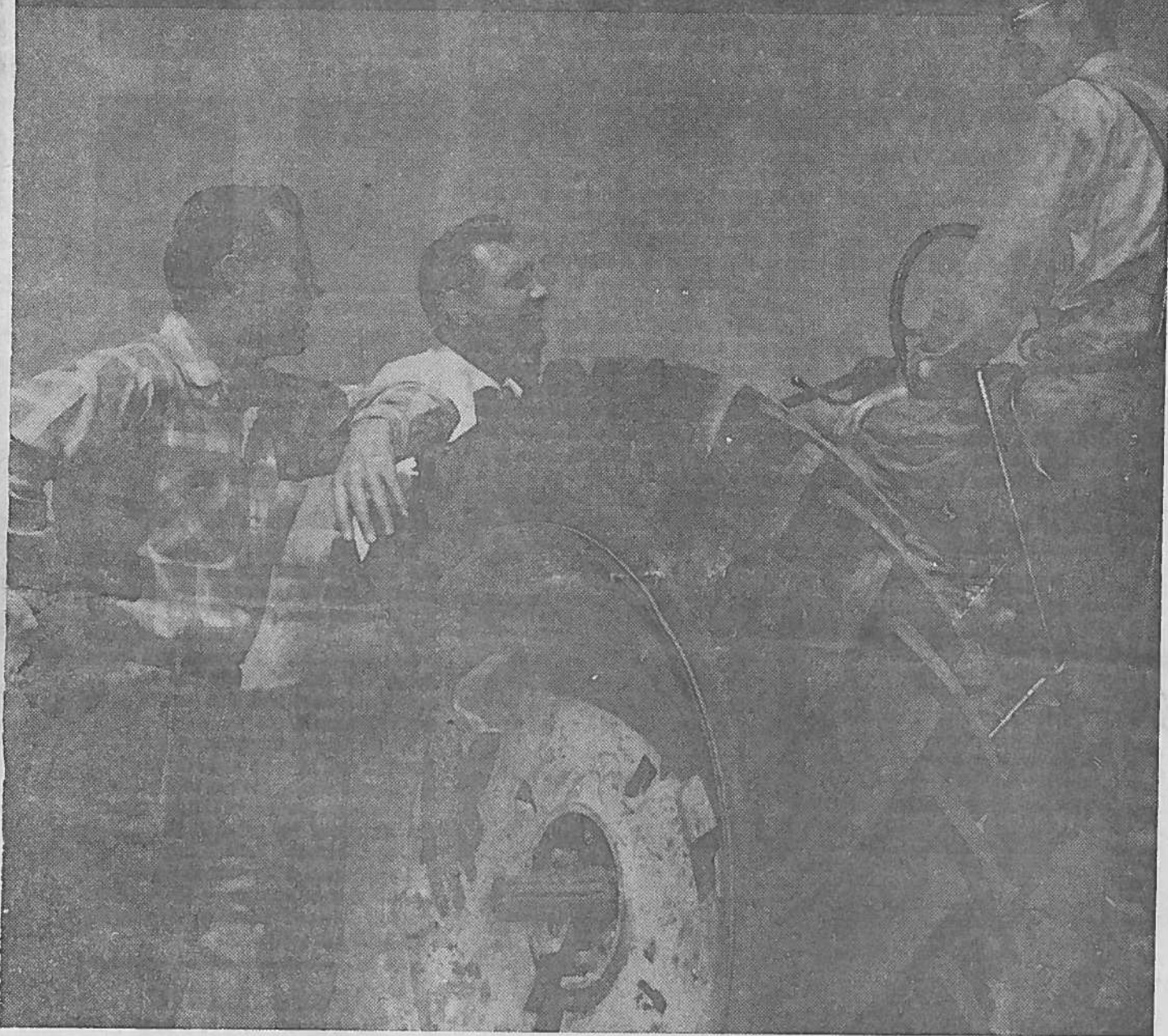


WCCO RADIO NEWS PARADE



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MINNEAPOLIS • ST. PAUL SEPTEMBER, 1958

WCCO Radio to Cover Gopher Grid Season

The Northwest's foremost sports reporting team is in top form and raring to get into action to bring University of Minnesota football fans top-notch coverage of the 1958 Gopher grid campaign on WCCO Radio.

The four stars of the WCCO team—Dick Enroth, Halsey Hall, Bernie Bierman and Sid Hartman—will be right there with the Minnesota eleven at home and away, beginning with the September 27 opener against Washington in Seattle and concluding with the November 22 game with Wisconsin at Madison.

Again this season, the play-by-play broadcasts—nine as usual—will be co-sponsored by the Prudential Insurance Company of America and the Variety Supply Co. for its 400 V-Stores in WCCO-Land. This marks Prudential's fifth consecutive season and V-Stores' third as sponsors of the Gopher broadcasts.

The action of each Minnesota game will be described by the Northwest's top

play-by-play sportscaster, Dick Enroth. Hall, a 30-year veteran of the sports beat who is renowned for his vast knowledge of football history, will handle the color and background commentary. Bierman, former Minnesota coaching great, will give WCCO listeners his expert analysis of the plays, and Hartman, noted sports authority and co-host with Enroth of WCCO's popular "Prep Parade" sports show, will interview football notables during the games.

Each Saturday's lineup of broadcasts includes the play-by-play account, the "Football Preview" and the "Football Review," half-hour features programs aired immediately before and after each game. Twin City Federal Savings and Loan Association, for the eleventh year in a row, will sponsor the "Preview" and "Review," featuring Enroth, Hall, Hartman and Bierman.

Another feature of the football lineup on WCCO is the "Football Scoreboard," broadcast each Saturday afternoon at



Enroth



Hall



Hartman



Bierman

5:45 with Dick Enroth as sportscaster. Sponsor of the program again this year is Cities Service Oil Co., which will also sponsor for the second season (and the program's third) "Prep Parade."

Jim Hill Emcees 'Parade of Power'

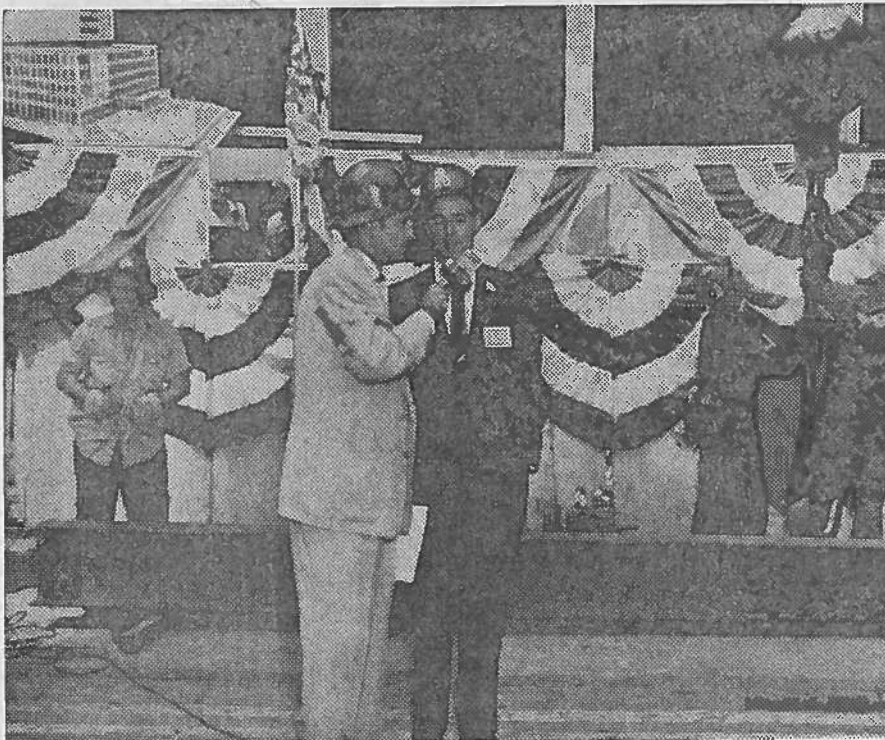
Besides his regular WCCO programs, Jim Hill, the station's Associate Farm Director, will be master of ceremonies of International Harvester's big "Parade of Power" on Machinery Hill at the Minnesota State Fair. Featured will be a showing of the new 1959 line of I. H. farm equipment and the famous four-tractor square dancé.

Half-hour performances are scheduled for 9:30 and 11 a. m. and 1:30 and 3:30 p. m. daily during the run of the fair.

In the past few weeks Hill has emceed the "Parade of Power" at St. Peter, Willmar and Redwood Falls, Minn.

International Harvester is now in its second year of sponsoring Hill's "Farm Service Review" Monday, Wednesday and Friday at 6:30 a. m.

"TOPPING" THE FIRST WITH THE 28TH



"TOPPING" THE FIRST. When the big day arrived for the erection of the steel framework for the 28th and top story of the new First National Bank building in downtown Minneapolis, WCCO's Gordon Eaton, co-host of the bank's 7:30 a. m. "First Bank Notes" program, was on hand to air a special program celebrating the important event. Here he is with Gordon Murray (right), the bank's president.

WCCO RADIO NEWS PARADE

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WCCO RADIO NEWS PARADE

WCCO to Install Radar Storm Warning System

The watchful eye of radar will be put on guard to pick out tornadoes and other storms for WCCO audiences.

WCCO will install the newest weather radar equipment atop the Foshay tower in Minneapolis. It will pin point storms in an area 300 miles wide around the Twin Cities.

The radar information will be carried to listeners on all WCCO weather reports and special bulletins will flash severe storm warnings from the new weather center.

The radar equipment will be put at the disposal of the U. S. Weather Bureau in the Twin Cities, which lacks this service.

The device can locate a heavy cloud 150 miles away. It can reveal tornadoes high in the air and track them as they move closer to populated areas. Trained operators can spot rain or snow formations within a half mile accuracy in the range of the equipment.

The equipment will be installed as soon as federal licenses are finally approved. Washington offices of the broadcasters said the approval is expected under FCC rules.

First reports will be made while the fall tornado season is still active, and fully-trained crews will be on guard with the equipment before the first winter storms strike.

Special monitoring lines will run from

the top of the tower to WCCO Radio master control in Minneapolis. The news bureau will be able to switch the radar reports into any broadcast.

This device also will be used by WCCO Television, states F. Van Konynenburg, executive vice president of Midwest Radio and Television, Inc., which owns WCCO Radio and WCCO Television.

"People have long needed this service," he said, "and meteorologists have requested it for weather stations at Sioux Falls, S. D., and Minneapolis. Until the government provides those facilities to meteorologists, we will make ours available to the weather bureau as a public service."

"This will give more detailed information to our audiences than is now available from standard forecasting and warning services," Mr. Van Konynenburg added. "It is an addition to our flash warning and reporting services, but it is not a substitute for the already very excellent service from the weather bureau stations in our region."

"In offering our facilities to the official meteorologists here, we hope to help everyone get better weather information, and to the extent that the weather bureau wishes to use our facilities, we shall be happy to see the information widely relayed."

→
Here is where WCCO's radar storm warning system will be located on the Foshay Tower, the tallest building in the Twin Cities.



ON THE COVER

WCCO Farm Team Keeps Close Tab On NW Agricultural Pulse

Two of WCCO Radio's busiest personalities throughout the year are its Farm Service Director and Associate Director Maynard Speece and Jim Hill. (In the front cover picture, Maynard is at the left, Jim is in the center.) But they're especially busy right now with the Minnesota State Fair in full swing and the WCCO Radio-co-sponsored Plowville just a few days away.

As will be noted from the program schedule in this issue, both Speece and Hill broadcast several of their regular WCCO programs from the fair as well as the special Fair "Dairy Topics" program. In addition to that, they spend much of their time at the fair grounds talking to farm-minded fairgoers from

the length and breadth of WCCO-Land, meeting old friends, making new ones and getting in a lot of valuable "shop talk" about farm conditions in the area.

Why does WCCO Radio maintain a full-time farm service department? The answer is simple. Farming is big business in the Northwest area served by WCCO Radio. Within the station's 114-county basic service area, agriculture is indeed the number one industry . . . involving 231,900 farm families with an annual gross income of \$1.7 billion.

In the past three decades of astonishing progress on Northwest farms, WCCO Radio has been giving the farmer a helping hand at every turn through its Farm Service Department, a model for stations

throughout the nation.

Under the direction of Maynard Speece and Jim Hill, the Farm Service Department presents more than 50 broadcasts each week, supplying farmers with vital marketing and weather information along with valuable counsel on new agricultural methods and developments. Speece and Hill also have become the farmer's personal friends by taking part in farm projects, making dozens of personal appearances throughout the area and playing a prominent role each year at the State Fair.

Speece came to WCCO Radio as Farm Service Director in 1952 with a long background of experience in the agriculture information field. Born and raised on a northern Minnesota farm, he has served as a county agent, member of the University of Minnesota agricultural extension service staff and with the U. S. Department of Agriculture office of information in Washington. He has been

(Continued on Page Seven)

WCCO Radio Heads For State Fair; 36 Programs to Originate There

It's State Fair time again in Minnesota. Not only is this fair bigger and better than ever, but it's a special fair this year . . . a Centennial fair, celebrating for the entire ten days of the exhibition (August 23 to September 1) Minnesota's centennial of statehood.

As always, WCCO Radio and its host of personalities and programs are right in the midst of the fair activity. It's easy to find the WCCO Radio booth, for when friends say "Meet me at the fair," nine times out of ten they mean "Meet me in the rotunda of the Agriculture Horticulture Building at the main entrance to the fairgrounds." And that's just where the WCCO Radio booth is . . . right at the edge of the rotunda.

Again this year favorite WCCO personalities will be on hand at the booth every morning and afternoon to meet visitors and to hand out complimentary copies of "News Parade," and pictures of WCCO artists in a "Lucky Number Photo Album."

As a special attraction to fairgoers, WCCO has its famous "Open Mike" set up at the booth. Not only will fairgoers have a chance to voice their opinions into the "Open Mike," but they'll have a chance to vote on special questions of popular interest.

Just as the Minnesota State Fair is saluting Minnesota's centennial of statehood this year, so is WCCO Radio. On display and for sale at the WCCO booth will be the long-playing phonograph records being made of the popular "Minnesota Milestones" series of broadcasts WCCO is originating throughout the year. These hour-long broadcasts on the first Sunday (1:00 p. m.) and third Wednesday (8:00 p. m.) of each month highlight and recount the historic, cultural and economic development of Minnesota. Sponsored by Twin City Federal Savings and Loan Association, the series features Bob DeHaven, Cedric Adams and Dr. E. W. Ziebarth as narrators.

Lucky Number

Be sure to save your "Lucky Number Photo Albums" because during September WCCO will be drawing many of the numbers you'll find on the back of the pictures . . . and there are lots of interesting prizes just waiting for the lucky number holders. YOU could be a winner, so keep tuned to WCCO and keep your "Lucky Number Photo Album" handy.



DeHaven



Adams



Merriman

There are still four "Minnesota Milestones" broadcasts yet to come this year:

"The 32nd Star," the story of politics and government in Minnesota — Sunday, September 7; Wednesday, September 17.

"The State of Pleasure," the story of sports and recreation—Sunday, October 5; Wednesday, October 15.

"Sight and Sound," the story of communications — Sunday, November 2; Wednesday, November 19.

"Medicine Man to Miracle Drug," the story of medicine—Sunday, December 7; Wednesday, December 17.

A total of 36 regular and special WCCO broadcasts are originating directly from the fairgrounds during State Fair time. These will feature such top personalities as Cedric Adams, Bob DeHaven, Randy Merriman, Maynard Speece and Jim Hill.

Most of the programs, 26 to be exact, are aired from Lee Auditorium across the rotunda from the WCCO Radio booth in the Agriculture-Horticulture building. The Speece-Hill "Dairy Topics," a special State Fair feature sponsored by the Minnesota Dairy Industry Committee, originates in the Dairy Building, and the "Randy Merriman Matinee" originates from the WCCO Radio mobile unit.

Starting the broadcast day at the Fair is "Good Neighbor Time," an hour of variety entertainment with Bob DeHaven as master of ceremonies. The show also features the Red River Valley Gang, WCCO's popular vocalists and Wally Olson's orchestra. DeHaven makes a

daily trip into the audience with special gifts for people he interviews. At 12:00, WCCO's farm service director, Maynard Speece, will present his "Noon Farm Report" from the Lee Auditorium stage.

A leading attraction at the fair for many years has been the Cedric Adams "Noontime News" broadcast at 12:30.

State Fair Broadcast Schedule

SATURDAY

12:00-12:10 p.m.—"Noon Farm Report" with Maynard Speece, Lee Auditorium.
12:10-12:30 p.m.—"Good Neighbor Time," starring Bob DeHaven, Lee Auditorium.
12:30-12:45 p.m.—"Noontime News" with Cedric Adams, Lee Auditorium.
12:45- 1:00 p.m.—"Dairy Topics" with Maynard Speece and Jim Hill, Dairy Building.

SUNDAY

12:30-12:45 p.m.—"Noontime News" with Cedric Adams, Lee Auditorium.

MONDAY, WEDNESDAY, FRIDAY

11:35-12:25 p.m.—"Good Neighbor Time," starring Bob DeHaven, Lee Auditorium.
12:00-12:10 p.m.—"Noon Farm Report" with Maynard Speece, Lee Auditorium.
12:30-12:45 p.m.—"Noontime News" with Cedric Adams, Lee Auditorium.
12:45- 1:00 p.m.—"Dairy Topics" with Maynard Speece and Jim Hill, Dairy Building.
3:20- 5:00 p.m. — "Randy Merriman Matinee," from mobile unit.
5:25- 5:30 p.m.—"Jim Hill Reports," Lee Auditorium Control Booth.

TUESDAY, THURSDAY

11:35-12:25 p.m.—"Good Neighbor Time," starring Bob DeHaven, Lee Auditorium.
12:00-12:10 p.m.—"Noon Farm Report" with Maynard Speece, Lee Auditorium.
12:45- 1:00 p.m.—"Dairy Topics" with Maynard Speece and Jim Hill, Dairy Building.
5:25- 5:30 p.m.—"Jim Hill Reports," Lee Auditorium Control Booth.

WCCO RADIO NEWS PARADE

MAP OF MINNESOTA STATE FAIR GROUND

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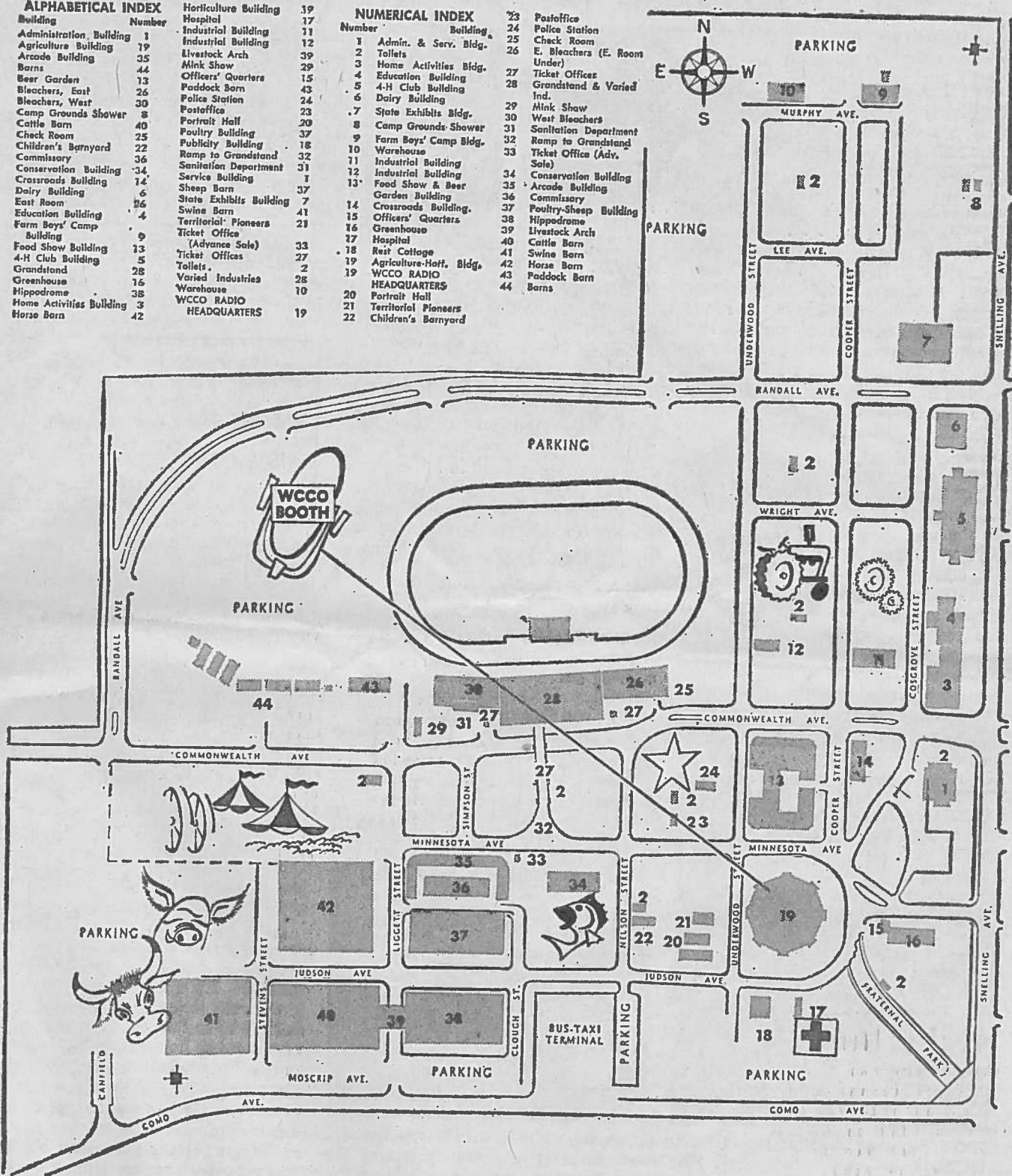
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On the Air with Johnny Dore



HERE AND THERE . . . Jergen Nash has just returned from a month's vacation and business trip to England and Scotland, brimming over with tales and melodies of the British Isles. He's been letting everyone in on the high-points of his trip via his evening "Jergen Nash Presents" show. . . . Chafing at the bit and ready for that long-awaited trip to balmy Hawaii is Gordon Eaton (hasn't Minnesota been balmy enough for you this summer, Gordon . . . but, of course, we have no sea breezes). For awhile he was worried about where to store the children, but now he's got that problem licked by importing a baby sitter from Florida (his sister).

Dr. E. W. Ziebarth, WCCO Radio news analyst and University of Minnesota faculty member, is now on the other side of the Iron Curtain. With 11 other Minnesota educators, members of a study seminar which has been surveying Russian problems for many years, he is now conducting an on-the-spot survey of Russian education, business, governmental and other institutions.



Ziebarth

While in Russia, Dr. Ziebarth will be

originating programs for broadcast over WCCO Radio.

The Hill Family Foundation of St. Paul made it possible for the group to take the month-long trip.

NEWS FROM THE NEWS BUREAU . . . Bob Weatherall is now senior news writer in the WCCO Radio News Bureau, succeeding Hugh Smith, who resigned August 1.

VISITORS . . . WCCO staff members, gathered in Studio One for a meeting the other day, had the pleasant opportunity of meeting the one and only "King of Jazz," Paul Whiteman, who was visiting WCCO. In town for an appearance with the Minneapolis Symphony Orchestra, the Maestro also appeared on Cedric Adams' "As You Like It Program" the night before the concert. . . . In the Twin Cities in time for the big Minnesota State Fair will be 12 members of CBS Spot Sales, who will be visiting the station and its personnel for a day before taking in the fair.

NAMES IN THE NEWS . . . Bob DeHaven has been appointed to the Minneapolis Public Welfare Board . . . Research Director Mary Paul is co-chairman of the Advertising Federation of America national convention to be held in the Twin Cities in 1959.

ANNIVERSARIES . . . WCCO Radio

begins its 35th year on the air in early October . . . the Salt Lake City Tabernacle Choir (Sunday, 11:30 a. m.) is nearing its 26th anniversary on the air . . . the E. Power Biggs organ recital (Sunday, 11:05 p. m.) is almost 16 years young, with the "F. B. I. in Peace and War" (Sunday, 4:30 p. m.) just a year younger . . . Amos 'N' Andy Music Hall (weeknights, 8:05 p. m.) is now completing its fourth year though Amos and Andy have been familiar voices on CBS since 1928!! . . . With the daytime dramas, "Young Dr. Malone" (weekdays, 1:45 p. m.) is in its 19th year, a real youngster compared to "Ma Perkins" (weekdays, 1:30 p. m.) and "The Romance of Helen Trent" (weekdays, 12:45 p. m.), both in their 26th years . . . and don't forget popular Lowell Thomas, now in his 29th year on the air.

Hello-

This Is

Allen Gray



State Fair time again. You know, I think one of the high spots of any person's life is the first time he or she attended a State Fair. My first such experience was with the Iowa State Fair in Des Moines (on which the movie "State Fair" was based). All the fabulous animals . . . especially the horses . . . impressed me greatly. It seemed impossible that there could be such widespread difference between the dowdy animals to which I was accustomed and the masterful things of beauty, with their ribbons and sleek coats which were being exhibited.

I also have been impressed by the green things brought in for display. That apples could be so red, the long golden ears of corn, the beauty of the gladioli and flowery friends.

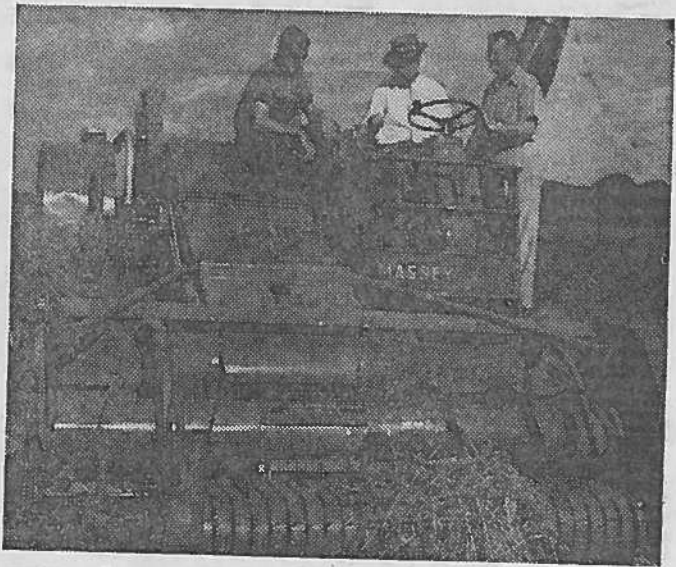
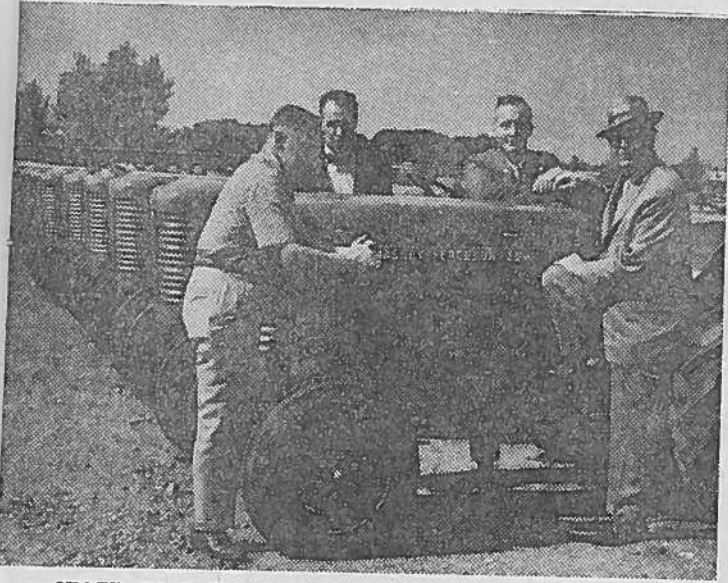
Now of course, State Fair means something else. It means the same to A. Gray as it does to all the WCCO personalities. It's a chance for you to see if we really look the way we sound . . . and for us to find out from your telling us you listen; how tremendous is the responsibility we hold in being your radio companion.

Many of the fine products which have consistently used us to tell you of their merits are being displayed all over the Fair grounds. They are Hills Bros. Coffee, Breeze, Home Brand Preserves, Armour Franks, Libby's Baby Food, Ball Fruit Jars, Rain Drops and Diaper Sweet.



FROM highway construction in Wisconsin to dam building in South Dakota, WCCO Radio covers the whole Northwest to keep listeners on top of the news. At left, WCCO's news director Jim Bormann interviews one of the workers on the federal super-highway construction near Menominee, Wis. At right, Gordon Mikkelson covers the "grand opening" of the huge Oahe Dam near Pierre, S. D., where the wild Missouri River was tamed.

WCCO RADIO NEWS PARADE



STATE FAIR TIME is always a prime opportunity for manufacturers to show off their latest models. WCCO's farm service director, Maynard Speece, didn't wait until then before he got first-hand information on two of his sponsor's latest developments.

Above (left to right) he checks over the new Massey Harris "65" tractor with Bob Larson, Massey Ferguson sales promotion manager; Larry Haverluck, Massey Fer-

guson sales manager; and Mel Cook, Minneapolis branch office manager for Massey Ferguson.

Then he turned his attention to the Massey Ferguson combine with Roger Bongard, Massey Ferguson dealer at Chanhassen, Minn., and Mr. Cook.

Massey Ferguson, Inc. sponsors Maynard Speece's "Farm Topics" program, Tuesday and Thursday at 6:00-6:15 a. m.

More Sponsors Sign For Newscast Time

Two more news-minded advertisers—F. C. Hayer Co. and International Nickel Co.—have joined the ranks of WCCO Radio program sponsors in the past few weeks, it has been announced by General Sales Manager Phil Lewis.

F. C. Hayer Co. of Minneapolis, Northwest distributor for RCA Victor and RCA Whirlpool products, presents Cedric Adams' "Nighttime News" two nights per week rotating on a Sunday through Friday basis at 10:00-10:15 p.m.

International Nickel Co. has assumed sponsorship of "WCCO-Land Weather Roundup" with Bob DeHaven at 6:55-7:00 a.m. Monday through Saturday for 52 weeks. International Nickel will alternate sponsorship three days each week.

Also announced were the following August renewals:

Doughboy Industries, Inc.—Maynard Speece's "Farm Topics" Monday, Wednesday and Friday at 6:00-6:15 a.m., also Speece's "Noon Farm Report" Tuesday, Thursday and Saturday at 12:00-12:10 p.m.

Midland Cooperatives, Inc.—"Farm Service Review" with Jim Hill on Tuesday, Thursday and Saturday at 6:30-6:45 a.m., for 52 weeks.

Pioneer Hi-Bred Corn Products—"Noon Farm Report" with Maynard Speece Monday, Wednesday and Friday at 12:00-12:10 p.m., for 52 weeks.

Twin City Federal Savings and Loan Association—Cedric Adams' "5:00 O'clock News" two days a week at 5:00-5:15 p.m.

FARM SERVICE

(Continued from Page Three)

Minnesota Future Farmers of America. Hill became WCCO's Associate Farm

Service Director in 1954, only three years after he was forced to give up farming because of a tractor accident. He has been active in farm youth and general farm organization activities all his life and began his broadcasting career in 1952.

Larry Haeg, General Manager of WCCO Radio, founded the Farm Service Department in 1942 and was its director for 10 years. He was also the first president of the National Association of Television and Radio Farm Directors.

HOWDY DO says

LITTLE THINGS ABOUT THE BIG STATE FAIR

Not all the prizes here are for two thousand pound horses. In prize class 202, Bedroom Linen, under G73 you can win a prize of \$1.50 for tating the lace trim on a pair of pillow cases.

In class 292, Post Card Collection or Frames, third prize for G1044 subdivision is fifty cents each. The French would scarcely think this worthwhile.

Or, leaving out the catalog numbers, you might want to try to win the back or campaign button prize of \$1.50. An opportunity for your old Landon button, or, to keep the peace, your Al Smith Button.

The bees in the Agriculture-Horticulture building aren't so big . . . unless aroused!

Some of the hamburgers are kinda' small, too.

But of the biggest I can say this . . . the biggest live radio show in Minnesota is "Good Neighbor Time" which you can see and hear daily over in Lee Auditorium in the Agriculture-Horticulture Building. And the biggest kid on the stage will be . . . Bob DeHaven.



Bob De Haven

'Plowville 1958' Will Take On Centennial and Election Air

Hard on the heels of the Centennial edition of the Minnesota State Fair is the Centennial edition of the Minnesota Soil Conservation Field Days and Championship Plow Matches . . . popularly known as Plowville.

The biggest farm event of the year, Plowville will be held September 12-13 near Sanborn, Minn., under the sponsorship of WCCO Radio and the State Soil Conservation districts.

Representing WCCO Radio at the event, to be held on the Martin Lehne farm in southwestern Minnesota's Cottonwood County, will be Maynard Speece and Jim Hill, the station's farm service directors.

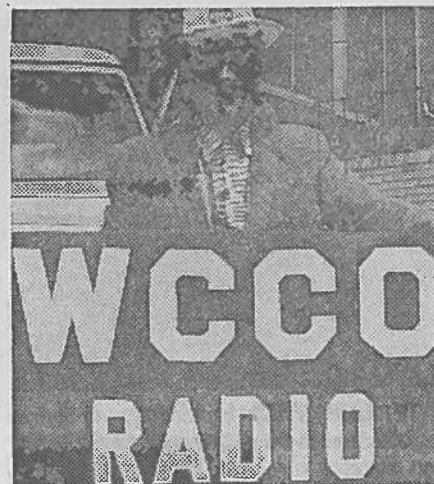
On Friday "Good Neighbor Time" with Bob DeHaven as emcee, the Red

River Valley Gang and 'CCO vocalists, will broadcast from Plowville at 11:35, as will Maynard Speece's "Noon Farm Report." At 12:45, U. S. Rep. Eugene McCarthy, of Minnesota will speak to the Plowville and WCCO audiences.

On Saturday, "Good Neighbor Time" and "Noon Farm Report" again will originate from Plowville, as will Cedric Adams' "Noontime News." At 12:45 Minnesota's U. S. Senator Ed Thye will be at the microphone, and at 1:15 he and Rep. McCarthy will air a rebuttal on the federal farm program.

Plowville highlights will include the state plowing contest, 4-H and FFA land judging, Queen of the Furrows competition and a series of conservation demonstrations and Centennial farm exhibits.

GOLF ANYONE?



WHY IS RANDY SMILING? Well, wouldn't you if you'd been privileged to broadcast your program . . . "Randy Merriman Matinee" weekdays at 3:15 . . . from two of the nation's top golf tournaments. In July it was the national Women's Open Golf Tournament, in August the Keller Men's Open Golf Tournament . . . both in the Twin Cities.

Home Service Is Big Mail Getter

One of the biggest mail-getters at WCCO Radio these days is Joyce Lamont who, in her capacity of Special Events and Home Service reporter, has received more than 8,000 pieces of mail since last December 1.

Most of the mail she receives are requests for the popular series of booklets and bulletins published by the Extension Service of the University of Minnesota.

What do WCCO listeners ask for the most? Joyce says the most popular bulletins have been "Refinishing Your Furniture," "How to Freeze Fruits and Vegetables," "Care of House Plants," "Home Laundering" and "Pictures — Selecting, Hanging, Framing."

Another large segment of her mail is devoted to announcements of forthcoming club, church, school, civic and other activities throughout 'CCO-Land. Many groups have come to depend on WCCO to help publicize their big doings for they have found that their attendance benefits greatly.

Joyce has been with WCCO Radio since 1947. She is co-host with Gordon Eaton of "First Bank Notes" heard at 7:30-8:00 a. m. daily except Sunday.

Joyce appears daily except Sunday on the "Howard Viken Show" and "Good Neighbor Time."



Cedric's Almanac

Highlights from Cedric Adams' "Morning Almanac of the Air," heard Monday through Saturday at 6:15 a. m.

Well, the doctors say there are too many overweight people, and traffic experts say there are too many fast drivers. That means most of us are exceeding two limits—speed and feed.

Someone has figured out it takes only 13 facial muscles to smile—but 47 to frown. So why isn't everyone laughing?

Revised definition: A beauty parlor is a place where women can let down their hair while it's being put up . . . Say, you men, here's a way to test how smart your wife is. Ask her how many of the 65 cuts of beef she can name. Most housewives can name fewer than 15.

Good advice for the road—if you want to live to be 90, don't look for it on the speedometer.

"Now listen here," said the judge to the couple in bankruptcy court, "why do you blame your financial difficulties on your neighbors?" "Well, you see, your honor, they were always doing something we couldn't afford."

Today's little thought: Laugh a little every day . . . it is the straight road to the best there is in life.

WCCO RADIO NEWS PARADE

Then there's the story about the kangaroo who visited a psychiatrist. "What's wrong with you?" asked the doctor. "I don't know," replied the puzzled kangaroo. "I just don't feel jumpy anymore." . . . Here's a thought for you: Because of the popularity of outboard motors these days, young men have forgotten how to paddle their own canoes.

Today's helpful hint: If you're doing any painting around the house, add one ounce of vanilla extract to a gallon of paint. You'll find it will cut that pesky paint odor.

A poll showed that 62 per cent of American men believe men are more moderate in their habit than women. But the same poll showed only 45 per cent of the women agreed . . . As if you didn't know, the average household consists of a husband who makes the money and a wife and kids who make it necessary.

When the grass looks greener on the other side of the fence, it may be they take better care of it over there.

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