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4-5-1961

### Bennett Cerf at UMM

University of Minnesota, Morris

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News Release from:  
University of Minnesota  
University of Minnesota, Morris  
Morris, Minnesota  
April 5, 1961

For Immediate Release

Bennett Cerf - publisher, humorist, columnist, television panelist and author - will speak in Morris on Thursday, April 13, in the seventh University Artist Course program. The lecture will begin at 8:30 p.m. in Edson Hall at the University of Minnesota, Morris.

Author of 10 best-selling collections of humorous stories, Bennett Cerf launched his career as a humorist as editor of Columbia University's humor magazine while an undergraduate there. When he graduated in 1920, he possessed two degrees plus a lifetime membership in Phi Beta Kappa.

It was after his graduation, however, and a subsequent stint as a reporter on the New York Herald Tribune and clerk on the Stock Exchange, that he began his career as a publisher with the purchase of the Modern Library Series. After transforming the series into a set of modestly priced classics available to the public, he founded Random House, a firm which has published an impressive list of authors including Eugene O'Neill, Sinclair Lewis, William Faulkner, Robert Penn Warren, and James Michener.

In addition to his time-consuming duties of running his rapidly expanding publishing, Mr. Cerf writes a daily feature which is syndicated in more than 600 newspapers each day. He also contributes regularly to This Week Magazine, Saturday Review and other publications.

Still finding a spare moment or two, Mr. Cerf is a regular panelist on the nationwide television favorite "What's My Line?" and frequently lectures to varied groups across the country.