SPECIAL 1953 STATE FAIR
FREE MAP OF STATE FAIR GROUNDS ON INSIDE PAGE

WCCO NEWS PARADE
MINNEAPOLIS-ST. PAUL
AUGUST 29, 1953

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

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

WCCO NEWS PARADE

WCCO Facilities Offer Fastest, Most Complete News Coverage

The recent round-the-world trip of CBS Radio News Director Wells Church focused 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 30 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 intercontinental 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 headquarters in New York, the benefits of his world news survey had begun to pay off for CBS news listeners. One outstanding example of news coverage from overseas by CBS foreign correspondents was the complete coverage of the truce signing in Potsdam, followed immediately by a roundup of world reaction reported by CBS correspondents in Washington, London, Paris and the U.N. And when earthquakes struck the Hawaiian 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 5:00 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 together make believable problems with a psychological twist. The program is heard 10-10:30 a.m. Monday through Friday. It is sponsored by Continental Baking Co., Inc., for Wonder Bread and Huntley Cake.

HOWDY DO SAYS

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, pumpernickel 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," starting Charlie Winninger. 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. Can'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 standstill just short of her property.

Actor Jay Novello of CBS Radio's "Lux Radio Theater" 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 KIEGLEY

JACK BENNY AND MARY
“Jack Benny Show” resumes September 13.

RAY MILLAND
“Meet Mr. McNulty” begins September 17.

MARILENE DIETRICH
“Time for Love” resumes September 3.

JEFF CHANDLER
Our Miss Brooks” resumes Oct. 4.

DIMITRI MITROPOLIS

“AMOS ’N’ ANDY”
“Suspenze” resumes September 27.

ELLIOT LEWIS
“Suspenze” resumes September 14.

Marlene Dietrich portrays internationally renowned singer Dame 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-Life Company’s “Suspenze” 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. McNulty” on the 8:4-8:30 p.m. “General Electric Coronet Hour.” Freeman Gooden and Charles Correll as “Amos ’n’ Andy” return to their 6:30-7:00 p.m. Sunday spot for Radio hits, October 4th finds “Our Miss Brooks” returning to its 5:30-6:00 p.m. Sunday time slot for Lux-Palmotive-Peet Co.; and Wally-Overland Motor Company’s “New York Philharmonic-Symphony” resuming its 9:00 Sunday afternoon concerts under director Dimitri Mitropoulos.

Neutral Feet

“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 forecasts 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 narration puts 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.

Neutral Shoes

NEUTRAL FEET and Neutral Shoes

Among the more neutral feet at the softball game between WCCO Radio and WCCO-TV were F. Van Koenen’s, Vice President and General Manager of Midwest Radio and Television, Inc., shared official duties with Board Chairman W. J. McNelly. For a view of the neutral shoes belonging to the neutral foots shown here, see photo elsewhere in this issue.

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

Tame Columnist

Art Linkletter, emcee of CBS Radio’s “People Are Fancying” and “House Party,” will write a daily newspaper column bearing the name of the radio show, starting the first of the year, The Columbia Broadcasting Syndicate, handling Linkletter’s literary work, says the Boston Globe and Philadelphia Bulletin are among the papers already signed to carry the column.

“People Are Fancy” is heard Tuesday at 7:00 p.m. sponsored by Amana Refrigeration, Inc., and the “House”Party time for Columbia 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 medal awarded the most of the Christopher, founded in 1945 by Father James Kelly, the organization’s director.

The award was made for the radio drama, “The Iron Mortar,” presented on CBS Radio Sunday, June 14, at a special half-hour, being the observance of the fifth anniversary of the Radio Dramatic Club. The drama, which told the story of four generations of a family, was performed, was offered as a salute to the dramatic art 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 in the song writers say it, 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 commisions a couple of years ago and they christened her with a goldplated. She froze in the stocks, and it took two days to get her off, she got stuck in the channel, 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 was inside the whole thing out of her. Next morning only her topmast were above the water.

We then those superstitions, but if you’re of a mind to get out and play under the moon, don’t blame the hobo-goblins.

BNEE’s and M.R.F.E.A.N.A.S.


Among the members you’ll try some of their fine products:

B & M BEANS

MURPHY FEEDS

HILLS BROS. COFFEE

KIRKLAND M. R. F. E. A. N. A. S.

LETTUCE & CARROTS

LADIES HOME JOURNAL

RINDS
On the Air with Johnny DeHaven

Dr. Kinsey would do well to cut a few answers on le femme from Walter Craven, host of the program "Wizard of Odds," who says women have a reputation for telling a good deal, but the odds 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, "eye-witness," to describe the listeners to CBS Radio's "World Music Festival" broadcasts. Word came up in the August, 1933 issue of Seventeen. It gives Mr. Webster new word for his next edition.

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

FRIENDS ARE ASKING Jack Lucas to explain his explanation of the revolving order scheme of the necklace he wore in 1933. He says it was due to his "blindness" to music.

SITTING IN FOR Faylen reporter Joyce Lamont on the "Mural Arts" program during Joyce's August vacation in northwestern Michigan was Jack Kirchey, who has taken over for Joyce on other occasions, and who is one of the Showboat dramatic players on "On the Air," heard 7:30-8:30 p.m. Saturdays.

ALUMNI WHO HAVE visited us in recent weeks include Ralph Backlund, former news staff member, now a producer with CBS Radio Division of Public Affairs, New York City; Morris Stonehill, erstwhile general office editor, now working for Leo Burnham Co., Inc., Chicago; Laura Musil, president of the public relations department, now secretary to CBS-Columbia Vice-President Louis Usmann; housewife and mother-to-be Marilyn Meyers Woltem, former secretary to news chief Jim Brezner; Marilyn Meyers Curtis, sister of Renee, housewife and former general office secretary; Harriet Johnson Hallberg, housewife, mother and former general office editor; former WCCO Radio page boy Fred Kaifel, now recently of the KNX-Hollywood staff, who was in town for funeral from the army.

A CERTAIN PERSONALITY on WCCO Radio, an ever-lovable effort to achieve some kind of clarity, included the following prospect in a weather forecast: "Fair and pleasant."

CREDIT MISHA REGAN with this worthwhile quote: "If everyone hurled 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 production-publicity department, Sue McCrady, a Minneapolis native, a graduate of Washburn High and a former University of Minnesota student. She lived in Honolulu for a year, where she worked as feature editor for the Honolulu Advertiser. Her goal in the Radioue Hotel's lass, for Lou comes to us from a public relations post with that bureau. She is resourceful, glib and charming, which we guess is about all we could ask for. She's mine, she enjoys house-keeping, a talent she may be called upper to use anytime, she is the present rocket racing with what it is.

HATS OFF TO Wendeell Campbell, erstwhile WCCO Radio General Manager, who has just been apporinted CBS Radio Vice-President in charge of Station Administration. Campbell was General Manager of KXAN in St. Louis, prior to coming to WCCO. He is to become an executive post with CBS Radio Sales in Chicago. He leaves the Radio Sales in New York.

DAD TAKES THE LOW ROAD

Maywood Space, WCCO Radio Farm Service Director, gladdly exchanged plows for pen when he visited the Minnesota branch of the Oliver Diesel Tractor plant. Louise's behind the wheel of one of the many Oliver Diesel Tractors that Maywood talks about each Sunday, 9:00 to 9:15 a.m., and every Monday through Friday, 6:25 to 6:30 a.m., on his farm programs featuring interviews, news, market, weather and highway reports.

Dad Takes the Low Road

 Slugger DeHaven

Softball Champs

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

Vivacious Barbara Britton, deaf star of CBS Radio's "Mr. and Mrs. North," won the network's September Girl title for her eye-catching resemblance that this "in school" month.

Here Comes the Showboat

Docking at that familiar address, Pier 830, each Friday night, 7:30, is Captain Bob De Haven (right), Jeanne Archard and Bert Hansen. From the stage of the Showboat they bring you merry, mirth and dramatic highlights of life on the Mississippi.

Join the Fun on the Robin Hood Show

Starring George Morgan

With The Robin Hood Rambler

Welsh Poodles Willows and Sweet Georgia Brown

WCCO

Mon-Wed-Fri

4:30 PM

Brought To You By...

Robin Hood Flour

THE OUTLAW OF BOUNDS

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