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about Pine City (pop. 2,000)

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On January 7, George Clem left his real estate and insurance office in Pine City, Minnesota (pop. 2,000)... said goodbye to his wife Helen and their two children — nine-year-old Cleo Ane and three-year-old Stuart Peter... then drove 96 miles to Minneapolis, where he took his seat in the State Legislature as Representative of the 25,000 Minnesotans of the 56th District.

During the 16 weeks between January 7 and April 26, 36-year-old Representative Clem attended 61 committee meetings, cast his ballot for or against 420 bills, and did committee work on or co-authored 22 resolutions. One bill provided for Improved Livestock Control in Rural Areas; another established a million-dollar Veterinarian School at the University of Minnesota; all were designed to benefit the life and livelihood of his agricultural district.

And at night, Representative Clem learned how he could report these activities most effectively to his Pine City constituents by attending "The Radio School for Legislators"—conducted by 50,000-watt WCCO. Everything from the dangers of rolling his r's and hissing his s's... through "mike technique"... to platform poise, was taught to Representative Clem by a faculty of experts: WCCO's Educational Director E. W. Ziebarth, who for ten years has taught radio speech at the University of Minnesota, Program Director Gene Wilkey, News Director Sig Mickelson, and Farm Service Director Larry Haeg.

Last month, graduate George Clem wrote to a faculty member of WCCO's Radio School: "When I faced the microphone on May 14 to address the Pine City Commercial Club regarding my legislative activity, I knew that my attendance at the WCCO Radio School had been time well spent. Thank you, gentlemen, for some very valuable assistance. And thanks, too, for instruction which made it possible for me to make Pine City a better-informed community about Minnesota legislation."

Making the people of Pine City better-informed citizens by making Representative Clem a better speaker is the kind of service that has made WCCO "The Good Neighbor to the Northwest." It helps explain, too, why—day and night—more people listen to WCCO than to any other station in the Northwest.

"Good Neighbor to the Northwest" WCCO

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