

*Mrs. R. Dean Johnson.  
Maybe you remember her on  
campus as Beatrice Thraikill.*



## Woman at Work



*In Paris, Bea tapes interview with Christian Dior, the dress designer. On her 1955 European junket Bea sent home 46 taped programs and film material for 58 telecasts. As head of a second radio-television tour, she'll be in Moscow for May Day.*

Any discussion of Bea Johnson logically centers on the breadth and variety of her activities. Afterward, two questions remain: How does she get so many things done? How does she do them so well?

As director of women's activities for Kansas City's KMBC-TV (as well as KMBC-KFRM) she has won national honors for her work. To Bea Johnson, homemaking also is a career, and she works hard at that, too. Her home is the proving ground for many of the ideas passed along to afternoon audiences watching her "Happy Home" show. Bea also manages to fill numerous speaking engagements and to serve various professional groups. In recent years, lest she run out of things to do, she has taken to arranging and conducting European tours.

This year the Bea Johnson Radio-Television Tour will again be in Europe, and the four-week itinerary includes a May Day visit to Moscow.

On the Missouri campus, where Bea won a B.J. in '32, her tremendous energy got an early test through three years of work with the Missouri Student and the Missouri Workshop, plus a year with Showme.

Beatrice Thraikill might not have come over to the University from Warrensburg if it hadn't been for R. Dean Johnson. He was a fellow student at Central State, and her first date. She was so much impressed that her family deemed it wise that she transfer to another campus to forestall a too-early mar-

*BBC turns the tables on the visiting radio-TV group, and Bea is interviewed during her stay in England. The Americans were entertained at a garden party given by the Queen Mother.*



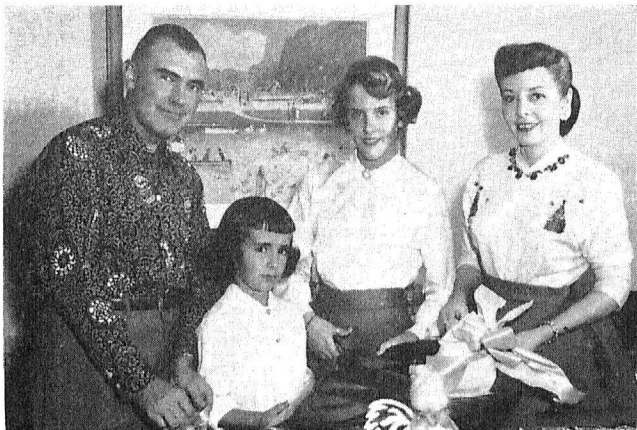
*Bea Johnson and American photographers in courtyard of Palais des Nations at Geneva immediately after the historic picture-taking of the Big Four. She was one of two women in radio and television in America to be given White House credentials to cover the conference; later four women in her group received press credentials in Geneva. Russian newsmen at the conference invited the American junketeers to include Moscow in their forthcoming tour.*



*Lady Astor, visited by Bea in England. Bea and her party of seventeen broadcasters, writers, and telecasters enjoyed tea at the Houses of Parliament.*



*Dean Johnson was Bea's first date; they've been married twenty-three years. Their daughters are Jill, 11, and Becky, 15.*



riage. But after graduation she got her man and she's been Mrs. Dean Johnson for twenty-three years.

Missouri alumni leaders in the Kansas City area are aware of Bea's ability to get things done. That's why she was asked to handle radio and television publicity for the first All Schools Reunion banquet held last April. She arranged for more than a score of radio and television appearances, all plugging the banquet. Attendance exceeded 750. Bea is a member of the Board of Directors of the M. U. Alumni Association in Kansas City.

She is the only woman broadcaster ever to be elected to the board of directors of the Advertising Federation of America, and to be elected chairman of the board of Gamma Alpha Chi, national advertising fraternity; she holds both positions now. She served twice as national president of the fraternity.

Starting her career with KMBC in 1936 as "Joanne Taylor," Bea has been a top broadcaster since. Her daily television program reflects her tireless participation in community, national, and international affairs. The basic ingredients of "Happy Home," however, are a down-to-earth realism and sincerity and

*On her popular "Happy Home" show Bea interviews folks from the local scene and visiting celebrities. She has won national awards for outstanding public service in her community.*

a successful housewife's offering of practical ideas in home decorating, cooking, and entertainment. She has made nearly 3,000 broadcasts and her program consistently achieves top ratings.

In 1954 she won three national awards: McCall Magazine's Golden Mike as the top broadcaster for community service; the Zenith Television Award for television excellence; and the Ohio State Award for the outstanding program directed to women.

If Bea had her way she'd spend all her time before the cameras talking of her family; the activities of daughters Becky and Jill furnish ample material. One regret is that her work projects her into the spotlight while her husband, equally successful in his business, stays in the background. Dean is sales supervisor for Procter & Gamble and active in community affairs. But she's pleased at the way her daughters feel about it. She overheard Jill talking over the phone with a friend who wondered why Dean wasn't on TV too. "Why," Jill answered, "he makes more than Mother does, and he's ten times as smart." Bea thinks this is the best bit of eavesdropping she ever did.

