



KMBC

Kansas City's

SPORTS STATION

presents

The Biggest Build Up

Ever Given a Sports

Commentator in the

Middle West!

K

M

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KANSAS

CITY



HERE'S THE COMMENTATOR - WALT LOCHMAN

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KANSAS  
CITY



# General Mills, Inc.

CHAMBER OF COMMERCE BUILDING  
MINNEAPOLIS, MINNESOTA, U.S.A.



Mr. Walt Lochman  
Radio Station KMBC  
Kansas City, Mo.

Dear Walt:

The 1940 baseball season is now largely a matter of record and pleasant memories, but before all vestiges of it have passed, I want to take this opportunity of expressing our appreciation for your work on the Wheaties baseball broadcasts during the summer months.

I know that once again you have turned in another top-notch season from both a play-by-play and commercial standpoint. Art Lund of Knox Reeves has kept us well advised of your job through his regular reports, and they would indicate that the Lochman standard of baseball broadcasting continues to rise. Your willing cooperation with the General Mills office there, and the Kansas City ball club, are also to be commended. I can assure you it was a source of real pleasure to know that each day throughout the season Walt Lochman was turning in a consistent, high standard broadcast that conveyed sincerity and interest to your many thousands of Kansas City fans.

On behalf of both General Mills and myself, I want you to accept our sincerest thanks and to know of our real appreciation for a swell season of broadcasting.

Incidentally, congratulations on that splendid rating you made in the Sporting News poll!

To you, our best regards and lots of good luck -

Cordially yours,  
GENERAL MILLS, INC.

*C. S. Sampson*  
C. S. Sampson  
Advertising Manager

CSS:MW

Here's the BUILD UP . . .

Six full seasons of play-by-play baseball right here in Kansas City (more than 900 games)

Three full seasons of Big Six Football (28 games)

With 1940 Season sold to Ford Dealers Association (9 games) for second year to begin Sept. 28!

Three full seasons of ice hockey final periods of home games (44 games)

PLUS

A full half-hour blow-by-blow boxing commentary every week this winter . .

And a full half-hour of play-by-play basketball, Naismith League, every week this winter!

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Fan promotion in scores of personal appearances by Walt Lochman before civic clubs, boys clubs, organizations of all kinds - totalling hundreds of sports fans!

Name publicity daily all over the dial on KMBC!

Publicity of a whole season of American Association baseball in two metropolitan newspapers, the home club a pennant winner!

K

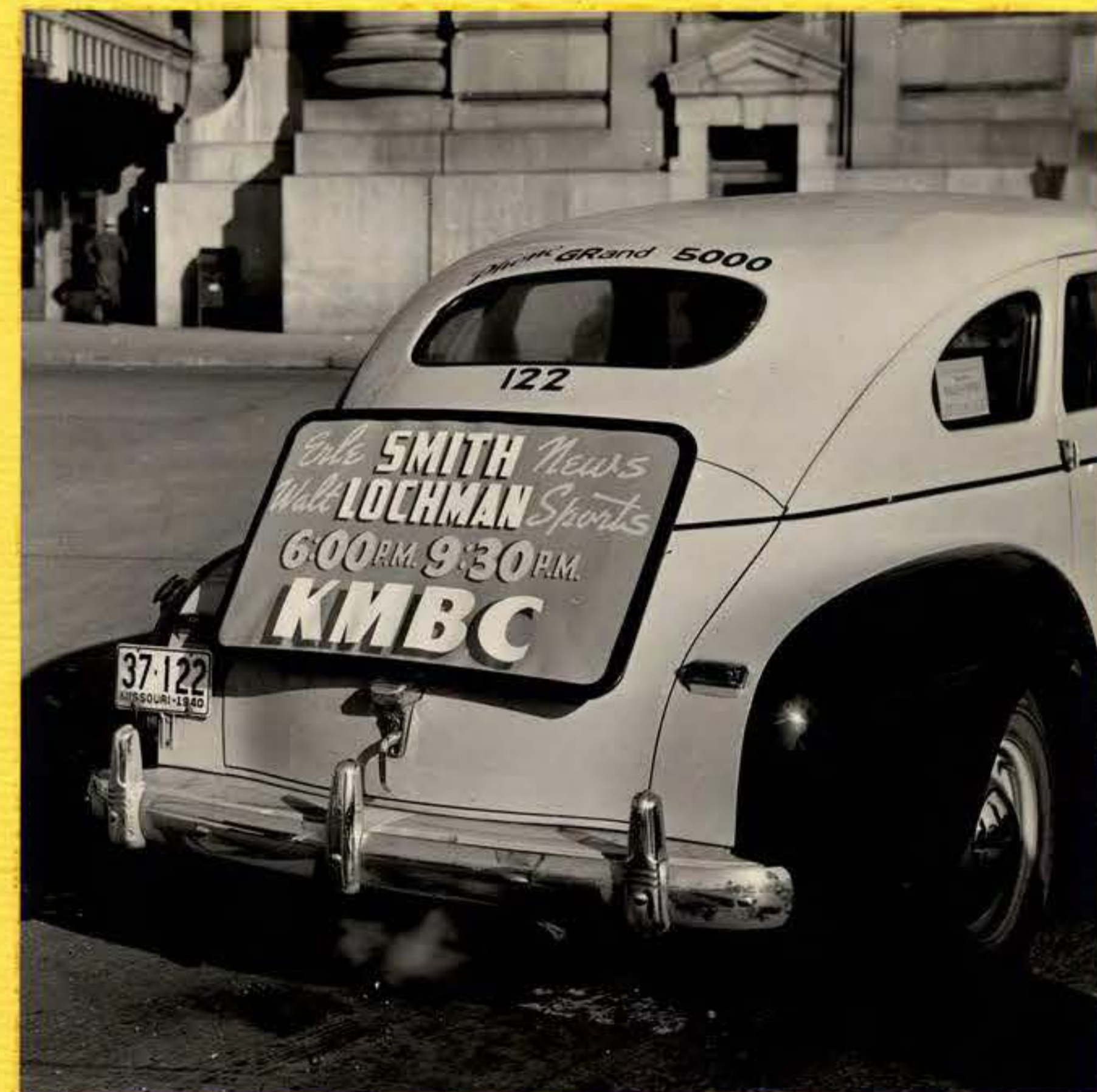
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KANSAS  
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Display advertising in frequent  
showings on the tire covers of  
275 Yellow and Terminal Cabs in  
Kansas City . . .



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Climaxed in the  
Name Promotion of two peak-audience  
KMBC Sportscasts by Walt Lochman,  
spotted immediately following the  
day's most important KMBC Newscasts

by Erle Smith:

6:10 PM

9:40 PM

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WALT LOCHMAN was a  
Pioneer in Baseball Broadcasting . . .

In the spring of '35 he contacted Johnny Kling, owner of the Kansas City Blues, and requested permission to broadcast one Home Stand (ten games) on condition that if the attendance dropped off he would discontinue.

At that time the broadcast crowds were around 2,000.

At the end of the tenth broadcast  
WALT LOCHMAN drew 18,000 to a Sunday  
game!

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Ever since, WALT LOCHMAN'S name  
has been a MAGIC DRAW!

AT THE BALL PARK:

1934 -- No broadcasting, less  
than 100,000 paid.

1935 -- First year of broadcasting,  
more than 200,000 paid.

1936 -- Winner First Prize in Nation-  
wide Baseball Announcer Popu-  
larity contest, with 600,000  
votes!

1938 -- Winner Trophy given by George  
Trautman, President American  
Association for Drawing Largest  
Crowd on Radio Appreciation  
Night!

1938 -- Fourth and  
& Fifth season of broadcasting,  
1939 -- MORE THAN 300,000 PAID!

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KANSAS  
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ON THE AIR:

February 20 - 24, 1939 - Mon. thru  
Fri., 6:10 to 6:15 PM

KMBC - Walt Lochman - 47%  
- 18%

WDAF -  
Moment Musicale, M.F.  
Jackson Co. Medical Society, Tues.  
Kansas City Bar Assn., Wed.  
Brotherhood Prog. of  
Christians and Jews, Thur.

WREN - - 2%  
Readings, Robt. Calderwood, Tues.  
K.U. Glee Club, Wed.  
Physical Education for  
Health, Thurs.  
Variety Program. M. F.

KCKN - - 11%  
Dance with America

Others - 22%

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KANSAS

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ON THE AIR:

February 20- 24, 1939, Mon. thru  
Fri., 9:40 to 9:45 PM

KMBC - Walt Lochman - 58%

WDAF - - 36%

Easter Program, M.  
Uncle Ezra, Tu. and Fri.  
Kay Kyser, Wed.  
Kraft Music Hall, Thurs.

WREN - - 3%

Inside Story, Tu.  
Political Speech, Wed.  
Easter Program, Thurs.  
Golden Theatre, Fri.

KCKN - - 0%

Others - 3%

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ON THE AIR:

June 19 - 25, 1940,  
5:55 to 6 PM

24% of all radio sets on . . .

KMBC - Walt Lochman - 51%

WDAF - Cavaliers - 10%

WHB - Little Orphan Annie- 5%

All others (4 stations) - 34%

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KANSAS

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Here's the way WALT LOCHMAN  
stole the audience for Big 6  
Football in 1939:

Saturday, Nov. 18, 1939  
1:30 to 4:45 PM

The important

M.U. vs. Oklahoma Game

For the Big 6 Title . .

Carried by NBC Red, coast-to-  
coast, Fort Pearson announcing . .

Also by CBS Columbia, coast-to-  
coast, Ted Husing announcing . .

Plus the Iowa vs. Minnesota  
Game on Mutual . . .

In the face of this competition

WALT LOCHMAN

on KMBC

had

43%

of the audience for the  
entire 3 hours and 15  
minutes of the broadcast!

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Saturday, Nov. 25, 1939  
1:30 to 4:45 PM

Missouri U. vs. Kansas U.

This is the big inter-state game  
for which both teams point all  
season . . .

Carried by two other major stations  
in the area . . .

Another Big 6 Game, Oklahoma vs.  
Nebraska, was carried on a third  
station in Kansas City . . .

In the face of this competition  
WALT LOCHMAN  
on KMBC  
had  
49%

of the audience for  
the entire 3 hours  
and 15 minutes of the  
broadcast!

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KANSAS  
CITY

# THE SPORTING NEWS

## More Drastic Action in Levying \$2,500 in

### Red Barber of Station WOR, N. Y., Wins Outstanding Baseball Announcer Award for Work at Brooklyn

Moved From Cincy to Flatbush, Carrot-Topped Broadcaster Builds Up Big Audience

By EDGAR G. BRANDS

THREE baseball announcers were outstanding in their work on the air the past season, according to the consensus, gathered by The Sporting News from many sources as a basis for its annual award to the broadcaster who had contributed most to the game and to the radio, attracted largest following and demonstrated unswerving ability as a baseball reporter and knowledge of the game. They were: Red Barber of Station WOR, New York; Frankie Frisch of the Brooklyn Dodgers; and Bob Elson, WGN, giving play-by-play counts for both Chicago clubs.

A number of other broadcasters, especially high in public and critical estimation, were also mentioned. Included were: France Laux, KMOX, St. Louis; O'Hara, KWK, St. Louis; Harry Grizzard, WCAU, Philadelphia; Billy Dyer, WCAU, Philadelphia; Harry Hartman, WCPD, Cincinnati; George Higgins, WTCN, St. Paul, Minn.; Earl Harper, WNEW, New York; Walt Lochman, KMBC, Kansas City; Don Hill, WAVE, Louisville; and Herman Grizzard, WLAC, Nashville, Tenn. Many others also had numerous supporters.

Both Barber and Frisch drew especially difficult assignments. Barber in a community strange to him; Frisch in a job completely new to him after years on the diamond, and as successor to Fred Hoey, well-known announcer in the New England area, whose retirement was followed by unusual demonstrations in his favor by many followers. Elson long has been popular in Chicago and his assignment to the World's Series by the Mutual Broadcasting System, the lone network to carry the fall classic, enhanced his national recognition.

Work Helped Boost Attendance. Harper, over WNEW, filled the dual role of reporting both the Jersey City and Newark games, helped to increase the attendance of both clubs and was such an impartial reporter that no fault could be found with his descriptions by fans in either city.

The American Association had three unusually excellent broadcasters in Lochman, Hill and Higgins. The last-named has been in the forefront of minor league mike artists for several years, contributing many promotional ideas and increasing the already-extensive audience he created in the Northwest. Lochman and Hill are credited with being responsible for the many large crowds drawn to games in their cities, with Hill's work at Louisville being particularly outstanding the past season. Grizzard is probably one of the best ad libbers covering the game and gives an interesting account of the contests from the first ball pitched to the last out. His ad libbing ability was put to a severe test on one occasion the past season, when a game was held up for 20 minutes because of rain, but, instead of turning his listeners back to the studio, he gave them a half-hour of interesting baseball information.

Fresh from managing the St. Louis Cardinals after many years as an active player, broadcasting was an entirely new job for Frisch. Besides, he stepped into about the toughest berth in taking his radio baptism that could be found, succeeding the well-liked Hoey, who had been broadcasting over the same microphone for years. Frankie did some stumbling and hesitating before he found the swing, but it wasn't long until he was turning out a smooth job of announcing, which backed up by the knowledge of the game gained in his playing days.

### FRANKIE FRISCH ON AIR WAVES

Frankie Frisch, Diamond to Mike, Elson Close

carried the details of that epochal contest. Thousands of letters from fans testified to his popularity. He signed autographs for his fans, and his presence at the game, with his second-guessing and his excellent commentary.

Among the many as a cause of his popularity was his presence at the game, with his second-guessing and his excellent commentary.

Cedar Rapids

CELEBRITY of the sport. Rapidly rising the tide of popularity. By the way, the part of the game.

attendance of both clubs and was such an impartial reporter that no fault could be found with his descriptions by fans in either city. The American Association had three unusually excellent broadcasters in Lochman, Hill and Higgins. The last-named has been in the forefront of minor league mike artists for several years, contributing many promotional ideas and increasing the already-extensive audience he created in the Northwest. Lochman and Hill are credited with being responsible for the many large crowds drawn to games in their cities, with Hill's work at Louisville being particularly outstanding the past season.



WALTER LANIER (RED) BARBER

### Necrology

Here's the tribute of SPORTING NEWS to WALT LOCHMAN included in a coast-to-coast broadcast on the Mutual Broadcasting System!

K  
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KANSAS CITY

Oct. 17, 1940

THE SPORTING NEWS

# Lochman, Kansas City, Voted No. 1 Minor Announcer; Six Other Winners Named in Radio Popularity Poll



WALT LOCHMAN and His Victory Smile

**Ace American Association Broadcaster Started His Play-by-Play Stint to Give Blind Uncle Vivid Picture of Games; Thurston Bennett, Augusta, Ga., Runner-Up in National Balloting**

**S**WEEP along by a tidal wave of balloting, the Kansas City, Mo., announcer, M. Lochman, 34, who broadcast games of the Kansas City Blues over Station KCKN, Kansas City, Kan., won the

most popular broadcaster in all the minor leagues, besides taking the prize in the American Association.

The Kansas City announcer polled a total of 14,000 votes to lead all other winners in the contest. Runner-up was Thurston Bennett, Sporting News, Augusta, Ga., who received 10,000 votes.

Lochman, who has been in the business of his territory as compared to the other winners in the larger minor leagues, has been in the business for a long time. He has been in the business for a long time. He has been in the business for a long time.

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## Judges in Letter Contest

Due to the large number of entries received, it was found impossible to announce in this issue the names of the winners in the contest for readers questioned by THE SPORTING NEWS in connection with its radio popularity poll.

The contest was held in the form of a letter-writing contest, in which the winners were to be named as soon as possible.

Judges of the contest will be the following: M. Lochman, KCKN, Kansas City, Mo.; Thurston Bennett, Sporting News, Augusta, Ga.; and Bill Bennett, KCKN, Kansas City, Mo.

Entries were to be sent to the following: M. Lochman, KCKN, Kansas City, Mo.; Thurston Bennett, Sporting News, Augusta, Ga.; and Bill Bennett, KCKN, Kansas City, Mo.

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LOCHMAN and FRIENDS JOE and MAGGIO

**Interviewing FRANK COLLEY (left), Publicity Director of American Association.**

ing all the color and sparkle which characterize his game descriptions were given by the Kansas City Blues announcer, M. Lochman, 34, who broadcast games of the Kansas City Blues over Station KCKN, Kansas City, Kan., won the

most popular broadcaster in all the minor leagues, besides taking the prize in the American Association.

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## CASH IN

... On the terrific publicity build-up given Walt Lochman

... On the tremendous personal popularity of the Middle West's leading sports commentator.

With one or both of these potent KMBC Sportscasts by Walt Lochman ...

With . . . WALT LOCHMAN on SPORTS on KMBC . . .

You can't miss!

## WALT AND HIS INSPIRATION



**WALT LOCHMAN, who aired games for KCKN, Kansas City, Kan., winner of The Sporting News poll to determine the most popular minor league broadcaster, is shown here with his blind uncle, Leo Lochman, whom Walt credits with inspiring his colorful style of play-by-play description. When broadcasting games, the Kansas City announcer always keeps his 65-year-old uncle in mind, striving to give him the nearest possible complete picture of the action on the field.**

**ill in Florida!**  
**THE**  
**LEAGUE SCHOOL**  
**OF ORLANDO, FLA.**

February 16, 1941

actors:

RIPP  
EILAND  
LOCHMAN  
ADGETT  
NEDREWS

48 Years' Big League Experience and Brooklyn Dodgers

tion at Tinker Field, Orlando, Fla., for the purpose of giving me my sixth year of schooling.

More, But You Get the Best

FIFTY DOLLARS

EIGHT DOLLARS WEEKLY

if qualified. Limited enrollment.

gained Ball last year. Let my

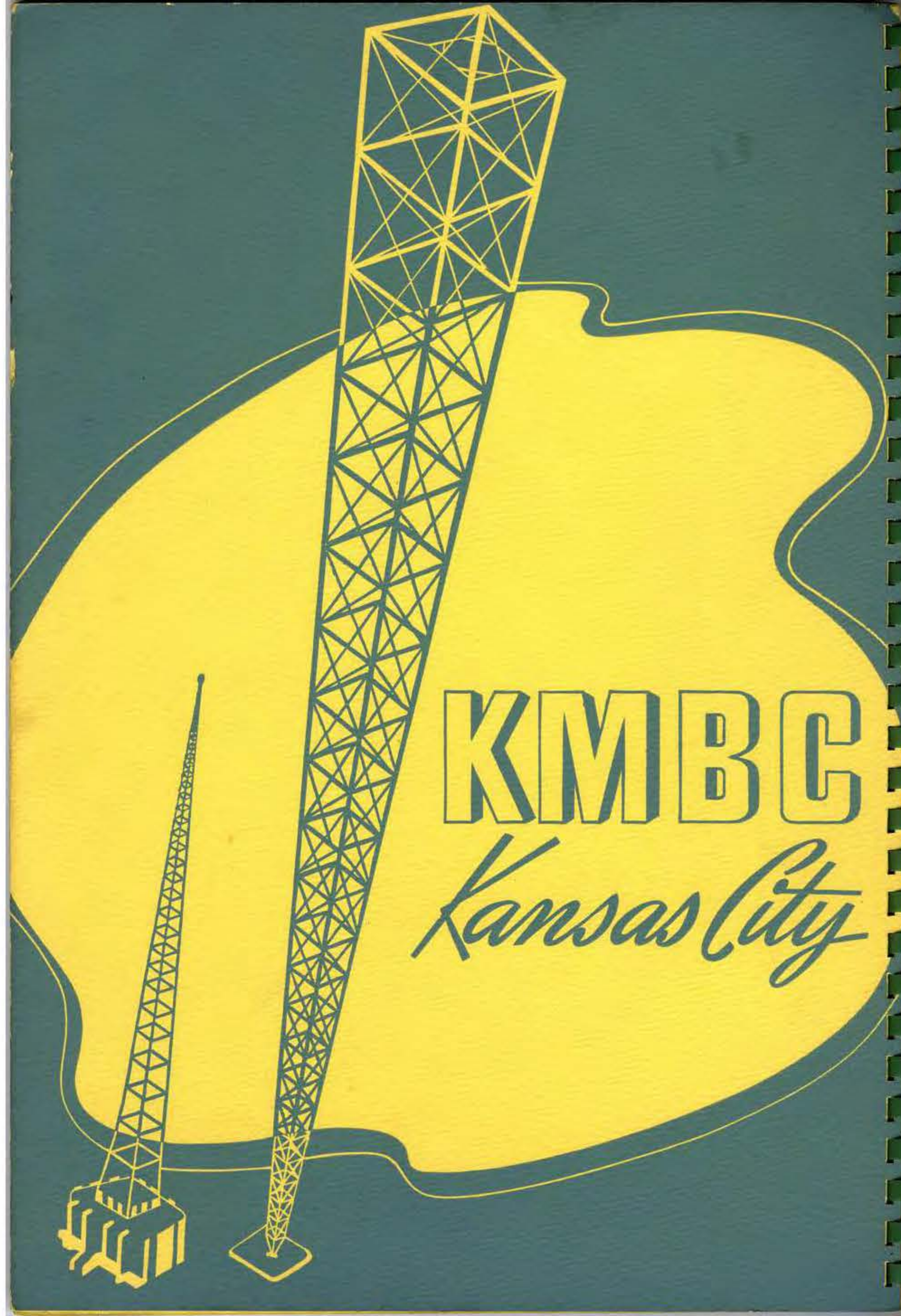
hundred of students

here to make reservations early.

ulars, Write to

1421, ORLANDO, FLA.

ND ADDRESS CLEARLY



**KMBC**

*Kansas City*