

SPECIAL 1953 STATE FAIR EDITION

FREE MAP OF STATE FAIR GROUNDS ON INSIDE PAGE

WCCO NEWS PARADE

MINNEAPOLIS-ST. PAUL

AUGUST 29, 1953

Experts Said It Wouldn't Last

Back in May, 1941, the first "Stars Over Hollywood" broadcast was heard over CBS Radio from Hollywood's Columbia Square. Since that time, almost 12 years ago, listeners have enjoyed top name personalities of stage and screen in stories of adventure, comedy and romance.

At first, the experts said the show wouldn't last, that no one would listen to radio drama on Saturday morning. This position became untenable as the program went on year after year until today, millions of radio listeners in the United States and Canada pause (11:30 to 12:00 a.m. on WCCO) in their regular Saturday routine to listen to one of their favorite dramatic programs.

Screen star Jan Sterling had the distinction of being the show's 500th star, and since that time more than 60 top names have appeared on the program.

The next three stars scheduled to appear are: Virginia Field in "Rose Colored Glasses," September 5th; Gig Young in "Seventh Inning Stretch," September 12th; and Lionel Barrymore in a stirring drama, September 19th.

Series is sponsored by The Carnation Company.

Mr. Nobody A La Mode



Ed Viehman, star of the "Mr. Nobody" show, Monday through Friday, 3:05-3:45 p.m., is noted for chatter and an interesting bill-o-fare on the daily musical. But he was lost for words, a few weeks back, when two charming Minneapolis models dropped in for an interview.

Set for Gopher Grid Season



WCCO Radio's all-star football reporting squad is all set to bring followers of the University of Minnesota team all of the action, excitement and color of every play of the 1953 games just as fast as it happens. This year's reporting team will include the same popular sportscasters who have made WCCO the Northwest's No. 1 football listening post in recent years. They are, left to right above, Halsey Hall, Babe LeVoi, Stew MacPherson and Bernie Bierman. In addition, Rollie Johnson, longtime Northwest sports authority, joins the WCCO Radio football reporting lineup this year.



Opening game of the season is between Minnesota and the University of Southern California on Sept. 26 at Los Angeles. "Football game roundup on the players and the half-hour iming kickoff time (3:30-4:00 p.m. in the case of the U.S.C. game). "Football Preview" is sponsored by Twin City Federal Savings & Loan Assoc., as is "Football Review," 30-minute program of analy-

sis and information immediately following each game.

Play-by-play account of the Southern California game begins at 4:00 p.m., is sponsored by Standard Oil Co. (Indiana) agents and dealers.

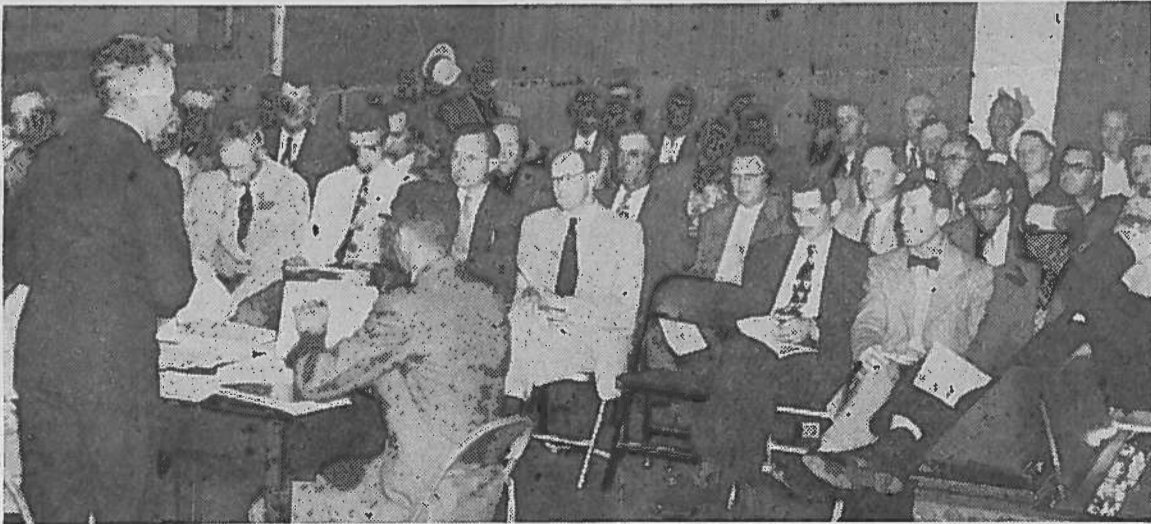
Rounding out the Saturday afternoon football program schedule will be "Football Scoreboard." Sponsored by Western Fuel and Oil Co. for Mileage Gasoline, "Football Scoreboard" will feature Babe LeVoi and Jack Huston in a late roundup of game scores and highlights from across the nation. The program is scheduled 5:45-6:00 p.m. except Sept. 26, when it will be heard later, immediately following "Football Review."

Jane: I smell gas escaping.
Irma: I'll close the window. Then it can't escape.

—CBS Radio's "My Friend Irma"

POOR JOKE: Not often does the sponsor of a dramatic program get identification in the drama title, but Lever Bros. managed it on a recent edition of their Monday night "Lux Summer Theatre" when they presented "Leave Her to Heaven."

FINAL STAGES SET FOR PLOWVILLE '53



Picture shows committee members of the WCCO-Minnesota Soil Conservation Districts sponsored Plowing Matches and Field Day getting last minute information from Gerry O'Laughlin, chairman of the September 26th event. Mr. O'Laughlin informed all present that, "people throughout the state are showing intense interest in this year's plowing matches and contests, and we can expect a capacity crowd." The big event gets under way early morning on Saturday, September 26th, with WCCO's Farm Service Director Maynard Speece acting as master of ceremonies. Mr. Speece will originate many of his farm programs from the Wright County plowing match site. Many WCCO personalities will also be present—Cedric Adams, Bob DeHaven, Jack Huston, Darragh Aldrich, Allen Gray, Clellan Card. Those wishing to participate in the day-long event should write to: Jerome Specht, Plowville's general manager, Buffalo, Minnesota.

WCCO Radio Sets Bigger, Better State Fair Coverage

WCCO Radio will provide more comprehensive coverage of the Minnesota State Fair this year than it has in any previous year, station General Manager Larry Haeg has announced. Dozens of WCCO programs of interest to young and old, to farmer and city dweller alike will be broadcast from the fair this year, Haeg pointed out.

Among the popular WCCO stars who will originate programs from the fairgrounds are Maynard Speece, Cedric Adams, Bob De Haven, Stew MacPherson, Darragh Aldrich, Ed Viehman, Tony Grise, Joan Iden, Burt Hanson, Jack Huston and Rolf Hertzgaard.

WCCO Radio State Fair Highlights

WCCO has scheduled dozens of programs in connection with this year's great Minnesota State Fair, August 29-September 7.

Saturday, August 29

6:30-6:45 a.m. — Maynard Speece's daily farm news program, "Farm Service Review," includes interviews and reports recorded on the grounds.

9:30-10:00 a.m. — "Darragh Aldrich Morning Show" in Lee Auditorium in Agriculture-Horticulture Bldg., with Darragh Aldrich, Jack Huston, Burt Hanson, Bill Hulwi, the Bob-O-Links and guests.

12:30-12:45 p.m. — Cedric Adams' "Noontime News" in rotunda of Agriculture-Horticulture Bldg.

12:45-1:00 p.m. — "Saturday Farm Review" in rotunda of Agriculture-Horticulture Bldg. Maynard Speece reviews important agricultural activities and interviews visitors, exhibitors and officials.

2:00-2:30 p.m. — Maynard Speece broadcasts interviews with 4-H members and leaders at Waterman-Waterbury exhibit in the Industrial Bldg.

3:00-3:30 p.m. — Maynard Speece broadcasts interviews with 4-H people and others at Bongards Creamery exhibit in Food Bldg.

3:30-4:00 p.m. — Stew MacPherson reports auto race thrills right from the track, off and on during record music program.

Sunday, August 30

12:30-12:45 p.m. — Cedric Adams' "Noontime News" from rotunda of Agriculture-Horticulture Bldg.

Monday, Aug. 31, through Friday, Sept. 4

5:25-5:30 a.m. — "Farm Topics" includes interviews recorded by Maynard Speece at the Oliver Farm Equipment exhibit on Machinery Hill.

6:30-6:45 a.m. — "Farm Service Review." Maynard Speece's daily farm news program includes interviews and reports recorded at the fair.

12:30-12:45 p.m. — Cedric Adams' "Noontime News" from rotunda of Agriculture-Horticulture Bldg.

3:05-3:45 p.m. — "Mr. Nobody" in Lee Auditorium of Agriculture-Horticulture Bldg. Ed Viehman, Tony Grise, Joan Iden, Wally Olson's Band.

4:45-5:00 p.m. — Darragh Aldrich with interviews recorded in the Women's Bldg. and Maynard Speece with market reports at WCCO booth in Agriculture-Horticulture Bldg.

5:15-5:30 p.m. — Rolf Hertzgaard newscast from WCCO booth.

6:00-6:05 p.m. — Jack Huston's weathercast from WCCO booth.

6:05-6:15 p.m. — Stew MacPherson's "Evening Sports Edition" from WCCO booth.

6:15-6:30 p.m. — "Your State Fair," recorded interviews by Bob De Haven and Maynard Speece with visitors at points of interest on the fairgrounds.

Saturday, Sept. 5

6:30-6:45 a.m. — Maynard Speece's daily "Farm Service Review."

9:30-10:00 a.m. — "Darragh Aldrich Morning Show" in Lee Auditorium of Agriculture-Horticulture Bldg.

12:30-12:45 a.m. — Cedric Adams' "Noontime News" from rotunda of Agriculture-Horticulture Bldg.

12:45-1:00 p.m. — Maynard Speece's "Saturday Farm Review" from rotunda of Agriculture-Horticulture Bldg.

3:00-4:00 p.m. — Stew MacPherson reports auto race, thrills during recorded music program.

Sunday, Sept. 6

12:30-12:45 p.m. — Cedric Adams' "Noontime News" from rotunda of Agriculture-Horticulture Bldg.

Monday, Sept. 7

(Same as Monday, Aug. 31.)



Larry Haeg

Busiest of the WCCO personalities at the fair will be Farm Service Director Maynard Speece, who will broadcast all or part of more than two dozen programs from the fairgrounds during the ten-day exposition. Among the points of origination for Speece's programs will be the WCCO booth in the Agriculture-Horticulture Bldg., the rotunda of the same building, the Bongards Creamery exhibit in the Food Bldg., the Waterman-Waterbury Co. exhibit in the Industrial Bldg. and the Oliver Farm Equipment exhibit on Machinery Hill.

A long-established State feature which will be back to draw capacity crowds again this year is the 12:30-12:45 p.m. Cedric Adams "Noontime News" broadcast from the rotunda of the Agriculture-Horticulture Bldg. Also slated for broadcast from the rotunda are the 12:45-1:00 p.m. Saturday broadcasts of Maynard Speece's "Saturday Farm Review."

Broadcasts will originate this year for the first time from the WCCO booth in the Agriculture-Horticulture Bldg. Besides serving as the station's news center and State Fair headquarters, the booth will be the point of origination of a number of programs. Maynard Speece will air his weekday market reports from the booth between 4:45 and 5:00 p.m. At 5:15 Rolf Hertzgaard will broadcast his popular weekday newscast from the booth, while Jack Huston and Stew MacPherson will be on hand 6:00-6:15 for the daily weathercast and "Evening Sports Edition."

Lee Auditorium in the Agriculture-Horticulture Bldg. will be the scene of several program favorites, the Saturday "Darragh Aldrich Morning Show" and Ed Viehman's popular weekday afternoon "Mr. Nobody."

Highlighting Saturday afternoon activity will be Stew MacPherson's coverage of the thrills and excitement of the auto races.

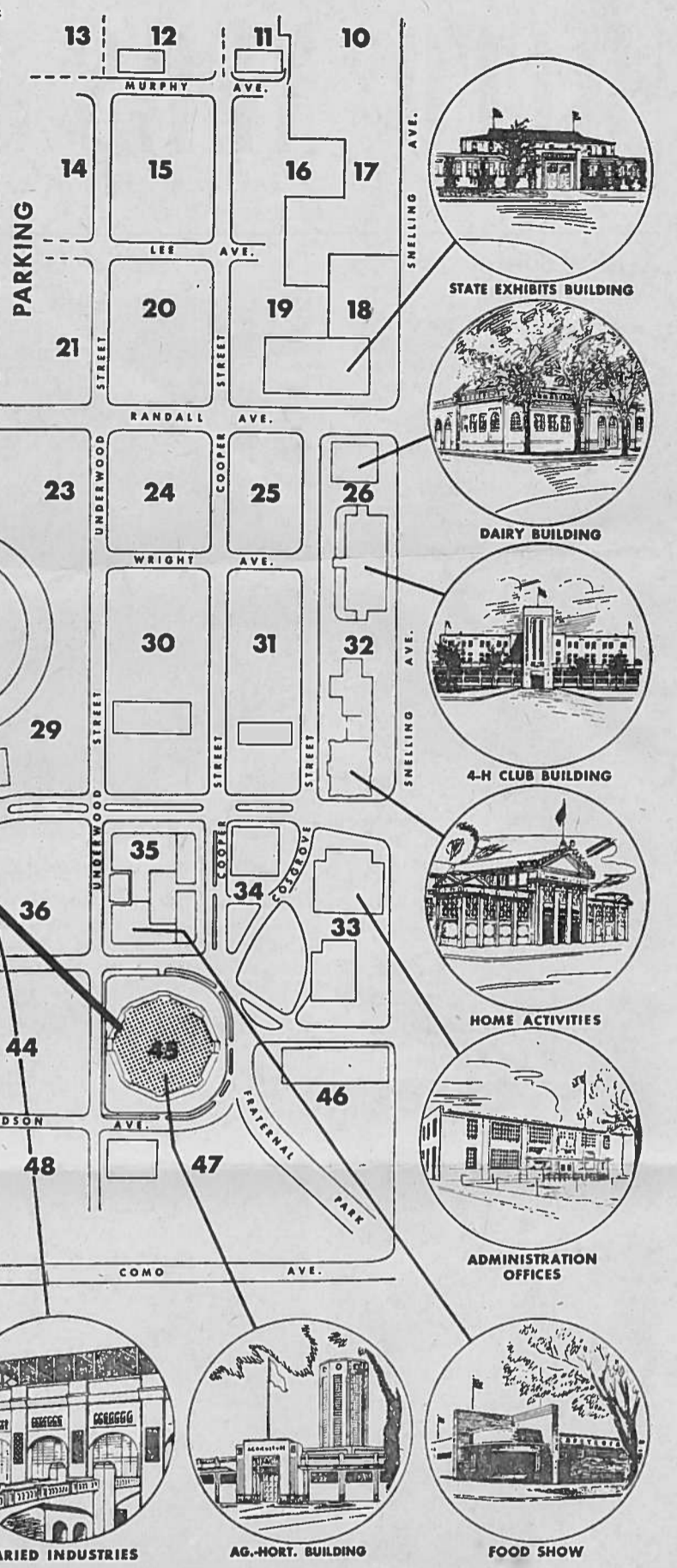
For a complete lineup of WCCO Radio programs in connection with the Minnesota State Fair, consult the schedule printed elsewhere in this issue.

JIM HAYES

Everyone at WCCO Radio will miss Jim who died unexpectedly August 20th. Jim, as editor of your News Parade and author of all the tidbits appearing in the Johnny Dare column, was one of those people whose sparkling wit eased the daily tension.

MINNESOTA STATE FAIR, AUG. 29 through SEPT. 7, 1953

Block	Block	Block	Block	Block	Block
Administration Office . . . 33	Electric & Gas Dept. . . . 33	Ice Service . . . 34	Miniature Railway 26, 33, 39	Robinson's Cafeteria . . . 35	School of Agriculture Alumni Association . . . 45
Advance Ticket Booth . . . 43	Employment Office . . . 47	Independent Order of Foresters . . . 47	Minnesota . . . 31	Rowell, Inc. . . . 31	Selfert Quadruplets . . . 45
Agriculture Horticulture Bldg. . . . 45	Fairbanks-Morse Co. . . . 31	L.O.O.F. Cottage 47	Minnesota Farm Bureau Federation . . . 36	Royal Neighbors Society . . . 47	Service Bldg. . . . 33
American Legion 40/8 . . . 47	Farm Boys Camp . . . 11	Industrial Bldg. #302 . . . 30	Minnesota Paints, Inc. . . . 30	St. John's Church of Little Canada . . . 34	Sheep Barn . . . 42
Amusement Dept. . . . 28	Farm Bureau Headquarters 36	Industrial Bldg. #311 . . . 31	Nelson Arcade . . . 29	St. Martin's Dining Hall . . . 44	Sign Shop . . . 36
A.O.U.W. Bldg. 47	Farm Bureau Service Exhibits . . . 34	Information Booth . . . 36	Northwestern Blaugas Co. . . 31	St. Matthew's Dining Hall . . . 45	Space Rentals Dept. . . . 33
Armed Forces Exhibits . . . 28, 48	Farm Machinery Exhibits . . . 34	International Steel Co. . . . 15	Officers' Cottage . . . 46	St. Olaf Lutheran Church Dining Hall . . . 44	Star and Tribune (Minneapolis) . . . 37
Art Gallery . . . 28	Farm Machinery Exhibits . . . 34	Keegan Farm Equipment Co. . . . 24	Old Mill . . . 44	St. Paul Association of Commerce Exhibits . . . 44	State Dept. Exhibits . . . 18
Barker-Letz Supply Co. . . . 21	"The Farmer" . . . 44	Lindsay Brothers Co. . . . 31	Olson Mfg. Co. 24	Information Booth . . . 36	Steel Structures, Inc. . . . 30
Bee and Honey Dept. . . . 45	Floral Display . . . 45	Lux Memory House . . . 36	Padlock (Race Office) . . . 27	Post Office . . . 36	Super Six Mfg., Inc. . . . 24
Beer Garden . . . 35	Food Show . . . 35	Machinery Dept. Office . . . 24	Pioneer Portrait Gallery . . . 44	Post Office . . . 36	Taxi Cab Station . . . 42
Bethlehem Lutheran Dining Hall . . . 45	4-H Club Exhibit Bldg. . . . 28	Madsen Service 31	Police Dept. . . . 36	Post Office . . . 36	Telephone Booths 24, 29, 32, 35, 39, 44, 51
Boy Scout Camp 47	4-H Club Livestock . . . 41, 51, 52	Marlow Milk Machine Co. . . 30	Post Office . . . 36	Publicity Dept. 47	Territorial Pioneers . . . 44
Butler Mfg. Co. 30	F.F.A. Exhibits . . . 32, 51, 52	Merry-Go-Round 30	Publicity Dept. 47	Railway Express Agency . . . 42	Ticket Audit Dept. Office 42
Camp Grounds . . . 10, 17	Grandstand and Bleachers . . . 28	Midway Post American Legion . . . 47	Rest Cottage . . . 47		
Carnival Grounds . . . 40	Grocery and Meat Stores . . . 42				
Carrousel . . . 30	Ground Supt. Office . . . 33				
Cattle Barn . . . 51	Hamline Methodist Church Dining Hall . . . 30				
Cavalcade—Armed Forces . . . 28, 48	Herman Sisters Bldg. . . . 44				
Check Room . . . 29	Hippodrome . . . 50				
Commissary . . . 42	Holy Childhood Church Dining Hall . . . 44				
Conservation Bldg. . . . 43	Home Activities and Annex . . . 32				
Corpus Christi Dining Hall . . . 35	Honey Show . . . 45				
Crane Company 31	Horse Barn . . . 41				
Dairy Bldg. . . . 28	Horticulture Agriculture Bldg. . . . 45				
Dayton Company . . . 27	Hospital . . . 47				
Deere-Webber Co. . . . 20	R. R. Howell & Co. . . . 31				
Degree of Honor Association . . . 47	Hubbard Oil Burner . . . 31				
Dispatch-Pioneer Press (St. Paul) . . . 44	Hudson Mfg. Co. . . . 30				
Eastern Star Dining Hall . . . 28, 36					
Education Bldg. 32					
Electric Farm Exhibit . . . 30					



WCCO Facilities Offer Fastest, Most Complete News Coverage

The recent round-the-world trip of CBS Radio News Director Wells Church focuses attention on the network's world-wide news facilities available to WCCO listeners. After supervising the superb radio coverage of the coronation in London, June 2nd, Church made a swing through 20 world news centers. He has just returned from this tour, the purpose of which was to expand the network's coverage of news all around the world by adding news correspondents in strategic world capitals and by improving transmission facilities from remote areas.

"The ease and speed with which radio can transport a listener instantly to all parts of the world is unmatched by other news media," said Church, "and will remain unmatched for years to come." The CBS radio news director added that intense interest in world news made it imperative for CBS to expand its system of covering news abroad in order to maintain its leadership in the field. As for facilities, Church made this comment: "The formidable inter-continental network of transmitters in use after World War II must be brought up to date in order that CBS Radio can fulfill its promise to bring the full world picture to listeners in the United States."

Even before he returned to network news headquarters in New York, the benefits of his world news survey had begun to pay off for CBS news listeners. One outstanding example of spot news coverage from overseas by CBS foreign correspondents was the

complete coverage of the truce signing in Panmunjom, followed immediately by a roundup of world reaction reported by CBS correspondents in Washington, London, Paris and the UN. And when earthquakes crumbled the Ionian islands in one of the greatest of all modern disasters, CBS Radio's European News Chief, Howard K. Smith, was the only American radio correspondent on the scene. His accurate and vivid description of the quake, presented in his Sunday broadcast from Rome, was the first eyewitness account to reach American listeners.

A daily demonstration of the ability of CBS Radio to reach every corner of the world for direct reports of the news by correspondents on the spot is provided every morning at 7:00 on "World News Roundup," sponsored by Northrup, King & Co. And on Sundays at 3:00 p.m., CBS correspondents around the world report on the special 30-minute news review entitled "The World Today."

'Sterling Performer



Jack Sterling, experienced as an early morning broadcaster and radio executive, has begun a new phase of his career as master of ceremonies of the sparkling new CBS Radio network program, "Make Up Your Mind." Easy-going, relaxed Jack handles a daily panel of four articulate, opinionated personalities who consider make-believe problems with a psychological twist. The program is heard 10:30-11:00 a.m. Monday through Friday. It is sponsored by Continental Baking Co., Inc. for Wonder Bread and Hostess Cake.

HOWDY DO says



Bob De Haven

Nine out of ten people truly would love to live on a farm. So the city folk enjoy farmers and enjoy seeing what farmers are doing.

Ten out of ten people enjoy young folks and they all go to the Fair to look at the healthy kids tending the 4-H Club exhibits.

Most people enjoy a vicarious thrill so they flock to the races and the rides on the midway.

The annual return of the big event gives it the sentimental importance of Thanksgiving, July 4th, New Year's Day.

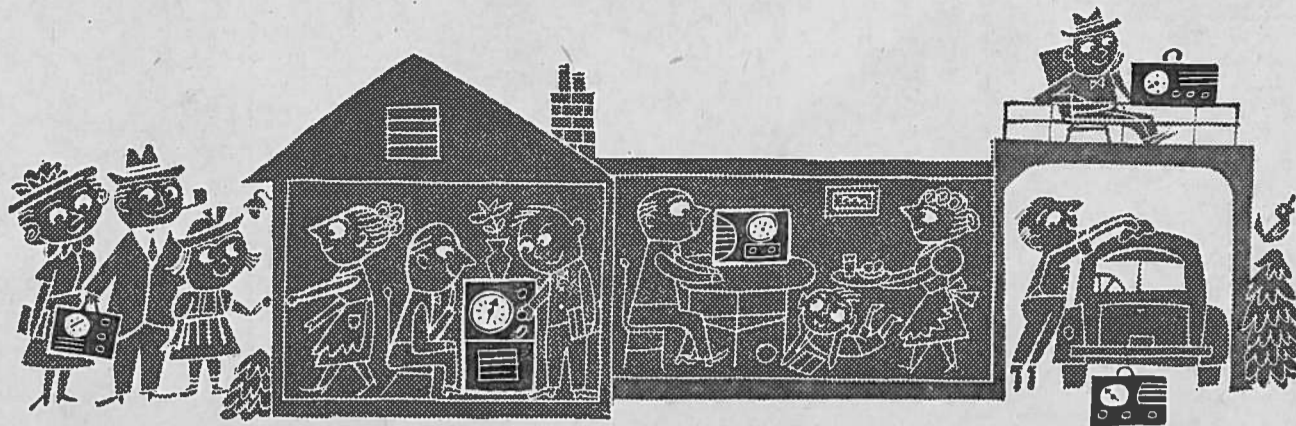
Everyone wants to be prosperous, at least to feel prosperous. The sight of blue ribbon grain, dairy products, plump animals gives a prosperous feeling. Reminds you that Minnesota is a good place to live.

Often I have quoted Percy Kilbride in the movie "State Fair," starring Charlie Winninger. And always the audience laughs at Percy saying to Charlie who is loading the bus for the trip to the Fair, "Go ahead, if you want to. Go to the Fair. You won't have a good time. Sumpin' will happen. Don't say I didn't warn you. Sumpin' will happen." Percy was wrong and the people who love the State Fair are right.

Star Spring Byington of CBS Radio's "December Bride" nearly lost her home in the recent Hollywood hilltop fire. The fire, which leveled dozens of homes, was brought to a halt fifty feet short of her property.

Actor Jay Novello of CBS Radio's "Lux Radio Theatre" has perhaps the nation's most extensive collection of recordings by the late John Barrymore, many of them recorded years ago in Novello's home.

Whatever you do, wherever you go,
you'll enjoy it more with radio—



Back for the Fall and Winter Season!



WILLIAM KEIGHLEY
"Lux Radio Theatre"
resumes September 7.



JACK BENNY AND MARY
"Jack Benny Show"
resumes September 13.



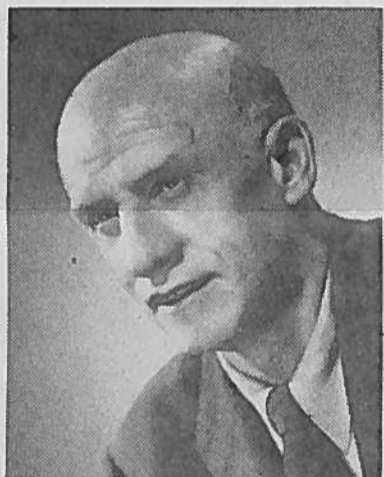
RAY MILLAND
"Meet Mr. McNutley"
begins September 17.



MARLENE DIETRICH
"Time for Love"
resumes September 3.



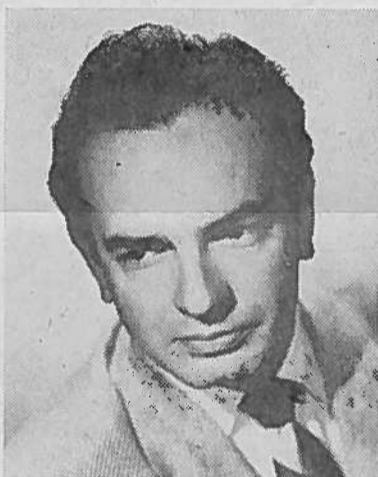
JEFF CHANDLER, EVE ARDEN
"Our Miss Brooks" resumes Oct. 4.



DIMITRI MITROPOULUS
"New York Philharmonic-Symphony" resumes October 4.



"AMOS 'N' ANDY"
resumes September 27.



ELLIOT LEWIS
"Suspense"
resumes September 14.

Marlene Dietrich portrays internationally renowned singer Diane La Volta in "Time for Love," 8:00-8:30 p.m. Thursdays, under sponsorship of Andrew Jergens Co. William Kieghley directs another season of movie adaptations on "Lux Radio Theatre, 8-9 p.m., Monday. Jack, Mary, Rochester and the rest of the gang will be on hand for the opening of another season of the "Jack Benny Show," Sundays, 6-6:30 p.m., sponsored by Lucky Strike. With Elliot Lewis again as director, Electric Auto-Lite Company's "Suspense" returns to its 7-7:30 p.m. Monday spot. Ray Milland brings

a new dramatic feature to the Thursday night lineup as he stars in "Meet Mr. McNutley" on the 8-8:30 p.m. "General Electric Comedy Hour." Freeman Gosden and Charles Correll as "Amos 'n' Andy" return to their 6:30-7:00 p.m. Sunday spot for Rexall Drugs. October 4th finds "Our Mis Brooks" returning to its 5:30-6:00 p.m. Sunday time for Colgate-Palmolive-Peet Co., and Willys-Overland Motor Company's "New York Philharmonic-Symphony" resuming its 90-minute Sunday afternoon concerts under director Dimitri Mitropoulos.

The biggest and the best are all on WCCO

Neutral Feet



Among the more neutral feet at the softball game between WCCO Radio and WCCO-TV were F. Van Konynenburg's, shown here neutrally planted among the fescue at Coral Field. Van Konynenburg, Vice President and General Manager of Midwest Radio and Television, Inc., shared officiating duties with Board Chairman W. J. McNally. For a view of the neutral shoes belonging to the neutral feet shown here, see photo elsewhere in this issue.

"Time for Everybody" Preview at WCCO

CBS Radio's newest motion picture "It's Time for Everybody," a 16-minute, full-color animated film on the changing character of the American market and its effect on advertising media, drew applause from WCCO staffers a few weeks ago.

In just 15 years, the new film points out, the nation's real income after taxes has nearly doubled. But beyond that, this new income is today more evenly distributed than ever before.

As the film narration put it, "Today the income pyramid looks more like a diamond. A flourishing middle class has absorbed most of the once 'under-privileged third.' Advertisers used to beware of going too far down through income levels; now the problem is to go down far enough, and, geographically and socially, to spread far enough."

Radio, the film goes on to say, has also been spreading out, covering 98% of American homes through some 105 million sets, of which 100 million have been bought since 1947.

Film was produced in Hollywood by United Productions of America.

EVEN MORE DEPRESSING than a fur coat sale in July is the counter display of Christmas tree ornaments which has been stopping traffic for a month or more in Minneapolis' largest five-and-ten.

Neutral Shoes



Nestling in the grass at Coral Field during the softball game between WCCO Radio and WCCO-TV were these shoes belonging to the neutral feet of F. Van Konynenburg, who officiated at the contest, held at Coral Field in Minneapolis. Van Konynenburg's neutral feet are pictured elsewhere in this issue. WCCO Radio defeated the TV team, 12-6.

Autry Now Heard Sunday Night

Gene Autry, radio's "King of the Cowboys," his music, drama and comedy of the plains is now a regular Sunday night feature (8:30-9:00 p.m.) on the WCCO lineup of great entertainment.

PAF's Link Turns Columnist

Art Linkletter, emcee of CBS Radio's "People Are Funny" and "House Party," will write a daily newspaper column bearing the name of the radio show, starting the first of the year. The Columbia Features Syndicate, handling Link's literary output, says the Boston Globe and Philadelphia Bulletin are among the papers already signed to carry the column.

"People Are Funny" is heard Tuesdays at 7:00 p.m., sponsored by Amana Refrigeration, Inc., and the "House Party" feature is broadcast Monday through Friday, 2:15-2:45 p.m., with Lever Bros., Green Giant, Pillsbury Mills and Kellogg Company sharing sponsorship.

Christopher Award To 'The Iron Mortar'

Kenneth Webb, producer-director, and David Victor, writer, have been chosen for a quarterly Christopher medallion award made by The Christophers, founded in 1945 by Father James Keller, the organization's director.

The award was made for the radio drama, "The Iron Mortar," presented on CBS Radio Sunday, June 14, as a special half-hour broadcast in observance of the fiftieth anniversary of the Rexall Drug Company. The drama, which told the story of four generations of a family of druggists, was offered as a salute to the druggists of America and their role in the community.

The objective of the Christopher awards is "to focus attention on the creative power resting in the hands of the individual writer, director, producer and to encourage that power to be used, under God, for the good of all."

Rexall Drug Company sponsors CBS Radio's "Amos 'n' Andy," 6:30-7:00 p.m. Sundays, and, during the summer months, "Richard Diamond, Private Detective," starring Dick Powell.

HELLO . . . THIS IS ALLEN GRAY



I noticed the harvest moon is starting to be all the song writers say it is, and pretty soon we'll be having pumpkins and corn shocks, and it's kind of easy to see how the superstitions about witches and ghosts can get started. I was reading about an old superstition. This one being about a bit of alcohol keeping the voo-doo off a ship.

It seems that a ship called the "Jane Palmer" was put into commission a couple of years ago and they christened her with a goldenrod. She froze in the stocks, and it took two tugs to get her off, she got stuck in the channel and the channel had to be dredged. And after that, one melancholy accident right after another.

She was only around a couple of months, and by Christmas Eve she went and cracked the whole bottom out of her. Next morning only her topmasts were above the water.

We call those things coincidence, but if you're of a mind to get out and get under the moon, don't mess with the hobgoblins.

By the way, hope you'll try some of these fine products:

- B & M BEANS
- MURPHY FEEDS
- HILLS BROS. COFFEE
- KERR JARS, CAPS & LIDS
- RINSO
- C-7 LETTUCE & CARROTS
- LARRO FEED
- LADIES HOME JOURNAL

On the Air with Johnny Dare



Dr. Kinsey would do well to cull a few answers on le femme from Walter O'Keefe, host of the program "Wizard of Odds," who says women have a reputation for talking a good deal, but the odds show they can keep a secret. During World War II, there was not a single incident of an official's wife revealing a top secret.

★

Seventeen magazine coined a useful new word, "ear-witnesses" to describe the listeners to CBS Radio's "World Music Festival" broadcasts. Word came up in the August 1953 issue of Seventeen. It gives Mr. Webster new word for his next edition.

★

THE WINNERS OF THE softball contest are possessors of the Van Konynenburg Annual Trophy, a handsome gilt wooden shoe. The softball game is to be an annual event, with the trophy each year going to the winning team. This gorgeous, golden sabot, as one wit put it, will annually return to WCCO Radio from force of habit.

★

FRIENDS ARE ASKING Jack Lucas to explain his explanation of the revolting color scheme of the necktie he wore one day not long ago. "I bought it from a blind man," Lucas remarks.

★

SITTING IN FOR Dayton reporter Joyce Lamont on the "Musical Chimes" program during Joyce's August vacation in northern Michigan was Meg Kingbay, who has taken over for Joyce on other occasions, and who is one of the Showboat dramatic players on "Gluek's Showboat," heard 7:30-8:00 p.m. Fridays.

★

ALUMNI WHO HAVE visited us in recent weeks include Ralph Backlund, former news staff member, now a producer with CBS Radio Department of Public Affairs, New York; Marilyn Stevens, erstwhile general office charmer, now working for Leo Burnett Co., Inc., Chicago; Laura Mueller, onetime traffic dept. doll, now a housewife and mother-to-be; Marcia Daughtry, formerly of our promotion dept., now secretary to CBS-Columbia Vice President Lou Hausman; housewife and mother-to-be Renee Meyers Walstrom, former secretary to news chief Jim Bormann; Marilyn Meyers Curtis, sister of Renee, housewife and former general office secretary; Harriet Johnson Hallberg, housewife, mother and former general office aide; former WCCO Radio page boy Bob Kafski, more recently of the KNX-Hollywood staff, who was in town on furlough from the army.

★

A CERTAIN PERSONALITY on WCCO Radio, in an effortless effort to achieve some kind of distinction, included the following prospect in a weather forecast: "Pair and pleasant."

★

CREDIT MISCHA BREGMAN with this worthwhile quote: "If everyone hung their troubles on the line and you had your choice, you'd choose your own."

★

PERMIT US TO introduce the newest member of our own promotion-publicity department. She's Lou McCrady. She's a Minneapolis native, a graduate of Washburn High and a former University of Minnesota student. She lived in Honolulu for about a year, where she worked as fashion illustrator on the Honolulu Advertiser. Our gain is the Radisson Hotel's loss, for Lou comes to us from a public relations post with that hostelry. She is industrious, gifted and charming, which we guess is about all we could ask for. What's more, she enjoys horseback riding, a talent she may be called upon to use anytime, the promotion racket being what it is.

★

HATS OFF TO Wendell Campbell, onetime WCCO Radio General Manager, who has just been appointed CBS Radio Vice President in Charge of Station Administration. Campbell was General Manager of KMOX in St. Louis before coming to WCCO, left WCCO to assume an executive post with CBS Radio Spot Sales in Chicago, later to Radio Spot Sales in New York.

DAD TAKES THE LOW ROAD



Maynard Speece, WCCO Radio Farm Service Director, gladly exchanged places with son Lonnie when they visited the Minneapolis Branch of the Oliver Diesel Tractor plant. Lonnie's behind the wheel of one of the many Oliver Diesel Tractors that Maynard talks about each Sunday, 9:00 to 9:15 a.m., and every Monday through Friday, 5:25 to 5:30 a.m., on his farm programs featuring interviews, news, market, weather and highway reports.

Slugger DeHaven



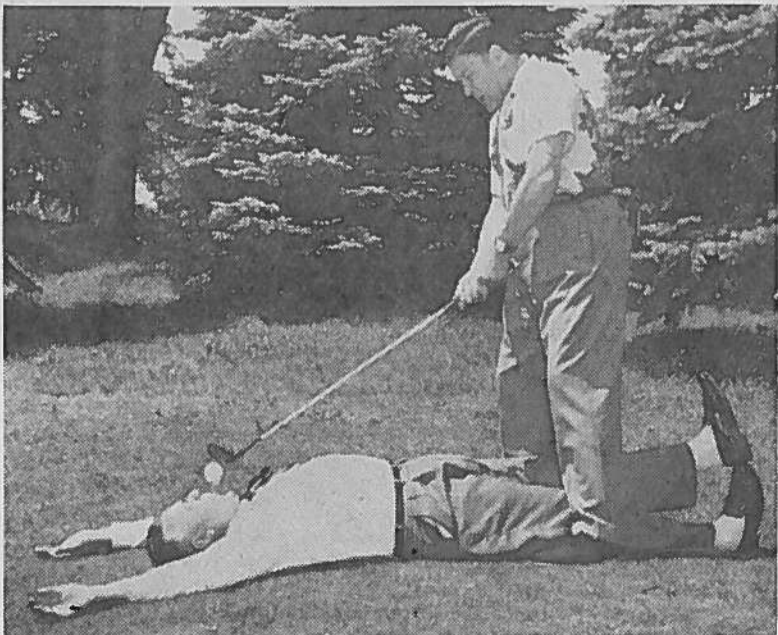
Milwaukee, 1933 . . . and in Mack Sennett style is our own Bob De Haven (center) and Don "Breakfast Clubber" McNeill (right) fighting it out with Coach Christensen. Our thanks to Ted Carpenter, Marquette University public relations chief, for the use of the photo.

Softball Champs



Members of the victorious WCCO Radio softball team which defeated the WCCO-TV squad in the first annual game between the two factions were, back row, left to right, Armin Furch, Gerald Uhrhammer, Larry Haeg, Phil Lewis, Bob Woodbury, Stew MacPherson, Jim Paul and Bob De Haven; front row, Jack Lucas, Biddy Bastien, Jack Huston, Barney Gross, Bob McKinsey. Score in the historic contest was WCCO Radio, 12; WCCO-TV, 6.

OUT OF BOUNDS



Golfdom will never return to normalcy if two WCCO Radio stars continue to show up on Twin City fairways. Bob De Haven (in tee position) has always been known to drive a hard bargain on the golf course, but it was Clellan Card who had a stroke of luck during the recent WCCO Golf Tournament at the Golden Valley Club. Guess who was tee'd off?

SEPTEMBER GIRL



Vivacious Barbara Britton, distaff star of CBS Radio's "Mr. and Mrs. North," wins the network's September Girl title for her eye-catching reminder that this is "back to school" month.

Here Comes the Showboat



Docking at that familiar address, Pier 830, each Friday night, 7:30, is Captain Bob DeHaven (right), Jeanne Arland and Burt Hanson. From the stage of the Gluek Showboat they bring you mirth, melody and dramatic highlights of life on the Mississippi.

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WITH
The Robin Hood Ramblers

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