



# The Little White Paper

The Monthly Newsletter of the Golden Valley Historical Society

7800 Golden Valley Road, Golden Valley, Minnesota 55427

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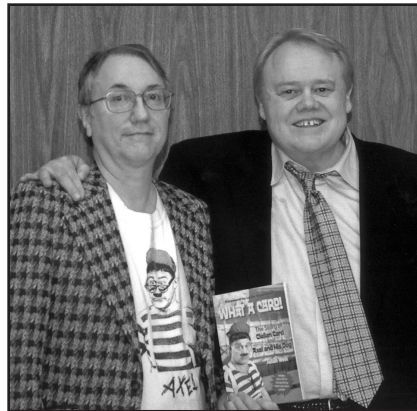
## January meeting...

## Julian West offers insights into Axel and his Dog

Clellan Card was an important figure in Twin Cities broadcasting from the 1930's to the 1960's. At one time or another he worked on every major Minneapolis/St. Paul radio station of his era. His first job was at WCCO radio in the spring of 1930 where he played the role of Izaak Walton, the famed 17th century fisherman and author of *The Complete Angler*, for which he was paid the princely sum of \$4.50.

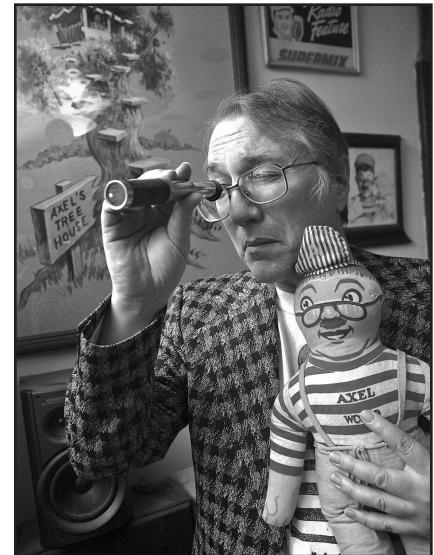
By 1931, Clellan found a niche at station WDGY, owned by jeweler-optometrist Dr. George Young, and he became a jack-of-all-trades. Within a few years, he was ready for the big leagues of Twin Cities radio, landing a full-time job back at WCCO on the lowest rung of the radio ladder—the early morning slot known as the time signal program.

Before long, however, fan letters began coming and sponsors took notice, and seed company Northrup King and Co. offered Clellan his very own program. The new fifteen-minute morning show, titled *Almanac of the*



▲ Julian West with Louie Anderson, who wrote the book's foreword.

► West with Axel memorabilia, a Junior Spyglass and an Axel doll.



Air, premiered on Monday, September 21, 1936. It was heard at 7:00 a.m. Monday through Saturday over most of the Upper Midwest, and the show became a huge hit almost immediately. By the end of the 1930's, Clellan was the most popular personality on one of the biggest radio stations in the country.

Nothing lasts forever in broadcasting though and Card went on to work at KSTP radio, WTCN radio, Channel 4 WCCO-TV, and by the time his radio career ended he had already found new fame as the most popular Twin Cities children's

television character ever—Axel.

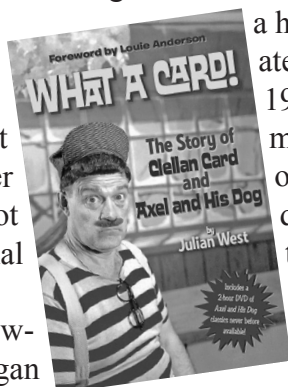
You will remember Clellan Card's famous Birdies:

“Birdie with a yellow bill  
Hopped upon my window sill

Cocked a shining eye and said

What did you do when you got hit by the snow...bawl?”

The meeting is on Thursday, January 14, 2010, at 7:00 p.m. at the Historical Society, 6731 Golden Valley Road, Golden Valley. Refreshments will be served following Julian West's presentation. Mark your calendar, bring a friend and ask your friend to become a member of the Golden Valley Historical Society.



## John Schultz looking for other Meadowbrook Elementary grads

John Schutz attended the Meadowbrook Elementary School on Glenwood Avenue and graduated in 1936. He and his family lived across the street from the school near highway 100. He went on to De L a Salle High School in Minneapolis and St. Mary's college in Winona, graduating *cum laude* with majors in math and science. He taught at the Cotter High School in Winona for three years. He married a Chicago girl in 1948 and after their first child was born decided that he needed to find a better source of income.

In time, Schutz became a successful sales representative at a company in Chicago called EKCO Products Company, a dominant house-wares manufacturer. His first assignment after training was to sell the Walgreen Company and his second account was True Value Stores, which then numbered less than fifty stores but today numbers more than 5,000. A dream came true and he was promoted and transferred to Minneapolis, where there had previously been no company representative in a four state area. The company lat-

er divided the territory into several regions and Schutz was the manager of the Central division from Canada to Mexico and Chicago to Denver -- lots of travel and corporate meetings.

Schutz found a home in Robbinsdale on the very street his parents lived and he and his family were "home" for good. In 1963 he started the Schutz company, a manufacturer's representative, in St. Louis Park. After the Minnesota Department of Transportation took the Schutz house in Robbinsdale for the reconstruction of Highway 100 the family moved to a five acre site in the town of Ramsey in Anoka County and their dream of a rural life came true. In 1987, at age 65, Schutz and his wife retired to Surprise, AZ.

Schutz found the Golden Valley Historical website when he was looking for data on the Coast-to-Coast stores that were once headquartered in St. Louis Park. There he found Willard Curtis's photo of the 1936 Meadowbrook graduating class. The Society sent him a copy of Curtis's photo and Schutz sent the Society a copy of his 6th

through 8th grade class.

Schutz is wondering if there are any more graduates of the Meadowbrook Elementary School around that he might contact. If you are one of them or know of one, please contact Secretary Don Anderson. Phone: 763-588-8578 or email: maryanddon3030@aol.com

### **GVHS, Calvary partner for February appraisal event**

The Golden Valley Historical Society will partner with host Calvary Center Cooperative, located at 7600 Golden Valley Road, Golden Valley, on Saturday, February 27, 2010. Members of the public are invited to bring up to five items to be professionally appraised. The items may be brought to the Calvary Center between 1:15 and 2:00 p.m. The appraisers will conduct their evaluations of the items from 2:00 until 4:00. A \$5.00 donation to the Society is required for each item to be appraised. Donations will be used for rehabilitation of the Society's historic church. Those who wish to enjoy the program but not bring an item to be appraised are asked to donate \$1.00 to the Society. More information will be available in the February Society Newsletter.

### **Welcome new members**

James Hera, 5630 Westbrook Avenue, Golden Valley.

The Violet Mjos Family, 6051 Laurel Avenue #114, Golden Valley.

## Preview of upcoming GVHS programs

**February 11, 2010:** Don Stoltz, "The History of the Old Log Theatre and Twin Cities Live Theatre.

**March 11, 2010:** Judy Dutcher, "The Museum of Russian Art".

**April 8, 2010:** "The Yamamoto Mission" the 66th anniversary of Pearl Harbor.

**May 13, 2010:** Gedney Tuttle, "The History of the Gedney Pickle Company of Chaska, MN.