afternoon "Party Line." He learned of the summons through a Net Alert bulletin from Washington which broke into his conversation. Humphrey flew immediately to Washington, was endorsed by the convention as vice presidential nominee, ran with Johnson and was elected.

The sixties brought major league sports to the northwest, too, and WCCO Radio was ready to spread the play-by-play word throughout 'CCO-land. The Minnesota Twins came in 1961 and that Fall WCCO Radio aired the first Minnesota Vikings football game at Met Stadium. When the North Stars brought professional hockey to Minnesota in 1967, WCCO Radio was again on hand. All-American Paul Giel was named WCCO Radio Sports Director in April of 1963 to add a new dimension to the station's sports coverage.

When the sixties began, WCCO Radio was on hand in the spring to provide extensive coverage of the floods at Jordan, Minnesota. Val Linder was named Program Director in July of 1960 and in the fall of that same year, Roger Erickson was hosting one afternoon show, followed by Charlie Boone doing another. The two let their programs overlap . . . and the famous "Boone and Erickson" show was born.

"From Jenny to Jet" was the title of a one-hour documentary aired by WCCO Radio tracing the colorful history of aviation in Minnesota. The program came on the eve of the opening of the new \$8½ million Twin Cities International Airport early in 1962. Another opening in 1963 found some 2,500 attending a series of nine WCCO Radio-Guthrie Theater Parties held during the first season of the new theater in Minneapolis. On March 16, 1965, a 6,200-mile hookup linked Honolulu and Kingston as WCCO Radio presented an "Open Mike" broadcast featuring the governor of Hawaii and the acting prime minister of Jamaica. That same year also found



Clarence Tolg was known to WCCO listeners as "Uncle Foggy." He became a regular on the air at the age of 65 following his retirement as operations vice president at Munsingwear, Inc.



Cedric (over-alls and all) took time out in 1960 to clown with a milking machine during a WCCO Radio Farm-City Days visit.







Three popular WCCO Radio personalities on the air at once during a 1961 remote broadcast. They are Howard Viken, Maynard Speece and Jergen Nash.

WCCO's Randy Merriman (left) and Dick Chapman (right) interview a guest during one of the daily broadcasts from Pasadena, California, when the Minnesota Gophers played in the Rose Bowl.



Franklin Hobbs was pictured with the University of Minnesota Homecoming Queen Candidates in the fall of 1961.

In 1966, a WCCO Radio tour in Hawaii was linked to another tour in Jamaica through the station's broadcast facilities. Reviewing the occasion which celebrated Hawaii's first anniversary as a state and Jamaica's first anniversary as a nation, were (left to right) Charlie Boone and Hawaii Governor Burns and Jamaican Governor General Oremier Sangster.



the station carrying the highlights of Winston Churchill's funeral and the inauguration of President Lyndon Johnson.

An outstanding political event was the 1962 gubernatorial campaign in Minnesota. Lt. Governor Karl Rolvaag was trying to unseat incumbent Republican Governor Elmer L. Andersen. Rolvaag had charged irregularities in Andersen's highway department. So when the Governor, in the closing days of the campaign, went to Hinckley to dedicate the new section of freeway involved in the charges, WCCO Radio was there. No other station covered the event. Speaking to the people of Hinckley, the Governor struck back hard at his accusers, and a recording of his counter-attack was broadcast on WCCO Radio that night. It was later pointed to as the turning point in the campaign. After the votes were counted, Andersen was declared winner, but the outcome was so close that a recount was demanded. After more than five months of wrangling, the final vote was announced: Rolvaag had won by 91 out of a total of 1,246,000 votes.

In honor of its fortieth anniversary, WCCO Radio published a 124 page history album, probably the most elaborate of its kind for a broadcasting station at that time. Entitled "The First Forty," the volume not only recounted the history of the station but the prominent role it played in the progress of the Northwest and broadcasting history. The book was edited by Charles F. Sarjeant, a former member of the WCCO Radio staff, and over 2,000 volumes were distributed to colleges, schools, libraries, hospitals and business firms. When the station celebrated its fortieth anniversary in October of 1964, its old friend, Arthur Godfrey was on hand to help.

At 6:25 p.m. on May 5, 1965, Dick Chapman was on duty in WCCO Radio's Studio Five when a funnel cloud was reported west of the Twin Cities. Then came a whole series of reports of tornadoes throughout the metropolitan area and Dick was joined by Charlie Boone. The two announcers eventually moved into the large Studio Two, and Rob Brown assisted them as they stayed on duty until long after midnight, accepting calls and keeping all of 'CCO-land aware of what was happening. WCCO Radio was credited with saving hundreds of lives and for its coverage and public service.

Dick Chapman and Charlie Boone went to New York in 1966 to accept the coveted George Foster Peabody Award for their work. The sta-



*Bob DeHaven and Minnesota Governor Elmer L. Anderson are shown in one of a series of "Open Mike" broadcasts in the sixties. The photo was taken in the Governor's office in 1962.*

*William J. McNally was chairman of the board of directors of Midwest Radio-TV, Inc. when it bought WCCO Radio from CBS in 1952. Mr. McNally was a journalist, novelist, playwright and critic. He died April 2, 1967.*





WCCO Radio's Jim Bormann (in the light raincoat) held a microphone to air Governor Elmer L. Anderson's dedication speech of Interstate Highway 35 near Hinckley in the fall of 1962. The highway was the center of controversy in the campaign for the governorship between Gov. Anderson and DFL candidate Karl Rolvaag.

Anoka newspaper publisher Arch Pease spoke at the Fortieth Anniversary celebration for WCCO Radio in 1964. WCCO Radio's transmitter site has been located near Anoka since the late twenties.



The late Earl H. Gammons is shown here speaking at the WCCO Radio's fortieth anniversary party in 1964. He had been associated with the station since the early twenties, served as station manager from 1931 to 1942 when he became a CBS vice president in Washington, D.C. He is credited with initiating policies and programs at WCCO Radio which led to the station being "On The Go" and "Good Neighbor To the Northwest." Mr. Gammons died in Washington, D.C. on February 27, 1974.





tion also received the DuPont and Sigma Delta Chi awards for its efforts in that tornado crisis.

In January of 1966, News Director Jim Bormann visited Vietnam and other far-eastern areas on a fact-finding tour with Minnesota Senator Walter Mondale. Later that spring, Larry Haeg visited the White House to present President Johnson a copy of the proceedings of the twentieth annual Farm Forum. Howard Viken hosted the Arthur Godfrey show on the CBS Network for a week in August that same year. And in 1967, Bormann was off again—this time to Russia and other Iron Curtain countries on the first industry-sponsored trade mission to the Soviet Union. Dick Chapman would head two Good Neighbor tours to the Soviet Union later in the year.



*Howard Viken interviewed Larry Haeg, then General Manager of WCCO Radio, when the station dedicated its new 50,000 watt transmitter back in February of 1967.*

*WCCO Radio was on hand to report the destruction of the May 5 tornado in 1965 after an award-winning night of keeping Twin City Metropolitan area residents informed of the multiple twisters cited through the early evening. A WCCO Radio helicopter flies over the Cottagewood area on Lake Minnetonka following the devastating storm.*

*When Minnesota Governor Karl Rolvaag and Minneapolis Mayor Arthur Naftalin faced black militants in Minneapolis during the minority unrest in the mid-sixties, WCCO Radio not only was on the scene to broadcast the confrontation, but actually offered use of the sound equipment from its mobile unit so the crowd could hear the city and state leaders.*



WCCO Radio linked the opposite ends of the earth with its 1967 broadcasts from the Ralph Plaisted Expedition at Eureka in the Northwest Territories and scientists at McMurdo Station at the South Pole base in the Antarctic. In 1968, WCCO Radio broadcast from the North Pole on April 19 when Ralph Plaisted claimed the first overland trip to the Pole. The station had followed the expedition almost daily, and flashed word of the expedition's arrival at the Pole.

Something new and fresh had also been added to WCCO Radio programming back in 1966 and 1967. It was "Guestaradio"—visits to the WCCO microphones by famous entertainers. Each star joined the station's staff for a week to take part in virtually all of its programs. Guests included Carmel Quinn, Pat Buttram, Fran Allison, Morey

Amsterdam, Dagmar, and Homer and Jethro. Boone and Erickson broadcast from Southwest Minnesota State College at Marshall, Minnesota in 1967, celebrating the opening of the new college, and the station joined with the Minneapolis Symphony to sponsor the first Summer Pops Jubilee, too. At the end of the decade, former staff musicians and vocalists from WCCO Radio presented a concert at the Old Log Theater at Excelsior with Bob DeHaven as master of ceremonies and Wally Olson conducting for the remote broadcast full of musical memories.

In 1969, Larry Haeg was made president of Midwest Radio-Television, Inc., and Phil Lewis who was both sales manager and assistant station manager, became general manager of WCCO Radio.



*One of the many guests to visit WCCO Radio during the sixties was comedian Louis Nye, shown here visiting on the air with Charlie Boone.*

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*Joyce Lamont and Howard Viken pause during one of their daily morning appearances on WCCO Radio.*





BOARD OF  
DIRECTORS,  
MIDWEST RADIO-TV, INC.



People in the radio industry frequently ask—what is the secret of the extraordinary success of WCCO Radio? For, over a period of years, going back to the middle twenties, WCCO Radio has been the dominant radio voice in the Northwest.

The answer is not far to seek. It lies in the people who have made up the WCCO family from its earliest days, whether they were announcers, or newscasters, salesmen or administrators, clerks or secretaries. For in that span of fifty years, the people of the WCCO family, on the air and off the air, have given the station an aura of competence, taste and community service second to none.

From the farm boy in the morning who listens to hear if his school is open or not, to the most sophisticated investor who tunes in the closing market prices, from the thrifty housewife who plans her morning shopping from the grocery announcements, to the sports fan who in the late evening learns the fate of his favorite Minnesota team; to everyone in the Upper Midwest, there is a service from WCCO Radio.

Be it music, news, sports, entertainment or what you will, there is something for everyone, tactfully, responsibly and completely presented.

This book has told you all about the WCCO Radio family, those before and those behind the microphone. It will tell you the names and accomplishments of a host of people, some names familiar, some not. The facts about these individuals are not the important matter, for individual facts are nothing. What is important, is that the combined effort of all, fifty years ago as well as today, has created a station of such stature and reliability that when folks speak of "The Good Neighbor to the Northwest" they can only mean WCCO Radio. As William J. McNally, our first Board Chairman said so well ten years ago "The sun has never shone on WCCO Radio more brilliantly than it does today and every prospect is that its brightest days still lie ahead."

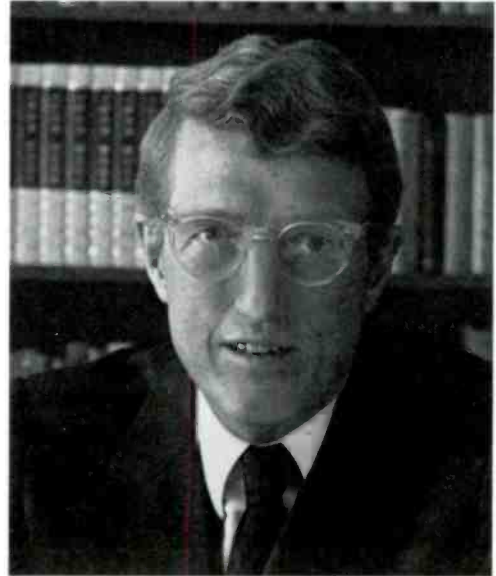
Robert B. Ridder  
*Chairman of the Board,  
Midwest Radio-TV, Inc.*



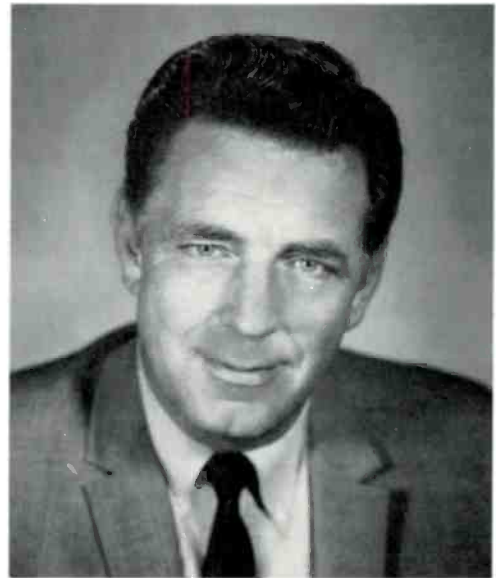
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*Chairman of Executive Committee*



## Index by Names

---

Abbott, Ed, 89  
Adams, Cedric, 9, 21, 24, 30, 54, 56, 64, 84, 87, 100,  
103, 105, 111  
Ali, Muhammed, 71  
Aldrich, Darragh, 95, 96, 103  
Aldrin, "Buzz", 22  
Allen, Mel, 65  
Allen, Ross, 57  
Anderson, Elmer L., 113  
Anderson, Ivan, 80  
Anderson, Wendell, 8, 61  
Andrist, Ralph, 54, 92  
Arland, Jeanne, 104

---

Backlund, Ralph, 54  
Bailey, Bea, 85  
Bainbridge, A. G., 83  
Bladwin, Doug, 89  
Baldwin, Irma, 49  
Ball, Joseph H., 92  
Banks, Dennis, 6  
Barbeau, Donald, 29  
Barber, Red, 65  
Beckmann, Curtis, 39, 61  
Beckmark, Peggy, 85  
Bell, James Ford, 79  
Bellows, Henry A., 82, 83  
Bierman, Bernie, 63, 64, 65  
Block, Stanley, 3  
Boone, Charlie, 12, 13, 15, 16, 18, 22, 25, 27, 29,  
69, 110, 112  
Booth, Clarence, 79  
Borge, Victor, 105  
Borlaug, Norman, 17  
Bormann, Jim, 51, 54, 55, 58, 61, 99, 109, 114, 116  
Bradley, M. F., 49  
Brooks, Gladys, 59  
Brown, Hi, 31  
Brown, Rob, 113  
Buchanan, Buck, 7, 47, 48  
Burkland, Carl, 89  
Butler, Frank, 9, 54, 92, 94, 96  
Butler, Rosalie, 59

---

Calton, Larry, 73  
Cannon, Steve, 22, 27, 28, 36  
Cantor, Eddie, 105  
Card, Clellan, 89, 90, 93, 94, 96  
Carlson, Joyce, 49  
Carneal, Herb, 32, 63, 69, 75  
Chapman, Dick, 4, 5, 6, 24, 31, 39, 55, 111, 113, 116  
Christensen, Ray, 2, 5, 6, 27, 30, 32, 57, 63, 65, 70,  
71  
Christianson, Theodore, 7  
Cohen, Larry, 13, 59  
Collier, George, 92  
Coolidge, Calvin, 57, 77, 81, 83, 87  
Cooperman, Tess, 78  
Corum, Bill, 65  
Cowles, Ozzie, 65  
Crisler, Fritz, 63  
Culbertson, George, 92

Daly, John, 91  
Danielson, Oscar, 83  
Davis, Donald D., 79  
Dean, Mildred, 78  
DeHaven, Bob, 91, 96, 104, 106, 113, 117  
Diehl, Bill, 22, 34  
Dishneau, Dick, 23  
Doar, W. T., Jr., 120  
Doolittle, James, 77  
Dornseif, Henry W., 120  
Douglas, Jack, 13, 41, 73, 75  
Dunstedter, Eddie, 87

---

Eaton, Gordon, 9, 64, 95, 105, 106  
Edstrom, Steve, 25, 29, 30, 32  
Eisenhower, Dwight, 103  
Elliot, Win, 65  
Enroth, Dick, 64, 66  
Erickson, Jim, 5  
Erickson, Roger, 1, 2, 3, 7, 10, 12, 13, 14, 16, 17, 18,  
35, 68, 69, 110

---

Fesler, Wes, 65  
Fiedler, Arthur, 22  
Fisher, Eddie, 105  
Forbes, William F., 94  
Fraser, Mark, 77  
Freeman, Orville, 55, 56, 107

---

Gabrielson, Harland, 2  
Gallaher, Eddie, 90  
Gammons, Earl, 83, 85, 87, 93, 114  
Garvin, Ernie, 64, 96  
Garvin, Hal, 64, 96  
Gerhard, Ramona, 54, 85  
Giel, Paul, 67, 71  
Godfrey, Arthur, 84, 92, 113, 116  
Goetz, James, 57  
Gohl, Dave, 49  
Goldsworthy, Bill, 27  
Grange, Red, 63  
Grant, Ralph, 19  
Gray, Allen, 26, 27, 53, 107  
Grier, Roosevelt, 17  
Grise, Tony, 106  
Griffith, Calvin, 69  
Guindon, Charlotte, 25  
Guldin, Mary, 49

---

Haeg, Larry, 52, 55, 60, 66, 67, 93, 94, 95, 103,  
107, 116, 120  
Haeg, Larry Jr., 4, 39, 60  
Hagevik, Bruce, 22  
Hall, Gus, 57  
Hall, Halsey, 63, 64, 65, 67, 69, 71  
Handberg, Ron, 110  
Hansen, Phil, 57  
Hanson, Burt, 86, 104  
Harding, Al, 89  
Harding, Warren, 77  
Harmon, Merle, 70  
Harrington, Jerry, 64, 85  
Harris, Walter, 77  
Hartley, Chuck, 42  
Hartman, Sid, 25, 27, 30, 63, 65, 72  
Hayes, Nettie, 85  
Hermann, Fred, 103  
Herron, Wally, 40  
Hertsgaard, Rolf, 95  
Higgins, George, 64  
Hobbs, Franklin, 1, 35, 36, 37, 67, 112  
Hofstede, Al, 30, 54  
Holter, Rich, 30, 33  
Hughes, Harold, 55  
Humphrey, Hubert, 66, 99, 110  
Hunter, Kim, 31  
Husing, Ted, 64

---

Jagoe, Larry, 69  
Jeannetta, Nickie, 49  
Jocelyn, Austin E., 94, 95  
Johnson, Art,  
Johnson, Arv, 5, 6, 57, 109  
Johnson, Brad, 48  
Johnson, Lyndon B., 55, 110  
Johnson, Elmer F., 77  
Johnson, Paul, 78, 80  
Johnson, Rollie, 64, 95  
Jory, Victor, 87

---

Karl, Max, 85, 86  
Kaufman, Clayt, 22, 47, 110  
Kay, Bob, 48  
Kells, Doris, 49  
Kelley, Howard, 82  
Killebrew, Harmon, 67  
Kingbay, Meg, 92, 95  
Kunze, Chuck, 5, 22, 40, 92, 103

Lamont, Joyce, 7, 11, 108  
Latson, Lou, 38  
Lawrence, Bill, 89  
Lebedoff, Judy, 22, 41  
Lee, Mrs. James, 30  
Lehman, Florence, 64, 87  
Lewis, Leon, 49  
Lewis, Phil, 7, 51, 61, 102, 117  
Lewis, Sinclair, 77  
Lewis, Vicki, 49  
Lilligren, Chuck, 2, 3, 10, 13, 19, 21, 61  
Lindbergh, Charles, 81  
Linder, Val, 41, 96, 103  
Linger, Ma, 27, 28  
Link, Bob, 64, 86  
Link, Dick, 64, 83, 86, 96  
Linkletter, Art, 105  
Long, Denny, 10, 34  
Lundberg, Fred, 87

---

MacDonald, Tom, 59  
Mack, Gil, 31  
MacPherson, Stu, 53, 105  
Malerich, Jack, 83  
Mallory, Walter, 85  
Maloney, Wiley, 53  
Manders, Jack, 63  
Mays, Willie, 69  
McCarthy, Clem, 65  
McCarthy, Joseph, 57  
McCartney, Hugh, 92  
McCarty, Charles, 12  
McFarlin, Joe, 38  
McInerny, Frank, 87  
McKay, Wayne, 14  
McNally, William J., 93, 101  
Mele, Sam, 66  
Merriman, Randy, 31, 111  
Meyers, Mary, 49  
Mickelson, Sig, 54, 61, 91, 99  
Mikkelson, Gordon, 42, 55  
Mondale, Walter, 57  
Montieth, Nancy, 49  
Morrill, James L., 92  
Mulrooney, Clarence J., 120  
Mundane, Morgan, 27, 82  
Munn, Clarence, 63  
Murphy, Florence, 85  
Morrow, Edward M., 100, 103

---

Nadeau, Jack, 92  
Naftalin, Arthur, 116  
Napier, By, 22, 41  
Nash, Jergen, 6, 23, 24, 106, 112  
Nixon, Richard M., 19  
Nordeen, Carolyn, 49  
Nordgren, Brad, 42  
Nye, Louis, 117

---

O'Brien, William A., 14  
Olson, Floyd B., 57, 77  
Olson, Wally, 83, 90, 92  
Osgood, Charles, 2, 7

---

Paley, William S., 83  
Palmby, Clarence, 61  
Palmer, Arnold, 68  
Paul, Herb, 63  
Paul, Jim, 48  
Pease, Arch, 114  
Pershing, John J., 52  
Person, Russell, 90  
Peterson, Harry, 68  
Piazza, Barb, 13, 49  
Pilhofer, Herb, 46  
Plehal, Eddy, 85, 86  
Plehal, Tom, 85, 86  
Poehler, Eleanor, 77, 78  
Prin, Toby, 64

---

Quinn, Carmel, 106

---

Reasoner, Harry, 91  
Richter, Pam, 49  
Ridder, Robert B., 101, 119  
Roberts, Jeff, 5  
Rolvaag, Karl, 113, 116  
Roosevelt, Franklin D., 83, 91, 92  
Rosen, Milton, 57  
Roy, Mike (Roy Bryant), 22, 89

---

Saam, Byram, 64  
Sarjeant, Chuck, 113  
Sawhill, John, 60  
Schneider, Ken, 48  
Scott, George, 29  
Scott, Ray, 67  
Severeid, Eric, 103  
Seymour, Cy, 64, 89  
Shaver, Al, 2, 5, 6, 63, 70, 71, 74  
Sheehan, Al, 64, 85  
Shopp, Bebe, 96  
Sibley, Mulford Q., 51  
Simmons, Mildred, 82, 87  
Smeby, A. B., 82, 89  
Smith, Lowell, 52, 80  
Snyder, Arthur, 89  
Spaulding, Bill, 63  
Speece, Maynard, 1, 2, 3, 19, 20, 55, 61  
Stassen, Harold, 57, 83  
Stenvig, Charles, 59  
Stevenson, Adlai, 103  
Stoll, Cal, 71  
Strawn, Hugh, 1  
Strub, Joe, 8  
Sueker, Kermit, 103  
Sutton, Bob, 54, 92  
Sweet, Ray, 77  
Swenson, Lyman, 92

Tenpenny, Ray, 95  
Thomas, Lowell, 29, 103  
Thompson, Douglas, 29  
Thornberg, Bob, 23  
Tolg, Clarence, 96  
Torme, Mel, 96  
Townsend, Dallas, 4  
Trottner, Mary Ellen, 92

---

Van Buren, Abigail, 22, 23  
Van Dusen, Jane, 59  
Van Konynenberg, F., 102, 120  
Vaughn, Lolly, 49  
Vecellio, Ray, 48  
Viehman, Ed, 9, 92, 95  
Viken, Howard, 4, 5, 6, 7, 8, 9, 10, 22, 57, 67, 106,  
107

---

Wallace, Henry, 94  
Wallinder, Bob, 103  
Wann, Paul, 92, 95  
Warmath, Murray, 66, 67  
Washington, Mavis, 49  
Welles, Orson, 83  
Wiggington, Bill, 92, 95  
Wilber, Wally, 48  
Wilbern, Harry, 79  
Wilfahrt, "Whoopee John", 83  
Wilkey, Gene, 92  
Williams, Bob, 45  
Williams, Rollie, 47  
Wilson, Kenneth, 66  
Winston, Belle, 91  
Wolff, Bob, 67  
Woodbury, Bob, 13, 92  
Youngdahl, Luther, 57

---

Ziebarth, E. W., 51, 89, 94, 106







