

KMBC of Kansas City

presents

"Olympics Of The Air"

with

WALT LOCHMAN!

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KANSAS  
CITY

. A KMBC-tested program with  
proven appeal

. . Available for local test  
on KMBC -- or for regional  
or national sponsorship.

. . . AN ARTHUR B. CHURCH PRODUCTION

Starring --

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KMBC's great Walt Lochman

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All America rides the band-  
wagon of Sport!

In a single year, says the  
U. S. Department of Commerce,  
Sports attract 310,000,000  
spectators or participants.

Basketball draws eighty million!

Softball draws sixty million  
and baseball fifty million!

Football, forty million . .  
boxing, twenty-five million  
. . horse-racing, fourteen  
million . . Three million play  
golf and eight million bowl!

Other millions watch hockey,  
auto-racing, track and field,  
swimming.

And that's not all . . .

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More than three hundred million dollars annually goes for admission to major sporting events. More than a half billion dollars is paid out for sporting goods, equipment, and so on.

There's only one conclusion to draw . . .

The vast legion of sport-lovers represents one of America's major spending markets. Open it, and your sales worries are over.

It's not difficult to tap that tremendous till, either . . . .

--Not when you use Radio -- the medium most easily available to the greatest number of people.

--Not when you use a program that fits the demands of the largest audience.

--Not when you use Walt Lochman -- the sports personality with the Middle West's greatest proven popularity.

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Sports-by-Radio exert a magnetic appeal to millions of listeners -- that's conceded.

Also a prime audience-getter is the radio quiz -- the question and answer program that gives studio guests and listeners alike the chance to win prizes.

What could be more certain of success than the show combining these two factors . . . sports and quiz.

That's exactly what you find in "OLYMPICS OF THE AIR"

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And you also find the extra tune-in appeal of "big names" in sport -- famous personalities who make guest appearances on the show . . . take part in the quiz game, and speak up in interviews with Walt Lochman.

"Olympics Of The Air" is flexible in its format, adaptable to the merchandising needs and programming tastes of any sponsor. Only unchangeable features are:

1. Its interest-provoking title.
2. The audience-pulling presence of Walt Lochman.
3. Its doubly-attractive Sports-Quiz nature.

Methods of choosing and paying for questions used; means of determining quiz contestants and winners; the set-up in general can be made to conform to the sponsor's wishes.

KMBC's production staff assures the advertiser not only a thoroughly satisfactory format -- but a finished program entirely new and different from any on the air.

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Naturally . .

The success of "Olympics of The Air" depends to a vast extent on the ability and the personality of the star.

That's why KMBC so proudly offers

WALT LOCHMAN!

His Kansas City record is convincing proof of his talent and his uncanny faculty for drawing listeners. No other local radio name was ever so well-known and well-loved!

Consider his career to date . . .

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Walt Lockman is a "spark plug" at the microphone. He puts his heart into each play-by-play broadcast . . . painting a vivid, living picture of that sports event for the fans at home.

It began one spring day in 1935.

Walt Lochman, a young man with some experience as a radio singer, (!) called on Johnny Kling, then owner of the Kansas City Blues baseball team.

He asked for permission to broadcast play-by-play reports of ten Blues baseball games -- one single home stand.

Permission was granted -- on condition that unless attendance actually increased, broadcasts would be discontinued.

Average crowds at the ball-park had been about 2,000. But after those first ten broadcasts--

Eighteen thousand people turned out for a Sunday game!

Baseball broadcasting in Kansas City has continued ever since.

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## General Mills, Inc.

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



Mr. Walt Lochman  
Radio Station KMBG  
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. Samuelson*  
C. S. Samuelson  
Advertising Manager

CSS:MW

The total attendance at Blues home games in 1934 was less than 100,000.

In 1935, with the aid of Walt Lochman and Radio, that figure jumped to more than 200,000.

By 1938, it had climbed to 300,000 . . . and club officials confidently predict a 400,000 year in 1941!

Walt Lochman contributed immeasurably toward putting Kansas City back on the baseball map. In 1934, the home team was a liability -- deep in the red. Today, Kansas City is one of the "hottest" cities in the Double-A leagues.

And that's just one of Walt Lochman's achievements!

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Add to his attendance-building feats, these tributes to his popularity:

In 1936, he was voted the nation's most popular minor-league baseball announcer . . . piling up more than 600,000 votes in the "Wheaties Poll".

In 1938, he won the George Trautman Trophy (shown opposite) for drawing the largest American Association crowd to a Radio Appreciation night game.

And in 1940 . . .

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GREENLEASE-O'NEILL, INC.

TELEPHONE 3-7 HARRISON 4840

1414 BALTIMORE AVE.  
KANSAS CITY, MO.

OLDSMOBILE - THE CAR THAT HAS EVERYTHING  
SALES AND SERVICE

February 16, 1939



Mr. Karl Koerper  
c/o K. M. B. C.  
Kansas City, Missouri

Dear Sir:

It gives me a great deal of pleasure to give you my reactions to the K-M-B-C broadcast sponsored by Oldsmobile Dealers covering the "Big Six Football Conference" last fall.

This program was the largest, if not the first radio broadcast conducted on a large scale by ourselves or the Kansas City group and, frankly, we were a little bit skeptical of the amount of money involved on first blush but can certainly say, without any hesitancy, your broadcast and general handling of this program accomplished splendid results. Our sponsorship was widely discussed by our own owners as well as outside circles and several sales were traceable to getting the new low priced Oldsmobile fixed in the listening public's mind.

In closing, I would like to put in a plug, as you would say in radio, for Walt Lockman. Having been a rather ardent listener to Walt Lockman's baseball broadcasts, I was naturally quite enthusiastic when K-M-B-C was able to obtain his services for our football program. To my way of thinking, Walt Lockman has one of the finest sports delivering or announcing voice and can give you the kind of a thrill over the radio that a fan would feel were he sitting in the grandstand.

I only hope we are able to be back with you again next fall and that Mr. Lockman will again be on your staff to broadcast Oldsmobile football.

Yours very truly,

GREENLEASE-O'NEILL, INC.

*W. O'Neill*  
General Manager

WGO'neill/n

MODERN SERVICE FOR ALL MAKES OF CARS

But . . .

It takes more than just baseball -- even six full seasons, two of them with a pennant-winning club -- to account for Walt Lockman's vast popularity.

It takes a combination of all sports!

There was FOOTBALL . . .

Three full seasons of Big Six games, all sponsored. In 1938, Oldsmobile bankrolled the schedule. In 1939 and 1940, Ford was the sponsor . . and Ford has asked for the option on Walt Lockman's Big Six broadcasts again in 1941!

Ford Dealers liked Walt so well they presented him with this new Ford car. (The lettering later came off . . .)



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Walt chats with Coach Jim Yeager, of the Iowa State Cyclones.



Lochman interviews the Kansas Jayhawk Mentor, Gwinn Henry, and his players, on the eve of an important Big Six fray.

Walt makes a point of meeting and getting acquainted with players, coaches and officials before each gridiron battle.

That's one reason for the swift-ness and the color of a Lochman gridiron broadcast. Players cease to be just numbers -- they become definite personalities.

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Bill Grant, owner of the Kansas City Ice-Hockey club, is interviewed by Lochman at the rink-side between periods.



Benny Leonard, former light-weight champion of the boxing world, swaps sports anecdotes with Lochman between rounds on the Golden Gloves tournament broadcasts.

AND . . .

Walt Lochman has broadcast three seasons of ice-hockey with the Kansas City club . . .

He presents a weekly play-by-play broadcast of basketball (Naismith League).

He has a weekly blow-by-blow boxing broadcast, direct from the ringside in Kansas City's giant Municipal Auditorium.

Whenever something BIG takes place in sport . . . Walt Lochman is on the scene!

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What hold does Walt Lochman  
actually exercise over radio  
listeners? . . .

Here's the answer.

During the period from June 19  
to 25, 1940 -- a typical radio  
week -- an independent market  
research organization made a  
coincidental survey of listening  
in Greater Kansas City.

They discovered that from 9:40  
to 9:45 PM -- the time of Walt  
Lochman's nightly five-minute  
sportcast -- 35% of all radio  
sets were in operation.

And of the total listening audience --

KMBC with Walt Lochman	45%
WDAF (NBC-Red)	24%
WREN (NBC-Blue)	7%
And <u>all other stations</u> combined had	24%

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In spite of powerful network competition -- Kay Kyser, Bing Crosby, Uncle Walter's Dog House, and other topnotch shows --

Walt Lochman had far and away the greatest audience during his regular broadcast period!

Nearly half of all Greater Kansas City listeners!

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In the face of the best of big-time competition, Walt Lochman more than holds his own. Here's the proof.

The most important football game in this area's history was played November 18, 1939. The Missouri Tigers and the Oklahoma Sooners, both rated among the top teams in the country, met to decide the Big Six Title.

So great was the interest in the game that both NBC-Red and CBS carried the game . . . Fort Pearson broadcasting for NBC, and Ted Husing for Columbia.

Walt Lochman was at the mike for KMBC . . .

And by an independent, coincidental survey, Walt had

43% of the Greater Kansas City audience during the entire 3½ hours of the game.

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At every sports gathering, fans - young and old - barrage Lochman with requests for autographs. He loves kids - has two of his own - and do they flock to him!

Walt Lochman listeners can't be coaxed away from him, either!

At the 1940 Missouri-Kansas game, traditionally the year's BIG game in this area, Walt Lochman was on the air for KMBC.

WDAF, the Kansas City Star's station, broadcast the game also. That was Thanksgiving Day, November 21, 1940.

For days ahead, the Star publicized its broadcast on its sport page, its radio page, and even on its front page. KMBC's broadcast was "plugged" on KMBC only.

And yet, when survey figures were released, WDAF was shown to have had 31% of the listeners during the game. KMBC and Walt Lochman had 53%.

The magic name of Lochman made the difference. The vaunted "power of the press" couldn't wean away his listeners!

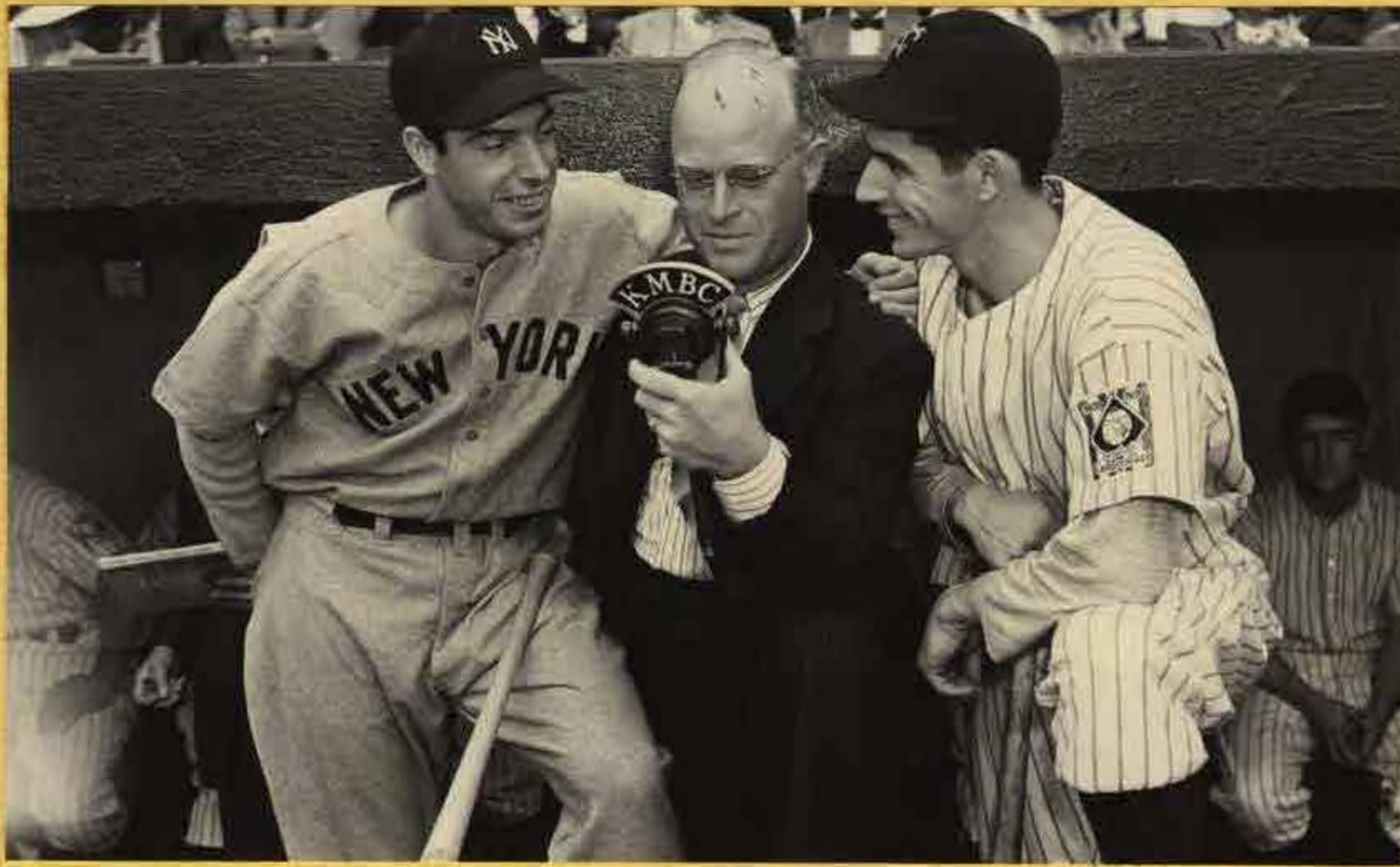
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Brothers Joe and Vince Di Maggio provide a little pre-game "color" for Walt's broadcast of the Yank-Blue exhibition game.



Red Grange, football's immortal "Gallop-in' Ghost", compares broadcasting notes with Lochman.

Walt Lochman is a rare  
radio combination . . . with

- . . An expert knowledge on sports with a ready grasp of every branch in this field . . .
- . . A superb microphone "presence", an appealing voice, a rich command of sports phraseology, and ad-libbing ability galore.
- . . A knack for making friends, for meeting people -- for winning the respect of sports figures everywhere.
- . . An intelligent comprehension of the fact that his main job in broadcasting is selling his sponsor's goods. Walt Lochman realizes he is first of all a SALESMAN!

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To do a masterful job on a network, Walt Lochman needs only the proper program vehicle.

And that's "Olympics Of The Air"!

Made to order for his particular talents, this show can't miss!

What Walt Lochman has achieved in the Kansas City area, he can achieve elsewhere. The bigger the market, the bigger the name he can build for himself.

The alert sponsor who snaps it up will reap rich rewards from . .

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"OLYMPICS OF THE AIR"

with

WALT LOCHMAN!

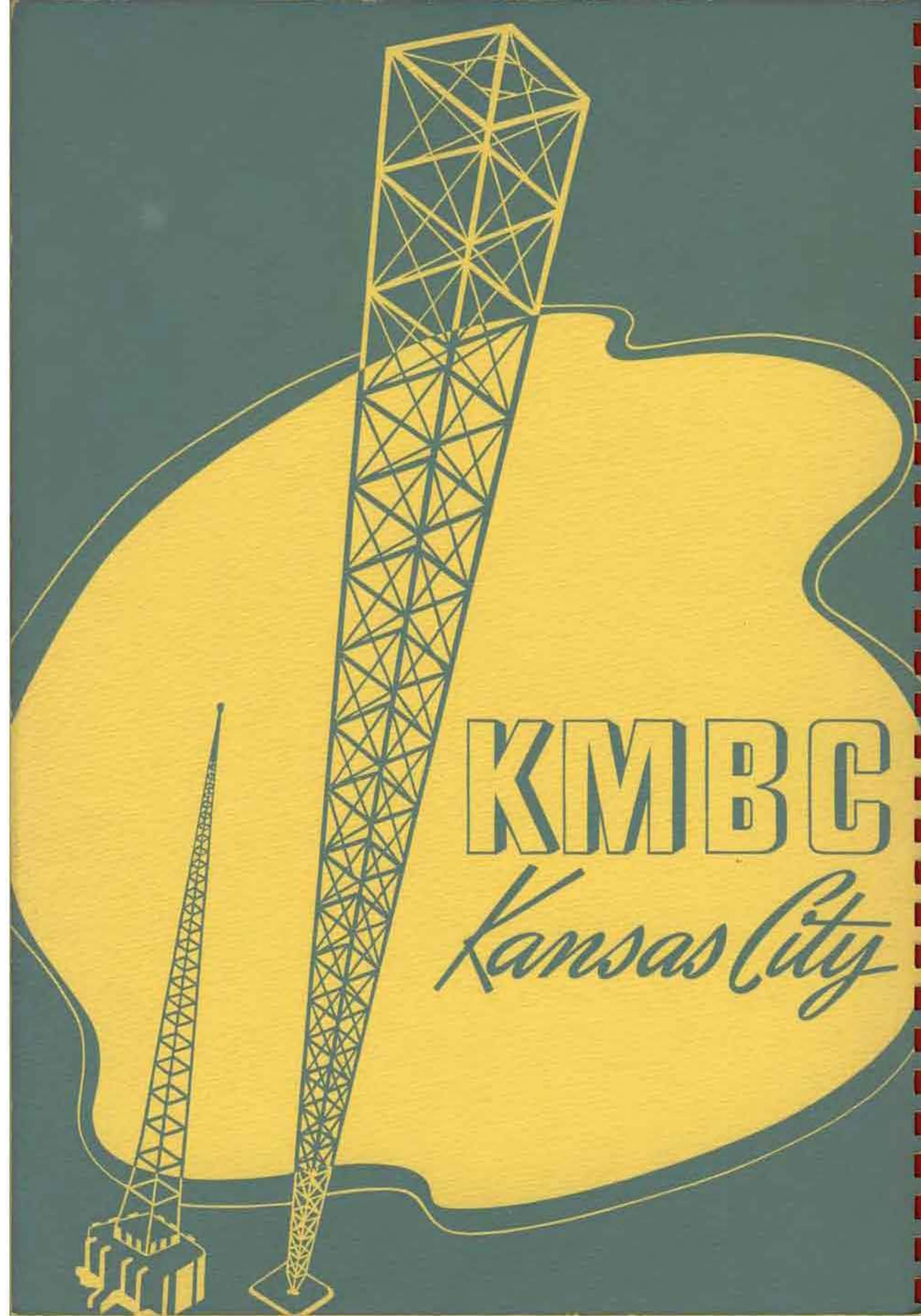
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**KMBC**  
*Kansas City*