

from the Heart of America

VOL. 1, NO. 5

KANSAS CITY'S RADIO MERCHANDISER

NOVEMBER 1, 1943



Edwin Browne As Director

KMBC Educational Program Ushered in by School of Air

Recognized for its public service efforts in the "Heart of America", KMBC of Kansas City adds another pillar to past accomplishments with the advent of an elaborate new season of educational activities, ushered in by the "American School of the Air", radio's outstanding educational program in its fourteenth year over KMBC.

Edwin Browne, educational director for KMBC, likewise announced in October that "The Classroom of the Air", instituted over KMBC last season, returns for another year Fridays at 10 a. m. This program consists of classroom discussions by fourth grade students from Kansas City schools.

"The importance of education under present-day world conditions is recognized by KMBC, and something is hing done about it" said Mr. Browne. "We have not War Coordinator forgotten, in crowded commercial



GENE W. DENNIS ...

THEY SAW LEE GREET MASON

The capacity crowd shown in the upper photograph was on hand when Robert T. Mason, prominent radio executive from Marion, Ohio, presented the story of "Air Force and the Retailer" N.A.B.'s national retail promotion plan. Fred M. Lee, general manager of the John Taylor Dry Goods company, is shown to the left in the staff photo above welcoming Mr. Mason to Kansas City.

Kansas City's Greatest Advertising **Turnout Sees N.A.B. Retail Showing**

They came and they saw! It was Kansas City's largest turnout of advertising and store executives, viewing "Air Force and the Retailer" presented under auspices of the Retail Merchants Association and the Radio Industry of this city.

With Robert T. Mason, president of radio station WMRN of Marion, Ohio, as master of ceremonies, the lengthy presentation told of the problems of retail selling, retail distribution and the part radio advertising may play in their solution. Fred M. Lee, general manager of the John Taylor Dry Goods company, was chairman and Victor A. Newman, vice-president of Woolf Brothers, as associate chairman.

Sam H. Bennett, director of sales for KMBC, was arrangements chairman as a member of the N.A.B. Salesmanagers' Executive committee which was closely allied with the compilation of this material.

More than 400 radio stations throughout America contributed with the National Association of Broadcasters to the cost of the presentation which required sixteen months of intensive work to complete.

KMBC's Lochman Covering Sponsor of Brush Creek

editor, instituted in October his season's play-by-play accounts of top-flight Big Six Grid games starting with Kansas at Nebraska on October 23. KMBC is also carrying his broadcasts of the Missouri games with Nebraska, Iowa State, Oklahoma and Kansas.

schedules, the responsibility of radio to the field of education." Teachers' manuals, complete with study guides and air-age maps are being distributed through

KMBC's educational department.

Stanback Becomes Latest

"Snap back with Stanback"-Walt Lochman, KMBC's sports | four little words, but they're going over big with thousands at-Brush Creek Follies, thus introducing a newcomer in Kansas City drug stores, Stanback Headache Powders. Stanback sponsors the 10:15-10:30 p. m. air shows of the Follies.

Overseas for KMBC

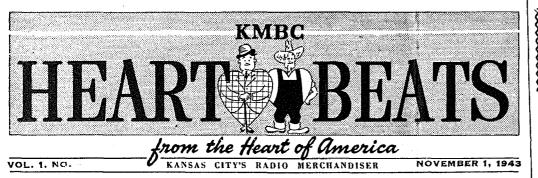
Gene Dennis, coordinator of war activities for KMBC, was sent overseas the last of October for first hand experience on active battlefronts as a realistic approach to the future preparation of KMBC war effort projects. Color background material will also be obtained on Kansas City men overseas for the creation of locally produced programs " to the folks back home."

KMBC of Kansas City, winner tending KMBC's Saturday night of Variety's 1942 plaque for outstanding wartime activities, carries one of radio's heaviest schedules in support of this country's war effort. Mr. Dennis expected to be overseas for several weeks in the Algiers theatre of operations.



TAKE THE PLACE OF THE NEWSPAPERS"

November 1, 1943



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting for good listening.

KMBC of Kansas City MIDLAND BROADCASTING COMPANY

Arthur B. Church, President Karl Koerper, Managing Director Sam H. Bennett, Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Sales Promotion Director Merle T. McKay, Assistant Editor Katie Ament, Reporter

> Nationally Represented By FREE & PETERS, INC.

CHICAGO NEW YORK 180 N. Michigan 247 Park Avenue Plaza 5-4131 Franklin 6373 HOLLYWOOD 1512 N. Gordon Gladstone 3949

SAN FRANCISCO 111 Sutter Sutter 4353 ATLANTA 322 Palmer Bldg. Main 5667

Editor's Note: This is the third of a series of discussions on the fundamental underlying facts of why radio is the dominating factor that it is today in the American way of Free Enterprise.

URING the month of October the largest gathering in the history of Kansas City advertising circles viewed the National Association of Broadcasters' retail promotion showing. Prominent executives of retail organizations were told, not only the story of radio, but of planning as well for post-war merchandising problems. This was no small order for a single sitting.

If you are one of an analytical mind and prefer your education as meat-and-potatoes, the N. A. B. showing filled the bill, for the data was there, as complete a compilation as has ever been turned out in the advertising profession. Those possessed with posterior fortitude derived a wealth of good from the information presented. and it is to be hoped that few were they who, like the

INTROL



ROBERT L. MITCHELL . . . Commercial Representative In Charge of Local Sales

Rope 'em in sales departmentit's another Texan! Yes, that handsome Bob Mitchell who's now handling KMBC's local sales activities, hails from the state of Texas. And, with a wealth of advertising experience, Bob's just the man to complete Sam Bennett's department of Lone Star Sons.

Bob is the sort of fellow people like the minute they meet himand Bob likes people. He is the type who can walk into any group at any time, sell himself and come out with lifelong friends. His is a personality that clicks immediately, and with that slow southern drawl his first and lasting impression is a right one.

Bob Mitchell is no relation to Margaret, but he has been "gone with the wind" ever since he established in his own mind that advertising was his career. Wanting to get first hand experience in every field of advertising he has gone through a constant change of locales—always seeking a new phase of the promotion and sales profession to add to a fine background of all-round experience, better qualifying him for his position today in radio sales. He started out selling himself with a song as vocalist with Jimmy Allen's band. He later went out on the road with two different name bands and eventually organized his own band using his middle name, Bob Littleton. It was on location at the Dallas Athletic Club, where the orchestra was house-band, that Bob got his first taste of radio. He furnished his band for an hour's participating program and, again calling on his own "selling personality", sold his own time. Bob's orchestral career was intermittently concentrated over a period of about six years. During that six years Bob left his musical career long enough to try his hand at owning, managing and promoting a candy speciality manufacturing company which featured "Bob's Fudge". He had over 1800 accounts to his credit in the state of Texas and before long the company also became distributors in that state for the nationally known "Tom's Toasted Peanuts." It was in 1931 that Bob definitely decided to enter the promotion and advertising field and accepted the position of promotion manager for the California Date Growers Association. In this capacity he produced a 16 millimeter film called the "Romance of the Date." This film, which was taken on a successful tour of the west coast, won Bob Mitchell acclaim as a promising promotion and advertising man. His next venture in the promotion field was with the public relations department of Southwestern Life Insurance company in Dallas, handling agency promotion. And four years later, now well established as an advertising man, he joined the sales promotion department of Tad Advertising company. Once more he took part in motion picture production and for two

for the Dr. Pepper company. Well known movie stars today who got their start as models in these movie shorts with Tad and Bob Mitchell are Linda Darnell, Georgia Carroll, Mickie Moore and many others.

Again radio called and Bob responded leaving Tad to join the staff of WKY in Oklahoma City. He was local sales representative for two years there, and handled a Instant Ralston - Ralston Purina large volume of local billing. WKY is where Sam Bennett found Bob and lured him away to Kansas City in May of this year.

Oklahoma City's loss was certainly Kansas City's gain for Bob Mitchell has filled the need of local retailers with his qualified assistance in answering their advertising problems, thereby making a host of friends in the few months that he has been here.

hands with the third Texan in Sam Bennett's sales department. Next month-meet Mildred Whiting, KMBC's executive secretary who

has been Arthur B. Church's "girl Friday" since KMBC's pioneering days.

Herewith are listed new pro-grams over KMBC taking effect between October 1, 1943, and October 31, 1943.

Jell-O and Sanka—"Kate Smith's Variety Hour" starting for General Foods October 1, 1943, 7:00-7:55 p. m. CWT Fridays.

company sponsoring news starting October 1, 1943, 7:15-7:25 a.m. CWT Mondays, Wednesdays and Fridays.

Grennan Cook Book Cakes-"Brush Creek Follies", starting October 2, 1943, 9:15-9:30 p. m. CWT Saturdays.

Instant Ralston — "Brush Creek Follies", starting October 2, 1943, 9:45-10:00 p. m. CWT Saturdays. Taystee Bread --- "Brush Creek Follies", starting October 2, 1943, So, without further ado, shake 9:15-9:30 p. m. CWT Saturdays. Allegheny Ludlum Steel-"Mother and Dad", starting October 2, 1943, 4:30-5.00 p.m. CWT Saturdays.

> Palace Clothing Company-"Eye Witness News", starting October 3, 1943, 9:45-10:00 p.m. CWT Sundays.

> "4-Way" Cold Tablets—WBS Library, starting October 4, 1943, 8:45-9:00 a. m. CWT Mondays, Wednesdays and Fridays.

Smith Brothers Cough Drops ----"Brush Creek Follies", starting October 2, 1943, 10:00-10:15 p.m. CWT Saturdays.

Spear Mills-WBS Library, starting October 4, 1943, 7:00-7:15 a. m. CWT Mondays through Saturdays.

Flex-O-Glass Mfg. Co. --- "Early Birds Jamboree", starting October 5, 1943, 6:30-6:45 a.m. CWT Tuesdays, Thursdays and Saturdays.

Vicks Vaporub and Va-Tro-Nol-"Songs of Good Cheer", starting October 6, 1943, 8:00-8:15 a. m. CWT Mondays, Wednesdays and which accounts for 22% of the |Fridays.

> Camel Cigarettes-"Moore & Durante", starting for R. J. Reynolds Tobacco company October 8, 1943.

DIGEST FOR GROCERS

These are busy days! As a service to busy grocers "Heartbeats herewith summarizes editorial information from this country's leading grocer trade magazines which it feels may prove of fundamental assistance and interest. For the complete story, reference is made as to page number and issue of publication

THE PROGRESSIVE GROCER

reports: "Two-thirds of all food

store fires are due to four com-

mon and well-known hazards. The

first of these is careless smoking,

fires. Next comes electrical de-

fects, 15%. Then ignition of rub-

bish and litter, 14%. Finally, de-

woman in cotton stockings, had nothing happen to them.

To say that this was an ambitious undertaking is a gross understatement. The subject of radio is in itself ambitious. One phase of radio for a full-length discussion could be its circulation. How many think of this in terms of 90% of the radio-equipped homes in America? Radio, not being limited by the confines of a single metropolitan district, sends its messages into infinity bounded only by the individual's will to listen.

Another point of discussion in this regard can be that phase which deals with the composition of radio's circula tion. Pulp magazines appeal to some; others limit their reading efforts to the popular slicks; while still others subscribe to style magazines. Radio is the one medium, however, with a circulation representative of all strata of society.

Consider, too, that while one member of a family at a time may read a newspaper, all of the family as a group can listen to radio. Group listening is advantageous for desire is contagious. Radio circulation within such a group is all inclusive. Even the children listen to radio advertising—moulding buying habits for the tomorrow.

Have you thought of radio's circulation for its timeliness? Picture the housewife contemplating the baking of a cake. Kate Smith arrives on the scene and puts in a plug for Swansdown and Calumet. The children gather before the radio on a Saturday morning for the latest story of "Let's Pretend", and then ask their mothers why lately they haven't been eating Cream of Wheat. Father comes home tired after a day at the office, listens to "Easy Aces" and is reminded of Anacin in the medicine cabinet. 1

When one realizes that this is only touching lightly on a minute phase of modern day broadcasting, without considering at all the statistical approach to the study then it is understandable that we can't become *doctors* of broadcasting in one sitting. It brings to mind the accepted fact that "most advertisers have never consciously analyzed the *effective* circulation of their newspaper advertising; rather, they have hazily thought of that advertisement's circulation as approximately the ebs total circulation of the newspaper."

fective or overheated equipment, 9:00-9:30 p. m. CWT Fridays. accounting for 11%" from the ar- | The Elgin National Watch Comticle, "Most Fires in Food Stores Can Be Prevented", by Delbert Johnson, Safety Research Institute-page 63, September, 1943. Minneapolis-Honeywell Regulator SUPER MARKET MERCHAN-DISING reports: "A survey of 105 cities shows that in the first | ber 10, 1943, 10:05-10:30 a. m. six months of 1943, a total of 89 per cent of the Super Markets reported an average gain of 10 per cent in dollar sales. . . . That looks like the Super Markets have done a good job of adjusting themselves to wartime restrictions" from the article, "Message to the Super Market Industry", by Chester Bowles, general manager of the Office of Price Administration—page 32, October, 1943.

SUCCESSFUL GROCER reports "Miller's Super, at 15th and Law rence Sts., Denver, recently put up above their reach-in refrigerator this sign: 'Shoplifters Will Be Prosecuted! We Do Not Have to Tolerate Shoplifting!' In addition, the usual 'Shoplifting Is a Federal Offense' sign is displayed. As a result, shoplifting has decreased considerably" from the feature column known as "Practical Merchandising Ideas"-page 43, October, 1943.

NEW ENGLAND GROCERY AND MARKET MAGAZINE reports: "The small businessman, who lives with his store, factory or office has a real future. He cannot be licked by New Deals or Old Deals or Labor Unions or anything else provided he has a good wife and will keep out of debt" from article by Roger Babson-page 25-October, 1943.

CHAIN STORE AGE reports: "New Chain Store Age training help a customer . . . don't be course provides short cuts for impatient, even when customer busy managers . . . (teach new employes) to help customers find time to answer their questions, goods to replace the items that even if you are busy . . . keep up you don't have . . . 'take it or the standards of courtesy" from leave it' will drive customers out the article "Training Green Help of your store . . . 'self-service' Quickly" by Frank E. Landauyears produced all sales pictures | doesn't mean you must refuse to | page 74-September, 1943.

pany-"The Man Behind the Gun". starting October 9, 1943, 7:00-7:30 p. m. CWT Saturdays.

Company—"The Bluejacket Choir" with Danny O'Neil, starting Octo-CWT Sundays.

E. R. Squibbs & Sons-"To Your Good Health" with Lyn Murray, starting October 11, 1943, 5:15-5:30 p.m. CWT Mondays, Wednesdays and Fridays.

Ironized Yeast-"Big Town", starting October 12, 1943, 7:00-7:30 p. m. CWT Tuesdays.

Casey Jones School of Aeronautics —"Prelude to Victory", starting October 14, 1943, 7:00-7:15 p. m. CWT Thursdays.

Red Heart Dog Food-Bob Becker's "Chats About Dogs" for John Morrell & company, starting October 14, 1943, 5:15-5:30 p.m. CWT, Thursdays.

Evening in Paris Face Powder-"Here's to Romance" for Bourjois, starting October 15, 1943, 10:30-11:00 p. m. CWT Thursdays.

Stanback Headache Powders-"Brush Creek Follies", starting October 16, 1943, 10:15-10:30 p. m. CWT Saturdays.

Ethyl Corp.—"Livestock Markets" with Bob Riley, starting October 18, 1943, 6:25-6:30 a.m. CWT Mondays through Fridays.

Jenkins Music Company - Sponsoring news starting October 25, 1943, 9:45-9:52 a.m. CWT Mondays, Wednesdays and Fridays. Post Toasties—"Adventures of the Thin Man", starting October 31, 1943, 10:30-11:00 p.m. CWT Sundays.

seems unreasonable . . . take the

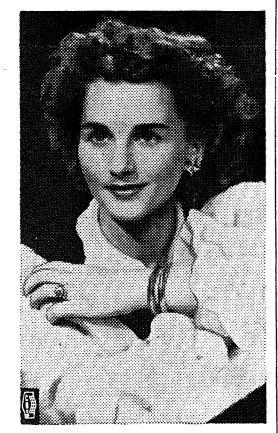
November 1, 1943

INSIDE COLUMN ON THIS MONTH'S leartbeats Program Schedule



GEORGIA GIBBS ...

Swing or sweet, torch or tender Georgia Gibbs sings 'em all to the delight of the Friday Garry Moore-Jimmy Durante show audiences, now heard over KMBC at 9 p. m. sponsored by Camel Cigarettes.



Thin Man Squeezes Into KMBC Sunday

It was glad news for the thousands of mystery fans who follow the "Adventures of the Thin Man" when time was cleared to add this topflight feature to radio's finest assemblage of programs, those of CBS and KMBC on Sundays.

These adventure thrillers of Nick and Nora Charles maintain a fine balance between mystery and comedy, spiced with Nick's appreciation of lovely women and Nora's oh-so-subtle jealousy. Program time is 10:30 p.m., and the sponsor is Post Toasties.

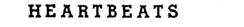
Homespun Harmony Saturday on KMBC

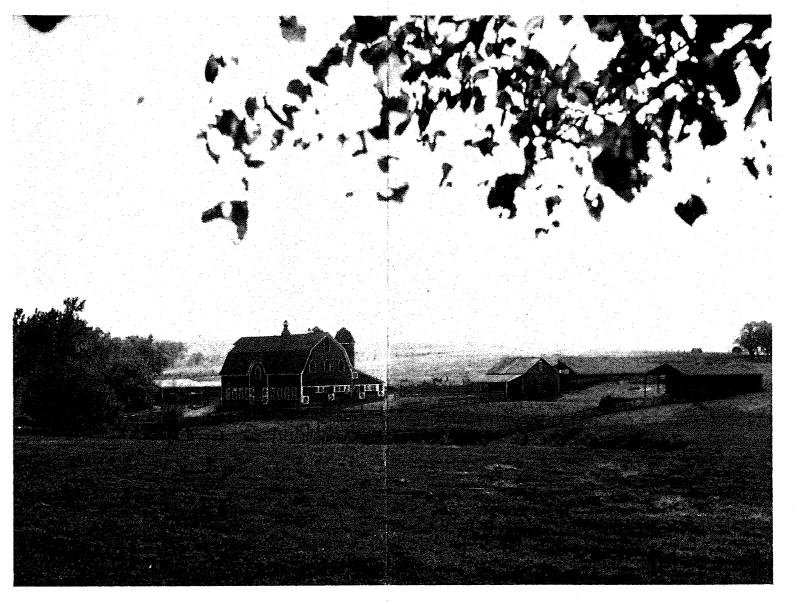
The meeting place for harmony and homespun sayings is the parlor of "Mother and Dad", Allegheny Ludlum Steel Corporation's new Saturday informal program over KMBC at 4:30 p. m. With Polly Robertson at the old-fashioned pump organ and with barber-shop-harmony, all the old favorites of past years are again brought to life.

Here's to Romance Sooths War Nerves

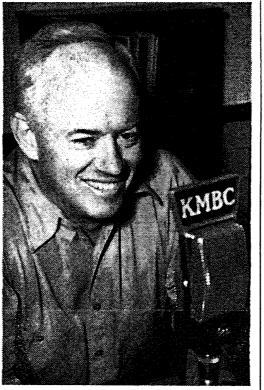
Druggists throughout the "Heart of America" have expressed their pleasure over Bourjois' new Thursday night "Here's to Romance", for it's a program that's restful in a world where life's accent is staccato. The response cannot help but be measured by increased sales of Evening in Paris Face Powder.

"Here's to Romance" is a different kind of a program. It's as though it was especially created to sooth war-weary, work-weary, lonely people. As a matter of fact, it was especially designed to do just that.





"KMBC Service Farms" Shows Progress **Under Phil Evans' Expert Management**



KMBC's unique project, an extensive livestock farm operated in service to farmers throughout the "Heart of America", has already attracted favorable and widespread comment with its accomplishments and rapid development under the expert management of Phil Evans, KMBC's hard working director of farm service.

Final touches have just been given to the construction of a new modern chicken house for the farm's flock of New Hampshires and a sheep shed for newly arrived registered Hampshire sheep. Forty calves have already been born to the farm's pure-bred herd of Aberdeen-Angus cattle.

All dressed up in bright brown and white paint-and going places-the farm is rapidly becoming the center of farming activities for this area. Three broadcasts a day originate from the farm with Phil Evans at the remote

JOY HATHAWAY ...

There's glamour galore on KMBC's daytime serials! For instance, this heartbeat, Joy Hathaway, has the title role in "Amanda of Honeymoon Hill" heard over KMBC Mondays through Fridays at 9:30 a.m., sponsored by Phillips Toothpaste.



MARJORIE ANDERSON ...

More glamour from the daytime serial front! Marjorie Anderson takes the lead in "Big Sister" broadcast Mondays through Fridays over KMBC at 11:15 a. m., sponsored by Rinso-you know, "Rinso White - Tweet, Tweet, Tweet!"

Every note on the program is a soothing one. There's the beautiful voice of Dick Haymes, a voice that brings memories flooding back. Then there's the inimitable voice of Jim Ameche, the voice with the friendly chuckle just beneath the surface. Providing the perfect background is the brilliant musician, Ray Bloch. His 14-voice chorus and 28-piece orchestra sing and play listeners' favorite melodies.

All in all these weekly half-hour sler Corporation. shows over KMBC make for restful entertainment at the restful hour of 10:30 p.m. Thursdays.

Ethyl Corporation Gives Tractor Dealers Support

Unselfish support to the tractor implement industry is the Ethyl Corporation's sponsorship of Bob Riley and his livestock market reports Monday through Fridays at 6:25 a. m. Dedicating these programs to telling farmers how to care for their tractors, Ethyl takes minimum credit for this valuable institutional service. KMBC for the fifth consecutive year has had the exclusive right to broadcast Bob Riley's market reports direct from America's largest livestock exchange building, in Kansas City.

Tobasco Sauce Schedules Spot Campaign for Grocers

"Add extra flavor to your meals" is the theme of Tobasco Sauce's heavy schedule of preferred announcements over KMBC in behalf of Kansas City grocers. This supporting advertising campaign will continue throughout the winter months.

PHIL EVANS . . . Director of Farm Service -Staff Photo

Wheel of Fortune **Spins to Victory**

Victory through morale . . morale through entertainment . . entertainment through Major Bowes, his amateurs and the Chrv-

Every Thursday at 8:00 p. m., a group of young men and women march up to a CBS microphone. Some of them are in the uniform of the United States armed services, others in civilian clothes. All have one idea: to show the radio audience (and listening talent scouts) just how entertaining they are.

It's always . . . from its beginning, years ago . . . been an open season to success. Many young people placed their feet firmly on the first rung of the ladder and climbed!

They all have fun . . . the Major, his staff, the amateurs and your audience.

The kind of clean, free fun that lightens the spirit, tightens the determination to win, and win quickly . . . the kind of fun that bounces morale all the way up.

The program long ago stepped from the realm of straight entertainment and became an institution. It has gone on, growing in popularity, growing in audience totals where its imitators have faded into the limbo of forgotten things.

The Major Bowes program is a gratifying example of what we are fighting for. It is the embodiment of one of democracy's underlying principles . . . freedom of opportunity. It's Horatio Alger . . come to life on the air.

microphone telling of developments there and of the farming world in general.

"KMBC Service Farms" is the newest addition to this station's elaborate farm service. With a full-time farm department, exclusive rights for broadcasting official livestock reports direct from Kansas City's market exchange, and an outstanding array of top-flight entertainers, KMBC is one station in the "Heart of America" which has programmed its activities with the fact in mind that while 51% of the population is urban—49% is rural.



MODERN CHICKEN HOUSE JUST COMPLETED ...



FARMHOUSE COMPLETELY MODERNIZED ...

November 1, 1943



"NEW FACES" MAKE HIT AT FOLLIES ...

Joining the Midwest's greatest radio-stage show this galaxy of "new faces" has been singing its way into the hearts of the thousands attending the Brush Creek Follies each and every Saturday night at the Ivanhoe Temple, Kansas City. Little Shoe and her cowboy sweethearts have proved pleasing additions to KMBC's staff of musical units. Glamour abounds with such as Linda Weaver (upper insert), Millie and Sue (lower left), and Sally Carson (lower right).

Thousands Let Hair Down At Follies in New Season

Predictions before the season had labeled this year's edition of the KMBC "Brush Creek Follies" as the most promising in the seven years' existence of this, the Middlewest's greatest radio-stage show. That these predictions are coming true is best shown by the box office receipts which report over capacity crowds every Saturday night since the opening performance on October 2nd.

James McConnell, KMBC artists bureau head, has collected into one show the most promising ar-ray of talent on the hillbilly cir- Lee Stewart Now Assistant "Big Town" Returns With

Fred Allen Returning Start ducking, Jack-he's on the way back! Heartbeats at press time received the report that Fred Allen returns to the Texaco Star Theatre, December 12th. He'll be heard Sundays over KMBC at 8:30 p.m. Texaco's present program series includes songs by James Melton and Diane Courtney with the music of Al Goodman and his orchestra.

DIGEST FOR DRUGGISTS

These are busy days! As a serv-ice to busy druggists "Heartbeats" herewith summarizes editorial information from this country's leading druggist trade magazines which it feels may prove of fundamental assistance and interest. For the complete story, reference is made as to page number and issue of publication.

AMERICAN DRUGGIST reports: "This is what happened four times in the past year to William E. Fisher, manager and registered pharmacist of Hook's Drug company, located at 6th and Wabash, Terre Haute, Indiana. While wages at the local war plants attracted some of his employes, Mr. Fisher says that the war has also made available, as store clerks, many intelligent and trustworthy women who never before worked outside their homes. They are women, usually in the neighborhood, whose husbands have gone to war, or who need extra money to help run the home". By Helena Hunt in the article, "He Uses Housewives as Clerks"—page 58—July, 1943.

CHAIN STORE AGE reports: "The squirrel is an enterprising fellow. He doesn't wait until he's hungry before he goes about finding and storing food. We can do the same thing with health, one drug store salesman pointed out to The Shopping Reporter. 'Why wait until your resistance is low before building up a store of good health?' he asked. The squirrel's forward-looking attitude can provide the basis for a sound, effective sales talk" from the article, "Take a Tip From the Squirrel" by Margaret Trainor-page 76-October, 1943.

LIEUT. HARRY O. "TOM" MORRIS, JR. . . .

He was "Tom" to his associates at KMBC-"Tom" to the many friends he made about Kansas City as a member of this station's commercial staff. The regret over his sudden death in service of this country cannot be measured by the mere words expressed here. Lieut. Morris was awarded his wings October 1st and died one month later as co-pilot in a crash at Patterson Field, Ohio.



Myron Curry Wed; Stationed in West

Myron Curry, ex-KMBC announcer, now a Lieutenant in the United States Army Air Corps, was recently transferred from Jefferson Barracks, St. Louis, Missouri, to Lowry Field, Denver, Colorado.

Obtaining an extended travel time, he stopped off in Lamoni,

titian-haired songstress, the latest of a long line of Brush Creek discoveries. Fran Heyser is producer of the Follies.

A full hour of the Follies is broadcast over KMBC Saturdays.

Three Added Again For Texas Rangers

Three prominent radio stations were added to "The Texas Rangers" subscriber list when B. B. D. O. contracted for WBAL in Baltimore, WTMJ in Milwaukee and WTAR in Norfolk in behalf of "Wildroot", according to George Halley, manager of syndicated features of the Arthur B. Church Productions.

Squibbs New Show Stars Lyn Murray

Lyn Murray, distinguished arranger and choral director, heads up the new E. R. Squibbs & Sons thrice-weekly musical show, "To Your Good Health", aired over KMBC Mondays, Wednesdays and Fridays at 5:15 p.m.

Dedicated to the druggists of America this quarter-hour program presents Richard Stark as host with Murray directing a 20piece orchestra, 12-voice chorus and guest soloists.

Jenkins Music Sponsors News of Henry Goodman

Jenkins Music company, prominent Kansas City institution, contracted for thrice weekly sponsorship of KMBC news, Mondays, Wednesdays and Fridays at 9:45 a. m. starting October 25th with Henry Goodman at the microphone.

cuit. Newest addition to the KMBC Production Manager Colorful Dramatic Staff

Lee Stewart, chief announcer of KMBC since the first of the year, was advanced to assistant KMBC last month at 7:00 p.m. production manager November 1st, working under Ray Shannon, station program director, and Fran Heyser, production chief. Mr. Stewart has been in radio for more than nine years.

Latest additions to KMBC's announcing staff, bringing the department up to full, efficient capacity, include Frank Crosby from KOCY in Oklahoma City, Jim Granger from KFNF of Shenandoah, Iowa, Carl Johnson from KYSM of Mankato, Minnesota and Bill Richards from KFAB, Lin-Family) Zerbe and vocalist Nora coln, Nebraska. Marlowe.

When "Big Town" returned to Tuesdays, sponsored by Ironized Yeast, favorites of other shows were included in its dramatic staff. Witness, for example, Warren (Saturday Night Serenade) Sweeney, Ned (World News) Calmer, Junior (Big Sister) O'Day, Bill (March of Time) Adams, Irene (Death Valley Days, Bright Horizon and Life Can Be Beautiful) Hubbard, Ted (Kate Smith and Man Behind the Gun) Di-Corsia, Raymond (Inner Sanctum) Johnson, Lawson (Pepper Young's



NOW WE'LL HAVE A WORD FROM TUFFY ... KMBC listeners were astonished when they heard Tuffy, 4months-old lion cub mascot of the 2nd Ferrying Squadron of Fairfax Airport, Kansas City, Kans., snarling into the microphone in a unique broadcast, designed to stimulate interest in the recent Third War Loan Drive. The 2nd Ferrying Squadron, attached to the 5th Ferrying Group, Ferrying Division, Air Transport Command, has an average of 85 per cent of its personnel making monthly war bond purchases and in addition has subscribed \$4,850 in the Third War Loan Drive. At the microphone with Tuffy were Erle Smith, left, news editor, KMBC, and Lieut. Col. William J. Fry, Commanding Officer of the 2nd Ferrying Squadron.

JOHN FARMER ... Newsman Gets Call **To Armed Forces**

John Farmer, member of KMBC's news staff since 1939, is leaving mike life in November to don the khaki of Uncle Sam's army. He gained acclaim throughout the Middlewest with his 7:15, 8:25 on KMBC. Reporting the morning news, Farmer's voice was "one of the family" with thousands of Heart of America homes for many months.

natural for John as birds flying tion which he held before moving South in the winter. His father over to the KMBC news staff owned and published the Cameron under the direction of Erle Smith. (Mo.) Sun which is still owned by the family. Going to the microphone instead of the press is as est addition to KMBC's news defar as he ever hopes to get from partment. He came to Kansas City a city desk, he confesses.

John Farmer came to KMBC in Denver.

Iowa, where he married Miss Mabel Hyde of that town. The marriage took place in the chapel of Graceland College where the couple attended school together. Lieutenant Curry's father performed the ceremony, and Edwin Browne, KMBC's educational and religious program director, was the groom's best man.

The couple are now living in Denver, where Lieutenant Curry is stationed as Assistant Registrar in the Station Hospital at Lowry Field.

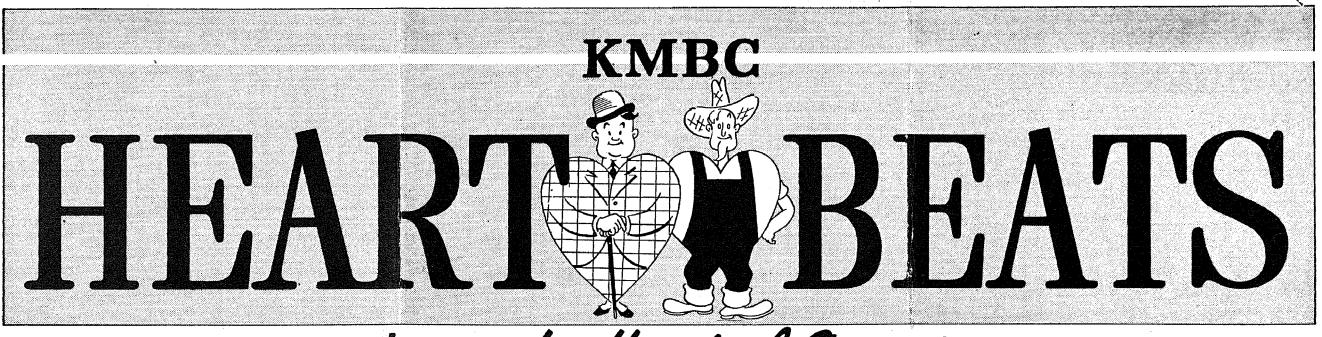
after receiving recognition with and 9:45 a. m. news shots aired Transradio, beating all news services in Kansas City by several minutes with the story of the Pendergast guilty plea and sentence. He rose to be chief of Transradio's Kansas City office in less Choosing the news game was as than a year, and it was this posi-Taking over John Farmer's assignments is Henry Goodman, latfrom WJJD in Chicago, and KLZ

In Service of Our Country

Ensign Donnasue Boe of the USCGR, formerly known to KMBC listeners as June Martin, the Food Scout, was fortunate enough recently to be transferred from her station in Minneapolis to the Coast Guard Recruiting Station in Boston, Massachusetts, where her husband is stationed for training at M. I. T. Ensign Boe is now assistant to the Commander in the Procurement Office in Boston.

"ANDY" ANDERSON ESTELLE BLANAR BILL CARLSON KENNETH COOK MYRON CURRY SHERWOOD DURKIN EDDIE EDWARDS JOHN FARMER PAUL FONDA LOU KEMPER ED KROENCKE

DORIS JANE LEEDS JUNE MARTIN ★WALTER MEININGER **★**TOM MORRIS "SMOKY" PARKER CLARK SMITH HOWARD SMITH VAL TATHAM VIC WILLIS WOODY WILSON



from the Heart of America

VOL. 1, NO. 6

KANSAS CITY'S RADIO MERCHANDISER

DECEMBER 15, 1943



A Christmas Message By the President of KMBC

We at KMBC appreciate the opportunity of the Yuletide Season to wish our many friends well. This has been a solemn year—yet, it holds great promise for the future. May we say at this time next year-here's to a good old fashioned Merry Christmas and peace among all mankind.

Radio's Holiday Gifts

'Million Dollar'' Extravaganzas Climax **Great Year of Broadcasting on KMBC**

When radio moves up front, center row, the showhouse is the Columbia Broadcasting System with KMBC as basic affiliate in the "Heart of America". Radio's "million dollar" holiday extravaganzas bring the entertainment world's finest stars into the homes of midwestern listeners as a spectacular panorama of music, fun and suspense.

Establishing a brilliant precedent for other "million dollar" extravaganzas to match, the Elgin Watch company set the stage for the holiday season on Thanksgiving Day with its second annual two-hour broadcast. It was a laugh-laden musical program keynoted to America's traditional spirit of Thanksgiving, presenting | LENA HORNE . . . top ranking stars from radio, stage, screen and concert stage.

Elgin Salutes Armed Forces

salute to the men and women in at Christmas, 1936. service, a show from home, designed especially for them . . . a



Makes Appearance on Elgin's Christmas Show

The program was an Elgin | radio tradition, since its inception

New Year's Football Games Again, radio taking a 50-yard



JOSE ITURBI . . . Standard Brands Obtains Services for Hour Program



Fred Allen Returns For **New Triumphs Over KMBC**

Fred Allen, America's greatest comedian, returned to KMBC December 12th for his twelfth year in radio and his fourth under sponsorship of The Texas Company.

Recognized for his sharp wit and ready tongue, the Texaco "Chief" rounds out KMBC's well kalanced array of laugh shows, being heard Sundays in the "Heart of America" at 8:30 p.m. Fred Allen brings back to radio the voice that, as one writer put it, sounds like a man with false teeth chewing on a slate pencil.

Recovers Health

The famed comedian staged a marked recovery to good health. This news, which had allayed anxious speculation by his myriads of devoted fans at home and overseas, is heightened by the report that Fred hasn't lost so much as a drop of vinegar.

Unimportant news of the day has again assumed gargantuan proportions; radio is getting another going over; the bigwigs of business are getting their balloons busted; and life has returned to an even keel again with Old King Bellilaff reigning supreme every Sunday evening.

Al Goodman for Music

But there's more than comedy. eleven years, and you have a revealing, human picture of the last decade of American life. Humor, and human interest, too!

The Allen show replaces the Fred Allen this year, as in the "bon voyage".



FRED ALLEN ...

past, will introduce guest stars Take Fred's scripts for the last each week. Al Goodman will also be back with his solid musical support. Many of the old favorites of listeners returned with the "chief", and new faces, too, are bowing before the Sunday evening "Texaco Star Theatre" which had audiences. This season promises to as its featured star, tenor James | carry Fred Allen to new heights, Melton of the Metropolitan Opera. and radio America wishes him

salute to our men and women in line seat at two of the best footthe field. It has since been acclaimed as one of the finest produced programs of the year.

The Elgin Thanksgiving show was only the beginning, however, for a full-hour pre-Christmas "all December 21 to be heard over KMBC at 11:05 p.m.

Standard Brands Schedule Hour

In behalf of the nationwide baking industry, Standard Brands, Inc. will sponsor this "all star and eighth described by Ted radio show" which features such well-knowns as Fred Allen, Edgar Bergen and Charlie McCarthy, All-Star Baseball Game-each also Bob Burns, Dorothy Lamour, Jose Iturbi, Ray Noble, and Spike Jones and his City Slickers. The program, one full hour of scintillating entertainment, will originate from both the Hollywood and New York studios of the Columbia Network.

Edgar Bergen and Jose Iturbi are repeats from the Thanksgiving Rangers Library To Day show. Other names on that Thanksgiving top talent roster included Burns and Allen, Danny O'Neil, Elsie Janis, Sweetheart of the first AEF, The Pied Pipers, Ginny Simms, Alvino Rey, Alan (Falstaff Openshaw) Reed, Ed Archie Gardner, Susanna Foster, Jimmy Newell, Jack Douglas, Ken Carpenter as announcer and music by Louis Silvers' Orchestra.

Ken Carpenter is also scheduled to announce the Elgin two-hour Christmas Day broadcast over KMBC at 3 p. m. and Robert Young will emcee. Other outstanding headliners in that program's

galaxy of stars will be Carmen Miranda, Bob Hope, Jack Benny, Bing Crosby, Adia Kuznetsoff, Cass Daley, The Revuers, The Charioteers, Henry Busse, Judy Garland and Lena Horne.

Then of course the year's climax in dramatic presentations finds Rinso's Lionel Barrymore portraying Scrooge in Dickens' immortal "Christmas Carol", for his eighth successive year over KMBC p. m. Lochman was voted Amer-December 22. Barrymore's por-lica's best minor-league announcer trayal of Scrooge has become a in 1940.

ball games of the year, offers the sports fan a top-ranking extravaganza. Through sponsorship by the Gillette Safety Razor company, the Columbia Broadcasting System and KMBC will broadcast star radio show" is scheduled for the Orange Bowl and Sugar Bowl football games on New Year's Day at 12 noon and 2:30 p.m.

> The Orange Bowl broadcast from Miami will be the fifth in the series sponsored by Gillette Husing. Like KMBC's broadcasts of the Kentucky Derby and the sponsored by Gillette—a bigger listening audience than ever before, held to their firesides by wartime travel restrictions, will enjoy these two outstanding football games of the year.

Three New Stations

It's a set of three again subscribing to "The Texas Rangers" in the month of November.

George Halley, manager of syndicated features of the Arthur B. Church Productions, announced that stations added included KARK of Little Rock, Arkansas, in behalf of the Standard Milling company, WLAC of Nashville, Tennessee, for Sears-Roebuck Retail Store and KWFT of Wichita Falls, Texas.

Walt Lochman Sponsored By Saturday Evening Post

Saturday Evening Post began sponsorship December 7th of Walt Lochman, KMBC's nationally known sportscaster, Tuesdays, Thursdays and Saturdays at 9:40

TED HUSING . . . Covers Orange Bowl Grid Classic for Gillette

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Listed below are items of particular interest to grocers and druggists in this month's issue of Heartbeats.

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Col. 4. Servel—Page 4 Col. 1. Pet Milk—Page 4 Col. 1. Quaker Oats—Page 4 Col. 2.

Plough Supports Retailers With Big Spot Schedule

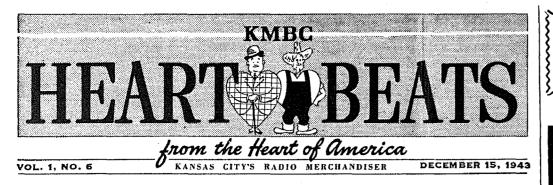
In support of retailers throughout the "Heart of America" Plough, Inc., in behalf of Penetro Products, St. Joseph Aspirin and Mexsana, has renewed for another year an extensive schedule of spot announcements over KMBC. Lake-Spiro-Shurman, Inc. of Memphis, Tennessee, places the contract.

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HEARTBEATS

INTRODUC

December 15, 1943



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting for good listening.

KMBC

of Kansas City MIDLAND BROADCASTING COMPANY

Arthur B. Church, President Karl Koerper, Managing Director Sam H. Bennett, Director of Sales

Published by the KMBC Sales Promotion Department

E. P. I. Shurick, Sales Promotion Director Merle T. McKay, Assistant Editor Katie Ament, Reporter

Nationally Represented By FREE & PETERS, INC.

CHICAGO 180 N. Michigan Franklin 6373 HOLLYWOOD

1512 N. Gordon

Gladstone 3949

SAN FRANCISCO NEW YORK 444 Madison Avenue 111 Sutter Plaza 5-4130 Sutter 4353 ATLANTA 322 Palmer Bldg. Main 5667

T THIS season of the year man's thoughts turn upwards where "lo, the star, which they saw in the east, went before them, till it came and stood over where the young child was". Even in days of peace, mankind at Christmastide draws somewhat closer to the teachings of Him. In the dark hours of our nation at war the desire to pay heed and to accept such teachings becomes greater throughout the year, and particularly during the Yuletide season.

We think of radio-American radio, as we have known to answer. But, she learned it the it-first for its entertainment factors-for the news it brings from the far distant corners of the earth-for its music, its drama, its laughs, its tears. The deep-rooted social influences it might have do not become obvious at first consideration—yet, in such influences rests the true

MILDRED WHITING ... Executive Secretary Midland Broadcasting Company

Back in the days when KMBC was operating with only 1000 watts power-when the station's call letters were KLDS-and when Ray Moler, engineer, and Arthur B. Church together composed the station's staff (in comparison to the 95 staff members today), Mr. Church employed a young woman as secretary. Today, eighteen years later, that woman, Mildred Whiting, is still with him-no longer just private secretary, but also secretary to the corporation.

Miss Whiting is one of few women who knows radio from the ground up. There is little one can ask her about the operation of a radio station that she isn't able

hard way. It was a period of long days and nights that she and Mr. Church labored side by side working out the many problems that arise in the beginning stages of a radio station. Together they lined up new programs, arranged and duplicated program schedules, balanced the books, handled the mail, and carried on numerous other "detail" duties. Her varied proficiencies enabled her to carry an over-burdening amount of responsibilities until, with the station's expansion, departments were created which gradually relieved her of many duties. Today, in addition to her activities as secretary, Miss Whiting is in charge of general office operations. KMBC, or KLDS as it was known then, was Miss Whiting's first experience with radio. Having completed her education in Canada, her first and only position before coming to the station was with the Canada Bank of Commerce in Shellbrook, Saskatchewan, where for one year she was a stenographer and assistant teller. When Mildred returned to the States she had plans of entering the nursing profession and before abandoning those ideas had collected several complete nursing outfits which she has since given away reluctantly, little by little. It was shortly after her return to this country that Mr. Church discovered her and the two formed an association that has lasted these many years. Highly regarded by all who know her for her efficiency, intelligence and her loyalty to KMBC, Mildred is respected most for the person she is. An extremely cordial individual she never fails to have a cheery "hello" and a bright smile for everyone. Her sense of humor, patience and warm heartedness command the admiration of one and all. Few staff members have not at some time or another found Mildred a listener to their personal problems. So without further ado, meet Mildred Whiting, KMBC's executive secretary. Next month, meet Ices and Sherbets for Fountain cast. Address: Pet Milk Co., St. KMBC's chief engineer, Ray Mo- Sales" by C. E. Henderson-page Louis 1, Mo. Time of broadcast: ler, employee with the greatest 34-August, 1943.

number of service stripes, having been with Arthur B. Church since the time he organized Central Radio Company-when a radio station was only a IVI dream.

DIGEST FOR DRUGGISTS

These are busy days! As a service to busy druggists "Heartbeats" herewith summarizes editorial in-formation from this country's leading druggist trade magazines which it feels may prove of fundamental assistance and interest. For the complete story, reference is made as to page number and issue of publication.

DRUG TRADE NEWS reports: "Washington-The General Maximum Price Regulation which froze retail store prices as of March, 1942, is working well in the drug field, for the most part; druggists understand it now; it permits the free operation of fair trade contracts, with some exceptions; any change to a different price control method now would simply be substituting uncertainty for something druggists have learned to live with." From "GMPR Fine, Why Scrap It? Drug Retailers Ask OPA", page 31-Dec. 6, 1943.

CHAIN STORE AGE reports: "Because a high percentage of physicians and nurses has gone to war, Stineway Drug Stores, Chicago, recently has been pushing home-medication and first-aid supplies. Displays and radio spot announcements continually remind Chicagoans to make sure their medicine cabinets are filled kecause of possible delays in getting doctors and because of the necessity for the care of the patients at home" from "Fill That Medicine Cabinet"-page 46-November, 1943.

AMERICAN DRUGGIST reports:

"A merchant can never be sure that his business is yielding a normal profit unless he has the means of determining whether or not each phase of his operations is re-

Herewith are listed new pro-grams over KMBC taking effect between November 1, 1943, and November 30, 1943.

Quaker Oats—"The Aunt Jemima Show" starting November 6, 1943. 1:30-1:45 p. m. CWT Saturdays.

Taystee Bread — "KMBC Happy Kitchen", renewed November 8, 1943, 2:15-2:30 p.m. CWT Mondays. Wednesdays and Fridays.

Grennan Cook Book Cakes-"KMBC Happy Kitchen", renewed November 9, 1943, 2:15-2:30 p.m. CWT Tuesdays and Thursdays.

Soy Food Mills --- WBS Library, starting November 9, 1943, 8:45-9:00 a. m. CWT Tuesdays and Thursdays.

Alpen Brau Beer-"Bonnie King Sings" renewed for Columbia Brewing Company November 12, 1943, 9:45-10:00 p.m. CWT Mondays. Wednesdays and Fridays.

Golden Griddle Mix-"KMBC Happy Kitchen" starting for Soy Food Mills November 13, 1943, 9:30-9:45 a. m. CWT Saturdays.

John Taylor's --- "Joanne Taylor" renewed November 13, 1943, 9:00-9:15 a. m. CWT Mondays through Saturdays.

Pan American Coffee Bureau-"KMBC Happy Kitchen" renewed November 13, 1943, 9:15-9:30 a. m. CWT Saturdays.

Duff & Repp Furniture Company -WBS Library renewed November 14, 1943, 12:10-12:25 p. m. CWT Sundays.



Herewith are listed current offers and contests of advertisers an-nounced over KMBC. Such "Stimulators" result in greater sales for you as a retailer. It is important, in order to derive maximum re-turns from such promotion, that customers in turn, with the details of these "Stimulators". The suc-cess of such offers and contests can be measured by your coopera-

strength of radio, and what it can mean to future generations.

While the Mayflower Compact of 1620 dedicated the first colony in the Northerne parts of Virginia to "having undertaken, for the glory of God, and advancement of the Christian faith", it was Ralph Waldo Emerson who 240 years later bewailed the accomplishments of religion in this country in writing, "Not knowing what to do, we ape our ancestors; the churches stagger backward to the mummeries of the dark ages". To us, however, religion of Emerson's time found itself much in the same perplexity as the distribution today of worldly goods throughout this country and between "have" and "have-not" nations. Bountiful were the teachings of righteousness but limited were the means by which peoples could be exposed to such fundamental truths.

With approximately 5% of all broadcasting devoted to religious and devotional programs, radio has opened the doors of expression to this world's leaders of the church. Radio is one of the few ways so vast an audience can be assembled, and thus become available for such profound messages as those of religion. Today in a few short hours missionary work of a hundred years can be accomplished from one central pulpit in the presence of a microphone. High in the Rocky mountains or on New York's busiest streets listeners can sit at the feet of the world's most learned men.

1

While radio has had a deep and lasting effect upon the American way of life, we are just today coming into a fuller understanding of the vital role it can play in times unfailing pleasant personality, such as these and in the post-war world to follow. The means is there through radio for peoples of every land to come to a common ground of understanding and brotherhood. No barrier can deny even the few an opportunity to learn, not only the commercial things of life, but sympathetic and understanding favor and adding substantially to the truths and blessings of theology. Then these words, "No law shall be made respecting an establishment of religion, or prohibiting the free exercise thereof", shall become a part of a Constitution of all peoples, ebs regardless of color, race or creed.

flecting a normal relationship to the amount of business he is doing . . . if the merchant wishes to analyze and control his Gross Profit properly, he must classify his Sales and Purchases into at least three departments. Unless this is done it is impossible to determine which section of his business is at fault in the event a subnormal average Gross Profit shows up" from article "Know Profits by Departments" by John J. Mc-Kenna, American Druggists Retail Accounting Counsel-page 68-October, 1943.

CHAIN STORE AGE - FOUN-TAIN-RESTAURANT SECTION reports: "Precious products require precise measurement. High grade meats and other foods are precious; so, now more than ever, we use exact weights and measures in serving. We make up all menus a week in advance, studying price and market reports to determine what we can serve for the coming week. Our purchases are made accordingly. Then we figure each menu the day before it applies. A regular menu is then

marked with the exact weight for each portion. This guide-type menu is placed at the steamtable and an exact duplicate is given to the cook", by Mrs. Stella Vanner-

son-page 7-October, 1943. SOUTHEASTERN DRUG JOUR-NAL reports: "Ices and sherbets always have been featured by caterers and chefs on menus for banquets and parties, but have been neglected at soda fountains. Today, with available ice cream limited, they are being featured by smart fountain operators-not as substitutes, but on their merits as delicious and refreshing competitors of ice cream. As a result they are rapidly growing in public

the profits of fountain operators who merchandise them intelligent-

cooperation at the point of sale!

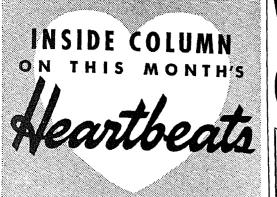
Swansdown and Calumet-General Foods offer listeners cook books and Christmas cookie patterns on Monday through Friday "Kate Smith Speaks" show. Send six cents in stamps to Kate Smith, Box 40, Battle Creek, Michigan. You may receive the pancake recipe book by writing Log Cabin, Battle Creek, Michigan. Time of broadcast: 11:00-11:15 a.m. CWT. Post Toasties-General Foods offers Thrif T. Lids for Maxwell House coffee jars on "Young Doctor Malone" heard Monday through Friday on KMBC. Send ten cents in coin to Box 21, Maxwell House, Battle Creek, Michigan. Time of broadcast: 1:00-1:15 p. m. CWT. Spry-Lever Brothers Co. sends three of Aunt Jenny's "Better Cook Club Recipe Books" to listeners of "Aunt Jenny's Real Life Stories", Monday through Friday. Write to Aunt Jenny, Box 1, New York City. Time of broadcast: 10:45-11:00 a.m. CWT.

Chesterfield --- Liggett and Myers invites Harry James fans to send for a photo of Harry James and his orchestra, heard on KMBC Tuesdays, Wednesdays, and Thursdays. Send your address to Chesterfield, Box 19, New York City. Time of broadcast: 10:15-10:30 p. m. CWT.

Minneapolis Honeywell-The Minneapolis Honeywell Regulator Co., sponsors of "Bluejacket Choir", Sunday morning show, offer a booklet on "Moduflow-Heating and Air Conditioning the Post War Home". Write in care of KMBC. Time of broadcast: 10:05-10:30 a. m. CWT.

Pet Milk-Pet Milk Sales offer a booklet on "Holiday Meals in Wartime", and a baby book on ly" from the article "Glamorize Mary Lee Taylor's Saturday broad-11:30-12:00 a.m. CWT.

December 15, 1943





MARTHA FRAY . . .

It took some picture-snatching to make this column possible, but Ye Ed wishes to refute once and for all the remark that while past "Heartbeats" as shown here are figuratively "out of this world"literally that place doesn't necessarily have a corner on all the glamour in radio. Right here in KMBC's Kansas City studios, starting with the executive offices, we have Martha Fray, private secretary to Karl Koerper, managing director of KMBC, a "Heartbeat" who could hold her own-as this photo attests-with those so-called "out of this world."



War Finds General Mills On Toes to Serve America

Appears Over CBS

Gene Dennis, coordinator of war activities for KMBC, appeared over the Columbia Broadcasting System as a guest of Don Pryor on the Owens-Illinois half-hour show, then known as "Your Home Front Reporter". Dennis, who passed through New York for overseas observation to obtain first-hand color for KMBC's war effort projects, spread the gospel of accomplishments in the "Heart of America" throughout the breadth of the land by the medium of "Broadway Matinee" which is heard Mondays through Fridays over KMBC at 3 p.m.

J. & J. Continues Edwin C. Hill News

Edwin C. Hill, whose rugged observations on "The Human Side progressive organizations. of the News" are a regular Tuesday feature on KMBC at 5:15 p. m., has had his contract responsors, Johnson & Johnson, in behalf of J. & J. Band Aids.

Hill bears the reputation for having been on top of every important news story to break in New York City since 1901, when he joined the staff of the New York Sun.

Following thirty years as reporter and columnist, Hill was one of the first of the Fourth Estate to turn his talents to the microphone. He has been on the air consistently for more than a decade.

The fatal day of December 7, 1941, which plunged America into this global conflict, found General Mills ready, eager and able to contribute much to America's war effort. General Mills was and is equipped with the manpower, the trained personnel and the latest machinery to step into their important role in Wartime America without hesitation.

HEARTBEATS

There are many chapters to the organization's history of pioneering foresightedness, as led by Cadwallader C. Washburn, which account for General Mills being the largest flour milling company in the world today . . . with mills stretching from coast to coast.

An Existence of "Firsts"

In the beginning stages of the company's development the reputation of "first" was earned in being first to use the now-famous purifier and that reputation was maintained through the years until today General Mills is known as one of America's leading, most

Wheaties today brings KMBC radio audiences one of the most popular dramas on the air-the newed for 1944 by his current story of "Kitty Foyle" aired over KMBC Mondays through Fridays at 9:15 a.m. This program has already been acclaimed as a bestseller and a hit motion picture.

> Dedicated to War Effort Today, over 10,000 men and women of General Mills produce many materials of war . . . enriched flour and cereal, products for both soldiers and civilians . . . food to make America strong. Dehydrated eggs are packed in moisture proof, gas-proof packages invented by the company's packaging experts. Concentrated rations and pre-cooked breakfast



GRANDMA'S GIRL MADE GOOD ...

Toni Gilman, Columbia network's beautiful and talented young actress, is barely out of her teens; yet, she is a veteran of radio and enjoys outstanding success in the daytime serial, "We Love and Learn" heard over KMBC Mondays through Fridays at 1:30 p. m., sponsored by Grapenuts and Wheatmeal. Toni's 73-yearold grandmother insisted that if Toni wanted to be an actress, she was going to be a good one. Granny coached her and arranged the audition.

If It's A Laugh Listeners Want, **KMBC Serves Up Well Balanced Menu**

Jimmy Durante and Garry Moore heard over KMBC Friday nights at for American soldiers, Naval Ord-9 p. m. are proving to be notenance, torpedo directors, sights worthy additions to KMBC's well



Page 3

SALLY CARSON . . .

Picture, if you will, Sally Carson with golden tresses and a voice that personifies her vivaciousness. Her songs have proved to be one of the reasons why the KMBC Brush Creek Follies have been turning them away every Saturday in this, its seventh successful season.



KAY TRAVIS . . .

Yes, you've seen glamour in the office, glamour in the musical department, and now for glamour in dramatics. Meet attractive Kay Travis who has appeared on many of KMBC's dramatic shows, including Joanne Taylor's early morning shopping quarter-hours. If this doesn't prove our point, you're invited to look us up sometime at KMBC. and we'll show you around!

"Chats About Dogs Has Added Appeal

With dog's role in our wartime life taking on added significance, Bob Becker's famous "Chats About Dogs" has been receiving even an increased acceptance among dog lovers tuned to KMBC, Thursdays at 5:15 p.m.

Mr. Becker's "chats", as sponsored by Red Heart Dog Food of John Morrell and company, dramatizes true stories about our heroic four-footed friends. In addition to the sketch. Becker draws on his many years of experience as a sportsman breeder and trainer to answer questions of listeners who write in to the program.

Oxydol Thrillers **Play Every Angle**

"I Love A Mystery" is radio's original, high-spirited, dizzy-paced adventure - thriller series, which shares the wide appeal and wild enthusiasm common to all adventure-mystery stories.

The sponsors, Procter & Gamble, makers of Oxydol, attribute the huge success of this five-nighta-week program heard over KMBC at 10:00 p. m. to its always varying appeal. Each story sequence lasts two to three weeks—and is replaced by a brand new story type. New listeners can come in any time. And, if you don't hit their taste with mystery-you'll get them with adventure. If adventure's too tame, you'll get them with horror.

brain-child of wonder-man Carlton E. Morse, who writes, produces and directs the program himself. In addition, Morse is well known in the radio world as the creator, producer and director of "One Man's Family", now on the air for eleven years.

for naval guns, gyroscopic equip-balanced and well distributed list ment and other devices are now of topnotch comedians,

in production in the General Mills Product, many vitamin concentrates are being produced and used by our own men and our allies.

America's entrance into a life and death struggle for our way of life found General Mills capable and prepared to do its share in history's most gigantic human conflict. And come the day of tolling victory bells—it too will find General Mills ready and prepared for a better, a peaceful world.

Take the Judy Canova Show Mechanical Development Depart-sponsored by Colgate Tooth Powment. Through the Distillation der Tuesdays at 7:30 p. m.-"Burns & Allen" brought to KMBC listeners by Swan Soap Tuesdays at 8 p. m.—Campbell Soup's "Jack Carson" show on Wednesdays at 8:30 p. m.-Groucho Marx's Pabst "Blue Ribbon Town" Saturdays at 10:30 p. m., and now add Durante and Moore Fridays at 9 p. m. and Fred Allen for Texaco (returning December 12----see page 1) Sundays at 8:30 p. m. Just added evidence of well - balanced programming



"I Love A Mystery" is the FROM BRUSH CREEK TO PHILHARMONIC ...

Herbie Kratoska, KMBC's funnyman of the "Brush Creek Follies", slicked up his hair, stepped into a pair of shoes (and tuxedo) to take the featured banjo part in George Gershwin's show went on the CBS Network in "Porgy and Bess", as presented by the Kansas City Philharmonic | 1931. Today they present over on December 8th. In addition to Herbie, who has a national reputation for his string wizardry in motion pictures and on network Moore, "Thanks to the Yanks", radio, there was saxophone-playing by Kenny White of the Mid-|Saturdays at 6:30 p. m. and land Minstrels to again represent KMBC talent staff.

MOORE AND DURANTE ...

throughout a broadcasting week over Columbia and KMBC!

Varied Backgrounds

From Manhattan's lower east side in surroundings of poolrooms. corner cigar stands, back alleys and his father's barber shop to Diamond Tony's at Coney Island —from Coney Island to a vaudeville trio act-from vaudeville to Broadway, Hollywood and the airwaves-that's the story behind the famous schnozzle, Jimmy Durante.

Garry Moore, on the other hand, has confined his struggles strictly to radio, running the gamut from small stations on up through network sustainers-always balking at becoming a comedian because he thought he wasn't "suited"!

And now that both have carved a niche for themselves among the big name comedians of radiodom they combine their talents, zany antics, subtle ridiculousness and hoarse comedy to bring radio audiences a brand new comedy team, a team that "keeps 'em laughing!"

Pioneering Record

The R. J. Reynolds company, makers of Camel Cigarettes, who sponsor Moore and Durante, has always been a consistent advertiser, telling the merits of its products to an ever-widening circle of customers. R. J. Reynolds was a pioneer in the advertising field and with the advent of network radio the Reynolds Company pioneered again . . . spreading their name over the air waves from coast to coast. Their first KMBC, besides Durante and "Blondie" Monday evenings, 6:30.

December 15, 1943



LOUISIANA LOU WINS AWARD ...

Believed to be the first award of its kind in America, KMBC's Louisiana Lou was cited in late November by the Military Order of the Cootie, Veteran of Foreign Wars, for her tireless efforts in entertaining veterans confined to hospitals throughout the country. Louisiana Lou, long a favorite with KMBC listeners and the Brush Creek Follies, is shown above receiving a certificate of award from Philip E. Lindsay, supreme hospital commissioner of the V.F.W., before leaving for an extended trip through the south to perform in veteran hospitals as far east as Georgia. -Staff Photo

Billie Burke Sugar-Coats Cookery Headaches on "Fashions in Rations"

In selecting radio programs today sponsors such as Servel whose products are mainly of interest to the homemakers, seek new program ideas which will be of wartime service to the homemaker as well as entertaining. Servel selected the right show when they chose "Fashions in Rations".

Billie Burke, one of the screen's best-loved actresses, has assumed an important radio role in "Fashions in Rations", making it a helpful, topical, slightly daffy program

Corliss Goes Commercial

"Corliss Archer" previously proving its worth as top-flight radio entertainment on KMBC's Friday night schedule, moves into a sponsored spot on January 8th, Saturdays at 4 p. m. It'll be the same Corliss, giving the listeners her humorous insights into the intricacies of the teen-age mind, sponsored by Anchor Hocking Glass.

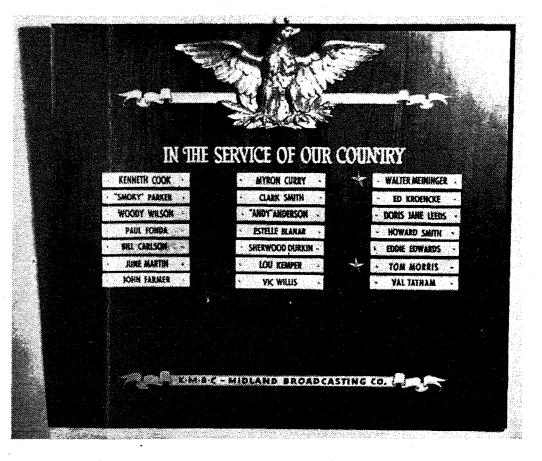
DIGEST FOR GROCERS

These are busy days! As a service to busy grocers "Heartbeats" herewith summarizes editorial information from this country's lead-ing grocer trade magazines which it feels may prove of fundamental assistance and interest. For the complete story, reference is made as to page number and issue of publication.

THE PROGRESSIVE GROCER reports: J. S. Alfeld of Carrollton, Ill., on asking his clerk on how he thought rats could be kept from coming up through the plaster near the floor followed his advice of mixing powdered lye and plaster together. "Joe (the clerk) very carefully mixed the powdered lye and the plaster together, using a wooden stick. Then he very slowly poured in water to the proper thickness to spread over the hole. That was done three months ago and no rats have come up that hole since"-page 181-November, 1943.

NEW ENGLAND GROCER AND MARKET MAGAZINE reports: "Faced with fuel rationed winter number two, welcome news comes from the U.S. Bureau of Mines that table salt thrown on the furnace fire reduces soot formation and thus saves fuel, states E. H. Pendleton, Vice-President of the Worcester Salt Co. In a report of investigations the Bureau of Mines points out that losses from all causes due to soot may be 25%or more of the coal burned"page 55-November, 1943.

FOOD FIELD REPORTER reports: "Although many housewives chose their food stores before the war because of price, only 12.5% of the shoppers surveyed by the Homemakers Guild of America here (Toledo), reported that they continued to do so now. Of those who chose food stores because of location, there are but 16.2% who do so today. It was also observed that a noticeable trend to shop around exists with 58.8% of those queried . . ." from article on page 14-October 18, 1943. SUCCESSFUL GROCER reports: "Wrappings account for expense equal to one-tenth to one-fifth of a grocer's net profit. Are you doing all you can to convert this expense into profit? Use manufacturers' cartons instead of paper bags wherever possible . . . encourage customers to return cartons for re-use . . . Never use a big bag where a small one will do ... Don't use small individual bags for goods that don't need them ... Why not sell shopping bags, baskets and string-net bags?" From "The Wartime Guide for Retail VIC WILLIS Grocers" by the U.S. Department of Commerce-page 19-October, 1943.CHAIN STORE AGE reports: "Congressman Wright Patman's new bill to set up a custodian of surplus property which the Government will have on hand when the war ends would give the Smaller War Plants Corporation the final decision as to its disposal. The declared purpose is to make such property available to small enterprises in preference to 'companies which are now strong and powerful in their own right'" from feature column known as "Trends in Distribution" - page 146-October, 1943. FOOD FIELD REPORTER reports: "Food retailers and wholesalers are expected to have at least as good a year in 1944 as they had this year, according to the Bureau of Agricultural Economics. The chief fly in the ointment discernible at this time, is



In this month of December which is so vivid in the minds of all Americans for that never-to-beforgotten day at Pearl Harbor we at KMBC pause to pay tribute to all our fellow staff members in particular who have answered the call to uniform.

We salute our women who realized what an important part they could play in helping to win this war by discarding their ruffles and frills for the military garb of a WAC, a SPAR and a WAVE. We salute the eighteen men who have left their positions, families and friends to do their share in this great global conflict—eight in the Army, two in the Navy, six in the Army Air Force, one in the Marines and one in the Maritime Service-two of them having given their lives in the service of their country.

We are proud of our men and women in service, proud of the terrific job they are helping to achieve through many sacrifices. We think of them particularly at this time and wherever they may be, whatever they are doing we send them our heartiest holiday greetings. May they spend next Christmas season at home with us!



Page 4

on KMBC, Saturday mornings at Quaker Oats Show 10:30.

Her program is a combination of important food and cooking news, and delightful comedy. The comedy is expertly supplied by charming Miss Burke, and the food news comes direct from Washington and from local centers.

Here's the ideal way for homemakers to find out how to make the most of their ration coupons . . . and to have a grand time rationing intricacies.

Now Quarter-Hour

Last month a new Aunt Jemima show, sponsored by the Quaker Oats company, introduced lovely Vera Lane, young new singing star, to KMBC listeners on Saturdays at 1:00 p.m.

Quaker Oats for sometime had been using five minute program spots over KMBC on Sundays, and the success of this advertising was while they're finding out. Grocers so great that the time was inthroughout the "Heart of Amer-| creased to fifteen minutes. The ica" have a lot to thank Servel new show retains all the tested for, in taking some of the burdens and proved features of the earlier off their shoulders in explaining programs plus an enlarged cast of up-and-coming talent.

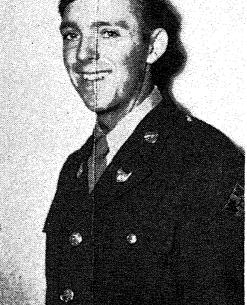


MARY LEE TAYLOR MOVES TO SATURDAY ...

W. E. Danford of the Pet Milk company in Kansas City is shown marking up a new time for a favorite of long standing with KMBC listeners, Mary Lee Taylor. After ten years on the radio, Miss Taylor the last week of November instituted a new halfhour show on Saturdays at 11:30 a. m. which concentrates her priceless assistance and advice on food problems of the day into a period most beneficial to Mrs. Housewife. -Staff Photo

the labor shortage, which is not expected to get better. However, the dollar volume of foods available for civilian consumption is expected to be at least as high as this year. Public familiarity with

now required by explanations."page 12-November 15, 1943.



-Staff Photo Willis Joins Army And Sees America

Five army camps in one year of service to America's armed forces is the record of Vic Willis, former Oklahoma Wrangler on KMBC. He donned his private's uniform on December 7, 1942, just one year after Pearl Harbor and has since been stationed at Camp Wolters, Texas, Camp Gordon, Georgia, Fort Dix, New Jersey, Camp Gordon Johnston, Florida and Fort Jackson, South Carolina. Vic was recently in to say hello while on furlough en route to Fort Jackson where he is now stationed taking machine gun training.

KMBC Engineer Carries Skill Over Into Service

Clark Smith, a captain in the United States Army, is a good ex-Isle, Maine.



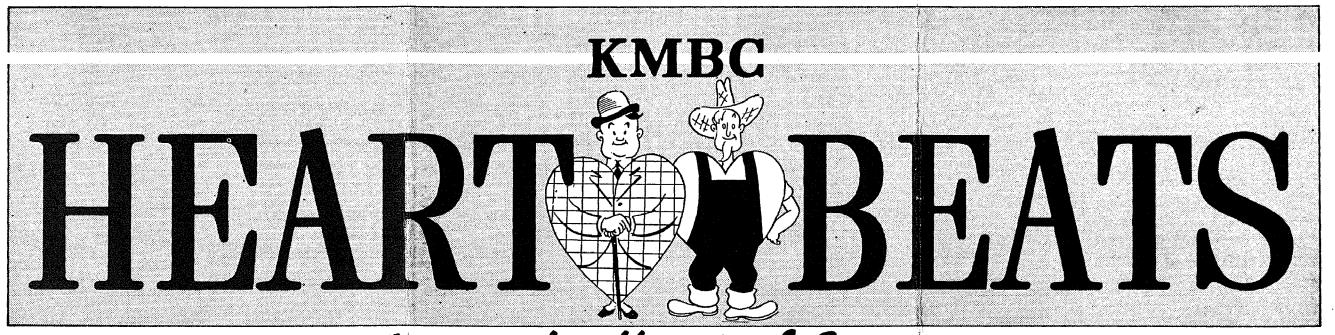
VAL TATHAM ... -Staff Photo

KMBC Talent Star Home on Furlough

Val Tatham, ex-KMBC talent star, now stationed in Marana Field, Arizona, was home in Kansas City on furlough not long ago. A guitar player with the Rhythm Riders before he entered the Army, Val is still playing the guitar with the field's swing orchestra. The large military band, of which he is also a member, has the distinction of being the country's highest in the sale of war bonds through personal appearances. Val is a private, first class.

WAVE Replaces Smith— He's Off With Fleet

Last word received from Howard Smith, seaman, first class. ample of the Army using a man stationed at Olathe Naval Air the rationing system is expected to its best advantage. At one time Base, was "the Waves have ret. make for smoother functioning a topnotch engineer for KMBC, placed me, so it's off to the next year by ending the delays he is now a radio engineer in the Fleet!" The gang is anxiously Signal Corps stationed at Presque awaiting word, wondering as to his whereabouts.



from the Heart of America

CITY'S

VOL. 2, NO. 2

Advertisers Well Known to Region **Buy KMBC Features**

The new year has already seen several of KMBC's nationally known personalities taken over in sponsorship by familiar advertisers of note in the Kansas City area, announces Sam H. Bennett, sales director of KMBC.

"The Texas Rangers", popular musical unit of network radio and motion picture fame, is being sponsored by Refrig-O-Master, with Jenkins Music company as distributor and other retailers including Mehornay Furniture company, Marshall Auto Stores and Katz Super Stores. The show is heard Monday through Friday at 7:45 a. m. on KMBC, which originated "The Texas Rangers" unit, now on wax.

Krank's Shave Kreem and kindred products contracted for "The Midland Minstrels", three times weekly at 7:30 a.m. on Tuesdays, Thursdays and Saturdays begin-Kansas City's most popular.

\$108,616,200

KANSAS

With the news that the nation's recent Fourth War Loan Drive was a complete success the radio industry looks with pride and thanks to its own Kate Smith for her splendid assistance. Smashing through to a new phenomenal record for War Bond sales via radio, Kate Smith sold a total of more than \$108,616,200 worth of bonds in her 'round-the-clock appeal over CBS February 1, almost three times more than her previous effort. When Miss Smith is not busily making Victory her business, she is commercially sponsored by Sanka and Jello Fridays at 7 p. m. and Mondays through Fridays at 11 a.m. for Swansdown and Calumet.

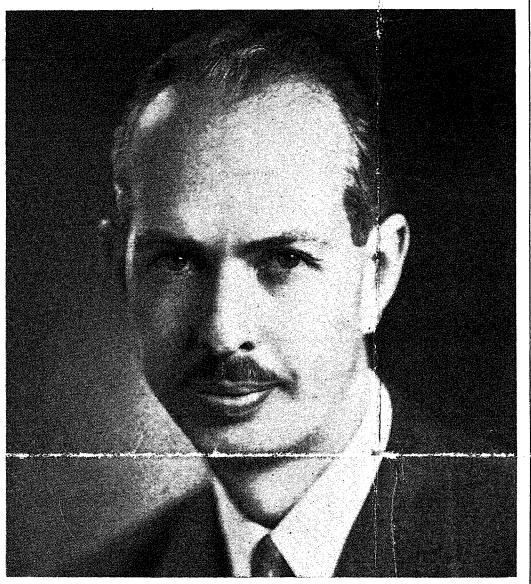


It was a happy day recently when The Texas Rangers had a little get-together. Not only did this mean that old friends met for ning as of February 1. This novel- the first time in many months, but ty musical unit has become one of time was taken out to make additional transcriptions for The Texas

Dedicated in Behalf of American Broadcasting

RADIO MERCHANDISER

KMBC Retains Services of Charles Church To Conduct Study of Radio in Education



With radio's responsibility to America's cultural needs taking on added significance in wartime and in planning for the post-war world, KMBC of Kansas City has retained the services of Dr. Charles F. Church, Jr., to conduct an extensive study and research in determining the full potentialities of radio, particularly of KMBC, in education.

MARCH 1, 1944

Dr. Church comes to KMBC with a rich background in educational activities, obtaining his Ph.D. at Ohio State University, majoring in the history of education and minoring in radio education. For several years he was a member of the Bowling Green State university in Ohio and a visiting instructor at Ohio State.

Active in Music

The educational activities of Dr. Church have taken him particularly into the field of music. He

The mid-afternoon newscast of Rangers library. KMBC's news editor, Erle Smith, was taken over by Duff & Repp Furniture company on Mondays, Wednesdays and Fridays, effective February 7.

of KMBC's Sunday newscasts, is trick to match furloughs with switching over March 30th to vacations and leaves of absence. Henry Goodman's across-the-board 7:15 a. m. news.

Goodman Ace Ignores 11th Anniversary of Easy Aces

"Anniversaries always remind to think of 'Easy Aces' as a lively, bouncing youngster," so says Goodman Ace, starting the twelfth year of "Easy Aces" over CBS in March. So, there'll be no celebration—except in Kansas City which is reminded that this popular network feature, sponsored now by Anacin, started on KMBC.

Come From Near and Far With two of the Rangers serving in the armed forces, two holding responsible posts in war plants and others in the Pacific Coast Diamond D-X, long time sponsor | Camel Caravan, it was quite a George E. Halley, manager of syndicated features of the Arthur B. Church Productions, reports that the disks, being released on a basis involving length of service, have already received rave notices

by sponsors and listeners alike. New Stations Added

New subscribers added in reme that I'm getting old, and I like | cent weeks include KICA of Clovis, New Mexico, and Walters Brewing company which expanded its sponsorship to include KVOD of Denver.

Recent "The Texas Rangers" trade advertising has told an unusual story of exceptional testimonials received from subscribers in all parts of the country.

DR. CHARLES F. CHURCH, JR. . . . Educational authority who comes to KMBC to conduct study.

'Star and Story" Gets Off to Good **Start With Unique Program Idea**

Already well on the road to becoming a top radio dramatic feature, Goodyear's "The Star and the Story" has been ringing the bell regularly on Sundays over KMBC at 7 p.m.

This unique program idea which began over KMBC last month builds its dramatic series around Walter Pidgeon who in turn brings Hollywood's leading stars to the microphone in the actresses' best performance of past epic-making motion pictures.

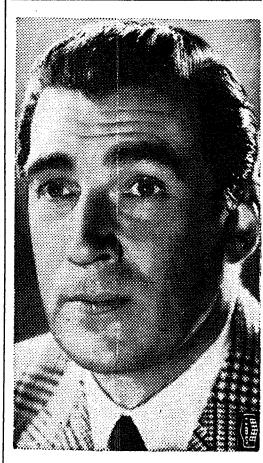
Versatile Pidgeon

Definitely qualified for his role as host, Walter Pidgeon's appearances in such films as "Mrs. Miniver" and "Madame Curie" have been theatrical highlights. This series of programs is a real challenge to the versatility of Walter Pidgeon for to jump from deep drama to light comedy is a test of the best.

Pidgeon will have every opportunity to prove his exceptional talents when confronted each week with a new play presenting these greatest dramatic actresses of our times. The selection of stories by the guest stars themselves is an innovation in broadcasting circles and assures a sincere performance at Academy standards.

Unusual Musical Support

Alfred Newman is musical director of the program. As general music director of Twentieth Century-Fox, he has the enviable record of two Motion Picture Academy Awards for original musical nearly \$1500 each.



WALTER PIDGEON ...

scorings of first, "Alexander's Ragtime Band" and then for "Tin Pan Alley."

Such memorable screen plays as 'The Awful Truth" and "It Happened One Night" (with the original stars, Irene Dunne and Claudette Colbert) will accelerate the general pace of the new series which is sponsored by the Goodyear Tire and Rubber company, producing today for Victory everything from minute packing seals to giant Earthmover tires costing

was active in the organization of the Ohio Music Educators Association and one of the founders of the Ohio Intercollegiate Band and of the Ohio Intercollegiate Orchestra Associations.

In announcing Dr. Church's appointment, Karl Koerper, managing director of KMBC, reported that "the findings derived from this exhaustive study will determine how the schools can better be served by Kansas City broadcasters, and how Kansas City broadcasters can better serve the public generally with educational programs."

To Visit Cities

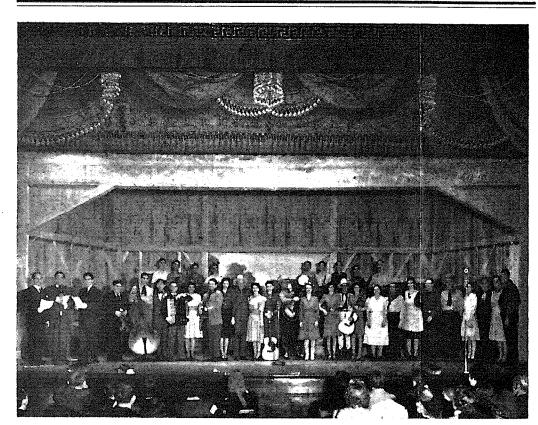
Dr. Church will visit in the coming months cities throughout the country to make a careful study of educational activities and how radio is being utilized to serve the needs of those communities. These findings will be infiltrated into KMBC's programming schedule with careful attention being paid to greater responsibilities of radio along educational lines in the postwar world.

INDEX

Listed below are items of particular interest to grocers and druggists in this month's issue of Heartbeats.

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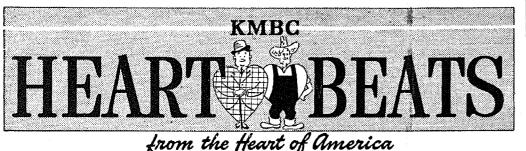


EVERYONE'S GUILTY IN THIS "LINE-UP" ...

James McConnell, talent head of KMBC, in attending a recent "line-up" of this year's Brush Creek Follies stars, picked out the whole gang as being guilty of attracting sell-out crowds to make this by far the Follies' most successful season.

Page 2

VOL. 2, NO. 2



MARCH 1, 1944 KANSAS CITY'S RADIO MERCHANDISER

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting for good listening.

KMBC

of Kansas City MIDLAND BROADCASTING COMPANY

Arthur B. Church, President Karl Koerper, Managing Director Sam H. Bennett, Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Sales Promotion Director Merle T. McKay, Assistant Editor Katie Ament, Reporter

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373

SAN FRANCISCO (4) NEW YORK (22) 444 Madison Avenue 111 Sutter Plaza 5-4130 Sutter 4353

HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151

ATLANTA (3) 322 Palmer Bldg. Main 5667

Comparative Costs

There are still some retailers who ask the advertising salesman, "How do I know advertising pays, and what form of advertising pays best?" As to the first part of that query, this country's standard of living is proof enough in itself. But as to the latter part, there seems to be only one way to get on dry ground. Let us take one medium of advertising, radio for instance, and completely devaluate the figures in regard to it. Then in direct contrast, give all other media every question of a doubt. If after such a partial consideration, the media that has been devaluated can still prove out as the best buy in dollars and cents, then there should be little left to wonder about.

In the first place, let us not stray from home. Applying nical operations, building operathe findings of one market to that of another can be most misleading. So, let us look directly at the Kansas City situation. Of a retail nature, comparative costs between the spoken word, as represented by radio, and by the printed word, newspapers, are of primary importance. Kansas City has five radio stations and one dominant newspaper. According to ABC circulation figures, not back in the time of the 1940 census, but at the time of its last fiscal report, the combined morning and evening circulation of this newspaper was 689,283-not just that of Kansas City alone but of the entire trade area.

INTRODUCING



A. K. KRAHL . . . Studio Director of KMBC

In thinking of his engineering department Arthur B. Church can be reminded of that expression, "for greatness he couldn't want." This can be thought of literally as well as figuratively. As to physical characteristics, the average weight of four key engineers at KMBC is over 200 pounds—and Kenneth Krahl as studio director is a charter member.

Greatness too can be applied to Kenneth Krahl in being a perfectionist first, last and always-the slightest "off" detail being an irritation. This, along with his commanding size, gives the first impression of sternness. Any sternness, however, is actually only a front for Ken possesses the greatness of a proverbial "heart of gold."

As studio director for KMBC the supervision of all studio techtions and maintenance, installation | Progress'' — page 54 — February, of equipment and construction and operation of relay transmitters is in his capable hands. Just as every man is a pipe dreamer to a certain degree, so Ken spends many hours visualizing in his mind's eye future perfection in KMBC's studios. But unlike so many men, Ken has the ability of greatness to see that his dreams materialize. KMBC today enjoys a reputation of "first in the Heart of America" in many ways, and one of them is in technical operations. KMBC was the first station in this area to boast complete duplicate transmitting equipment; first to own vertical radiator towers; first to have two towers; first to install auxiliary power plant for use in emergencies; first to do any shortwave relay work; and first directional broadcasting station using directional antenna system. His success today as an authority on the technical end of radio is somewhat surprising when you know that Ken's original ambition was to be a science teacher and that later, when he finally did go into radio, it was as an announcer. The year 1927 was the beginning of Mr. Krahl's permanent association with KMBC and for thirteen now he has been KMBC's studio director. Radio is a major part of Ken Krahl's life. It not only affords him a livelihood but also off-hours pleasure. Until the war closed amateur operations, his evenings were spent operating an amateur set, W9SHQ, on 10 meters. He is a member of American Radio Relay League as well as the Institute of Radio Engineers and Kansas City Electric Club. It is certainly not overstepping boundaries to say Kenneth Krahl is also one of the leading recording experts of this country. On recently making recordings for the of some of their problems. He Kansas City Philharmonic Orchestra-a job requiring real finesse | laboratories, a compounding labo-

of the orchestra, afterwards had this to say about the records: "They are truly the work of an artist, leaving nothing to be desired."

The touch of artistry is likewise apparent in his personal appearance and dress. It is not surprising that a publication of 1926 named Ken Krahl as its nominee for radio's best looking announcer.

Not to mention his sense of humor, kindliness and understanding and sympathetic nature, just take the combination of creative talents, perseverance, and perfectionists' attitude, and you've got an unusual person of greatness.

So without further ado, shake hands with the unusual Mr. Krahl, KMBC's studio director. Next month, meet KMBC's statistically minded director of research and merchandising, Mark Smith.



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

CHAIN STORE AGE reports: "Have you neglected your prescription department during the holiday rush? Are you allowing your prescription department to get shabby because of the increase in prescription work caused by the influenza epidemic? . . . The physician, with an eye trained for order, may pass judgment quickly upon you after a survey of your stock; may decide then and there if yours is the place where he would like his prescription compounded. The customer, more often than you think, also judges you by appearance"---from "Pharmacy



Herewith are listed new program contracts over KMBC taking effect between January 15, 1944-March 1,

Kansas City Fire & Marine Ins. Co.-Sponsoring "The Crystal Chorus" starting January 30, 1944, 12:45-1:00 p.m. CWT Sundays.

Refrig-O-Master — Sponsoring "The Texas Rangers" starting January 31, 1944, 7:45-8:00 a.m. CWT Mondays, Thursdays and Fridays.

Kranks Products - Sponsoring "The Midland Minstrels" starting February 1, 1944, 7:30-7:45 a.m. CWT Tuesdays, Thursdays and Saturdays.

Goodyear Tire and Rubber Co.----Sponsoring "The Star and the Story" with Walter Pidgeon, starting February 6, 1944, 7:00-7:30 p. m. CWT Sundays.

Duff & Repp Furniture Co .---News with Erle Smith, starting February 7, 1944, 3:25-3:30 p.m. CWT Mondays, Wednesdays and Fridays.



Herewith are listed current offers

The newspaper industry itself has determined that the average readership of a quarter-page advertisement is 7%. Applied to this area that would be 48,250 families or subscribers. The lowest retail rate allowed would figure out at \$354.20 for a quarter page-this rate earned maximum discounts of the largest retail user of space. On radio's side of the story, an equally prominent radio station's rate is \$120 for a quarter-hour at night. Keeping our plan of devaluation in mind, no discounts are allowed. This applies as well to radio's potential "circulation"—greater Kansas City only with 174,564 radio homes as of the 1940 census.

Accredited listener surveys made between 6 to 10 p.m. prove a seven day average radio audience in Kansas City of a *conservative* 33%. It has likewise been shown that the particular radio station in question had an average audience of near 40%, with one night of the week at the low extreme of 35%. For obvious reasons, let us consider only the 35%. With one-third of the sets turned on and 35% of this figure tuned to this one station, here, therefore, would be 20,366 families at the cost of \$120.

Quantitatively, the net circulation cost of the spoken word versus the printed word would then be \$7.34 per thousand families for newspaper and \$5.89 per thousand for radio. In spite of completely devaluating radio service, there is still a saving well over a dollar per thousand families. With this as bedrock add, if you like, radio's coverage outside of greater Kansas City which is of particular importance to the station involved, figure in the great increase of population since the 1940 census, consider proportionally lower rates when discounts are applied, and finally that great factor of circulation duplication of a morning and evening newspaper ebs in an one-paper town.

1944.

AMERICAN DRUGGIST reports: There's a quicker turnover, less display space required, and a greater percentage of satisfied customers in connection with a veterinary department than in any other of the varied and sundry so-called sidelines developed by drug stores in recent years, according to Jack Davis, owner of the Davis Drug Store, Chickasha, Oklahoma. . . . "My veterinary department has grown until today it runs around \$1000 a month. On an average the stock turns over once each month, which certainly is no small item in any man's business" from "Quick Turnover, Big Sales"-page 118 -February, 1944.

CHAIN STORE AGE, Fountain and Restaurant Maintenance Manual, reports: "Six ways to assure efficient upkeep and operation of fountains include (1) Schedule and control all cleaning and simple repair work (2) Train help by demonstration to get best results (3) Use and control of proper tools (4) Work closely with manufacturers and public utilities (5) Control all repair parts and extra equipment (6) Make frequent overall check-ups" from special edition of "Wartime Guide for Managers and Employes" --- page 12—February, 1944.

AMERICAN DRUGGIST reports: "Realizing that the war inevitably affects the professional services of doctors, dentists, veterinarians, and other professional men, Thomas R. Tesiero, Ph.D., of Amsterdam, New York, began his planning several years ago to meet this condition. He turned his attention toward the development of a more complete professional line of services to relieve the harried and overworked medical men has added analytical pathological ulators" of the following advertisers result in greater sales for you as a

Admiral Corp. - The Admiral Corp., sponsors of "World News Today," regular Sunday feature on KMBC, offers listeners a free booklet on "Ways to Fix Your Own Radio." Write c/o this station to Admiral Corp. Time of broadcast: 1:30-1:55 p. m. CWT. Chesebrough Mfg. Co.-The Chesebrough Co., sponsors of "Dr. Christian," heard Wednesdays on KMBC, offer awards ranging from fifty to three thousand dollars. Write an original radio script for their show. Send it to Dr. Christian Award, 17 State St., New York City 4. Time of broadcast: 7:30-7:55 p. m. CWT.

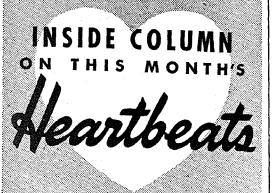
Cudahy Packing Co. --- Submit household hints plus the side panel from a Delrich package to Delrich, 919 N. Michigan Ave., Chicago 11, Ill. Cudahy Packing Co., sponsors of "Something to Talk About," Monday through Friday show on KMBC, offer cash prizes ranging from one to one hundred dollars. Time of broadcast: 3:30-3:45 p.m. CWT.

Minneapolis Honeywell Co.----"Heating and Air Conditioning the Post-War Home" is the booklet offered by Minneapolis Honeywell, sponsors of "Blue Jacket Choir," Sunday program on KMBC. Send your address to Minneapolis Honeywell, c/o KMBC. Time of broadcast, 10:05-10:30 p. m. CWT.

Pet Milk Co .- Send in for Mary Lee Taylor's "New Dishes From Leftovers" and "The Baby Book." Mary Lee Taylor is heard over KMBC Saturdays under the sponsorship of Pet Milk. Address: c/o this station. Time of broadcast: 11:30-12:00 noon. CWT.

an extensive line of oxygen equipment, a surgical section, and an infants' department" from "We Added Six Professional Departand skill—Efrem Kurtz, conductor ratory, a professional fitting room, ments", page 57—December, 1943.

March 1, 1944





CONSTANCE MOORE ...

Lockheed's exceptional program, "America - Ceiling Unlimited", brings to KMBC listeners on Sundays beauteous Constance Moore who aids Emcee Joseph Cotten. This program which is heard at 1 p. m. and sponsored by Lockheed Aircraft Corporation has made exceptional strides in program excellence.



Long A Favorite INSIDE COLUMN ON THIS MONTH'S Heartbeats Pillsbury Returns "Grand Central Station" to KMBC

Pillsbury Flour Mills company launch a new campaign on KMBC, March 4, as sponsor of the popular coast-to-coast "Grand Central Station" radio dramas.

Leadership by four generations of a single family is the story of Pillsbury Flour Mills company of Minneapolis, prominent in its industry, which has now entered its seventy-fifth anniversary year. In these many years Pillsbury Flour Mills has grown from the little mill by the falls into one of the largest milling organizations in the industry, with manufactories at many points, in all parts of the country.

It is natural, therefore, that Pillsbury, known for its leadership, should make this nighttime program possible for listeners in the daytime. The program, presented for Pillsbury's Sno Sheen Cake Flour and Enriched Farina, is heard on KMBC Saturdays from 1 to 1:25 p. m., CWT.

Each weekly episode of "Grand Central Station", as in the past, dramatizes human interest stories about persons in the throngs at | the terminal. In today's world, these dramas will be a brief respite from war, the kind of "escape" and morale-building entertainment sought by listeners everywhere.



Cornelia Otis Skinner and Roland Young, in a series of original comedy sketches entitled "William and Mary", have become highlights of the "Dinah Shore Program" heard over KMBC every Thursday at 8:30 p. m., CWT. "William and Mary" is the story of an amiably quarrelsome husband and wife. Miss Skinner, the author, and daughter of the famed Otis Skinner of the theatre, earned her own place in her own right. She became a success with the dramatization and impersonation of her own monologues. Roland Young, who plays William, the husband, comes to the program with more than 30 years acting experience on the American stage and screen. Frosted Foods Sales company, realizing the American public's desire for "something new and refreshing", has been doing an outstanding selling job of Birds Eye frozen foods, both for itself as a manufacturer and for retail grocers throughout the country.

ALLEN TOPS!

After an approximate sixmonths' absence from the air the Fred Allen Show recently returned to be voted within a month the "Favorite Program" of the nation's foremost radio editors—"the one they really hate to miss." Their preference is expressed in the 13th Annual Poll of Radio Editors, conducted by The Billboard. The Texas Company, which once again gives radio audiences one of America's greatest comedians, is now in its eighth consecutive year of advertising over KMBC.

Unique Quiz Idea **Gets Own Sponsor**

After a successful and gay run on Kate Smith's Friday evening program, the nonsensical quiz show, "It Pays to be Ignorant", now comes into its own over KMBC under sponsorship of Philip Morris Cigarettes.

Tom Howard is the master of silliness. His hapless victims are the witty George Shelton, Lulu McConnell and Howard McNaughton. It's the show where wrong answers are always right!

This masterful quartet promises to make 8 to 8:30, CWT, a witty, relaxing half-hour on Friday nights.

"Picker-Outer" Is **Right as Eversharp**

This Passing Parade



BILL DOWNS "CALLS" FROM KANSAS CITY ...

This is an unusual twist to that now famous statement, "CBS, New York, calling Bill Downs in Moscow." Few listeners know, however, that this famous correspondent is a native Kansas Citian. In a recent visit to the home town, Bill was interviewed by news editor Erle Smith in KMBC studios. Bill Downs appears regularly on "World Today" sponsored by General Electric weekdays on KMBC and Admiral Radio on Sundays.-Staff Photo.



THE GOVERNOR OF NEBRASKA COMES TO MISSOURI ... Appearing in Kansas City for a speaking engagement, the Hon.

MERCEDES McCAMBRIDGE

Often referred to as "The Lady Lon Chaney of Radio", Mercedes McCambridge is an actress of a thousand roles. Listeners know her particularly for her leading lady part in "I Love a Mystery" sponsored by Oxydol over KMBC Mondays through Fridays, 10 p.m. This unusual program series combines mystery, adventure and horror, thereby giving wide appeal and acceptance.



LURENE TUTTLE ...

With the reputation of being Hollywood's outstanding radio actress, Lurene Tuttle portrays the part of "Dimples", glamor girl secretary of J. C. Dithers on the "Blondie" show, heard over KMBC Mondays under sponsorship to Camel Cigarettes at 6:30 p.m.

"Mayor of Town" **Heard Saturdays**

After two months' absence, Lionel Barrymore under the sponsorship of Noxzema returns to KMBC March 11 as "Mayor of the Town", Saturdays at 7:00 p. m., CWT.

This popular dramatic series depicts life in a typical small American community. The kindly old "Mayor of the Town" is the guiding figure, not only in community affairs, but also in the personal lives of the town's citizens.

Up-And-Coming Aspertane Continues Spot Schedule

In support of druggists in greater Kansas City, American Home Products has continued its preferred schedule of announcement spots on KMBC in behalf of Aspertane, that up-and-coming new product giving prompt relief for headaches, colds and neuralgia.

To Edith Oliver goes the responsibility of choosing the \$64 questions on the KMBC fun quiz show, "Take It Or Leave It," sponsored by Eversharp over KMBC Sundays at 9 p.m. More than 700 contestants have braved her quiz fire of over 3,000 questions.

No Advantage in Education During some 100 programs there has arisen only two occasions when an element of doubt was connected with a question. This certainly is an excellent record and causes people to ask, "How does she do it?"

As Edith Oliver explains it, "I read, keep close tabs on what seems to interest people most, and then do a lot of research on the questions I finally select. Most people think the more educated an individual is the better his chances of walking off with the top prize on 'Take It Or Leave It.' But actually this has nothing to do with the winner's chances for success."

Eversharps as Gifts

Incidentally, whether a contestant wins the money or not they receive a valuable gift from the sponsors-either an Eversharp Pencil or Eversharp Fountain Pen.

Dwight Griswold, governor of the State of Nebraska, is shown by the KMBC microphone being interviewed by Gene W. Dennis.



CONTINENTAL HAS INAUGURAL FLIGHT ...

All "Heart of America", thanks to the KMBC microphone, participated in the dedicatory ceremonies of Continental Air Lines' new flight route between Denver and Kansas City. Shown from left to right are Mayor John B. Gage of Kansas City, Mo., P. J. Carmichael, general traffic manager of Continental Air Lines, Donald A. Duff, executive assistant of the air lines, L. P. Cookingham, city manager, and Robert L. Mehornay, president of the Chamber of Commerce. KMBC's Gene Dennis is at the microphone. -Staff Photo.



HOW'S THIS FOR A ROW OF "HEARTBEATS"

Pla-Mor, nationally known amusement center and prominent KMBC advertiser, sponsoring Walt Lochman and his sportscasts three times weekly at 9:40 p. m., will be the scene for the

4th Victory edition of "Ice-Capades" March 29 through April 6. This row of 75 Ice-Ca "pets" (Heartbeats to us) is only half of the showbut take it from us, it's aplenty!

March 1, 1944



THEY GO CALLIN' . . .

Shown here is Nancy Goode, KMBC's home economist, inspecting a display of Golden Wheat-Soy Mix in a prominent Kansas City retail establishment. Jim Duffy, shown to the left, as president of the product's advertising agency, Jim Duffy, Inc., of Chicago, and C. W. Nelson, who heads the Nelson Brokerage company which distributes the product in the Kansas City area. recently made this careful study into how best the facilities of "The Happy Kitchen" could be utilized in behalf of this mix for -Staff Photo. griddle cakes and waffles, and for muffins.

Prominent Insurance Company Puts Its "Crystal Chorus" On KMBC

As musical voice of the Kansas City Fire and Marine Insurance company, the Crystal Chorus inaugurated on January 30th weekly quarter-hour programs aired over KMBC Sundays at 12:45 p. m. Brilliant promise has already been shown that again radio, actively merchandised, can be profitable to an insurance company.

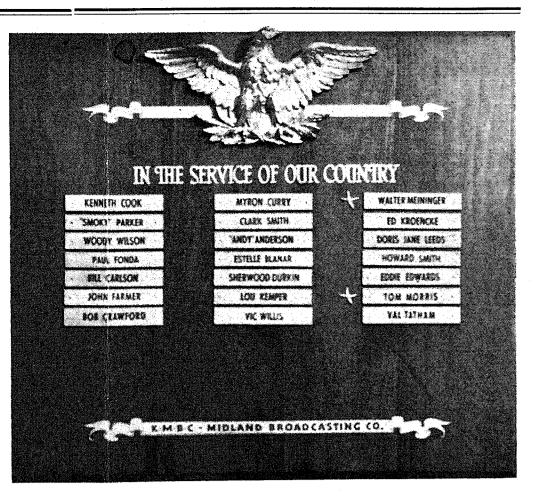
An ingenuous aspect of the new program is that the Crystal Chorus is actually composed of the sponsor's Home Office employees, under the direction of Dr. David Grosch, head of the music department of William Jewell College and widely known authority in his





"Heartbeats" reads the grocer trade papers and condenses into this col-umn the information that it feels will be of interest and assistance to today's busy retail grocers.

THE PROGRESSIVE GROCER reports: "Does postwar survival of branded and trademarked merchandise, both consumer and industrial, hold the greatest promise for high-level employment? . . How does any system rate, Americans ask, in providing progressively better (1) income, (2) savings, (3) standards of living, and (4) security? Nothing has ever provided such benefits so well as the brand system." From "What Do Brands Mean to Postwar Employment"-page 60-January, 1944. SUCCESSFUL GROCER reports: "Civilian supplies of canned pineapple, asparagus, corn, pumpkin, spinach, and figs will be increased soon, the War Food Administration has announced, through the release of part of the supplies owned and held by canners but set aside for Government purchase. . . . These foods will reach some retail markets within a few weeks" from "War and the Grocer"-page 17-December, 1943. SUPER MARKET MERCHAN-**DISING reports:** "Nat Milgram, president of Milgram Food Stores, Inc., Kansas City, Mo., with his usual creative foresight, has plenty of plans for 1944 and the postwar period. Obviously, these blueprints for the future depend on the war, but just as soon as the tide of the conflict makes it possible, Milgram is ready to expand. Another feature of next year's operations, if possible, will be the equipping, manning and operation of Milgram's own bakery" from



Durkin Moves to Far-Off Aleutians

Sgt. Sherwood Durkin, ex-announcer with KMBC, reports that he has been moved to another post in the far-off Aleutians. His job with the Army concerns keeping one of the many Armed Service's radio stations in working order. Aside from the power and equipment shortages, Durkin's station is doing quite a remarkable job.

He reports that even in the faroff Aleutians, practically all of the network shows are heard by the fellows on that front.

Kroencke Expects To Ship Overseas

Word from Pvt. Ed Kroencke, formerly an engineer at KMBC, now in the Service of Uncle Sam, tells that he's at Camp Murphy, of entertaining millions of listen-Florida. He's learning more about



CAPTAIN BOB CRAWFORD

Captain of "Texas Rangers" Gets Call

After thirteen years with KMBC ers throughout the country, Bob

Page 4

field.

The commercial message is institutional in nature and is delivered alternately by an officer or member of the company's board of directors comprising a number of the outstanding and most widelyknown Midwest industrialists, bankers, realtors and executives.

To date this roster of dignitaries has included Cliff C. Jones, chairman of the board of directors of the Kansas City Fire and Marine; Morton T. Jones, president of the company; and J. C. Nichols, head of the realty company that bears his name.

Tabasco Recalls Romantic History

cookery comes to us from the Old World!

Gourmets point to the story of Tabasco Sauce, now celebrating its seventy-fifth anniversary-a palate tickler extraordinary-as a prime example of the color and at 10:45 a.m. interest America has contributed to the history of good eating.

Actually, the romance of Tabasco goes back almost a hundred years, for it was a soldier returning from the Mexican Wars of 1847, who first planted the rare peppers that were to become Tabasco in the gardens of the Avery and McIlhenny estate on Avery Island in Louisiana.

Today—on its seventy-fifth anniversary with Edward A. Mc-Ilhenny, President of the Mc-Ilhenny company carrying on its fine traditions — Tabasco is a household word, and the American homemaker, following the lead of fine chefs the world over, calls "that touch of Tabasco" the seasoning that makes her meals.

In support of local retailers Tabasco is using the facilities of KMBC with preferred announcement spots.



MORTON T. JONES . . . President of the Kansas City Fire and Marine Insurance company



One sure sign that spring is just around the corner is Aunt Jenny's annual garden offer of flower and vegetable seeds.

Aunt Jenny, whose "Real Life Stories" have pleased KMBC listeners for years, has had great success in past seasons with this offer, which this year consists of Not all the romance of fine five packets of vegetable seeds and five gladiolus bulbs.

Lux Radio Theatre, aired over KMBC Mondays at 8 p. m., is also making the offer. Aunt Jenny is sponsored by Spry and heard on KMBC Mondays through Fridays

"Now Is the Time for Post-War Planning"—page 30—February, 1944.

SUCCESSFUL GROCER reports: "The OPA recently liberalized regulations dealing with the grocer's right to reduce point values on merchandise which is in danger of spoilage . . . there's the obvious danger that this right may be abused . . . a few bad grocers in each community may make it impossible for the OPA to extend further privileges . . . we strongly recommend, that each local trade group discuss this question locally" from "War and the Grocer"page 15-January, 1944.

FOOD FIELD REPORTER reports: "Post-war price controls on foods will have to be retained until the first full harvest is reaped in Europe under Allied supervision, Richard V. Gilbert, economic adviser to the Office of Price Administration told members of the American Management Association, New York, at a recent conference" from "Food Must Be Controlled Until Europe Grows Own"-page 27-January 24. 1944.



GOT IT? WELL, GET IT!" ...

John Black, account executive of Arthur Meyerhoff & company in Chicago, is shown to the far right "passing the ball" on to the Midland Minstrels on how to sell more Krank's Shave Kreem and kindred products. Bill Richards, announcer, is shown to the far left while Louisiana Lou, popular KMBC vocalist, is standing before the Minstrels. Krank's is now sponsoring this | rest periods of Dr. Artur Rodzin-7:30 a. m. show three times weekly. -Staff Photo. | ski.

the well-publicized secret weapon, and expects to be overseas by the end of this year.

Scriptures Import **Basic to Citizens**

"The American Scriptures", intermission feature of the New York Philharmonic-Symphony Sunday afternoon broadcasts, has been presented an Award for Distinguished Merit by the National Conference of Christians and Jews for "promoting good will among Americans of all faiths."

The United States Rubber company, sponsor of the broadcasts heard Sundays over KMBC at 2 p. m. CWT, is keenly aware of the responsibility involved in presenting to the public these living utterances of such fundamental importance, and for this reason, has asked a distinguished group of five famous historians to act as advisors in deciding upon subjects for "The American Scriptures".

The committee is comprised of Carl Van Doren, author, editor and teacher; Douglas Southall Freeman, editor and author; Carl Carmer, authority on American folk lore and author; Henry Steele Commager, professor of history at Columbia University; and Quincy Howe, author, editor, radio news analyst and commentator.

It was also announced by the United States Rubber company that four noted musicians have been engaged as guest-conductors of the New York Philharmonic-Symphony during the orchestra's regular subscription season of 1944-45, beginning next October. These include Pierre Monteux, Igor Stravinsky, George Szell and Leonard Bernstein who will take charge of the orchestra during the

Crawford is off to entertain the men and women in the Armed Service. He left the first of February for Fort Leavenworth, Kansas, where he is stationed temporarily, classified in the Army's Special Service.

His career with KMBC has been a vivid one. Known best as Captain Bob Crawford of the KMBC Texas Rangers, he and the Rangers have appeared with the Camel Caravan on tour, over coast to coast network broadcasts and in movies with Gene Autry and Johnny Mack Brown.

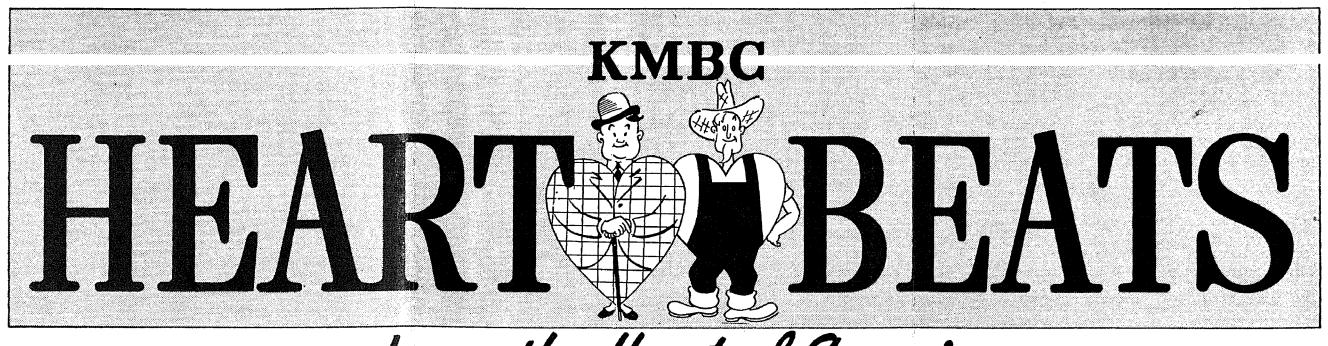
A versatile artist, Bob Crawford has written most of the arrangements for the Texas Rangers as well as many of their most popular songs.

Repeat Airing is War Show Record

"Bataan Report", a stirring dramatic presentation which was presented by KMBC, first in behalf of the Fourth War Loan Drive, received such an unusual listener response that a command repeat performance was requested a few weeks later by the American Red Cross. Gene W. Dennis, KMBC's coordinator of war activities, wrote and produced the program. The original broadcast on Janu-

ary 29, just one day after the public news release told of Japanese brutalities to American prisoners of war, was aired in behalf of the Fourth War Loan Drive. Only a few hours after the broadcast, orders for thousands of dollars of War Bonds were received by telephone, and orders continued to come in the following day.

The program met with such city wide approval that four weeks later, on February 26, the local American Red Cross asked KMBC to repeat the broadcast, this time making an appeal for blood donors.



from the Heart of America

VOL. 2, NO. 3

KANSAS CITY'S RADIO MERCHANDISER

MAY 1, 1944

KMBC APPLIES FOR 50,000 WATTS



ROD CUPP BECOMES NEW PROGRAM DIRECTOR . . .

KMBC's New Program Director Comes From Chicago to Assume New Duties

Long Existing Need for High-Power **Broadcasting Service in Rural Area**

One of radio's most comprehensive expansion programs for post-war completion was announced last month by Arthur B. Church, president of KMBC of Kansas City. Approval of KMBC's application for an increase in power to 50,000 watts on 540 kc will answer a long-existing need in midwestern America for high-power broadcasting service.

Rural thousands who have turned to radio for much of the vital information needed to operate farms under world conditions past and present will be assured dependable radio reception throughout the rural heart of America if the plans of Mr. Church are realized.

FM and Television Plans

In addition to the 50 kw application KMBC is including plans for FM and television. It is the intention of Mr. Church to locate a FM 50 kw station some distance from Kansas City with satellite transmitters in the principal cities of the area. KMBC's FM and television plans are pending an application for modification of license from developmental to commercial operation. Kansas City is the largest city in the central farm belt and the most important trading center of this region. In many parts of the area livestock raisers, grain growers and farmers generally depend upon Kansas City radio stations for information necessary to the operation of a farm with its increasing responsibilities. Widely known throughout the broadcasting industry for his pioneering developments, Mr. Church has for years directed KMBC's program interests into channels of service to rural audiences as well as those of metropolitan Kansas City. KMBC's talent facilities and full time farm experts have established for KMBC a reputation of funda mental service to the rural area.



KMBC to Carry Derby

For the fifth consecutive year Gillette Safety Razor company will bring sport fans America's premier turf classic by radio through the Columbia Broadcasting System and KMBC, Saturday, May 6, 5:00-5:30 p. m., CWT.

Announcement of the plans for CBS to broadcast exclusively from Churchill Downs a complete picture of the background and color of the Kentucky Derby was made by J. P. Spang, Jr., president of the Gillette Safety Razor company.

Twelve Canadian Stations Contract The Texas Rangers

Thousands of Canadian listeners, heretofore denied the listening pleasure of "The Texas Rangers" and their songs of the open range, will become acquainted with one of the United States' most popular transcribed libraries May 1st when twelve Canadian stations present the Rangers under sponsorship of Palm Dairies, Ltd., of Calgary.



SAM MOLEN . . .

Sam Molen Becomes **New Sportscaster**

Sam Molen, widely known sports director for WCHS and the West Virginia network, assumes his duties as KMBC's new sportscaster of Sigma Delta Chi, professional purchasing a complete livestock on May 1st. He replaces Walt | Journalism fraternity. Lochman who recently left for Chicago to handle the White Sox ball games.

Well qualified for the job of sportscaster for KMBC, Sam Molen comes to the "Heart of America" field of radio sports, handling all on-the-scene sports broadcasts for the network including play-by-play accounts of the West Virginia university football games.

Molen handled sports over WCBS and WTAX in Springfield, Illinois. announcing Three-I League base- the other at 9:40 p.m. under sponball games.

sports writings which have ap- City's leading recreational center. forces.

Rod Cupp, production manager and for seven years associated with WLS of Chicago, arrives in Kansas City May 1st to take over his new duties as program director of KMBC. according to Arthur B. Church, president.

Being producer at one time on another of practically all WLS programs, including the National Barn Dance, Mr. Cupp comes to KMBC expertly qualified to handle this station's extensive program requirements. KMBC has attained a national reputation for its local program activities which include the KMBC Brush Creek Follies, recognized as the Middlewest's top radiostage show.

Prior to Chicago, Mr. Cupp was affiliated with KTUL of Tulsa, Oklahoma, as program director and with KFRU of Columbia, Missouri, as continuity editor. He is a graduate of the University of Missouri School of Journalism and a member

peared in national publications, as grams are currently being broadauthor of numerous magazine arti- cast three times daily from the cles, many of which have been featured in "Baseball Digest." His with seven years background in the Three-I League record book was published in 1940, and in 1942 he wrote "Meet the Senators."

In assuming his new duties with KMBC Molen will present two sportscasts daily—one at 6:10 p.m Prior to West Virginia, Sam under sponsorship Mondays thru Saturdays by Bexel, McKesson & Robbins' well known vitamins, and sorship on Mondays, Wednesdays listed men and women as operators Molen is also well-known for his and Fridays, by Pla-Mor, Kansas and technicians for the armed

Extensive Farm Service

One of KMBC's latest farm expansion undertakings was that of farm operated in service to its rural listeners. Remote farm profarm, which is located 20 miles southwest of Kansas City. On these programs progress is told of findings made by Phil Evans, farm editor of KMBC.

Present location of KMBC's television laboratories and its 1500 w developmental FM station is in the Midland Radio & Television schools, also operated by Arthur B. Church and engaged in the training of enARTHUR B. CHURCH . . . Pioneer Broadcaster Looks to Culmination of life-long Efforts.

Expansion Program **Underway for KMBC**

Karl Koerper, managing director of KMBC, announced in April that plans have been completed for an immediate expansion of this station's office facilities in the Pickwick Hotel, Kansas City, to include 8,000 square feet of additional floor space.

Under the present move KMBC's studios and talent staff will be concentrated on the eleventh floor, which is occupied presently by KMBC, with executive business offices taking over the new space on the tenth floor. This move will just about double the station's present Rangers" in the United States with

office space. With the station operating in cramped quarters for some time, lina, WQAM of Miami, Florida, and plans under development.

BC Remedy Begins 13th Advertising Year on KMBC

With a renewal of its contract advertising over this station.

Particular attention to this an- Gulfport. niversary is being urged of retail consistent and comprehensive campaigns undertaken in support of retailers.

Western Canadian Stations

George E. Halley, manager of syndicated features of the Arthur B. Church productions, announced the sale which was made through J. E. Baldwin of the All-Canada Radio Facilities of Vancouver.

The Canadian stations include CKRC of Winnipeg, CKCK of Regina, CKBI of Prince Albert, CFAC of Calgary, CJCA of Edmonton, CJAT of Trail, CFQC of Saskatoon, CHAB of Moose Jaw, CJOC of Lethridge, CKOV of Kelowna, CJGX of Yorkton and CFJC of Kamloops.

Recent weeks have also seen a further expansion of "The Texas the addition of nine stations. WCSC of Charleston, South Caro-

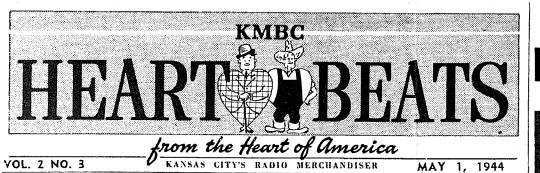
this move is of immediate necessity KWFC of Hot Springs, Arkansas, as well as providing for future are presenting the Rangers for the first time in those cities.

Old Friends Return

WJDX of Jackson, Mississippi, with a contract for "The Texas Rangers" through a national sponsor that terminated this spring not with KMBC, sponsoring Henry only renewed the library for Jack-Goodman and the 8:25 a.m. news, son but arrangements were made Mondays through Saturdays, the for the Mississippi Trading com-BC Remedy company began on pany to expand sponsorship to in-April 28th its thirteenth year of clude WFOR of Hattiesburg. WAML of Laurel and WGCM of

The return of "The Texas Rangdruggists throughout the area, for ers" to familiar surroundings was here indeed is one of radio's most also the case in two other cities when WCAE of Pittsburgh and KMOX of St. Louis returned the library to the air in those areas.

May 1, 1944



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

KMBC

of Kansas City MIDLAND BROADCASTING COMPANY

Arthur B. Church, President Karl Koerper, Managing Director Sam H. Bennett, Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Sales Promotion Director Merle T. McKay, Assistant Editor Katie Ament, Reporter

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373 HOLLYWOOD (28)

Page 2

6331 Hollywood Blvd. Hollywood 2151

NEW YORK (22) SAN FRANCISCO (4) 444 Madison Ave. 111 Sutter Plaza 5-4130 Sutter 4353 **ATLANTA (3)** 322 Palmer Bldg. Main 5667

Testimonials

It took a war to emphasize the importance of radio in its influence on our mundane existence. There is no longer any question that in radio, human beings have their most effective medium for the mass transmission of ideas. Like all other potent energies this power can be harnessed for the good of mankind or for its detriment-reason enough for always scrutinizing carefully the forces that control its destiny.

In reply to KMBC's recent report as to its war activities during 1943, Walter O'Meara, Deputy Administrator for Information in the Office of Price Administration in Washington, said—"This, and similar reports, emphasize over and over the truly great contribution that is being made by American radio to the war effort." Yes, radio is proving its worth in times of war to earn even a greater prominence in the peace tomorrow. J. Harrison Hartley, Lieutenant Commander in the Navy Department at Washington, indicated the place of radio under present world conditions when he wrote to KMBC that "Such teamwork between broadcasters and the military, absolutely essential on the course to victory, is indeed appreciated."

INTRONDUCING



MARK N. SMITH . . . Director of Merchandising and Research

There should be one in every radio station—"The man who knows his figures!" . . . At KMBC, it's Mark N. Smith, Director of Merchandising and Research. A veritable walking book of facts and figures on radio surveys and research in general, he has the answer every time.

In a radio station where "the unusual is the usual" such work as Mark's-multiplying, dividing, adding and subtracting of figuresmight seem dull. To Mark Smith, who is seeking the correct picture, this work is intriguing. There is a certain fascination, he says, in developing valuable facts through asking suitable questions, and assembling the answers into the most graphic form.

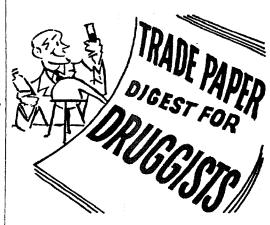
In creating a research department, thirteen years ago, Arthur B. Church, President of KMBC, realized the importance of a calculating mind in the selection of a department head. Mr. Smith's background more than qualified him for

benefitted to the greatest possible extent.

Mark's family is his hobby-and now, in World War II he takes great interest in the activities of his wife, Mrs. Helen Smith, at American Red Cross headquarters, and the progress of his 20 year old son, Rex, an apprentice seaman USNR in V12 training. Mark raises exceptionally fine tomatoes, as several around the Station know -and this year he anticipates a bumper crop, in a small way.

So without further ado, shake hands with the man who knows his vital statistics, Mark N. Smith. Next month-meet the man who knows his show business,

James McConnell, head of KMBC's far famed artist bureau.



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

CHAIN STORE AGE reports 'Shoppers are likely to be impatient during these trying wartime days, the Shopping Reporter finds. Most customers are under tension. If a salesperson meets impatience with patience, tempers will not rise and selling will become an easier job. Giving shoppers courteous attention makes them relax. If the salesperson's attitude is pleasant and attentive, the customer is likely to become pleasant, too," from the article, "Meeting Impatience with Patience"-page 74-April, 1944.

AMERICAN DRUGGIST reports: "The druggists' best protection against fires caused by exposure is to cooperate with the municipal fire department, city inspectors, civic

AMERICAN DRUGGIST reports

"Almost all druggists are asking

questions about the new 20 per cent

excise tax, especially about its ap-

plication to shampoos and soapless

shampoos. The instructions sound

confusing, but the principle is sim-

ply that soaps are not taxable and



Herewith are listed new program contracts over KMBC taking effect be-tween March 1, 1944, April 24, 1944.

Pillsbury-Sponsoring "Grand Central Station" starting March 4, 1944, 1:00-1:25 p. m. CWT, Saturdays.

Robert Keith, Inc.—Sponsoring the Kansas City Philharmonic Orchestra starting March 9, 1944, 7:00-7:30 p. m. CWT, Thursdays.

Noxzema-Sponsoring "Mayor of the Town" starting March 11, 1944, 7:00-7:30 p. m. CWT, Saturdays. Colgate - Palmolive - Peet Shave Cream-Sponsoring "Inner Sanctum" starting March 12, 1944, 11:05-11:30 p. m. CWT, Sundays. Good Luck Margarine-Sponsoring "Happy Home" with Caroline Ellis renewal starting March 13, 1944, 8:30-8:45 a. m. CWT, Mondays, Wednesdays and Fridays.

Englander, Inc.-Sponsoring "We Who Dream" starting March 17, 1944, 10:15-10:30 p. m. CWT, Fridays.

Staley Milling Co.-Sponsoring Phil Evans' Feed Lot Chats renewal starting March 20, 1944, 12:20-12:25 p. m. CWT, Mondays thru Fridays.

Manley, Inc. — Sponsoring Bob Riley's Market Reports starting March 20, 1944, 6:25-6:30 a. m. CWT, Mondays thru Fridays.

Red Heart Dog Food-Sponsoring "Happy Home" with Caroline Ellis starting March 21, 1944, 8:30-8:45 a. m. CWT, Tuesdays, Thursdays and Saturdays.

Spred Water Paint-Sponsoring the "Happy Kitchen" starting March 21, 1944, 2:15-2:30 p. m. CWT, Tuesdays and Thursdays, 9:15-9:30

In considering the expansiveness of radio's service to mankind one is reminded of the sailor who was asked to comment on naval operations in the Pacific. "All I've seen is the nearest horizon." So it is with the layman and radio. L. P. Cookingham, City Manager of Kansas City, recently said, "I cannot offer any suggestions because I think you have covered the field of war activities much more extensively than I have ever realized. It seems to me your station is rendering an outstanding local and national service in the war broadcasts." What has been said of KMBC can be applied to broadcasting as an industry.

Whether it's for the War Chest, the selling of War Bonds support of Civilian Defense, service to public schools or boy scouts-name any worthwhile community project, and the public will find radio straddling the problem with aggressive and effective cooperation. As Herold C. Hunt, Superintendent of Kansas City's school system, said in a recent letter, "I commend you and your assistants most sincerely on your splendid participation in the war program. Kansas City is fortunate indeed in the ready willingness of KMBC to lend its support and helpful assistance in every worthwhile project." In further tribute to radio's efforts on the Home Front, Rear Admiral Hayne Ellis, Director of the Department of Civilian Defense, wrote, "I have long admired the alertness of your staff in furthering the war effort in this area and it is very gratifying to Civilian Defense and to me personally to know and feel that we have such sympathetic and responsive cooperation."

The story of radio and its service to the home and the nation is infinite, One of the prime reasons for its accomplishments lies in the unshackled opportunities of a free enterprise. It was Senator Harry S. Truman, one of today's ablest statesmen, who said to this editorial department in a recent visit to Kansas City-"Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demaebs gogues of the Old World will find no place in our way of life."

 \star

the position. Throughout his entire committees, insurance agents, and career, much of the success of other competent leaders in fire Mark's work has been dependent safety. In small communities, the upon mathematical exactness. druggist may be the citizen who

Upon completion of his schooling should take the lead in keeping an at Graceland College in Lamoni, active merchants' association alert Iowa, Mark entered railroad service, to the field of fire prevention' advancing to Assistant Purchasing from the article "Stop Drug Store Agent of the Southern Pacific at Fires"-page 60-March, 1944. Portland, Oregon. During World CHAIN STORE AGE - FOUN War I, Mark was appointed Pur-TAIN - RESTAURANT SECTION chasing Officer for Merchant Shipreports: "A simple little lesson building Corporation in Philadelthat will show the employe just how phia, and after the Armistice, he she is wrong will do more than a was transferred to the United whole string of words telling her State Shipping Board, as Manager ... It depends completely on manof Purchases and Supplies at Washagement. It is management's job ington. to show clearly, simply, dramati-

In 1924, Mark entered the promocally what it expects of the emtion field as Field Engineer for ploye. Nine cases out of ten, the Portland Cement Association. The employe needs only to be shown construction of hundreds of miles of properly to be duly impressed' concrete highways and concrete city from the article, "Simplified Trainpavement in eastern Kansas, foling Halts Employe Headspins"lowed in the next six years. These page 5-March, 1944.

important public improvements are CHAIN STORE AGE — TOILET today concrete evidence of his un-**GOODS SALES MANUAL reports**: derstanding of people in all walks "Basic principles in selling toilet of life, and their acceptance of his goods . . . Study, know your meradvice and assistance in their probchandise . . . Sell to help customers lems. . . . Keep records for customers

This background was a distinct (type of toiletries she uses) . . advantage on which to build a ca-Encourage the customer to talk about herself . . . Handle goods as reer in radio research, and perform though they were precious . . . Be a great service to the radio industry. Mark regards it as a great tactful Flatter, don't criticize a privilege to have directed the recustomer . . . Get the item into cussearch work at KMBC during the tomer's hands"-from the article past twelve years, during which "Basic Principles in Selling Toilet there have been such great strides Goods"-page 14-April, 1944.

in research pioneering.

He maintains close contact with radio audience measuring methods, as well as other radio fact-finding technique. Methods and procedure long acceptable to KMBC (many developed at this station) are now nationally used, and nationally en-

dorsed. The backbone of every project at KMBC is: Find the contains more than 5 per cent soap Facts, and Tell the Truth-Clearly, so that KMBC's Sales and Program | subject to the tax. Incidentally, it Departments, and KMBC's adver- is now very important that you tisers and listeners as well, may be keep your tax records straight-

a. m. CWT, Saturdays.

American Dairies (Viet)-Sponsoring Erle Smith's news renewal starting March 28, 1944, 9:30-9:40 p. m. CWT, Tuesdays, Thursdays and Saturdays.

Diamond D-X-Sponsoring Henry Goodman's news starting March 30, 1944, 7:15-7:25 a. m. CWT, Mondays thru Saturdays.

Butternut Coffee-Sponsoring John Cameron Swayze's news starting April 2, 1944, 7:15-7:25 and 9:45-9:55 a. m.; and 12:00-12:10, 1:55-2:00, 6:00-6:10 and 9:30-9:40 p.m. CWT, Sundays.

National Biscuit Co.-Sponsoring John Cameron Swayze's news renewal starting April 3, 1944, 12:55-1:00 p.m. CWT, Mondays thru Saturdays.

Grennan Cakes-Sponsoring "The Texas Rangers" starting April 3, 1944, 8:45-9:00 a. m. CWT, Mondays thru Saturdays.

Kellogg Co .- Sponsoring "Around the Town" starting April 3, 1944, 5:00-5:15 p. m. CWT, Mondays thru Fridays.

Grapenuts and Wheatmeal-Sponsoring "Portia Faces Life" starting April 3, 1944, 1:00-1:15 p. m. CWT, Mondays thru Fridays.

Dr. Swett's Root Beer-Sponsoring "Brush Creek Follies" starting April 8, 1944, 10:00-10:15 p. m. CWT, Saturdays.

Sweetheart Soap—Sponsoring John Cameron Swayze's news renewal starting April 24, 1944, 12:01-12:10 p. m. CWT, Mondays, Wednesdays and Fridays,

Phillips Petroleum Co.—Sponsoring Erle Smith's news renewal starting April 24, 1944, 9:30-9:40 p. m. CWT, Mondays, Wednesdays and Fridays.

that cosmetics are. An item that and remember to record all sales including such taxes. Better start is considered as soap and is not with an inventory of all taxable items in stock April first-from the column, "This Drug Business"page 158—April, 1944.

May 1, 1944

INSIDE COLUMN

ON THIS MONTH'S

Heartbeats

This Passing Parade



ANOTHER FIRST FOR KMBC . . .

Under the sponsorship of Robert Keith, Inc., the Kansas City Philharmonic was aired commercially over radio in a series of half-hour concerts heard in March through KMBC on Thursdays at 7 p.m.



EXCLUSIVE INAUGURAL COVERAGE . . .

KMBC gave exclusive coverage of the inaugural ceremonies of Mayor John B. Gage and other Kansas City officials from the City Hall on April 10th. -Staff Photo



DOROTHY SHAY . . .

S'hay, there's plenty of glamour here! Meet Dorothy Shay who is the "Heartbeat" vocalist of the Cresta Blanca Carnival which will be heard at a new time over KMBC beginning May 2nd. Along with composer-conductor Morton Gould and pianist-improvisor Alec Templeton, Dorothy moves to Tuesdays at 10:30 p. m., CWT.



Retail Grocers-Note Selling Idea

Red Heart Reminds Listeners That Contented Pets Signify "Happy Home"

"The Happy Home" with Caroline Ellis, Monday thru Saturday at 8:30 a.m., CWT, is now selling New Three-Flavor Red Heart Dog Food Tuesdays, Thursdays and Saturdays over KMBC.

When notified of her new sponsor Caroline Ellis remarked, "Certainly,

> a happy and well-cared for pet is the sign of a happy home. Therefore, this sponsorship is a grand tie-in with the theme of my pro-

cials is an offer from Red Heart of Kellogg's Begins a bright red plastic identification locket to be snapped on to a dog's collar as well as a dog training booklet which are sent on receipt of one Red Heart Dog Food label. "Around the Town"

"The Happy Home" continues under sponsorship of Good Luck Margarine for the John J. Jelke company Mondays, Wednesdays and Fridays with a contract renewal that started March 13.

Swayze Newscasts Sold Across Board

of long-standing contracts during the title of "Around the Town," this April, John Cameron Swayze, variety quarter-hour is being aired KMBC newsman, continues commercial sponsorship across the ing Johnny Duffy and his orchesboard on his Dinnerbell Roundup newscasts daily and all KMBC newscasts on Sunday, according to and rollicking Club Quartet. Sam H. Bennett, director of sales.

National Biscuit company renewed sponsorship of the 12:55 popular and classical themes by p.m. news Monday through Satur- radio artists who have earned a

New "Old Gold" Show

Allan Jones, popular screen, stage, and radio singing star, and Frankie Carle and his orchestra, title holder of "1944's most popular new band," headline a rejuvenated Old Gold airshow which made its debut Wednesday, April 5. The halfhour show is presented regularly at 7:00 p.m., CWT, over KMBC. Red Barber, recognized as one of nation's top leading baseball announcers, continues as on the previous Old Gold show, in the role of announcer and general factotum for the new program.

New Series Titled

Kellogg's of Battle Creek, Michigan, the world's largest manufacturer of ready-to-eat cereals, stepped forth in April instituting another great season of advertising support to retail grocers throughout the Kansas City area.

Long an advertiser of KMBC, Kellogg's introduced as it has in past years something new in the With the renewal and increase way of a radio program. Under Mondays through Fridays featurtra, captivating Patti Clayton as vocal soloist and the harmonious

Predominantly musical, "Around the Town" opens daily an album of



AGNES MOOREHEAD . . .

It was an appreciative audience that welcomed the "Mayor of the Town" back | news on Tuesday, Thursday and to the air and KMBC under sponsorship to Noxzema. Imagine, if you will, Lionel Barrymore with a housekeeper as beautiful as Agnes Moorehead. A housekeeper with dark red hair and blue eyes! You can hear her and all the old cast of the "Mayor of the Town" Saturdays over KMBC at 7 p. m.



ANNE SHEPHERD . . .

You hear her regularly as Ricki Lenya on the "Big Sister" show aired Mondays through Fridays over KMBC at 11:15 a.m. under sponsorship of Rinso. She's the refugee girl who flees to America after Nazis kill her father — another "Little Sister" for Ruth Wayne's understanding help. "Big Sister" is ranked nationally as one of the four favorites of all daytime serial shows.

day, starting April 3.

On April 2, Butternut Coffee in creased their contract to include all six KMBC Sunday newscasts, 7:15 a.m., 9:45 a.m., 12:00 p.m., 1:55 p.m., and 9:30 p.m., doubling their previous schedule of three.

A renewal of the Peter Paul contract on April 25 covers the 12:01 Saturday. The noon news on Monday, Wednesday and Friday continues under sponsorship of Sweetheart Soap.

Serials Switched **By General Foods**

With the return of one of radio's most popular daytime serials to the Columbia Network and this station, KMBC's program schedule underwent several important changes early last month.

Under the sponsorship of Grapenuts and Grapenuts Wheatmeal "Portia Faces Life" returned to old 'stamping grounds" and KMBC Mondays through Fridays at 1:00 p.m., CWT.

"Young Dr. Malone," usually heard at that time and presented by Post Toasties, has now taken over the 1:30 p.m., CWT, spot, replacing "We Love and Learn." La France and Tapioca's "Joyce Jordan, M.D.," remains in its 1:15-1:30 p.m., CWT, period.

"Inner Sanctum" Returns To Give New Contract To KMBC Listening Log

With the sound of the squeaking door now heard every Sunday night over KMBC at 11:05 p.m., CWT, Colgate-Palmolive-Peet and "your edy team. Burns and Allen are host Raymond" invite listeners to heard Tuesdays over KMBC at 8 hear that famous mystery thriller, p.m. under sponsorship of Swan "Inner Sanctum." The program Soap. Swan also presents "Bright returned to KMBC's program Horizon" Mondays through Fridays schedule March 12.

high rating in the esteem of radio listeners throughout the land. All of the principals are veterans of the networks, and the merger of their talents into "Around the Town" has resulted in a program which has instantaneous popular appeal.

The new Kellogg show is heard on KMBC daily at 5 p.m., CWT.

Mattress Sponsor **Dramatizes** Dreams

Englander, Inc., whose present well-known advertising theme is "Better Rest Makes Better Husbands," is using an unique radio tie-in with its product-mattresses -by sponsoring "We Who Dream" over KMBC Fridays at 10:15 p.m., CWT.

The series, "We Who Dream"dramatic, fascinating treatment of one of the most perplexing of all subjects, dreams-is written and produced by one of radio's top men, Milton Geiger. Its pattern relates dreams to reality and shows how each dream has its birth in waking thought or experience.

An oasis of soft music and impelling drama, this new quarterhour is an invitation to everyone seeking relaxation and entertainment.

Swan Tears Up Old Pact

With two years still to run, the radio contracts of Gracie Allen and George Burns have been scrapped. and new five-year pacts with substantial increases awarded the comover KMBC aired at 10:30 a.m.

WHEN SHRINEDOM CAME TO KANSAS CITY . . .

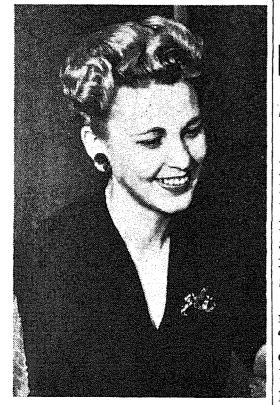
Listeners throughout the "Heart of America" were told the story of Shrine activities when KMBC's studios were visited by (I. to r.) Lyle L. Fogel, Potentate of Ararat Temple, Kansas City, Morley MacKenzie, Illustrious Imperial Potentate from Toronto, Canada and Frank Allison, Chief Rabban of Ararat Temple. -Staff Photo



NAVAL AIR CHIEFS VISIT KANSAS CITY . . .

KMBC was very much in evidence when Admiral DeWitt Ramsey came to Kansas City for an inspection of the Pratt & Whitney plant. Sitting at the head table of a banquet that night marking the event were (I, to r.) Governor Forrest Donnell of Missouri, Admiral Ramsey who is chief of the United States Navy Bureau of Aeronautics, H. Mansfield Horner, president of Pratt & Whitney Aircraft Corp., of Missouri, Admiral O. B. Hardison, chief of the United States Navy Air Primary Training Command and Roy Roberts, managing editor of the Kansas City Star.

May 1, 1944



NAMED BY KMBC

Hildegard Guenther of Berkson's retail store was named Kansas City's typical shopgirl in a recent canvass by KMBC.

KMBC Picks City's Typical Shopgirl

Featured in KMBC's April advertising, Miss Hildegard Guenther, employed by Berkson's store, was selected as Kansas City's most typical shopgirl for a statement on what she thinks radio means to her in war and in peace.

Dedicated in behalf of American broadcasting to the home and the community, this series of KMBC advertising is delving into all walks of life obtaining the opinions of typical Americans on how best radio serves the community.

The first of the series of advertisements featured Robert L. Mehornay, president of Kansas City's Chamber of Commerce. Next in the series after that of Miss Guenther will be a testimonial by Senator Harry S. Truman, nationally famous political leader from Missouri.

Duff & Repp Added To Smith's Array

KMBC Farm Program Progressing Fast As Accounts Renew

Practicing what it preaches, KMBC's extensive farm service to the rural thousands of the "Heart of America" is reaping rich harvests for its advertisers as shown by the farm department's sponsorship record.

Staley Milling company recently renewed contracts for Phil Evans' 'Friendly Farm Counselor" broadcasts heard daily at 6:15 a.m. and his "Feed Lot Chats" aired at 12:20 p.m. Phil Evans directs KMBC's extensive farm service and is manager of the "KMBC Service Farms." Bob Riley, official marketcaster for KMBC and the Kansas City area, took on a new sponsor late in March when Manly, Inc., makers of popcorn, signed for the rights to his 6:25 a.m. five-times weekly livestock market reports. Riley is sponsored by the Staley Milling company on his 12:25 p.m. reports.

Comments from farm listeners throughout the area have been indeed gratifying, according to Phil Evans, with KMBC's new livestock farm rounding up into good shape for broadened undertakings and developments.

Dr. Swett's Root Beer Sponsors KMBC Follies

With the KMBC Brush Creek Follies turning in its most brilliant year of the past seven seasons, April 8th saw the addition of a new sponsor when Dr. Swett's Root Beer contracted for the Saturday 10 p.m. quarter-hour airshow portion of the Follies.

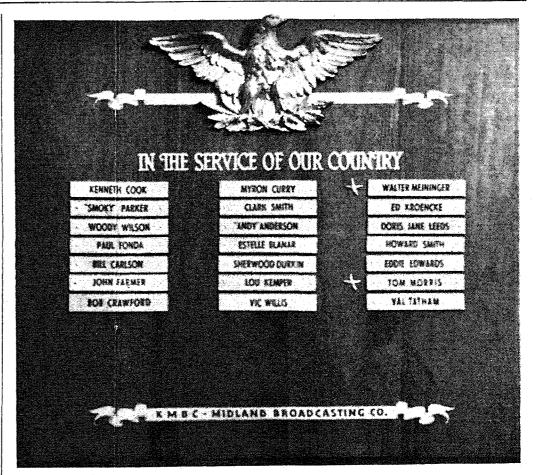




"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

THE PROGRESSIVE GROCER reports: "One hectic Saturday morning a few months ago while George Neufeld and his draft-depleted staff were hustling around his Mamaroneck, N. Y., store waiting on customers, answering phones, and puting up orders, he remarked half jokingly, 'How about one of you ladies helping me out for a few hours?' To his surprise one of the seven women customers then in the store volunteered at once. Another said she couldn't spare the time, but she'd be glad to help out next Saturday morning . . . When Neufeld offered to pay these women for their assistance, all refused, saying: 'We feel that helping you keep families supplied with food when some of your boys are in service is one way we can help the war effort'" from the article, "Volunteer Squad of Customers Helps Out on Busy Days"-page 101-April, 1944.

NEW ENGLAND GROCER AND MARKET MAGAZINE reports: 'Of all the contributions made by radio to various phases of our life, perhaps among the most beneficial to a post-war era is the work it is now doing so quietly and effectively as almost to pass notice . . . Broad policy is set by the national Government, and heads of administrative bureaus can personally explain the rules devised to accomplish the policy, and the explanations reach the people they affect . . . It (radio) is constantly explaining, instructing, and painstakingly advising ways to derive best advantage from the merchandise that is available" from the article, "Radio Goes to Bat . . . for the Market Man"-page 37-April, 1944.



Station at Lowry Field Organized By Myron Curry

Lt. Myron Curry, ex-KMBC announcer, now an administrative officer in the medical corps, took on added responsibilities when appointed to purchase equipment for a radio station, to direct the installation of the equipment, and to organize the program schedule at Lowry Field Hospital, Colorado.

The studio will be 7×12 feet serving as both studio and control room. There will be loud speakers in each ward so that convalescing servicemen may all hear the shows. When completed the system will operate on a 12-hour daily schedule.





JOHN FARMER . . .

Farmer Fares Well In Army Air Force

John Farmer, one of KMBC's best liked newsmen, handling early morning newscasts before his induction into the armed forces in

Of News Sponsors

Erle Smith, KMBC's news editor and newscaster, with one of radio's brightest records of successful sponsorships by the country's best known news advertisers, adds a new name in May from the Kansas City retail field to this "blue ribbon" list of accounts.

Starting as of May 8, Duff & Repp Furniture company of Kansas City will take over Erle Smith's Monday, Wednesday and Friday newscasts at 3:25 p.m., CWT.

This new sponsorship follows recent renewals by long-standing sponsors beginning with Viet's renewal March 28 of his 9:30 p.m. newscasts on the Tuesday threetimes weekly cycle. Both Phillips 66 and Bond Clothing company have renewed Monday three-times weekly cycles—Phillips at 9:30 p.m. as of April 24 and Bond's at 6:00 p.m. as of April 28.

Nesbitt Parades For Chesterfield

John Nesbitt's "Passing Parade," presenting colorful human-interest stories of life from Maine to Murmansk, from Alaska to the Azores, returned to the Columbia network and KMBC March 28, replacing Harry James and his Music Makers, 10:15-10:30 p.m., Tuesdays, Wednesdays and Thursdays. The swing king, classified 1-A, is expected to join the armed forces shortly.

John Nesbitt's program was heard formerly over Columbia in 1938, when it made its debut as a regular feature of the network. Movie shorts of the "Passing Parade" are released regularly by Metro-Goldwyn-Mayer. The series is sponsored by Liggett and Myers Tobacco company, for Chesterfields.

DOROTHY FISHER . .

Dorothy Fisher, brilliant and promising young contralto, and "find" of KOIN, Columbia's affiliate station in Portland, Ore., appeared in a special half-hour program over KMBC, April 11. It was Miss Fisher's first radio concert since her recent New York Town Hall debut. War, It was stated III a C. E. Maier and S. L. the Continental Can Co., Packaging Conference cago) recently" from no page 47—April 17, 1944.

CHAIN STORE AGE reports: "5 ways to boost bakery volume . . . bigger production in featured items . . . display some hard-to-get items . . . play up variety . . . emphasize "point-free! . . . use flexible formulas" from the article "5 Ways to Boost Bakery Volume"—page 46— April, 1944.

FOOD FIELD REPORTER reports: "Terne and phosphate coated steel plates are now being used in the manufacture of containers as insurance against possible depletion of our tin supply before the end of the war, it was stated in a paper by C. E. Maier and S. L. Flugge, of the Continental Can Co., before the Packaging Conference here (Chicago) recently" from news item page 47—April 17, 1944.



NANCY GOODE GOES TO MARKET . . .

One of the housewives' most valuable shopping aids is that provided by the KMBC "Food Scout." Nancy Goode goes to market and broadcasts her findings direct from the Kansas City Food Terminal weekdays at 8:15 a. m. under sponsorship of Taystee Bread. She is shown here interviewing Herbert Ziegler, owner of Ziegler & Company, prominent produce concern. Nancy also conducts KMBC's "Happy Kitchen" which is newly sponsored on Tuesdays, Thursdays and Saturdays by Spred, the Glidden company's amazing new soybean paint.

CPT. DORIS J. LEEDS ... -Staff Photo Doris Jane Leeds On New Assignment

Cpt. Doris Jane Leeds, formerly of KMBC's Sales Promotion Department, visited in Kansas City before returning to a new assignment at Fort Lewis, Washington.

Combining business with pleasure, Doris appeared as guest of Gene Dennis, KMBC's Coordinator of War Activities, on "Salute to the Stars and Stripes," a morale service program heard Monday through Saturdays at 8:00 a.m. over KMBC.

Miss Leeds recently finished her job as Morale Officer in the Morale Service Division of the Army Service forces. Her duties included the orientation of troops on the causes and conduct of war, and education for jobs in the army, and for placement in civilian jobs in the post-war era.

The Texas Rangers Have New Sponsor in Grennan

Grennan Cakes on April 3rd took over the 8:45 a.m. quarter-hour on KMBC Mondays through Saturdays to present KMBC's nationally famous "The Texas Rangers." November of last year, stopped in Kansas City recently on way to a new assignment.

Looking fit as a fiddle and loaded for Axis, Pfc. Farmer explained that his activities have the stamp of a censor affixed, being able to announce only that he is assigned to special duties in the Army Air Force Ground Crew, Smoky Hill Air Base, Salina, Kansas.

Cook Makes Note Of British Life

Sailing across the Atlantic seemed to be a pleasant rather than precarious jaunt for Lt. Kenny Cook, formerly of KMBC's engineering department. He is now stationed in England where small village homes have thatched roofs and every inch of ground is under cultivation.

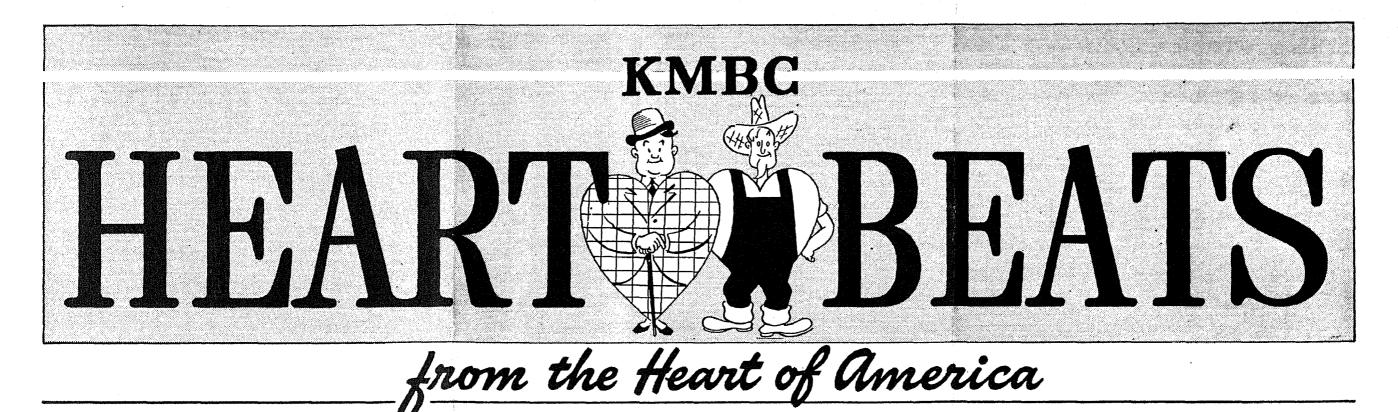
Lt. Cook's current worry is the money situation. He feels that he's going to be on the short end before he gets the pounds, shillings, and pences straightened out.

His new abode is a tent, which accommodates four officers. The furnishings include an English stove, four straw tick mattresses with folding canvas cots, a table and kerosene lamp—very cozy in a "K Ration" sort of way.

Major Fonda Drops In On Tour of Flying Schools

Major Paul Fonda in a recent stop-over in Kansas City called up his former KMBC associates and lunched with President Arthur B. Church and studio director Kenneth Krahl.

After making a tour of inspection to flying schools throughout the United States as pilot of his own B-26 bomber, Fonda returned to his station in Washington, D. C.



VOL. 2, NO. 4

KANSAS CITY'S RADIO MERCHANDISER

JULY 1, 1944

Further Expansion Developments

Arthur B. Church Adds To Executive Staff as KMBC-FM Goes on the Air



Following in the footsteps of KMBC's recent application for an increase in power to 50,000 watts on 540 kc, Arthur B. Church, president and general manager, disclosed further developments with a broadening of the station's executive staff and the commission's approval of KMBC-FM, going on the air June 24.

Sam H. Bennett, director of sales for KMBC since 1939, has been elevated to the position of vice president in charge of all sales activialso saw G. L. Taylor, president of the Midland Radio & Television Schools, being appointed vice presiin charge of schools division and technical development.

Walker Named Treasurer

One of Kansas City's most prominent banking executives, Sidney C.

With a rated power of 1500 watts and antenna system atop the tallest building in Kansas City, that of the Power and Light building, ties for the Midland Broadcasting KMBC-FM officially went on the air company. This organization shift | Saturday, June 24, at noon with a dedicatory program on which Columbia affiliates for the North Central district and CBS New York dent of the broadcasting company and Chicago officials appeared.

> As announced by Mr. Church, KMBC-FM is to be, from the advertisers' standpoint, "an extra service at no extra cost." KMBC's regular programs are being aired simultaneously over its new FM station.



THESE MEN PUT KMBC-FM ON THE AIR . . .

Appearing on the first program originating through KMBC-FM were (I to r.) Craig Lawrence, general manager of KRNT of Des Moines, Hugh B. Terry, manager of KLZ in Denver, Jerry Taylor, vice president of the Midland Broadcasting company, Arthur B. Church, president and general manager, Howard Lane, CBS director of public relations, William Lodge, chief engineer of the Columbia Broadcasting System and Hugh Feltis, general manager of KFAB at Lincoln. P. Hans Flath, musical director of KMBC, is at the organ.

'Joanne Taylor," with Success Record, Starts 12th Big Season Over KMBC

INDEX

A record of eleven years of retail radio promotion, using the same title, the same program format and the same Monday-through-Saturday mid-morning time, was established when "Joanne Taylor," a dramatized presentation of store news for John Taylor Dry Goods company of Kansas City entered its twelfth consecutive year of broadcasting over KMBC.



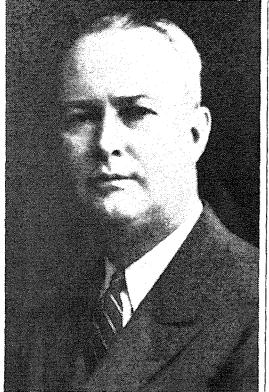


FIGURE IN CHANGE . . .

New executives recently appointed by Arthur B. Church include (top to bottom) Sam H. Bennett, vice president in charge of sales, G. L. Taylor, vice president in charge of schools division and technical development, and Sidney C. Walker, treasurer.

Walker, was named by Mr. Church as KMBC's new treasurer. Mr. Walker was for seven years executive vice president of the Mercantile Home Bank and Trust company, coming to KMBC from a position as treasurer of the Sinclair Coal company and its affiliated organizations.

Sam Bennett is well known from coast to coast by advertising men throughout the radio industry. He came to KMBC from the Lone Star Chain in Texas where he was managing director. Prior to that he was vice-president of the Texas State Network, owned by Elliott Roosevelt.

His activities as chairman of the National Association of Broadcasters 10th district sales managers division and as a member of the NAB sales managers executive committee have firmly established him as a leader in the field of radio sales.

Officers of the Midland Broadcasting company elected to succeed themselves included Arthur B. Church, president and general manager; Karl Koerper, vice president and managing director; and Mildred Whiting, secretary.

Additional Office Space

To cope with present and future staff expansion, KMBC's altering and enlarging program of its present office facilities is progressing rapidly with the taking over of 8,000 additional square feet of space in the Pickwick Hotel. Under this move studios and talent staff will be concentrated on the top floor of the hotel, which is occupied presently by both offices and studios, with executive business offices being moved to new space on the 10th floor.

Broadcast Time

At present KMBC-FM will operate from 6 p.m. to KMBC signoff weekdays and throughout the regular broadcast day on Sunday with time expansion definitely in mind as soon as manpower permits.

FM has been operated for several years by the Midland Broadcasting company on an experimental basis under the call letters of W9XER.

Sweetheart Signs For Third Season

Sweetheart Soap, nationally known and nationally advertised. celebrates its second anniversary on KMBC, and begins its third year, with a renewal of John Cameron Swayze's 12 noon newscast, originating in the KMBC newsroom.

Swayze, long associated in news circles of Kansas City, is widely recognized for his high-noon newscasts, leading off the "Dinner Bell Roundup," a KMBC live-talent variety hour.

Exclusive Right To Air Official Market Reports

the stock yards company, livestock America" to broadcast official market reports direct from America's | Monroe, La. largest livestock building, according to Karl Koerper, managing director of KMBC. Bob Riley, official marketcaster on KMBC for years, will continue his daily reports direct from the building.

Listed below are items of particular interest to grocers and druggists in this month's issue of Heartbeats.

DRUGGISTS:

Sweetheart Soap-Page 1, Col. 3 Trade Paper Digest-Page 2, Col. 4 News of Drug Advertising-Page 2, Col. 5 Erle Smith's Sponsors-Page 3, Col. 3 Plough, Inc .--- Page 3, Col. 3 Camel Cigarettes-Page 3, Col. 5 New Summer Shows-Page 4, Col. 1 Richelieu Wine-Page 4, Col. 1 J. B. Williams, Co .- Page 4, Col. 2 GROCERS:

Sweetheart Soap-Page 1, Col. 3 News of Grocer Advertising-Page 2, Col. 5 Continental Baking-Page 3, Col. 1 Owens-Illinois Glass-Page 3, Col. 1 General Foods-Page 3, Col. 2 Cheerioats-Page 3, Col. 2 Erle Smith's Sponsors-Page 3, Col. 3 Swan Soap-Page 3, Col. 5 New Summer Shows-Page 4, Col. 1 Kerr Glass-Page 4, Col. 1 Trade Paper Digest-Page 4, Col. 3

lexas Ranger List **Spreading Rapidly**

Popularity of the KMBC Texas Rangers has been continuing at its record pace of increase with the addition of several prominent radio stations and advertisers during recent weeks.

New subscribers to this popular western library since the last issue of *Heartbeats* include, for a few, WMC of Memphis in behalf of Black & White stores, KFYO of For the sixth consecutive year Lubbock, Texas for Harvest Flour KMBC was granted by the Kansas | Mills, WTCN of the Twin Cities. City live stock interests, including | for Snyder Drug stores, KDYL of Salt Lake City for Wildroot Cream exchange and the traders exchange | Tonic, WGBI of Scranton for the exclusive right in the "Heart of | Woodlawn Dairy, WQAM of Miami, KSCJ of Sioux City and KMLB of

According to George E. Halley, manager of Syndicated Features of Arthur B. Church Productions, the Fall season promises peak activity with a recommendation that reservations be made now.

Fashion Consultant

The broadcast, originally intended to introduce a personal shopping service, is a dramatization of the many ways in which the store's fashion consultant (personal shopper) can be of assistance to customers. Not only has the program put over the idea of service and shopping help to the customer, but it has been the direct means of increasing business in all departments.

Through the years, Miss Taylor has become a combination fashion guide, Emily Post, and Dorothy Dix. Every day and every mail brings requests for personal advice as well as orders that keep Joanne and her two assistants busy . . . proving that the right radio program can make friends as well as business for department stores.

Institutional Value

In addition, the Joanne Taylor program has proved a valuable institutional medium-in the face of present-day merchandise shortages. Time is given constantly to publicizing patriotic and civic efforts, as the Red Cross, Blood Donor Center, War Bond Drives, etc.

The "Joanne Taylor" program, heard daily over KMBC at 9:00 a.m., was conceived by Major H. Kenneth Taylor, vice-president, now in active service, and Fred M. Lee, general manager of John Taylor Dry Goods company.

кмвс FATS from the Heart of America KANSAS CITY'S RADIO MERCHANDISER JULY 1, 1944 VOL. 2 NO 4

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

KMBC of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Director of Promotion and Publicity Merle T. McKay, Associate Editor Katie Ament, Associate Editor Helen Slater, Associate Editor

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CHICAGO (1) 180 N. Michigan Franklin 6373

Page 2

NEW YORK (22) SAN FRANCISCO (4) 444 Madison Ave. 111 Sutter Plaza 5-4130 Sutter 4353

HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151

ATLANTA (3) 322 Palmer Bldg. Main 5667

Frequency Modulation

A new voice made itself heard in the Kansas City area during June. KMBC-FM is on the air. What is it all about? What does it mean to you as an advertiser or listener?

Frequency Modulation are magic words these days, in times of great technological advancements for furthering this country's war effort. Under the stress of war pressure, it is reasonable to expect sciences such as that of radio will enter into realms not thought possible for generations to come. Secrecy brought on by present conditions prevents us, however, from looking further than at the present. What is true today, might tomorrow become a fallacy.

INTRO D



JAMES W. McCONNELL . . . Head of KMBC's Artist Bureau

In 1940 the well-known theatrical weekly, Variety, under an article titled "The Radio Hillbilly Still Wows 'Em" said, "McConnell, who would rather hear the coyote wail of a hillbilly than Lily Pons' soprano . . ." That statement still goes in 1944.

Jim says himself that an opera singer could be an octave off key and he wouldn't know the difference-or care. But let a hillbilly hit a sour note, "sour" in the parlance of hillbilly singing, and his hair just naturally stands on end. Yes, McConnell, after seventeen years in show business, not only should, but does know his hillbillies!

The past seventeen years have brought him many close associations with some of today's topliner acts of radio, stage and screen. His scrapbook, which includes pix, articles and clippings on show people have to pass it every time they with whom he has worked in days gone by, reads like a stage and begun to rely on Mr. Cahill for radio "Who's Who." Such per- advice on animal-health problems." sonalities are found there as Fats Waller, the Mills Brothers, Ramona, Bradley Kincaid, Asher Sizemore and Little Jimmy, Salt and Tena and Glen, the Vagabonds, Tommy Riggs, and many others. It was the team "Salt and Peanuts," formerly "Salt and Pepper,' that was responsible for Jim's entrance into the theatrical world. Peanuts, Jim's sister, and Salt, her husband, approached and sold Jim on the idea of becoming their business manager. Even though Jim was still quite young, it was more or less "changing horses in the middle of the stream" for at that time he had just completed four years of law school. It didn't take Jim long to swing over full time to managing talent for radio. Stations whose artists he has handled include WLW WLS, WGY, WTAM, KDKA, WSM, WBT and WJR, to name only a few. During his radio ca reer he has produced and managed such outstanding shows as KDKA's Corn Field Follies, KDKA's Strollers Matinee, WLW's Rhythm Club and WLW's Doodle Socker Club. With a background as full and varied as his, it is easily under stood why KMBC's "Brush Creek Follies" is today the Heart of America's most successful show of its type with the SRO sign out front a weekly institution. The good judgment of Arthur B. Church, president of KMBC, is particularly shown in his selection of James McConnell as head of his artist bureau and as producer of his weekly variety show. For, under the careful assistance and guidance of Jim the "Brush Creek Follies" has grown from a small time hillbilly jamboree to a weekly two-hour radio-stage show with all broadcast portions commercially sponsored. The program also originated to the Columbia Network during 1939 and 1940.

As head of KMBC's artist bureau Jim McConnell books acts and talent for outside festivals, theatre engagements, dances, War Bond rallies and other personal appearances, including entertainment for members of the armed forces and the nation's homefront war workers. Jim particularly gets a kick out of preparing shows for nearby army camps and naval bases. He is the father of an army corporal and the father-in-law of a marine private first class, both in service overseas.

So without further ado, shake hands with James W. McConnell, the man who knows his "billies" and how to put them on the map! Next month, meet the Will Hayes

of KMBC, this station's continuity editor who approves all radio copy with IVIIIV "O.K.-Russ Culver."



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

DRUG TOPICS reports: "A center aisle open display table containing only vitamins has increased sales of these products 30% for the Liberty Drug Store of San Antonio, Texas."—page 48—May 1, 1944.

DRUG TOPICS reports: "Ernest C. Cahill, manager of St. Elmo (Ill.) Pharmacy, found sales of animal health products increased 40% when he set up a department | days. stocking these items, and placed it in the middle of the store where his farm community customers would entered the store. Farmers have



Herewith are listed new program contracts over KMBC taking effect between April 25, 1944, June 4, 1944.

Peter Paul Mounds — Sponsoring John Cameron Swayze's news, renewal starting April 25, 1944, 12:00-12:10 p.m., CWT, Tuesdays, Thursdays and Saturdays.

Staley Milling Co. - Sponsoring Farm Counselor Talks with Phil Evans, renewal starting April 28, 1944, 6:15-6:25 a.m., CWT, Mondays thru Fridays.

Bond Clothing Co. — Sponsoring Erle Smith's news, renewal starting April 28, 1944, 6:00-6:10 p.m., CWT, Mondays, Wednesdays and Fridays.

B. C. Headache Powders-Sponsoring Henry Goodman's news, renewal starting April 28, 1944, 8:25-8:30 a.m., CWT, Mondays thru Saturdays.

Plough, Inc. — Sponsoring "Don't You Believe It," starting April 29, 1944, 9:15-9:30 p.m., CWT, Saturdays.

Taystee Bread - Sponsoring the KMBC Food Scout, renewal starting May 1, 1944, 8:15-8:25 a.m., CWT, Mondays thru Saturdays.

John Taylor Dry Goods Co.-Sponsoring Joanne Taylor, renewal starting May 1, 1944, 9:00-9:15 a.m., CWT, Mondays thru Satur-

Richelieu Wine — Sponsoring "Al Roth and His Orchestra," starting May 1, 1944, 11:05-11:20 p.m., CWT Mondays thru Fridays.

Bexel - Sponsoring "Sports with Sam Molen," renewal starting May 1, 1944, 6:10-6:15 p.m., CWT, Mondays thru Saturdays.

The intention of Frequency Modulation is to better radio's service to the listening public. In some instances this intention has a good chance to become a reality, in others a probability. FM is radio at much higher frequencies than the position of today's standard broadcast band. In these higher Pepper, the George Heid Revue, frequencies it can be assumed that eventually interference between radio stations will be eliminated, static can be reduced to a vanishing point and life-like reproduction made possible. All of these advantages are mentioned in the probability, for FM today is retarded by the man-made limitations of inadequate equipment.

First there is the limitation of receiving equipment. While manufacturers just before the outbreak of the present conflict began to provide for Frequency Modulation on standard receiving sets, necessities of war forced the shelving of civilian radio set production before very many FM-equipped receivers could be distributed. If the listener does not have a special FM receiver or special adapter, it is impossible to pick up FM programs. Then there is the limitation of sending equipment. In order that FM be operated at maximum efficiency it is necessary that certain improvements such as specialized antenna systems and telephone line provisions for wider sound range must be provided.

What of the tomorrow? One man's opinion is as good as another's. There are advantages to FM, and there are disadvantages. In some sections of the country, along the eastern seaboard for example, it looks as if FM, because of localized conditions, will be an advancement over standard broadcast methods as known today. In other sections of the country, like in the Heart of America with its vast rural regions, apparently the potentialities are not as great. Here of course is prophesying on probabilities as seen in the light of what is known today.

*

The important thing from the listener's standpoint, and from that of the American advertiser, is the fact radio as an industry is not content to coast along on past accomplishments. Radio as it is known today has become one of the most significant factors in our way of life. Its development over a limited span of 25 years has been truly breathtaking. Daily the public is becoming more and more dependent upon the service of radio-in entertainment, in culture, in the disseminating of news and information, in the protection of ships at sea and planes in the air, and in all of its many other ramifications. One could almost say, radio has done its

job. Instead, however, radio is reaching ever outward ebs to the betterment and the broadening of its service in behalf of all mankind.

-Page 53-May 1, 1944.

CHAIN STORE AGE reports: "The importance of national brands and of complete service to the doctor is illustrated by the record of Exclusive Prescription Pharmacies, Los Angeles, an organization that has built a \$500,000 prescription volume annually in a three-store chain, filling more than 500 prescriptions daily in one store. The company's selling points are that it does no manufacturing, carries only national brands, completely avoids counter-prescribing, and will not substitute under any circum stances."—Page 48—May, 1944.

DRUG TOPICS reports: "Second in volume only to the prescription department is the baby goods department in the Rotch Pharmacy of New Bedford, Mass. 'The secret of heavy baby goods volume,' declares Francis B. Finni, owner, 'lies in doing two things: stocking a complete supply of baby goods, and letting mothers in your trading area know that you have these stocks. Baby goods business is well worth going after, because it can be responsible for more repeat business than most other departments in the store,' he explains. One of his ways of going after it is to send a gift to the mother of every new-born baby in his area."-Page 47, May 1, 1944.

Edition, reports: "The junior trade p.m., CWT, Tuesdays, Thursdays deserves attention. The 'teen-age and Saturdays. girl is using more cosmetics and Aircraft Accessories Corp.-Sponshe is making a heavy contribution | soring "The American Story," startto the sales at the lower-priced ing May 25, 1944, 7:00-7:30 p.m., counters. High school girls are not CWT, Thursdays. only buying lipsticks and nail pol- |Kerr Glass Mfg. Co.-Sponsoring ishes but-as one personnel man- "The Happy Kitchen" with Nancy ager of a large chain employing a Goode, starting June 2, 1944, 9:30great number of high school age 9:45 a.m., CWT, Fridays. workers discovered-their heaviest | J. B. Williams Co. - Sponsoring expense was for perfumes, hand and William L. Shirer, starting June 4, face creams and deodorants."page 77, June, 1944.

Pratt & Whitney Aircraft Corp.-Sponsoring the KMBC Midland Minstrels, starting May 2, 1944, 7:30-7:45 a.m., CWT, Tuesdays, Thursdays and Saturdays.

Studebaker Corp. - Sponsoring KMBC News with Erle Smith, renewal starting May 2, 1944, 6:00-6:10 p.m., CWT, Tuesdays, Thursdays and Saturdays.

Pratt & Whitney Aircraft Corp .---Sponsoring KMBC News with Erle Smith, starting May 4, 1944, 3:25-3:30 p.m., CWT, Tuesdays, Thursdays and Saturdays.

Gillette Safety Razor Co .- Sponsoring the Kentucky Derby, May 6, 1944, 5:00-5:30 p.m., CWT, Saturday.

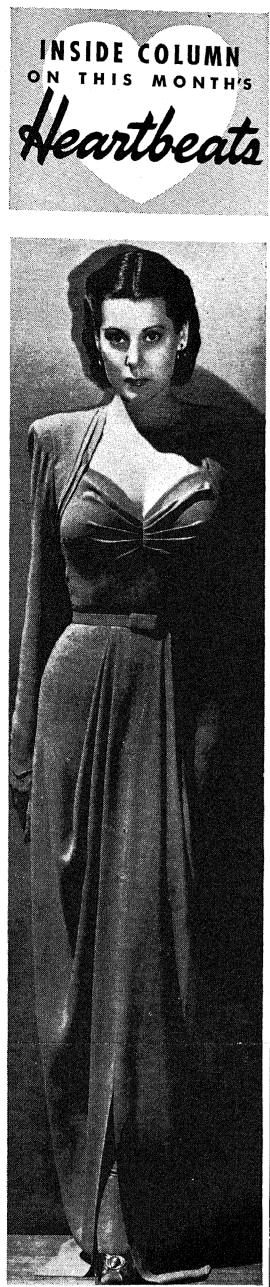
Midwest Wool Association - Sponsoring KMBC's "Early Bird Jamboree," starting May 8, 1944, 6:30-6:45 a.m., CWT, Mondays thru Saturdays.

Duff & Repp Furniture Co.-Sponsoring KMBC News with Erle Smith, renewal starting May 8, 1944, 3:25-3:30 p.m., CWT, Mondays, Wednesdays and Fridays. Pratt & Whitney Aircraft Corp .----Sponsoring "Salute to the Stars & Stripes," starting May 10, 1944, 8:00-8:15 a.m., CWT, Mondays thru Saturdays.

Sinclair Refining Co.-Sponsoring Sam Molen's KMBC Sportscast, CHAIN STORE AGE, Druggist starting May 16, 1944, 9:30-9:45

1944, 4:45-5:00 p.m., CWT, Sundays.

July 1, 1944



WIN AWARDS

Three KMBC program features regularly heard each week on this station won honors in the 1943 George Peabody Awards, given annually for distinguished work in radio.

Edward R. Murrow, CBS European news chief, heard on KMBC Sundays at 12:45 in "Edward Murrow and the News" received the citation for outstanding news reporting.

The Lux Radio Theater, heard at 8 p.m. on Mondays, was awarded top honors for drama, and "Let's Pretend," the children's half-hour program on Saturday mornings at 10:05, was named the finest production for children.

Pratt & Whitney Is **Sponsor of Three KMBC** Live Shows

With 30,000 workers to be recruited in the Kansas City area for Pratt & Whitney Aircraft Corporation's training school and Ninetyfifth and Troost streets plant, the aviation company is on the air over Saturday Feature KMBC now with three live shows produced by the station.

The KMBC Midland Minstrels, playing everything from the vibraphone to the musical washboardthey can sing too-go on from 7:30-7:45, Tuesdays, Thursdays and Saturdays.

Erle Smith, KMBC's ace newscaster, and head of the KMBC news department, is sponsored on the 3:25 newscast, Tuesdays, Thursdays and Saturdays — and "Salute to the Stars and Stripes," a KMBC production built on military and patriotic music with news about Kansas Citians in the armed forces is broadcast at 8:00-8:15 daily, Mondays through Saturdays, for the war plant.

Erle Smith's KMBC Newscasts Bought **By Seven Sponsors**

Time across the board is completely sold out on Erle Smith's four daily KMBC newscasts, with the twentyfour weekly periods attracting seven national and regional sponsors, six of whom are renewals. Here possibly is a record.

With such nationally known advertisers as Pratt & Whitney Aircraft Corp., Phillips Petroleum, Studebaker, American Dairies, Bond Clothing, and Muehlebach Pilsener, Erle Smith's KMBC newscasts attain a significance equaled only by the biggest network names. One of the Heart of America's leading retail establishments, namely the Duff & Repp Furniture com-

pany of Kansas City, rounds out Erle Smith's list of sponsors, taking over on Mondays, Wednesdays and Fridays at 3:25 p.m.

KMBC Airing New "Don't Believe It"

With the KMBC Brush Creek Follies off the air for the summer, "Don't You Believe It," a quarterhour show new to the station took over at 9:15 on Saturday nights.

"Don't You Believe It," sponsored by Plough, Inc., for Mexsana and St. Joseph Aspirin, has Tobe Reed and an all-star cast whose particular sport is lighting the fuse on popular fallacies. The explosion always comes.

Sports Circus Is

This Passing Parade



BURNS & ALLEN ORIGINATE FROM KMBC

Everyone agreed that the Burns & Allen appearance in Kansas City to start off the Fifth War Loan Drive was an all-around success. A packed house of 12,000 took over the Municipal Auditorium, buying over 11 million dollars worth of bonds for admission. The name of Swan Soap was impressed most emphatically upon those near and far as the regular Tuesday night Burns & Allen show originated from KMBC to the entire Columbia network. Bill Goodwin, announcer on the show is shown with Gracie Allen at the mikes while George Burns is to the left and Dinah Shore, guest star to the far right.



PATRICIA DUNLAP . . .

According to fellow members of the "Bachelor's Children" cast, Patricia Dunlap is known as the "Mmmmmmm Girl." "Mmmmmmmm"—for menace, of course, to bachelors! Svelte and sophisticated, bewitching and brunette. Patricia portrays a heroine, wife and mother, all in the part of Janet Ryder on "Bachelor's Children," top-ranking daytime radio program on KMBC daily at 4:15 p. m., CWT soonsored by Wonder Bread and Hostess | Coffee, with CBS. KMBC will air Cakes.



PATSY GARRETT . . .

Newcomer to the "Broadway Matinee" Company and heard over KMBC, Mondays through Fridays at 3 p.m., Patsy Garrett through her popular songs is a well established favorite of radio listeners.

All three programs are pointed toward bringing men and women not now in essential industries into the country's war effort. It is particularly hoped that women who are not employed outside the home can be interested in helping to build the new Pratt & Whitney wonder engine.

General Foods in Move to Columbia

In one of the most important moves of recent seasons, General Foods has placed its Charlie Ruggles show, for Maxwell House the program at 7:00-7:30 p.m., CWT, on Fridays.

The series began June 16, occupying the first half of the Kate Smith Hour, made available by Miss Smith's summer vacation.

Known as "Iced Coffee Time," the show, at its premiere, presented Ruggles, the veteran stage and film comedian, as emcee, with Hollywood players, vocalists and variety entertainers. Carmen Dragon's orchestra plays, and weekly guest stars are promised.

Joan Blair on KMBC With ''Valiant Lady''

Joan Blair, voted radio's most popular daytime actress for six consecutive years, is the "Valiant Lady" of the General Mills serial of that name, for Cheerie Oats, at 8:45-9:00 a.m., on KMBC, Mondays through Fridays.

as sponsored by the Owens-Illinois Glass Mills' Kitchen - Tested Flour, replaced "Kitty Foyle" on KMBC. days.

Sam Molen Creation

Something new in the way of sports program idea is that recently introduced by Sam Molen, KMBC's new sportscaster, and sponsored by the men's department of the Peck's | KMBC CATCHES DURANTE & MOORE . . . Department store of Kansas City.

"Sam Molen's Three-Ring Sports Circus" employs a new and unusual twist in presenting the ever popular subject of sports. In Ring One, "Ringmaster Sam" reveals the "inside story" on the week's outstanding news story in the world of sports. Ring Two recalls a thrilling sports incident of five, ten or fifteen years ago the current week, while Ring Three presents a littleknown story about a well-known sports figure or sports happening.

A side-show-highlights of the week in review, Sam Molen's own forecast of things to come-completes the quarter-hour "circus" heard Saturdays over KMBC at 7:30 p.m.

The new program is in addition to Mr. Molen's Monday through Saturday sportscasts over KMBC at 6:10 and 9:40 p.m. With Sinclair Refining taking over his Tuesday, Thursday and Saturday 9:40 p.m. show last May 16, Sam Molen is now commercial "across the board."

Drizzles & Drips, Get a **Big Load** of This!

"Calling All Girls," an up-and-at-'em show for teen agers ("Hi, drizzles and drapes, don't be degaws!") is being sponsored by Peck's Department Store, of Kan-"Light of the World," for General | sas City, for the Peck Teen Age Shop. It's both a fashion and dramatic program, and is heard on 9:15-9:30, Mondays through Fri-|Saturday mornings at 9:50 to 10:05. The show began June 10.

Jimmy Durante, the Great Schnozzola, and Garry Moore make an impromptu microphone appearance for Gene Dennis, KMBC's director of special events, in Kansas City. The two stars were on their way to the West Coast. The Moore-Durante show is heard Fridays at 9 p.m. on KMBC under sponsorship of Camels. -Staff Photo



RADIO'S OLDEST PROGRAM . . .

Same program format, same title, same artist, same radio station-that is the record of Mrs. Aubrey Waller Cook and the program, "The Classic Hour," heard on KMBC each Wednesday afternoon at 2:30 p.m. Featuring Mrs. Cook at the piano, this is believed to be radio's oldest continuous program. Arthur B. Church, president of KMBC, who personally announced her first program 18 years ago. is shown above appearing on the anniversary show recently held in KMBC's studios, commemorating her 862nd performance without missing a broadcast or being late to one. -Staff Photo

July 1, 1944



KMBC's SERVICE FARM INVITES THE PASSERBY

This Highway marker beckons the traveler to the comfortable, modern home on KMBC's farm in Johnson County, Kansas. The 400-acre farm is managed by Phil Evans, director of KMBC's farm service, primarily in the interest of KMBC's -Staff Photo. vast and increasing rural audience.

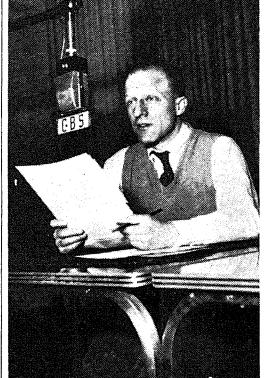
Strong Summer Schedule Result of **Usual Seasonal Program Changes**

Every Summer in radio is, moving time, and 1944 is no exception. This year, however, sees more of a scramble for better spots than a desire to vacation until Fall.

Programs undergoing time change are the Jack Carson show, sponsored by Campbell Soup which moved to the half-hour earlier spot on Wednesdays at 8:00 p.m., CWT, "Thanks to the Yanks" replacing the "Blondie" show for Camel Cigarettes Mondays at 6:30 p.m., and "Corliss Archer" now heard Thursdays at 8:30 p.m., for Anchor-Hocking Glass.

New stars and program themes include Kenny Baker taking over the Groucho Marx Blue Ribbon Town show Saturdays at 10:30 p.m., and James Melton and cast summer pinch-hitting for Fred Allen on Texaco's "Star Theatre."

Those shows making their debut over KMBC include "The Doctor Fights" under sponsorship of Penicillin-Schenley heard Tuesdays at | News" over KMBC as sponsored by Good-10:30 p.m., Armour & Company's | rich. "Dateline" Mondays at 10:15 p.m., "Service to the Front" sponsored by the William Wrigley, Jr., Company on KMBC Fridays at 7:30 p.m., "Dangerously Yours," new dramatic series of Vick Chemical Company, in the 1:00-1:30 p.m. spot on Sundays, and "Theatre of Romance," the new Colgate-Palmolive-Peet show, on Tuesdays at 7:30 p.m.



JOSEPH C. HARSCH . . .

Mr. Harsch is heard at 6:25 p.m., Mondays through Fridays, recently starting his second year in "The Meaning of the



"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

CHAIN STORE AGE reports: 'Point-free items are in a separate section at an A. & P. supermarket in Providence, R. I. The plan has been endorsed by government officials as a step that helps the housewife shop faster." -June, 1944, p. 50.

PROGRESSIVE GROCER reports: "Armstrong Cork Co., Lancaster, Pa., has prepared an 'ideas' portfolio which describes in detail the 'model' grocery store design which appeared in a color page in a recent issue of the Saturday Evening Post. The advertisement and the portfolio were developed and presented to the food industry by Armstrong, in collaboration with the National Association of Retail Grocers. The 'ideas' portfolio is available free upon request to the Armstrong Cork Co., at Lancaster." —June, 1944, p. 134.

NEW ENGLAND GROCERY AND MARKET reports: "Some of vour customers who are canning foods this summer will be interested in what Uncle Sam offers as a 'boiled-down average budget for one person'. According to this budget, the housewife should have, when her canning is finished, the following quantities for each person: tomatoes, 20 to 35 quarts; fruits, 6 to 8 kinds, 25 to 35 quarts; fruit juices, 5 to 10 quarts. This quantity of canned food, or its equivalent brined, dried, stored, or frozen, should supply one person for 30 weeks."-June, 1944, p. 39. SUPER MARKET MERCHAN-

DISING reports: "An illuminated shelf-box display of the less frequently used spices in Wolferman's Inc., Super Market, Kansas City, Mo., has stimulated the sales of such items as curry, rosemary, thyme, herb mixtures, herb vinegars, etc. The fixture, comprising four shelves topped by a canopy, is hung at one corner of the delicatessen counter, where it catches the eye of shoppers who have connoisseur tastes. There are also sets of 12 to 24 packages of assorted spices arranged in small wooden cabinets to be hung on the pantry



American Story Is Aired By Aircraft Accessories Corp.

Aircraft Accessories Corporation manufacturers of radio equipment for planes, recently took over sponsorship of KMBC's most consequential patriotic production of the year, "The American Story," halfhour feature of simple stories about Americans, aired weekly over KMBC Thursdays at 7 p.m.

Boosting home-front service organizations, R. C. Walker, president of Aircraft Accessories, explained the purpose of the program: to bring home to listeners a greater understanding of the "stakes" in this war. Previous shows were presented in behalf of the Citizens War Manpower Committee and the Red Cross Blood Donors Association of Kansas City. The musical background of the show is under the direction of P. Hans Flath: KMBC's Coordinator of War Activities, Gene Dennis is writer and director.

Government Girl

Just before her tenth anniversary as a member of KMBC's Program Department, Marion Luton left the station to join her husband, a member of Uncle Sam's Army in San Antonio, Texas. At the present time she is a "government" girl learning all about military correspondence in the Air Service Command. Marion says, "Don't know when I'll get a furlough (ha) but know where I will head —when and if."

Lt. Myron Curry a 1-Man Station Now

Lt. Myron Curry, ex-KMBC announcer, now technical supervisor, studio director, maintenance man, announcer and program supervisor, writes that "everything is coming along fine" with "his baby," the new 6 x 12 foot broadcasting studio at Lowry Field Hospital, Colorado.

The combination studio and con-

Page 4

Kerr Glass Sponsors KMBC "Happy Kitchen"

KMBC's "Happy Kitchen" with Nancy Goode, at 9:30 a.m., CWT, has been sponsored since June 2 by for home canning.

Shirer Returns To Late Afternoon Time on KMBC

William L. Shirer again holds the 4:45 CWT spot for his Sunday afternoon analysis of the news over KMBC, sponsored by the J. B. Williams Co., makers of Aqua-Velva and other shaving accessories.

Shirer, who has broadcast for CBS since 1937, probably knows the world picture as well as any one on the air. Besides his years in Berlin, where he came to understand Nazi psychology thoroughly, a like knowledge of France, Czechoslovathe Kerr Glass Mfg. Co. on Fri- kia, Austria and Spain was built days. Promotion is for Mason Jars up. He also spent two years in India.



AL ROTH ON KMBC FOR RICHELIEU WINE . . .

Al Roth lifts his baton to open "Al Roth and His Orchestra," the Ambrose Company's new musical, heard over KMBC at 11:05 p.m., Monday through Friday. Al, who is one of Missouri's own showmen, also does the arrangements for the Ambrose Choristers mixed chorus, appearing on the show. Karen Kemple and Bob Hannon are the soloists.

wall."-June, 1944, p. 48. **KMBC Ready When**

Special Events was on the lobster the KMBC news department, had

Halfway home, Erle Smith came

From then on, Erle made a night of it, keeping Kansas City posted, bulletin by bulletin. Meanwhile, Special Events transcribed the CBS running commentary for rebroadcast Wednesday morning to the audience caught short on a 12:30 invasion.

At 6 a.m., Henry Goodman came on for his four regular newscasts, all devoted to invasion, while Special Events broke in an 8 o'clock cast, cutting in recorded sequences from the 2:30 CBS coverage.

By the time John Cameron Swayze's noon broadcasts were on, the invasion was well in hand, with normalcy returning to the fold. But it had been a night to remember in radio!

Keep From 'Bumping' Him

Smoky Parker, now a gob in the Navy, formerly of KMBC's talent department, is still quipping. In a recent letter he reports his main duty is "teaching Navy Cadets how to keep from killing me, while up in the blue."

Smoky Teaches Cadets To trol room accommodates two amplifiers, a portable turn-table, a record rack for each day's show, and a portable control-panel.

When all is said and done, Myron will be able to originate broadcasts from two, possibly three points: the main control room, the Red Cross Recreation Building stage, and baseball diamond in rear of the hospital area.



ALL IS NOT DRUDGERY . .

Sherwood Durkin, former KMBC announcer, presently engaged in sound-proofing a Pacific hut, has concluded that Army life, even in the disjuncted Aleutians, has its more glamorous moments; one of these being the recent visit of scrumptious screen-lovely, Olivia de Havilland. Sgt. Durkin is pictured playing host to the "oh, so lovely!" Olivia. Visits such as those of Miss de Havilland and concert-artist, Yehudi Henhuin "are treats beyond comprehension for those of us who are 'at the end of the earth'," says Durkin. Sherwood is the proud director of one of Uncle Sam's Aleutian radio stations. He has recently been made the happy recipient of a record and transcription rack. "In just a few weeks," states Director Durkin, "it will be hard to distinguish between us and CBS, Hollywood ... I hope."

trick, the night of invasion, awaiting a possible network breakthrough, and Erle Smith, head of just left, after his last broadcast of the day, the 11 p.m. final.

Invasion Started

back. He reached the newsroom in time to hear A.P. signal the first news bulletins-still from German sources - of Allied landings in France.

KMBC Hiculorly on YOUR POge Two t of America nom MOMEY

1880 MARK N. SMITH 1944

VOL. 2, NO. 5

Wins Citation at One

It was just one year ago that KMBC gave birth in its advertising and promotion to a family of heart characters for trademark purposes. The family on coming of age one marked the event with an award in the Seventh Annual Radio Station Promotion Survey of Billboard, the World's Foremost Amusement Weekly, as radio's "Outstanding Trademark Promotion" for 1943-44. The significance of these trademark characters is to impress upon advertisers KMBC's awareness in its programming of a population peculiarity in the Heart of America that 51% is urban and 49% rural. E. P. J. Shurick, director of promotion and publicity. fathered the family.

KMBC Leads Again in Robert Conlan's **1944 Summer Study**

KANSAS

Preliminary figures from what is believed to be the most comprehensive radio survey ever made in Greater Kansas City, conducted by Robert Conlan and Associates, indicate that KMBC continues to maintain its audience leadership in most classifications.

In the daytime (7 a.m. - 6 p.m.) Monday thru Friday quarter hour strip classification, KMBC has 33 per cent more "firsts" than its nearest competitor (NBC station), and 150 per cent more "firsts" than all the other stations combined. In other words, KMBC has over 46 per cent of all daytime "firsts."

In the daytime Sunday thru Saturday classification --- all quarter hour periods — KMBC shows an even greater margin over its nearest competitor with 43 per cent more "firsts" than the NBC station.

At night, Sunday thru Saturday, KMBC's lead is even more startling than in daytime. According to this Conlan survey, KMBC has exactly 50 per cent more "firsts" in quarter hour periods (6 p.m.-11 p.m.) than its nearest competitor. The complete detailed survey book—the twenty-fourth made for KMBC—will soon be available for study by any interested. While the number of these Kansas City Summer, 1944, survey books is limited, a call to any KMBC or Free & Peters contact man will bring one in a hurry.

Editorial RADIO MERCHANDISER

AUGUST 1. 1944

Death Takes Widely Known KMBC Pioneer Research Authority

One of radio's early pioneers in the field of research, Mark N. Smith, director of merchandising and research for KMBC, died sudgrams. One smash show after an-

SMASH SEASON AHEAD Parade of Great Shows on Tap for KMBC in 1944-45

Coming events are already casting shadows for a banner year of radio programming over KMBC with announcements being made daily of completed plans for the new season by America's top advertisers.

Of headline importance is the sudden switch of the General Foods peak ranking shows to the Columbia network and KMBC. Starting in September such shows as the "Aldrich Family" and "Fannie Brice and Baby Snooks" will become weekly high spots on KMBC's program offerings.

Kate Smith on Sundays Early reports point to a history making Kate Smith hour starting September 17, again under sponsorship of General Foods. Her switch to 6 p.m. Sundays extends into the evening what was recognized in 1943-44 as radio's most concentrated array of fine pro-



KENNY BAKER TAKES OVER . . .

Kenny Baker Stays "Blue Ribbon"

Kenny Baker, who left that Broadway fireball, "One Touch of Venus," to pitch for Groucho Marx in Pabst's "Blue Ribbon Town" through the summer stretch, has agreed to stay with the radio show through 1944. The roar of grandstand approval for Baker was so deafening there didn't seem much else to do. With the all-Cole Porter program on July 22, and Sophie Tucker as guest star on the 29th, Baker has been knocking out home runs every week. Ken Niles, who has worked with Kenny Baker before, announces.



JOHNNY DUFFY . . .

Kellogg Announces New Premium Offer

The Kellogg Co's new children's offer, the "F Raider," a handsome cardboard cutout aircraft carrier, complete with ten bombers, promises to gain roaring applause from the air-minded youngest generation. Two Kellogg "Corn Flakes" box tops and 10 cents in coin are guaranteed to make a wing commander out of a child, if not an an air-force colonel outright. air-force colonel outright.

Johnny Duffy is star of the "Kellogg Musical Library," heard over KMBC at 5:00-5:15 p.m., CWT., Mondays through Fridays.

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Listed below are items of particular interest to grocers and druggists in this month's issue of Heartbeats.

DRUGGISTS:

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KMBC-FM Already **Expands Schedule**

Augmenting the original limited broadcast schedule of KMBC-FM. inaugurated June 24, FM transmission now goes on the air at 12 noon, Mondays through Saturdays, giving a daily twelve-hour FM service throughout the week. On Sundays the schedule is from 7 a.m. to signoff at 12:05 a.m.

Texas Ranger List Continues to Grow

BBDO, nationally known for its success in handling national accounts, has just notified KMBC that four new stations have been added to the list using the Texas Rangers Library for Wildroot Tonic. The new stations include WKBO, Harrisburg, Pa., WBIX, Utica, N.Y., WSTB, South Bend, Ind., and WMBD, Peoria, Ill.

Printz Bakeries takes over the Rangers on KGBX of Springfield. Mo., placed by Campbell-Mithun, and Grove Laboratories, which made extensive use of the Library during the 1943-44 winter season for Grove's cold tablets, is expected to add substantially to its list this season.

the popular musical series include of Oklahoma City.

denly July 15th at his home in Kansas City at age 64.

Widely recognized for his contribution to developing many of the standard research methods and procedures in use today throughout the broadcasting industry, Mr. Smith had been associated with Arthur B. Church, owner and president of KMBC, for thirteen years.

In creating a research department in the early thirties Mr. Church realized the importance of a calculating mind in the selection of a department head. Mark N. Smith with a rich background in business activities requiring such qualifications was the man for the job, and he held down this important post at KMBC until his death.

Much of the responsibility for compiling the likes and dislikes of radio listeners rested in his hands, and today through close use of such findings K M B C has earned an enviable reputation in the Heart of America for the high standards of its program service.

Mr. Smith is survived by his wife. Mrs. Helen Smith, prominent in Kansas City Red Cross activities, and a 20-year-old son, Rex, an apprentice seaman USNR in V12 training.

Erle Smith Mid-Afternoon News Goes to Tootsie V.M.

New to Erle Smith's blue ribbon list of sponsors will be the Sweets Company of America which on August 3 took over the sponsorship of his 3:25 p.m. newscasts Tuesdays, Thursdays and Fridays for the next year. The product advertised is to be Tootsie VM. Erle Smith, as news editor of Renewals during the month for KMBC, heads one of the Middlewest's finest radio news staffs util-WABI of Bangor, Me., and KOMA | izing both Associated Press and United Press news services.

other is promised Kate Smith followers.

Following directly on the heels of the Kate Smith Hour will be "Blondie," which just at the end of its past run over CBS entered into the upper ten high ranking shows. Sponsor for the new season will be Colgate-Palmolive-Peet in behalf of Super Suds. Such will be the Sunday evening story of KMBC, topped off at 10:30 p.m. by "Maxwell House Coffee Time" with Fannie Brice and Baby Snooks.

into KMBC's program schedule on Fridays at 7 p.m. starting in early September under the banner of Postum. Followed directly by "Adventures of the Thin Man" for Post Toasties, listeners have the nucleus of another great night of programming.

"The Voice" Returns

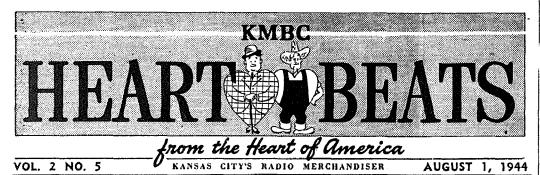
News received just at press time announces that Frank Sinatra, The "Aldrich Family" will fit radio's top sensation of the past season, returns for Vimms starting August 16th at his old time of 8 p.m. on Wednesdays. Another popular Lever Brothers feature, "Burns and Allen," will also be back that same week, taking over the 8 p.m. spot on Tuesdays for Swan Soap.



BUY SWAN-GEORGE & GRACIE RETURN AUG. 15TH

The thousands of many friends George Burns and Gracie Allen made personally while in Kansas City during early June will welcome back the nitwits of the airwayes August 15th when they return to KMBC on Tuesday evenings. This photo taken during their visit to Kansas City shows George and Gracie looking with fondness at a bar of Swan soap-their sponsor in the new season as in the past. -Staff Photo.

August 1, 1944



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

KMBC of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Director of Promotion and Publicity Merle T. McKay, Associate Editor Katie Ament, Associate Editor Helen Slater, Associate Editor

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373

Page 2

NEW YORK (22) SAN FRANCISCO (4) 444 Madison Ave. 111 Sutter Plaza 5-4130 Sutter 4353

HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151

ATLANTA (3) 322 Palmer Bldg. Main 5667

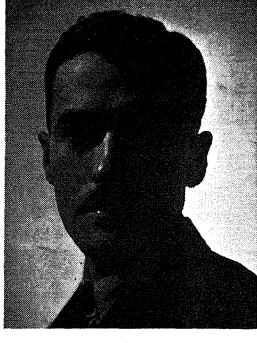
Money Give-Aways

This little merchant went to market, to buy some radio time. "How much does one of those ads between programs cost?," says he . . . "That's more like it! One would have thought I was trying to buy that other station. Come on over!"

"Holy mackerel, you mean to tell me you've got that many listeners. But how do I know those figures are authentic? ... Compiled by an unbiased national survey organization? Good enough for me! Just wait until I see that other salesman."

"Listen here, young man! I've been in business for a long bestowed upon him in competitive time. What do you mean by trying to pull the wool over my eyes? I just bought some radio time for half your priceand I'm getting more listeners. My advertising starts next week.'





RUSSELL M. CULVER . . . KMBC's Continuity Editor

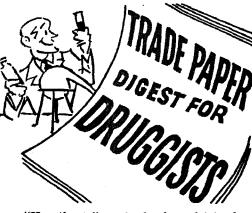
Playwright, teacher, adventurer -Russell Culver's experience incorporates them all! And each plays an important part in qualifying him today as KMBC's continuity editor, which position he has held since one year after joining KMBC, in 1941, as assistant continuity editor.

While KMBC is a basic affiliate of the Columbia Broadcasting System, almost fifty per cent of KMBC's daily program schedule is of local origination, resulting in an appreciable amount of writing going forth regularly from the continuity department.

Russ Culver's deep rooted interest in languages expertly qualified him for continuity work. He received his Bachelor and Master degrees in Spanish from the University of Kansas with a scholarship record qualifying him for Phi Beta bination kits containing soap, balm Kappa. His early efforts of a journalistic nature have not gone unrewarded either for numerous recognitions and top honors have been writing. After completing his education Russ spent some time as playwright with Blackfriars Little Theater in Kansas City, and four or five of his one-acts have been produced in colleges and little theater groups throughout the country. His scholastic record, however, was instrumental in his accepting a professorship in Spanish at Wentworth Military Academy, a junior college in Lexington, Missouri. It is well to note here that his knowledge of foreign languages is not limited to Spanish alone Russ also reads and speaks fluently French and Portuguese and knows Italian as well. His education along these lines has been the basis for a hobby with him, too, for somewhere in his busy daily schedule he finds time on the side to tutor friends in any one of the above mentioned tongues. Variety colors Russ Culver's past experiences and one of the highlights was a tour following his five years' instructorship when he accompanied another young man sent by the research department of Rockefeller Foundation for the purpose of tracing the Choctaw Indians from the original swamps in Mississippi through Oklahoma. On this tour they were privileged to attend the first Sun Dance, native Indian ritual, the Government had allowed in recent years. The job of checking all KMBC air copy, live or recorded, prior to broadcast for suitability of content, length, possible violations of FCC, FTC and station regulations and adherence to the standards of the NAB lies in the capable hands of It is indeed a responsible job, particularly with the added restrictions that have come about during wartime. You cannot help but wonder how one man can keep on top

of man. But don't let the size of Russ Culver fool you-he's a veritable library of facts, figures and policies.

So without further ado, shake hands with Russell M. Culver, KMBC's continuity editor who, in his own words, is "streamlined like the copy he puts through!" Next month, meet Mr. E. P. J., the man who makes a position of the job of **IVIII**V sales promotion and publicity.



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

CHAIN STORE AGE, Druggist Edition, reports: "Managers report mounting sales of foot aids and remedies in current sales promotions. Reasons given for increased demand are: more time being spent outdoors; accelerated work schedules; gasoline and shoe rationing. Manufacturers report high inventories of such foot-relief preparations as athlete's foot liquids, powders and ointments; foot balm, cream or liquid; corn pads and drops; medicated foot soap; liniment; bandage; moleskin; foot bath salts; waterproof adhesive; arch bands; metatarsal pads; foot plaster; bunion protectors; swabs and applicators; corn and callous files; innersoles; fungicides; and compowder and bandage."-July, 1944, page 20.

AMERICAN DRUGGIST reports: "For 1943 the owners of the Busy Corner drug store, in Colorado

larly a mere five feet four inches fountain personnel may rest during 'breaks' or when they are not feeling well has done more to reduce turnover and prevent absenteeism than any other remedy, according to a chain store fountain manager." -July, 1944, page 5.

> AMERICAN DRUGGIST reports: "Army officers promise that 'name brands' will not be 'dumped' when post exchange stocks of drugs and cosmetics are liquidated. And some doubt whether any major liquidation will be necessary."-July, 1944, page 40.

> CHAIN STORE AGE, Druggist Edition, reports: "Prize money which formerly went to managers and supervisors is now being distributed among salespeople by Bartell Drug Stores, Seattle, to increase volume on individual line drives. It was found that, because managers and supervisors participate in profits under a bonus system, no special inducement was needed to get them to cooperate. When manager's prize money goes into a fund to build larger prizes for a salespeople, more interest is created on the 'firing line'-where it is really needed. Sales were double that of any previous drive on the same line." --- July, 1944, page 60.



Herewith are listed new program contracts over KMBC taking effect between June 6, 1944, August 1,

General Mills-Sponsoring "Valiant Lady," starting June 6, 1944, 8:45-9:00 a.m., CWT, Mondays through Fridays.

"Good afternoon, madam. Are you finding what you want? ... You came in for that radio special on stockings. Good, and you must see that new shipment of Fall dresses. Not interested? . . . Confound it, everyone wants something for nothing."

"I wonder if birds of a feather flock together? Bargain hunters attracted by a station building an audience on money give-aways would naturally be the ones patronizing advertisers on that station What about this giving away money anyway? I always thought of radio in terms of public service. Good clean entertainment! Religious programs! News as it happens! Education! There's one thing about that other station. The fellows over there have done a real job of prestige building. Their programming has always been above reproach. But what about those survey figures?"

"That's nice of you to give me this information even though you didn't get the business. So, a survey is conducted on the telephone, just the same as money give-aways. Then if someone should call my house, naturally I might make a guess and say I was listening to the money station. Why, I might not even have my set turned on. Think of it in that light—the public is not actually listening to the station itself for programs as programs, but rather as a gamble, you might say, to win something for nothing. Imagine what that does to advertisers who buy radio time by surveys."

*

"What station do I listen to at home? The station with the programs I like. It's much the same story as in my business—if you've got what I want, I'm your customer. Of course, it's only natural that I would tune in that station first with an established reputation. Just like in my business."

"When I first made use of advertising, I didn't overlook that institutional aspect. While I expected immediate returns, I also took into account the lasting good I was building -customers who would turn to me for things needed, not just | Russell Culver and his staff. to come around when a 'sale' was on. I'd rather stop all advertising than to jeopardize the confidence of my customers in the way I do business. You radio fellows have built a splendid reputation and a great followebs ing—certainly, you wouldn't want to do anything either to jeopardize your prestige."

Springs, estimate that their gross sales exceeded \$535,000-as compared with \$140,000 record in 1939! The owners, Jack and Harold Hofmann, have traveled 35,000 miles, in the last year, including one trip to Mexico City, to buy goods. 'Soldiers,' they say, who account largely for the sales volume, since there are no tourists and few war plants in the area, 'buy pills; and patented medicines, cosmetics, and reading and writing materials are in the limelight now.' The brothers buy anything loose, and as much as they can get shipped to Colorado Springs, Attractive packaging for prescrip. tions, with individual labels printed for each doctor in the city, and the Busy Corner's own name and address embossed in dark blue on powder blue boxes, are a plus offered by the store."-May, 1944, page 61.

Edition, reports: "Each year when the weather is the warmest, men come into the stores for summer cosmetic aids. Today, these customers deserve more attention because the men's cosmetics business is growing and millions, particularly servicemen, who have never used these items before, are learning to apply them. Men buy shaving and hair aids. Recently they have added anti-perspirants, deodorants, foot aids, hand creams, sunburn aids and preventives, mosquito repellants, skin aids and toilet waters. Men do not object to using cosmetics in limited amounts, but the majority do not know what to do with them. Complete window displays with signs such as 'Summer Aids for Active Men' will carry the advertising appeal of men's cosmetics to a large audience."-July, 1944, page 52.

CHAIN STORE AGE, Fountain-Restaurant Section, reports: "Inof today's copy intricacies, particu- stallation of a clubroom where and Saturdays.

Peck's Inc. — Sponsoring "Three Ring Sports Circus" with Sam Molen, starting June 10, 1944, 7:30-7:45 p.m., CWT, Saturdays.

Peck's Teen Age Shop-Sponsoring "Calling All Girls," starting June 10. 1944, 9:50-10:05 a.m., CWT, Saturdays.

Armour & Co.-Sponsoring "Dateline," starting June 12, 1944, 10:15-10:30 p.m., CWT, Mondays.

Maxwell House Iced Coffee-Sponsoring Charlie Ruggles Show, starting June 16, 1944, 7:00-7:30 p.m., CWT, Fridays.

Wm. Wrigley Jr. Co.-Sponsoring "Service to the Front," starting June 23, 1944, 7:30-7:55 p.m., CWT, Fridays.

Lockheed Aircraft Corp.-Sponsoring "A Man Called X," starting CHAIN STORE AGE, Druggist July 10, 1944, 8:30-9:00 p.m., CWT, Mondays.

> Pioneer Hybrid Seed Co.-Sponsoring Grain & Produce markets with Phil Evans, starting July 3, 1944, 12:30-12:35 p.m., CWT, Tuesdays thru Saturdays.

> Vick Chemical Co. - Sponsoring "Dangerously Yours," starting July 2, 1944, 1:00-1:30 p.m., CWT, Sundays.

> Gillette Safety Razor Co .-- Sponsoring All-Star Baseball Game, July 11, 1944, 7:55-9:55 p.m., CWT. Mentholatum — Sponsoring "The Happy Home" with Caroline Ellis, starting July 27, 1944, 8:30-8:45 a.m., CWT, Tuesdays and Thursdays.

> Pla-Mor Company - Sponsoring KMBC sportscast with Sam Molen, renewal starting July 31, 1944, 9:40-9:45 p.m., CWT., Mondays, Wednesdays and Fridays.

> Feeders Supply & Mfg. Co.-Sponsoring "Early Bird Jamboree," starting August 1, 1944, 6:30-6:45 a.m., CWT, Tuesdays, Thursdays

August 1, 1944

Page 3





DALE EVANS . . .

Featured vocalist on the Wednesday "Jack Carson Show" now being heard over KMBC at 8 v.m., Heartbeat Dale Evans is also one of Hollywood's popular young dancers. Campbell Soup sponsors the 4:30 p.m. show.



Fashions in Rations Gets Well Deserved

Billie Burke with her "Fashions in Rations" has made radio history for over a year.

One might be led to believe that Miss Burke is definitely on the scatterbrain side but her means to an end has accomplished one of the war's finest promotional jobs in explaining to homemakers latest rationing and government rulings.

On July 29 evidence of what the government thinks of Miss Burke's efforts found Dr. R. S. Goodhart, chief of the Industrial Feeding Col. Wentworth in Program Division, Civilian Food Requirements Branch of the War Food Administration, presenting a meritorious service award to Geo. S. Jones, vice president in charge of sales for Servel, sponsors along with the Gas Industry for the Saturday morning show heard on KMBC at 10:30 a.m.

Bonds to Babies in **Ivory Soap Contest**

Ivory Soap is offering 500 war bonds of \$50 each to post-Pearl Harbor babies, on "Life Can Be Beautiful," the Procter & Gamble program carried daily on KMBC at

No selling scheme, the contest requires neither Ivory wrappers nor facsimiles thereof, but the entries must be made on official blanks, obtainable from all local dealers.

The only other requirement is to complete in twenty-five additional words or less the sentence, "I think

All-Star Ball Game

Sponsored by the Gillette Safety Razor company for the second year. KMBC carried on July 11 the annual All-Star baseball game played at Forbes Field, Pittsburgh. The teams, the cream of the 1944 baseball crop, were selected by poll of the eight managers in the National and American leagues. Proceeds went to the Major Leagues' Baseball Equipment Fund, to provide baseball equipment for the armed forces. Bill Slater and Don Dunphy gave the playby-play accounts, with Bill Corum broadcasting the summaries.

Guest Appearance

Guest speaker for Phil Evans, KMBC's Farm Service director, on

> his 12:20 broadcast on July 11, was Col. Edward N. Wentworth, well - known authority in livestock cir cles, and director οf Armour's Livestock Bureau

in Chicago.

COL. WENTWORTH

Colonel Wentworth, who is also a committee chairman of the Wartime Swine Industry Council, talked on livestock conditions throughout the country.

On KMBC, 10:15-10:30 p.m., CWT, Armour is currently sponsoring the CBS network show, "Dateline," presenting the best news story of the week.

"Early Bird Jamboree" **On for Feeders Supply**

This Passing Parade



PLENTY REASON FOR SMILES HERE

The May 1st broadcast of the "Joanne Taylor" show, a dramatized presentation of store news for John Taylor Dry Goods company of Kansas City, brought hearty smiles from the regular cast members as the program entered its twelfth consecutive year of broadcasting over KMBC. Members of the cast include (I. to r.) Wayne Heady who plays the stock boy, Wayne Bishop; Merle McKay as Miss Taylor's assistant, Myrna Daniels; Ora Howard who is Joanne Taylor; and Mary Jane Coleman who portrays Miss Taylor's secretary, Mary Jane -Staff Photo. Thompson.



JULIE STEVENS . . .

"The Romance of Helen Trent" began its twelfth consecutive year on CBS in July with Julie Stevens as a principal on the popular daytime serial heard over KMBC Mondays through Fridays at 11:30 p.m. Benefax Vitamins sponsors the show the first two days of the week and Bisodol the last three.



HELEN CLAIRE . . .

You know her as Judy, Dr. Christian's secretary-assistant. Sponsored by Vaseline, the Dr. Christian show, heard over KMBC Wednesdays at 7:30 p.m., is currently presenting prize winning scripts.

every wartime baby should own war bonds because . . ". The \$25,-000 contest, which is P. & G.'s contribution to the Fifth War Loan drive, closes September 9.

"Coming on the heels of the invasion," says the sponsor, in announcing the contest, "it represents a stepping-up of Procter & Gamble's war-supporting activities."

"Early Bird Jamboree," the KMBC live-talent sunrise show presenting Colorado Pete, Jack Dunigan, Earl Clark, Gertrude, Millie and Sue, and Ted Ross, KMBC's new tenor, begins sponsorship August 1 under the Feeders Supply & Manufacturing Co., at 6:30-6:45 a.m., on Tuesdays, Thursdays and Saturdays.

SUMMER GUEST COLUMN

By TOM HOWARD

(Fellow of the Academy of Sinister Design and Chief Examiner of CBS' "It Pays To Be Ignorant" sponsored by Philip Morris Cigarettes, Fridays on KMBC at 8 p.m.)

This is a guest column.

Perhaps you think that's obvious. Maybe you're thinking my explanation is superfluous. But-if you had spent as much time as I have with the nation's nimblest nit-wits on a CBS radio program referred to as "It Pays To Be Ignorant" (strictly union rates), which program aforesaid sneaks onto the Columbia network each Friday night when the engineers go out for coffee, you'd know that nothing is obvious and nothing is as superfluous as Miss Lulu McConnell. Or maybe you don't know Miss McConnell—lucky you!

As I understand it, which I'm sure I don't, a guest column is something that appears while the radio editor is on vacation-just to show the publisher what dreadful drivel would darken his pages if he ever toyed with the idea of firing the vacationing editor. Why do radio editors always take their summer vacations in the summer? It's always puzzled me-it seems indicative of some kind of weakness (this weak or next weak, makes no matter). Now, if Miss McConnell were only here, I'm sure she . . . well, whaddya know-I don't know who typed this next line, but I'd swear it said . . .

By LULU McCONNELL

Mr. Howard, how do you take a vacation when you don't have any job to take a vacation from? My poor old man-guess there's no way to fix it-he'll just have to go without a vacation again this year! Don't look now, but there's someone in my way—I'd answer that question for you, Mr. Howard, if I could just get . . .

By HARRY McNAUGHTON

Mr. Howard, I have a poem that fits in nicely right here. Yes, thanks, I will:

Your nose is red—your banker's blue— I see you've had your vacation, too: You walk with a limp, you're looking old, Sleeping on the ground has given you a cold; Bit by mosquitoes, burned by the sun-

But, brother, aren't vacations FUN?

That's an old synonymous sonnet I picked up-nobody knows who wrote it—and I won't tell anyway. All I can say is that it's not . . . By GEORGE SHELDON

I don't know anything about radio editors, Mr. Howard, and vice versa, I hope-but I always take my summer vacations in the winter. That way I avoid the crowd at the beaches where I don't go swimming.

By TOM HOWARD

This is where you came in. And the only question I have still kicking around here is: "Who's writing this column?"

WHERE MEN USUALLY FEAR TO TREAD . . .

But not George Rector! Yes, the world famous cookery authority, George Rector, dropped in to say hello on Nancy Goode's "Happy Kitchen" July 27th. As food consultant for Wilson and Company, Mr. Rector had important news of interest to homemakers along with interesting excerpts from his brilliant past, including the story of Diamond Jim Brady and his great love for the finer things in food. The "Happy Kitchen" is a weekday feature of KMBC's listening log at 9:30 a.m. Current sponsors include O'Cedar on Mondays through Thursdays and Kerr Glass on Fridays. -Staff Photo.



"THE KID" GROWN UP FACES THE KMBC MIKE . . .

Flight Officer Jackie Coogan, one of Hollywood's most famous juvenile stars, was interviewed July 25th by Gene W. Dennis, coordinator of war activities for KMBC. Attached to the first troop carrier command teaching orientation, Jackie brought to KMBC listeners an important message of America's war effort. It is to be remembered that he was the first pilot to land a glider in the Burma theatre of war.

CAROLINE HAS NEW SPONSOR

KMBC "Happy Home" Is Now **On Air for Mentholatum**

One of the most highly regarded names in the drug and proprietary field begins an association with KMBC, as Mentholatum takes over the Tuesday and Thursday broadcasts of the "Happy Home" with Caroline Ellis, KMBC's nationally known woman commentator.



Recognized for generations as one of the foremost home remedies, Metholatum stands to profit further from such a program as the "Happy Home," with its rocksolid foundation of audience acceptance and approval among women of all ages and all outlooks.

The debutante and sub-deb generation likes Caroline Ellis because she can give with the solid McCoy on such 1A issues as how to lay the lipsick on. Young mothers

CAROLINE ELLIS

know she can tell them anything from how to get the ironing done to whether the termites are getting in. And women young and old, employed and at leisure, career women and bridge club butterflies like most of all her "point of view." "Did you hear what Caroline Ellis said this morning?" is getting to be more or less a standard greeting in the Kansas City area; while mail returns show that the men like Caroline just as well as the women, and are not the ones to hold back on saying so!

Herbert Marshall Show **Beamed From Hollywood**

Herbert Marshall, the screen star, returned to radio in the leading role of "A Man Called X," broadcast from Hollywood

Mondays and aired by KMBC at 8:30-9:00 p.m. CWT. Written by Stephen Longstreet, author of "The Gay Sisters" and other successful stories, as well as a number of novels, the script casts Marshall as an American intelligence officer assigned to counterespionage.

The chapters presented since the premiere on July 10, "The Man Called X," "The Diamond Tree" and "The Twin Widows" have already put Marshall in the thick of in-HERBERI WARSHALL ter national jewel robberies and Axis smug-





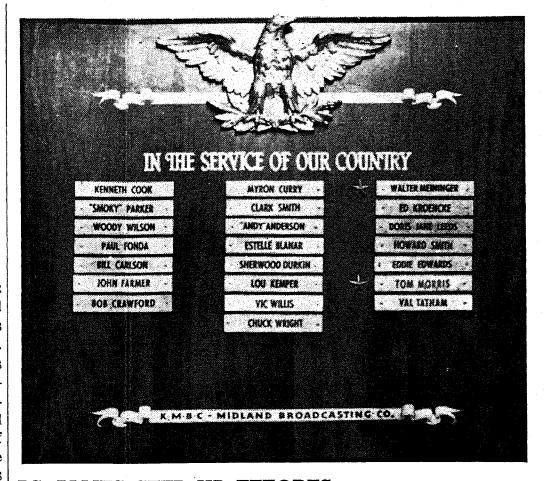
"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

CHAIN STORE AGE reports: 'Frozen food locker plants will serve more than 3,000,000 families by the end of 1944, it is estimated. Almost one billion pounds of food is going through locker plants annually, according to a recent survey. It is predicted that the United States will use the facilities of 50,000 locker plants during the postwar years. The grocery chains face the problem of meeting locker plant competition actively, or entering the business."-June, 1944, page 12.

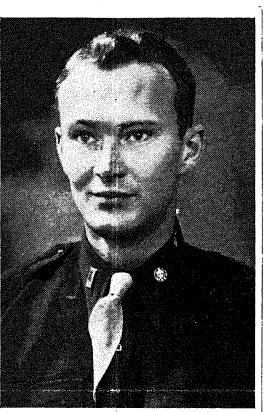
FOOD FIELD REPORTER reports: "The housewife is using more spice during wartime, according to a survey made for the American Spice Trade Association of New York. The tabulation of the replies of 1529 families shows that 18% of them use more spices now than before the war. Reasons given were the need to 'dress up' cheap cuts of meat and other economical dishes, as well as the use of spice in workers' lunch boxes."- May 1, 1944, page 12.

PROGRESSIVE GROCER reports: "'One of our best moneymaking ideas is the use of small baskets to hold fruits and perishable vegetables,' declares Mrs. Leon

S. Young of Young's Market, Berkeley, Calif. 'These look much more appealing to customers, are much easier to display, and cut spoilage to a minimum because they almost eliminate handling and squeezing of the produce by customers. We repack grapes, figs, prickly pears, cherry tomatoes and brussels sprouts in the deep strawberry boxes. We also repack peaches, plums, nectarines, small firm egg tomatoes, etc., in the regular peach baskets or larger boxes, depending on the fruit',"-July, 1944, page 142. PROGRESSIVE GROCER reports: "Kerr Glass Mfg. Co., Sand Springs, Okla., is offering free of charge an attractive banner to use with displays of Kerr home canning accessories. The 14"x 38" banner with natural color photographs of jars of home canned fruits and vegetables provides space for prices of jars, caps and lids, and features the theme, 'Can More in '44.' The company suggests displays using ample stocks of home canning items to stimulate more canning at home and assure a plentiful food supply."-July, 1944, page 149. CHAIN STORE AGE reports: "Approximately 5,000 community canning centers are expected to operate in 1944, according to WFA. The clubs will need fruits and vegetables as well as jars, lids and other canning supplies." - July, 1944, page 58.



AS ALLIES STEP UP EFFORTS **Radio Shows More and More** Swinging to War Theme



LT JOHN W. (BILL) CARLSON Photographed in North Africa.

Radio's stake in the war is to keep listeners aware of their responsibilities, the gravity of the cause and the immensity of the fight. That radio is doing its part can best be proved by quick consideration of a weekly program schedule such as that of KMBC of Kansas City.

High on the list of weekly shows doing an exceptional job for the war effort in the Heart of America is KMBC's own "The American Story," sponsored by Aircraft Accessories Corporation. The feature focusses attention on the unknown heroes of the war.

Wrigley Exceptional Wrigley has done an outstanding job of devoting its commercial radio time to the war cause with two shows currently over CBS and KMBC. "America In the Air," lauding Uncle Sam's flyers, is heard Sundays at 5:30 p.m. and "Service to the Front," latest of the patriotic dramatic features, is heard Fridays at 7:30 p.m. What the nation's doctors are doing in World War II is told by Raymond Massey on the unique dramatic feature "The Doctor Fights." Schenley, Incorporated, sponsors the show aired at 10:30 Tuesday evenings.

Page 4

gling of strategic materials, which is action-packed already in the first three weeks.

The program is sponsored by Lockheed Aircraft, and replaced "America Ceiling Unlimited" on the CBS network.

Schenley Builds Brilliant Show for Raymond Massey

Using a new and entirely different story theme, selected in tribute to the American medical profession, "The Doctor Fights," starring Raymond Massey, brings a brilliant dramatic half-hour to Tuesday evening radio on KMBC. Heard at 10:30



CWT, the program presents the heroes of modern medicine in dramatizations of true episodes from the lives of great physicians. Each story is complete within itself, and Mr. Massey, considered by both stage and screen to be the greatest "Abraham Lincoln" ever to undertake the part, creates the role of the doctor each week. "Doctor on Corregidor" and "Air Commando Doctor" have been two of the presentations, which also bring a well-known physician to

RAYMOND MASSEY

the microphone each week as guest speaker. "The Doctor Fights," sponsored by Schenley Laboratories in behalf of Penicillin Schenley, replaces the previous

Schenley program, the highly regarded "Cresta Blanca Car-

Wrigley Sponsors New Army Show "Service to the Front" Over KMBC

nival" for Schenley's Cresta Blanca wines.

"Service to the Front," new to KMBC and the CBS network. is presented by the William Wrigley, Jr., Co., in line with its policy of keeping the home lines informed about what is happening on the fighting front. The program deals with logistics, showing the equipping, transporting, feeding and care of the U.S. combat forces, and is narrated in character by John Walsh, as an average enlisted man. Time, on KMBC, is 7:30 p.m., CWT, Fridays.

Vick Chemical Under Way for "Dangerously Yours"

Starring Victor Jory in a dramatization of Alfred Noyes' wellloved romantic ballad, "The Highwayman," the new Sunday show "Dangerously Yours," for Vick Chemical, went down the stretch at a good canter on July 2.

The story of Wallace ("Scots What Hae With Wallace Bled"), presented on a subsequent program, with Jory again, indicates the general scope of the series. Program is spotted Sunday, 1:00-1:30 p.m. CWT on KMBC and KMBC-FM.



Lt. John W. "Bill" Carlson, former KMBC announcer now serving his country in the Mediterranean theatre, says there are great possibilities for an Arabian network after the war, what with the "fried grasshoppers, cows' hooves and heads, hand and face dyes, and other commodities on the market." A member of Uncle Sam's fightfng forces for forty months, Bill has been located in the African war zone for almost a year now. His present duties are a military secret.

Rod May, Assigned to New Mexico, Gets Advancement

A promotion to Sergeant is Rod "Texas Rangers" May's latest attainment. Rod, now stationed at Camp Luna, New Mexico, was one of the original "Texas Rangers," KMBC's network-known cowboy crooners and musicians.

His new duties at Luna are those of an Administrative Clerk. Rod's also been keeping up with his musical career harmonizing in the "Post Chapel Quartet."

Shrapnel Wound Gets Vic KMBC Newsman Now Willis Purple Heart

Recently awarded the Purple Heart, the former KMBC "Oklahoma Wrangler," Pfc. Vic Willis, is now recuperating in an English Hospital. A shrapnel wound in the right hip took Vic from the Cherbourg area where he had seen action since D-Day.

Vox Pop Goes to War

"Vox Pop," the variety program recently celebrating its 10th year on the network has gone "all out for Victory" with interviewees Parks Johnson and Warren Hull taking the V.P. mike to defense plants and training camps throughout the United States. Their Monday night tours aired at 7 p.m. are sponsored by Bromo Seltzer.

More shows in the KMBC "war effort" category are "Dateline," specially adapted news feature sponsored by Armour and Company, aired at 10:15 p.m. Mondays; "Eye Witness News," a KMBC show sponsored by Palace Clothing Company dramatizing latest history making events of the war, and heard Sunday evenings at 9:45; and "Victory, F.O.B.," an educational feature introducing prominent men of industrial world, at 2 p.m. Saturdays.

Air Corps Sergeant

John Farmer, known to Heartof-America audiences for his morning news summaries, was recently promoted to Sergeant. Now serving overseas in the Army Air Corps, Farmer gave up his KMBC duties less than a year ago.



from the Heart of America

VOL. 2, NO. 6

KANSAS CITY'S RADIO MERCHANDISER

SEPTEMBER 1, 1944

Lux Theater Back **On September 4th** To Start 11th Year

Back on the air Monday. September 4, at the regular hour on KMBC, 8:00 p. m., CWT, Lux Radio Theater, "the largest theater in the history of the world," begins its eleventh season as the oldest, most popular, and most elaborately produced theater presentation on the dial. Opening presentation is "Maytime," starring Jeanette Mac-Donald and Nelson Eddy, in response to more requests for the return of these two players than for any others who have ever appeared on the program.

Theater's tenth anniversary will be formally observed six weeks later, on October 16, with a gala performance, for which both play and stars will be selected by the radio audience.

Cecil B. DeMille Directs Show naturally obtains a tremendous advantage through having



WHEN IT'S 10:30 P. M. SUNDAYS . . .

Kate Smith in preparing with Ted Collins what promises to be radio's most elaborate season of programs makes mention of the new day and the new time of Sundays at 10:30 P. M. The Kate Smith Hour starts September 17th under sponsorship of General Foods.



IN AT THE KICKOFF

KMBC To Broadcast Entire "Big Six" Football Season

KMBC has completed arrangements for broadcasting the entire Big Six football season of ten games, including five Missouri games, four Kansas games, and the annual Kansas-Missouri Thanksgiving day classic, to be played in Kansas City this year.

The series, which is still open for sponsorship, either as a package or for individual games, will be handled by KMBC's director of sports, Sam Molen, who knows football inside out, from thirdstring scrimmage to the Rose Bowl.

Molen Well Known Writer

Molen has broadcast play-byplay accounts of the games of Pitt, Carnegie Tech, Virginia, Fordham, Kentucky, Boston and Washington & Lec, and has fol lowed the sport closely throughout the entire country as a well known writer for national magazines. In son this year on the KMBC the prediction field, he has a fiveyear average of 81.5 on commercially sponsored forecasts covering as many as 100 games a week,



SAM MOLEN . . . KMBC Sportscaster

through the East, West, Midwest and South.

Tigers vs. Ohio State First game of the Big Six sea-

Cecil B. DeMille, one of Hollywood's most brilliant producers, as director, with the entire film colony to draw upon for cast requirements. So insistent is Mr. DeMille upon absolute perfection that, even with the principal parts portrayed as often as not by the stars who created them in the film, each radio presentation nevertheless rolls up an average of forty hours' rehearsal for the playscript alone.

Voting By Ballot

Voting for the anniversary presentation will be by ballot. Ballots, which contain a short message from Mr. DeMille, explaining the plan, will be distributed through grocers, with special display pieces furnished by Lever Brothers to call attention to the voting. Ballots will be returned by the customer directly to Mr. De-Mille in Hollywood.

Lux Theater, sponsored by Lever Brothers for Lux Toilet Soap and Lux Flakes, is one of six programs which the company uses on the Columbia network in behalf of grocers throughout the nation.

Ray Bloch's Music For Katz Drug Co.

Katz Drug Co., which previously has used spot announcements over KMBC now expands to a half-hour musical program, featuring the music of Ray Bloch, popular CBS orchestra leader.

Time is 12:30-12:45, CWT, Sundays, with the show broadcast on both KMBC and KMBC-FM. Katz operates a chain of twenty independent popular-priced retail drug stores in Kansas City and other middle-west towns.

'ALDRICH FAMILY" COMES HOME

"The Aldrich Family" comes home September 1st when it returns to the Friday night 7 o'clock spot over KMBC where it began its air career. Dickie Jones, left, plays the role of Henry, Katharine Raht is Mother, and House Jameson is Father. Sponsor is Postum.



THAT THIN MAN . . .

Coffee.

"DAAAAADDY" . .

One guess is enough to tell you that this is Fanny Brice. She'll be back with Baby Snooks on Maxwell House Coffee Time starting September 17th over KMBC Sundays at 5:30 p.m.

Texas Rangers Add Three Key Cifies

Philadelphia, New Orleans and Buffalo are three key cities recently added to the long list of metropolitan markets profitably using "The Texas Rangers" library for all types of promotion, national, regional and local.

Starting September 4, KYW Philadelphia, WWL, New Orleans, and WBEN, Buffalo, will carry the Rangers music for Grove Laboratories, Inc., placed by Russell M. Seeds of Chicago. Grove made extensive use of the Rangers library during the 1943-44 winter season for Grove cold tablets, and it is expected that the scope will be greatly broadened this year, with the number of stations perhaps doubled.

B. B. D. & O., handling national accounts almost exclusively, and noted for its success with them, has added four new stations to those using the Rangers for Wildroot Tonic. They are WKBO, Harrisburg, Pa., WIBX, Utica, N. Y., WSBT, South Bend, Ind., and WMBD, Peoria, Ill.

KGNO of Dodge City, Kan., and WHBU, Anderson, Ind., are new station-sponsors of the Rangers, as of August, George E. Halley, manager of Syndicated Features, Arthur B. Church Productions, annonnces.

"Heartbeats" regrets that Purity Bakeries, using the Rangers Claudia Morgan and David Gothard over KGBX, Springfield, Mo., are the delightful pair who has thrilled should have been incorrectly listed listeners with the "Adventures of the last month as "Printz" Bakeries. Thin Man," returning to KMBC Septem-The Purity account is placed by ber 15th at 7:30 p.m. for Maxwell House Campbell-Mithun.

schedule is Missouri vs. Ohio State, September 30, at Columbus. Following games are Missouri vs. Kansas State, October 7 at Manhattan; K. U. vs. Iowa State, October 14, at Ames; K. U. vs. Nebraska, October 21 at Lawrence; Missouri vs. Nebraska, October 28 at Lincoln, and Missouri vs. Michigan State, November 4 at Columbia.

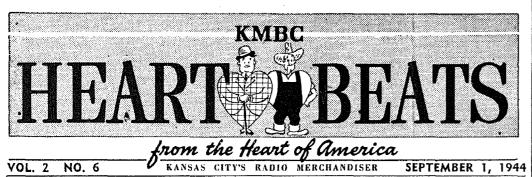
Armistice Day offers a choice of two historic contests, Missouri vs. Oklahoma at Norman, or K. U. vs. Kansas State at Manhattan. The following week, November 18, brings the K. U.-O. U. runoff, played at Lawrence, while November 23 sees the climax of the season, the Thanksgiving day game of Missouri vs. Kansas, held this year in Kansas City.

"Ozzie and Harriet" to **KMBC** for International

Ozzie Nelson and Harriet Hilliard begin a new show of their own over KMBC October 8th under the program title of "Ozzie and Harriet." Sponsor is International Silver.

INDEX

September 1, 1944



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

KMBC

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Director of Promotion and Publicity Merle T. McKay, Associate Editor Katie Ament, Associate Editor Helen Slater, Associate Editor

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373

NEW YORK (22) SAN FRANCISCO (4) 444 Madison Ave. 111 Sutter Plaza 5-4130 Sutter 4353

HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151

ATLANTA (3) 322 Palmer Bldg. Main 5667

Come To Our Party

(Excerpts from a radio industry presentation made at the War Conference of the National Association of Broadcasters, August 30, 1944.)

"According to legend—and history seems to support this bit of folklore—the first advertiser purchased ten minutes over WEAF for one hundred dollars in 1923. It is estimated that 750 words of commercial copy were delivered during that broadcast. Our conception of commercial broadcasting has changed considerably since that time.... Last year, the use of broadcast advertising reached a new all-time high at \$307,000,000.

"Here in the United States, 32,500,000 radio-equipped commentator. homes count on more than 900 radio stations to bring them information, education, inspiration and entertainment. In is the best teacher, E. P. J. may fact, the ownership of radios is so widespread that we need have followed the profession of to relate these millions of sets to other items of popular ap- his parents but he certainly blazed peal to appreciate their true significance. For example, it is hard to visualize a home without a gas or electric range—yet there are fifty per cent more radio homes than there are homes equipped with modern cooking devices . . . radio homes outnumber telephone homes by more than two to one ... there are three radio-equipped homes for every two with bathtubs or showers.

INTRO DUCING



E. P. J. SHURICK KMBC's Director of Sales Promotion and Publicity.

As it must to all men at KMBC, 'Introducing" comes to our promotion chief himself this month. Little more than a year ago

Arthur B. Church, president of KMBC, took from out of the west one E. P. J. Shurick to head his already well established sales promotion and publicity department. Today, national advertisers and agency men comment enthusiastically on the outstanding effectiveness of this station's promotion department which has seemingly doubled under his guidance and efforts.

It can be said that E. P. J Shurick cut his teeth on a radio tube since he was born to a radio family. His father was prominent in radio circles around the Twin Cities as pioneer station manager and consultant of well known Twin City radio stations, while his mother was an early woman news

A firm believer that experience a trail of his own. His entire background is a complete followthrough on the idea that in order to write intelligently of broadcasting you must know your subject thoroughly. Even his early experience was directed to obtaining a well rounded understanding in the field of broadcasting. At the mike Ed started out in sports announcing, which career was climaxed by appearing over 110 Mutual stations in a play-byplay account of Minnesota football games. At the same time he was radio director for one of Minneapolis' prominent advertising agencies, Addison Lewis & Associates, where most of his time was devoted to sales work. He also prepared reams of radio copy-everything from spots to early soap opries! Come west, young man, beckoned so he accepted the position as salesman of radio station KLO in Ogden, Utah. Four years later he was appointed general sales manager, not only of KLO, but of Mutual's Intermountain Network, consisting of five stations. While associated with the Glasmann interests, operators of KLO and Utah's prominent newspaper, the daily Standard-Examiner, Ed was assigned for two years to the display desk of the newspaper. As retail space salesman, he sold, prepared layout and copy for literally hundreds of different advs of every description and size. That he applies the same aggressive approach to his sales work as to promotion can best be illustrated by his formation of retail merchant associations. With local stores, druggists and grocers, not able to compete in an advertising way as individuals with chain outlets, he created trade groups, named himpooling their resources for adver-

tising purposes according to his recommendations. This organizational ability has been evidenced time and again down through the years.

More or less a trouble shooter with the Glasmann organization, Ed was returned in charge of sales at the radio station and network from his post then as the Standard-Examiner's national advertising manager. As to versatility, Ed was well qualified enough that, although the two organizations were set up on a highly competitive basis, he represented both in national sales trips among prospective advertisers.

Ed's writing experience dates back to high school days when he was sports editor, cub reporter on the night side of the daily St. Paul Pioneer Press, and sports editor of the University Minnesota Daily. At the same time he syndicated a weekly column on sports to thirteen northwest newspapers.

His work for two years as sales promotion manager for Minneapolis-Honeywell Regulator Company gave Ed close insight into the needs and interests of the advertiser himself.

Ed is firm in the belief that one should never stop going to school figuratively or literally. And it has been his practice to include some training course, corresponding to his work, in his daily schedule through the years.

In order to have a speaking understanding of art problems he took commercial art in Minneapolis nights. His creation of KMBC heart character family was recently given the award by The Billboard as radio's finest trademark idea. In Ogden he attended college for courses on window display to give him better balance in advertising layout. From a practical standpoint he even worked Saturdays during one summer in a grocery store assisting the buyer in order to learn better his problems since food advertising constituted the major space of that newspa-



Herewith are listed new program contracts over KMBC taking effect between August 1, 1944, September 1. 1944.

Grennan Cakes-Sponsoring "The Texas Rangers" renewal, starting August 2, 1944, 7:45-8:00 a. m., CWT, Mondays thru Saturdays. Tootsie VM-Sponsoring KMBC News with Erle Smith, starting August 3, 1944, 3:25-3:30 p.m. CWT, Tuesdays, Thursdays and Saturdays.

Old Dutch Cleanser-Sponsoring "Tena and Tim," starting August 7, 1944, 2:15-2:30 p.m., CWT Mondays thru Fridays.

Pratt & Whitney Aircraft Corporation of Missouri-Sponsoring "Salute to the Stars and Stripes" renewal, starting August 9, 1944, 8:00-8:15 a. m., CWT, Mondays thru Saturdays.

Hercules Powder Company-Sponsoring "Music in Dance Time," starting August 21, 1944, 11:20-11:35 p. m., CWT, Mondays thru Fridays.

Katz Drug Co .- Sponsoring Ray Bloch's Music, starting August 27, 1944, 12:30-12:45 p.m., CWT, Sundays.

Hercules Powder Company-Sponsoring "The American Story," starting August 31, 1944, 7:00-7:30 p. m., CWT, Thursdays.

"We Who Dream" Nods to "Undercover Carrigan"

Effective September 15 the Engper's display. At present he is lander company, manufacturers of

"There's one thing—one basic thing—that makes radio different from any other way of talking to the public. You could call that thing the indispensable idea of radio. Every sponsored program that is on the air profits by it and depends on it. It's the relationship that says that the sponsor is host, inviting the listener to a party as a guest. The sponsor on the air says: Pepsodent brings you Bob Hope, or Vimms brings you Frank Sinatra, or Ipana and Sal Hepatica bring you Eddie Cantor-but what the listener feels is this:

Thanks to Pepsodent, I get Bob Hope.

Thanks to Vimms, I get Sinatra.

Thanks to Ipana and Sal Hepatica, I get Eddie Cantor.

"The sponsor is the host—the listener is the guest. The party is free. The entertainment, by and large, is a rich spread of laughs, music, education or instruction, or even inspiration. Most people are awfully decent—they like being invited; they like having a good time; they're cheerfully glad to remember to thank their host.

"Over and beyond the party each sponsor is putting on the air, the station is also the host. As host, every station and network feels a natural obligation to all its guests not to broadcast things that are pretty sure to offend a lot of the guests. Sour notes spoil a party.

"There are more than 32 million families depending on radio for news of their boys in camp and at the front all over the world. Radio is keeping the news-tough as it is-clean. Radio and wise sponsors are giving magnificently of expensive time and talent to help those boys—and to back up the war that is going to decide the future of our country, if not our actual lives.

"Radio welcomes the instant and strong protest of the public against sour notes on the air because radio doesn't propose to see this superb 'host-guest' relationship, firmly set | self executive secretary-thereby up between business and the American people, destroyed."

further enhancing his university training specializing in business management and postwar economics at the University of Kansas City five nights weekly.

His daily activities are not limited to his work alone, impossible as it may seem, for he is a member of the Kansas City Adver-Master Mason in the Country Club St. Paul's Episcopal Church. What J. Shurick. spare time he manages to find with his lovely wife and two daughters. Photography also demands no little time on and off the job, his work appearing regularly in KMBC promotion.

mattresses. switches program theme from "We Who Dream" to "Undercover Carrigan." Time remains the same which over KMBC is 10:15 p.m. Fridays.

And . . . all this at age 31!

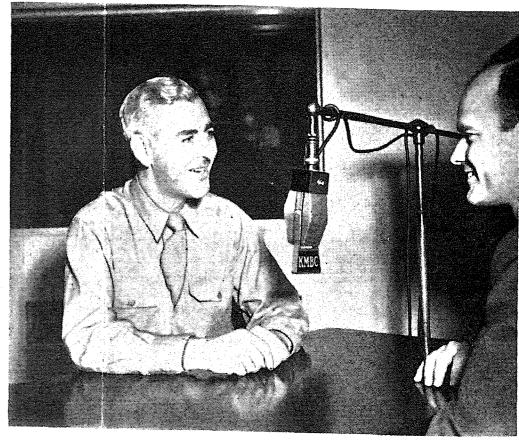
So, without further ado, shake hands with the man whose name, tising and Sales Executive Club, a we'll wager, will someday appear prominently as does his father's Lodge No. 656, and a member of now in Radio's "Who's Who," E. P.

Next month-meet Rod Cupp, throughout a week is usually spent who only recently left the Windy at golf and contract bridge, and City to return to his native state and KMBC of Kansas City. Under his supervision now lie

the intricacies of this station's program department.



This Passing Parade



'THE SHADOW" RETURNS"

Bill Johnstone, well known radio character actor, put in an appearance at KMBC studios when he took part on the "Service Command" broadcast, originated to the Columbia Broadcasting System in August by KMBC. Lee Stewart, chief announcer at KMBC, is shown above chatting with Mr. Johnstone (left) on his past experiences which included the role of the "Shadow" and prominent parts on the "March of Time." —Staff Photo.

Page 3



ANNA KAREN . . .

One look at Anna Karen shows she is cast on KMBC's "Dangerously well Yours," romantic adventure series sponsored by the Vick Chemical company and heard over KMBC Sundays at 1:00 p.m. While noted for characterization parts, Anna has written over a hundred songs.



228,000 Lines of Advertising!

INSIDE COLUMN ON THIS MONTH'S CBS Promotion Campaign Heartbeats Scheduled by KMBC in **15 Daily Newspapers**

First Decade for **Bachelor Dr. Bob**

but Dr. Bob helps cut a birthday cake on September 11th to mark the first decade of "Bachelor's Children" on CBS and KMBC.

Friends of Dr. Bob, Hugh Studebaker in real life, remember him around KMBC on the "Happy Hollow" show and as organ accompanist to Ted Malone, another KMBC alumnus.

Today "Bachelor's Children," sponsored by Wonder Bread and Hostess Cakes, is recognized as one of the first ten daytime shows on the air. The program has never missed a performance on the network and has maintained intact the original cast of leading players who took part in its first broadcast on September 9, 1935.

Along with Hugh Studebaker, this original cast includes Marjorie Hannan who plays the role of Dr. Bob's wife, Patricia Dunlap who portrays Janet Ryder and Olan Soule who appears as Sam Ryder. Bess Flynn is authoress of the series. "Bachelor's Children" is heard over KMBC Mondays through Fridays at 4:15 p.m.

New Drama Series For Cresta Blanca

Cresta Blanca Wines, which last

The year's most extensive radio promotional undertaking. that of the Columbia Broadcasting System, finds KMBC as basic affiliate in the Heart of America putting this cam-It doesn't seem like ten years, paign into maximum usage for its network advertisers by broadening the insertion schedule to include, not one, but 15 daily newspapers throughout its service area.

The campaign which is to consist of Scotch full pages has been scheduled to get under way September 17. A total of 228,000 lines of space will be used by KMBC during the limited period of the campaign.

With the Heart of America divided almost equally between rural and urban populations the importance of such a campaign in accredited daily newspapers throughout the area to supplement KMBC's continuing metropolitan promotion cannot be too greatly emphasized. Advertisers during the coming season will realize additional thousands of enthusiastic listeners not customarily reached through such promotion methods.

Thomas D. Connolly, manager of station promotion and merchandising for the Columbia Broadcasting System, holds forth even greater promise for this year's campaign which features caricature drawings of radio's finest stars by Al Hirshfeld, dean of American theatrical artists. The theme of the campaign is "This month alone CBS network programs bring you more than \$1,000,000 worth of all-star radio talent!"



DOWN NINE FORTY-FIVE MELODY ROAD . .

Line forms to the right for those who wish to go to "Nine-Forty-Five Melody Road" with Ellen White. This attractive Miss is KMBC's new vocalist on the Alpen Brau Beer quarter-hour program heard over KMBC Mondays, Wednesdays and Fridays at 9:45 p.m. Gene Moore on the Radionic organ and Herbie Kratoska with his guitar complete the format for this pleasing program idea.

Fifth Year Starts For "Crime Doctor"

Solving more than 200 baffling crimes without a single criminal escaping the long arm of the law



LYNN GARDNER . . .

This lovely hails from Bob Hawk's comedy-quiz "Thanks to the Yanks." Vocalist Lynn Gardner and Hawk returned recently from a tour of the country for the Treasury Department's Fifth War Bond Drive. The show is heard Mondays over KMBC at 6:30 p.m. under sponsorship of Camel Cigarettes.



VICKI VOLA . . .

You hear her regularly on KMBC's Sunday "Radio Reader's Digest" at 8 p.m. Vicki Vola, though she looks like the original feeme fatale, portrays young girls, romantic leads, kind-hearted old ladies-and, of course, femmes fatalewith equal ease and conviction. Sponsor is Campbell Soup.

year sponsored the highly successful musical show, "Cresta Blanca Carnival," goes dramatic this year "Rangers" Renewal with "This Is My Best," to be premiered September 5 on KMBC and the CBS network.

Opening program has Edward Arnold, the cinema badman, as guest emcee, while excerpts from three short stories by Paul Gallico Robert Nathan and MacKinley Kantor, all topnotchers, are "previewed," trailer fashion.

from Whit Burnett's anthology of last year, called "This Is My Best," and Burnett, best known as onetime co-editor, with Martha Foley, of "Story" magazine, helped obtain the releases for the series.

Material to be used will not be confined to literary work, however, as operas and songs are also promised. Each author will select his own favorite piece of work for presentation. If the new series is as good as last year's carnival, it can't help but ring the bell.

'Tena & Tim'' Is Fun Riot on KMBC

Tena, the Swedish maid who thinks a traffic summons is a bid to the policemen's ball, keeps cast as well as audience in stitches in "Tena and Tim,' the Scandinavian dialect strip now heard over KMBC at 2:15-2:30 p. m., CWT, Mondays through Fridays.

Program is new to both KMBC and the CBS network, but has built up a huge following in the Northwest, where it originated in 1932 over WCCO of Minneapolis-St. Paul. Variety, which doesn't mince words, gave the network premiere a most favorable review.

The show is sponsored by Cudahy Packing Company, for Old Dutch Cleanser.

For Grennan Cakes

Grennan Cakes, one of the constantly expanding group of sponsors profitably using Arthur B. Church Productions, this month renews "The Texas Rangers" library on KMBC at 7:45-8:00 a. m., CWT, daily, Mondays through Saturdays. Idea is said to have originated Promotion is for Grennan Cookbook cakes.

is no mean record for an amateur sleuth, but that's just what Dr. Benjamin Ordway has done in the past four years, at the rate of one per week. And what's more, from the looks of things, his perfect record of solutions will continue for a long time to come.

Dr. Ordway is the principal figure of the Philip Morris "Crime Doctor," KMBC Sundays, 7:30-7:55 p m., CWT, which began its fifth consecutive year on the air on Sunday, August 6th.



AMERICA'S TEEN-AGE SWEETHEART . . .

With the whole country a sizzle over the weather, it's cool pool for Janet Waldo who plays the title role in "Corliss Archer" heard over KMBC Thursdays at 8:30 p.m. under sponsorship of Anchor-Hocking Glass.

"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

"AMERICAN DRUGGIST" reports: "What do the letters DDT mean? They are a contraction established by the government for dichlorodiphenyl - trichloroethane, the active ingredient or concentrate.

"It was first synthesized in 1874 by Othma Zeidler, a young German chemistry student. However, Zeidler, like many scientists before him and after him, did not realize the potential insecticide value of his discovery

"Post-war civilian possibilities of the product are enormous, both for home and farm use. Laundering of clothing will not materially affect the insecticidal property of the product.

"Moths, termites, dog fleas, roaches, potato beetles, cabbage worms, apple coddling moths, Japanese beetles, aphids, fruit worms, and even the heretofore insecticideresistant corn borer, all fall before single applications of DDT.

"Screens dusted with the product will repel and kill most insects, even those that used to crawl through the small holes. Flies fall before it, and walls remain death traps for flies for as long as three months after being sprayed properly.

"The action of DDT on flies is of particular importance to farmers, who will now be able to make their barns fly-free with about four or five sprayings each year.

For that reason, Lt.-Col. A. L. Ahnfeldt, M. D., director, Sanitation and Hygiene Division, Office of the Surgeon General, remarked recently, 'DDT will rank with the really great discoveries in medicine of the past century . . .' "-August, 1944, page 43.

September 1, 1944



CHILDRENS RADIO PROGAMS: KEY TO TOMORROW'S WORLD

By Nila Mack

(Writer - Producer of "Let's Pretend" Sponsored by Cream of Wheat over KMBC Saturdays 10 A M)

Childrens' radio programs hold the key to tomorrow's world. For today's radio programs educate tomorrow's adults. And postwar radio programs will educate tomorrow's children in the ideals and purposes of the postwar world.

I'd like to say right here at the beginning that I'm not a prophet, and if I had three guesses on the course children's radio programs will take in the future, I'd like to save two of those guesses for the next five years! But there are certain inevitable conclusions about postwar radio that hold fascinating possibilities for tomorrow's children in America.

Perhaps we'd better begin with the general course and progress of children's radio programs, to date. My own "Let's Pretend" program presents the simple truths of right, justice, equality, and humanity in the form of dramatizations of fairy tales. For thirteen

years over CBS and KMBC we've been doing a job of educating, by charming, the youngsters. They are entranced by the fairy stories, listen to the show, and learn the lessons therein as a matter of course.

Columbia's School of the Air, also heard over KMBC, follows the same general course of education through entertainment. The fact that grownups learn as much, and with as much enthusiasm as the youngsters, shows the caliber of the programs. Radio has come a long way in this educational technique of approaching the best in music, science, geography, literature, and current events through the dramatic form utilized by the School of the Air.

Then, too, Junior, today, is keeping up with the advance of mechanized warfare, following the march of troops through the news reports on the air, and marking them on his own personal map. That same interest in foreign countries is likely to manifest itself in a postwar demand for a radio program on travel, perhaps with a television camera's eye tracing the route pictorially.

When peace is finally won, all nations will unite in combatting prejudice, hatred, and intolerance. With this move, the blood and thunder spy story of today may find itself on the way out. However, fantasy shows depicting the mechanical inventions of a hundred years to come will probably still be popular, no matter what the decade.

Education will take new and broader concepts, and these will be mirrored in educational radio programs; for radio should always be adapted to education, and not vice versa.

If an international policing of the world takes place,



"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

CHAIN STORE AGE reports: Six bars of assorted candies are put in a bag and offered to customers at 25 cents at the Boy's Market, Pasadena. Bars of sweet chocolate are rationed to customers, who can get some of these bars along with other assortments put up in the bag."-August, 1944, page 62.

CHAIN STORE AGE reports: "A bargain table has cut spoilage loss for the produce department of the Kroger store in Dowagiac, Mich. The table is used for displays of items which must be sold quickly if at all. Prices of bargain table items are reduced."—August, 1944, page 97.

SUPERMARKET MERCHAN-DISING reports: "Open, refrigerated cheese cases sell more cheese in a day than was formerly sold in a week—and this in spite of the handicap of cheese rationing," says Richard Martin, manager of the Klein Super Market, St. Paul. A new open-top cheese case, of sufficient height to permit customers to see the entire contents and to reach in easily, was installed. It was placed near the other refrigerated unit, so that customers who picked up milk and butter could not fail to see the cheese. The feature of the section is the variety shown." -August, 1944, page 36.

SUPERMARKET MERCHAN **DISING reports: "'Display bottles** and bottles will be bought; but show the same beverage in cases, and you'll sell cases.' This is the theory, proved by results, of L. A. Wilson, manager of National Tea Company Super Market, University and Lexington, St. Paul. 'Almost all our beverage customers, said Mr. Wilson, 'are repeat buyers. We had a theory that if these repeat customers saw cases of beverages in a prominent place, they would buy cases. So, as an experiment we placed a large display at the front of the store. Immediately it proved so successful that we have continued such displays ever since. One display of Pepsi-Cola recently sold 80 cases in just two weeks'."-August, 1944, page 62. CHAIN STORE AGE reports: 'Glassware for cooking purposes is being featured along with the regular line of food products at the Boy's Market, 33 North Lake Avenue, Pasadena. To display the glassware, large size peach baskets are placed on a lower shelf in one section of the store. The baskets are tipped just enough to show the contents from a distance. Each basket is lined and covered on the outside with crepe paper in gay contrasting colors."—August, 1944, page



KMBC Originates 'Service Time'' To **Columbia Network**

Lauding Uncle Sam's fighting men and women, the ninth network broadcast of the new Monday through Friday feature, "Service Time," originated from the KMBC studios with servicemen from Camp Crowder, Missouri, participating in the program.

Special guest on the show was Major General C. H. Danielson, Commanding General of the Seventh Service Command, who spoke on the subject "Teamwork Between the Homefront and the Army." Examples of this "teamwork" were brought out in an interview with Mrs. Mollie Smarr, an employee of Aircraft Accessories, Kansas City defense industry, and Sgt. A. S. Illingworth, wounded veteran of the Italian campaign.

The 32-piece Camp Crowder band was led by Captain Joe Scornicka. Gene Dennis, KMBC's Director of War Activities, directed the program produced by Major Howard O. Peterson.



GETS PURPLE HEART . . .

Awarded the Purple Heart, Vic Willis, former member of the KMBC "Oklahoma Wranglers," covered plenty of French terrain, as one of Uncle Sam's participants in the D-Day event. Vic is now recovering from a shrapnel wound of the right hip. -Staff Photo.

Two KMBC Shows



Nila Mack

Page 4

some of our young men will be away from home on that job. Radio will reach them and reach the liberated peoples who have so long been in bondage, with the same sort of programs our young folks at home will find available.

All musical programs, but particularly those for our young people, will mirror not only our own customs and folk lore, but those same elements from our neighbor countries. Tomorrow's children will be as familiar with the music of China and Arabia as with the "Star Spangled Banner."

People are a part of the environment from which they come, so our educational programs, under television, will study geography, literature, and history, not only pictorially, but as a related unit, to explain to youngsters the complex daily living problems of the postwar world.

New Twist Given to "Death Valley"

McCann-Erickson's "Death Valley" series for Borax and Boraxo, a well-handled dramatic program with a fourteen-year record behind it, gets a new angle this season, which should undoubtedly make for an even bigger selling job on the products plugged.

The Old Ranger of the strip is being replaced with a new and younger hero, Mark Chase, Sheriff of Furnace Creek.

Comedy has been added, Olyn Landick, well-known female impersonator, playing the part of Cousin Cassie, housekeeper for the sheriff. Cousin Cassie's pensive expression as "she" thinks up more mischief can be seen at right, and will give an idea!

Though the stories are built around fictional characters, the plots are all based on fact . . . the absorbing true tales in old ghost towns of Death Valley, and modern industrial towns of the war-time era.

KMBC Thursdays at 7:30-8:00 p.m., CWT, sponsored by the Pacific Coast Borax Company.



COUSIN CASSIE

"Trimz" Wallpaper Joins "Happy Home"

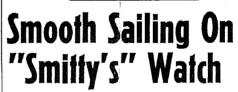
Trimz Ready Pasted Wallpaper Borders, a natural for Caroline "Death Valley" is heard on Ellis' "The Happy Home," will sponsor the Monday, Wednesday and Friday broadcasts, as of September 4th, heard at 8:30 a.m.

Pet Milk To Aid Drive For Paper Bag Salvage

97.

In direct aid to the acute paper bag shortage among grocers, Pet Milk's radio food expert, Mary Lee Taylor, will devote portions of three Saturday morning broadcasts to urging food-market shoppers to bring their own shopping bags or baskets.

Last three programs in September, those of the 16th, 23rd and 30th, will be in support of this campaign. KMBC carries the feature at 11:30 a.m., CWT, on Saturdays.



James H. "Smitty" Smith, is now flight dispatcher for Pan-American Airways as well as the Navy, these organizations having recently combined operations in the Pacific area. To date, the union has incurred anything but "double trouble" for Smitty states that his outfit has yet to lose a plane "regulary assigned to this route."

Curry Awaits Equipment For New Broadcast Studio

Lt. Myron Curry is now waiting for the arrival of equipment (already shipped) which will complete his hospital broadcasting studio at Lowry Field, Denver, Colorado.

The former KMBC announcer hopes that the shipment will not be delayed too long. He's evidently heard about the gentleman who, after waiting for material for some little time, sent a wire asking for immediate cancellation of order. A return wire from the factory went something like this: "Factory cannot show preference. Will have to wait your turn for cancellation as there is a long list of similar requests before yours."

Pratt & Whitney Renews KMBC "Stars & Stripes"

"Salute to the Stars and Stripes" proved so effective over a threemonth startoff period that Pratt & Whitney Corporation of Missouri has now renewed this KMBC-produced six-a-week original. "Salute" is heard at 8:00-8:15 a.m., CWT.

For Powder Plan

In one of the most critical manpower crises of the war, with more than 5000 new employes needed, Hercules Powder's Sunflower Ordnance Plant at DeSoto, Kan., has turned to radio to ease the situation.

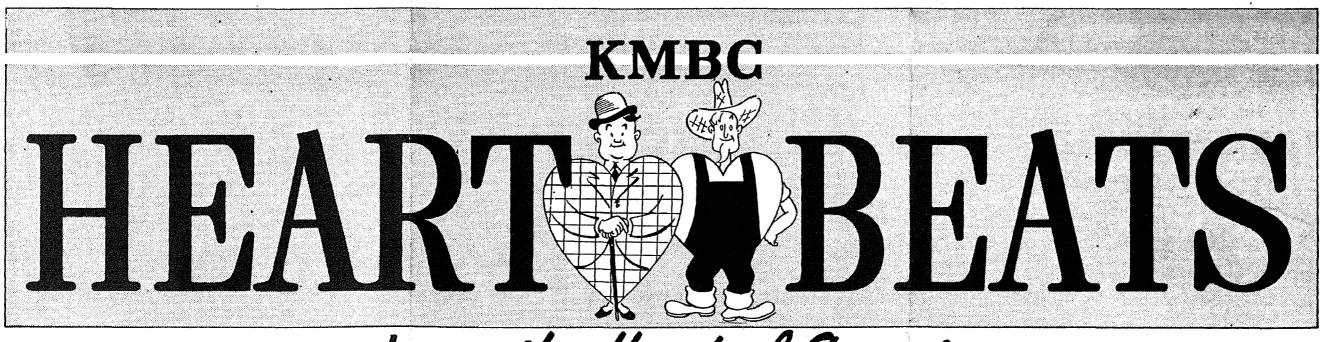
Plant has a No. 1 priority on both men and material for its manufacture of rocket propellant powder, now being flown to the actual battle fields. Cases are also on record of powder from the Sunflower plant being used at the front within two weeks of manufacture.

Two KMBC originals. "The American Story," a half-hour livetalent show with a cast of five and a mixed chorus of eight, and "Music in Dance Time," a quarter-hour of orchestra transcriptions are being used by Hercules, all commercial portions devoted to procurement of workers.

"The American Story," whose theme is particularly suited to the war effort, is heard at 7:00-7:30 p. m., CWT, Thursdays. "Music in Dance Time" uses the 11:20-11:35 p. m. quarter-hour, Mondays, through Fridays, in line with the trend toward late-hour commercial programming of this type.

"Help Wanted" Not Alone On Home Front

Personnel problems are not limited to homefronters according to Sergeant Sherwood Durkin who's having a difficult time locating experienced radiomen in the far-off Aleutians. Sherwood, an announcer at KMBC before he left for the service, now operates his own station. Durkin recently celotexed his Aleutian studio which resulted in a 75% improvement in the quality of broadcasting.



from the Heart of America

VOL. 2, NO. 7

KANSAS CITY'S RADIO MERCHANDISER

OCTOBER 15, 1944

ON THE BEAM **Eighth Season for KMBC 'Brush Creek' Opens With Smash**

Top show of its kind anywhere in the heart of America, the KMBC "Brush Creek Follies" opened its eighth consecutive season October 7 in Ivanhoe Temple, after a smashhit prevue a week earlier to an audience of 3500, filling every seat and jamming the aisles in the Municipal Auditorium in St. Joseph, where the show broke all house records.

All portions of the show open to commercial sponsorship were sold to national and local advertisers well in advance of the opening, with Grove Laboratories, Beaumont Laboratories and Smith Brothers Cough Drops sewing up the first three periods. Final quarter is being sponsored by Adams Dairies of Kansas Citv.

McConnell Is Manager Fortunate in its unbroken continuity on the same Saturday night

Brush Creek Follies Opens 1944-45 Season To Record House In St. Joseph





KMBC Now Placing Huge Ad Campaign **On National Shows**

Built on the themes, "A million dollars worth of radio stars" and "Biggest show in town tonight," KMBC, in cooperation with the Columbia Broadcasting System, on September 16 launched the biggest newspaper advertising campaign ever to be used in this area by any radio station.

Campaign, which is being placed regionally by KMBC, in behalf of KMBC's dozens of network advertisers, will use a total of 228,000 lines of newspaper space in less than four weeks, with fifteen dailies and two weeklies included in the schedule, which blankets the entire KMBC service area.

Complete list of papers to be used includes leading metropolitan and smaller city dailies, penetrating as far as Sedalia and Nevada in Missouri, and embracing the larger towns of Kansas.

Big Sunday Schedule

Four Sunday papers are on the schedule, the Kansas City Kansan, St. Joseph News Press, Leavenworth Times and Sedalia Capital-Democrat. Four Sunday insertions, and from eight to ten weekday advertisements will be used in this group. In addition to this list, weekday and Saturday insertions are scheduled for eleven other dailies, the Atchison Globe, Emporia Gazette, Fort Scott Tribune-Monitor, Lawrence Journal-World, Ottawa Herald and Iola Register, all in Kansas; and the Independence Examiner, Chillicothe Constitution Tribune, Lexington Advertiser News. Nevada Mail, and Warrensburg Star Journal in Missouri. Weekly editions of the two latter papers will also be used. Supplements Regular Promotion Total space scheduled for each paper runs from slightly under 10,000 lines for the smaller dailies to nearly 17,000 lines in the metropolitan papers. KMBC's regular metropolitan promotion in the Kansas City Star and six other leading dailies will be continued throughout the campaign, giving the advertiser the benefit of two entirely separate but thoroughly integrated advertising programs.

spot over a period of seven years, "Brush Creek" is also fortunate in having had the same manager, Jim McConnell, and the same producer, Fran Heyser, since its inception.

Two artists heard again this year also have a practically unbroken record, Herb Kratoska, who has been in the show since January, 1938, with time out at intervals for film appearances in Hollywood with Gene Autry, Judy Canova and John Mack Brown; and Colorado Pete, the Midwest's favorite cowboy singer.

Smoky & Penny, Prairie Sweethearts, return this season after an absence of two and a half years, during which Smoky served as a flight instructor of basic naval cadets at Boulder, Colorado.

Two new members of the cast are Ted Ross, KMBC's popular young tenor, heard on the "Dinner Bell Roundup" and "Early Bird

INDEX

Listed below are items of particular interest to grocers and druggists in this month's issue of Heartbeats.

DRUGGISTS:

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Adams Dairy—Page 1, Col. 1. Duz—Page 3, Col. 1. Old Gold Cigarettes—Page 3, Col. 2. Campbell's Soups-Page 3, Col. 2. Wrigley's Spearmint-Page 3, Col. 2, Maxwell House Coffee-Page 3, Col. 2. Grape Nuts, LaFrance, Satina, Pos-tum, Post's Raisin Bran-Page 3, Cols. 2 & 5. NuMade Mayonnaise-Page 3, Col. 5, Armour's Treet—Page 3, Col. 4. Camel Cigarettes—Page 3, Cols. 4 & 5. Sno Sheen Cake Flour—Page 4, Col. 1. Trade Paper Digest-Page 4.



Jamboree," and Ellen White, whose program "Nine Forty-five Melody Road" is heard three times a week for Alpen Brau Beer.

The Midland Minstrels, whose newly recorded library will shortly be offered for sale nationally, and the Rhythm Riders, a popular radio act in the Middle West, present music in interesting contrast to their regular KMBC programs through the week.

Jed & Jack Heard Again

Cast of thirty includes vocalists Sally Carson and Linda Weaver, Gertrude, Millie & Sue, Tiny Tillman and Earl Clark, all established favorites with KMBC's vast urban and rural audience.

KMBC's popular comedian, Jed immediately over KMBC on Mon-Starkey, is back with his quiet, day, Wednesday and Friday, at homespun brand of humor, and 3:00-3:15, is the KMBC "School-Jack Dunigan, genial Dinner Bell host, emcees again. In simple fact, show's got everything but Frank of Education of the station. Sinatra!

Brothers.



BRUSH CREEK FOLLIES PROVES OUT-OF-TOWN SOCKEROO . .

Crowd of 3500 packed St. Joseph's Municipal Auditorium for prevue of KMBC "Brush Creek Follies." Top, left, officers of Lions Clubs of city, which sponsored Follies, talk with Jim McConnell, manager, at right of group. Top, right, Colorado Pete, who stopped the show at several points. Below, left, Smoky Parker & Penny, who return to cast after an absence of two and a half years.

CBS "American School of Air" Begins 15th Season Over KMBC on October 9

With a budget in excess of \$125,000, the largest for any educational program on the air, CBS' "American School of the Air" began its fifteenth season over KMBC on October 9.

Regular schedule of the series. which will be heard on KMBC at 2:30-3:00 p.m., Mondays through Fridays, follows: Science Frontiers and Careers in Science, on Monday; Gateways to Music, Tuesday; New Horizons, a study of world geography, Wednesday; Tales from Near and Far, a dramatization of literature, Thursday; and This Living World, a survey of current events and postwar problems, Friday.

Following "School of the Air" house of the Air," under the direction of R. Edwin Browne, director

On Monday, "Inside the News" Individual products being pro- will be heard with Erle Smith, head moted through the Follies are cer- of the KMBC news department as tified milk and cottage cheese for narrator. Wednesday, Mr. Browne Adams, one of Kansas City's finest will present "Fun With Facts," a dairies, packaging 18,000 units classroom quiz, and the Friday prodaily; Defender Vitamins, for gram, "The Magic Book," will be in Grove Laboratories, Four-Way Cold | charge of Caroline Ellis, KMBC's Tablets, for Beaumont Laborato- noted woman commentator. The ries, and the nationally known three programs are designed for Smith cough drops, for Smith high school, upper elementary, and primary pupils, respectively.

Sam Molen to St. Louis For World Series

Sam Molen, KMBC's nationally known sportscaster, was assigned to St. Louis for on-thespot sportscasts of the World Series by remote wire to KMBC.

Along with his first-hand coverage of the games, Sam Molen told details and sidelights of play, and introduced as his guests well-known personalities in baseball. Managers, nationally-known sports writers, and officials of the games were interviewed on his programs at 6:10 and 9:40 o'clock each evening.

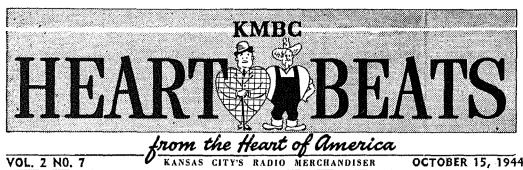
Molen came to KMBC in May of this year from the West Virginia network. Many of the men heard on his broadcasts at the Series made return appearances before Molen and his microphone, having been interviewed last spring when he made a twoweek tour of the big training camps.

Minstrels Offering Prize for New Name

In quest of a title with both the promotional value and the national appeal of its "Texas Rangers" musical unit and library, Arthur B. Church Productions is offering \$1,000 in war bonds, in a contest closing October 31, and limited to those connected with advertising, radio, or musical entertainment. First prize is a \$500 bond, with twenty additional prizes of \$25 for runners-up.

Title is to be used for another Arthur B. Church unit, the "Midland Minstrels."

October 15, 1944



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

> KMBC of Kansas City MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Director of Promotion and Publicity Merle T. McKay, Associate Editor Helen Slater, Associate Editor Emily M. Underwood, Associate Editor

> Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373

Page 2

NEW YORK (22) SAN FRANCISCO (4) 444 Madison Ave. 111 Sutter Sutter 4353 Plaza 5-4130

HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151

ATLANTA (3) 322 Palmer Bldg. Main 5667

Hackneyed as the statement may be---"Retailers get out of national advertising just what they put into it!" By that is not meant the contributing dollar, but rather commonsense follow-through within the retail store to take advantage of advertising money spent in their behalf by the manufacturer.

As reminded last month in this column, a host-guest relationship exists between radio and its listeners. What the nent data, past experience, etc., listener feels is "thanks to Swan Soap, I get Burns and Allen previously mentioned, most people are decent enough to thank that host for providing them with such topflight entertainment costing manufacturers thousands of dollars but listeners absolutely nothing.

Let us suppose that this is a Monday morning at a typical Kansas City retail grocer. Thousands of radio listeners, and started out to become a writer, atremember they number potentially more than 90% of the tending the school of Journalism population in this area, turn off their radios at the end of a great broadcasting day on Sunday with deep-rooted appreciation for such sponsors as Post Toasties who brought them Fannie Brice, Super Suds for Blondie, Campbell Soup for Reader's Digest and Jello for Kate Smith. These listeners go to bed with warm recognition to the trademark products that furnished them with such a pleasant Sunday evening of laughs and entertainment.

INTROLDUCING (BS In Laying Out



ROD CUPP . . . KMBC's Program Director.

With KMBC's recent expansion which included 8,000 additional square feet of office space and the separation of the executive and business departments from the production and program departments on the door of the knotty pine panelled office up front. The man behind the desk behind that door, Rod Cupp, is a newcomer to KMBC having recently come from Chicago where he was production manager of WLS. He was associated with WLS for seven years.

On pumping Rod for the pertithat led to his recently leaving the windy city for the heart of America, his detailed account was told so cleverly that an offer was seriously considered to switch this biographical column, this month only, to autobiographical.

That ability at story telling is explained by the fact that Rod the University of Missouri. at However, after five years at M.U. came the depression, came graduation and no newspaper job. The youthful broadcasting industry was a fascinating field and, while it was a far cry from newspaper reporting, Rod decided to try his hand at it "'til conditions were better." Needless to say, radio soon shoved newspaper in the background as far as Rod Cupp was concerned and another great production man was in the making. The nearby Kansas City station. KMBC, was his goal and he set out to obtain the necessary experience that would eventually lead him there. He joined KFRU in Columbia, gaining there a foothold in announcing, staff orchestrating, mu sical arranging, newscasting and time selling as well as handling his main duties of continuity editor. The production field of radio then opened to Rod with an offer from KTUL, Tulsa. In three years he had definitely found his niche and before long was a member of WLS's production department—a job that later led to production manager. In that capacity Rod directed numerous radio shows of every conceivable type in seven years, and met up with something new in his career-a radio barn dance. Six years of producing the WLS Barn Dance gave him an insight on reaching the majority of real radio listeners, outside the big city boundaries. What could be a better background for one who was to soon lend advice in the production of the nationally famous KMBC "Brush Creek Follies"? The story Rod tells of Jimmy Wakely, Columbia Pictures singing cowboy star, has a marked similarity to the position in which KMBC's production manager, whose program director finds himself today. When recently appearing on ing the nationally famous the WLS National Barn Dance, KMBCBrush Creek Follies.

KMBC Works With Election Coverage

With Missouri occupying a prominent role in the national election this year, KMBC plans a coverage for November 7 which will dovetail Kansas and Missouri state returns. along with Jackson County results. into the elaborate network coverage of CBS.

KMBC has four news wires, and string correspondents in 200 Kansas and Missouri towns, and Erle Smith, head of the news department, plans a continuous breakthrough with returns of especial interest to this area.

From 7 p.m., Kansas City time, on, the entire CBS schedule will be recast, to give fullest scope to the network's handling of returns from all 48 states.

Elmo Roper, noted analyst for Fortune Magazine, joins the regular staff of Columbia, to analyze returns throughout the night, while such ace CBS newsmen as Bob Trout, Bill Henry, Joseph C. Harsch, Quincy Howe and John Daly will announce results as they are tabulated.

At 5:30 p.m., Kansas City time CBS will broadcast a program designed to take listeners behind the scenes and explain the complexity of covering and broadcasting a Presidential election.

Texas Rangers To Lone Ranger Home

Home of the "Lone Ranger," the man-of-all-time for millions of youngsters everywhere, Station WXYZ of Detroit this month joins the list of almost 100 North American stations currently using the p.m., CWT, Thursdays.



Herewith are listed new program contracts over KMBC taking effect between September 1, 1944, and October 7, 1944.

Lux-Sponsoring the "Lux Radio Theater" renewal, starting September 4, 1944, 8:00-9:00 p.m., CWT, Mondays.

General Foods (for Postum)-Sponsoring "The Aldrich Family," starting September 15, 1944, 7:00-7:30 p.m., CWT, Fridays.

General Foods (for Post Toasties) -Sponsoring "Adventures of the Thin Man," starting September 15. 1944, 7:30-8:00 p.m., CWT, Fridays. General Foods (for Post Toasties) -Sponsoring Fanny Brice with "Baby Snooks" starting September 17, 1944, 5:30-6:00 p.m., CWT, Sundays.

General Foods (for Jello & Jello Puddings)—Sponsoring "The Kate Smith Hour," starting September 17, 1944, 10:30-11:30 p.m., CWT, Sundays.

Celanese Fabrics-Sponsoring "The Happy Home" with Caroline Ellis, starting September 16, 1944, 8:30-8:45 a.m., CWT, Saturdays.

Electric Companies - Sponsoring "The Electric Hour" with Nelson Eddy, starting September 20, 1944. 10:30-11:00 p.m., CWT, Wednesdays.

Rem-Sponsoring News with Bob Trout, starting September 23, 1944, 6:25-6:30 p.m., CWT, Saturdays.

Nu-Made Mayonnaise-Sponsoring "Tonight at Hoagy's," starting September 28, 1944, 10:30-11:00

The next day dawns on the start of another busy week. Mrs. Housewife goes to work on the family wash. Johnny's lunch may intervene. Then there's the house to clean up. And so on until grocery shopping time. What have you done in the meantime as the retail grocer to wrap up that sale which began yesterday with a Sunday radio program?

Have you ever thought of setting aside a display counter of radio advertised products of the previous day? Monday morning for example—a prominent display of Post Toasties. Super Suds, Campbell Soup and Jello, with a card explaining, "These are the Advertised Products That Brought You Yesterday's Fine Radio Programs." Too much bother? Well, maybe, but this is the follow-through so important in the highly competitive post-war world that lies ahead.

★

Well, then, how about a full window display of radio advertised items? Manufacturers, or the radio stations themselves, will be only too glad to furnish you with necessary photographs of the radio stars heard on these programs. By working these together into a display of the products themselves, the retail grocer is assured a real traffic-stopper of a window display.

★

Even if your follow-through is limited merely to posting in prominent spots throughout the store display material supplied by manufacturers using radio in your behalf, this is certainly better than missing the boat entirely. Point-ofsale promotion tied up to the efforts of the manufacturer on the consumer front is selling at its best.

★

Sure, your volume of sales is great today! But there is talk of reconversion periods ahead when supply will far exceed demand. What are you doing as a retail merchant to

put into motion the forces needed then to take up this slack? Aggressive steps taken today to utilize proebs motion to its fullest may protect you against locking the barn after the business is lost in a buyer's market.

KMBC "Texas Rangers" library.

Nine stations have recently been added to the group over which Russel M. Seeds of Chicago has placed the "Rangers," for Grove's cold tablets, George E. Halley, manager of Syndicated Features, Arthur B. Church Productions, announces.

These nine stations are: WHAM, Rochester, New York; KTRH. Houston, Texas, WOAI, San Antonio, and KWFT, Wichita Falls; KWKH, Shreveport, Louisiana. KVOO Tulsa, WPTF, Raleigh, N. C.; KIRO, Seattle, and WIRE. Indianapolis.

Station sponsors new this month are WXYZ, as noted, and WBDO, of Orlando, Florida; while WIZE of Springfield, Ohio, is carrying the "Rangers," as of September 30. for the Fulmer Market of Springfield, advertising the market and its privately branded coffee.

Rem Saturday Newscast Has Bob Trout, CBS Ace

Bob Trout, veteran CBS newsman, who handled both national political conventions for CBS in Chicago last summer, is now heard in a special newscast over KMBC at 6:25 p.m., CWT, Saturdays, sponsored by Rem.

Wakely said, "I've listened to this show for many years and always wanted to be on it-but I had to go to Hollywood, a heck of a long Vitamins) - Sponsoring "Brush way around, to get here!" So it is with Rod Cupp who came to KMBC of Kansas City, via Chicago!

So without further ado, shake Smith Brothers Cough Drops-Next month meet Fran Heyser.

prime obligation is direct-

Quaker Oats (for Ful-O-Pep Feeds)-Sponsoring "The Man on the Farm," starting September 30, 1944, 12:25-12:55 p.m., CWT, Saturdays.

Pet Milk-Sponsoring "Saturday Night Serenade" renewal. starting September 30, 1944, 8:45-9:15 p.m., CWT, Saturdays.

Chase Candy Co .--- Sponsoring "Eye Witness News," starting October 1, 1944, 9:45-10:00 p.m., CWT, Sundays.

Flex O Glass-Sponsoring "Early Bird Jamboree," starting October 2, 1944, 6:30-6:45 a.m., CWT, Mondays, Wednesdays and Fridays.

Aladdin Kerosene Mantle Lamps-Sponsoring "Early Bird Jamboree," starting October 2, 1944, 6:30-6:45 a.m., Tuesdays, Thursdays and Saturdays.

Feeders Supply & Mfg. Co.-Sponsoring Livestock Market News, starting October 2, 1944, 9:50-9:55, CWT, Mondays thru Fridays.

Beaumont Laboratories (for Four-Way Cold Tablets)---Sponsoring "Pleasure Parade," starting October 2, 1944, 4:45-5:00 p.m., CWT, Mondays, Wednesdays and Fridays.

Midland Radio & Television Schools -Sponsoring "The War's Words," starting October 7, 1944, 7:45-7:55 p.m., CWT, Saturdays.

Beaumont Laboratories (for Four-Way Cold Tablets)-Sponsoring "Brush Creek Follies," starting October 7, 1944, 9:15-9:30 p.m., CWT, Saturdays.

Grove Laboratories (for Defender Creek Follies," starting October 7, 1944, 9:45-10:00 p.m., CWT, Saturdays.

hands with Rod Cupp, KMBC's Sponsoring "Brush Creek Follies," new and capable program director. starting October 7, 1944, 10:00-10:15 p.m., CWT, Saturdays.

Adams Dairies-Sponsoring "Brush Creek Follies," starting October 7, 1944, 10:15-10:30 p.m., CWT, Saturdays.



October 15, 1944

HEARTBEATS

Page 3



KAY PENTON . . .

It took Kay Penton two days to get her first singing job in New York, probably because she stayed in all day the first day. Or maybe she telephoned. Now she's heard on KMBC Fridays at 6:30 p.m., in "Friday on Broadway," for Anacin.



KMBC Winter Log Shows Return of **All Big Programs**

Winter network log on KMBC is back to normal now, with summer replacements fading in most cases and bigtime programs again on regular schedule.

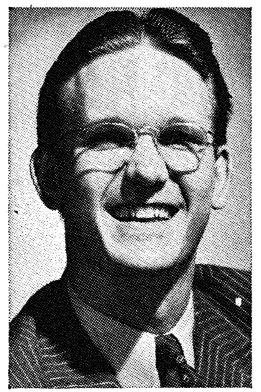
Certain number of time, program and product changes have already been planned. Allan Jones show for Old Gold Cigarettes, now handled by Lennen & Mitchell, swaps spots with Jack Carson show for Campbell Soups, effective October 25. Jones show goes on at 8:30-9:00, CWT, Wednesdays, with Carson heard at 7:00-7:30.

Sinatra Show Mondays Frank Sinatra show shifts on November 20 from Wednesday to Monday at 7:30-7:55 p.m., CWT, with a new forty-five week contract just signed for Vimms.

Time changes on two of the three network shows for Wrigley on KMBC, effective now, bring "Service to the Front" to the air at 9 p.m., CWT, on Tuesdays, and "America in the Air," at 6:30 p.m., CWT, Saturdays. The third program, "The First Line," remains at 9 p.m., CWT, Thursdays. New Wrigley lineup is thus 9 p.m., Tuesdays and Thursdays, and 6:30 Saturdays.

"Thin Man" Changes Products Only program alteration of recent weeks is change from "Here's to Romance," sponsored by Bourjois, to "Ray Bloch's Orchestra," with Larry Douglas and guest stars. Format remains virtually the same, since the orchestra was regularly heard on the show, Fridays at 10:30.

"Adventures of the Thin Man," Friday at 7:30, CWT, changes products, under same sponsor. Show will be used by General Foods for Maxwell House Coffee in the KMBC area, with Grape Nuts and Grape Nuts Flakes taking the commercials in other territories. On daytime side, network has moved "Joyce Jordan, M.D.," for Grape Nuts and Grape Nuts Wheatmeal, back a quarter hour to 1:00 p.m., CWT, on KMBC, with "Two on a Clue," new General Foods show, taking over the 1:15 p.m., spot.



CHUCK ACREE . . .

Fun and Prizes With Nelson Eddy Back "Man on the Farm"

"Man On the Farm," which began September 30 on KMBC, adds one more farm-fun program to the list for which KMBC is famous throughout the Heart of America. Show is a slapstick quiz program, which also features contests with cash prizes. Chuck Acree, a product of the Southwest, has conducted the broadcast from WLS, Chicago, for six years, and is himself a practical farmer, as well as a member-in-good-standing of the

American Society of Magicians.

"Man on the Farm" goes on at 12:25-12:55 CWT, Saturdays, sponsored by Quaker Oats for Ful-O-Pep Feeds.





NELSON EDDY . . .

With His Own Show Nelson Eddy, whose fans sent in more requests for him and Jeanette MacDonald on a recent radio theater program than anyone else had ever received, returned to KMBC with his own show, "The Electric Hour" on September 20. Robert Armbruster's orchestra assists, and the show is heard Wednesdays at 10:30 p.m., CWT, sponsored by a group of 170 Light

Hedda Hopper Show Back On KMBC-CBS

and Power companies.

"Hedda Hopper's Hollywood," with the colossally candid Hedda as emcee, scripter and star, returned to KMBC and the CBS network October 2, as an evening program for Armour & Co.

It's the first time Hedda has rated an after-supper spot, but she's favorably known all over Hol-



HOAGY CARMICHAEL

Hoagy Carmichael **Emcees New Show**

Late evening commercial programming gets another AAAA feature in "Tonight at Hoagy's," premiered Thursday, September 28, on KMBC, at 10:30-11:00 p.m., CWT.

"Hoagy," co-host, with Hollywood Columnist Harry Evans, of the show, is the Hoagy Carmichael of Tin Pan Alley in general, "Star Dust" in particular, and Hollywood in a pinch.

All-star lineup, as promised, led off with Joe Venuti. Format of the program is an informal party at Hoagy's Hollywood home. Sponsor is Nu-Made Mayonnaise.

New Daytime Strip ls "Two on a Clue"

Living up to its advance billing as "a honey of a mystery program," "Two on a Clue," for Gen-

ELAINE VITO . . .

Brown-eyed, blonde, and pretty no end is Elaine Vito, who plays the harp on Sundays and turns down movie offers the rest of the week. She's the \$64 delovely on Phil Baker's "Take It or Leave It" on KMBC Sundays at 9 p.m., sponsored by Eversharp.



CHARLOTTE KEANE . . .

Packaged for the part, and with everything it takes, Charlotte Keane plays the brilliantly success/ul Blues chanteuse, Dora, in "The Goldbergs," popular daytime serial heard at 3:45 p.m. on KMBC, Mondays through Fridays for Proctor & Gamble's Duz.



Rave press, from New York to Hollywood, greeted network premiere, September 5, of "This Is My Best," B.B.D. & O.'s new show for Cresta Blanca wines of California. Title is strictly from the book, since Whit Burnett, as editor, has already lined up everybody but William Faulkner for the series. Sinclair Lewis, Theodore Dreiser, Willa Cather, Carl Sandburg, Thornton Wilder, Katherine Anne Porter, John Steinbeck and James Cain are promised, with Dorothy Parker and Ludwig Bemelmans for chasers. There may even be a chance that Burnett will do his own "The Literary Life and the Hell With It."

Each author is to make his own selections for the show, which may account for getting such genuine but little-known masterpieces as "The Willow Walk" of Sinclair Lewis. Carl Sandburg has already chosen, "The People, Yes," and John Steinbeck, "Leader of the People."

Nothing but the best is apparently to be the motto for casting as well, with stars thus far announced picked exclusively from Hollywood. Ingrid Bergman, Rosalind Russell, Ida Lupino, Paulette Goddard, Ann Sothern and Patsy Kelly; Walter Brennan, Walter musical powder boxes and men's Pidgeon, Jimmy Durante and Nelson Eddy are all scheduled.



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

DRUG TOPICS reports: "W. E. Hooser of Hooser's Pharmacy, Nashville, locates his magazine department at the back of the store, so that customers must pass by all departments in order to buy a magazine. In this way Mr. Hooser believes he makes many additional sales of all merchandise. In order to let the public know of this department an entire window is devoted to a full-time magazine display. A list of issue dates for all periodicals enables Mr. Hooser to answer promptly any requests for this information."-September 4, 1944, page 55.

CHAIN STORE AGE, FOUN-TAIN-RESTAURANT SECTION, reports: "Doughnuts were so effectively promoted in both window and fountain showings that sales of this item at the fountain of the Kresge store, Nicollet Avenue, Minneapolis, showed an unsual increase. At the fountain combination doughnuts and drink or ice cream and doughnuts were suggested in backbar signs and on menu clips . . ."-September, 1944, page 18.

DRUG TOPICS reports: "A glass showcase placed in a corner, which would otherwise be waste space, sells high cost, profitable gift items for Leonard Dueker, 3725 Watson Road, St. Louis. One of the most successful displays has been a combination of compacts, billfolds." - September 4, 1944, page 70.

lywood, and on quite a number of city desks throughout the country -not only for her syndicated column in 82 metropolitan papers, and her Lilly Dache hats, but for 24karat, solid gold, straight news beats.

KMBC will air the program at 10:15-10:30 p.m. CWT, Mondays. It's to be Hedda's usual chatter show, on a more elaborate scale. News about the film colony's events and people will be featured, with a "personality of the week" and a "Hats Off Salute" included in each quarter-hour broadcast. Premiere, with "Hats Off to Jimmy Stewart," was a swell job.

eral Foods' La France, Satina, and Postum, weighed in October 2, as a daytime serial about two sophisticates, Jeff and Deborah Spencer, who turn amateur dectectives.

Jeff's a lawyer, Deborah's his wife, and all the crimes are solved conversationally, without benefit of courtroom.

First broadcast was Installment I of "The Case of the Silent Witness," running into blackmail and double murder. Each case will last for several weeks.

KMBC carries "Two on a Clue" at 1:15-1:30, CWT, Mondays through.Fridays.



SCHNOZZOLA & JUNIOR MAKE WITH THE SMALL TALK

Frank Sinatra may be "The Voice," but no one can muscle in on Jimmy Durante's claim to "The Nose" as a moniker. It's a nose to end all noses. Caricatured by Al Hirshfeld, dean of theatrical artists, Durante and Junior (Garry Moore) are seen above in one of the illustrations being used by KMBC in its current advertising campaign for CBS national shows. Jimmy, with a weekly program every bit as good as his world-shaking encyclical on the Inside Insecticide Fumigation Foundation of the itty-bitty city of East Asafetida, New Jersey, appears each Friday night at 9:00-9:30 CWT, IN PERSON (to quote Jimmy himself) over KMBC and the Columbia network for Camel Cigarettes. Durante can also be heard, transcribed, on KMBC's program notes at 3:15 p.m., CWT.

October 15, 1944



ALL THIS AND FRANK SINATRA, TOO . . .

A nice piece of cheesecake is Eileen Barton, who should have as good a right as anyone to answer to "The Shape." If this is what she wears on the Frank Sinatra show, Wednesdays at 8:00-8:30 p.m., CWT (until November 20, when it moves to Monday), haste the day of television! Eileen is sponsored by Vimms.

Nearly a Grand a Week

Pillsbury Mills Running War Bond Contest for Sno Sheen Cake Flour

Extremely liberal box-top contest which Pillsbury is currently running for Sno Sheen Cake Flour on "Grand Central Station" should prove | venient units. Be sure your case a hypo to sales all over the country, whether one is needed or not. With is scrupulously clean and the disa \$500 war bond as first prize, and ten others of \$25 bonds, eleven prizes | play of prices easily seen."-Sep-

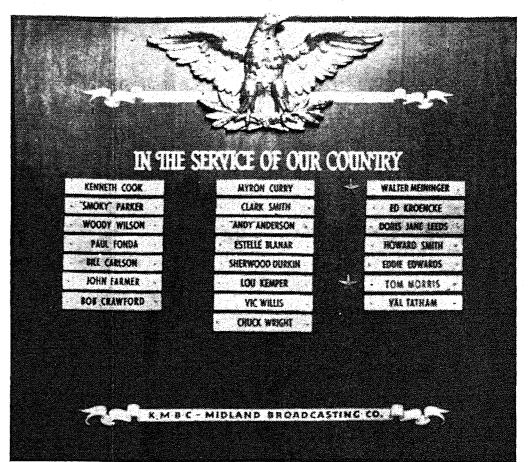


"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

FOOD FIELD REPORTER reports: "A new world's record in frozen food production will be set this year with the output of a more than half-billion pound pack, exceeding the 1943 mark by about 15 per cent, according to a statement made recently by Edwin T. Gibson, director of the National Association of Frozen Food Packers, and a vice president of General Foods Corp. Civilians will receive 85 per cent of the pack, as compared to the 60 per cent they received last year. This includes about seventy-five varieties of frozen foods-meats, poultry, fruits vegetables and sea foods."-September 4, 1944, page 1.

CHAIN STORE AGE, GRO-CERY MANAGERS EDITION, reports: "Continuation of the national school lunch program for the 1944-45 school year has been assured with the appropriation by Congress of \$50,000,000 for its operation. During the 1943-44 school year, more than 4,000,000 children in 31,000 schools throughout the nation participated in the federallocal program. The 1944-45 program will be similar to last year's, WFA officials said."—September, 1944, page 35.

NEW ENGLAND GROCERY & 7:55 p.m., CWT, Saturdays. MARKET reports: "Your prepared meat department should be adequate and attractive enough to turn many weekend sales. Mix colors and sizes-prepackage them in cellophane. Display them in con-



KMBC Program To Interpret G.I. Bill For Midland Radio

Educational provisions of the G. I. Bill of Rights are interpreted in a new KMBC-produced program, "The War's Words," for Midland Radio & Television Schools, a subsidiary of the Midland Broadcasting Company.

With Lee Stewart of KMBC as commentator, the program highlights the pronunciation, meaning and military significance of four new words in each week's war news. Script is by Gene Dennis, coordinator of war activities of KMBC. Feature is heard at 7:45-

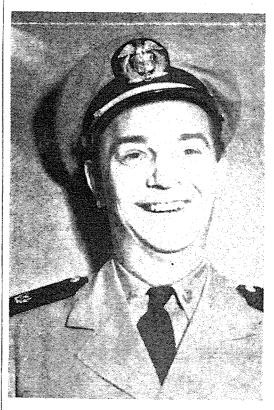
Two Ex-KMBC Men Write From Abroad

Three ex-KMBCers, two of



PVT. ED KROENCKE . . .

Pvt. Ed Kroencke, former studio operator at KMBC, visited the station recently, coming here from the Camp Murphy Signal Corps Radar School at Miami Beach. -Staff Photo.



are given each week for naming play just heard on program.

Pillsbury suggests simple names, with no bonus for anything flossy. is the only requirement, aside from "The Doctor Takes a Hand" and "Detour to Happiness" are given as examples of what to send in. Each contest closes at midnight Friday preceding the Saturday broadcast, with winners notified 1:00 p.m., CWT, every Saturday three weeks later.

One box top from the cake flour a title for the play. Titles and tops go to Pillsbury's Sno Sheen Cake Flour, Box 1185, Chicago. "Grand Central Station" is given at over KMBC.

MRS. OZZIE NELSON, TO YOU! . . .

Replacing the Sunday afternoon Silver Theater, International Silver presents Ozzie Nelson, dance band maestro, and Harriet Hilliard, his vocalist, in a new dramatic series, "Adventures of Ozzie and Harriet," starting October 8. Nelsons are good at it, but there's to be strictly no warbling, unless, says Ozzie, the situation walks into it unaided. New show will be heard at the same time as Silver Theater on KMBC, Sundays, at 5:00-5:30, CWT.

tember, 1944, page 19.

City National Bank Sponsors Football

Sponsorship of the "Big Six" football season on KMBC by City National Bank, one of Kansas City's most prominent financial houses, began on October 14 with the Kansas-Iowa State game at Ames. Sam Molen, KMBC director of sports, was at the microphone.

It's the bank's first use of radio, and the series will be used to promote its regular services. Schedule is being kept flexible, to take advantage of possible upsets, and to give listeners the best game in the conference on each of the Saturday broadcasts.

Tentative list, however, includes the following games: Kansas at Nebraska, October 21; Missouri at Nebraska, October 28; Michigan State at Missouri, November 4; Missouri at Oklahoma, November 11; Oklahoma at Kansas, November 18; and, of course, the Missouri-Kansas Thanksgiving classic in Kansas City on November 23.

Vick's Offers Druggists New Display Material

Special display material for Vick's VapoRub, Va-tro-nol, cough drops and inhalers is offered by the manufacturer to all druggists, supplementing the Vick Sunday afternoon program, "Dangerously Yours," heard on KMBC at 1 o'clock each week.

Show, which is romance in the grand manner, has proved of tremendous interest to women, and Vick's urges displays of the products. Penny postal card to Vick's will bring the material pronto.

whom are now stationed in foreign countries, have written friends at the station during the last month.

Kenny Cook, a former KMBC studio operator, is stationed in Paris, where he expects to stay for the duration.

Capt. Doris J. Leeds, a former member of the promotion staff now in the Personnel Affairs Branch of the Army and stationed at Ft. Douglas, Utah, has written that she and other Kansas Citians in the Army have a bouquet for KMBC's News Editor Erle Smith. She stated that they have been receiving his news letters and "enjoying them thoroughly."

Lieut. John W. ("Bill") Carlson, former KMBC announcer, has written from Italy, reporting he is quartered in an "old, but quite livable relic of a building in an ancient Italian city," where all the men "work, eat, sleep, shower, and get haircuts under one roof."

EDDIE EDWARDS

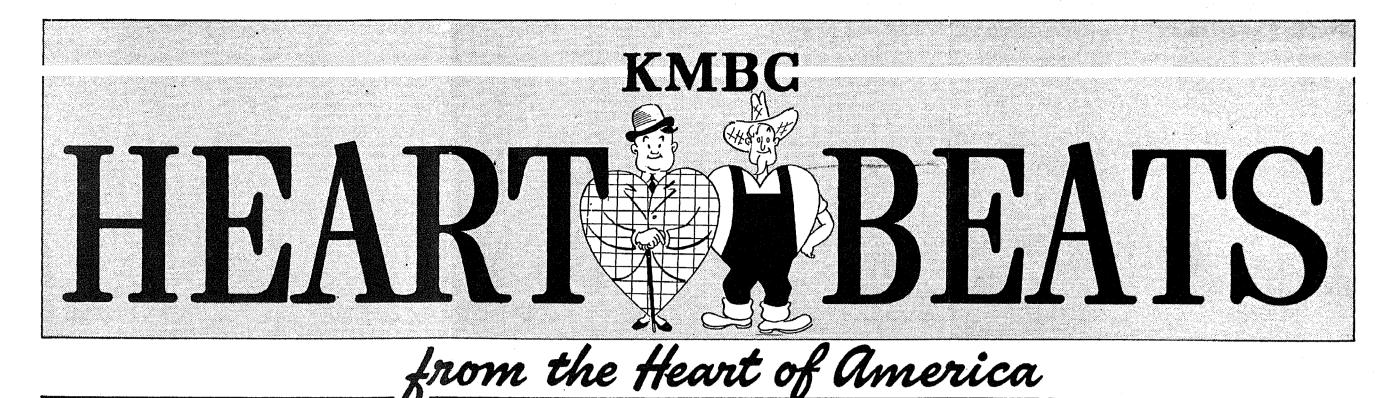
"HEARTBEATS is a world traveler," commented Eddie Edwards, of the U.S. Maritime Service, on a recent visit at KMBC. As a former producer at KMBC, he receives the KMBC paper in St. Louis. After reading it through, he forwards his copy to a brother-in-law in Italy, who sends it on to the Southwest Pacific.

-Staff Photo.



BACK TO HOME BASE

Paul Fonda, former KMBC radio operator, discusses old times with two KMBCers, on a recent visit to the station. Left to right are Ken Krahl, studio supervisor, and Gene Dennis, coordinator of war activities. Paul is now a major in the pilot training division of the Army in Washington. -Staff Photo.



VOL. 2, NO. 8

KANSAS CITY'S RADIO MERCHANDISER

DECEMBER 15, 1944

THE WINNER!

Tune Chasers Wins Midland Minstrel Contest for Name

Recipient of a \$500 war bond, Bayliss Corbett, news department of WNAX, Yankton, for his suggestion, "The Tune Chasers and Bonnie King," won first prize in the \$1000 contest staged by Arthur B. Church Productions to enlist the aid of the advertising profession in naming a new transcribed library which is soon to be offered for commercial sponsorship.

With a surprising return, both in quantity and quality of suggestions, it was necessary to stage a poll among a select list of more than a hundred advertising experts to assist in determining final winners.

Many Near-Winners

Judges making the concluding decisions included B. L. Hupp, chairman of the board of Loose-Wiles Biscuit Company, W. J. Krebs, president of Potts-Turnbull Advertising Company, and Murrel Crump, president of the Kansas City Advertising and Sales Club.

Entries which ran the winning title a close race included "Merry



K. C. Philharmonic **On Air Over KMBC** In 20-Week Season

FOR K. C. SOUTHERN

Twenty-week season over KMBC for Kansas City's 85-piece Philharmonic Orchestra, under the baton of Efrem Kurtz, marks the entrance of the Kansas City Southern Lines, with home offices in Kansas City, into radio this year.

Contract is a repeat performance for KMBC, however, since station last year sold the first commercial broadcasts of the Philharmonic, a series of four concerts during the last month of the 1943-44 season.

Strip was sponsored then by a leading Midwest furniture house, and cash garnered proved a life raft to the orchestra, listing heavily in a five-figure deficit. Orchestra's budget is \$160,000, and Mr. Kurtz and Dale M. Thompson, president of the Kansas City Philharmonic Association, are counting on this year's broadcasts to keep the figures in the black.

Southern an Institution Interest in the Kansas Citv Southern is almost as great here in the Heart of America as con-

Music Makers," suggested by Pfc. Maurice Glickman of San Diego, and Harriet M. BeLille of Compton Advertising Co., New York; "Novelty Minstrels," sent in by Donald B. Harter of Lever Brothers Co., Cambridge; "Music Venders," submitted by Louis H. Roth of the National Contest Bulletin, New York; and "Rondoleers," suggested by both Rae Ellbroch of Franklin Bruch Advertising Agency, New York, and W. F. Ludgate of Radio Station KWK, St. Louis.

\$25 Bond Winners

Other \$25 war bond winners include: Joe Leonard, WNOX, Knoxville, Tenn.; Gus K. Bowman, Byer & Bowman Advertising Agency, Columbus, Ohio; Helen M. Caulfield, Dancer - Fitzgerald - Sample, New York City; Eleanor Butler, Columbia Broadcasting System, New York City.

Also Herbert C. Rice, National Broadcasting Company, New York City; Roy Murray Schwartz, Waterbury, Conn.; Saul Reiss, Brooklyn, N. Y.; E. J. Woodworth, United Broadcasting Company, Cleveland; Philip C. Kolb, Levy Brothers & Adler Rochester, Rochester, N. Y.; R. Bruce, Waltham Watch Co., Waltham, Mass.

For Sale in January

Also William A. Arter, Jaeger Machine Company, Columbus, Ohio; J. B. Milgram, John F. Toomer, Inc., Brooklyn, N. Y.; Miss M. E Lucas, Citrus Products Co., Chicago; H. S. Kelliker, Cleveland; H. R. Fisher, the Piso Company, Warren, Pa., and G. M. McCulloch, Caples Company, Omaha.

Arthur B. Church Productions is widely known for the Texas Rangers library, currently heard on close to one hundred radio stations throughout the United States, Hawaii and Canada. While the new library is neither western nor hillbilly in character, it is similar to the Rangers in flexibility and quality of selections rendered.

Greetings

From newly remodeled offices in the Pickwick Hotel KMBC of Kansas City extends to all its many friends the Season's Best. In token of continued friendship with those in its listening area, KMBC on Christmas Eve will present Handel's "The Messiah" by the Messiah Choir of Independence, composed of singers from the several congregations of the Reorganized Church of Jesus Christ of Latter Day Saints. Broadcast time will be 6:15 p.m.

INDUSTRY LEADERS

With Karl Koerper, vice president and managing director of KMBC, serving as chairman of the news committee, and Sam H. Bennett, vice president and director of sales, reappointed to the Sales Managers' Executive Committee, KMBC is contributing substantially to the important work of NAB, the National Association of Broadcasters.

Mr. Bennett, whose committee is especially concerned with the 3-way relationship of agency, client and station, attended the Chicago meeting of the group, December 12-13, when problems of retail broadcasting came up for study.

KMBC Debuts New John Taylor Show

Backed by more than a decade of succesful radio merchandising over KMBC exclusively, the John Taylor Dry Goods Company of Kansas City this month launches a second program, "Starlight Rhapsody," a half-hour evening presentation supplementing "Joanne Taylor's Fashion Flashes," the store's morning Monday-through-Saturday quarter-hour.

New show, aired Wednesdays, 8:00-8:30 p.m., CWT, is a musical, written and produced by KMBC, with the Starlight Choristers and organ.

Cultural life of Kansas City in reminiscent mood of the script.

the rococco 'eighties was the theme of the opening show. This is the period of the far-famed Coates House and of the Priests of Pallas annual ball, an affair holding a place in Kansas City's affections comparable to Philadelphia's Assembly, Charleston's St. Cecilia Ball, and the St. Louis Veiled Prophet festivities, and attracting some of the country's most distinguished guests. (In 1887, President Grover Cleveland and his young wife, the former Frances Folson, attended.)

History of the John Taylor store, an institution in Kansas City, is closely interwoven with the social life of the city, which makes this type of program of especial inter-Quartet, and P. Hans Flath at the est to a Kansas - Missouri audience.

Music on the show sustains the

cern over the Philharmonic. Control of the railroad was brought back to Kansas City from the East last May, after a major stockholders' fight had been averted, largely through the efforts of Grant Stauffer, W. N. Deramus, president of the road, and R. Crosby Kemper of the City National Bank & Trust of Kansas City.

At that time, Mr. Stauffer, president of the Sinclair Coal Company, said, "We are going to make a railroad that people in this area will be proud of."

Aired on Thursday

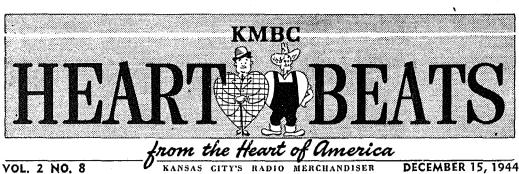
Broadcast concerts, aired each Thursday at 7 p.m., CWT., have been a nice combination of popular and symphonic music, making full use of the really remarkable string section which Mr. Kurtz has built.

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December 15, 1944



KANSAS CITY'S RADIO MERCHANDISER **DECEMBER 15, 1944**

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

KMBC and KMBC-FM of Kansas City MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

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CHICAGO (1) 180 N. Michigan Franklin 6373

NEW YORK (22) 444 Madison Ave. Plaza 5-4130 HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151

SAN FRANCISCO (4) 111 Sutter Sutter 4353 ATLANTA (3) 322 Palmer Bldg.

Main 5667

ABC of Radio

The broadcasting industry for years has labored to develop improved methods for measuring what we shall call "listenership." It's a known fact by government figures that over 90% of the homes in America are radio-equipped. But this means nothing more than radio sets in a home. Whether or not they are turned on is another thing.

★

Radio's progressive attitude can again be illustrated by its "listenership" research. It did not try to cloud the issue, but went right to the heart of the problem. How many people listen at a certain time to a certain program over a certain station was something that competitive media evaded in favor of "circulation" figures of those who might be potential prospects for advertising.

INTRODUCING Proves High Spot



FRAN HEYSER . . . KMBC's Production Manager

Fran Heyser came to KMBC from Broadway, and in a sense it was a homecoming, for he had lived in Kansas City most of his life, had gone to school here, trained here for the concert stage, and his home and family were here. It was a nice place to come home to. On Broadway he had sung in Sigmund Romberg's "New Moon," selected for his role by Romberg himself; he had been signed for the Rodgers and Hart "Heads Up," with Ray Bolger, Jack Whiting and Victor Moore; and had played in the revival of "A Connecticut away as LaJunta, Colorado. Yankee."

He had been the juvenile in the immortal Maxwell Anderson-Laurence Stallings, "What Price Glory" on tour; had played the Swede in Mary Boland's great comedy, "The Cradle Snatchers," dying his hair a beautiful simonpure Scandinavian yellow with grease paint and gilt radiatorfinish. He had been the majordomo in "Grumpy," one of the greatest successes of the English actor, Cyril Maude; and the movie director in "The Whole Town's Talking." And if it had been "Oklahoma" by Rodgers and Hart opening on Armistice Night, 1929, instead of "Heads Up" by the same team, KMBC might now be short one good production manager. But even with the glittering cast assembled for the show, even with the Rodgers-Hart score. there was a little thing called a depression with which to cope. Not even Rodgers and Hart could buck Black Friday and the market crash. The theater quietly folded, and a new trend began. Eddie Cantor went to Hollywood to make "Kid Boots"; Kate Smith was in radio, singing "When the Moon Comes Over the Mountain," after proving a smash hit in "Hit the Deck" and "Flying High." Fran Heyser was in radio, too. With lyceum, concert, musical comedy, theater and stock experience, he was, of course, splendidly equipped for this new medium. But he had got into it purely by accident. Home in Kansas City for a flying Christmas trip, he ran into Hugh Studebaker of KMBC. They had been together in lyceum work, when Fran was singing in a group billed as the Scotch-Irish quartet and Hugh, managing the unit. Now Hugh was in radio at KMBC, along with Ted Malone, Jane and Goodman Ace, and a positive nursery of network stars. One thing led to another, and by curtain time the next night, Fran was playing to a microphone in Studio A. His first big radio success was as Grandpa Beasley in the KMBCoriginated "Happy Hollow" on the CBS network. In 1934 he was made production manager, and since then has directed KMBC's far-famed "Brush Creek Follies."

Truman Interview On Election Night

Local angle of the national election, with Gene Dennis of KMBC interviewing Vice President Truman for the coast-to-coast CBS hookup, proved one of the high spots of the entire network coverage on November 7.

Dennis' seven-minute interview came at 8:25, preceding the first CBS regional roundup of returns, and was handled from the election night headquarters of the thensenator in the penthouse of Kansas City's Muehlebach Hotel.

News Staff on Hand

Entire KMBC news staff was on hand in the station news room, with Erle Smith, head of the department, appearing on the half hour throughout the evening, to give local and state returns for both Kansas and Missouri. He was also on the air with his regular, sponsored newscasts at 9:30 and 11 o'clock.

Sizable number of KMBC listeners had the advantage of the elaborate KMBC-CBS election score card, making it possible to tally votes, percentages, and electoral totals, state by state for both major parties.

The card, which was offered on nearly 8,500 listeners, some as far

CBS remained on the air until 4 a.m., signing off three quarters of an hour after Governor Dewey conceded the election at 3:15.

Koerper Heads Red Cross Drive

Karl Koerper, vice president and soring the "Midland Minstrels."



Herewith are listed new program contracts over KMBC taking effect between October 8, 1944, and December 5, 1944.

International Silver — Sponsoring "The Adventures of Ozzie and Harriett," starting October 8, 1944. 5:00-5:30 p.m., CWT, Sundays.

City National Bank & Trust Co. Sponsoring Big Six Football with Sam Molen, starting October 14, 1944, 2:20-5:15, CWT, Saturdays. Hercules Powder Company-Sponsoring "The American Story," starting October 17, 1944, 8:30-9:00 p.m., CWT, Tuesdays.

Kansas City Southern Lines-Sponsoring the Kansas City Philharmonic Orchestra, starting October 19, 1944, 7:00-7:30 p.m., CWT, Thursdays.

Jenkins Music Company-Sponsoring News with Henry Goodman renewal, starting October 23, 1944, 9:45-9:50 a.m., CWT, Mondays, Wednesdays and Fridays.

all KMBC newscasts for the last Duff & Repp Furniture Companythree days before Election Day. Sponsoring News with Erle Smith, brought written requests from starting October 26, 1944, 3:25-3:30 p.m., CWT, Mondays through Saturdays.

> Pratt & Whitney Aircraft Corporation of Missouri-Sponsoring "Salute to the Stars and Stripes" renewal, starting October 30, 1944, 8:00-8:15 a.m., CWT, Mondays through Saturdays.

> Purity Bakeries - Sponsoring the "Texas Rangers," starting November 6, 1944, 5:00-5:15 p.m., CWT, Mondays through Fridays.

> Griffin Manufacturing Co.-Sponstarting November 10, 1944, 7:30-7:45 a.m., CWT, Mondays, Wednesdays and Fridays.

Since the dawn of radio, various ways and means have been undertaken to measure the elusive factor of "listenership." The costly method of personal interviews was tested by ringing door bells—house to house. Random use of the mails has been popular to some extent. And in recent years there have been developments of mechanical devices on the radio set itself for measuring the tune-in pecularities of the listener under study.

The telephone has become the most widely accepted in the field of "listenership" research. Practically everyone at one time or another has been questioned over the phone as to whether or not his or her radio set is turned on-and if so. to what station and program the radio set is tuned. By the acceptance of such methods, it can be said that progress has definitely been made in learning listener likes and dislikes as to individual periods and programs.

Radio, seeking ever the ultimate in overall operation feels now that it is ready to embark upon another phase of research to supplement further the complete story of what the advertiser gets for his money when he spends it in radio. Plans have been crystallized for setting up a radio yardstick -a "circulation" method similar to that of the Audit Bureau of Circulations for newspapers.

This plan will place before those interested an analysis by ample sampling of the "circulating" coverage for all radio stations. From this report you will not know how many people are listening at a certain time to a certain radio station. You will not know how many families are tuned in to your particular program. This is not the intention of the radio vardstick, no more than it is the intention of the ABC to tell how many families read a certain page or advertisement of a newspaper. What you will have before you is a reliable report on "circulation" as an industry study under auspices of the National Association of Broadcasters.

 \star

In no other media will the advertiser have a clearer picture as to what he is buying. He will have his government figures as to the number of radio sets in all parts of the country. He will have "circulation" figures through the Broadcast Measurement Bureau. And then, he will have his monthly reports of "listenership." Radio again is making a forward step in establishing it more firmly ebs than ever-the top advertising medium in the American System of Free Enterprise.

Russell Crouse, another Kansas treasurer of the Midland Broadcast-Citian, produced "Life With ing Company.

managing director of KMBC, has just been named general chairman of Kansas City's \$2,000,000 Red Cross drive, to be launched in March.

In announcing Mr. Koerper's acceptance, Byron T. Shutz, chairman of the committee which selected him, and a prominent figure in civic affairs in Kansas City, said, "We feel that Mr. Koerper's experience and widespread familiarity with the business life of the city will help assure the success of the campaign."

Mr. Koerper has long taken a leading part in civic and charity work in Kansas City, having served as head of the Chamber of Commerce membership drive committee, and in previous Red Cross and war chest drives.

He is also a member of the board of directors of the Citizens War Manpower Committee, the War Chest Fund, the Philharmonic Orchestra Association, the Boy Scout Council, the Juvenile Improvement Association, and serves in other worthwhile organizations in Kansas City and Jackson County.

Father," which has run five years on Broadway. But "Brush Creek," directed by Fran Heyser, is already in its eighth season here in Kansas City, playing at first run theater prices, and turning them away nearly every Saturday night.

And when the Follies goes on Hollander Furs and Hollanderizing tour . . . well, "Brush Creek" played to a record house of more than 4000 in St. Joseph, at its outof-town opening this year.

So without further ado, shake Fridays. hands with Fran Heyser, KMBC's | Trimz - Sponsoring the KMBC brilliant and polished production Creek" runs on greased wheels. Mondays, Wednesdays and Fridays. Next month meet Sid Walker, who only a few months ago became

Alpen Brau Beer-Sponsoring "945 Melody Road" renewal, starting November 10, 1944, 9:45-10:00 p.m., CWT, Mondays, Wednesdays and Fridays.

Spear Mills-Sponsoring the "Texas Rangers," starting November 11, 1944, 7:00-7:15 a.m., CWT, Mondays through Saturdays.

Duff & Repp Furniture Company-Sponsoring "The Salon Group," starting November 12, 1944 12:10-12:25 p.m., CWT, Sundays.

Marvene Soapless Cleaner-Sponsoring the KMBC "Happy Kitchen" with Nancy Goode, starting November 13, 1944, 9:30-9:45 a.m., CWT, Tuesdays and Thursdays.

Hercules Powder Company-Sponsoring "Music in Dance Time," starting November 20, 1944, 11:20-11:35 p.m., CWT, Mondays through Fridays.

John Taylor Dry Goods Company-Sponsoring "Starlight Rhapsody," starting November 23, 1944, 8:00-8:30 p.m., CWT, Wednesdays.

Motor Radio Company-Sponsoring "Sunday Morning Sports Huddle" with Sam Molen, starting December 3, 1944, 9:30-9:45 a.m., CWT, Sundays.

Webster Cigars, Kaywoodie Pipes -Sponsoring Sunday Sports with Sam Molen, starting December 3, 1944, 6:10-6:15 p.m., and 9:40-9:45 p.m., CWT, Sundays.

-Sponsoring "The Happy Home" with Caroline Ellis, starting December 4, 1944, 8:30-8:45 a.m., CWT, Mondays, Wednesdays and

"Happy Kitchen," starting Decemmanager, who sees that "Brush ber 4, 1944, 9:30-9:45 a.m., CWT, Hercules Powder Company-Sponsoring "The American Story" renewal, starting December 5, 1944, 8:30-9:00 p.m., CWT, Tuesdays.

December 15, 1944

INSIDE COLUMN

Page 3

KMBC Production Staff Comes Up With Three New Ones, Two Already Sold ON THIS MONTH'S feartbeats

Three new KMBC shows, two of them tailored to individual sponsors, are on the air now, bringing to nearly 50 the number of KMBCproduced programs heard regularly over this station, according to Sam H. Bennett, vice president in charge of sales.

"Sunday Morning Sports Huddle," with Sam Molen, KMBC's director of sports, is a localized show, in which Kansas City sports are covered and Kansas City sports personalities brought to the microphone. Sponsored by the Motor Radio Company of Kansas City, for Motorola, it went on the air December 3, in the 9:30 a.m. spot.

One of the most elaborate KMBC weekday shows is the new "Starlight Rhapsody," a story of Kansas City's Quality Hill days, produced by Gene Dennis for the John Taylor Dry Goods Company. The halfhour musical, with a narrative background, is heard Wednesday evenings at 8:00-8:30, CWT, and is the second program for John Taylor now being broadcast over KMBC.

CATHY LEWIS . . .

Well, whatcha know, the perfect secretary, that Fata Morgana of the swivelchair schwarzkorps, turns up on lyory Soap and Oxydol's "I Love a Mystery!" Cathy Lewis, who plays the part, is the glamor girl due north, and getting conked with a crankshaft is run-of-mine in what happens to HER! She's heard on KMBC Mondays through Fridays at 10 p.m., CWT.



'Winged Victory' **Chorus Over KMBC**

Entire chorus from Moss Hart's Army Air Force Show, "Winged Victory," gave a 25-minute concert over KMBC during the Kansas City engagement of the production. Group, directed by Sgt. Manny Rosenberg, assistant choral director for Lyn Murray in civilian life, used music from the show, including the famous "Whiffenpoof" and Army Air Corps songs "Winged Victory" was a sellout during its one-week stay in Kansas City, on its transcontinental tour.

This Passing Parade





GENERAL ARNOLD . . .

General H. H. ("Hap") Arnold, commander of the Army Air Forces, (above) speaks over KMBC on his first visit to Kansas City, to address the annual conference of officers and department heads of the Veterans of Foreign Wars. His half-hour talk to the conference was broadcast from the President Hotel. Earlier in the day, General Arnold was the guest at a reception given by Mayor Gage of Kansas City, at the Hotel Muehlebach. Lieut.-Col. Charles W. Davis (right), awarded the Congressional Medal of Honor for outstanding heroism and leadership during the "Battle of the Galloping Horse" in the Guadalcanal campaign, is heard on Hercules Powder's "American Story," urging the home front to stay on the job and keep supplies rolling. Colonel Davis is an instructor in the Command School at Fort Leavenworth.

-Staff Photo.

Grid Classic Gave **KMBC Wide Margin** KMBC lead its closest runner-up

MONICA LEWIS . . .

"Johnny Two by Four" gave Monica Lewis her first role on Broadway, but with a face like the one she's wearing she could have sung "Johnny One-Note" with the same results! Now she's a featured vocalist on Chesterfield's "Music That Satisfies," heard on KMBC Tuesdays, Wednesdays and Thursdays at 10:15 p.m., CWT.



PATRICE MUNSEL . . .

Prudential's "Princess Pat," singing for the insurance company on its Sunday afternoon "Family Hour," 4:-4:45, CWT, over KMBC, is probably the youngest and certainly the prettiest coloratura to give with the Bell Song from Lakme since Leo Delibes laid down his pen! And there hasn't been such a furor over an operatic debut since Cinderella went to the ball. Miss Munsel recently sang in concert in Kansas City.

lmost 2 to 1 in broadcasting the Thanksgiving KU-MU annual grid classic, according to Robert' S. Conlan and Associates, Radio Audience CESAR ROMERO . . . surveyors.

Supporting this statement with exact figures—of the 1,449 people who answered the telephone survey of those who were listening 44.3% answered KMBC and 25.2% said they were listening to the other stations also broadcasting the game.

\$20,000 for Naming Swan Soap's Swan

Winner's choice of \$20,000 in a lump sum or \$100 a month for life is the hypo in the Lever Brothers "Name the Swan" contest, which closed December 15, after a twomonth run on the Burns & Allen evening show and the daytime strip, "Bright Horizon," both heard over KMBC and the CBS network.

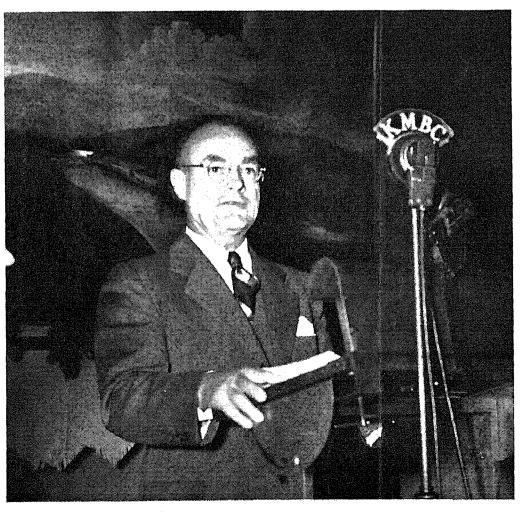
Total of 507 cash prizes is offered, adding up to \$30,000. Idea is to find a first name for "Mama Swan," the Donald Duck-ish trademark which has set the pace for Swan advertising since the soap was introduced some years ago.

'Pleasure Parade' Heard For 4-Way Cold Tablets

Second show over KMBC for Beaumont Laboratories Four Way Cold Tablets (in addition to "Brush Creek Follies") is "Pleasure Parade," transcribed, with Jimmy Wallington as master of ceremonies. "Parade," featuring all-time favorites among popular songs, and using well-known dance orchestras, goes on at 4:45-5:00 p.m., CWT, Mondays, Wednesdays and Fridays. Heard Tuesdays and Thursdays at the same period is "Song Star Revue."

Cesar Romero (right), lately of the cinema and currently Chief Boatswain's Mate 2/C, United States Coast Guard, appears on "The American Story" over KMBC, playing the leading role in a dramatization of the Saipan campaign. The part was somewhat familiar to the film star, as he had last summer played a strictly non-theatrical engagement with the enemy at both Saipan and Tinian. In Kansas City for "Tars and Spars," touring stage production of the Women's Coast Guard Auxiliary, Romero is seen here with Gene Dennis, producer of "The American Story," and coordinator of war activities of KMBC. At the end of "American Story," Romero also made a plea for a continuing allout effort on the supply lines.





CLAUDE WICKARD . . .

The Secretary of Agriculture comes to the KMBC microphone in a special broadcast on the future of agriculture in America. Mr. Wickard, who has spaken over KMBC several times previously, as the guest of Phil Evans, KMBC's director of farm service, during his noon hour Farm Chats, was in Kansas City for the national convention of the Future Farmers of America, to deliver the principal address of the convention of young farmers. His apcearance over KMBC was in line with this station's policy of giving outstanding service to the 231,580 rural radio homes in the KMBC primary coverage area. More than seventeen hours of farm programming is broadcast each week over the station.



FOR OUR CHIPS SHE'S THE JACKPOT . .

Leave it to us and Doris Singleton, who's a supporting player on the Lux Radio Theater, would support herself right into featured parts with program credits. The Lux Theater is heard over CBS and KMBC Mondays in a full-hour program, 8 to 9 P.M., CWT, for Lux Toilet Soap and Lux Flakes.

Elgin To Present Two-Hour Christmas Show On KMBC

Four New Network Shows Make Debut On KMBC In Month

Three new network shows, for Old Gold, Procter & Gamble, and Sweetheart Soap are on the air over KMBC, with a fourth, "Let Yourself Go," with Milton Berle, for Eversharp, scheduled to make its CBS debut on Wednesday, January 3.

"Which Is Which" for Old Gold Cigarettes, Wednesdays at 8:30 on KMBC, brings Ken Murray as master of ceremonies, with a show which is unquestionably something new in audience-participation programs.

Four to five comedy routines are presented on each show, the trick being to tell whether the voice giving out with the funny talk is the strict McCoy or a *trompe l'oreille* facsimile. Studio customers get cash on the line when they hit it on the nose.

New P. & G. Evening Show

Personalities—or imitators—already presented have included Charles Boyer, Lana Turner, Billie Burke, Hugh Herbert, and an impersonation of Al Jolson, the mammy singer, by Jack Oakie.

"The FBI in Peace and War," for Procter & Gamble's Lava Soap, a Saturday evening show, and the fifth which P. & G. is sponsoring over KMBC, had its premiere November 25, on the 7:30-7:55 arc.

Scripts, definitely on the "Stranger than Fiction" side, are by Max Marcin, author of the "Crime Doctor" series, and Frederick L. Collins, author, correspondent, and criminologist of note, and are based on Mr. Collins' book of the same name, "The FBI in Peace and War," a best seller of recent seasons.

New Sweetheart Soap Strip Sweetheart Soap, which also sponsors John Cameron Swayze's 12 noon newscast on KMBC Mondays, Wednesdays and Fridays, comes in with a new five-a-week daytime strip, "The Strange Romance of Evelyn Winters," the story of Gary Bennett, a play,wright and Evelyn Winters, his ward, the daughter of his commanding officer, killed in action in the war. It's heard on KMBC at 4:15 p.m., CWT, with "Bachelor's Children," the Continental Baking serial for Wonder Bread and Hostess Cakes, shifting to 3:30. "Let Yourself Go," the new Eversharp program starring Milton Berle, Broadway, night-club and screen comedian, moves to CBS on January 3, and will be heard over KMBC at 10:30 p.m., CWT, Wednesdays, the spot vacated when the Nelson Eddy show changes over to Sunday.



Army-Navy Game Exclusive On CBS

Army-Navy kickoff on December 2 at Annapolis, broadcast over KMBC and the entire CBS network by the Gillette Company, was also heard by G.I. Joe along the Rhine, in Rome, in the Philippines, and in every U.S. theater of war.

Gillette, which will also sponsor the Orange Bowl game between Georgia Tech and Tulsa at Miami on New Year's Day, bought the full Columbia network, both domestic and in Hawaii, putting the accent in behalf of retailers on the sale of war bonds. The Armed Forces Radio Service took over the shortwave broadcast.

Game was exclusive with CBS, which did a 4A job on it, clearing a 15-minute period the night before for a last-minute prevue of activities in Baltimore, and presenting the songs of both service academies.

Ted Husing, CBS's ace sports announcer, who handled the game, has seen every Army-Navy clash since 1924 and has broadcast 18 of them. He was also at the microphone for the Gillette broadcast of the Kentucky Derby, over KMBC and the network, last May.



CAPT. BOB CRAWFORD . . .

Capt. Bob Crawford Pays Visit To KMBC

Captain Bob of the KMBC "Texas Rangers"—who is now Pvt.

Two-hour Christmas show for Elgin Watches, now in production at J. Walter Thompson, is lining up a list of names that easily could double for the payroll at Paramount.

Jack Benny, Bob Hope and Don Ameche are already on the dotted line, with other film stars coming up in such profusion as to bring them to the microphone practically in squads.

Length of the show alone—two hours, in an industry geared almost 100 per cent to the half-hour format—offers tremendous possibilities, and Thompson agency is not the one to muff the opportunity.

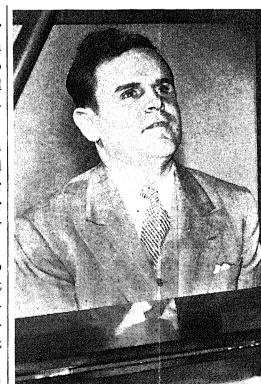
Show will play the entire CBS network, going on the air over KMBC from 3 to 5 p.m., CWT, Christmas afternoon.

Chesterfield Show Offers Own Tabloid Hit Parade

Downbeat for a new type of hit parade was Tuesday, October 17, when Chesterfield's three-a-week quarter-hour, "Music That Satisfies," went on the air over KMBC and the CBS network.

With Paul Baron's orchestra and two featured vocalists, Johnnie Johnston and Monica Lewis, each program introduces one new musical number. A jury selects the best of the three for the current week, and the No. 1 tune gets top billing on the following Tuesday.

Martin Block, known to a good many listeners as conductor of the "Make Believe Ballroom," is emcee for the show, which is heard over KMBC at 10:15 p.m., CWT, Tuesdays, Wednesdays and Thursdays.



ALEC TEMPLETON . . .

Bach To Boogie Put Alec Where He Is!

From Beethoven to boogie woogie might look to the long-haired boys like a seven-league drop in the wrong direction, but it has landed Alec Templeton in the well-known groove.

Recognized as radio's leading novelty pianist, he appears this year as co-star, with James Melton, of Texaco's platinum-mounted Star

Theater, high-lighting such emerald-cut solitaires as Mary Martin, Celeste Holm, Grace Moore, Rise Stevens . . . and Beatrice Lillie maybe.

In spite of the glittering competition, Alec has proved not merely a pianist of parts, but a comedian of calibre, wriggling himself into one of the fattest parts in radio. Texaco Theater, marking Texaco's eighth consecutive season on CBS, is heard on KMBC at 8:30 p.m., CWT, Sundays, with Al Goodman's orchestra.

Nelson Eddy Show Moves To Sunday

With program of December 17, Nelson Eddy show moves to Sunday afternoon at 3:30-4:00 p.m.,

CWT, taking over the Coca-Cola "Pause That Refreshes" spot.

Sponsors, 160 Electric Light & Power Companies, through N. W. Ayer & Son, have the Sunday spot

sewed up for 44 weeks, or until middle of next October, when the show will complete a 52-week schedule.

Half-hour program, which has been heard on Wednesday night, presents Nelson Eddy and a guest soprano in ballads and art songs, with duets from some of Nelson's most famous films.

Format also includes a spot of comedy, and so far the star has kept Robert Armbruster, his conductor, and the supporting cast well in hand by threatening to sing "Shortenin' Bread" when the situation gets out of control. To date it's proved 100 per cent on the cagy side.

Title Changes For Three On Network

Title changes for three CBS programs over KMBC chalk up the "Matinee Theater" for Vicks, starring Victory Jory and replacing "Dangerously Yours," as the show was known last summer. Jory is currently on Broadway in "The Perfect Marriage" with Miriam Hopkins.

Change allows a good deal more scope in selection of material, since programs, which began with dramatizations of Noyes' "The Highwayman" and the story of Robert the Bruce, are now using adaptations of Hollywood scripts, including both comedy and drama.

"The Scarlet Pimpernell," "Jane Eyre," "Mr. and Mrs. Smith" and "Hold Back the Dawn" have been heard recently, with Jory requesting listeners to send in their choice for future programs. Matinee Theater is heard over KMBC at 1 p.m., CWT, on Sundays.

Second show to scratch the title is "Tonight at Hoagy's," for Nu-Made Mayonnaise, distributed by Safeway Stores. Program is now billed as the "Hoagy Carmichael Show," polishing off the composer, pianist, film-stinter and radio emcee's whole identification. Show is heard on KMBC Thursdays at 10:30 p.m., CWT.

Third change brings "Here's to Romance" back to the log for Bourjois, after a seasonal changeover to "Ray Bloch's Orchestra" for the same program during the latter part of the summer. "Romance" goes on the air over KMBC at 10:30 p.m., CWT, Fridays.

Bob Crawford of the U.S. Army----recently visited the station and his old friends at the Brush Creek Follies.

His fans were pleasantly surprised as he came out on stage singing the most popular of all his well-known original compositions— "I Traded My Penthouse for a Puptent." He is stationed at Camp Chaffee, Ark.

Bob reports that he is still close to radio, though not an entertainer in the Army. He is studying communications and is learning a little about the technical end of Infantry sets, but he has no ambition to go technical in radio as a civilian. "I'd rather entertain" he com

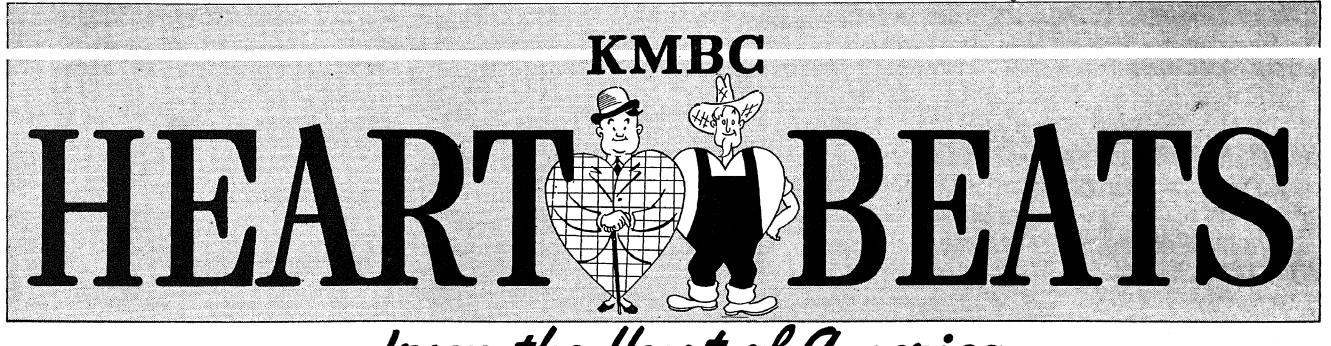
"I'd rather entertain," he commented, to the delight of the radio audience in the Heart of America.

Philadelphia Orchestra Again Heard Over KMBC

Symphony lovers now may hear three great symphony orchestras in weekly concerts over KMBC, with the scheduling of the Philadelphia orchestra on December 2.

New York Philharmonic is heard on Sunday afternoon, 2:00-3:3) CWT, the Kansas City Philharmonic, Thursday evenings at 7:00-7:30, CWT, and the Philadelphia Symphony Saturday afternoons at 4:00-5:00, CWT.

Philadelphia orchestra, under Eugene Ormandy, is broadcast from the Academy of Music in Philadelphia. Guest conductors will also be presented, Pierre Monteux of the San Francisco Symphony taking the podium January 6 and 13. Guest soloists duplicate many of those scheduled for the New York Philharmonic, giving the listener a chance to hear them in two appearances.



VOL. 3, NO. 1

KANSAS CITY'S RADIO MERCHANDISER

FEBRUARY 1, 1945

KMBC Announces Dr. C. F. Church As **Education Head**

Coincident with the resignation of R. Edwin Browne, who for four years has been KMBC's director of education, Dr. Charles F. Church, Jr., has been named his successor.

In accepting the resignation of Mr. Browne, who early in 1945 became director of public relations for the University of Kansas, and in announcing the appointment of Dr. Church, Arthur B. Church, president of KMBC, issued the following statement:

"It is with genuine regret that we accept the resignation of Edwin Browne, who has been offered an important post at the University of Kansas. Mr. Browne has contributed much in extending the usefulness

Dr. Charles F. Church οf

KMBC's educational and religious programs. "His contributions in building

Ring in the New! **KMBC Ends Record Year Of Radio Developments**

Crowded with achievement, and bringing the promise of even greater things to come, 1944 stands out as one of the most inspiring, most successful years in the history of KMBC and the Midland Broadcasting Company.

The year saw the station filing application with the Federal Communications Commission for 50 kw transmission and a change of wave length from 980 to 540.

Frequency Modulation broadcasting of all KMBC programs from 12 noon to signoff daily, and from 7 a.m. on Sunday, was inaugurated on June 24, at a ceremony presided over by Arthur B. Church, president of KMBC, and attended by distinguished figures of the radio industry throughout this area. The F-M schedule is operated as an additional service to advertisers, at no extra cost to them.

Brought Burns & Allen An outstanding contribution of the station to the U.S. Treasury Department's fourth war loan, in June, was the bringing of Dinah Shore and Burns and Allen, with their supporting cast, to Kansas City, so that the regular comedy program might originate from the Municipal Auditorium here, as the opening event of the drive in Kansas City. The program sold \$11,-000,000 in bonds, with an audience | Mr. Molen came to Kansas City of 12,000 individual purchasers gaining admittance to the broadcast.

the Pickwick Hotel. Program, traffic and talent are now grouped in the eleventh floor penthouse, together with engineering and control.

Installation of air conditioning and redecoration of offices continued throughout most of the summer. New tenth-floor reception room with striking modern decor and fluorescent lighting was completed early in the fall. .

New Executives

Among executives, Sam H. Bennett, whose outstanding work as head of sales for KMBC since 1940 has given him added national prominence, was named vice president of the Midland Broadcasting Company in June. Sidney Walker, long a figure in banking and industrial circles in Kansas City, became treasurer. Three new department heads joined the station in May, Rod Cupp as program director, Dr. Charles F. Church, Jr., to head a new department of educational research, and Sam Molen as sports

NAB COMES TO K.C.

Important wartime sessions for the NAB 10th district are being held in Kansas City February 7 and 8. With vital industry developments up for discussion it is expected that most of the radio stations in Missouri, Iowa and Nebraska will be represented. NAB officials coming to Kansas City from Washington include J. Harold Ryan, president; Lewis H. Avery. NAB director of broadcast advertising, and Hugh Feltis, president of the newly formed Broadcast Measurement Bureau. Of particular importance is the call for support of the BMB by Mr. Feltis. Kansas City's Chamber of Commerce will hear Mr. Ryan in a discussion on "A Quarter Century of Broadcasting in America," while Mr. Avery is appearing before the Rotary Club on the subject of broadcast advertising.

KMBC Talent Stars Wrapped Up for '45

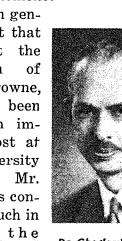
Sponsor renewals and new contracts on KMBC programs and KMBC personalities are rolling up, Sam H. Bennett, vice president and director of sales, announces, with Caroline Ellis, Phil Evans, Erle Smith, Henry Goodman, John Cameron Swayze, and Sam Molen all wrapped up for the new year. Celanese Corporation of America renews the KMBC "Happy Home" with Caroline Ellis, for Celanese Fabrics, on Saturday morning at 8:30, while Mrs. Ellis' other sponsors, Mentholatum and Hollanderizin' Corporation, continue. Phil Evans for Cinder Blox On the KMBC "Happy Kitchen' Trimz, the ready-pasted, ready-toapply wallpaper borders made by United Wallpaper Factories, Inc., for wartime "do-it-yourself" redecorating, has the Monday, Wednesday and Friday programs at 9:30 a.m., CWT. Tuesday and Thursday periods are sponsored by the CZ Chemical Company, of Beloit, Wisconsin, for Marvene Soapless Suds, an all-purpose, concentrated cleaner in powder form, for dish washing, family and personal laundry, household cleaning and even drain pipes. Phil Evans' Grain and Produce Markets, at 12:30, Monday through Friday, will be broadcast, on a six months' basis, for Cinder Blox, made by the Cinder Concrete Products Company of Kansas City.

KMBC Will Salute Entire Industry In National Campaign

A pioneer in its own right. KMBC of Kansas City in recognition of broadcasting's 25th anniversary has been pledged by Arthur B. Church, founder and president, to devoting its trade paper space, color pages, in salute to those radio stations that are responsible for pioneering attainments in the development of broadcasting.

During the past year the theme of KMBC's advertising space also has been strictly institutional, "dedicated in behalf of American Broadcasting to the home and the community." An elaborate 20-page brochure entitled, "Setting the Stagefor Broadcasting's 25th Anniversary," will soon be distributed throughout the industry. It will explain the significance of KMBC's past campaign and set the stage for the new one.

Typical "Heart of Americans" from all walks of life were interviewed by KMBC last year to tell how radio serves their needs in war as in peace. This material constituted the theme back of KMBC advertising.



the 'KMBC Schoolhouse' series of broadcasts and in conducting the 'Little Office Behind the Church Organ,' a practical half-hour religious discussion broadcast weekly over KMBC, have been major contributions to the station's public service programs.

Doctor Church Well Known

"We are happy, however, to see him return to his alma mater as the new K.U. director of public relations, where he will continue to have contact with the KMBC educational department.

"Although we feel we are suffering a loss in Mr. Browne's decision to return to the University of Kansas, we are extremely fortunate in having available an immediate successor in Dr. Charles Church, who has, during the past year, made a nation-wide survey on radio and education, and whose long preparation in the educational field fits him admirably as director of education at KMBC.

"Dr. Church received his bachelor's degree from the University of Iowa in 1924; his master's degree from the University of Iowa in 1925, and was awarded the degree of doctor of philosophy by Ohio State University in 1942. In addition to his new duties, he will continue to serve as acting director of research.

Survey Made Last Summer

"Dr. Church's enthusiasm in the potentialities of radio as an educational medium are due in a large part to the splendid hospitality and invaluable information extended him by broadcasters and educators the nation over during his 1944 study. My brother and I hope that a summary of the information and facts he has obtained in this survey may be placed in the hands of the industry this year."

KMBC is a pioneer in educational radio programs, giving them a place of major importance.

Expansion of station activities during the year made necessary the lease of 8000 square feet of additional office space, with executive and administration departments, sales and sales promotion, and allied offices taking up the entire tenth floor of the studios in

director. Mr. Cupp had been production manager of WLS in Chicago; Dr. Church, a brother of Arthur B Church, was a member of the facfulty of Bowling Green University, Bowling Green, Ohio. Dr. Church was this month announced as the new educational director of KMBC. from the West Virginia Network at Charlestown.

Death of Mark Smith

The death in July of Mark Smith director of research and merchandising, and a pioneer in these fields in radio, saddened the entire staff of KMBC, for Mr. Smith had been associated with Arthur B. Church and the station for thirteen years. (Continued on Page 2, Col. 4)

KMBC News Sponsors

Renewals of Erle Smith and the News at 11 p.m., by Muehlebach Pilsener for 52 weeks, and John Cameron Swayze and the News at 12:55 p.m., also for 52 weeks, by the National Biscuit Company for Premium Crackers, Nabisco and Home Maid Grahams, are in, and the Curtiss Candy Company takes over the 9:45 a.m. newscast by Henry Goodman on Tuesdays, Thursdays and Saturdays.

Sinclair Refining Company renews its 9:40 Tuesday, Thursday and Saturday sportscasts with Sam Molen, leaving but few choice availabilities on the KMBC talent schedule.

This year's campaign is unique from that of 1944 in that individual stations, instead of the industry as a whole, will be singled out for salute by KMBC. Starting with full pages on both WWJ of Detroit and KDKA of Pittsburgh, as pioneer broadcasting stations, future advertisements will note such other pioneering developments as the stations with the first commercial broadcasts, first radio news department, first chain broadcasting, etc. KMBC sent out to all American radio stations personal letters of invitation to participate in the campaign.

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Listed below are items of particular interest to grocers and druggists in this month's issue of Heartbeats.

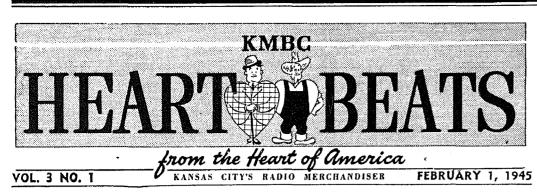
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"And fix the radio so my wife can't get Frank Sinatra while she's driving. That's what caused the accident!'

Page 2



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

KMBC and KMBC-FM of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Director of Promotion, Press Relations and Merchandising Helen Slater, Associate Editor Emily M. Underwood, Associate Editor

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373

NEW YORK (22) 444 Madison Ave. Plaza 5-4130 HOLLYWOOD (28) 6331 Hollywood Blvd.

Hollywood 2151

SAN FRANCISCO (4) 111 Sutter Sutter 4353 ATLANTA (3) 322 Palmer Bldg.

Main 5667

The Story of Broadcasting

In recognition of Broadcasting's 25th anniversary this editorial space will be given over from month to month to the story of broadcasting and its remarkable growth. Highlights from the attainments of other pioneer broadcasters will also be included in future editions of Heartbeats.

Radio has gone a long way since the days of the crystal receivers and the carbon microphones. Today on the eve of its 25th anniversary broadcasting has developed into mankind's greatest means of mass communication. A civilized world has come under its influence propagating better ways for better living in every station of life.

Possibly in no other industry have the discoveries and attainments of so few meant so much to so many. The story of broadcasting's modern day advancements could best be thought of as a mural from the lives of such pioneers as Edwin H. Armstrong, Dr. Lee de Forest, Dr. Frank Conrad and Professor Edouard Branly. To these history making scientists could be added the names of "wireless" amateurs throughout the land whose vigils kept an infant industry alive.

HEARTBEATS

St CC INTRONDUCING



CAROLINE ELLIS . . .

There are women born to become great personalities, to burn like magnificent blue stars throughout their lifetime, as others are born to more prosaic destinies.

Such a woman is Caroline Ellis, KMBC's nationally known woman commentator. Two generations earlier, she might have been a Lucretia Mott, a Susan B. Anthony, an Elizabeth Cady Stanton; might even have gone — smartly furred and hatted-to jail with Emmeline Pankhurst.

But in the days since Mrs. Pankhurst fought for women's rights. women themselves have found a more cogent weapon. If the pen is mightier than the sword, so, too, is the silver voice of radio more persuasive than the hatchet Carry Nation used.

Caroline Ellis has been in radio nearly fifteen years, and her record has been spectacular. But as is true of many brilliant successes, the foundation of hers was driven deep in the solid rock of creative living. Today when people ask Caroline

what she talks about on the air, she replies, "Oh, anything that interests me." That usually throws them for the next ten lines of the script. What they don't know is that what interests Caroline is something for the book! One day she may tell her audi ence how to take mustard stains out of the Sunday tablecloth, on how to frighten "silver fish" away from the cedar chest. Or she may comment with homely and telling philosophy on the negro spiritual which asks, "Have mercy on our souls, O Lord, if you please." Sometimes she tells a story. It may be a folk tale from Roark Bradford. Or it may be that matchless classic of Anatole France, too little known, "The Procurator of Judea," in which Pontius Pilate, long since retired, and unaware of the only claim he will have to history, discusses with a visitor a case which he had tried long ago . . only to find that he cannot recall either the name or the sentence he had passed on a Carpenter from Nazareth. Before she entered radio, Caroline had had outstanding careers in three other fields: farming, journalism and retailing. And when Caroline says farming, she means farming — cooking for thrashers, breeding hogs to ship by the carload. Only when she was widowed did she seek a career outside her home. The story begins with Burris Jenkins, when that nationally known clergyman-publisher was making history on the old Kansas City Post. Most women, even those who later scale the heights, start out modestly in journalism. Caroline Ellis began by writing editorials and a signed column for Dr. Jenkins, whose latter-day experiment in the Charles M. Sheldon type of journalism had focused the eyes of the entire country upon his newspaper.

burst like a rocket on the consciousness of career-minded women throughout this bright land. Midway of the decade, it occurred to Caroline that maybe she'd like retailing. And since with Caroline, thinking she might like something one day is actually to be doing it by noon the next day at the latest, she forthwith got a job in sales with Hudson's in Detroit.

That was the beginning. The end was somewhat different. Before she finished with retailing, she had been office manager, educational director — and buyer for one of Kansas City's largest department stores.

There was a shining new bauble called radio. Few people took it seriously. (This was the generation that remembered crystal sets and earphones).

But Caroline, who is both an iconoclast and a dramatist at heart, believed that radio could be used to sell. Thus, when an advertising agency called her for consultation

in 1932, Caroline casually produced a plan which was to revolutionize department store advertising. The program she originated then, with phenomenal results, is still on the air, unchanged as to format, content, or even time of day.

One of the largest mail order houses in the country wanted Caroline. She became Mary Ward, speaking regularly on the air. One of her talks sold 1617 pairs of hose; another, 9297 yards of percale; a third, 7242 towels.

She took a foods account for General Mills. After a 13-week tryout, the show, written by Caroline and produced by Fran Heyser of KMBC, was placed on the full Red network from Chicago.

Caroline's next move placed her among that company, small and most select, of independent commentators, of whom, among women, perhaps only Caroline Ellis can be compared with Dorothy Thompson. And when Caroline Ellis' epitaph is written, it well might take the immortal form of Edna Millay's sonnet for Inez Milholland:

"Upon this marble bust that is not I,



February 1, 1945

Herewith are listed new program contracts over KMBC taking effect between October 16, 1944, and January 1, 1945.

Omega Oil-Sponsoring News with Henry Goodman, starting October 16, 1944, 6:00-6:10 a.m., CWT, Mondays through Fridays.

Chesterfield Cigarettes-Sponsoring "Music That Satisfies," starting October 17, 1944, 10:15-10:30 p.m., CWT, Tuesdays, Wednesdays and Thursdays.

SweetHeart Soap - Sponsoring "The Strange Romance of Evelyn Winters," starting November 20, 1944, 4:00-4:15 p.m., CWT, Mondays through Fridays.

Lava Soap-Sponsoring "The F.B.I. in Peace and War," starting November 25, 1944, 7:30-7:55 p.m., CWT, Saturdays.

NuMade Mayonnaise - Sponsoring the "Hoagy Carmichael Show" renewal, starting December 28, 1944, 8:00-8:30 p.m., CWT, Tuesdays.

International Silver - Sponsoring "The Adventures of Ozzie and Harriet" renewal, starting December 31, 1944, 5:00-5:30 p.m., CWT, Sundays.

Premium Crackers, Nabisco, Home Maid Grahams—Sponsoring KMBC News with John Cameron Swayze renewal, starting January 1, 1945, 12:55-1:00 p.m., CWT, Mondays through Saturdays.

Cinder Blox-Sponsoring Grain and Produce Markets with Phil Evans. starting January 1, 1945, 12:30-12:35 p.m., CWT, Mondays through Fridays.

City, and sponsored first by Pratt

Typical of how broadcasting came of age is the story of Arthur B. Church and his development of a great broadcasting institution in the Heart of America called KMBC of Kansas City. Many a radio station today can trace back its early growth to the enthusiasms and visions of youth. From an adolescent hobby of wires strung hither and yon the seeds of more than mere curiosity blossomed forth into maturity.

Among the founders of the small farming community of Lamoni, Iowa, a young couple named Church endured the rigors all successful pioneers endure, and finally established a home on the edge of the town that, judged by standards there, marked the family as a prosperous one. There Arthur had, might we say, cluttered up a great deal of the premises. inside the house and out, with wires and apparatus in the pursuit of his hobby, wireless. From a window in his father's office which was shared to provide laboratory space he could look out on the farmyard where from a forty-foot pole on the barn to a hundred foot pool in the pasture was stretched his aerial.

Here was a typical scene of radio's early beginnings. In the practical sense, Arthur Church was a young man of vision. He had the faculty to look beyond the childhood momentary thrill of tinkering with a hobby to distant horizons where radio would become a vital and compelling force in our way of life. Possibly it was the comparative solitude of the small farm that instilled in young Arthur an appreciation of what radio could ultimately mean to American homelife. For here at his fingertips was a world on wings of sound bringing within the four walls of his little room in Lamoni a swift panorama of happenings from far distant places.

It was the patience of his parents that kept the spark alive. They had faith that their son would "make something" of this new fangled thing called "wieless." Not only did they encourage him to new heights in the pursuit of his hobby, but finally they, like thousands of other parents back in the dawn of the twenties found themselves lending an attentive ear to those strange musical tones in dots and dashes, but cupping hands over ears when the rotary spark gap crashed its messages into the ether. Such was the parental interest that has been credited for the sudden upsurge of public consciousness on radio's return to civilian use after the first world war. (To be continued.)

not fame . . ." wreath that

So without further ado shake hands with Mrs. Ellis. Next month, meet Sidney Walker, who last summer became treasurer of the Midland Broadcasting Company.

KMBC Ends Year Of Achievement In **Radio Industry**

(Continued from Page 1, Col. 3)

KMBC made history, too, in its commercial programming during the year. A real milestone in radio in this area was the signing of the Kansas City Philharmonic Orchestra for a completely sponsored season of 20 weeks on Thursday evenings, running from October to March.

Series is being broadcast for the Kansas City Southern Lines, with home offices in Kansas City. Railroad, running from Kansas City to the Gulf, has 10,000 employes and serves six states.

Sports plum which fell to KMBC during the season was the broadcasting of the full Big Six gridiron schedule, with Sam Molen at the microphone, for the City National Bank & Trust Company of Kansas City.

"Brush Creek" a Sellout

"Brush Creek Follies," KMBC's nationally famous barn dance, was sold on all periods available for sponsorship long before the season began. Show had an out-of-town opening in St. Joseph, under the aegis of the Lions Clubs of the city, which broke house records for the St. Joseph Municipal Auditorium, with an audience of more than 4000.

Among the many programs of cultural interest originated by the station during the year is "The American Story," created to help ameli-

& Whitney Aircraft of Missouri, makers of the engine powering the Hellcat, Corsair, and Thunderbolt combat planes.

New Show for John Taylor

"Starlight Rhapsody," a halfhour evening show for the John Taylor Dry Goods Company, went on the air in November, giving the store two programs over KMBC, its successful merchandising quarter hour at 9 a.m., "Joanne Taylor's Fashion Flashes," and the new entertainment feature.

An educational program which has attracted attention throughout the country as something new and worthwhile is the "KMBC Schoolhouse of the Air," broadcast three times a week, with student participation, and presented immediately preceding the CBS "American School of the Air."

In June the station observed, with Arthur B. Church as announcer for the occasion, the eighteenth anniversary of its "Classic Hour," believed to be the oldest continuous program in radio; and at Christmas time the annual broadcast of Handel's "Messiah" from the Stone Church of Independence, Missouri, went out from KMBC.

Promotion Keeps Pace

In keeping with the growth of the station, KMBC in September launched the largest advertising campaign ever to appear in this area in behalf of radio. More than 228,000 lines were used in a group of fifteen daily and weekly papers, blanketing the entire primary coverage area of KMBC.

And as was not unexpected, in view of the foregoing, a comprehensive survey on audience acceptance made in Greater Kansas City during the summer, showed KMBC maintaining its accustomed leader-

ship, with more than 46 per cent of all "firsts" on daytime strips, Monday through Friday, and 50 per cent more firsts than its nearest The 'twenties arrived. Retailing orate a manpower crisis in Kansas competitor on all evening shows.





LOUISE FITCH . .

Miss Fitch, the witch, is as neat a treat as they ever turn out! In "Two On a Clue," the 1:15 General Foods mystery Monday through Friday over KMBC, for Satina, she plays Debby Spencer, General Foods' daytime Nora Charles. And as a schemer-upper of hotspots for crackpots, Debby is a dilly! Crime pays through the nose, with her around!



KMBC Schoolhouse **Brings High-Priced Talent To Mike**

"KMBC Schoolhouse," a classroom series which brings KMBC's highest-priced talent to the microphone. may be something of a departure in educational programs, but it is entirely in line with the policy of Arthur B. Church, president of the Midland Broadcasting Company.

"KMBC was the first station to broadcast actual programs for home and classroom educational purposes in this area, and we are glad to be extending our services through the KMBC Schoolhouse programs," Mr. Church said, in announcing the series.

Heard Monday, Wednesday and Friday at 2:15 p.m., the KMBC Schoolhouse has KMBC's ace newsman, Erle Smith, editing and explaining the news for high-school and college journalists on Monday, under the program title of "Inside the News," and Caroline Ellis, KMBC's network commentator, opening "The Magic Book" to tell fairy tales for 5-year-olds on Friday.

Wednesday, Tom Eels, assistant in education, takes a figurative pointer and emcees "Fun With Facts" for seventh-graders.

A second KMBC presentation of educational interest is the "Big Brother Club," a five-a-week western built around Smokey Parker of KMBC's talent staff, as the singing cowboy. Show, heard at 5:30 p.m., CWT, Monday through Friday, was built by KMBC earlier in the year, in cooperation with youth agencies of Kansas City and this vicinity.

Citations are made each Friday for "distinguished service," based upon recommendations made by Kansas City youth leaders, the winners receiving framed certificates of award.



"Ozzie & Harriet" Good for a Year

"Adventures of Ozzie and Harriet," a Sunday afternoon family comedy show with zizz, and plenty of it, built up such a gallery in its first three months on the air for International Silver that the sponsor has just made with the signature for another 52 weeks of Mr. and Mrs. Nelson. Program is heard at 5:00-5.30 p.m., CWT, immediately preceding the Fanny Brice show for Post Toasties.

Sweetheart Soap **Has Network Strip**

Newcomer to KMBC's seventeen CBS daytime serials is "The Strange Romance of Evelyn Winters," now heard at 4 p.m., CWT, for SweetHeart Soap, distributed through grocers in this area.

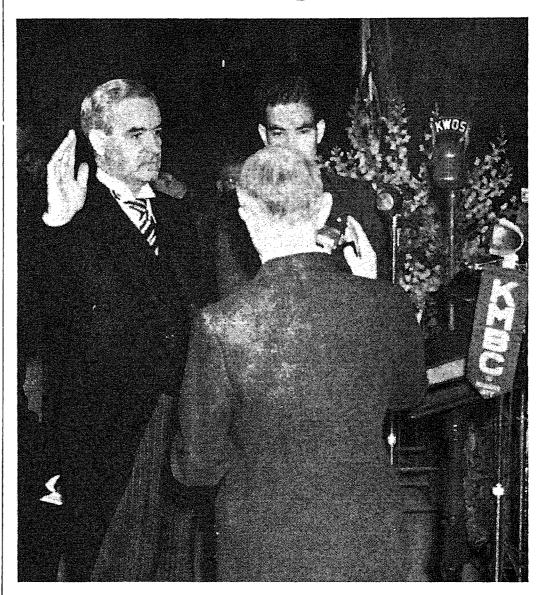
Fact that John Cameron Swayze of KMBC's news staff is also on the air three times a week for SweetHeart should give the product considerable of an edge in the Heart of America.

For the Sophisticates

The strip, somewhat on the sophisticated side, is built around the 20-year-old Evelyn Winters.

It adds an Eastern post-debutante to a circle of quarter-hour script heroines on CBS which now includes a woman senator ("The Story of Mary Marlin"), a woman doctor ("Joyce Jordan, M.D."), a Hollywood couturiere ("Romance of Helen Trent"), an Americanborn English peeress ("Our Gal Sunday"), a Swedish girl-of-all work ("Tena and Tim"), a Jewish mama ("The Goldbergs"), an oldfashioned grandmother ("Aunt Jenny's Real Life Stories"), and assorted housewives and career girls, ranging from the simple and unaffected Amanda of "Amanda's Story" to Deborah Spencer, the slick chick of "Two on a Clue." **Good Cosmetic Show** "Evelyn Winters" looks a good bet for a cosmetic product of the SweetHeart type. Hero of the plot is Gary Bennett, a Broadway producer, and show has everything that goes with the setup—successful author, temperamental star, armor-plated secretary. Part of Evelyn is played by Toni Darney, currently in the New York musical comedy, "Sadie Thompson," from the Somerset Maugham short story dramatized as 'Rain,' and played by Jeanne Eagels and Talullah Bankhead on the stage and Gloria Swanson and Joan Crawford on the screen.

This Passing Parade



KMBC BEAMS INAUGURAL OF GOVERNOR DONNELLY . . .

Opening with a 19-gun salute, the inaugural ceremonies for the Hon. Phil S. Donnelly as governor of Missouri at high noon on January 8, were recorded by KMBC at Jefferson City, the state capital, and broadcast at 2:30 that afternoon, with a rebroadcast of the highlights at 10:30 the same evening. The rebroadcast, at 10:30, enabled the ceremonies to be heard by business men of the area, an important service by KMBC, since Governor Donnelly outlined plans for his entire administration in his address. Presidential inaugural ceremonies on January 20 were also broadcast over KMBC.



KATHERINE ANDERSON .

If Katherine Anderson is the villain of the piece, our platform calls for deeper and darker plots, but soon! Working from the billing, she's the menace in "Amanda's Story" . . . and working from the dial, this is our manifesto for menace on a mass-production scale. Strip is heard on KMBC at 10 a.m., CWT, Mondays through Fridays, for Phillips Milk of Magnesia tablets and toothphaste.



MARY PATTON .

School was never like this when pop drew the spots on his miscroscope lens. But neither was teacher, take it from pop! This Lana Turner of the air lanes is Mary Patton, the sweater girl of radio. Every Monday afternoon she pulls the nifties on "Science Frontiers," and you KMBC Mondays at 2:30-3:00 p.m., CWT. Kansas City, Missouri, in a recent page 42.

"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

PROGRESSIVE GROCER reports: "For the first time, we are merchandising oranges in mesh bags this season. The use of mesh bags has enabled us to display oranges better and at the same time put them in the "impulse purchase" classification.

"Mesh-bagged oranges are not only easier to show, but the bag makes them easier for customers to buy. As a consequence, our unit orange sale has increased, due to having more oranges in a bag than people ordinarily purchase in bulk. We put eight pounds in a bag, which amounts to approximately 18 to 20 of the 216 size oranges, and 24 to 26 of the 288 size."—Article by Jerry Fahringer, January, 1944, page 65.

SUCCESSFUL GROCER reports: "We advocate more wine drinking and we are doing our best to popularize this civilized custom. For years we have advised retail grocers to become interested in the wine business, since it is naturally associated with food. Without going out of our domain, which is the grocery industry, we have supported the efforts of the Institute of the Wine Industry to induce restaurants to offer wine in an attractive manner to their patrons."— January, 1945, page 23.

SUPER MARKET MERCHANDIS-ING reports: "Over \$800,000 of war bonds, believed to be a record for grocery units, was sold by Milgram income in your investment, plus unit at Thirty-second and Troost, free groceries."-January, 1945,

Molen Solid On Picking the Gridiron Winners

Picking the winners consistently, Sam Molen, KMBC sports director, whose predictions of football scores were a feature of his regular sportscasts throughout the season, brought his six-year average up two decimals to 82.3. Average on correct scores for the 1944 season was even better: 83.7. And on the final weekend of the grid, Molen really went to town, calling every game but one, for a score of 90.

two-day sale which was planned very carefully. A basket of groceries, containing well known food items and valued at \$10 was offered to the highest bidder to stimulate interest. Headlining the two-day sale was the slogan: 'Remember, folks, you are not buying groceries. you are buying war bonds and helping Uncle Sam to bring our boys back home-getting a substantial

REPORT TO NATION" EPISODE GOES OUT FROM STUDIO A

"Report to the Nation" for Continental Can originated in part from KMBC, when the story of Mrs. R. A. Hundley of 2931 Victor Street, Kansas City, was dramatized as one of the episodes of the program. Mrs. Hundley's letters to men at the front, in memory of her son, Wyatt Hundley, killed in action, have attracted wide attention. Gene Dennis, coordinator of war activities of KMBC, interviews Mrs. Hundley for the network, as seen above. -Staff Photo.



DENNY SLOFOOT, WHO BRINGS DOWN THE HOUSE . . . AROUND HIS EARS!

If radio is here to stay, as lots of people seem to think, "What's a comedian, pop?" may go down in history along with "What's a Republican?" According to Denny Slofoot, who has an angle, a comedian is a guy who never gets anywhere but pushed around. Could be. But speaking as just one onlooker at "Brush Creek Follies" in Ivanhoe Temple on Saturday nights, leave us have more of these pushings around.

Parade to the Post **Danny Kaye Heads New (BS Program** With Harry James

Three new evening shows go down the straightaway, as 1945 network radio on KMBC leaves the post. Odds-on favorite is probably the Danny Kaye show at 10:30 p.m., Saturday night for Pabst's Blue Ribbon Beer.

Show is built by the comedian's wife, Sylvia Fine, but Danny, whose first big hit was in the spectacularly mounted Moss Hart musical, "Lady in the Dark" for Gertrude Lawrence, is taking no chances on an unknown medium.

Not only has he signed Harry James' orchestra, but his guest-star list looks like a raid on all the other networks. Eddie Cantor led off. Lionel Stander of Hollywood is the funny man, with Ken Niles announcing. Commercials are unique, introducing an entirely mythical "Mr. Pabst," who could easily turn out to be star material himself.

Show is Warwick & Legler's baby, and replaces the Kenny Baker program for Pabst.

"Let Yourself Go," with Milton Berle, for Eversharp, which also sponsors "Take It or Leave It" See What You Get On the G-E Show!

With electric irons, alarm clocks and toasters promised as prizes for the audience-participation features, "G.E. Houseparty," one of the few sunlight shows to originate from Hollywood, had its network premiere January 15, over KMBC and the CBS chain at 3 p.m., CWT.

It's a 25-minute strip, Monday through Friday, has more parts than a B29, and may well create a similar sensation in daytime radio, once news of the awards gets around!

Billed as "master-of-informalities," Art Linkletter is emcee, and the general tenor of the show seems to be, anything can happen, so be on your mark!

Assorted celebrity-guests, a listeners' mail box, a culinary quiz, a children's section, recipes from G.E. chefs, a "people's poll"-everything to and including amateur theatricals is on the callboard. Real nut, however, is helpful information on housekeeping and homemaking.

Show, beamed from KNX, Columbia's Hollywood station, but due to tour later on, is bankrolled by the appliance and merchandise division of General Electric, with headquarters in Bridgeport, Connecticut.

1945 Time Table **Burns & Allen Now** Heard on Monday In Earlier Show

HEARTBEATS

Burns & Allen's move to Monday evening at 7:30, CWT, with Frank Sinatra being heard at 10:30 Thursday, and "Tonight at Hoagy's" shifting to an earlier spot on Tuesday evening, 8:00-8:30, CWT, are the major changes on KMBC's 1945 night-time schedule.

Sinatra, who went off the Lucky Strike Hit Parade, is doing his own show for Max Factor, the Hollywood cosmetic house. Product using the promotion is Max Factor's Pancake Makeup, and show remains virtually as it was before the change in sponsorship. Bill Goodwin, transferring from the Burns & Allen program, which he announced, has a comedy role.

Other sponsor changes for the new year are "Inner Sanctum," the Monday night killer-diller, which goes to Lever Brothers for Lipton's Tea and Continental Soup Mix, through Young & Rubicam, and "Report to the Nation," previously sustaining, which shifts from Sunday to Saturday at 2:00-2:30, spon-

The Mary Lee Taylor program for Pet Milk transfers from Saturday morning to Saturday afternoon, and is now heard at 1:30-2:00

"Tena & Tim," the Cudahy Packing Company's daytime comedy strip for Old Dutch Cleanser, moves back half an hour, to 1:45-2:00 p.m., CWT, allowing the KMBC educational program, "KMBC Schoolhouse," to be heard at 2:15 p.m., preceding the CBS "School of the Air." "Bernardine Flynn," the Procter & Gamble Crisco show, is also moved back a quarter hour, now being carried at 1:30-1:45 p.m., CWT, on KMBC.



K.M.B.C - MIDLAND BROADCASTING CO.

LAWRENCE TIBBETT

Tibbett Tops 1945 Hit Parade Roster

tan Opera baritone, now on the Ace and Jane Goodman's classic Lucky Strike Hit Parade with No. comedy, "Easy Aces," which has 1 billing, looks like the biggest been heard over CBS for 14 years. radio find of 1945. What it takes, he's obviously got, not only the strip, is the introduction of guest voice, but the oom-pah-pah, and in a fashion strictly unaccustomed. When Tibbett sang the top song people like Ilka Chase and "Mr. on his first appearance on January 6, Cole Porter's "Don't Fence Me In," the audience nearly tore down Carnegie Hall.

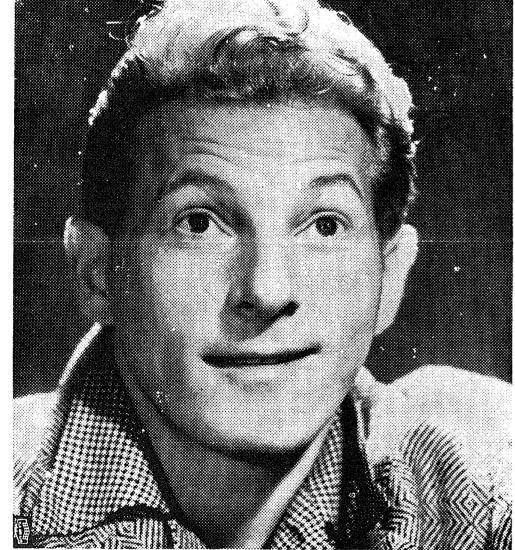
Ellery Queen Goes To CBS In Newest Network Transfer

"Adventures of Ellery Queen." joining the Columbia network on January 24 for Anacin, gives CBS and KMBC a flying wedge of "whodunits" that would be hard to top, or even equal.

Sunday through Saturday, down the line, "Crime Doctor" for Phillip Morris; "Inner Sanctum" for Lipton's; "Big Town" for Ironized Yeast; "Mr. Keen, Tracer of Lost Persons" for Kolynos Dental Cream; "The Thin Man" for General Foods' Post Toasties; "The FBI in Peace and War" for Procter & Gamble's Lava Soap; and now "Ellery Queen," provide a range of mystery-theater outstanding in its excellence.

Excepting "Inner Sanctum," the programs are all early evening shows, broadcast between 6:30 and 7:30. "Ellery Queen" will be heard Lawrence Tibbett, the Metropoli- | at 6:30, on Wednesdays, replacing Angle of "Ellery," the new sleuth celebrities to dig the denouement. Making with the deductions are District Attorney," both of whom rate campaign ribbons for firing smack across the bow. Most of the guests get the Purple Heart!





DANNY KAYE Broadway Comedian now heard on KMBC . . .

over KMBC on Sunday night, got | under way January 3. Opening show was stolen by Fred Allen, in one of his few radio appearances this season. Script was so hilarious, in fact, that neither Berle nor Allen could keep his face straight, and both blew lines right and left.

Oscar Levant, practically on tour as a guest star since he left "Information Please," appeared on the second program.

With an old familiar theme to KMBC listeners, that of the noontime "Dinner Bell Roundup," the Jack Kirkwood Show, a variety quarter-hour, is now heard for Ivory Soap and Oxydol at 10 p.m., CWT, Monday through Friday. Strip replaces "I Love a Mystery," for the same sponsor.

Wm. L. Shirer on 52-Week Contract

"William L. Shirer and the News," one of the most eminent of newsanalysts on the air, continues over KMBC and the CBS network, on a 52-week contract for J. B. Williams Shave Cream. Shirer, author of the famous "Berlin Diary" and Berlin correspondent for the Columbia Broadcasting System during the | newed its contract, as of February | toothbrushes' will be the keynote in Polish campaign and the Battle of France, is heard on KMBC Sundays of Purity Bakeries, is Campbell- February."- January, 1945, page at 4:45 p.m., CWT.

Texas Rangers Go South For Winter

Three new Florida stations, one in Washington, D.C., one in Omaha, one in Memphis and one in Las Vegas, Nevada, bring to seven the list of additional sponsors for the KMBC "Texas Rangers" library announced last week by George E. Halley, manager of syndicated features, Arthur B. Church Productions.

Individual sponsors are Station WMBR of Jacksonville, WDAE of Tampa, WDBO of Orlando, WOL of Washington, KOIL of Omaha, WMC of Memphis, and KENO of Las Vegas.

Group of clients and stations now using the "Rangers" nears the hundred mark, Mr. Halley reports. Library is heard not only in Continental U.S., but also in the Hawaiian Islands, where station KGU of Honolulu is completing its third year with the Rangers.

"Rangers" are also heard twice daily on KMBC, at 7 a.m., CWT, for Spear Mills, and at 5 p.m., Mondays through Fridays, for Grennan Cookbook Cakes. Grennan has re-Mithun of Chicago.



"Heartbeats" reads the druggist trade papers and condenses into this column ie information that it feels will be of interest and assistance to today's busy retail druggists.

AMERICAN DRUGGIST reports: "'One of the biggest opportunities for the rural druggist today is in the sale of animal vaccines,' says W. W. Gibson, owner of W. W. Gibson & Son, druggists of Wakeeney, Kansas. 'The druggist in any community, and most certainly in the smaller community, is highly regarded as a professional man. He is the one to whom the people bring their doctor's prescriptions for accurate filling. Why then, shouldn't he be the one to sell animal vaccines?' Mr. Gibson should know because since he has increased his emphasis on this business, he has marked up an increase of 25 per cent every month, month after month."-January, 1945, page 118. CHAIN STORE AGE, DRUGGIST EDITION, reports: "A plentiful supply of nylon-bristled toothbrushes is responsible for widespread chain drug store promotions, which are scheduled to take place during the coming months. In one large chain, the educational factor will be stressed in a series of window displays which will tie up the 'need for brushing teeth' with the development of tooth decay. Fullsize, colorful illustrations depicting the structure of the teeth and the mouth cavity will be used. 'Keep teeth clean the easy way with two 5. Agency for Grennan, a division a drive to sell more toothbrushes in 39.



THIS IS THE TOWN THAT HENRY BUILT . . .

Tremendous audience interest in Kansas City in the KMBC-CBS Friday night Henry Aldrich program is shown in the use here of this window display of Centerville, the imaginary town laid out by Author Clifford Goldsmith for script purposes. Model was displayed by Peck's of Kansas City, where the photograph was made. Besides being proof of Peck's interest in the bobby-sox and shirt-tail generation, it is also a nice example of cooperation among sponsors. "Henry Aldrich" is sponsored by General Foods, for Postum, while Peck's is a department and men's store, with nothing closer to a grocery section than its tea room. Store, however, sponsors a show of its own on KMBC, "Calling All Girls" at 9:50 on Saturday mornings.



VOL. 3, NO. 4

KANSAS CITY'S RADIO MERCHANDISER

JULY 15, 1945

Summer Session Goes in the Book

KMBC Radio Institute for Teachers **Closes Amid Plaudits of Educators**

With leading educators throughout the country giving praise to another Arthur B. Church accomplishment, KMBC's first Radio In-



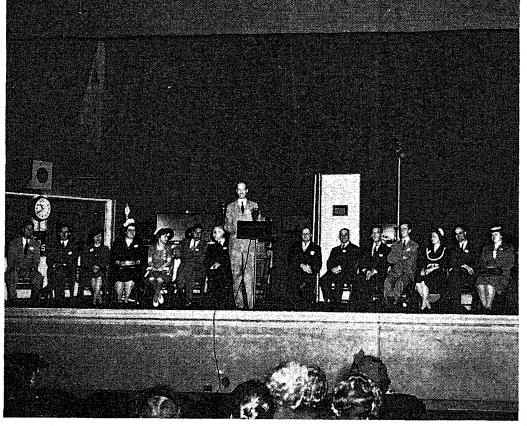
ARTHUR B. CHURCH

stitute for Teachers, under the direction of Dr. Charles F. Church, head of education of the station, presented a list of topflight names in radio which ranged from world-famous war correspondents to scientists working wholly behind the scenes; from nationally famed educational leaders to men who have built the industry into a business now recognized as a formidable challenge to all other existing media of merchandise promotion.

Dr. Lyman Bryson of CBS, an award winner, with the "four bomb" citation of the Writers' War Board, for "People's Platform" and "Problems of the Peace," gave one of the outstanding talks of the Institute in

his 30-minute dinner address to members of the Institute and a group of distinguished guests at the Hotel Muehlebach on June 22, winding up the second week of the Institute.

"You can't do things through this gadget here as you would when you sit down and put black on white to create the written symbols of the printed word. Radio is something new, and it makes new forms of art," Dr. Bryson said, in pointing out the fundamental differences between this selling tool of the radio broadcast and other sales auxiliaries.





Broadcasts Given at Radio Institute **Cover Wide Field**

Two major originations to the full CBS network went out from KMBC during the KMBC Radio Institute for Teachers, which closed on June 29, while coverage of the Eisenhower celebration to the network on June 19 and 20, and, at President Truman's request, purely local coverage of the chief executive's Kansas City and Independence appearances on his return from the San Francisco Conference, made the three weeks of the Institute one of the most notable periods in the history of KMBC.

Truman Story Broadcast

Interest in Europe in President Truman's Missouri background and in his home town of Independence, 10 miles east of Kansas City, brought the regular CBS "Transatlantic Call," New York-to-London Sunday morning broadcast of CBS and BBC, to Kansas City on June 17 with a show written and produced by KMBC. "The People's Platform," second network origination, brought three Kansas Citians, Major John B. Gage, Frank A. Theis, president of the Chamber of Commerce, and Jerome Walsh, former attorney for the Office of Price Administration, to the microphone in a panel discussion of the proposed Missouri Valley Authority, on June 21.

Famed Correspondent Here

Bill Downs, CBS war correspondent only recently returned from Europe, spoke on "News in Radio" and "Radio in Wartime" on June 21. Mr. Downs, a former Kansas City newspaper man, had less than a week earlier received the National Headliners' Club award for the outstanding exclusive foreign broadcast of 1944-45.

A third outstanding national figure from the editorial side of radio who took part in the Institute was Mortimer Frankel, associate script editor of CBS. Mr. Frankel taught two classes in script writing.

C. E. Hooper, president of C. E. Hooper, Inc., the research organization whose field tests for audience-acceptance of commercial programs are highly rated in the industry, was here the opening week of the Institute to discuss "Research and Evaluation." John Karol, head of sales of CBS and a nationally known figure in marketing circles, spoke during the final week on "The Business of Radio."

Staff Members Take Part Capt. William C. Eddy, USN, retired, commanding officer of the Radio Material School in Chicago, and in charge of the Navy's ultrahigh frequency radio school there, closed the Institute on June 29, with an address on "Radio's Advancing Horizons." Earlier in the sessions, Robin D. Compton, KMBC's technical director, had been heard on television, facsimile and FM broadcasting, with Dean Douglass of Chicago, regional director of education for RCA, giving a demonstration lecture on radio equipment for schools.

who took part in the Institute were Karl Koerper, managing director; Kenneth Krahl, studio supervisor; Caroline Ellis, Phil Evans, Betty Parker and Bob Riley; Erle Smith, head of news, and Sam Molen, director of sports; Rod Cupp, P. Hans | _ngineer.



Eisenhower Parade To CBS Network

The only station in the Heart of America to go on a coast-tocoast hookup during the Eisenhower parade and celebration in Kansas City on June 21, KMBC's coverage of the event to the CBS network is one more instance of the national prestige of Arthur 3. Church's Kansas City station.

KMBC put General Eisenhower's 30-minute address from Liberty Memorial on the air to the full network of the Columbia Broadcasting System at 3:25-4 p.m., Kansas City time, with Henry Goodman of the KMBC news staff at the microphone.

KMBC also covered Eisenhower's Abilene homecoming th following day, with Sam Molen KMBC's director of sports, on the CBS network at 12:15 p.m., CWT, to announce the general' appearance.

Among KMBC staff members | Flath, Gene Dennis, Fran Heyser, Lee Stewart, Bethel Davis and Thomas Eells, of the program department; Sam Bennett, head of sales, and E. P. J. Shurick, promotion director; Bob Liggett, head of continuity; and Ray Moler, chief



KMBC's RADIO INSTITUTE GOES DOWN IN HISTORY . . .

A complete success, the first Radio Institute for Teachers held in the Heart of America, closed on June 29. Top photograph, Dr. Charles F. Church, director of education of KMBC, introduces the faculty at the opening session. Conversing together just back of Dr. Church are Arthur B. Church, president of KMBC, right, and Karl Koerner, vice president and managing director. Center, the Institute dinner, held in the ballroom of the Hotel Muehlebach; sixth from right at the speakers' table is Dr. Lyman Bryson of CBS, who addressed the audience. Above, Mortimer Frankel, associate script editor of CBS, conducts a class in advanced script writing.

"Magic Book" Opened

Caroline Ellis' delightful fairytale "Magic Book" program for pre-school and primary children was reenacted for the 300 teachers of the Institute, using the story of "The Little Rabbit That Wanted Red Wings."

One installment of the KMBC "Big Brother Club," written by Tom Eels, with Tim West as the trail scout, was also produced for the Institute and transcribed for later broadcast to the 15,000 members of the club.

A special script, "Horizons Unlimited" was produced as a 30minute broadcast at the opening session of the Institute, and a transcription of the Norman Corwin VE Day show, "On a Note of Triumph," was presented by Mortimer Frankel, associate CBS script editor, in his lecture to the Institute on documentary writing on June 27.

INDEX

Listed below are items of particular interest to grocers and druggists in this month's issue of Heartbeats.

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GROCERS:

- Peter Paul Mounds, Page 3, Col. 2. Jello Puddings, Sanka Coffee, Page 3, Col. 5.
- Calumet Baking Powder, Swansdown Cake Flour, Page 3, Col. 5.
- Lucky Strike Cigarettes, Page 4, Cols. 4 and 5.

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кмвс from the Heart of America JULY 15, 1945 VOL. 3 NO. 4 KANSAS CITY'S RADIO MERCHANDISER

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

KMBC and KMBC-FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Director of Promotion, Press Relations and Merchandising Helen Slater, Editor

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SAN FRANCISCO (4)

111 Sutter

The Story of Broadcasting

The following completes the story of broadcasting as illustrated by the lifetime experience of Arthur B. Church, a radio pioneer in the founding of KMBC of Kansas City. This is in recognition of broadcasting's 25th anniversary.

That KMBC is situated right in the heart of America's farm lands multiplies its responsibilities to the area served. Maintaining a staff of farm experts has been taken for granted. To that in recent years could be added a pioneering step in the broadening of radio's service by conducting three times daily farmcasts directly from KMBC's own "service Farms". Here the findings and teachings of its farm department are put into practical demonstration on farms that are typicial of those which are found in the Heart of America.

Broadcasting is show business, so naturally you'll find Kansas City radio right in the middle of it through the KMBC

HEARTBEATS

INTRO D



ERLE SMITH . . .

KMBC's ace news man, head of the KMBC news department.

In "The Front Page" and "Gentlemen of the Press," Hecht & Mac-Arthur and Ward Morehouse, three newspaper men themselves, wrote the newspaper man into the American theater for all time.

They made him a romantic figure. But if Erle Smith, head of KMBC's far-famed news department, and the man who organized and put it into operation, had been built to order, he couldn't fit the specifications more completely.

Journalism is a fever the victim never quite shakes off, and Erle is yond the industrial designer's drafttoday as badly infected as when he started out, a cub reporter on the U.S. mails. There was more scope old Kansas City Journal.

He was always the Young-Manfor an aircraft manufacturer or a commercial airline in those first Going-Somewhere, even from the day he left his college campus, years after World War I. sheepskin in hand, determined to be a newspaper man. To the cub, covering the hospital and hotel runs, always wanted to try the short the police beat is a bigger thing to story, and it seemed as good a time hope for than the London office as any. Turning the tremendous newal, starting April 27, 6:00-6:10 would be to a man stationed in energy that had characterized him p.m., CWT, Mondays, Wednesdays Washington. as a newspaper man and as a flier At the Journal, Erle's advance into literary channels, Erle proto city hall was practically record duced fiction at a rate to leave even breaking, but even at that, it did the "pulps" gasping. not happen until he had suffered Ten years ago he came to KMBC violent and recurring attacks of The station's news equipment then the wastebasket jitters. It's a consisted of a microphone and desk phase through which all cub respace for Erle. Today, KMBC has porters go. When they get over it, a battery of five teletypes, bringing they are no longer cubs. the services of the Associated Press Headquarters for Erle was foland the United Press, both interlowed swiftly by promotion to the national and regional, Transradio Rewrite Desk. This is a step in a | Press Service, Inc. and a news staff newspaper man's career which of three full-time men, including a comes only when he has proved desk man stationed at City Hall to valuable enough to be trusted with cover local news. evaluation, "slanting," and inter-The station puts 10 separate news pretation of the news. It leads broadcasts on the air from the almost inevitably to the City Desk, KMBC news room, between 6 a.m. where a newspaper man is either and 11 p.m., with two daily sportsmade or broken. For, with his casts and a 40-minute play-by-play finger on the pulse of the entire account of major-league baseball at community, the city editor, more 11:05.

than anyone else, is the actual creator of the newspaper, story by story, assignment by assignment. Erle Smith would probably have

reached this rung of the ladder with as much ease and dispatch as he had taken the steps below. But less than two years out of college. Erle ran into a war, too. It had been going on since 1914, and in the spring of 1917, we got into it.

Erle enlisted as a flier. Kittyhawk itself was little more than a decade behind, and barnstorming was the only kind of flying either the army or navy knew. As might have been expected, Erle proved a magnificent barnstormer. He flew for Uncle Sam until the Armistice.

When he returned to Kansas City to pick up his interrupted newspaper career, the Journal made him city editor. Nine months later he was managing editor . . . nice going for a man not yet 29, in one of the great newspaper towns of the United States.

When the Kansas City Journal merged with the Kansas City Post, Erle became assistant managing editor of the new paper, in charge of all features.

But flying was in his blood! The newspaper game he knew. The sky was a vast new ocean, uncharted, unharnessed, mysterious as the new world must have looked to Christopher Columbus. Erle wanted a stake in this new world.

He helped organize the American Eagle Aircraft Corp., of Kansas City, becoming a stockholder and serving as vice-president. It was ten years too early. The commercial airliner was scarcely beboard. The government flew the for the circus and stunt flyer than

Erle returned to writing. He had a family t_{ij} support. He had

Herewith are listed new program contracts over KMBC taking effect between April 9, 1945, and April 29, 1945.

Phillips Petroleum Company, for Phillips "66"—Sponsoring KMBC News with Erle Smith renewal, starting April 9, 1945, 9:30-9:40 p.m., CWT, Mondays through Saturdays.

Prince Matchabelli-Sponsoring the "Stradivari Orchestra," starting April 15, 1945, 1:00-1:30 p.m., CWT, Sundays.

Edwards Coffee-Sponsoring "Night Editor," starting April 20, 1945, 10:15-10:30 p.m., Fridays.

Pratt & Whitney Aircraft Corporation-Sponsoring "Salute to the Stars and Stripes," starting April 21, 1945, 9:45-10 p.m., CWT, Saturdays.

SweetHeart Soap—Sponsoring KMBC News with John Cameron Swayze renewal, starting April 23, 1945, 12:00-12:10 p.m., CWT, Mondays, Wednesdays and Fridays. Peter Paul Mounds — Sponsoring KMBC News with John Cameron Swayze renewal, starting April 24, 1945, 12:00-12:10 p.m., CWT, Tuesdays, Thursdays and Saturdays. Remington Arms, for Lake City

Ordnance Plant - Sponsoring "David Rose Musical Revue" renewal, starting April 24, 1945, 8:30-9:00 p.m., CWT, Tuesdays.

Hercules Powder Company.-Sponsoring "Victory Serenade," starting April 26, 1945, 7:00-7:30 p.m., CWT, Thursdays.

Bond Clothing Store—Sponsoring KMBC News with Erle Smith reand Fridays.

July 15, 1945

"Brush Creek Follies", ready for its ninth successful season of Saturday night stands as one of this country's top barn dance shows. Under the name of Arthur B. Church Productions. the fame of KMBC's "The Texas Rangers" has spread throughout half the world and their favorite western songs are heard on scores of radio stations large and small.

KMBC's alumni list further attests the station's success as a proving ground for radio personalities—Ted Malone, "Easy Aces", Hugh Studebaker, The Masseys and many others.

The story of KMBC is not the exception, but rather the general rule in broadcasting. Through such aggressiveness and awareness of its inherent possibilities a great new force has, in so short a time as only twenty-five years permeated the very lives of those with whom it comes in contact.

Looking back over broadcasting's first quarter-century as it pertains to KMBC, Arthur B. Church remarks, "Although our financial problems in starting this new industry will perhaps always remain among our strongest memories, I shall never forget one outstanding incident of disappointment. I had been asked to address the annual convention of the Kansas State Teachers Association on the future of radio broadcasting. The talk began something like this:

The homes of the nation are equipped with radio receivers. At the firesides of these homes entire families listen with rapt attention. They are hearing the President of the United States.

It was a good talk—I thought. I was selling radio—I thought. (I needed to sell a lot of receivers). Not too long a talk either, just right—I thought. Feeble applause! Hardly anyone came to the platform to compliment men. I returned to Kansas City utterly crushed.

Today one has only to look about himself. The role American broadcasting plays in our daily way of life is vital -fundamental. People hunger for the things radio gives them. So deep in its influence that it has been proved time and again that the average public would rather ebs give up any of its modern day advancements first, before giving up its radio.



"Now arch the chest—like this—and I do mean you!"

Standard Oil of Indiana-Sponsoring KMBC Sports News with Sam Molen, starting April 29, 1945, 6:10-6:15 p.m. and 9:40-9:45 p.m., CWT, Sundays.

It is not too much to say that Erle has revolutionized the technique of the news broadcast here in the Heart of America. Like radio's top name-commentators, he spends an entire working day-a newspaper man's working day-on his four broadcasts, each of which is especially written and edited for the Heart of America.

Arriving around 10:30 in the morning, Erle does not leave his office until after his final broadcast at 11 at night. The morning is spent reviewing the day's news and planning the 3:25 broadcast. Three others follow at 6, 9:30 and 11 p.m.

As a personality, Erle Smith is even more fabulous than his fabulous career, and his vacation decor would cause a sensation at a Texas cattlemen's convention. The Stetson sombrero, the ten-sheet plaids of his summer shirts, the handtooled leather belts with jeweled buckles (Erle collects them; they're his hobby) with which he brightens the corridors of KMBC are a good deal more than slightly terrific, and plenty of people around the station make wholly unnecessary trips to the news department just to see what he is showing in the way of a shirt this morning. It's the open season on Erle.

Comes winter, and he is as carefully and conservatively tailored as any Wall Street man. Even his ties are above reproach. But around KMBC they like him best in summer. He's what they call a character.

So without further ado shake hands with Erle Smith. Next month, meet P. Hans Flath, the station's noted director of music.

July 15, 1945

HEARTBEATS

Meet KMBC 'We Now Return You' Boys!



INSIDE COLUMN

JOANNE TAYLOR . . .

With Lauren Bacall known as "The Look," and Faye Emerson answering to "The Character," the glamor gal above might very well be called "The Brain." Not only does she appear as Miss Taylor on "Joanne Taylor's Fashion Flashes," heard over KMBC at 9 a.m., Monday through Saturday, she also writes the show, right down to the last fade-in and sound effect.



Station Builds 'Victory Serenade' for Sunflower The guns of Europe are silenced and stacked, but with VJ Day an undetermined point in the future, there can be no halt for those on

the home munitions-front. Realizing this, Sunflower Ordnance of DeSoto, Kansas, which produces the major part of rocket powder for the Allied armies, has just put "Victory Serenade," a half-hour program at 7:00-7:30 p. m., CWT, on Thursday, on the air over KMBC to maintain personnel levels.

Show, built by KMBC's program department, presents P. Hans Flath. KMBC's director of music; Ellen White and Ted Ross, soloists, and the KMBC Rhythm Riders, with Frank Crosby as narrator and Bill Manning announcing.

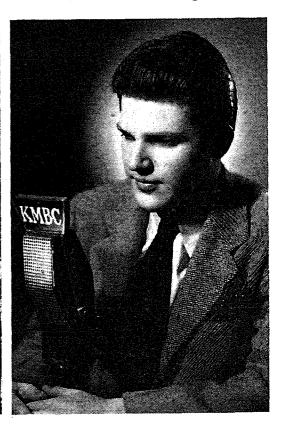
"Hero of the Week" Presented Script is framed around service men from the Heart of America, presenting a "hero of the week" on each broadcast. One of these was Lt. Calvin L. ("Blood & Thunder") Jones, of 3519 Woodland Avenue, Kansas City, then a technical sergeant in Company B, 424th Infantry Regiment of the Thirtieth Division, whose platoon withstood a murderous German attack for seven days during the Von Runstedt breakthrough on the western front in December.

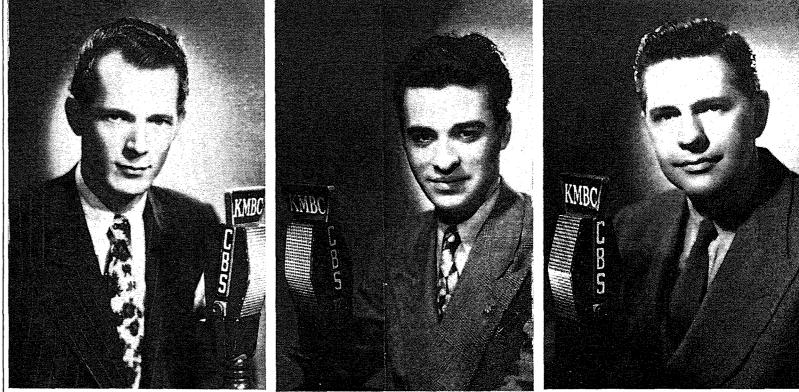
For this, Lieutenant Jones won his battlefield commission, one of the highest honors the army gives. Using rocket bazookas, he had earlier almost single-handed blocked an enemy tank attack.

Other stories told on "Victory Serenade" have been those of T/Sgt. William H. Pfeifer of 300 West Armour Boulevard, Kansas City, and Pfc. Hugh D. Young, Paola, Kansas.

Many Thrilling Stories Told







Along Radio Row, the general theory seems to be that announcers should be HEARD, and never mind the follow through. Maybe KMBC is just plain lucky . . . or could be that what you see above is just an extra KMBC service, along with frequency modulation, and television after the war. But this is KMBC's announcing staff, the men who handle all KMBC originations, both commercial and sustaining, local and network. Reading left to right, from the top row: Lee Stewart, chief announcer and assistant production manager, who also con-



Page 3

JANE PICKENS . . .

It may look like the Primrose Path now, but Jane Pickens learned to sing the hard way-Curtis Institute in Philadelphia, under Marcella Sembrich; Juilliard in New York, then Paris. After that a girl deserves to wind up in the Cotillion Room at Pierre's. YOU can hear Jane on KMBC, Tuesday night at 6:30 on the American Melody Hour, for Bayer Aspirin.



KAY LORRAINE . . .

Moving to a night-time spot, Sunday evening at 9:45-10, CWT, "Songs of Good Cheer," for Sewell Paint & Varnish, brings this pretty girl to the microphone as featured vocalist. Show is one of the pleasantest musical events of the week, presenting the best-loved melodies of America's composers.

Sergeant Pfeifer, who has the air medal with eight cakleaf clusters, was an engineer-gunner on a Marauder with the 323rd bombardment group of the Ninth Air Force. Without a parachute, and with 2000 feet of altitude below him, Pfeifer crawled headfirst into the bomb bay of his plane to dislodge a 500-pound bomb that had failed to drop, and to repair a flak-ruptured line, either of which would have meant certain death to the crew in an emergency landing.

With his machine-gun jammed, Private Young, who has the silver star, killed four Japs in hand-tohand combat at San Manuel in the Philippines, in the battle for Luzon.

Peter Paul Mounds Signs **KMBC News With Swayze**

Peter Paul Mounds, which has recently renewed KMBC News with John Cameron Swayze for 1945-46, sponsoring the 12 noon broadcast on Tuesdays, Thursdays and Saturdays, has just completed its twenty-fifth year in business with a silver anniversary celebration.

Firm, headed by Calvin K. Kazanjian, one of the six founders, has plants in Naugatuck, Connecticut, Philadelphia and Oakland, with coconut factories in Tampa and Puerto Rico, and employes 1200 people, wtih 137 men and women serving in the armed forces.

Company's labor policy in the Central American island, definitely a contribution to the U.S. Government's good neighbor efforts, has been praised by Puerto Rico's department of labor in no uncertain terms. "This is the first time in the history of Puerto Rico labor relations that workers have been treated like human beings, with affection and respect," said a representative of the department, at the Peter Paul anniversary dinner in Arecibo.

ducts the auditions for announcers; Terry McGrath, heard on the KMBC "Happy Kitchen"; Frank Crosby, who recently announced the KMBC origination of "Transatlantic Call," broadcast from President Truman's home town, Independence, Mo.; Bill Manning of the KMBC "Victory Serenade," who covered President Truman's appearances in Kansas City for KMBC; David Andrews, who emcees the riotous "Rhymaline Time"; Paul Reid, heard on the "Early Bird Jamboree" and the KMBC "Food Scout"; and Joe Marshall, who announced the "People's Platform" to CBS and the network, when it originated from KMBC during the KMBC Radio Institute for Teachers.

Stock Exchange **Backs Treasury!**

When the U.S. Treasury and the New York Stock Exchange get together, that IS news! But that's what's happened. The Exchange is putting "It Happened in 1955" on the air over KMBC for a 13-week period, in behalf of the Seventh War Loan Drive. Series is heard at 5:15-5:30 p.m., CWT, on Thursdays. New York office of Gardner Advertising, the St. Louis agency, is handling the account, with H. S. Gardner, chairman of the board, in charge,

Katz Stores Sponsor **Jerry Sears Orchestra**

Katz Drug Company of Kansas City, a local chain of 20 retail stores, has shifted its Sunday morning KMBC program to midafternoon on Saturday and is now presenting Jerry Sears' Orchestra, a World Library series, at 3:15-3:30.

Continental Oil Company Now Using KMBC Spots

Continental Oil's New-Day Conoco Bronz-z-z, a post-war highoctane gasoline, now has a series of seven weekly 30-word announcements on KMBC.

Radio's Golden Girl, Kate Smith Marks Her 14th Year on the Air

celebrated her fourteenth anniver- Crosby. sary on the air this spring, has been one of the few women in the limited budget for her General industry with an hour-long pro- Foods show for Jello and Sanka gram, of which she is the emcee, on Sunday night, she has presented the star, and the sole arbiter.

woman ever to be entrusted with Sonny Tufts, Margaret O'Brien, radio's biggest day of the week-Hooperating during her first sea- Skinner of both stage and screen; son.

goods in radio, it's Kate Smith would probably demand a classifiagain, and if anybody in the busi- cation of his own, as being sui ness could be considered Public generis at the very least. Benefactor No. 1, that's Kate, too. Kate has sold \$200,000,000 in war raised \$4,000,000 in Red Cross contributions, besides giving her Sunday night shows at training camps throughout the country.

Gives New Talent Its Chance Kate also has a record for discovering new talent and giving young performers their chance . . . and considering what she did for Hour and "Kate Smith Speaks," "When the Moon Comes Over the her 11 a.m. Monday-through-Friday Mountain" a n d America," to name only two, Tin two other General Foods products.

If ever radio had a golden girl, Pan Alley would probably rather the lady is Kate Smith. Kate, who have her plug a song than Bing

This year, with an almost una list of headliners that has in-And she is probably the only cluded Pat O'Brien, Robert Taylor, building a program to buck one of Myrna Loy, Linda Darnell and the screen's biggest comedians on Diana Lynn of Hollywood; Talullah Bankhead, Brian Aherne, Franchot and to make a sizable dent in his | Tone, Fredric March and Cornelia Milton Berle and Harry Savoy, ace But if anybody ever delivered the comedians, and Orson Welles, who

Service Men's Feature

The cast of "It Pays to Be Ignorbonds since Pearl Harbor, and ant" has appeared on her show a number of times this year, always with spectacular success, and the comedy of Shirley Booth, almost a regular on the program, has proved a bonanza.

> Ted Collins, who has been with Miss Smith since her earliest radio days, produces both the Kate Smith "God Bless strip for Calumet and Swansdown,

HEARTBEATS

Page 4

TO 15-YEAR CLIENT

Texas Rangers Go on Job for Famed B. C. Remedy Co.

The B. C. Remedy Company of Durham, N. C., which has used KMBC continuously since 1930, and which gained its original distribution in this area through use of the KMBC "Happy Hollow" program, took over sponsorship of the KMBC "Texas Rangers" library on July 9, for B.C. Headache Powders.

The Rangers, developed by KMBC as a live unit before the library was formed, have been heard nationally for the R. J. Revnolds Tobacco Company, as part of the Camel Caravan; with Bob Crosby's orchestra, for Old Gold cigarettes; and for the Kellogg Company. They were also featured on Gene Autry's radio program, "Melody Ranch," for the Wrigley Company, and have appeared in several of the Autry films.

The quartet has a repertoire of nearly 450 numbers, and sings almost every type of popular music except jive and boogie-woogie. Among the 150 westerns, traditional and modern, the 18 hillbilly tunes, the 55 old-time favorites of American folk-music, and the 39 hymns can be found nearly every song that has ever reached the heart of an American.

The library also includes 36 numbers recorded by the four instrumentalists of the unit, with violin, accordian, guitar, banjo, double bass, and the jug which Pappy plays.

The four voices of the group, Dave, "Irish," Captain Bob, who makes the arrangements, and "Tucson," are thoroughly trained musi-



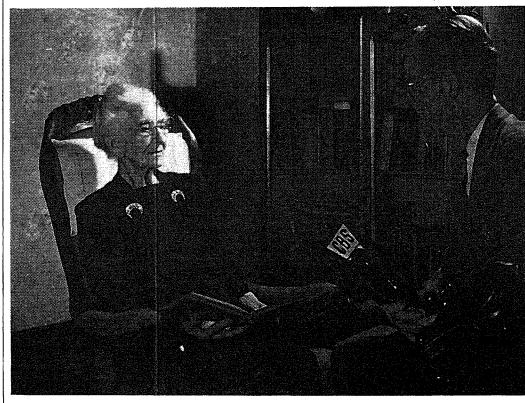
PRESIDENT TRUMAN COMES BACK TO KANSAS CITY

KMBC carries the homecoming of the President to Jackson County and Independence, on his return from San Francisco Conference. University of Kansas City awarded him the honorary degree of Doctor of Laws.



KMBC JOINS WITH NAB COUNCIL ON RADIO JOURNALISM . . .

Pulling a sheet of telegraph copy from the A.P. teletype in the KMBC news room, Erle Smith, head of the KMBC news department, greets Elmer F. Beth, acting chairman of the department of journalism, University of Kansas, as the program of teacher-internships for radio news men, sponsored by the NAB and the American Association of Journalism Schools goes into operation at KMBC.



Replacements for Summer Usher in Topflight Shows

Only a handful of shows go off the air for the summer on KMBC and the CBS network, and in most cases replacements are so outstanding that listeners who keep their dials at 980 will never know it's summer at all. Latest topflight acquisition announced by CBS was Ann Sothern, the M.G.M. star, in her "Maisie" series, which the Biow agency put on the air July 5 for Eversharp, Inc. "Silver Theater," with Conrad

Nagel as emcee, replaces "The+ Adventures of Ozzie and Harriet" three new shows spotted as refor International Silver during the Nelsons' eight-week vacation, and "Report to the Nation," for Continental Can, moves up from Saturday, to fill the Fanny Brice slot at 5:30 on Sunday, while the Post Toasties show observes a 13-week rest.

Bendix Aviation in Air Show First half of the Kate Smith summer hiatus at 10:30 on Sunday night has already been snapped up by a new show "Men of Vision" for Bendix Aviation, a series based on the achievements of pioneers in aviation in this country.

On Tuesday, CBS is bringing in Norman Corwin, its ace author and producer, and radio's fair-haired boy, for an eight-week series, "Columbia Presents Corwin," debuting July 3.

"The Doctor Fights," one of the most popular shows on the CBS network last summer, when Raymond Massey was heard in the series, will replace the Schenley Cresta Blanca show, "This Is My Best," on Tuesday at 10:30 on KMBC. Product for the replacement is Schenley Laboratories' penicillin.

Third Tuesday night show is the new comedy, "That's My Pop," based on the Milt Gross comic strip, with Hugh Herbert, the Hollywood comedian, in the part.

One of the best summer lineups ing September 1, "Beulah" will comes on Wednesday night, with move to 7:00-7:30 on Saturday.

placements. At 7:30, Brian Aherne, the immortal Robert Browning to Katharine Cornell's Elizabeth Barrett in "The Barretts of Wimpole Street," is heard as "The Saint."

Second big Wednesday night event is "Ray Noble-by Request," for Max Factor at 8:00-8:30, replacing Frank Sinatra's program for five weeks. It's the first time the London orchestra leader has had his own spot, though he is heard regularly through the winter with the Charlie McCarthy show.

Old Gold's "Which Is Which?" the Ken Murray show, also on Wednesday, gets "Detect and Collect," a quiz program, at 8:30-9, and "Invitation to Music" replaces Milton Berle's "Let Yourself Go" on KMBC at 10:30.

Mary Astor Has Show

Burns and Allen left the network on June 25, but a new comedydrama series with Mary Astor, "The Merry Life of Mary Christmas," takes over the Monday spot at 7:30-7:55, until the Joan Davis show comes on for Swan late in August. Lux Radio Theater comes back on the air August 20, with two half-hour shows heard on the Monday evening hour since July 2. "Beulah," for Tums, is heard from 8:00-8:30, and "The Sea Has a Story," a new CBS dramatic series with Pat O'Brien, at 8:30-9. Start-

And Not a Cigarette in Sight!

cians, who have sung together as a group since their church-choir days in Independence, when Captain Bob, a boy soprano, had already gained considerably more than local fame.

All of the men are in service now, with "Irish," who has been in a hospital in France with frozen feet, due to be released any day, says George E. Halley, manager of syndicated features, Arthur B. Church productions.

KMBC Now Carries 'Ma Perkins' Strip

Proof of the excellent job that KMBC and CBS are doing for Proctor & Gamble, which now presents a half dozen P. & G. products on the network, is the placing of the Cincinnati firm's top-ten daytime serial, "Ma Perkins," on CBS for Oxydol. Show is now heard, Monday through Friday, over two major radio chains, KMBC time being 1:15-1:30 p.m.

"Ma," which has rarely dropped below third place in daytime radio surveys, uses more than \$1,000,000 in air time each year, and has an annual talent bankroll in excess of a guarter of a million dollars. Show is now in its twelfth year for Oxydol, which puts it in a class with KMBC's "Joanne Taylor's Fashion Flashes," also in its twelfth year over KMBC.

Part of "Ma" has been played by Virginia Payne since the strip's debut in December, 1933, and the hold she has over her audience is one of those things a sponsor dreams about. KMBC now has two shows for Oxydol, with the Jack Kirkwood strip heard at 10 to 10:15 p.m., CWT, Monday through Friday, throughout the winter.

PRESIDENT'S TEACHER TALKS OF TRUMAN AS A BOY . .

Miss Caroline Stoll, 84, President Truman's grade-school principal in Independe ence, is interviewed by KMBC's special events department for the KMBC origination of CBS' "Transatlantic Call," telling the story of the President's home town. Against her doctor's advice, Miss Stoll, who had suffered an accident at her sister's funeral only two days before, appeared on the broadcast on June 21, reading her lines like a trouper.



SCOUTS WIN EISENHOWER MEDAL IN PAPER DRIVE . . .

Caroline Ellis broadcasts the awarding of the special General Eisenhower-Boy Scout waste paper campaign medal to two Kansas City scouts on her KMBC Happy Home, sponsored by the National Periodical Publishers Association, which backed the drive. Jerry Klein collected 5000 pounds of paper, with Donald Crockett turning in 1600 pounds. Charles Epp, representing the War Production Board, pins the medal to Donald's scout jacket.

Hit Parade Solid in the Groove for Lucky Strike, as 11th Year Starts

Opinion may vary as to whether the real ten-strike of the Lucky Strike "Hit Parade," over KMBC - CBS on Saturday night, is the ten top songs of the week or the abracadabra of the two tobacco auctioneers on the commercials. But either way, Lucky's got it in spades.

Show had its 10th anniversary over CBS in May for American Tobacco, and its record is incontestable proof that commercial radio can buck the Great American Sat-

urday Night with complete success, in New York in 1943 put Frank with any show that has the stuff.

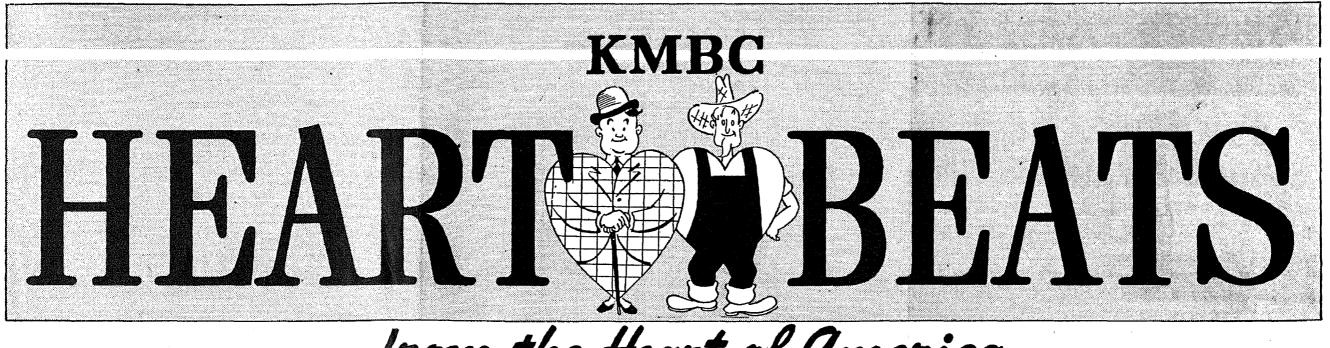
Program has seen a lot of innovations since it went on the air in 1935, and has tried out practically everything but Charlie Mc-Carthy. There have been guest soloists, ranging from Lotte Lehman, the great Wagnerian soprano, to Kate Smith, singing "God Bless America"; "name bands of the week"; a featured organist; a tap dancer, and even a magician from the Rainbow Room.

Sinatra in the groove, and before his engagement there was over, Lucky Strike had sewed him up for the Hit Parade, where he stayed until Larry Tibbett, the Metropolitan baritone, took over.

But the backbone of the show has always been the cream of the current tune crop, and the formula is solid. Competing with every Sunday show on the air, "Your Hit Parade," on Saturday, remains among the top 20 with both men and women audiences, and among

Eleven weeks at the Paramount the top 15 with the kids.





VOL. 3. NO. 7

KANSAS CITY'S RADIO MERCHANDISER

DECEMBER, 1945

K. C. Philharmonic Sent by Shortwave To G. I.s Overseas

Radio Station KMBC has completed arrangements to bring to the American armed forces in Europe and in the Pacific and Asia the weekly half-hour broadcasts of the Kansas City Philharmonic orchestra, the only program originating in Kansas City to receive such a distinction.

Beginning with the November 22 program and continuing throughout the duration of the current 20-week series, the Philharmonic broadcasts will be recorded and copies of the transcriptions air-expressed to the facilities of the armed forces radio service to be relayed to United States service men and women serving in foreign fields.

Arrangements were made by Gene W. Dennis, KMBC director of special events, and P. Hans

Elgin's Gift To Fans A Big Variety Show

What Santa Claus leaves in the stocking for radio fans this year will be more of the same stellar entertainment listeners had with their Thanksgiving turkey. The role of Santa will be played, as in three previous years, by Elgin Watch Company, who will present "Two Hours of Stars" from three to five on Christmas afternoon.

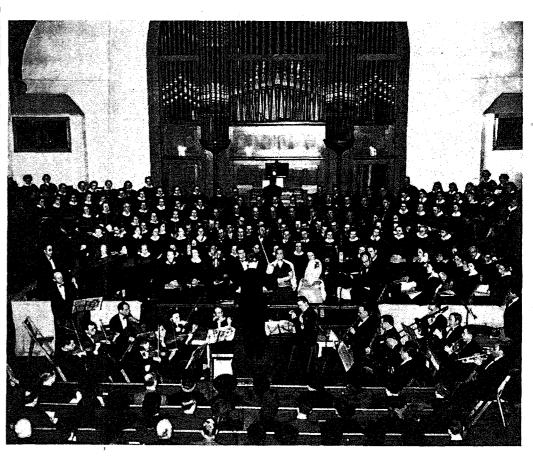
Don Ameche, as master of ceremonies, the Charioteers and Matty Malneck's orchestra, all of whom were heard on Elgin's Thanksgiving show, will be back on the Christmas schedule. Jack Benny, Bob Hope, Rochester, Falstaff Openshaw and Vera Vague will bring plenty of topnotch clowning to the show. while musical interludes will be provided by such varying artists as Ginny Simms and Arthur Rubenstein.

KMBC to Originate The Messiah Chorus **Over CBS Network**

For the eighth year, Columbia Broadcasting System will offer as a feature of its Christmas season programming a broadcast of Handel's oratorio, "The Messiah," sung by the Independence, Missouri, Messiah Choir and originating from radio station KMBC. Time of the program will be 10:15 p.m. to 11:15 p.m. CST on Sunday, December 23.

The annual Christmas rendition of "The Messiah" has been a tradition in Independence since 1916, when a chorus of 160 voices from the congregation of the Reorgan ized Church of Jesus Christ of Latter Day Saints gave a performance which proved so successful that the Messiah Chorus now has grown to 253 members of all denominations and since 1937 has been heard coast to coast over CBS stations through KMBC. Many of the charter members of the Independence Messiah Chorus still are the group; others have sent their this year for the last time in the children to take their places.

The Messiah will be broadcast director of the church, said. To from the Stone Church in Independ- accommodate audiences, which inence, Mo., the home town of Presi-|crease yearly, as well as to permit dent Harry S. Truman. Station the choir to expand to 350 mem-KMBC also carries a regular Sun- bers, the oratorio will be held in day morning program at 11 a.m. the future in the new assembly featuring the Stone Church choir room of the Auditorium which is and speakers. the world headquarters for the Re-The Messiah Chorus is directed organized Church of Jesus Christ of by Franklyn Weddle, musical direc-Latter Day Saints.



THE INDEPENDENCE MESSIAH CHORUS

The Messiah Chorus from President Truman's home town will sing its eighth performance of Handel's oratorio over KMBC and CBS December 23 at 11:15 p.m.

tor for the Stone Church and founder of the Independence Little Symphony, which will accompany the Chorus in this year's performance of the oratorio.

"The Messiah" will be presented Stone Church, Evan Fry, radio



Miss June Martin of Chicago took



PHILHARMONIC GOES ON THE AIR . . .

The first concert in the Kansas City Philharmonic series being broadcast this year over KMBC. Randolph Walker, president of the Aireon company, sponsor of the orchestra's radio programs, is shown to the right of the microphone in the background.

Flath, the station's director of series of broadcasts of the 85-piece music, with Lieut. S. C. Fuller, chief | Kansas City orchestra made Kansas of the Armed Forces Radio Service transmissions.

The orchestral programs are especially built for radio by Efrem Kurtz, conductor of the orchestra, in cooperation with Mr. Flath. Last year the initiation of a full

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Listed below are items of particular interest to grocers and druggists in this month's issue of Heartbeats:

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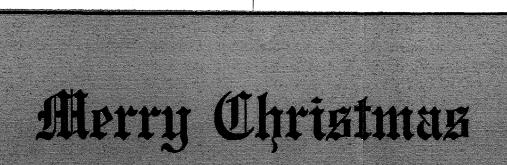
City one of only six cities in the program section, for the overseas United States having symphony groups with a fully sponsored radio season. The Aireon Manufacturing Company holds the commercial rights for the 1945-46 series of broadcasts by the Kansas City Philharmonic, now widening its audience by additional tens of thousands of listeners through the medium of the overseas transmissions.

> The broadcasts are heard over KMBC at 7 a.m. Thursdays.

"Fun at the Forum" A Sunday Nife Show

New on the Sunday evening schedule at KMBC is a program of soft music presented by the Forum Cafeterias of Kansas City at 9:45 to 10 o'clock.

"Uncle Dan the Forum Cafeteria Man," is master of ceremonies, with Elvira, a southern songstress, as featured vocalist on the program, "Fun at the Forum."



What a wonderful feeling it is to put the Merry back into Merry Christmas. True, conditions have far from settled down to normalcy, and there is deep suffering among peoples throughout the world. Yet, our Christmas tree is brighter in the sense that the boys are coming home-that we have been able to welcome back many familiar faces to the family circle. To those who have been unable to start that homeward trek, particularly to those who will be forever denied this privilege, we around the Christmas tree at KMBC want you to know that there is renewed determination in our every thought-a lasting peace for all mankind.



over the post of KMBC's director of home economics on December 1. She will handle the Food Scout program from the Kansas City Produce Terminal at 8:15 a.m. Monday through Saturday, and the Happy Kitchen program at 9:30 on Monday through Friday and 9:15 on Saturday.

A graduate of the University of Minnesota, where she majored in home economics and public speaking, Miss Martin is a nationally known food expert, having conducted cooking schools from California to Ohio as a representative of the National Livestock and Meat Board.

Following her appearances with the cooking schools, Miss Martin became affiliated with the Consolidated Edison Company in the home economics department.

Miss Martin holds a distinction in radio, having been selected last May by a Chicago station as an entry in the American Television Society's contest to find the outstanding television personality of 1945. The nomination was made on the basis of her presentation of a televised homemaker's show which she created and produced.

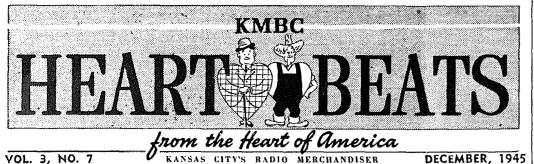
The Food Scout program will continue under the sponsorship of Taystee Bread. California Fruit Growers hold the commercial rights to the Tuesday and Thursday Happy Kitchen programs.

Ronson to be Sponsor Of Christmas Variety Show

A star-studded half-hour of entertainment will be presented by the Ronson Art Metal Works, Inc., from 2:30 to 3 o'clock on Christmas afternoon. Burgess Meredith will be master of ceremonies, with Raymond Paige's thirty-piece orchestra and chorus providing the music.

HEARTBEATS

December, 1945



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

KMBC and KMBC-FM

of Kansas City

MIDLAND BROADCASTING COMPANY

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HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151

ATLANTA (3) 322 Palmer Bldg. Main 5667

Ring in the New!

We come to the end of 1945, and to the end of an eventful epoch. To look back over broadcasting's first quartercentury, one cannot help but be forcibly impressed with the uniqueness of radio's parallel progress to that of world affairs.

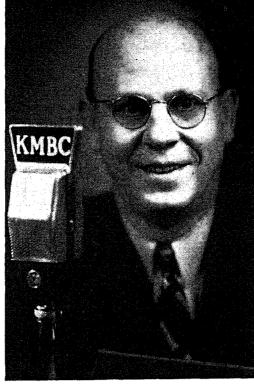
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Out of the first World War was born an infant industry. Prior to the start of hostilities, radio had been relegated to full-fledged, full-time radio perthe nursery of the laboratory and in the hands of amateur operators. Though on the verge of taking that tottering first step of widespread acceptance, radio went to war and contributed much in communications to ultimate victory. Radio in turn profited by stepped-up processes resulting from the urgency of necessity.

At the conclusion of the war, after taking one deep too successfully, he recalls) with a and has been talking ever since. At hands with Bob Riley, KMBC's busy breath, radio communication graduated into what is common-

★





BOB RILEY . . KMBC Marketcaster

Twenty-four years ago, when even the earphone variety of radio set was a rarity, and radio stations were in their infancy, the operator of a spasmodic station in Emporia, Kansas, was broadcasting a Sunday afternoon vesper service from a garage equipped only with a piano and some crude transmitting apparatus. The soloist on the program was Robert Milton Riley.

The occasion was prophetic, for although Bob Riley's career subsequently veered far afield from radio work into educational, musical and athletic work, that early fascination for radio eventually took a firm hold, and today Bob Riley is a sonality, the KMBC marketcaster and official voice of the livestock interests of the Heart of America.

Even earlier than the vesper service, Bob Riley was tinkering around with radios. With a group of high school friends, he operated a little electric shop and experimented (not | kin" when he was in the third grade wireless set. It was his early am- any rate, he worked into a full-time marketcaster. Next month, meet gineer. But like most childhood ambitions, that was succeeded by many other enthusiasms. As a debater on the high school team, Bob got the notion he might make a good lawyer. But the nearest he came to that goal was playing a walkon barrister part on KMBC's national "Happy Hollow" program many years later. As it turned out, the field he Bob waited tables and performed other jobs to get himself through Rice Institute at Houston, Texas. Then, armed with his B.A. degree, office and listeners can hear the he went into a world at war. Uncle Sam put him to work drilling rookies at Camp Funston, Kansas.

When the army was through with him, Bob was still thirsty for knowledge. He got a job teaching in the Emporia, Kansas, high school, and worked on the side for a degree of bachelor of science in education at Kansas State Teachers' College.

But even two degrees didn't satisfy Bob. Next he went after a master's degree at the University of Kansas. The course at K. U. had many interesting developments.

Bob taught clinical psychology at the University while studying. The Haskell Indian Institute at Lawrence was having trouble with classification of its students and asked for a K. U. psychology instructor to make a survey and iron out the difficulty. Bob was elected. He was assigned two student assistants, one of them a girl named Lavern Wedd, an honor graduate of Baker University who was attending K. U. on a philosophy fellowship.

The two principal results of Bob's research on the Redskins were his marriage to his assistant, Lavern Wedd, and his discovery that in proportion as the Indians' amount of white blood increased, the more mischievous they became.

Bob instructed for a while in the Kansas City, Kansas, junior college, then served as dean of the Kansas City Horner Conservatory of Music and later of the Omaha, Nebraska, conservatory.

The American Institute of Child Psychology then summoned Bob to represent them as a writer and lecturer. In this capacity, Bob prepared a series of dramatic sketches on child training and interested the KMBC staff to the extent of transcribing them. Some time later, KMBC needed a part time announcer, and remembering Bob Riley's voice from the transcriptions, offered him the job.

Bob had always like to talk. He says he earned his first dollar by reciting James Whitcomb Riley's "When the Frost is on the Pump-

the day, Bob gets specific prices brought by their cattle, and broadcasts these sales, a personal touch appreciated by the farmer's folk back on the farm, and one which gives them a clear idea of exactly the type of stock bringing a certain price.

Bob's day begins at five in the morning. Without breakfasting, he dashes to the studio to prepare his 6:25 broadcast. When that's over, he eats, then goes out to the cattle pens to talk to buyers, salesmen and farmers and look over the stock. All this makes up material for his 9:50 broadcast. His last broadcast is during the noon hour.

In the afternoons, he does his research and writing. Bob is correspondent for a number of livestock journals and other publications.

When the day's work is done. Bob goes home to a family as energetic as he is. Mrs. Riley, besides running the household, has found time to run a grocery store on the side and to devote enough time to perfection of her golfing technique to win (with Bob) the husband and wife golf championship of Wyandotte Country Club. Bob has an accumulation of cups for various city championships in golf.

Besides his wife, there's his fourteen-year-old daughter, Phyllis Ann, who is an accomplished pianist, and his son, Bob, Jr., a radio officer in the Merchant Marine. Young Bob, at twenty-one, already has an announcing career behind him, having been out of high school only two days when he got a regular announcing job in Kansas City, Kansas.

Bob Riley is active in half a dozen Masonic groups, a lay minister in the Episcopalian Church, and a member of several stockmen's clubs, in addition to having the responsibility of being spokesman for the Kansas City livestock interests, which requires him to deliver speeches about once a week at civic and out-of-town gatherings.

So, without further ado, shake

ly known today as broadcasting. The effect upon a listening bition to become an electrical enpublic, as limited in numbers as potential audiences were, proved astonishing even to the most imaginative of broadcasting's pioneers. The novelty of wireless sound transmission itself was enough for a time to keep the customers coming back from more.

That man with a voice personality had his heyday. Listeners hung on his every word, and mobbed his every appearance. In the meantime, commercialism came into being, and the doors swung open to horizons unlimited. The wherewithal promised for broadcasting a place of importance in the finally went into was education. American way of things.

Step by step broadcasting advanced along cultural lines. As society in general made adjustments, such was the case of broadcasting. The potentialities of entertainment were thoroughly explored. As social complexities developed, broadcasting in turn broadened its fields of activity until such influence was felt in myriads of ways.

★

The second World War broke, and there again was broadcasting in the middle of things. History repeated itself in the fleet-footed technical development. To its contributions in radio communications was added the important function of propaganda-both in war theatres and on the home front. A brilliant record for cooperation with every worthy effort was engraved for posterity in all parts of the land.

When the coming of V-Day and the end of a social way of life, American broadcasting, too, marked the completion of an epoch—its first quarter-century of service to rich and poor alike. Again, during war months, electronic advancements have set new technical standards. From out of reconversion, resulting from these changes, will come a new and even greater broadcasting industry. As important as its service has been during the past twenty-five years, the future holds the promise of an industry which in comparison will dwarf into insignificance the past.

So-let us RING IN THE NEW with a willingness to preserve jealously the processes which made it possible for an industry with a humble beginning to become a great force for right, freedom and never-ending entertainment. A force which can mold the minds of man, of all races eþs and tongues, with a common cause for justice and peace!

talking position at KMBC, and eventually was the station's chief announcer and director of farm programs.

The Kansas City livestock interests latched onto Bob in the third year of his radio career. He moved down to the livestock exchange building, where he has been broadcasting his three daily programs of livestock market news ever since.

Holding exclusive rights to broadast direct from the stockvards. Bob makes the most of his atmosphere. In the summer, he throws open the windows of his ninth floor studiobawling of the cattle from the huge stockyards below. From farmers and stockmen who wander in during

Gene Dennis, who is always on hand when something special is happening in the Heart of America.



Herewith are listed new program contracts over KMBC taking effect between August 12, 1945 and September 10, 1945.

Vick Chemical Company for Va-tronol-Vaporub Inhaler sponsoring KMBC Tune Chasters starting September 11, 7:30-7:45 p.m., CST, Tuesday, Thursday, Saturday.

P. Lorillard Company for Old Golds sponsoring The Frank Sinatra Show starting September 12, 8:00-8:30 p.m., CST, Wednesday.

General Foods for Postum sponsoring "Kate Smith Sings," starting September 14, 7:30-8:00 p.m. CST, Friday.

United Rexall Drug sponsoring Durante and Moore starting September 14, 9:00-9:30 p.m. CT, Friday.

General Foods for Post Toasties sponsoring "Adventures of the Thin Man," starting September 16,10:30-11:00 p.m. CST, Sunday.

General Foods for Sanka Coffee sponsoring The Baby Snooks Show starting September 16 5:30-6:00 p. m. CST Sunday.

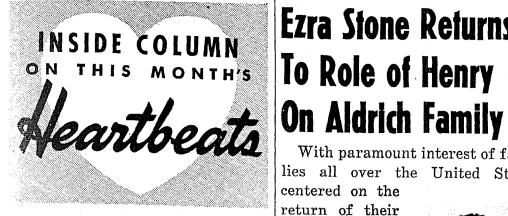
Electric Light and Power Companies sponsoring The Nelson Eddy Show starting September 16, 3:30-4:00 CST Sunday.



That Borden Cheese Advertising is very realistic"

December, 1945

HEARTBEATS





LINA ROMAY . . .

Even better than the turkey dinner on Thanksgiving were the songs of Lina Romay on Elgin's "Two Hours of Stars." Formerly with Xavier Cugat's band, Lina sings with a tropical tempo, in either English or Spanish.



Ezra Stone Returns **To Role of Henry**

With paramount interest of families all over the United States centered on the

servicemen sons,

one of Ameri-

swing of the

times, welcom-

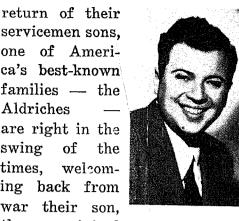
war their son.

Henry Aldrich,

original

Aldriches

 \mathbf{the}



EZRA STONE

(or Ezra Stone) to the Grapenuts program.

The teen-age Henry Aldrich of the serial has carried on through the war the antics and anxieties of adolescence; has never been hounded by the draft board. But in real life, Henry Aldrich has been to war three times.

Ezra Stone, the first and bestknown Henry Aldrich, went into the army more than four years ago. He was succeeded by Ray Tokar, who also was fair game for Uncle Sam's recruiters; and then Dick Jones took over the role. Last June, Jones was inducted, and the Aldrich Family went into the 1945 season with Raymond Ives as its blundering son.

Ezra Stone returns to the same family and pal he left behind. House Jameson still is playing the role of Sam Aldrich, and Katherine Raht is Alice Aldrich. Henry's raspy-voiced buddy, Homer, is the same Jackie Kelk.

True-to-life anecdotes of the family next door continue to be provided by the escapades of author Clifford Goldsmith's three teenage boys.

The Aldrich Family heard at 7 o'clock Fridays, is one of four big night time shows put on by General Foods. "Kate Smith Sings." aired for Postum, immediately follows "The Aldrich Family" on Friday night. Fanny Brice's "Baby Snooks," for Sanka Coffee, is heard at 5:30 p.m. Sundays, and "Adventures of the Thin Man" at 10:30 p.m., Sundays, advertising Grapenuts and Grapenuts Flakes. A morning program, "Kate Smith Speaks" plugging Post's Raisin Bran and Bran Flakes, is a daily

"Road of Life" On for Duz

Proctor and Gamble Company have made a shift in their Monday through Friday daytime shows, bringing to the 3:45-4:00 p.m. slot a serial new to KMBC, "Road of Life," advertising Duz, and moving their "Young Dr. Malone" program to the 1:30-1:45 period. "Young Dr. Malone" advertises Crisco.

Proctor and Gamble's other shows remain the same, with Jack Smith and Jack Kirkwood occupying the 10:00-10:15 p.m. and 10:15-10:30 p.m. spots respectively; "Ma Perkins", for Oxydol, at 1:15 p.m.; "Roserary," in behalf of Spic and Span, at 4:15; "Life Can Be Beautiful," for Ivory, at 4:30, and "The FBI in Peace and War," advertising Lava Soap Thursday nights at 7:30-7:55.

William S. Keighley Joins Lux Theater As Show's Producer

The Lux Radio Theater, which for ten years has been winning top honors as the greatest dramatic program on the air, acquired an important new as-

set when Wil-

liam S. Keigh-

ley, veteran Hol-

lywood producer

for many years

a leading New

York Stage star,

joined the show

and

-director



WILLIAM KEIGHLEY

program to bring before the radio audience big-time Hollywood dra-

Molen Brings Fans The Big Events In **Midwestern** Sports

Ardent sports fans who don't miss a play in any middlewestern sports event have learned in the last couple of years that the spot for their radio dial is 980, with Sam Molen at the mike.

Sam Molen has been covering the sports for KMBC for a little less than two years. In that short period, he has gained the reputation of being one of the busiest sports men in the middle west, and one of radio's top play-by-play announcers.

Just completing a season of Saturday afternoon football broadcasts. Sam has traveled 4,000 miles to bring his radio grid fans to the 50-yard line on all the important mid-west games.

Next on his schedule will be a Monday night series of blow-byblow descriptions of boxing tournaments from Kansas City's Munici-

New KMBC Quartet Are "Harvest Hands"

That hard-hitting new musical foursome giving out with music as fast as a P-38 on the Early-Bird Jamboree, the Dinner Bell Roundup and the Brush Creek Follies has been christened "The Harvest Hands," after a contest which drew in several hundred suggestions from listeners to KMBC's farm programs.

"The Harvest Hands," composed of Curly, Buck, Woody, and Vick, have packed the house at several out-of-town personal appearances since joining the KMBC staff.

All of the boys sing, with Curly beating out the bass fiddle part, Buck at the guitar, Woody playing the violin and Vick operating the accordion.

Curly and Woody, besides their appearances with the team on the Roundup, the Jamboree and the Follies, perform with Colorado Pete from 6:30 to 6:45 a.m.



SAM MOLEN broadcasts a boxing tournament.

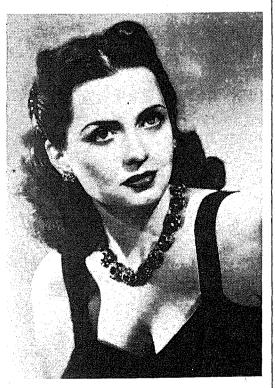
pal auditorium, at 11:05 p.m. ball, direct broadcasts from the Other sports highlights of the training camp of the Kansas City Blues and the Big Six indoor track year covered by Sam Molen were the national college athletic associaand field meet. tion western basketball playoff last In addition to covering special March, the national inter-collegiate sports events, Sam brings two daily sportscasts, at 6:10 and 9:40. Sponinvitational basketball tournament sorship of the 9:40 sportscast on (of which Sam's account of the championship game was short-Tuesdays, Thursdays and Saturdays waved over seas by the Armed has recently been taken over on a Forces Radio), nightly play-by-play year's contract by the Kansas City condensations of big league base- Title Insurance Company.



as its permanent producer. The Lux Theater, the first

JO STAFFORD . . .

The most popular songstress of the day (according to Martin Block's WNEW poll) returned on November 27 to costar with Larry Brooks on the Ford Show on KMBC from 9 to 9:30 Tuesday nights, after a vacation in California. Mary Martin, Eileen Farrell and Connie Boswell were pinch-hitters in her absence.



ANNAMARY DICKEY . . .

Something new — and something pretty terrific — has been added to this year's Sunday nights on KMBC. It's Annamary Dickey, beautiful Metropolitan Opera soprano, who has joined James Melton and the Lyn Murray singers as a regular in the musical part of the show. She's appeared as guest star in past years.

L. W. Hayes Company **Backs Marketcasts** For Farm Limestone

General Foods show.

Contract for commercial rights to Bob Riley's 6:25 marketcast direct from Kansas City's livestock exchange building in the stockyards was signed recently by the L. W. Hayes Construction company of Kansas City.

The product to be plugged on the 6:25 marketcast, one of KMBC's most vital programs to its huge rural audience, is farm limestone.

A New "Valiant Lady" on With New Plot and Cast

"Valiant Lady," the Cheerioats serial, has been streamlined to a post-war theme, with a brand-new cast of characters.

Listeners to KMBC at 8:45 week-Texaco Star Theater, heard at 8:30 day mornings have for eight years worried along with Joan Scott. whose problems recently culminated in a solution. Now a new "Valiant Lady," Christine Jeffreys, has taken the stage in the drama of a war widow in the post-war world. Louise Fitch plays the leading role. Powder because . . "

matic stars in expertly produced air adaptations of outstanding motion pictures, adds another to a list of distinguished producers in William Keighley. Cecil B. DeMille, one of the country's best-known motion picture producers, for several years directed the radio theater. Last year Otto Kruger guestdirected the dramas, and John Cromwell opened this year's series with a brilliantly produced condensation of "Practically Yours."

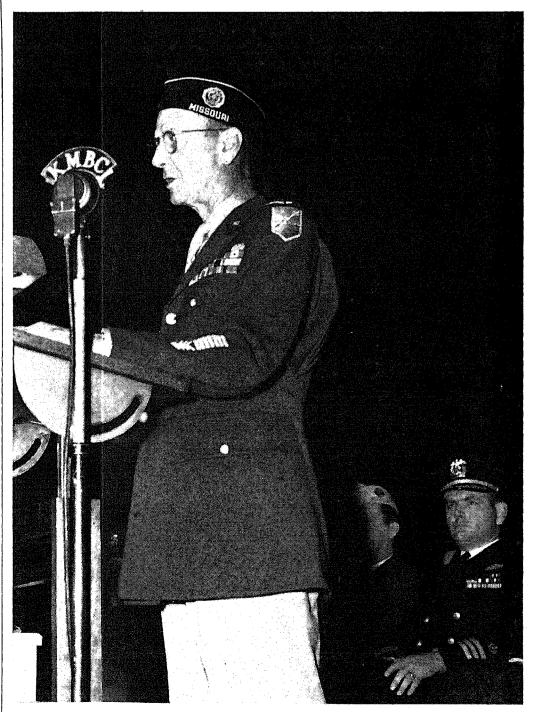
Keighley comes to the Lux Radio Theater from several years in the army. As an air force colonel, he was credited with designing and building the amazing topographical maps of Japan which were so valuable to B-29 bomber crews.

The Radio Theater is heard over KMBC at 8:00 p.m. to 9:00 p.m. CST on Monday evenings, following Lever Brothers' other big Monday night show, advertising Swan Soap, and starring Joan Davis, America's top comedienne.

Dr. Lyons Tooth Powder Sales Grow in Contest

Stanley I. Clark, vice-president of R. L. Watkins division of Sterling Drugs, has announced that the recent contest publicized on Sterling's CBS serial "Second Husband," heard at 10:15 a.m. CST Monday through Friday on KMBC, substantially increased sales of Dr. Lyon's Tooth Powder.

Frizes for the Dr. Lyons contest were 100 Bendix automatic home washing machines. The first contest the Watkins division had staged in five years, it invited housewives to complete the sentence: "I like Dr. Lyon's Tooth



BATAAN HERO AT KMBC MIKE

General Jonathan M. Wainwright, the defender of Corregidor, was heard over KMBC on November 6 in an address at the bond rally at the Kansas City Municipal auditorium at the beginning of the Victory Loan drive. The address was directed to the "Wainwright men," newly initiated members of the American Legion. A description of the parade honoring General Wainwright and opening the bond drive in Kansas City also was carried by KMBC.

Lionel Barrymore Stars on Noxzema's Mayor of the Town

"Mayor of the Town," the Saturday night family show which has been the successful good will ambassador for Noxzema skin cream and shaving cream during the difficult period of wartime shortages, soon will go into its third year over CBS, spearheading the 1946 sales drive which will follow the anticipated post-war free flow of merchandise.

"Mayor of the Town," on a platform of fun for the whole family, should be a powerful sales builder. Its cast includes some of America's finest dramatic stars.

Lionel Barrymore, film and stage star, plays the gruffly goodhumored mayor, who each week irons out a problem for one of the citizens of Springdale, the small town which is the setting for the show.

The role of the Mayor's housekeeper, Marilly, is played by Agnes Moorehead, who has starred in a dozen of the biggest CBS shows, as well as appearing in such movies as "The Magnificent Ambersons" and "Citizen Kane."

Even "Butch," the fourteen-yearold Conrad Binyon, is a veteran motion picture and radio player. He has appeared in regular shows and as guest star on the air, and in a long list of well-known movies.

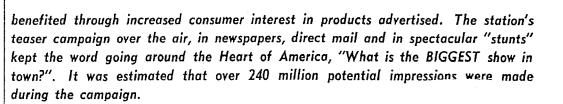
With that distinguished cast, plus the human interest and comedy of the dilemmas of the citizens of Springdale, it's a show that has appeal for every member of the family.

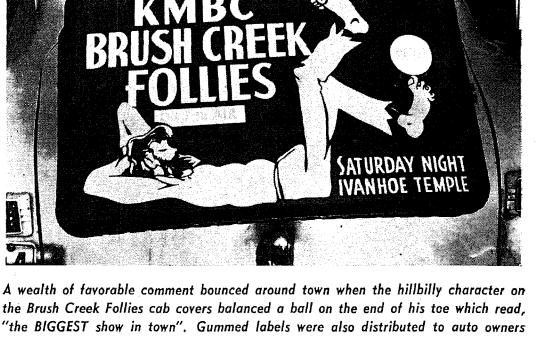
Griffin Shoe Polish Signs Tune Chasers

All Kansas City Hears About the BIGGEST Show in Town!

Everyone shared in KMBC's extensive audience promotion campaign of recent weeks which was undertaken to acquaint listeners with "the BIGGEST show in town" Local, regional and network advertisers participated in their share of a greater tune-in to KMBC's sparkling array of Fall programs. Kansas City retailers in turn

Five of Kansas City's top traffic points were selected for special window displays. The John Taylor Dry Goods company prepared a complete window with members of their radio cast (Joanne Taylor's "Fashion Flashes" — 9 a.m. Mondays thru Saturdays) acting as live models. It was computed that the traffic count approximated 1, 491,019 Kansas Citians.





as window stickers. Smaller labels were used on correspondence going forth from various KMBC departments.

HEARTBEATS





The KMBC Tune Chasers' early morning program of wake-up music and time signals has been taken over the coming year on renewal contract by the Griffin Manufacturing Company to advertise Griffin's Shoe Polish.

Heard at 7:30 to 7:45 a.m., the Tune Chasers feature Charley Pryor and his drums and musical washboard, Ted Painter on the banjo and electric guitar, Ruel Joyce and his double bass and Vaughn Busev's saxophone and clarinet.

Delrich Margarine Airs 700 Spot Announcements

The Cudahy Packing Company has already completed more than 700 spot announcements for Delrich margarine and has signed for another year at the rate of fourteen announcements a week.

Their consistent day-in-and-dayout advertising over KMBC featuring the PLUS of sweet whole milk in Delrich should build a firm foundation for steadily increasing postwar profits for dealers stocking Delrich margarine.

"Evelyn Winters" Begins **2nd Year for SweetHeart**

The SweetHeart Soap serial, "The Strange Romance of Evelyn Winters," finished its successful first year in the 3:30-3:45 p.m. Monday through Friday spot over KMBC. The anniversary of the serial also marks the beginning of the second year in radio of Toni Darnay, who plays the title role.

The male lead of Gary Bennett. the playwright, discharged veteran and guardian of Evelyn Winters, is played this year by Martin Blaine. | went on as customary!

It was laughingly said that a sticker was plastered on everything that stood still—and if it moved, a tag was hung on it. Station employees during the Fall campaign wore lapel tags which read "the BIGGEST show in town". Additional tags were passed out on "Big Brother Club" day at the Shrine Circus, and at civic clubs such as the Junior Chamber of Commerce.

Over The Radio . . .

One of KMBC's year - around forms of audience promotion is constant use of its own facilities to further the programs of advertising clients. By stimulating interest in these programs, the retailer benefits through educated customers who enter his store better qualified to do the day's buying.

All available open time on KMBC's announcement schedule is given over to telling about programs which are worthy of listener tune-in. This is determined monthly by careful analysis of available survey information.

During "the BIGGEST show in town" campaign, listeners would have found it difficult to tune into KMBC, night or day, without hearing some mention of the campaign Generous use was made of CBS Guest Critic recordings and Star recordings prepared by the agency and the Columbia Broadcasting System.

To back up these efforts special locally written scripts and announcements were prepared by KMBC's own promotion staff. Station stand-bys reminded listeners, "for the BIGGEST show in town, keep tuned to KMBC."

It was estimated that the total impression count during the campaign period approximated 218,-861,492. And this was PLUS promotion to regular efforts which

In Newspapers . . .

As is customary throughout the year, extensive use was made of both metropolitan and small town dailies to spread further the gospel about KMBC's great Fall schedule of programs.

All three promotion channels in the Kansas City Star were utilized. Display space was given over in promotion of Weekly Big 6 football broadcasts as "the BIGGEST sports show in town." Front page foot-of-column readers during the campaign carried the slogan.

KMBC's popular editorial type column, titled "Listen," used as its slug lines, "the BIGGEST show in town." The gossip column appears weekly in one dozen small town dailies in addition to the Star under the nom de plume of Jim Carson. As for display space of advertisements supplied by CBS, a complete showing was made of the 70 line copy. The campaign consisted of 92 insertions in twelve prominent dailies.

With the Heart of America "halfrural," leading farm papers were also used to supplement the coverage of the dailies. This form of newspaper promotion included the Weekly Kansas City Star, Capper's Weekly and the Drover's Telegram with a combined circulation count ious station departments. of over 700,000. The total potential impression count was recorded at 14,325,940.

One device used extensively was the teaser potentialities of placing "the BIGGEST show in town" posters at all prominent events in Kansas City. Giant signs were carried by show horses in the grand entry of the Shrine Circus. The campaign came to a successful conclusion with the announcement that the biggest show of all is KMBC's fall schedule of programs.

In Printed Material . . .

Judicious use is made of direct mail to further the story of KMBC's topflight array of fine programs. "Heartbeats" itself is one form of this activity—with the editorial purpose "of furthering the reputation, the distribution and sales of advertisers as well as to offer a means of informative news concerning the activities of KMBC and of radio in general."

In addition to "Heartbeats" two other house organs are published monthly. Educators throughout the school year receive "Listening Post" which acquaints them with the multiplicity of ways in which American radio serves the home and community along cultural lines. KMBC also publishes an internal house organ for the interest of its own employees.

Special direct mail efforts during the campaign included lapel tags for employees to wear - and for general distribution in outside contracts. Many hundreds were given away during the Shrine Circus and at Civic Club meetings.

Gummed labels were printed for use on auto windows and for posters about town. Another novel use of the labels was as stickers on correspondence emanating from var-

mail efforts during the campaign was estimated at 6,187,794.

In Special Exploitation . . .

Finagle and brow sweat went into KMBC's efforts to make everyone "the BIGGEST show in town" conscious. It wasn't long before Kansas Citians everywhere were asking, "What is the BIGGEST show in town?" Such mouth-tomouth comment gave the campaign an undeterminable amount of free publicity.

In short — the campaign slogan became synonymous with everything of importance going on. During Pla-Mor's "Holiday on Ice" extravaganza, thousands of Kansas Citians were greeted as they entered the arena with spotlights on a sign which read, "the BIG-GEST show in town."

Between-the-round cards at the Billy Conn fight exhibition in the Kansas City Auditorium also contained the teaser slogan. KMBC's football banner at highlight Big 6 games gave claim to being "the BIGGEST show in town". Show horses carried giant signs in the grand entry of the Shrine Circus to confuse matters further. Likewise this was true of the Tower Theatre vaudeville shows and the radio-stage Brush Creek Follies out at Ivanhoe Temple.

After everyone was thoroughly at loss as to what was the BIG-GEST of "the BIGGEST shows in town" — announcement was made over the radio and through Total impression count for direct the newspapers that the BIGGEST show of all is KMBC's programs for fall.



VOL. 4, NO. 1

KANSAS MERCHANDISER CITY'S RADIO

FEBRUARY, 1946

Station KMBC-FM **Begins Operating**

Complying with a Federal Comwave length of 97.9 megacycles at the end of December, maintaining at the same time its original FM 20 kilowatts. frequency of 46.5 megacycles.

The simultaneous operation, Arthur B. Church, president of make possible a comparison of the 24, 1944. efficacy of transmitting on the two bands.

schedule on the high frequency is from 5:30 p.m. until 7 p.m. Monday through Friday and on the low band week days from 12 noon until 2:30 p.m. and from 5:30 p.m. until 9 p.m.; on Saturdays from 12 noon until 6 p.m. and from 9 p.m. until midnight; and on Sundays from 9 p.m. until midnight.

continue operating on the two frequencies until manufacturers are the station's heart character tradeproducing FM sets to receive the mark family, receiving the palm in high frequencies. At the present 1944 as radio's top trademark idea, time, only special communications PERPETUAL proMOTION is being

announced. One of the first stations authorized to use 20 kilowatts power rated antenna output, KMBC-FM has on order a 3-kilowatt transmitter section which probably will On Two Wave Bands be installed in April, and a 10-kilowatt section of transmitter scheduled to be put in late in the summer. At the same time, a 6munications Commission request, bay, 3-element turnstile will be station KMBC went on a new FM added to the top of the KMBC tower, increasing the 10-kilowatt transmitter signal to a minimum of

For several years pioneering as an FM developmental station with the call letters W9XER, KMBC-FM KMBC and KMBC-FM, said, will officially went on the air on June

As this is written, the operating Start Unique New **Trademark Slogan** In KMBC Promotion

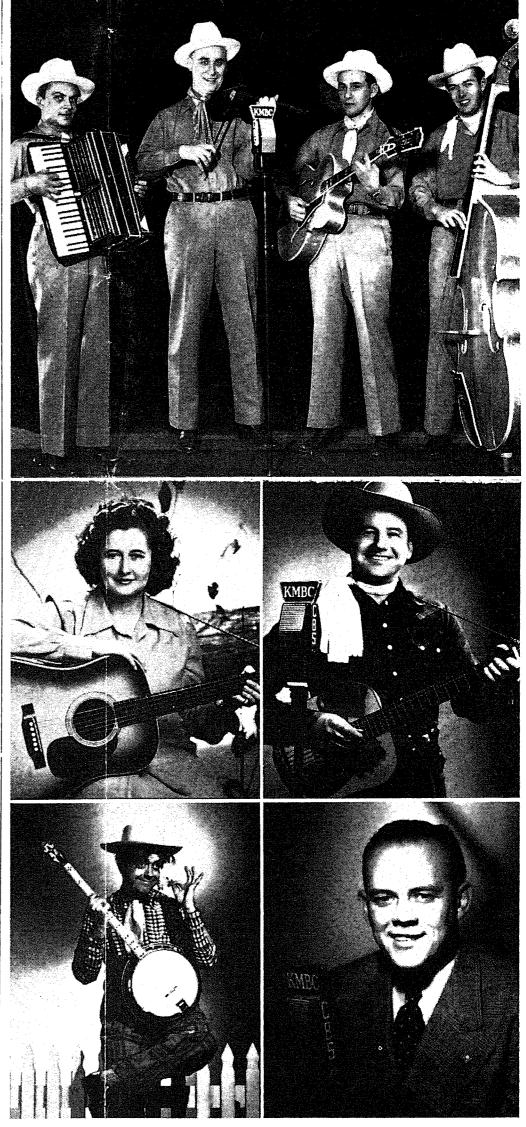
The latest addition to KMBC's promotional activities is the trade-8:30 a.m. until 11:30 a.m. and from | mark slogan PERPETUAL pro-MOTION. Originated by E. P. J. It is probable that KMBC will Shurick, director of promotion and press relations, who also created

A Western Series, Night Time on the Trail, Starring KMBC Talent, Goes on Columbia Net

Long known for its outstanding western and hillbilly musical talent. around which have been built such shows as "The Texas Rangers" and the Brush Creek Follies of national fame, and the Dinner Bell Roundup and Early Bird Jamboree for local audiences, KMBC now is originating a new western musical show for CBS. The show began on January 14 and is heard each Monday night from 11:05 to 11:30 p.m. on the network and rebroadcast over KMBC for local audiences at 10:30 Tuesday night.

Designed as a relief from the usual dance band type of show heard on networks in the late evening, the new show, titled "Night Time on the Trail," features outstanding KMBC stars and musical units.

Fran Heyser, KMBC production manager, is writer and director of the show, which is set on a western ranch. Harry Douglas of the KMBC announcing staff takes the part of the genial ranch boss, introducing numbers through conversation with the cast.



quency bands, although several January. manufacturers of home receivers have announced dealers will begin advertisements in recognition of to get shipments in February or pioneering accomplishments March.

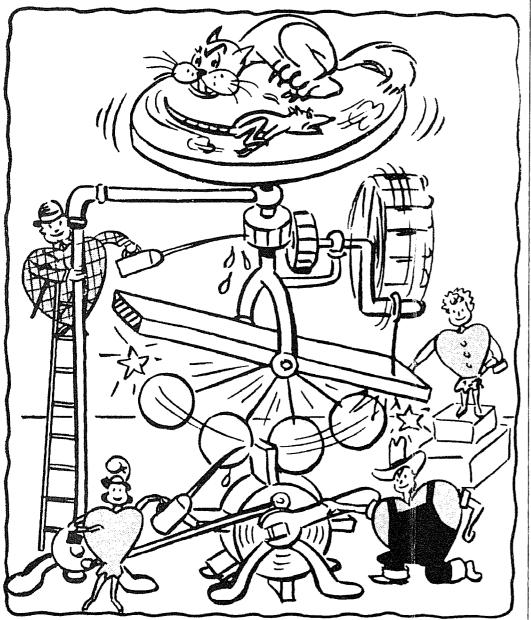
transmitter, formerly located on with recognition given over to a the thirty-first floor of the Light fellow Kansas City broadcaster, and Power Building in Kansas City, recently was moved to the thirtieth | hour broadcasts. floor laboratories from which the being operated.

March or early in April, Mr. Church | beginnings will be completed.

sets are equipped for the high fre- introduced in trade papers during

KMBC's unique "salute" series of by radio stations during broadcasting's The KMBC 46.5 megacycle FM for quarter-century draws to a close WDAF for its Nighthawks late

After a summary of new pioneerhigh frequency transmitters are ing data contributed to the campaign by over 300 stations is re-KMBC-FM probably will be op- leased to the industry for accepterating from the 540-foot tower at ance, editorial work on preparing a 50th and Belinder Road late in permanent record of radio's early



KMBC's Perpetual Promotion Machine - Pat Applied for

Setting On Ranch

At the head of Night Time Trail is Harry Douglas' ranch house, which serves as headquarters and gathering place for neighbors as well as occasional strangers who ride over the trail. Always there is Harry's housekeeper, Louisiana Lou, who is acquainted with and sings all the songs of the West, and Herbie Kratoska, outstanding guitarist and banjo player, who wandered in one day and never left. So Harry had to keep him as his handy man.

Each Monday night the Rhythm Riders, a four-man western instrumental unit, ride up Nighttime Trail from their ranch, bringing with them Don Sullivan, solo cowboy singer who constantly talks of going some other place, but never quite gets there.

He likes the gals, and even more likes to sing. He finds that he and Miss Lou can do double yodels and parks his saddle bags, temporarily, anyway.

Guest Artist on Show

This is the thin continuity thread that ties together the serenade of western songs. Occasionally there are other people who stop in as they ride along Nighttime Trail. Molly and Polly, KMBC's singing sister team, happened in on the first night of the series, and subsequent visitors will be Colorado Pete, cowboy singer; Ted Ross, tenor; the Tune Chasers, instrumental quartet composed of Charlie Heart of America, after the return Pryor, Vaughn Busey, Ruel Joyce of three of its members from the and Ted Painter; and the Camp armed services. Meeting Quartet, vocal unit presenting harmonized western favorites by Don Sullivan, Ted Ross, Rod KMBC's staff after several years May and Bob Stevens.

CAST OF NIGHT TIME ON THE TRAIL: Top: The Rhythm Riders: left to right, Andy Anderson, Ray Hudgens, Yahl Tatham and Howard Smith. Center: Louisiana Lou and Don Sullivan. Bottom row: Herbie Kratoska and Harry Douglas, master of ceremonies.

The original Rhythm Riders, Ray Hudgens, Howard Smith, Vahl Tatham and Andy Anderson, just have reorganized their unit, always one of the most popular in the

Harry Douglas, M. C. on the show, also recently returned to in the army.

INDEX

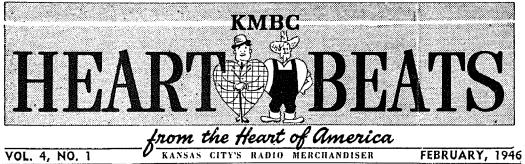
Listed below are items of particular interest to grocers' and druggists in this month's issue of Heartbeats:

DRUGGISTS:

Lucky Strike, Page 3, Col. 1.
Anacin, Page 3, Cols, 1 and 4.
Listerine Tooth Paste, Page 3, Col. 1
and Page 4, Col. 3.
Camel Cigarettes, Page 3, Col. 2,
Hall Brothers Greeting Cards,
Page 3. Col. 3.
St. Joseph Aspirin, Page 3, Col. 4.
Gillette Razors, Page 3, Col. 4.
Chase Candy, Page 3, Col. 5.
Warren's Chewing Gum, Page 3, Col. 5,
Luden's Cough Drops, Page 3, Col. 5.
Peter Paul Mounds, Page 4, Col. 1.
Air Wick Odor Neutralizer, Page 4,
Col. 1.
Curtiss Candy Company, Page 4, Col. 1.
Griffin's Shoe Polish, Page 4, Cols.
4 & 5.

GROCERS: Lux, Page 3, Col. 1. Butter-Nut Coffee, Page 4, Col. 1. LaFrance and Satina, Page 4, Col. 2. Ivory Snow, Page 4, Col. 2. Maxwell House Coffee, Page 4, Col. 2. Peanut Crunch, Page 4, Cols. 4 & 5.

HEARTBEATS



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

KMBC and KMBC-FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Director of Promotion, Press Relations and Merchandising Emily Watson, Editor

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373

Hollywood 2151

NEW YORK (22) 444 Madison Ave. Plaza 5-4130 HOLLYWOOD (28) 6331 Hollywood Blvd.

SAN FRANCISCO (4) 111 Sutter Suiter 4353 ATLANTA (3) 322 Palmer Bldg. Main 5667

Radio — An Instrument **Of International Good-Will**

Statement by COL. WM. S. PALEY, Chairman of the Board, The Columbia Broadcasting System

Everyone who saw at first hand how radio was used in Europe during the war must necessarily have it influence his thinking about the future of radio in this country. What most of us think of as primarily a medium of entertainment and enlightenment I saw used, by our enemies, as a very effective instrument of evil.

★

Our use of the same instrument was also very effective. But, since we were fighting to restore civilization in large areas of the world and to reinstate freedom among millions

INTROUDUCING



GENE DENNIS . . . KMBC's director of special events.

When the Shnaidt kidnapping and murder case occurred back in 1938, it was one of the biggest things that had ever happened in Sioux Falls, South Dakota. Thickly involved in the excitement was a young red-headed radio news announcer and amateur sleuth named Gene Dennis. Gene, hanging out with the police on the case so he could provide the details to the radio station, got so enthusiastic about the crime's solution that he stole the only evidence. Eventually, he ran down the criminal by microphone. His description, heard over a network by a bartender in Arkansas, led to the murder's apprehension.

By 1939, when two convicts escaped from a nearby prison and kidnapped a taxi driver, Gene Dennis was well experienced at hunting criminals by radio and telephone. Over the air he organized a posse to comb by radio direction the territory around which the convicts had left the taxi, and guided the searchers to the capture.

authorities to study on his own and appear at school only at examination time.

Moving on, Gene stopped next at Cody, Wyoming, where he served as a dishwasher and lived in the town jail. Not for any infraction of the law. It was just that Cody's combination mayor and tailor, who agreed to give the young runaway a room, lived in quarters adjoining the hoosegow and the "room" was a jail cell.

A highly successful dishwasher, Gene advanced from the Pastime Parlors to the more elite Elkhorn Cafe. But after a couple of years away from home, having had his fling and being very hungry, Gene reappeared in Sioux Falls.

By this time he'd decided that not writing, but public speaking was the course he should pursue. As Gene's high school days came to a close, he had garnered the title of "most likely to succeed," first place in the state in extemporaneous speech, and second place in national competition. He also had a job. Station KSOO, a bitter rival of Gene's father's newspaper, had hired Gene as an announcer at \$5 a week.

The resultant friction arising in a family of red-headed Irishmen put Gene out on his own again. He moved to the "Y" and concentrated on getting the news ahead of the newspaper. He did that by becoming a part of the news. As in the Schnaidt murder, he was out sleuthing with the detectives. And if it was a midget auto race he had | The Ginny Simms Show, starting to broadcast, like as not, he'd be down among the participants, driving one of the racing cars himself part of the time.

A stop was put to Gene's midget auto racing in 1938, when he married. He also began to settle down. KSOO consolidated with station KELO, and Gene became program director. Then one day he came to Kansas City to visit friends. Meanwhile, he took auditions at three stations, was offered three jobs, and ever since then has been at KMBC. Starting out as early morning announcer, he is director



Herewith are listed new program contracts over KMBC taking effect between August 12, 1945 and September 10, 1945.

Campbell Soup Company sponsoring The Jack Carson Show, starting September 19, 7:00-7:30 p.m. CST Wednesday.

Colgate - Palmolive - Peet Company for Super Suds sponsoring "Blondie," starting September 22, 6:30-7:00 p.m. CST Saturday.

Jenkins Music Company sponsoring KMBC newscast with Henry Goodman, starting September 22, 9:45-9:52 a.m. CST Monday, Wednesday, Friday.

Cream of Wheat Company sponsoring "Let's Pretend," starting September 25, 10:00-10:15 a.m. CST Saturday.

Johns - Manville sponsoring Bill Henry and the News starting September 27, 7:55-8:00 p.m. CST Monday through Friday.

The Borden Company sponsoring September 28, 6:30-7:00 p.m. CST Friday.

Quaker Oats Company sponsoring "Man on the Farm" renewal starting September 29, 12:25-12:55 p.m. CST Saturday.

Flex-O-Glass Company sponsoring the KMBC Early Birds, starting October 1, 6:30-6:45 a.m. CST Monday, Wednesday and Friday. John Taylor Dry Goods Company

sponsoring Joanne Taylor renewal, starting October 1, 9:00-9:15 a.m. Monday through Saturday.

Ford Motor Company sponsoring

of enslaved people, we believed we used it as an instrument for good. The fact is that we, and the enemy, had a powerful weapon in our hands-the dangerous weapon of controlled radio.

The subtle, devious, persistent techniques of controlled radio, by which masses of people can be led to do and believe what a few other people want them to do and believe, have never been used in this country. For that reason alone, it is difficult for American listeners-and broadcasters-to conceive that they might ever be used on our stations.

★

Our system of broadcasting carries with it automatic safeguards against any broadcaster who would direct his operations for selfish ends or in an unfair and autocratic manner. There is the free competition among stations and networks constantly striving for the ear of the listener and there is the right of the listener to register his likes and dislikes by "tuning in" or tuning out." Then again there is the great good sense of the American pople who realize that any form of controlled information is a firm but definite step away from our democratic form of life. But these safeguards are not enough if the broadcasting industry is to become complacent or neglect the high degree of responsibility it must bear constantly.

★

In my opinion, the American system of broadcasting has a creditable and commendable record of public service. Many glowing pages were added to the record during the war. It took the war, however, to reveal how big radio really it; how important its role can be in the years that are just ahead. If we are to admit the value of our past, we cannot deny the increased responsibility of our future.

X

I believe that American radio has more to offer than it has yet contributed, not only to our own people, but to the people of the world. More than any other group or industry, we have opportunities to foster unity, tolerance and understanding-nationally and internationally. We have opportunities to keep the best informed and entertained audience in the world even better informed and entertained. We have opportunities to make strides and show advances in these fields because of the very strength of our system of broadcasting. It will be strong as long as it is free.

That was not the first or the last time that Gene Dennis found himself in the midst of momentous goings-on. As special events director of KMBC today, big happenings are a daily routine with him. If there's a four-alarm fire, if President Truman is in town, if some Nazis are being hanged, Gene is usually on the scene. Even when he was a schoolboy, if something out of the ordinary was in progress, there was Gene Dennis looking over the situation.

Gene's father was advertising manager of the home-town paper back in Sioux Falls, and before him, there was a long line of newspaper people. So, on such occasions as the time Lawrence Tibbett hit Sioux Falls, or when Bill Tilden passed through, Gene, a high school sophomore, got wind of the celebrities' arrival. He met them with pad and pencil, and his high school paper sometimes scooped the town. In South Dakota, just as outstanding athletic prowess in high school was recognized in the selection of all-star teams for the season, so excellence in journalism was rewarded in the nomination of a group of all-state writers. That ing of Nazi war criminals at honor was accorded to Gene Dennis at the age of fourteen. He thereupon decided he had "arrived" and Legation reporting on the treat- and he has just finised a series of it was time he was earning his own living. He hit the road. Papa Dennis didn't make much effort to impede his son's progress. He had held the philosophical attitude that boys will be boys ever since, at twelve, Gene had landed a job peddling papers on a train running from Chicago to Toronto.

Arriving in Denver via freight train and sympathetic motorist, Gene, who had always had the advantage of looking old for his age, became a reporter on the Protestant | Leader. Meanwhile, he made ar-

of special events at 27 years of age. During the war years, he also served as KMBC's coordinator of war activities.

In the latter capacity, he was the recipient of one of twelve awards Beaumont Laboratories for 4-way given by Variety for distinctive contribution to wartime activities. Others of the twelve awards went to such radio personalities as Bob Hope and Walter Winchell.

He also developed a time allocation system to allot the station's war activity time between the branches of the service. The system later was picked up by the Office of Facts and Figures and made applicable to all radio stations.

Many of Gene's shows have won national distinction. For the "White Safety Car" 88-week series, KMBC won a national award for the promotion of traffic safety. The Red Cross show, "What Would You Do?" won the NAB 1942 award for the promotion of civilian defense.

He has been the producer of programs of national and international Duff and Repp Furniture Company interest. His "Transatlantic Call" broadcast from President Truman's home, was heard over CBS and BBC. When he witnessed the hang-Leavenworth, his script was used verbatim by a member of the Swiss Inc.", "Hear the Heart of America," States, and was used by several ministers as the topic of sermons. One of the most unusual news a novel, following up his hobby of broadcasts ever heard on radio was criminal investigation and law en-Gene's running eye-witness account | forcement by teaching classes and of a 4-alarm lumber yard fire. And speaking at highway control and a great human interest broadcast peace officers' schools, and enjoying which Gene engineered was the his family, which consists of Patstory of the flight of Laddie, the rick, 6 years old, and Kevin Michael, dog who was mourning for his who was born just a month ago. master overseas.

handling all special events broad- versatile director of special events. casts, Gene is producer of the Next month, meet Charles Eatough, rangements with the Denver school | Kansas City Philharmonic program, | KMBC's director of retail sales.

The Ford Show starting October 2, 9:00-9:30 p.m. CST Tuesday.

Nash - Kelvinator sponsoring The Andrew Sisters, starting October 3, 10:30-11:00 p.m. CST Wednesday.

Cold Tablets sponsoring the KMBC Brush Creek Follies, starting October 6, 9:15-9:30 p.m. CST Saturday.

Campbell Soup Company sponsoring "Request Performance," starting October 7, 8:00-8:30 p.m. CST Sunday.

Bourjois, Inc., sponsoring "The Powder Box Theater," starting October 11, 10:30-11:00 p.m. CST Thursday.

Electric Auto-Lite Company sponsoring The Dick Haymes Show starting October 13, 7:00-7:30 p.m. CST Saturday.

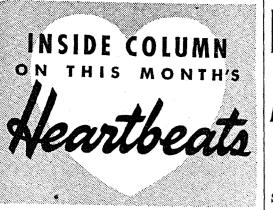
Aireon Manufacturing Company, sponsoring the Kansas City Philharmonic Orchestra, starting October 25, 7:00-7:30 CST p.m. Thursday.

sponsoring KMBC newscast with Erle Smith (renewal) starting October 25, 3:25-3:30 p.m. CST Monday through Saturday.

writer and director of "The People, ment of war prisoners in the United interview type shows from the Kansas City Union Station.

Out of hours, he is working on

So, without further ado shake At the present time, besides hands with Gene Dennis, KMBC's



JOAN EDWARDS . . .

A bigger hit than America's top ten tunes is Joan Edwards, the gal who sings them on Lucky Strike's Hit Parade over KMBC Saturday nights at 8 o'clock. She likes to compose songs and cook lamb stew. She also collects perfume bottles, and once appeared on "Hobby Lobby" to tell about it. She's been a Hit Parader since 1941.



Four CBS Variety Shows Added to KMBC Schedule

From the bucolic ballyhoo of a rural carnival to the sophistication of a city night spot is the atmosphere range of four new CBS variety shows just added to KMBC's program schedule.

Mental gymnastics are in order Monday nights at 6:30 when Bob Hawk's new comedy-quiz program is on the air. It's a quiz with a new twist. Bob gives each contestant a chance, as long as he comes up with the correct answer, at five questions. If the contestant is right five times, he's confronted with a really tough five-part question.

Replaces "Thanks to Yanks" The show, a successor to Bob's "Thanks to the Yanks," in which he gave away thousands of Camel Cigarettes to servicemen, still is sponsored by Camels, and Camels and cash will be the prizes. Peter Van Steeden and the Camel Quartet will furnish music, and of course, Bob Hawk will act as comedian, as well as quizmaster.

Borden's "County Fair," heard over KMBC at 1:30 on Saturday afternoons, is just what the name implies—a carnival complete with calliope, popcorn venders, merrygo - round, strength - testing machines. Big stunt of the show is the weekly lifting by Alan LeFaver of Phoebe, the calf, on the theory that he will be able to continue to make the growing bovine tread the air until it attains its maximum weight.

Studio Audience in Show

Advertising Borden's Instant Coffee. "County Fair" involves the studio audience in all the activities of a bona-fide fair. They participate in milking contests, strength tests, pie-throwing, with running commentaries by Peter Donald, master of ceremonies, who is a veteran of a score of network radio shows. On a more urbane note, "Celebrity Club," Continental Can Company's show, heard at 10:30 Saturday nights over KMBC, brings John Daly as radio host to prominent people from all fields. George Couloris, stage and screen actor, and Margaret Whiting, were guests on the first show of the series. Sir Cedric Hardwicke visited "Celebrity Club" on one occasion, and another interesting guest has been Dr. James Egan, director of England's school for brides, which provides orientation about life in America to British wives of American servicemen.

Hall Brothers Are **Sponsors of Radio Reader's Digest**

A Kansas City firm, Hall Brothers, America's outstanding greeting card manufacturer, has taken over sponsorship of the CBS show "Reader's Digest-Radio Edition," on KMBC at 1 o'clock Sunday afternoon.



A. B. Church Honored For Medical Series

Arthur B. Church, founder and president of Radio Station KMBC, was honored this month by the Jackson County Medical Society, which presented him with an award for his presentation of four years of the program "Of Health and Happiness," in cooperation with the society. Heard at 6:15 on Sunday nights, the program stresses health education through a dramatic medium. The initial broadcast in May, 1941, was a departure from the conventional method of distributing medical information, and since then, KMBC's "Of Health and Happiness" has been the model for similar health programs established by medical societies in other cities.

Celanese Corporation's Great Moments in Music Completes Fourth Year

The Celanese Corporation of America's half-hour Wednesday night program, Great Moments in Music, is going into its fifth year over the Columbia Broadcasting system.

In the past year Great Moments in Music has presented such distinguished artists as Jan Peerce, Rosemarie Brancato, Annamary Dickey, Richard Bonelli, Earl Wrightson, Paymond Paige and Leopold Stokowski in a broad variety of fine music of the great composers.

The Celanese Corporation of America presented special broadcasts of original programs for the American Red Cross, in celebration of V-E and V-J Days, and in behalf of the Seventh War Loan and the Victory Loan Drive in 1945.

St. Joseph Aspirin Spots

Brush Creek Show Has a New Emcee **And New Sponsors**

The KMBC Brush Creek Follies swings into mid-season with the added momentum brought by a new master-of-ceremonies, Lou Kemper, just back from Guadalcanal, Saipan and Tinian.

Kemper, who was a member of the KMBC announcing staff before the war, emceed the KVOO Saddle Mountain Roundup and did production work on other radio and stage shows before coming to KMBC.



LOU KEMPER . . .

Simultaneously with the return of Lou Kemper to the KMBC Brush Creek Follies, two new names have been added to the list of Follies sponsors. Chase Candy Company has taken over the 9:45 to 10 o'clock period to promote sales of Brunch Candy Bars, and Bowman Gum, Inc., has signed for the 10 to 10:15 quarter-hour to advertise Warren's Chewing Gum. Beaumont Laboratories sponsor the show from 9:15 to 9:30 for 4-Way Cold Tablets.

Brush Creek Follies talent, be-

ANNE STERRITT . . .

She's not only an actress, but the part she plays on Anacin's "Our Gal Sunday" is that of an actress-Emily DeLaine. Anne Sterritt was in the theatre at the age of thirteen. Not on the stage, but as an usher. Her radio career started when she was called to substitute for a network star who was ill.



LOUISE ARTHUR . . .

Television will be like this, for Louise Arthur is one of the glamorous actresses performing in the pioneer television shows. She's also no stranger to CBS and KMBC audiences. You've heard her on Lux Radio Theatre, Screen Guild, the Billie Burke Show and many others.

Jackie Kelk as Comedian

On "Celebrity Club," Jackie Kelk, long enjoyed by CBS audiences as Homer on the Aldrich Family, steps out on his own as a full-fledged comedian. A regular on the show, he brings listeners tidings of his latest romances and adventures, and exchanges some hilarious repartee with the guest of the evening.

Strictly on the musical side is the fourth variety show added to KMBC's schedule this month, the Bob Crosby Show.

Just out of the marines, where he spent fourteen months organizing and presenting musical shows for servicemen stationed in the South Pacific area, Bob Crosby, brother of Bing, has started a new show for Ford, Mercury and Lincoln dealers. It replaces the Jo Stafford-Lawrence Brooks show.

Bob and his band, the Bobcats, form the nucleus for a musical variety show featuring the Town Criers Quartet, with comedy between numbers, and an outstanding Hollywood musical star appearing as guest each week. Dinah Shore, star of radio and the screen, was the first guest on the series, heard Tuesdays.

JOHN T. McLEAN . . . Advertising Manager, Hall Bros.

The new show is entirely different from the former Reader's Digest show. It features every Sunday a famous star of the stage, screen or radio in a specially written radio adaptation of a story from the current issue of Reader's Digest.

Martha Scott starred in the first dramatization, on January 13, "The Sponsored By Gillette True Story That Haunted Me," described as one of the most sensational ever published in the Reader's Digest. In succeeding programs, such outstanding stars of stage, screen and opera as Frederick March, Florence Eldridge, Geraldine FitzGerald and Lawrence Tibbett will be presented.

Carl Bixby, writer of "Life Can Be Beautiful," will edit the show. Special music will be composed and conducted by William Stoess. Arnold Moss is narrator.

Karl Shullinger, radio director of the New York office of Foote, Cone & Belding, is producer, and Robert H. Nolan, veteran radio executive, is director of this show.

Philadelphia Symphony **On Saturday Afternoon**

The Philadelphia Symphony orchestra, with Eugene Ormandy conducting, returned to KMBC's program schedule on January 12, and will continue to be broadcast each Saturday afternoon from 4 o'clock until 5.

This season the orchestra is presenting a number of works by contemporary composers, as well as over KMBC from 9 to 9:30 p.m. the better-known items of the standard repertory.

Featuring New Container

St. Joseph Aspirin currently is using its spot announcement time on KMBC to accent the reappearance of its original pre-war "snapopen" tin with cellophane wrapper. The advantages of the easy-to-open box stressed in the KMBC advertising are the elimination of broken fingernails, ruined manicures and spilled tablets.

Orange Bowl Grid Game

The annual Orange Bowl invitation football game was broadcast over KMBC and CBS from Miami on New Year's Day. Ted Husing and his assistant, Jimmy Dolan, gave a complete play-by-play account of the game between the University of Miami and Holy Cross. The broadcast was sponsored by the Gillette Safety Razor Company. The Orange Bowl game has been a CBS exclusive since 1935.

Ellery Queen Carries On As Anacin Renews Series

Ellery Queen, the ace gentleman sleuth, with Anacin's renewal of the program this month, still is bringing his murderers and criminals to CBS and KMBC each Wednesday evening at 6:30 p.m. CST. Though he's the same Ellery Queen who has been famous for more than a decade in book and short story, the published fiction is never revived for the air, but each broadcast is an original script.

Novel slant to the program is the guest armchair detective, who is the attempting to guess the solution bemind.

sides bringing enthusiastic crowds to Ivanhoe Temple every Saturday night, continues to increase listening audiences on such KMBC daytime shows as the Early Bird Jamboree and the Dinner Bell Roundup, which also have added new sponsors during the past month. The Smith Mother Nature Brooder Company has signed for the 6:30-6:45 a.m. Jamboree time on Tuesdays, Thursdays and Fridays. Cinder Concrete Products Company has taken over the Phil Evans Grain and Produce Markets period on the Dinner Bell Roundup to advertise Cinder Blox.

Two new programs have been built around Brush Creek personalities. The Harvest Hands, KMBC's newest musical unit, present their own program from 7 to 7:15 Saturday mornings, with Louisiana Lou, the Sweetheart of the Veterans of Foreign Wars, as featured vocalist.

Herb Kratoska, versatile guitar and banjo player and comedian, Joins forces with Harry Jenks, KMBC's new organist, in a musical joins forces with Harry Jenks, program heard from 5:15 to 5:30 on Tuesday and Thursday afternoons.

Luden's Cough Drop Ads Part of a Big Campaign

KMBC spot announcements are playing a large part in the recently-launched Luden Cough Drop advertising campaign, the largest being placed behind any cough drop at the present time. Spot announcements stress three varieties of Luden's cough drops: menthol, honey-licorice and cocillana. Luden's has long been one of the most successful users of spot radio listener's agent in the broadcast in in the country, having built its product to the position of largest fore it is revealed by the master selling 5c cough drop in the United States.

Page 4

John Farmer Back **On KMBC Newscasts** Noons and Sundays

Erle Smith, head of the KMBC news staff, which has long been recognized as the Midwest's finest, announces the return from the armed services of John Farmer, who will be remembered by KMBC audiences as a favorite Kansas City newscaster.

Farmer, who handled the KMBC early morning news since 1939, went into the army in November, 1943. A dyed-in-the-wool newsman, he literally cut his teeth on a Linotype machine, since his father owned and published the Cameron, Missouri, Sun, which is still owned by the family.

Formerly chief of the press bureaus of Transradio in Hartford. Connecticut, Des Moines, and Kansas City, Farmer rose to his position of chief of the bureau here in less than a year. He held that position just before joining KMBC's news staff.

Farmer gained recognition with Transradio when he beat all other news services in Kansas City by several minutes with the story of the Pendergast guilty plea and sentence.

He will take over the noon and 12:55 p.m. newscasts Monday through Saturday, and the complete KMBC Sunday news schedule.

John Farmer's Sunday news schedule is under the sponsorship of Butter-Nut Coffee. Upon resuming his duties for Butter-Nut, Farmer made a tour of the Butter-Nut plant in Omaha, Nebraska. "Now I know why Butter-Nut is the Million Dollar Coffee," he commented. "I got the whole Butter-Nut storyfrom the mountain-grown coffee as it comes from Latin America in the bean to smooth, delicious Butter-Nut in the cup. It's a mighty interesting tale—but best of all, when

Old Dirt Dobber Still Swinging On The Garden Gate

The Ferry-Morse Seed Company, the World's largest grower and distributor of vegetable and flower seeds. has taken over sponsorship of the CBS "Garden Gate." Tom Williams, The Old Dirt Dobber, broadcasts an informal 15 minutes of tips to gardeners from his home in Nashville, Tennesseee. Special features of the program are questions from listeners, answered by the Old Dirt Dobber, and announcement of listeners admitted to the program's "Order of the Green Thumb," membership in which ranges from the wife of General George C. Marshall to a soldier who raised vegetables on a Pacific island.

Small Town Steno And A Second Wife **New Serial Heroines**

"The Second Mrs. Burton," a brand-new daytime serial, has been placed by General Foods on CBS and KMBC at 1 o'clock p.m. CST, replacing "Two on a Clue." At the same time "Rosemary," a favorite serial of KMBC listeners which has been off the air for several months. has returned to the 1:30 p.m. spot.

"The Second Mrs. Burton," a timely story starring Claire Niesen, Public Service Shows began with the return of Captain Stanley Burton from overseas, and his attempt at a reconciliation with his ex-wife, Marion Burton.

Miss Niesen, as Terry Robertson, enters Burton's life at this point, and advance notices on the show give us to understand that before long she will become the seecond Mrs. Burton, and that the first Mrs. Burton will thereupon begin

Hollywood Startime Brings Film Stories And Stars to Radio

Now that it has resumed manufacture of civilian goods, Frigidaire division of General Motors is inaugurating their distribution to the public with a big new dramatic Sunday afternoon show on CBS and KMBC.

Titled "Hollywood Startime," the series began early in January with Tyrone Power in "Seventh Heaven," and will continue with such big stars as John Hodiak, Ida Lupino, Joan Bennett, Dana Andrews, Linda Darnell, Vincent Price, Gene Tierney, Henry Fonda, Betty Grable, Monty Wooley and Anne Baxter; and with such top Hollywood stories as "Leave Her to Heaven," "Lifeboat," "Song of Bernadette," "State Fair," "The Eve of St. Mark,' "Keys of the Kingdom," "Laura," Dragonwyck," "Junior Miss," and a score of others.

Special music is composed and conducted by Alfred Newman. Robert L. Redd is producer of the dramatic sketches. Standard, deluxe and Cold-Wall refrigerators, electric ranges, water heaters will be advertised, as well as the postwar additions to Frigidaire's line, such as home freezers and kitchen cabinet equipment.

Dramatic Sketches In

Two dramatic public service programs began on KMBC this month. Assignment Home, of especial interest to veterans, is heard at 2 o'clock Saturday afternoons. Itpresents dramatizations of the actual experiences of veterans in their reintroduction into the stream of American life.

The other series, titled "Lest We

This Passing Parade



THE TUNE CHASERS . . .

These are the boys who make you want to wake up and buy Griffin's Shoe Polish. Signed up last month on a renewal contract, by Griffin's, this unique novelty unit consists (left to right), of Charlie Pryor and his musical washboard; Ted Painter, who plays electric guitar and banjo; Vaughn Busey, clarinet, and Ruel Joyce at the double bass.



I finished going through their plant, I knew for sure that the Butter-Nut people certainly know their coffee."

"They search the world for the finest coffees money can buy, and then add endless details to bring them together in the perfect blend."

Meanwhile, other KMBC news personalities have been signed up on new commercial contracts.

Erle Smith's 6 p.m. newscast has been renewed by Peter Paul Mounds, and a brand-new product, the Air Wick Odor neutralizer, produced by Seeman brothers, has signed for Erle Smith's 11 p.m. newscast Monday through Friday, time on KMBC's popular news Bars.

to make trouble.

The show advertises LaFrance and Satina on Mondays, Tuesdays from 9:30 to 9:45 for a thirteenand Fridays and Maxwell House Coffee on Wednesday and Thursday.

Gamble's Ivory Snow, and starring Betty Winkler, is a more unsophisticated show of a down-to-earth, small-town American family. Rosemary, the oldest daughter of the family, supports her mother and her young sister, Patti, as a stenographer.

schedule is Curtiss Candy Company, which has renewed its commercial as part of a big national campaign. rights on Bill Griffith's 9:45 news Also renewing its contract for to advertise Butterfinger Candy



"I NEVER KNEW there was so much to coffee," says KMBC newscaster John Farmer Here John, right, is shown with Edward A. Creighton, Jr., Butter-Nut sales and advertising manager, who is explaining the superiority of Butter-Nut Coffee's "MILLION DOLLAR" blend. John returns to KMBC for Butter-Nut after two years with the Marines.

Forget These Great Americans," is on KMBC on Sunday mornings week period. Top dramatic stars portray leading roles in the lives of such outstanding Americans as "Rosemary" plugging Proctor & Franklin Roosevelt, Woodrow Wilson, Jane Addams and Joseph Pulitzer. The series is under the direction of the Institute for Democratic Education.

Sumner Welles Comments **On Rothschild's Program**

Sumner Welles, former undersecretary of state, whose wealth of experience and insight into public and international affairs has made him one of the country's most authoritative commentators on current events, has prepared a series of broadcasts on present-day world affairs.

The programs, fifteen minutes in length, are being sponsored by Rothchild's Clothing Company of Kansas City and are heard on KMBC from 9:45 to 10 o'clock on Friday nights.

New Listerine Package **Plugged on Burke Show**

The Billie Burke Show, a halfhour of comedy centering around the scatterbrained movie actress, Billie Burke, currently is featuring Listerine Tooth Powder's new postwar container. The Lambert Pharmacal Company, sponsors of the Billie Burke Show, on KMBC Saturdays at 10:30 a.m., are offering to druggists an exchange, without cost, of the wartime-packaged product to the new metal cans of Listerine Tooth Powder.

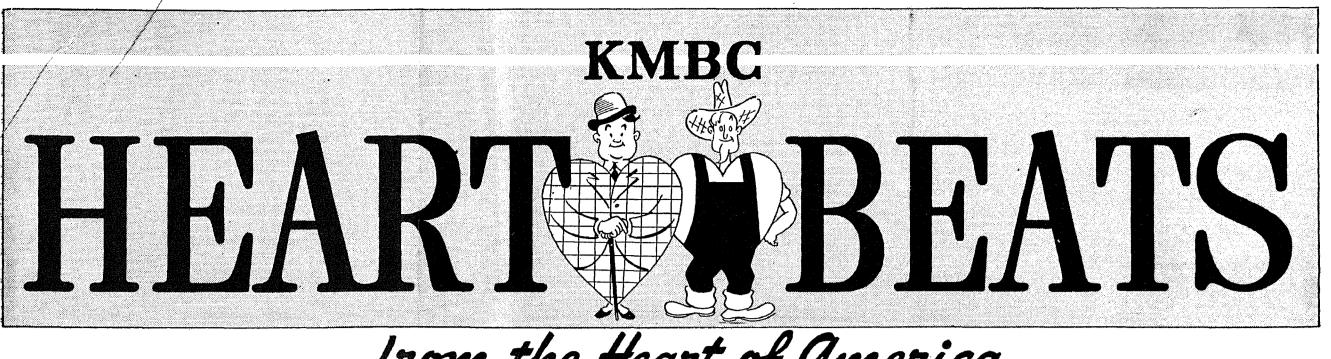
IT'S RHYMALINE TIME . . .

This is what goes on during KMBC's slap-happy breakfast program in which the listening audience gets cash awards of \$1 for the best requests in rhyme for individual numbers. The show, sponsored by Katz Drug Company, was expanded this month from a quarter-hour to a half-hour. It's on the air Monday through Friday from 7:45 to 8:15. The young man with the horn and the maraca is David Andrews, Rhymaline's master of ceremonies. The auy with the eyes and the triple keyboard is Harry Jenks. Ted Ross, tenor, at the telephone, seems a little befuddled by the whole thing.



AS IF SHE DIDN'T KNOW . . .

George Bischoff, sales manager for Holsum Products in this area, explains to June Martin, KMBC home economist, the merits of Holsum's Peanut Crunch, the improved Peanut Butter. Holsum Products recently took over sponsorship of June Martin's KMBC Happy Kitchen, on Monday, Wednesday and Friday at 9:30 a.m.



VOL. 4, NO. 2

KANSAS CITY'S RADIO MERCHANDISER MARCH, 1946

Arthur B. Church **Announces** Opening **Of New York Office**

Arthur B. Church, president of Midland Broadcasting Company announced the opening of offices at 475 Fifth Avenue, New York 17, New York, for the handling of the Arthur B. Church Productions in the east.



KMBC Covers Truman-**Churchill Visit**

Dr. Franc L. McCluer, president of Westminster college gained the plum of the lecture season when two of the most prominent figures of our day, President Truman and Winston Churchill, agreed to appear before the students of his school.

KMBC presented a complete coverage of the event. Caroline Ellis conducted her regular 8:30 a.m. "Happy Home" program from a room on the third floor of the Falace Hotel.

Gene Dennis, head of KMBC's special events department conducted a special color broadcast at 10:30 a.m. from the porch on the second floor of the hotel and at 1:00 p.m., from the roof, presented a birdseye view of the parade.

At approximately 3:30 p.m., President Truman introduced the former Prime Minister of England who delivered his lecture entitled, "Sinews of Peace," to the students and guests of Westminster college.

Changes In KMBC-CBS Programming Go Into Effect

"The Texas Rangers" Back in The Saddle After Four Years Service With Uncle Sam

Out of the "empty saddle" list went eight heavily decorated westerns with the return of "The Texas Rangers" from serving Uncle Sam's war effort in the four corners of the earth. "America's finest western musical unit," so termed before their country's call, will originate its first New York show to network radio over CBS on March 11 at 11:00 p.m CST. This will be presented as a part of the KMBC series "Nighttime on the Trail."

Arthur B. Church, organizer of "The Texas Rangers" and president of KMBC, the radio station that started them on their way to fame over the network and in motion pictures, announced that "the gentlemen in the white hats" would depart for New York early in March for a series of appearances under the management of Jimmy McConnell.

McConnell, head of KMBC's Artist Bureau and manager of the Saturday night "KMBC Brush Creek Follies," is well known in show business. In the past nineteen years he has been closely associated with such topline acts of radio, stage, and screen as, Fats Waller, the Mills Brothers, Ramona, Bradley Kincade, AsherSizemore, and many others.



'CAPTAIN BOB'' . . .

JIMMY McCONNELL

"Captain Bob" leader of the "Rangers" who has also gained farme as a prolific composer of western songs, several of which are national top favorites, and Jimmy McConnell, head of KMBC's Artist Bureau who will accompany "The Texas Rangers" on their personal appearance tour in New York in the capacity of manager.

"Chip of the Flying U" with John choir renditions.

ARTHUR POPPENBERG

Eastern Sales Manager, Arthur B. Church Productions.

Arthur Poppenberg, formerly in spot sales for the National Broadcasting Company, has been named as eastern sales manager. In this capacity he will handle all Tested Features of the Arthur B. Church Productions in the eastern time zone. Mr. Poppenberg's background qualifies him as a capable and valuable addition to the KMBC staff.

Now that "The Texas Rangers" have returned to civilian life and are together in the KMBC corral, Mr. Poppenberg offers eastern radio advertisers one of the best transcribed libraries of western melodies in radio today.

While in New York City, "The Texas Rangers" are making extensive additions to their transcribed library of western tunes. Now, even more so than in the past, it is a "living" library of such flexibility as to provide almost limitless program selection combinations.

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Important changes in KMBC-CBS programing are scheduled to take place early this month.

The Friday "Durante-Moore Show," sponsored by United Rexal Drug Company, moves from 9:00 to 8:30 p.m. CST effective March 8.

"The Schnozz" and "The Hair" as Jimmy Durante and Garry Moore are affectionally known, present a laughter-packed halfhour show each Friday night. In addition to Durante and Moore, the Rexall Show features the music of Ray Bargy's orchestra, Howard Petrie as announcer and Phil Cohan in the role of producer.

The second important time change will be "The Bob Crosby Show." After making its final 9:00 p.m. Tuesday broadcast February 26, this show will move into the former "Maisie" time of 8:30 p.m. on Wednesdays. Change to take effect starting March 6, 1946.

Sponsored by the Ford, Lincoln and Mercury Dealers of America, "The Bob Crosby Show" presents KMBC's musical Texas Rangers. a half-hour musical variety show following on the heels of another favorite half-hour of younger America, "The Frank Sinatra Show" sponsored by Old Gold,

With Bob and his streamlined group of Bobcats serving musicmagic; the Town Criers Quartet, and an outstanding Hollywood musical star appearing each week as guest, this new show, first appearing on the airways January 1 this year, has been on the steady upturn in Hooperatings.

The "Maisie" show, sponsored by Eversharp, after its final Wednesday appearance at 8:30 p.m., February 27, will be heard over KMBC Fridays at 10:30 p.m. CST effective March 8.

In Network Radio

With the return of "The Texas Rangers" to radio, a spot is being filled in the entertainment field long vacant. The boys' first ventured into network radio in 1939 over the Columbia Broadcasting System in "Under Western Skies" starring with John Mack Brown and Ruth Holloway.

During the early part of 1940, Gene Autry, America's number one cowboy, featured "The Texas Rangers" on his "Melody Ranch." When the network that summer saluted Texas on its "Forecast" series, "Of Stars and States," The Texas Rangers were spotlighted along with John Boles, Governor Lee O'Daniel and Mary Martin. In a special broadcast on the coast-to-coast network of the Columbia Broadcasting System, Gov.

James V. Allred of Texas on January 14, 1939 granted commissions as "Honorary Texas Rangers" to It is believed to be the first time in the history of Texas such salutary recognition was awarded to a musical organization.

Their own show under the program title "Circle G Ranch" was originated on the west coast network and sponsored by a nationally known cigarette manufacturer. Within four weeks of the first presentation "Circle G Ranch" had reached the top ranks in popularity.

Hollywood Stars

In addition to being radio stars, "The Texas Rangers" are also stars of Hollywood, having worked for Universal and Republic studios in such pictures as; "Colorado Sun-

Mack Brown, "Scatterbrain" with Judy Canova, "Law of the Range' and "Rawhide Rangers" both with John Mack Brown. They have been featured in numerous Hollywood shorts such as "Bullets and Balginia Vale and Armida.

On Transcriptions

After suspending live appearwar effort, "The Texas Rangers" continued to be heard on scores of radio stations in three countries transcriptions. "The Texas Rangers" transcribed library is entirely musical, consisting of more than four hundred favorite melodies of the west. It ranges from hymns to novelty hillbilly tunes, from western ballads to near symphonic singing tenor.

While in New York part of the busy schedule set for the "Rangers" will be the making of extensive additions to their living library, under the supervision of Fran Heyser, KMBC production lads" a musical short with Vir- manager, who will accompany them.

Members of the nationally famous "Texas Rangers" who mark their early beginnings back to ances for service in the country's friendly singfests in the vicinity of Harry S. Trumans Independence home in Missouri are: on the instrumental quartette; "Tenderthrough the medium of electrical foot" playing fiddle, "Arizona" playing guitar, "Monty" playing accordion, and "Idaho" playing bass fiddle. In the vocal quartette; "Captain Bob" singing baritone, "Little Dave" singing first tenor, "Tucson" singing bass, and "Irish"

'On The Scene'' New KMBC Feature **Packs Plenty Of Action**

City Police Department and Safety Council, KMBC's mobile equipment, with Gene Dennis, director of special events at the wheel, goes into action every Thursday evening at 9:45 to present a dramatic event in the life of Kansas City.

Drunkometer on Air

First aired February 7, "On the Scene" told the story of the "Drunkometer, a scientific device used to measure the alcoholic content of the human body.

On its second appearance, February 14, escorted by a white safety

car and Kansas City police officers, KMBC's mobile unit sped to the way, Gene Dennis, in KMBC's the scene of an accident at 37th mobile unit, will be "On the Scene" and Main, in Kansas City, where every Thursday night at 9:45 over an auto had crashed into the safety KMBC, with thrilling tragic and lane. Gene presented an "On the close-to-home accounts of stirring set" with Gene Autrey, "Oklahoma Scene" account as vividly as a mo- action in Kansas City, as they hap-Frontier" with John Mack Brown, tion picture of the accident itself, pen.

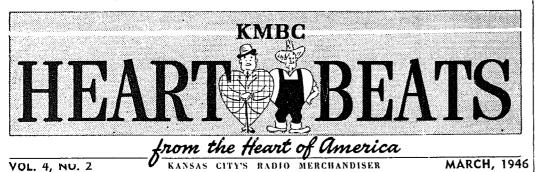
In cooperation with the Kansas interviewing the driver of the car and all eye witnesses to the crash. Following a "prowl" car of the Kansas City Police Department, "On the Scene," next reported the action connected with traffic violaters and their apprehension. Interviews were conducted with the offenders as police officers wrote the ticket or issued a warning.

Promotes Traffic Safety

Presentations during March will be in conjunction with the Kansas City Police Departments drive on traffic safety.

With sirens screaming to clear

HEARTBEATS



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in war and in peace.

KMBC and KMBC-FM

of Kansas City MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

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Page 2

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Sutter 4353 ATLANTA (3) 322 Palmer Bldg. Main 5667

SAN FRANCISCO (4)

58 Sutter

KMBC "Intern" Speaks

Statement by ELMER F. BETH, Acting Chairman, William Allen White, School of Journalism, University of Kansas.

My summer internship in KMBC, Kansas City, under the direction of that ace newscaster, Erle Smith, was a rich experience for me as a newsman, as a teacher, and as a college administrator. I am sure that the other "pioneer" radio interns of 1945 join me in praising the National Association of Broadcasters, the Council on Radio Journalism, and the individual cooperating stations for their enterprise and vision in setting up the novel teacher-training arrangement. Certainly, students in radio journalism are going to benefit from the practical, sensible plan.

From the first day, "Professor" Erle Smith was ready and willing to show me how every task was done in his well-organized four-man news department. My first eye opener was the discovery that every word of his four daily news shows is originally composed; not a line is broadcast from teletype copy. Every broadcast is painstakingly organized, carefully balanced, and accurately timed. My first few weeks work was continuing exercise in terse, explicit, lucid writing of news for the ear of the unseen listener.





CHARLES EATOUGH . KMBC's Director of Regional Sales

The ability to turn detail into profit and pleasure was born in Charles Eatough. As KMBC's director of regional sales, "Chuck," as every one calls him, turns this ability to the advantage of KMBC advertisers.

Back in the fall of '31 Charles Eatough entered Regis College of Denver, Colorado. This school like many others has its traditional customs, one of which is the presenting of a play, by the new freshman class for the enjoyment of the upperclasses. An outstanding personality of this new freshman class, "Chuck" was chosen to direct and produce the play. It was such a success that he was 'invited' (as seniors invite freshmen) to produce weekly shows until he reached the exalted rank of sophomore. Chuck immediately set about turning, what might have been a task into a profitable pleasure. Using a bit of ingenuity and supersalesmanship, he contacted local merchants and offered them spots on his weekly presentations (for a nominal fee, of course). For a full year the "Eatough Productions" were never without a sponsor and Charles Eatough, Producer and Director was making a tiddy bit of cash on the side. Soon after "Chuck's" birth in Lincoln, Nebraska, the Eatough family moved to Denver, Colorado, where the mention of his name will bring memories to any native who has an interest in sports. At Regis High, "Chuck" was a three letter man and in 1931 the roster of the All State football team carried the name of Charles Eatough in the guard position. But his fame was not limited to the field of sports. He was considered one of the best public speakers in the State of Colorado, being awarded the John Dower Medal for Elocution in 1929 and winner of the State Debating Award in 1931. After graduation from high school Chuck attended Regis College of Denver. His first year found him majoring in Latin, (Why? . . . he doesn't know!) presenting his weekly plays with the local merchants acting as angels, and coaching the Regis High football team, the team with which he made school history. His second year as coach saw Regis take the city championship. With all these activities Chuck Eatough found little time to engage in any athletics himself, and no wonder. During summer vacations at college, "Chuck" 'hit the road' as a magazine salesman, traveling the United States from Maine to California. The first year he was just a member of a crew; the second year a crew manager and the third year a supervisor and manager of four crews. Chances are the next year "Chuck" would have risen to greater heights but ...

In 1934 the Broyls Advertising Agency of Denver offered this upand-coming young man a position as writer and salesman. With the feeling that practical experience would be more value than his Latin major, "Chuck" dropped his college career and accepted the offer. After a year with the advertising agency he moved over to the Rocky Mountain News as space salesman. During his four years with the News he wrote a number of articles for leading trade journals which aroused much favorable comment.

About this time the field of radio became a major factor in the life of Charles Eatough, for two reasons. One; he was appointed local sales representative for station KLZ of Denver. Two; a very lovely young lady, Sharon Lea, was singing over KOA, another local station. "Chuck" wooed, won and wed her in 1939. Their beautiful little red headed daughter will soon be five.

After one year with KLZ "Chuck" accepted a position with The Western Farm Life of Denver, a farm paper serving the eight mountain states, where he handled the national advertising of that publication for a year and a half. Then came Kansas City. As a representative of The Katz Agency Inc., Chuck spent four years handling the interests of twenty eight newspapers, thirty radio stations and four farm papers which were represented nationally by the agency. During his four years with the Katz Agency "Chuck" was frequently asked to recommend a radio station in Kansas City, since Katz did not have any K. C. properties. After careful investigation Chuck decided that the best station in this area was KMBC and his decision proved a valuable assistance to many radio advertisers.

When an opportunity came to associate himself with the station he had been recommending m. CST Tuesday and Thursday. "Chuck" 'snapped it up' and be- Peter Paul Inc., for Peter Paul came associated with radio, his Mounds sponsoring KMBC newschoice of all fields of advertising.



Herewith are listd new program con-tracts over KMBC taking effect be-tween November 9, 1945 and February 1, 1946.

Griffin Manufacturing Company, for Griffin's Shoe Polish sponsoring "The Tune Chasers," (renewal) starting November 9, 7:30-7:45 a. m. CST Monday, Wednesday, Friday.

Kansas City Title Insurance Company, sponsoring KMBC sportscast with Sam Molen, starting November 13, 9:40-9:45 p.m. CST Monday, Thursday, Friday.

Borden Company, for Borden's Instant Coffee sponsoring "County Fair," starting December 8, 1:30-2:00 p.m. CST Saturday.

Pillsbury Flour Mills Company, sponsoring "Grand Central Station," starting December 8, 1:00-1:30 p.m. CST Saturday.

Seeman Brothers, for Air Wick Odor Neutralizer sponsoring KMBC newscast with Erle Smith starting December 12, 11:00-11:05 p.m. CST Monday through Saturday.

Forum Cafeterias of America, sponsoring "Fun At The Forum," starting December 16, 9:45-10:00 p.m. CST Sunday.

Emerson Drug Company, for Bromo Seltzer sponsoring "Vox Pop," starting December 17, 7:00-7:30 p. m. CST Monday.

California Fruit Growers Association, sponsoring "Happy Kitchen," starting December 18, 9:30-9:45 a.

Especially gratifying to me was the feeling that my "professor" was giving me credit for my previous experience in news work and was treating me as if I had been a member of the KMBC staff for years. Erle Smith is an old-line, fastthinking managing editor who injects into his daily radio work all of the enterprise, resourcefulness, intelligence, and common sense that it takes to manage a good daily newspaper in a strongly competitive area. Working with him, I got a kick out of covering important local news as well as handling the copy that streamed out of five printers. It was a revelation to see how the pay dirt under the daily news overburden was panned out and then refined so it sparkled in the next broadcast.

The summer of 1945 was a period of fast-breaking, big news-the Potsdam Conference, Russia's entry into the war, the atomic bombs, Japan's surrender, the problems of reconversion. It was thrilling to have a part in the writing, editing, and broadcasting of such historic news, and I kept copy and notes on the best days for use in my classes. Such live, specific subject matter beats textbooks—especially when the teacher "vas dere, Charlie." We studied all the angles of momentous news, sifted mounds of background and informative material. boiled and distilled the dispatches. We avoided commenting on or slanting the news, according to best radio practice, conscientiously striving to present all of the significant news in its proper setting and with its necessary background. Through it all, the "interne" and the "professor" were working together to produce a straight-news show that nobody else could beat. It was work, but it was fun.

I found the KMBC department alive with ideas and already doing several unusual things, such as the special news broadcasts to schools, the lunch-hour news shows for civic clubs, and the "home-town headlines" from communities in the area. I was shown how to use different formats in the writing and editing of news scripts, and I learned how to achieve pace, smoothness, and emphasis before the microphone.

When I studied other departments—advertising, research, program, engineering, control, promotion, etc.—every KMBC executive seemed more than willing to explain exactly how the work was done, what principles were followed, what results obtained. Always, I was impressed by the alertness, foresight and initative which seem to characterize a top-notch radio station staff.

Radio people are planning with confidence and with determination to keep in step with the times. Schools of journalism have a new job ahead—to give young people practical training for radio. The intelligent and wholehearted cooperation of the broadcasters, made manifest in the internship program, is going to help get that new job done right.

Occasionally on Saturday afternoons or Sunday, "Chuck" likes to grab his "sticks" and run out to Old Mission for a few holes of golf . . . the game that gave him his first dollar as a caddy in Denver.

And there you are folks, Charles 'Chuck" Eatough, KMBC's director of regional sales and one grand guy! Next month meet Wayne Earl Danford, KMBC's representative of retail sales, formerly known throughout the Heart of America as "Dan, the Pet Milk man."

BOB HAWK ANSWERS HAWKWIZ

- 1. If you had your choice of freshly made soap and five year old soap, which would be the best buy? (both same brand, same price.) 2.
 - Do more Americans prefer their tea with lemon or with milk or cream?
- You're in a telephone booth in a drugstore and overhear three girls ask for the following: Rachel powder, strawberry lipstick, and peroxide and ammonia. How do you know which is blonde, which brunette and which redhead?
- There have been thirty-two 4. Presidents of the United States. Have more been teachers, lawyers, or business men?
- 5. Who gives the signal for a train to leave the station?
 - Bob Hawk Answers HAWKWIZ

b. Conductor. 4. Lawyers-22 out of 32. rednead. nette, strawberry lipstick for

blonde, Rachel powder for brurot sinomms bus shirorist. 6 2. Milk or Cream.

cast with Erle Smith starting December 24, 6:00-6:10 p.m. CST Monday, Wednesday, Friday.

Cinder Concrete Products Company, for Cinder Blox sponsoring Grain and Produce Markets with Phil Evans, starting December 31, 12:30-12:35 p.m. CST Monday, Thursday, Friday.

Curtis Candy Company, for Butterfingers sponsoring KMBC newscast with Bill Griffith (renewal) starting January 1, 9:45-9:50 a.m. CST Tuesday, Thursday, Saturday. Ford Motor Company, sponsoring "The Bob Crosby Show," starting January 1, 9:00-9:30 p.m. CST Tuesday.

Rothschild's, sponsoring Sumner Wells, starting January 4, 9:45-10:00 p. m. CST Friday.

Bowman Gum, Inc., for Warrens Chewing Gum sponsoring the KMBC Brush Creek Follies, starting January 5, 10:00-10:15 p.m. CST Saturday.

General Motors Corp., for Frigidaire sponsoring "Hollywood Startime," starting January 6, 1:30-2:00 p.m. CST Sunday.

R. J. Reynolds Tobacco Company, for Camel Cigarettes sponsoring "The Bob Hawk Show, starting January 6, 6:30-7:00 p.m. CST Monday.

Ferry-Morse Seed Company, sponsoring "Garden Gate," starting January 19, 8:45-9:00 a.m. CST Saturday.

Hall Brothers, for Hallmark Greeting Cards sponsoring "Reader's Digest - Radio Edition," starting January 13, 1:00 p.m. CST Sunday. Whitehall Pharmacal Company, for Anacin sponsoring "The Adventures of Ellery Queen," (renewal) starting January 24, 6:30-6:45 p.m. CST Wednesday.

Phillip Morris Company Ltd., Inc., sponsoring "Holiday and Company" starting February 1, 8:00-8:30 p. .blo Tsev of . I m. CSL Ligar

Page 3

INSIDE COLUMN ON THIS MONTH'S Heartbeats



HOLLACE SHAW . . .

Her artistic execution in the higher register is a masterpiece of song; her ultra-artistic beauty a masterpiece of nature. Hollace replaces Jessica Dragonette as the new "Serenade" star, heard over KMBC Saturday nights at 8:45 CST for the Pet Milk Company.



Philip Morris Presents New Comedy Show

Making its debut on the first of February at 8:00 p.m. over KMBC-CBS network, "Holiday and Comopany," sponsored by Philip Morris. Company Ltd, Inc., brought to the airways a new show.

Ray Mayer and Edith Evans (Mr. and Mrs. Mayer) who portray Tim and Shirley Holiday are stars of Broadway and Hollywood. The have appeared in 42 movies under RKO Pictures and on Broadway they have taken part in such shows as "Very Warm for May," "Weak Link," "Mr. Big," and Louisiana Purchase." During the war they spent six months overseas with the USO.

The story centers around the lives of the Holiday family, Tim, Shirley and their daughter Nora Bayes, who have fallen heir to a gas station in a very small town of the midwest. The scripting is done by Abe Burrows who is said to be one of the best comedy writers in radio.

DIGEST FOR

"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

CHAIN STORE AGE, FOUN-TAIN-RESTAURANT EDITION reports: "Peanut butter by the brick and in many flavors is one of the new possibilities for fountain use suggested by the tests conducted at the Georgia Experimental Station of the Department of Agriculture. It was found at this Station that peanut butter can be made to hold its shape, slice easily, and pack in a wrapper like butter. Peanut butter has been flavored with orange, with chocolate and vanilla, and with malted milk and vanilla. Mixtures were also made of peanut butter with sweet pickle flavor, with chili flavor and with raisins." February, 1946, page. 4. CHAIN STORE AGE, DRUG EDITION reports: "Small island displays placed on tables located in key store positions are being used effectively for the quick turnover of certain slow-moving merchandise. The little islands make impulse items out of the merchandise displayed. Usually, one item is offered at a time on the small island, but in some stores other items such as toy wagons are placed on the shelf located directly under the top of the island. The islands require little time for arranging or replacing merchandise." February, 1946, tubes got scarce, Ida became scared. page 30. AMERICAN DRUGGIST reports: American scientists, working | personally, that there were enough at various universities and research of them. institutes, under the Office of Scientific Research and Development, stopped. Where's Ida? Studebaker, tried out over 14,000 chemicals in search of malaria preventives and "Bachelor's Children," for Wonder remedies. They found that atabrine, when administered properly, is better than quinine itself for the suppression and treatment of malaria. But better than atabrine and quinine are chemicals of "4-amino-quinoline series" of chemical compounds. Among these one stands out as most important: SN-7618, which is chemically speaking: 7-chloro-4-(4 - diethylamino - 1-methylbutylamino) quinoline. Given just once a week it prevents attacks of malaria. It causes malarial attacks to name added to the 1945 Honor Roll stop and unlike atabrine, it does of Race Relations during a broadnot discolor the skin." February, cast of CBS-KMBC, "Wings over 1946, by Gobind Behari Lal, page Jordan" program from Tuskegee 106.

Studebaker Fan Missing After Fifteen Years

Hugh Studebaker, former KMBC announcer, doesn't quite know what to think. You wouldn't either if you were in his shoes. He hasn't heard from Ida lately; not for several months and for all Studebaker knows she may be where she said she would bo-suspended between heaven and earth waiting for her fifth reincarnation.

Ida is a middle-aged housewife who has been writing to Studebaker for 15 years. He's seen her only twice and never has spoken to her but, boy, how she's kept in touch with him!

It started out when Studebaker was announcing for KMBC, back in 1929. He had to make an appearance at a church meeting and Ida was there. She saw him and the deluge was on. In the next 15 years, she wrote him four-thousand letters-very out-of-the-ordinary letters.

First, she became convinced that every time Studebaker gave out with the KMBC call letters, he was trying to send her a code message. Then one day, an embarrassed little man, leading a six-year-old boy, handed Studebaker a message in the studio. It was from Ida. It said: "Meet me without fail at 10th and Grand at 11 o'clock tonight." Studebaker asked the little man: "Do you know what that says?" 'Yes," the little man admitted . . he was her husband. Then it was Studebaker's turn to be embarrased. "You mean," he said, "You don't care if-that your wife-that she



"Rhymaline Time" To Be Aired Six Days Per Week

"Rhymaline Time" that slaphappy breakfast program which offers the listening audience one dollar cash for each individual number best requested in rhyme, will be extended to six days a week.

Sponsored by the Katz Drug Company "Rhymaline" started as a quarter-hour program, five days a week. It was greeted with such popularity that its sponsors expanded the show to a half-hour. And now another extension, starting March 11, "Rhymaline Time" will be aired over KMBC, six days a week, Monday through Saturday from 7:45 to 8:15.

David Andrews, master of ceremonies. Harry Jenks. tickling the ivories and Ted Ross, tenor, blend together to make "Rhymaline Time" a show with a following - not only throughout the Heart of America, but by actual mail count, in practically all of the 48 states.

Wranglers Return **Applauded By Brush Creek Fans**

The "Willis Boys" and their pal, Chuck Wright are back! KMBC's popular "Oklahoma Wranglers" have returned after winding up an extended booking with Uncle Sam. Their first appearance at the 'KMBC Brush Creek Follies," in Kansas City's Ivanhoe Temple proved they had lost none of their talent as top-flight entertainers while serving their country in war. Since that memorable night some four weeks ago they have been gaining in popularity until they have already bounded back to their pre-war standing as favorites with Heart of America Brush Creek fans.

Four Corners of Earth During the war the "Wranglers" were scattered throughout the world. "Guy" served with a Tank Battalion in the China, Burma, India Theatre. "Vic" saw action in the European Theatre, receiving the Bronze Star and Purple Heart



MARY MASON . . .

One look and we started singing, "Let Me Call You Sweetheart" and she's on the "Sweetheart Show," playing Jinny Roberts, the heroine's best friend and confidate in "The Strange Romance of Evelyn Wintrs" at 3:30 p.m. CST Monday through Friday over KMBC. The sponsor . . . Manhattan Soap Company. It's product . . . Sweetheart Soap!



JOAN ALEXANDER . . .

Any board of educators would award this young lady a LBF degree without a moment's hesitation. (LBF meaning, Lucious Bit of Femininity). Joan plays Carol West in "A Woman's Life" at 10:30 a.m. CST over KMBC. Lever Brothers' Swan Soap is the product.

HUGH STUDEBAKER . . .

-" All Studebaker could do was sputter. The little man looked tired. He sighed: "I figure if it wasn't this, it'd be some other thing."

Later, Studebaker moved to Chicago where Ida's letters trailed him with messages like: "You are slated for helping me bring the new heaven on earth." She continued to be convinced that radio station call letters were secret messages. When the war broke out and radio

She got a job in a factory which made radio tubes so she could see,

Now suddenly—the letters have heard as Dr. Bob Graham on Bread over KMBC at 4 p.m., Monday through Friday, would like to know. The peace and quiet is getting on his nerves.

Frank Sinafra's Name is Added To Honor Roll

Frank Sinatra, heard over KM BC Wednesdays at 8:00 p.m. for the P. Lorillard Company, makers of Old Gold Cigarettes, had his Institute Chapel, February 10.

THE OKLAHOMA WRANGLERS

Here are those roof-raising "Wranglers," heard over KMBC's "Early Bird Jamboree" Monday through Saturday at 5:30 and 6:30 a.m. and appearing on the KMBC "Brush Creek Follies," big Saturday night show which goes on the air at 9:15. Reading rom left to right: "Guy", "Skeeter", "Chuck" and "Vic".

K. C. Philharmonic **Heard In Germany**

A Kansas City sergeant stationed in Munich, Germany, received a pleasant surprise as he listened to the Kansas City Philharmonic Orchestra over a German radio station.

his father, S. F. Grubb, 1919 Olathe Boulevard, the following: "Yesterday (Saturday, January 19) afternoon from 4 to 5 on AFN, Munich, we heard the Kansas City Philharmonic Orchestra, sponsored by Aireon Manufacturing Corp. They sounded quite good and I was very proud."

General Foods Offer Valuable Premium

"Kate Smith Speaks," sponsored by General Foods Corporation in the interest of Grapenuts and Grapenuts Wheat Meal, announced effective February 4, 1946 until further notice, the following pre mium.

Two Silverplate teaspoons for 25c and one box top from the large 30 ounce size of Grupenuts Wheat Meal package or . . . Two Silverplate teaspoons for 25c and two box tops from the small 16 ounce size of Grapenuts Wheat Meal package,

Money and box tops should be sent to Grapenuts Wheat Meal Wallingford, Connecticut.

The "Kate Smith Speaks" program is heard over KMBC. Monday through Friday at 11:00 a.m. KMBC, Monday through Saturday General Foods also present "Kate Smith Sings" with Postum the advertised product on Friday evenings at 7:00 over KMBC.

Medals. "Skeeter" spent the war years in the States doing his part in radio work. "Chuck" saw action in both the CBI and European Theatres, being in the middle of things in the Battle of the Bulge, and later in the Pacific.

The inspiration for the organization of the "Wranglers" dates back to the days when Gene Autry was a depot agent in Schulter, Oklahoma. "Skeeter" likes to tell how Sgt. Lawrence F. Grubb wrote the boys sat around for hours listening to Autry sing and play the songs that made him famous as a movie star in later years.

> "Skeeter" and the boys were on hand when Autry and Johnny Long were writing "Silver Haired Daddy" and predicted its success long before its publication.

"Father" Willis Wields Influence

But perhaps the inspiration dates back even further than the early days when Autry was their idol. Mr. Willis was considered quite a fiddle player out Oklahoma way and as each of the five Willis boys grew old enough they were given some musical instrument to play. Many an evening concert came from the Willis living room in those days, with friends and neighbors as the audience and Father Willis conducting.

With Guy playing guitar, Vic on the accordion, Skeeter doing the fiddling and "Pal" Chuck slapping the bass, a distinctive style of western melodies is presented by "Oklahoma Wranglers." Occasionally they all join in a vocal rendition of an old favorite.

The "Wranglers" are heard over at 5:30 and 6:30 a.m. and make a personal appearance at the KMBC Brush Creek Follies each Saturday night.

Free Instructions Offered By "Rosemary"

The popular daytime serial "Rosemary" sponsored by Proctor and Gamble Company for Ivory Snow, over KMBC Monday through Friday at 1:30 p.m., offers listeners a free leaflet of tested knitting instructions for the Rosemary sweater. This exclusive, youthful design, will be recognized by "Rosemary" fans, as the sweater Mrs. Dawson is knitting for her daughter as a wedding present.

The show will celebrate its first anniversary this month. It is the story of a young American girl, Rosemary Dawson, stenographer, and with its opening installment a



Betty Winkler, who plays the title role in "Rosemary" models the "Rosemary sweater" for which free knitting instructions are offered by P. & G.

year ago gave radio its first whitecollar heroine. The title role of "Rosemary" is played by Betty Winkler, who also starred in "Joyce Jordan, M.D.," and played leading roles in "Inner Sanctum" and "The Adventures of the Thin Man." Author of the series is Elaine Carrington, one of the foremost writers in the field of daytime serials. Listeners who desire the free leaflet of tested knitting instructions for the exclusive and attractive "Rosemary" sweater are requested to send a stamped, self addressed envelope to "Rosemary." Box 849, New York 17, New York. The free instructions leaflet will be sent by return mail.

Purity Bakeries Renew Sponsorship of "Texas Rangers"

Sponsorship of "The Texas Rangers" heard over KMBC Monday through Friday, 5:00 to 5:15 p.m. has been renewed by the Purity Bakeries Corp. in the interest of Grennan Cakes.

"The Texas Rangers," termed "America's finest western musical unit," will soon start a personal appearance "invasion" of New York City.

While in New York, the boys are making a large number of additions to their "living library" of western tunes through the World Broadcasting System.

KMBC Sportscaster Sam Molen, Has New Claim To Fame

Now that Sam Molen has ap peared with the famous comic book character, "Captain Marvel," (February 15th issue, "Captain Marvel Adventures," page 53) our wonderment as to his source of seemingly unlimited energy has ceased. Chances are Sam just borrows the magic cape and is off to his next assignment with the speed of light. Molen did a bang-up job of covering the exciting Golden Gloves Tournament recently from Kansas City's Municipal auditorium which were aired over KMBC at 11:05 nightly. His recent blow-by-

blow coverage of two feline boxers, gloves and all, before a Rotary club gathering, typifies the versatility of KMBC's ace sportscaster. Any sports event of interest will find Sam Molen in the front row. bringing KMBC listeners a first hand report. With the baseball just around the corner, Molen is making arrangements to give KMBC listeners complete coverage thruout the season. In addition to the coverage of all special and seasonal sports events, Sam is heard daily at 6:10 and 9:40 p.m. His sponsors include, Standard Oil of Indiana, Kansas City Title Insurance Company and Pla-Mor, Kansas City's popular amusement center.

1946 Dr. Christian Award Announced

For the fifth straight year the \$2000 Dr. Christian Award for radio writing is offered by the Chesebrough Manufacturing Company, Cons'd sponsors of the "Dr. Christian" program, heard over KMBC Wednesday evenings at 7:30 in the interest of Vaseline Brand Products.

This is the only big literary prize in radio. In addition to the big prize, other scripts selected for use on the program will be purchased for not less than \$150 nor more than \$350, making it possible and profitable for the listeners to write the scripts.

The character of Dr. Christian is the prototype of the American small town doctor. Judy Price plays the perfect nurse and secretary. There are people like them in every American town. And because the audience writes the scripts, the program has become a true American saga. Dr. Christian as a family physician and community leader, cures his patients by medicine, plus understanding and makes Rivers End, his radio town, a sort of laboratory for his theories of human kindness.

It is recommended that the new writers wishing to try for the Award write about things and people that they know. Natural, easy dialogue, clearcut characters, trueto-life situations, with an element of suspense are the type of stories desired.

Anyone is welcome to enter a script in this competition. Merit and merit alone will count in the decision of the judges. A letter addressed to; Dr. Christian Award for 1946, 50 Rockefeller Plaza, New York 20, New York, will bring a book of rules and the release which must accompany each entry. The closing date of the contest is midnight April 7, 1946. Winners will be announced on June 19, 1946.

CASTS IN CHARACTER



"COUNTY FAIR" . . .

The new audience participation show "County Fair," sponsored by Borden Company, takes on its carnival atmosphere every Saturday afternoon at 1:30 over KMBC. Seated, left to right, are Lannie Harper, production assistant, emcee Peter Donald, and 17-year-old Allen LeFever, who'll lift Phoebe, the calf at his right, every week until it's a full grown cow. Standing are writer Ray Harvey, director John Hines, and Clown Sir Tino.





"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

PROGRESSIVE GROCER: reports: "By packaging grapes in cellophane-covered tills in small weight sizes, Klein's Supermarket, Saint Paul, Minn., sold approximately five times as many lugs of the fruit in a given time. This packaging decreased waste as it stopped handling of the grapes by customers." — Article by Ethel C. Pitkin, February, 1946, page 261.

CHAIN STORE AGE reports: "As a means of saving labor in carrying bulky items to customers cars, stores of a national grocery chain in Utah are using front stands for quantity displays. Located beside the parking lot doors, these platforms are used for showing bags of potatoes, boxes of apples and other bulky articles. Size of the unit eliminates pilferage hazards." February, 1946, page 32. NEW ENGLAND GROCERY and **MARKET MAGAZINE reports:** "Something new under way for that summer thirst among food store customers-juice bricks. The Florida Agricultural Experiment Station has developed a process whereby grapefruit and orange juice is concentrated to four times its original strength, then frozen into soft bricks for storage at zero. The customer adds three parts water for a cold, vibrant beverage that tastes like the juice of the freshly reamed fruit." February, 1946, page 39.

"THE JOAN DAVIS SHOW" .

In the center of all this regal splendor sits Joan Davis who's been voted "Queen of Comedy" for the third straight year in the annual Motion Picture Daily-Fame Magazine poll. At her sides are singer Andy Russell and comedienne Verna Felton, at the lower right comedienne Shirley Mitchell. The "Joan Davis Show", sponsored by Lever Brother Company in the interest of Swan Soap is heard over KMBC Mondays at 7:00 p.m. CST.



"THE ALDRICH FAMILY" . . .

America's favorite radio family, The Aldriches, sponsored by General Foods with Grapenuts the advertised product, visit the radio audience every Friday night at 7:00 over KMBC. Ezra Stone (center) who plays the part of Henry Aldrich, returned recently from four years of Army life. Standing is House Jameson who takes the part of Henry's father, Sam Aldrich. Sitting is Katharine Raht (Mrs. Aldrich); and down below is Mary Rolfe who plays Henry's sister, Mary Aldrich.



DONNA ATWOOD, "Heartbeat On Ice" . . .

Pla-Mor, nationally known amusement center and prominent KMBC advertiser, sponsoring Sam Molen and his sportscasts three times weekly at 9:40 p.m., will be the scene of the "Ice-Capades of 1946" opening April 4th. Donna, beautiful, talented and Mmmmmmmm, will reign as queen. By climbing from obscurity to the very pinnacle of fame in a few short years she has dispelled the old adage of "Beauty and Brains." Molen, KMBC sports editor, has put in his dibs for a personal interview over the air in KMBC studios.



VOL. 4, NO. 4

KANSAS **CITY'S RADIO MERCHANDISER** **JUNE**, 1946

Proudly We Hang This One Up Beside That of Variety!



Another National Award to KMBC of Kansas City! This time it's for "THE MOST EFFECTIVE ALL-OVER STA-TION PROMOTION BY A REGIONAL RADIO STATION." awarded to KMBC by the College of the City of New York in competition with radio stations throughout the nation. Following on the heels of the recent Variety Award, presented to KMBC for knowing best "HOW TO RUN A RADIO STA-TION," it attests to the prestige held by this Heart of America station. E. P. J. Shurick, KMBC's Director of Promotion and Press Relations, received the Award for KMBC at the Second Annual Radio and Business Conference of the New York College School of Business on May 1, at the Hotel McAlpin in New York City. pany for Ivory Soap. To KMBC advertisers and the MA PERKINS 11:15 A. M. promotion department this Award pany for Oxydol. is particularly gratifying. Throughout each day of the year KMBC makes a "Perpetual Promotion" efpany for Crisco. fort to provide Heart of America **ROAD OF LIFE 11:45** listeners and the radio industry with adequate information as to pany for Duz. programming, sponsorship, products advertised and any event of 1:15 P. M. unusual interest, not only by radio where KMBC promotion efforts for Spry. continue from morning until night every day of the year, but by all SUNDAY advertising media.

"Evelyn Winters" **Changes Time**

Effective the 3rd of June "The Strange Romance of Evelyn Winters," which serves as the advertising vehicle for Manhattan Soap Company's new home laundry product, Blu-White, will be heard over KMBC at 3:45 p.m. CST Monday through Friday.

KMBC Presents Preview **Of Atom Bomb Tests**

History-making happenings half a world away are the objective of a special events crew representing KMBC which headed out from San Francisco via Naval Air Transport Service for Hawaii, Kwajalein and finally to Bikini Atoll. Austin Fenger, chief of the crew, gave his first eye-witness report from the scene of the mid-Pacific atom bomb tests over KMBC Monday, May 27, at 5:30 p.m. The series will continue for three weeks, Monday

through Friday at 5:30 p.m. CST over KMBC.

Typical broadcasts will include an interview with Chief Judah of the returns for its ninth year over Bikini tribesmen who were trans- KMBC-CBS during which time it ferred from their home at Bikini to has presented practically every big their new home at Tongerik Atoll, screen star as guest artist, with a

KMBC Advertisers Retain Time Throughout Summer

It's still "the biggest show in town" this summer over KMBC. With the war ended and all efforts turned to supplying this country's needs which have accumulated during the war, advertisers realize that there is a selling job to be done for buying months ahead. Consequently, there are even

fewer advertisers exercising "vacation" options than expected, and fiendish imagination provokes those who are indulging in this summer practice have scheduled but brief periods away from the air.

Network shows for the most part remain as they were throughout the year with but few changes, and in these instances sponsors have called on top-flight talent and entertainment which has actually kept "the biggest show in town" going on right through the summer.

"Silver Theatre" Returns

"Silver Theatre," starring Conrad Nagle will return for International Silver Company in the 4:00 p.m. spot on Sundays starting June 23 when Ozzie and Harriet take a short vacation. "Silver Theatre"

"Daddy" into an occasional "spare the rod and spoil the child" attitude, will play hooky from the airways for an estimated 12 weeks. The final broadcast of this current series which is sponsored by General Foods in the interest of Sanka Coffee over KMBC each Sunday at 4:40 p.m., will be June 9.

"The Wayne King Show" is returning to the airways for United Rexall Drugs in the 7:30 spot on Fridays. The music of the "waltz king" has been a favorite of listeners for many years. His style is as popular today as it was in 1930 when he wrote "The Waltz You Saved For Me." "The Durante-Moore Show" currently heard for Rexall will return the first week in September. Bracketed by "It Pays To Be Ignorant" for Phillip Morris at 7:00 and "Tommy Riggs and

Newspapers in the primary KMBC coverage area are utilized to the fullest extent by front page, foot of column readers, display space and gossip type column (titled "Listen") appearing on Sundays in thirteen different Heart of America papers.

Direct mail, such as KMBC's three monthly house organs, "HEARTBEATS," "LISTENING POST," and "SPOT NEWS" are edited to further not only KMBC as a station, the advertiser and his products but radio as an industry itself.

In addition, cab posters and printed program schedules are utilized to present KMBC personalities and CBS programs to the public.



READERS DIGEST—RADIO EDITION 8:30 P. M.

Sponsored by Hall Brothers for Hallmark Greeting Cards.

BLONDIE 9:00 P. M.

Sponsored by Colgate-Palmolive-Peet Company for Super Suds.

MONDAY THE BOB HAWK SHOW 8:30 P. M.

Sponsored by R. J. Reynolds Tobacco Company for Camels.

TUESDAY

FUN AT THE FORUM 4:30 P. M. (Also Thursday.)

Sponsored by Forum Cafeterias of America.

INNER SANCTUM 10:30 P. M. Sponsored by Thomas J. Lipton. Inc., for Lipton Tea and Continental Soup Mix.

counts from a submerged sub-

a practice B-29 bombing run, ac- similar parade of favorites scheduled to be heard in the new series. "The Baby Snooks Show" which features Fanny Brice in the roll of "Snooks," the little girl whose

Betty Lou" for the Borden Company at 8:00 Friday evening will offer the best in listening pleasure.

P. & G. Songsters to Vacation

Two P. & G. shows that have been offering listening pleasure to Heart of America throughout the week from 9 to 9:30 p.m. will haitus, but only briefly. "The Lanny Ross Show," heard at 9:00 for Ivory Soap and "The Jack Smith Show," for Oxydol at 9:15 Monday through Friday will leave June 28 but will return August 16.

On June 16th Ann Jamison, soprano; Bob Shanley, baritone; The Sportsmans Quartet and Robert Armbruster's Orchestra will be heard at 2:30 p.m. on Sundays for the Electric Companies of America. Nelson Eddy is scheduled to return after a brief vacation.

Effective the first of June "The Dick Haymes Show," sponsored by Electric Auto-Lite Company will be heard at 7:00 p.m. on Thursdays, followed at 7:30 by "Hobby Lobby" for Anchor Hocking and "Island Venture" at 8:00 for Wrigley's.

FRIDAY

TOMMY RIGGS & BETTY LOU 8:00 P.M. Sponsored by Borden Company for All Products.

ANN SOTHERN IN MAISIE 8:30 P. M. Sponsored by Eversharp, Inc., for Eversharp Pens, Pencils and Red Top Leads. SATURDAY

GRAND CENTRAL STATION 11:00 A. M. Sponsored by Pillsbury Mills, Inc., for All Products.

COUNTY FAIR 11:30 A. M. Sponsored by The Borden Company for Borden Instant Coffee.

THE BILLIE BURKE SHOW 1:30 P. M. Sponsored by Lambert Pharmacal Company for Listerine Tooth Paste.

CELEBRITY CLUB 8:15 P. M. Sponsored by Continental Can Company for Institutional Packaging, Plastic Products.

ACADEMY AWARD THEATRE 8:45 P.M. Sponsored by E. R. Squibb & Sons for All Products.

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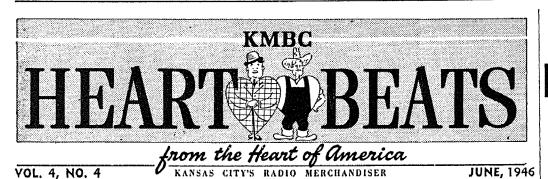
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HEARTBEATS



Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC and KMBC-FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Director of Promotion, Press Relations and Merchandising W. K. Rodat, Editor

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373 DETROIT (26) 645 Griswold Street Cadillac 1880

- NEW YORK (22) 444 Madison Ave. Plaza 5-4130 HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151
- SAN FRANCISCO (4) 58 Sutter Sutter 4353 ATLANTA (3) 322 Palmer Bldg. Main 5667

How Broad Are Your Radio Horizons?

The radio tuner-in is apt to limit his appreciation of broadcasting's services to the couple or three stations that come within the listener's immediate scope. We sometimes forget the fact that the stations we have come to know as our own should be multiplied hundreds-fold in drawing up a true picture of broadcasting's service to the American way of life.

Would the radio critic who never wandered out of the wheat fields of Kansas ever think of a radio station with nightly programs to entertain the fisherman away at seaand tell him of his family and community news? Well, that's what our middlewestern friend would find if he visited Gulfport, Mississippi and tuned into radio station WGCM.

 \star

NTRONDUCING



DR. CHARLES F. CHURCH, JR. KMBC's Director of Education and Research.

The accomplishments of KMBC's capable director of education and research, Dr. Charles F. Church, Jr., would fill volumes, therefore we can but touch on the highlights which will present a sketch of the man KMBC has acquired to carry on a program of service to the community-that of radio in education. Born in Lamoni, Iowa in 1904, Dr. Church attended the local grade and High schools of that city, graduating in 1920. His eagerness for higher education prompted him to enroll in Graceland College, also located in Lamoni, which he attended for 4 years, from 1920 to 1924. In 1923 he received his first of many degrees at Graceland, an A. A. Degree.

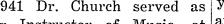
Leaving Lamoni in 1924 Dr. Church spent the next two years at the State University of Iowa, receiving his B. A. degree in 1925, Associations, assisting in the foundwith a major in music. A year later, in 1926, he was presented with serving as president of the former. his M.A. degree, in Music Education from Iowa State University. Visiting Instructor of Music, at Even his summers were spent in Ohio State University, at the sumacquiring further knowledge in his mer session where he taught woodchosen field as in 1925 when he attended the summer session of the bles, orchestrations as applied to Sherwood Music School in Chicago. the band, and assisted with the Having quelled his thirst for Summer Band. His teaching was knowledge for the time being Charles F. Church entered the field of the University of Iowa he played education as a teacher. For one clarinet in the school's Symphony year from 1926 to 1927 he served as Orchestra and the Concert and Supervisor of Music at the Maple- Marching bands. At present Dr ton Public Schools in Mapleton, Church plays the clarinet in the In-Iowa, where he taught all High | dependence Symphony Orchestra. School music, choral and instrumental, and supervised music teaching in the elementary grades.

Church found himself in the capacity of demonstration teacher and faculty assistant, at the Teachers College of Columbia University, where he taught "music appreciation" in two classes of the Horace Mann School and served as assistant to Dr. Jacob Kwalwasser of the Teachers College music faculty.

From 1927 to 1943 Dr. Church found his "niche" in the field of education, as Assistant Professor of Music, and Director of Instrumental Music at Bowling Green State University, Bowling Green, Ohio. However the desire to acquire a Doctor's degree prompted him to request leave of absence from Bowling Green. It was granted and Charles spent the years 1940 and 1942 at Ohio State University in Columbus, Ohio, in graduate study, majoring in History of Education and having minors in Radio Education and History of Music. In August of 1942 he was conferred his Ph. D. Degree. While at Ohio State he was elected to

Phi Delta Kappa, Honorary National Fraternity in Education.

During his Assistant Professorship of Music at Bowling Green, Dr. Church directed all instrumental music, concert and marching bands, concert orchestra, ensembles and instrumental classes as well as the teaching of classes in conducting, orchestration, history of music, musical form and theory. He also organized the annual Band and Orchestra Festivals, held at Bowling Green as a service to the High Schools of Northwestern Ohio. During the summers of 1937 to 1940 Dr. Church organized and directed the University's Summer Band School, a three-weeks intensive school which provided instrumental music activities for music teachers in the field, college music students, and qualified high school players. He was also active in the Ohio Intercollegiate Band and Orchestra ing of both organizations and twice In 1941 Dr. Church served as wind instruments, woodwind ensemnot all theory for as a student at As a youngster Dr. Church as pired to become an architect or a commercial artist. The architectual In the summer of 1928 Dr. desire was prompted by his father's





Herewith are listed new program contracts over KMBC taking effect be-tween March 23 and April 21, 1946.

Chef Boy-Ar-Dee Quality Foods, Inc., sponsoring "Give and Take," in the interest of Chef Boy-Ar-Dee Spaghetti Dinner, starting March 23, 2:30-3:00 p.m. CST Saturday.

E. R. Squibbs and Sons, sponsoring "Academy Award Theatre," starting March 30, 8:45-9:15 p.m. CST Saturday.

Proctor and Gamble Company, for Ivory Soap, sponsoring "The Lanny Ross Show," starting April 1, 9:00-9:15 p.m. CST Friday.

Nash-Kelvinator Corporation, sponsoring "Holiday for Music," starting April 3, 8:30-9:00 p.m. CST Wednesday.

Sifers Chocolate Syrup Company, Inc., in the interest of their Chocolate Flavored Syrup, starting April 20, 9:30-9:45 a.m. CST Saturday. Lewis Howe Company, for Tums, sponsoring "The Amazing Mrs. Danbury," starting April 21, 6:00-6:30 p.m. CST Sunday.

association with the lumber business and "Chuck's" (as he was then called) tracings of house plans brought home by his father. The desire was furthered by his employment at the architectural offices of H. C. Smith, but the love of music and the call of higher education prompted him to leave the business world and continue his schooling. However today in Dr. Church's back yard there is an egress for this early ambition—a small antique shop conducted by Mrs. Church, where he spends his leisure hours, repairing and refinishing items he and his wife have collected. Many of the beautiful furnishings that adorn the Church household have entered by way of the little antique shop. The desire to become a commercial artist started at the time Dr. Church was appointed Art Editor of the Graceland Aeacia, the school annual, but the press of school work turned the desire into a hobby. Working in oils and pastel he has done landscapes, portraits, and still life, some of which are hanging in his home in Independence, "only to please the family," he modestly remarks. Dr. and Mrs. Church have a very charming family of three sons and two daughters. Dr. Church was instrumental in increasing the KMBC Schoolhouse programs from three to five weekly presentations, and arranging for the broadcast of School of the Air programs during school hours. His direction of Music Time and the Sunday Morning Round Table Discussions has received much favorable comment. KMBC's first Radio Institute for Teachers, held in Kansas City Junior College, June 11-29 last year, which opened new vistas on the classroom utilization of radio for the 300 teachers who attended, was under his able direction. With radio's responsibility to America's cultural needs taking on added significance in the post-war world, KMBC of Kansas City is proud to have the services of this man to conduct its program and determine the full potentalities of radio in education. So, without further ado, shake hands with KMBC's capable director of education and research, Dr. Charles F. Church, Jr. Next month-meet Lee Stewart, KMBC's supervisor of announcers whose voice can "soothe the savage beast," or present a commercial for two-way stretch apparel without a tremor.

June, 1946



And in turn would our Gulfport fisherman realize the importance of the North Central Broadcasting System's or the Wisconsin Network's daily weather reports to the traveling salesman and school children of the north part of the country with its heavy snows and blizzards?

★

Imagine if you will the cowboy of Wyoming having an understanding of the importance of WEEI in Boston to the cranberry growers of New England. Hundreds of thousands of barrels of cranberries have been saved through the station's twice daily weather reports-giving the growers the opportunity to flood the cranberry bogs in case of frost.

Chances are our cowboy wouldn't comprehend the full significance of WKAR's spring weather reports up in East Lansing, Michigan when farmers are advised that the weather will be warm enough in the next few days to start the sap flow, the time when the sap carries the highest sugar content.

But our cowboy would realize how important is KXEL's service of hiring a full-time practicing livestock veterinarian for giving the Waterloo station's listeners the benefit of his experience in the care of their livestock. And he would look with understanding upon the "KMBC Service Farms" project where modern livestock raising methods are put to test with findings passed on to listeners in three remote broadcasts direct from the site of the farm.

★

Yes—radio's service in the public interest is a great patch work quilt of doing little things, day in and day out, in hundreds of important ways. How narrow is the outlook of the critic, well meaning as he or she may be, when saying "broadcasting never does anything without expecting something of a monetary way in return." Too many are they who think of radio in terms of a distasteful singing commercial or possibly a drippy-dramatic daytime serial—yes, and that off-color comedian. Isn't it about time that we start thinking constructively of broadcasting — instead of ebs dwelling upon the exception?



"Young Dr. Malone's office . . . say a-a-a-h!" June, 1946

HEARTBEATS

Page 3



JUDY BLAKE . . .

After due consideration we have decided the "look" is only an invitation to listen to "Light of the World," heard over KMBC Monday through Friday at 9:15 a. m. CST for General Mills' Betty Crocker Soups. Judy plays the part of "Tamara" in these daily dramatizations of Bible stories that are known the world over for their age-old beauty.



You Can't Keep a Good Man Down!

Sports fans throughout the Heart of America who have missed the personable voice of Sam Molen on the KMBC nightly sportscast can be assured that his return to the airways is but a matter of days. Sam underwent an appendectomy recently and had a brief stay at St. Joseph's Hospital but the 200 pound, 200 proof "voice of authority in sports" is up and around regaining that vim and vigor which made him a 12 letter man in High School and College. The KMBC sportscast with Sam is heard daily at 5:55 and 9:40 p. m. CST under the sponsorship of the Standard Oil Company and Pla-Mor.

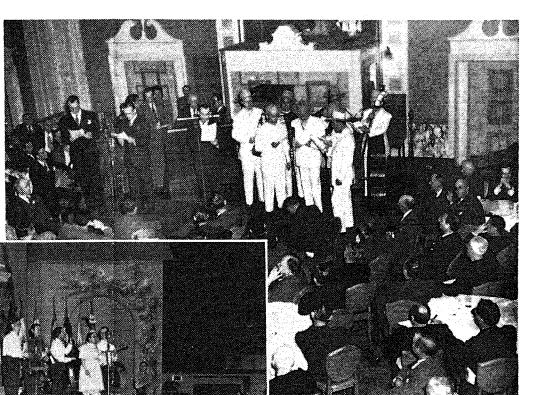


"Heartbeats" reads the grocer trade papers and condenses into this column he information that it feels will be of interest and assistance to today's busy retail grocers.

CHAIN STORE AGE, GROCERY **MANAGERS EDITION, reports:** "Bins placed in grocery stores in St. Louis are serving as convenient depositories for the collection of all kinds of canned foods for the people of war-ravaged countries. In the nationwide program, food chains are being asked by UNRRA to set up similar collection depots. Free lithographed signs tying in with the Victory Collection of Canned Foods can be obtained at 100 Maiden Lane, New York 7, UNRRA pays all shipping charges from the community where the food is collected and clears the shipments through 22 regional warehouses for the trip overseas." April, 1946, Page 46.

KMBC's 25th Anniversary Celebration Receives National Network Recognition

Word of KMBC's 25th Anniversary reached the ears of listeners throughout the nation last month. Kate Smith and Ted Collins on the "Kate Smith Speaks" program, heard over KMBC Monday through Friday at 10:00 a.m. CST, for Post's Raisin Bran & Bran Flakes; Art Linkletter, "House Party's" master of ad lib, sponsored by General Electric and heard over KMBC

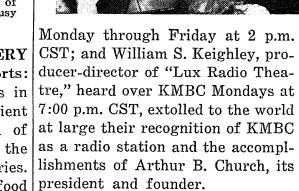




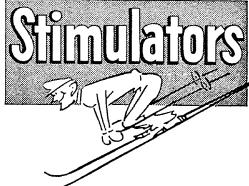
Above, Kansas City's Chamber of Commerce meets to hear the story of radio's early beginnings, presented by KMBC staff artists. Left, Big Brother Club party held in Kansas City's Municipal Auditorium arena in celebration of KMBC's 25th Anniversary.

Time Change Also **Affects New Shows**

Recent additions to KMBC program schedule that have been affected by the time change are: Give and Take sponsored by Chef Boy-Ar-Dee is now heard at 2:30 each Saturday afternoon. American Melody Hour is now heard at 7:00 p.m. on Tuesdays with the advertised product Bayer Aspirin. Meet Cor-Century of American Broadcasting" liss Archer, sponsored by the Campto come off the press later this bell Soup Company is presented at Martin Show sponsored by Bourjois, Inc., for Evening in Paris perfumes and cosmetics is now heard at 8:00 p.m. on Tuesdays.



As was brought out, the contributions in the establishment of radio by Mr. Church can be placed in their importance alongside the scientists in the laboratory and the early radio stations themselves.



Here in the Heart of America the Kansas City Chamber of Commerce sat in on the production of tre," heard over KMBC Mondays at an actual half-hour broadcast tell-7:00 p.m. CST, extolled to the world ing of radio's early beginnings and its influence on the American way of life. The dramatic script was written by Gene Dennis, KMBC's director of special features and the musical background was supplied by KMBC's nationally known "Texas Rangers." Material for the presensation has been gathered by 300 broadcasters, and is being complied into a book "The First Quarter year under the auspices of the sta- 7:00 p.m. Sundays and The Tony

BLANCHE GLADSTONE . . .

How "Perry Mason," master detective, heard over KMBC Monday through Friday at 4:15 p.m. CST for P. & G.'s Spic and Span, can solve the many and varied crimes that are presented to him with such ease is no longer a source of wonderment. Blanche, with that provocative look in her eye, just lures the criminal into the super-sleuth's den and that's all brother—that's all!



EVELYN KNIGHT . . .

This talented and beautiful vocalist is featured as Lanny Ross' singing partner on "The Lanny Ross Show," heard over KMBC at 9:00 p.m. CST Monday through Friday for P. & G.'s Ivory Soap. We can now see how Lanny, just returned after 27 months overseas, can put such feeling into his love songs.

SUPER MARKET MERCHANDIS ING: "Recent estimates by Government officials have forecast an output of Cuban sugar of 250,000 tons more than was generally expected. Favorable weather conditions are largely responsible for the prediction that present crop production will exceed 5 million tons. The latest estimates, however, fixed the expected quantity of 4,750,000 tons, compared with the 3,950,000 tons of a year ago." April 1946, Page 19.

PROGRESSIVE GROCER, reports "Aggressive national advertising and sales promotion programs behind Pillsbury's new family flour, 'Pillsbury's Wheat-Emergency Enriched Flour,' are promised grocery buyers from coast-to-coast by Philip W. Pillsbury, president of Pillsbury Mills, Inc., Minneapolis, Minn. The company announces that during the emergency it has discontinued manufacture of its 74-yearold brand, 'Pillsbury's Best,' and will mill the new 'Pillsbury's Wheat-Emergency Enriched Flour' for American homemakers. 'Numerous test runs with the new flour have been completed,' Mr. Pills bury states. 'Grade and quality have been established with assured uni formity'." April, 1946, Page 223.

FOOD FIELD REPORTER, reports: "Washington-Some like it hot, and some like it cold, but obviously some people like their oatmeal in cans. A new canned oatmeal porridge, precooked and packed in tin cans, is the latest breakfast food, according to the Can Manufacturers Institute, here. The canned oatmeal has only to be heated and stirred before taking its place on a complete canned breakfast menu of juice, bacon, eggs and milk, for those who have time only to turn a can opener." April 15, 1946, Page 19.

Herewith are listed current offers and contests on KMBC. Such "stimof the following advertisers result in greater sales for you as a retailer.

Ferry Morse Seed Co.—sponsors of "Garden Gate," heard over KMBC, Saturdays at 8:45 a.m., are soliciting letters from listeners regarding garden problems. A free "Wild Flower Catalogue" is offered. Address letters to: Garden Gate, Nashville 3, Tenn.

Pet Milk Sales Co.-sponsors of the "Mary Lee Taylor," program, heard over KMBC each Saturday at 10:30 a.m. offer listeners two free booklets, "Making Good Meals Better for 2, 4, 6" and "Your Baby." Send your request to: Mary Lee Taylor c/o KMBC, Kansas City. General Foods Corp.-sponsors of "Kate Smith Speaks," heard over KMBC Monday through Friday at 10:00 a.m. offers two International Silver Co. silver plated teaspoons for 25c and two box tops, one from Post Raisin Bran, one from Post Bran Flakes. Address requests to: Kate Smith, Wallingford, Connecticut.

Nash-Kelvinator Corp.—sponsors of "Holiday for Music," heard over KMBC each Wednesday at 8:30 p. m. are conducting a weekly contest. The three best letters (50 words or less) suggesting your favorite song to be played by David Rose and Orchestra, stating reasons for the selection will be awarded a special autographed album of records by the David Rose Orchestra and a radio-Phonograph automatic record changer. Address letters to: Nash-Kelvinator, Box 303, Detroit, Michigan.

tion.

In Kansas City's Municipal Auditorium Arena on April 20th, Tim West and all regular Brush Creek Follies talent presented an entertaining and well-received show to members of the KMBC Big Brother Club in celebration of KMBC's 25th Anniversary.

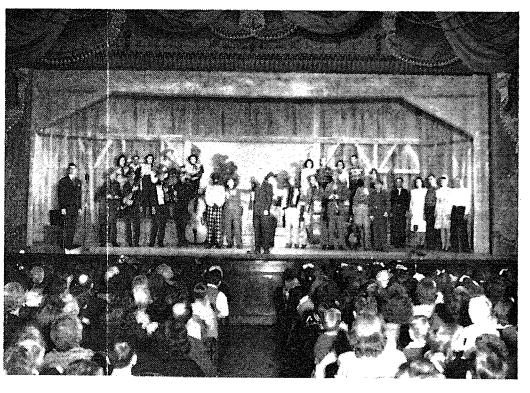
SweetHeart Show **Features Blu-White**

The Sweetheart soap program, "The Strange Romance of Evelyn KMBC's competent staff, which is Winters," heard over KMBC at 3:45 headed by Erle Smith, such national p.m. Monday through Friday will be turned over to advertise the Manhattan Soap Company's new home laundry product, Blu-White it was announced by Mr. Archie Tarr, Advertising Manager of the company, as part of a national campaign to day, is the most recent addition in promote the new product.

Top Newscasters On **KMBC's** Schedule

In this present day panorama of world events, the phrase "Keep Tuned To KMBC To Keep In Touch With The Times", bears comprehensive fruit. In addition to the daily newscasts presented by personalities as Ted Collins, Lyman Bryson, Bill Henry, Ned Calmer, and William L. Shirer, enrich its schedule.

Charles Collingwood, heard at 4:45 p.m. CST Saturday and Sunkeeping with the KMBC phrase.



THEY'VE DONE IT AGAIN! ...

Winding up its ninth successful season, the KMBC Brush Creek Follies, cast. shown above, played to SRO audiences most of the year. Held in Kansas City's Ivanhoe Temple, this two-hour radio and stage show of the barn dance ranks as one of the top three presentations of this type in the nation. Sponsorship this season included Beaumont Laboratories for 4 Way Cold Tablets: The Chase Candy Company for Hi Crest Chocolates and Bowman Gum, Inc., for Warrens Chewing Gum.

Bromo-Selfzer's "Forever Ernest" Stars "The Kid"

"Forever Ernest," the Emerson Drug Company's new vehicle for Bromo-Seltzer, which made its innitial appearance over KMBC April



JACKIE COOGAN

ways over his Dutch clip. He returns in "Forever Ernest," heard over KMBC each Monday evening at 6:00 CST, as "Ernest Botch," a mild mannered young man, more or less gainfully employed as a dispenser of soda and Bromo-Seltzer by Druggist Lane.

Lurene Tuttle, a redhead who from the age of two wanted to become an actress, plays the part of "Candy Lane" the druggists's daughter and provides the love interest for "Ernest."

Arthur Q. Bryan, plays the part of "Duke," an outsize smoothie who manages to get "Ernest," into awkward situations and out again.

Coogan, recently discharged from the Army where he served as a member of a Glider unit, is making his first appearance in a radio show of his own, after having appeared as a star of both stage and motion pictures.

The new series is said to have all the comedy, suspense and plain human appeal that used to make smash-hits of every Coogan picture.

KMBC's Farm Editor Gives Cupid & Hand

Billie Burke Show Now Features Listerine Tooth Paste

The Lambert Pharmacal Company recently announced a change in the product sponsorship of the "Billie Burke Show" from Listerine Tooth Powder to Listerine Tooth Paste.

Heard over KMBC each Sat-29th, brings urday afternoon at 1:30 the back "the kid," "Billie Burke Show" features Jackie Coogan. Billie in the role of a hithery-Many will redithery female of uncertain age, member his imthe type of characterization for mortal movie which she is famous on the characterization stage, screen and now radio. Billie's entanglements with a of a little wistdeadend kid, a fracas with her ful waif with a hat maker, or a whimsically ragged cap tangled adventure with the corperched sidener cop provide merry mixups on this half-hour comedy show.

Tommy Riggs and **Betty Lou'' Head New Borden Show**

Ventriloquist, Tommy Riggs, recently discharged from the Navy, and his little girl friend, Betty Lou, have taken over the former Ginny Simms spot at 8:00 p.m. on Fridays over KMBC. Sponsored by Borden Company, Riggs and his imaginary foil, Betty Lou, return to the air after four years of entertaining "our boys" in the South Pacific.

Peggy Lee, well known on the West Coast as the "Why-Don't-You-Do-Right" girl because she popularized a song by that name, takes over the singing and emcee assignment on the program.

Riggs created "Betty Lou" while in vaudeville. His hoofing partner failed to appear one night and Tommy had to go it alone. To replace the missing partner and get another voice in the act he imitated a little girl, named her Betty Lou and signed her up for life.

"It Pays To Be Ignorant" Returns For Phillip Morris

Sponsored by Philip Morris & Company for Philip Morris cigarettes, "It Pays To Be Ignorant," heard over KMBC Friday evenings at 7:00 offers listeners a comedy half-hour with a "Helzapoppin" attitude.

Featuring Tom Howard as quizmaster, with George Shelton, Lulu McConnell and Harry McNaughton as the competent board of experts, "It Pays To Be Ignorant," promises plenty of fun, laughs and relaxation for all. Tom Howard poses the questions for George, Lulu, and Harry and if they come back with a sensible answer you're just hearing things.

Somewhere along the line a hapless victim appears on the stage from the studio audience to take part in the questions-however they seem to be battered down with nonsense until they walk off the stage richer in money and in the ways of zany activities.



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

AMERICAN DRUGGIST, reports:

"Soap on your counters, when you can get it, soon becomes messy, scratched, and dirty and sales after the first few days, take a nose dive. It's simple psychology-who wants to buy something that looks dirty with which to clean themselves or their belongings? Suggestions for your toilet goods clerks: take a rag dampened in alcohol and wipe gently over the soap. All trace of grime and dirt will disappear. Then, to give the soap shine and lustre rub the palm of your hand over the soap a few times. It's simple and effective. April, 1946, Page 6. DRUG TRADE NEWS, reports: "Labeling of calcium preparations intended for parental use should bear conspicuous warnings that they are not to be injected intramuscularly in infants and young children, the Food and Drug Administration has decided (TC 7-A). FDA said articles which have recently appeared in medical literature, together with information obtained from pediatricians, indicate that such use may cause undesirable reactions in infants. April 22, 1946, Page 29. CHAIN STORE AGE, DRUG STORE MANAGERS EDITION, re. ports: "Pilfering losses on open-displayed wine have been minimized at the Mid-City Drug store, Glendale, California, by wiring the bottle necks together. Strands of thin wire are looped around each group of four bottles, making an attempt to pilferage so difficult that it would be detected instantly. The management reports few theft attempts made since this method was adopted. April, 1946, Page 158. CHAIN STORE AGE, FOUNTAIN -RESTAURANT, reports: "Contests in which employes are given half days off for outstanding performance in selling specified items have increased profits and reduced turnover at an Eastern variety store's fountain. For the sake of variety, contest periods are changed periodically. Some run only one day, others a full week. One item is specified for concentration-a long profit dish or one that is plentiful. A record of sales is kept and the high girl is awarded a half day off. The second highest employee receives a box of candy. April, 1946 Page 38.

This Passing Parade



"LITTLE BROWN JUG HOW I LOVE THEE"

John Farmer, (left) KMBC newsman whose 12:01 p.m. Newscast is now sponsored by Hi-lex Company on Monday, Wednesday and Friday, strikes a pose with a "little brown jug" of Hi-lex for Bob and Chuck Schwindler, (standing at right) local brokers for the Hi-lex account, (seated) Ralph Hobbs of Melamed-Hobbs, Inc., Advertising Agency and Jack Reed, District Manager of the Hi-lex Company.



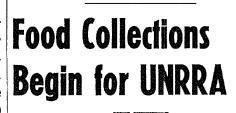
KMBC COVERS INAUGURAL ...

Coverage of the inaugural ceremonies of Mayor William E. Kemp (shown above) and other Kansas City officials were broadcast by KMBC from the Council Chambers of the City Hall on April 10th.

This is the time of year when a young man's fancy turns to things the girl has been thinking about all year. Phil Evans' KMBC's Farm Editor, whose 3 daily reports are heard at 6:15 a.m.; 12:20 and 12:30 p.m. unwittingly went into competition with Dan Cupid the other day.

An ambitious young veteran wrote in and requested the opportunity to work on the KMBC Service Farms. Phil wrote that by his record he seemed a likely candidate, but he had to be married to get the starving people overseas." job.

new helper!



The Emergency Food Collection on behalf of UNRRA began May 12. In requesting support by all the committee in charge reminds: "The collection is an opportunity for each of us to make a personal contribution toward the relief of

Food in tin cans or money with What did the young man do? | which to buy foods are requested You've guessed it! He took Phil's and should be presented to the local letter to his best girl friend, and committee. Checks or money ordhappily writes back that the "deal ers may be mailed to: National is closed!" So Phil has himself a Headquarters, E. F. C., 100 Maiden Lane, New York 7, N.Y.



TIME OUT FOR TEA . . .

Pictured above, left to right; Miss Maryellen Henderson, chairman of the recent annual field day of the Kansas City Home Economics and Business Group; KMBC's June Martin, who assisted the chairman and was mistress of ceremonies; and Miss Virginia McGurk who is chairman of the organization, take time out for tea at the Pickwick Hotel in Kansas City.



FIFTEEN YEARS AGO . . .

Kate Smith, one of the most cited and photographed women in the world, who recently celebrated her 15th anniversary as a CBS star, is shown during her first broadcast May 1, 1931. Kate is heard over KMBC Monday through Friday at 10:00 a.m. and every Friday evening at 6:30 for General Foods Corporation.



THE YOUNGSTERS TAKE THE AIR ...

A daily highlight of "House Party" heard over KMBC at 2:00 p.m. Monday through Friday under the sponsorship of General Electric for their Household Appliance Division, is the appearance of five school boys and girls who chat informally with Art Linkletter, (above) on matters of vital importance to youngsters ranging from 5 to 15 years of age. Questions are asked on matters that are usually left to the discretion of adults and bring many interesting answers. A weekly search is conducted among the older guests of the program with the winner being awarded such prizes as an electric washing machine, range or something of comparable value.





CAROLINE ELLIS Keeper of the Magic Book

series. It was judged the best in the land for primary grades.

Three In a Row

cat who ventur-

ed into the

world of china

cats, was sub-

mitted as a typ-

ical entry of the

The "Magic Book" award follows the Variety Show Management Award presented to KMBC for knowing best "How to Run a Radio Station," and the College of the City of New York Award for "The Most Effective All-Over Station promotion by a Regional Radio Station." Three National Awards in three vital departments ----Management - Promotion - Programming.

The citation accompanying the "Magic Book" Award stated: "For the preparation of a delightful story hour which entertains and stimulates the imagination of kindergarten and primary grade children. The program helps its young listeners to acquire a better vocaoulary and an appreciation of good reading."

From every side throughout the Heart of America, listeners have had nothing but praise for "The Magic Book," but when one considers the stiff competition in this most important of education radio clinics, the award takes on added significance. "The Magic Book" is designed for the primary grades as part of the KMBC Schoolhouse

duced in cooperation with the schools of this area. It is a quarterhouse series. hour presentation with the cast "Blackie Takes a Trip," a story selected from the staff of KMBC of a little black and is produced by Fran Heyser.

Judges Summarize

In a summary of the awards it was stated by the judges: "This opportunity for careful listening has been a unique experience, one that has enriched us immeasureably. We were rewarded with a new conception of the level of educational broadcasting as reflected by this large number of program entries. The level is high, and in some cases vividly exciting and brilliant."

INDEX

Listed below are items of particular interest to grocers' and druggists in this month's issue of Heartbeats:

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Pet Milk, Page 3, Col. 2. Rinso, Page 3, Col 2; Page 4; Col. 2. Chef Boy-Ar-Dee Spaghetti Dinner, Page 4, Col. 1.

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- Parker Pen, Page 2, Col. 5; Page 4,

Col. 1. Camels, Page 3, Col. 1.

Anacin, Page 4, Col. 2.

tween distributors and stations.

As Commercial Manager of a C.B.S. affiliate, New York radio station he increased the station's billing 50% and worked in the production and programming of shows. He also worked as Time Salesman for Spot Sales, New York City.

He comes to Arthur B. Church Productions from United Press, New York City where he was employed as Special Features Salesman upon his discharge from the U. S. Army last year.

Ewing will handle all Tested Features of the Arthur B. Church Productions in the eastern time zone, including the transcribed library of "The Texas Rangers," one of radio's top transcribed "living" libraries of western melodies, to which extensive additions are being made.

KMBC welcomes William S. Ewing as a capable and competent addition to its staff. New York offices of Arthur B. Church Productions are located at 475 Fifth Avenue, New York 17, New York.

Academy Award Theatre **Moves To Wednesday Spot**

"Academy Award Theatre," sponsored by E. R. Squibb and Sons is now heard over KMBC each Wednesday evenings at 8:00.

The program, in an unprecedented arrangement with the Academy of Motion Picture Arts and Science. presents only stars, stories, and motion picture achievements which have won or been nominated for the Academy Awards.

A "BUSMAN'S" HOLIDAY . . .

> Now on a summer vacation from network airways, Jack Carson, (right) CBS-KMBC star of "The Jack Carson Show," takes a "busman's holiday" in the KMBC Studios as he is interviewed by Gene Dennis, KMBC's director of special features on "Hear The Heart of America."

Theatre, as motivated by the desire to return a favor to Barney Joffe, Tower Manager. Some ten years ago when Jack Carson was featured as emcee at the Tower, Joffee was instrumental in fulfilling Carson's desire to get into motion pictures.

Now a Hollywood star, as well as having his own network radio show, Carson returned to Kansas City where he proved that he is a favorite of the Heart of America.

Simple Start

While a student at Carleton, Jack Carson met a fellow named Dave Willock of the University of Minnesota, who said, "Say, we'd make a funny team. Let's go on the stage." And it was, as Jack tells it, as simple as that.

In 1938 Jack entered radio, thru thing into Tom Howard's ear. the efforts of Ken Carpenter of the Bing Crosby Show, and from there he moved to his own CBS program which was built around his humorous personality. In addition, Arthur Teacher's hauteur, the risible antics of Tugwell (played by Jack's partner of vaudeville days, Dave orchestra, made "The Jack Carson Show," top-notch entertainment as shown by top Hooperatings.

Campbell Soup Company "The air.

to Kansas City and the Tower Jack Carson Show" which is now in its usual summer hiatus, is scheduled to return to the KMBC airways the first week in October.

The Reason For All The Laughter

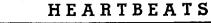
You may have wondered what accounts for the gales of laughter which sweep out of your loudspeakers as "It Pays To Be Ignorant" goes on the air at 7:00 p.m., over KMBC on Fridays. Here's the way it happens:

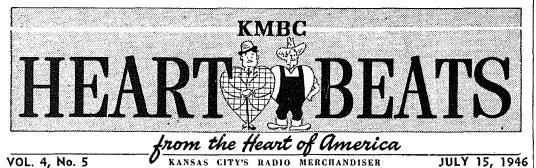
Exactly 45 seconds before the program begins, a man walks rapidly down the studio aisle, climbs to the stage and whispers some-

"All the way back," Tom shouts, "and then to the left." The stranger departs amidst roars of laughter from the studio audience and speeds up the aisle again. Just as the sweep-second hand on the studio clock touches four seconds before air time, Tom bellows after Willock), Norma Jean Nilsson, the retreating stooge; "Mention my Randy Stuart and Freddy Martin's name and you'll get a good seat." The audience shrieks, and that is why you hear the great merriment just as the familiar Philip Morris

Under the sponsorship of the theme and comedy show go on the

July 15, 1946





Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC and KMBC-FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Director of Promotion, Press Relations and Merchandising W. K. Rodat, Editor

Nationally Represented By FREE & PETERS, INC.

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NEW YORK (22) 444 Madison Ave. Plaza 5-4130 HOLLYWOOD (28) 6331 Hollywood Blyd. Hollywood 2151

SAN FRANCISCO (4) **58 Sutter** Sutter 4353 ATLANTA (3) 322 Palmer Bldg. Main 5667

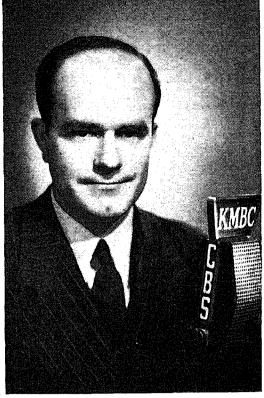
Something New?

We've been hearing a lot lately about a lack of new program ideas in radio. Everyone seems to think radio needs something new—something different. We wonder. In looking back over broadcasting's first quarter-century one cannot help but think of the small boy in a candy shop, given the run of the place for a day. He dashes around sampling a little of this and a little of that, until he puts so much under his belt, it all tastes the same. But as he grows older, he finds that he likes some candy more than others, and in time he becomes quite critical, even of his favorites.

★

Radio is a great deal like that. The imaginative in the early days had all the world to chose from in programming. At one time, of course, everything tried out was new. In special events, broadcasters had to sample originations from trains, blimps, airplanes and dirigibles. The field of sports offered a fertile field for the sensational. Football had to be sampled, as was true for baseball, golf, basketball, and the rest. The political scene was jumped on from the very start. Stations tried to outdo each other in stringing lines all over the country to pick up the national party conventions.





LEE STEWART . . . KMBC's Supervisor of Announcers.

It takes a cool, calm and collect ed personality to handle the socalled "glamour" job of radio announcing and Lee Stewart, KMBC's supervisor of announcers has that personality.

Take the time at Enid, Oklahoma, when Lee was scheduled to announce over the Mutual Network, a broadcast of a Mirimba orchestra from the Enid Auditorium. Most of the morning has been spent setting up the equipment for the broadcast and it was fast approaching air time. Lee took his position in the announcer's booth and glanced across the auditorium to the engineer's booth . . . only to find it empty. The engineer, the operator who gives the signal to start the program, inform the announcer that the lines are open and sees that the program is going over the air, was missing. A hurried glance at his wrist watch (a none too accurate timepiece) showed Lee, 30 seconds to go. Having no idea if the circuit was open and the program would go over the air, Lee, with his usual collectedness, started the show, wondering all the while if he was talking into a dead mike, if he had started ahead or behind schedule, and thinking a good many uncomplimentry thoughts about the missing operator. Five minutes later a harassed looking engineer slipped into the operations booth. Cornered after the broadcast, the engineer, who had been denied admittance because he did not have a ticket to the broadcast, informed Lee that he had luckily opened the circuit before leaving. A check at the studio revealed the collected calm of Lee Stewart, (with the aid of a second hand watch) had put the program on the air "right on the nose!" Lee was born in Chester, Oklahoma, February 24, 1912. His schooling covered many poetically named Oklahoma towns . . . Longdale, Fairview, Ringwood, Laverne, Alva. His father's position, a teacher of rural schools in these towns, necessitated Lee's regular appearance as a member of the Honor Roll. For a time Lee intended following in education at Northwestern State College in Alva, Lee received a life certificate to teach school in tween graduation and the next school term, fate, in the guise of a Always an ambitious lad, Lee worked while attending school. Summers would be spent working on his grandfather's farm. The jobs were many and varied. He rewas earned distributing hand bills . . . barefooted. There were the ing blackberries, cotton, and the like; the agency for the Daily Oklahoman & Times in Alva; the 18 hours a day spent wrapping bread loso non pereto ment of the loss of the loss

at the Golden Crust Bakery; and working in the Laverne post office for his uncle, the Postmaster.

All of which leads up to the year 1933 when Lee entered the enter-

tainment field professionally. As piano player with the Stanly Brothers Tent Show he traveled throughout Western Oklahoma, occasionally offering one of his baritone solos.

In January of 1934 Lee Stewart and radio became acquainted. The tent show wintered in Elk City and Lee took a job as hotel clerk at the Casa Grande Hotel. As fate had destined, the owner of the hotel also owned the local radio station, KASA. Because of his pleasing speaking voice, the voice that had made Lee a stalwart member of his college debate team and carried them to many a victory, he was given an opportunity to appear on the air. He was so well liked that when the tent show "hit the road" in May of 1934, he remained at KASA as chief announcer.

Lee stayed at KASA until 1935 when he went to KCRC in Enid, Oklahoma as announcer and program director. In 1941, he left KCRC to take over announcing duties at WKY of Oklahoma City where he worked until 1942 when he came to Kansas City and KMBC.

Most of the major radio networks have carried the voice of Lee Stewart, including Mutual, ("A Christmas Carol") NBC., ("Southern Rivers") and C.B.S. ("Brush Creek Follies," "Church of the Air," "The Doctor Fights," etc.)

Lee was married in 1936 in Enid, Oklahoma and has two charming daughters, Pat and Peg. On each childs birthday the Stewart household takes on the aspect of a Hollywood movie lot. Armed with his 8mm movie camera, Lee "shoots" a sequence of the day's events which are later woven into a life story of the children. It is reported that some of his picture taking is of Hollywood calibre, adding to his already long list of accomplishments.

In addition to announcing, Lee's duties at KMBC include: supervis-



Herewith are listed new program contracts over KMBC taking effect between April 25 and July 1, 1946.

Bourjois, Inc., sponsoring "The Tony Martin Show," in the interest of Evening in Paris perfumes and cosmetics, starting April 25, 8:00-8:30 p.m. CST Tuesday.

Campbell Soup Company, sponsoring "Meet Corliss Archer," starting April 28, 7:00-7:30 p.m. CST Sunday.

Staley Milling Company, sponsoring Farm Counselor Talks with Phil Evans (renewal) starting April 29, 6:15-6:25 a.m. CST Monday through Friday.

Purity Bakeries Corporation, for Taystee Bread, sponsoring "The Food Scout with June Martin," starting April 29, 8:15-8:25 a.m. CST Monday through Saturday. Renewal.

Emerson Drug Company, sponsoring "Forever Ernest," for Bromo-Seltzer starting April 29, 6:00-6:30 p.m. CST Monday.

Forum Cafeterias, sponsoring "Fun At The Forum," staring April 30, 3:15-3:30 p.m. CST Tuesday and Thursday.

Philip Morris Company, Ltd., Inc., sponsoring "It Pays To Be Ignorant," starting May 3, 7:00-7:30 p.m. CST Friday.

Borden Company, sponsoring "Tommy Riggs and Betty Lou," starting May 10, 8:00-8:30 p.m. CST Friday.

Hi-lex Company, for Hi-lex Bleach sponsoring KMBC newscast with John Farmer, starting May 20, 12:01-12:11 p.m. CST Monday, Wednesday and Friday.

As for the studio! The stations dragged just about everyone and everything they could find before the microphone. At first it was unheard of to pay for talent. But again, as soon as the novelty wore off, and what was play became work, there had to be remuneration for such efforts. Then it was a problem to stay in line with a teen age budget. Trends began to appear in programming. Someone thought of an amateur hour. Here was an economical program with an endless flow of talent—as raw as most it was. So, this idea caught on, and there suddenly sprung up all over the industry the Major Bowes, the Feen-a-Mint Amateur Hours-of one description or another.

Programming in the daytime has always been a problem. Then someone came up with a daytime serial. Here was a new world of material, at little cost. So, suddenly the airways were crowded with John's Other Wives and Big and Little Sisters. Everyone was trying to get into the act, and put a different twist on a new idea. In time, the listener found herself becoming more selective—and it wasn't long before the soap opera families got divorces, and only a few of the oldtimers survive.

Easy tax money during the war gave radio another trend—every show a Billy Rose special. But now that the ing in his father's footsteps. Majorhoneymoon is over, the new idea boys are dashing around again for something new and something different. The audience participation gimmick affords a temporary pasis. But down deep, sooner or later, radio will keep adding to its ever the State of Oklahoma, but begrowing list of the tried and true—the Lux Radio Theatres; the Fred Warings; the New York Philharmonics; the Fibber McGees: yes. the Gillette Fights—until suddenly one day we'll | radio job intervened. find ouselves out of the sideshow into the main tent.

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★

We cannot help but remember a radio character by the name of Seth Parker. There was a good idea which through no fault of the idea itself went by the boards. Radio has a members well his first dollar which place for such programming, not as a momentary idea, but as a regular, week-in and week-out. It isn't something new and different that's needed. Broadcasting has a hundred years of jobs associated with the farm, pickprogramming material behind itself. It just has to be taken out of the moth balls, dry-cleaned and tailored ebs to fit the times.

ion of the staff of seven KMBC announcers, making up schedules, correcting any errors that might creep into the scripts, and conducting interviews with aspiring announcers. His is the final decision on the pronunciation of the various names and places that tend to twist the tongue.

So without further ado, shake hands with Lee Stewart, KMBC's golden voiced supervisor of announcers. Next month meet Bob Liggett, KMBC's continuity director who has the mountanious job of editing and approving all radio copy.

BOB HAWK ANSWERS HAWKWIZ

When cooking your vegetables, should you keep uncovering and stirring them every few minutes or leave them covered as much as possible?

- 2. If a wife promises her husband before marriage not to work after they are married, can he sue for annulment if she breaks her promise?
- There is a guartette composed of a violinist, harpist, cellist, and pianist. Which would most likely be played by a woman?
- Did the poinsettia get its name 4. from a town in Mexico, an Indian Chief, or a resident of Charleston, South Carolina?

Bob Hawk Answers HAWKWIZ

South Carolina. 4. Dr. Joel Poinsett of Charleston, the United States are women.) ar Harp (99% of 4,000 harpist in

cooking vegetables.) Vitamin O when air contacts

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Whitehall Pharamical Company, sponsoring "Give and Take," starting June 1, 2:30-3:00 p.m. CST Monday, Wednesday and Friday.

United Farm Agency, sponsoring "KMBC Early Bird Jamboree," starting June 3, 6:30-6:45 a.m. CST Monday, Wednesday and Friday.

Schenley Laboratories, Inc., for Penicillin, sponsoring "Encore Theatre," starting June 4, 7:30-8:00 p.m. CST Tuesday.

R. B. Semler, Inc., for Kreml Hair Tonic, sponsoring KMBC sportscast with Sam Molen, starting June 4. 9:40-9:45 p.m. CST Tuesday, Thursday and Saturday.

P. Lorillard Company, for Old Gold Cigarettes, sponsoring "Sad Sack," starting June 12, 7:00-7:30 p.m. CST Wednesday.

United Rexall Drug Company, sponsoring "The Wayne King Show," starting June 14, 7:30-8:00 p.m. CST Friday.

Parker Pen Company, sponsoring Ned Calmer and the News, starting June 22, 6:55-7:00 p.m. CST Saturday and Sunday.

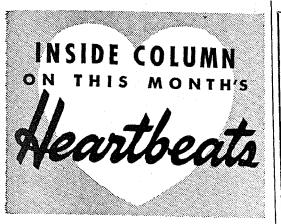
International Silver Company, sponsoring "Silver Theatre," starting June 23, 4:00-4:30 p.m., CST Sunday.

Household Finance Corporation, sponsoring "Phone Again Finnegan," starting June 27, 8:30-9:00 p.m. CST Thursday.

Studebaker Corporation, sponsoring KMBC newscast with Erle Smith, starting June 30, (renewal) 5:45 - 5:55 p.m. CST Tuesday, Thursday and Saturday.

Garst and Thomas, for HiBrid Seed Corn, sponsoring KMBC livestock market reports with Bob Riley, starting July 1, 12:25-12:30 p.m. CST Monday through Saturday. Cook Chemical Company, for D. D. T. sponsoring KMBC grain and produce markets with Phil Evans starting July 1, 12:30-12:35 p.m. CST Monday through Friday.

July 15, 1946





LURENE TUTTLE . . .

Sweet as sugar "Candy"! That's lovely Lurene, who plays the part of Candy Lane, Jackie Coogan's love interest, in "Forever Ernest," heard over KMBC Mondays at 6:00 p.m. for Bromo Seltzer. We too would be "forever earnest" if Lurene were our love interest.



"Rosemary" Shifts To New Broadcast Time

"Rosemary", popular daytime drama sponsored by Procter & Gamble for Ivory Snow, is now presented over KMBC at 1:15 p.m. CST, Monday through Friday.

Continuing in the title role, Betty Winkler portrays an attractive small town secretary who finds romance for the first time in her life in the local newspaper office.

"Encore Theatre" **Airs Medical Drama**

In the interests of medical science, as well as of superlative entertainment, Schenley Laboratories, in behalf of the new wonderdrug penicillin, present "Encore Theatre" over KMBC each Tuescay evening at 7:30 p.m.

"Encore Theatre" presents in dramatic fashion, a series of plays which tell what the medical fraternity has done through the ages to improve man's condition in this conditional world. Starring in each of the well known plays are famous actors of stage and screen. The first drama, "The Magnificent Obsession," starred Cornel Wilde.



Herewith are listed current offers and contests on KMBC. Such "s imulators" of the following advertisers result in greater sales for you as a retailer.

Nash-Kelvinator Corp. — sponsors of "Holiday for Music," heard over

HEARTBEATS

"Sad Sack" Brings

Antics To Radio

For Old Gold Cig.

Making its initial appearance on

the 12th of June, the P. Lorillard

Company, makers of Old Gold Cig-

arettes presented a new comedy

show "Sad Sack." Heard over

KMBC Wednesdays at 7:00 p.m.,

the new show features Herb Vig-

ran in the title role of "Sad Sack".

character "Sad Sack" who fought

a good fight in "Yank" during the

War has been recently honorably

discharged and returns to civilian

life and the field of radio to amuse

and entertain an everlarging pub-

lic who have heard about and have

grown to love him.

George Baker's beloved cartoon

"Feature Story" Narrator Hears Voice From The Past

Gene Dennis, KMBC's director of special features who frequently acts as narrator from the Heart of America on the CBS "Feature Story" program. heard over KMBC Monday thru Friday at 3:00 p.m., could hardlv believe his ears as he listened to the narrator following him on a recent broadcast.

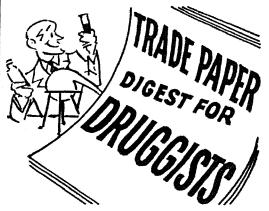
It was the voice of Sid Michelson, News Editor of WCCO. Seems that Sid was born and raised next door to Gene in Sious Falls, South Dakota and they have not seen each other since both left to make their mark in the radio world, some ten years ago.



Walkie-Talkie Cars **Gather Guests For** "Surprise Party"

"Surprise Party" a new sparkling audience-participation show, sponsored by American Home Foods, Inc., for G. Washington Instant Coffee, has introduced an original format of tieing in the listening audience, the studio guests and walkie-talkie radio cars.

Heard over KMBC Tuesdays and Thursdays at 2:30 p.m., the radio cars tour the nearby highways and byways to find likely candidates for the show, interviewing them on the spot and then transporting them to the studio where they compete for a grand prize. The entire vocal play-by-play is heard by the listening audience and developments produce an interesting and entertaining half hour.

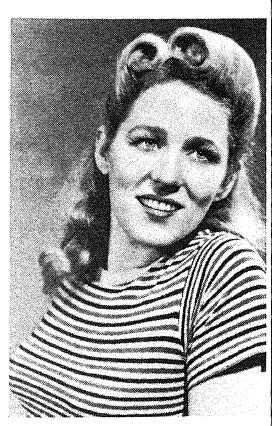


"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

Chain Store Age, Drug Store Managers Edition, reports: "Cellophane covers for displayed books increase sales and protect the merchandise from handling damage at Sontag Drug Store, Los Angeles. Experiments by the store have shown that books covered with cellophane sell almost twice as rapidly as those that are not covered. The covers are made by folding sheets of cellophane over the books and fastening these inside the front and back covers with cellophane tape." June, 1946; Page 205.

LANIE HARPER . . .

This "Fair" lass the gal who tries out all those hilarious audience participation stunts before they're sprung on the audience of "County Fair," heard over KMBC each Saturday morning at 11:30 for Borden Instant Coffee. A mighty nice subject for experimentation, don't you agree?



GERALDINE BEITZEL .

"Five foot two—eyes of blue—and oh what those two eyes can do!" Gerry is the "Jill" in the "3 Jacks and a Jill" quartet and also does the vocalizing on "The Bob Hawk Show," heard over KMBC Monday nights at 8:30 for Camel Cigarettes. Incidently she's also a natural blond! Voom! Voom!

KMBC each Wednesday at 8:30 p.m. are conducting a weekly contest. The three best letters (50 words or less) suggesting your favorite song to be played by David Rose and Orchestra, stating reasons for the selection will be awarded a special autographed album of records by the David Rose Orchestra and a radio-phonograph automatic record changer. Address letters to: Nash-Kelvinator, Box 303, Detroit, Michigan.

American Home Products-sponsors of "Give and Take," heard over KMBC Monday, Wednesday, and Friday at 2:30 p.m. offer a Vanadian Steel kitchen knife for one label from G. Washington's new instant coffee together with 25c in coin (no stamps). Mail requests to: G. Washington, Box 41, New York 8, New York.

Anchor Hocking Glass Co.-sponsors of "Hobby Lobby," heard over KMBC Thursdays at 7:30 p.m. are soliciting letters re most unusual hobbies. Winners will receive a trip to New York City with all expenses paid and appear on the program. Address letters to: Hobby Lobby, % CBS, New York, New York.

General Mills, Inc.--sponsors of "Light of the World," heard over KMBC Monday through Friday at 9:15 a.m. offer free recipes. Address letters to: Betty Crocker, General Mills, Minneapolis 15, Minnesota.

Lever Brothers—sponsors of "Aunt Jenny's Real Life Stories," heard over KMBC at 10:15 a.m. offer three cake recipes. Address letters to: Aunt Jenny, Box 179, New York 9, New York.

Pet Milk Sales Co .- sponsors of the "Mary Lee Taylor," program, heard over KMBC each Saturday at 10:30 a.m. offer listeners two free booklets, "Easy Dishes for Summer" and "Your Baby." Send your request to: Mary Lee Taylor, Pet Milk Sales Corp., Arcade Bldg., St. Louis 1, Missouri.

"SAD SACK" MEETS "THE VOICE" . . .

Herb Vigran, ex-private who plays the title role of "Sad Sack" gets a little inside information from Frank Sinatra on the rigors of being a civilian.

madcap antics and is eagerly look- recognized as Joe Public himself doubt humor by overstatement to many. brought to its higher estate.

The ever hopeful little soldier

"Kreml" Sponsors **KMBC** Sportscasts

R. B. Semler, Inc., in the interest of their product, Kreml Hair Tonic, have signed for sponsorship of the 9:40 p.m. KMBC sportscast with Sam Molen on Tuesday, Thursday and Saturday.

The KMBC sportscast is presented over KMBC twice daily, at 5:55 and 9:40 p.m. with the Standard Oil Company sponsoring the 5:55 sportscast Monday through Sunday and the 9:40 sportscast on Sunday. Pla-Mor, Kansas City's huge amusement center sponsors Molen on the 9:40 p.m. Monday, Wednesday and Friday sportscasts.

"Summer Electric Hour" **Offers Melodic Music**

Sponsored by the Electric Companies of America, "The Summer Electric Hour," heard over KMBC at 2:30 p.m. on Sundays offers a 'ight and melodic musical show, leaturing Anne Jamison, soprano; Bob Shanley, Baritone; The Sportsmen Quartet, and Robert Armbruster's Orchestra.

"Sad Sack" won the plaudits of whose days are just a series of the men in the service with his build ups and let downs will be ment of sizes, and in the display ed to as a civilian, for his humor and will be universally understood er on and a sign that reads-'No during the war was without a loved and give postwar pleasure flies on me'!." June, 1946; Page

American Druggist, reports: "First quality plastic bowl covers are readily available and make a perfect hot weather item. They are good all the year round but summer time is their real season. Merely put in a window display of packaged bowl covers, with a few spread out fan shape to show the assortput a picture of a bowl with a cov-148.



LATINS ARE LOVELY . . . SINGERS . .

Here is the young lady the Navy students at a mid-western college voted as the girl they would "most like to get into a refrigerator with." Elsa Miranda the original "Chiquita Banana" girl is now heard over KMBC on the "Viva America" Program at 4:30 each Sunday afternoon.



SHE SINGS WITH KING . . .

Nancy Evans is the femme vocalist with Wayne King's orchestra, heard over KMBC Fridays at 7:30 p.m. on the "Wayne King Show," sponsored by United Rexall Drug. Nancy has an unusual facility of being able to sing classical as well as popular selections with equal ease . . . besides looking very, very, pretty!

Whitehall Signs "Give and Take" For Three A.Week

The Whitehall Pharmacal Company has signed for sponsorship of the new question and answer program "Give and Take" on Mondays, Wednesdays and Fridays. The prize program, with John Reed King as quiz-master of ceremonies, is heard over KMBC at 2:30 p.m. CST.

Contestants are chosen from the studio audience and brought to the

"Ellery Queen" Top Mystery

"Ellery Queen," heard over KMBC Wednesdays at 10:00 p.m. for Anacin has been selected "Best Mystery On The Air For 1945" by the Mystery Writers of America, organization of leading mystery and detective fiction writers. "Queen" received an award of an "Edgar' (copy of a special edition of the "Portable Poe"), named for Edgar Allen Poe, first detective story writer. A scroll for excellence in mystery program direction was awarded to the director of the program and the agency handling the program was given a commendation.

Stu Irwin Stars In New Comedy For Household Finance

Starting June 27 in the 8:30-9:00 p.m. spot on Thursdays over KMBC "Phone Again Finnegan," starring Stuart Irwin, ushered in a new comedy-drama series, sponsored by the Household Finance Corporation.

The dilemmas of an apartment house manager (played by Finnegan) of the Welcome Arms Apartments, provide the background for the series.

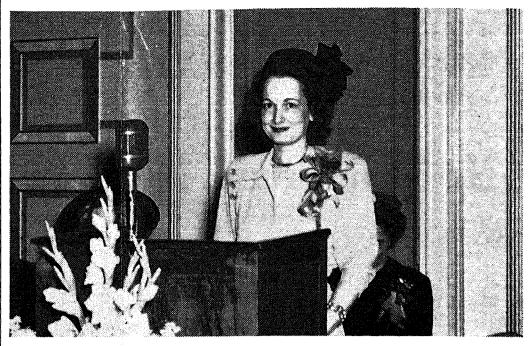
Irwin broke into professional acting with somewhat of a versatile beginning in that he played five parts in the production of "The Open Gate" at the Morosco Theatre in Los Angeles. In one act he would wear a 'straight' face, march out and come back on stage wearing a beard, leave and enter as a German, leave and enter as an Irishman and then appear as a negro.

TRADE PAPER DIGEST FOR GROCERS

"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

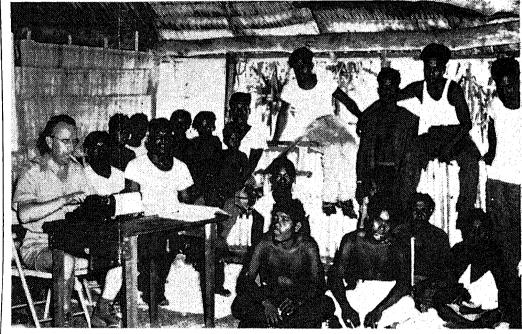
The Progressive Grocer, reports: "Upon arrival check watermelons for the degree of ripeness. Ripeness of a watermelon can be determined by tapping. If the melon sounds hollow it is usually ripe. Overripe melons are usually dull and life-less and are springy to pressure. The ripe melons should be pushed first. For a mouth-watering, appealing display, cut several melons in half and immediately cover with cellophane or waxed paper for cleanliness and to prevent drying out. Bed the cut melons on a layer of sparkling cracked ice, in a display case or other special display fixture." June, 1946; Page 77. Super Market Merchandising, reports: "Feature ovenless meals: Start with fruit juice, cantaloupe or cold soup; follow with cold fish salad, tomatoes filled with cottage cheese, chicken or crab meat salad; balance the meal with a macaroni salad or cole slaw, sliced cucumbers, cold hard cooked eggs; end the meal with packaged pudding, ice cream, cakes or cookies, and iced tea. Post the menu in the grocery department where most of these items are to be found." June 1946; Page 144. Food Field Reporter, reports: "A campaign, explaining that pickles should be a nourishing part of every meal, as well as a tasty between-meal 'snack', is now under way, the National Pickle Packers Association announces. The program, is designed to promote pickle sales by offering various ways in which they may be served. News on pickles will also be given to women's magazine editors, food pages of newspapers, nutritionists and dietitians." June 10, 1946; Page 48. Chain Store Age, Grocery Managers Edition, reports: "Salespeople in Aster Markets do not take meats from cases for customers with their hands. Customers see no fingers handling chops, fillets, roasts, poultry, and other cuts of meat in or on cases, however much these salesmen may work with these meats in reading them for display or for customers' use, at blocks, in the cooler or in cutting rooms. All items in cases are picked up with the aid of long, two-tined forks, except where ladles are used. Each fork has a long handle and sharppointed tines." Article by P. P. Lutz; June, 1946; Page 67.

This Passing Parade



PRESIDENT . . .

Joanne Taylor, whose "Fashion Flashes,' sponsored over KMBC (9:00 a.m. Monday through Saturday) by the John Taylor Department Store in Kansas City, is one of the oldest continuous retail promotions on the air, was installed in an evening banquet at the Muehlebach Hotel June 19 as President of the Kansas City Woman's Chamber of Commerce. The program, unique for its dramatic serial format, last month celebrated 13 uninterrupted years on KMBC as Monday through Saturday morning quarter-hours.



PLENTY OF HELP .

Bikini tribesmen (above) who were transferred from their home at Bikini to their new home at Rongerik Atoll were greatly interested in 'gadgets' of the other world. Austin Fenger, (left) narrator of the recent "Operations Crossroad" series over KMBC, dealing with preparations for the atom bomb tests, always had plenty of assistants when he brought out his 'gadget' typewriter.

"Give and Take" stage which contains many valuable prizes. There they pick the prize they would like to have and then must win it by answering the question attached.

"Give and Take", is also heard over KMBC on Saturdays at 2:30 p.m. under the sponsorship of Chef Boy-Ar-Dee Quality Food, Inc.

Ned Calmer Renewed By Parker Pen For "Quink"

The Parker Pen Company in the interest of "Quink" ink, have renewed sponsorship of "Ned Calmer and the News." The ace news analyst is heard over KMBC Saturday and Sunday at 6:55 p.m. CST. September.

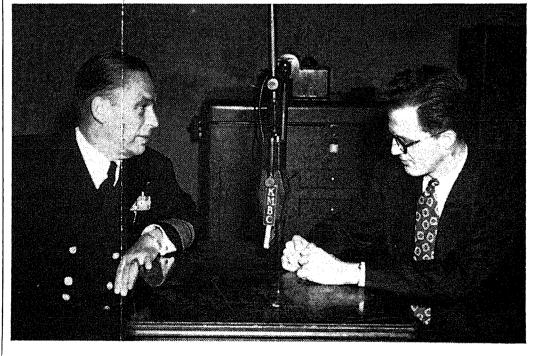
"Aunt Jenny" Now In A.M. For Rinso

"Aunt Jenny's Real Life Stories" sponsored by Lever Brothers Company, is now heard over KMBC at 10:15 a.m. Monday through Friday. Throughout July and August the program will feature Rinso as the advertised product with Spry scheduled to take over again the 2nd of September.



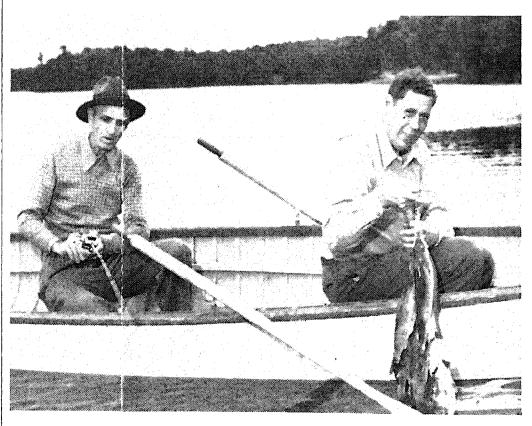
"CROSS SECTION"

The June 22 airing of "Cross Section—A. F. of L." heard over KMBC Saturdays at 4:00 p.m., brought Dwight Cooke to Kansas City to interview Charles J. MacGowan, president of the International Brotherhood of Boilermakers, and employees of the Union Pacific Railroad in the Union Pacific roundhouse at Kansas City, Kansas. Shown above are: (left to right) F. C. Michalls, boilermaker apprentice; A. J. Leaf, boilermaker for 35 years with the Union Pacific; Mr. MacGowan; A. A. Yates, carman for the Union Pacific for 21 years; H. T. Snyder, master mechanic and Dwight Cooke.



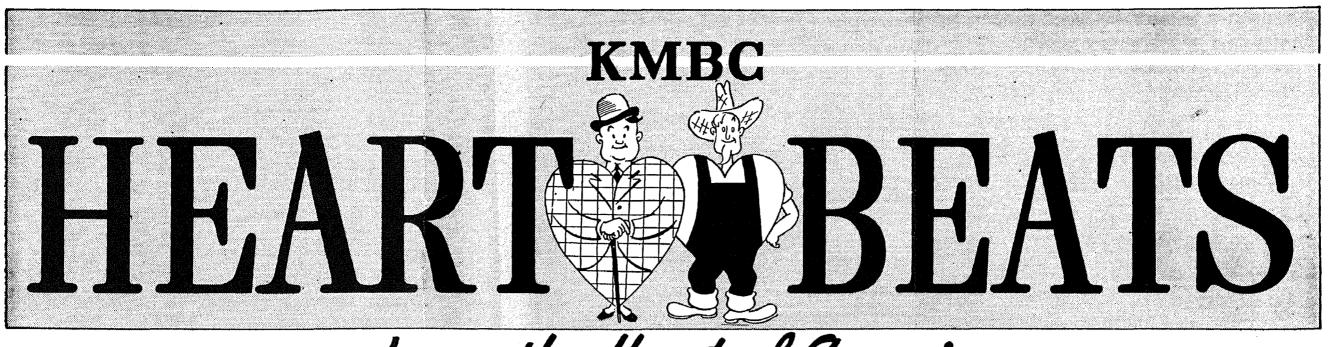
RECENT VISITOR . .

Rear Admiral Edward C. Ewen, Chief Naval Reserve Air Training Command, was a recent guest of "Hear the Heart of America," heard over KMBC Tuesday, Wednesday and Thursday at 9:45 p.m. Pictured above are Admiral Ewen and Gene Dennis, KMBC's director of special features before the KMBC mike.



POSITIVE PROOF . . .

Recent guests of radio station KSTP, who are conducting a \$567,190.00 fishing contest in cooperation with the Minnesota State Conservation Department, William E. Kemp, (left) Kansas City's Mayor, hooks a big one as Karl Koerper, KMBC Vice President and Managing Director offers positive proof of their fishing powers.



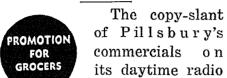
VOL. 4, NO. 7

KANSAS CITY'S RADIO MERCHANDISER

DECEMBER, 1946

K. C. Philharmonic Enters 13-Week Season Over KMBC

November 8 ushered in another brilliant season of half-hour concerts by the Kansas City Philharmonic orchestra over KMBC. Concerts will be presented for a 13week period at 7:30 p.m., Fridays under the direction of Efrem Kurtz. Sponsorship of the season has been contracted by Robert Keith,



show, "Grand Central Station," heard over KMBC Saturdays at 2:00 p.m. has undergone an abrupt change from the famine emergency campaign to aggressive selling copy with the return of Pillsbury's Best, Sno Sheen cake flour, and other standard Pillsbury products to grocers' shelves.

Return To Normal

Commission Grants KMBC Outlet At Concordia, Kansas

With the granting of a new broadcasting station at Concordia, Kansas, by the Federal Communications Commission to KMBC, the long existing need for broadcasting service to rural areas is assured. Approval of the application for 550 Kilocycles, 5000 Watts, daytime only, is the first step in extending the important rural program service of KMBC to the whole of Kansas, instead of only the eastern part now reached by KMBC.

Very considerable additional expense will be incurred to provide this wider rural program service until the FCC is in position to act on the high power application presented by KMBC some years ago.

Radio's Responsibility

Mr. Arthur B. Church, president and founder of KMBC, has long advocated radio's responsibility to rural areas. In the granting of the new Concordia station, Mr. Church realizes, in part, a life-long ambition to provide those areas not metropolitan with radio programming both entertaining and beneficial Length of delays by protesting stations makes it impossible to give an exact opening date, but delivery of a 5 kw R.C.A. transmitter and antenna tower is expected during the winter. Widely known throughout the broadcasting industry for his pioneering developments, Mr. Church has for years directed KMBC's program interests into channels of service to rural audiences as well as those of metropolitan Kansas City. KMBC's talent facilities and fulltime farm experts have established for KMBC a reputation of fundamental service to the rural area. It is planned to furnish not only the present KMBC rural program service to the Concordia station, but also additional farm programs from the KMBC Service Farms, from the stockyards, and from the KMBC studios.

Objective Discussions Carried By KMBC

November 17, marked the start of a 13-week series of objective radio discussions on the subject, "You and Alcohol" over KMBC. The program, originated by the Columbia Broadcasting System, is presented each Sunday at 9:30-9:45 a.m.

Sam Molen Named No. 1 Commentator In Middle West

Sam Molen, KMBC's sport director, long termed "The Voice of Authority in Sports" throughout the Heart of America, was named



TO THE BEST IN THE MID-WEST . . .

An engraved watch was presented KMBC's sports director, Sam Molen, during halftime of the M.U.-K.U. Thanksgiving Day classic, by THE SPORTING NEWS which named him number one sports commentator in the Middle West. Above,



KANSAS CITY PHILHARMONIC . . .

With Efrem Kurtz conducting, the Kansas City Philharmonic presents at 13-week series of Friday evening (7:30) concerts over KMBC sponsored by Robert Keith, Inc.

Inc., one of Kansas City's leading home furnishing establishments. In sponsoring the radio broadcasts Robert Keith, Inc., places Kansas City in a class with New York, Boston, Detroit, San Francisco and Los Angeles, the only other cities having symphony groups with a sponsored radio season.

Fourth Year

The 74 piece orchestra, entering its fourteenth season, has become a nationally known institution. This seasons broadcasts mark the fourth year that KMBC has brought the Philharmonic to the Heart of America radio audience.

P. Hans Flath, KMBC's director of music, will act as liaison between the station and Efrem Kurtz in building the musical programs specifically for the radio audience.

In addition to widening the orchestra's audience, the broadcasts in past seasons have helped to insure the organization's permanence in the city by increasing its income.

Noted Director

Efrem Kurtz, nationally known director of the Kansas City organization, made his American debut thirteen years ago, as conductor of the Ballet Russe de Monte Carlo, brought to New York by Sol Hurok in 1933.

He has since conducted the New York Philharmonic-Symphony, at Lewissohn Stadium, the Chicago Symphony at Ravinia, and the Detroit and Montreal symphonies, under the plan of summer guest conductors which most orchestras observe; and was associated for sev-

eral years with NBC, before coming to Kansas City.

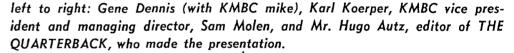
Since joining the Kansas City orchestra, he has greatly extended its activities, and by means of radio broadcasts over KMBC tens of thousands throughout the area have enjoyed the distinguished music.

"First Quarter-Century" Presented To Truman

"The First Quarter-Century Of American Broadcasting," compiled from the contributions of more than 300 radio stations and edited by E. P. J. Shurick, Director of Promotion at KMBC, played its part in National Radio Week when Arthur B. Church, President of KMBC, and the author, Mr. Shurick, presented a leather-bound, first-edition to President Harry S. Truman at the White House in Washington.

The book, formally introduced at the NAB Convention in Chicago, with presentation of leather-bound copies to Justin Miller, President of the NAB and Charles R. Denny, Jr., Acting Chairman of the FCC, has received nation-wide acclaim as a sincere effort to present radio in its true light and provide an authentic record of its first quarter-century.

Contributors are receiving special numbered copies of the new book which contains 384 pages, interspersed with illustrations that have become collectors items and listing more than 1000 authenticated milestones as a permanent record of broadcasting, and in commemoration of its 25th anniversary. Each of the 16 chapters has its own chronology of facts for reference purposes.



"Brush Creek Follies" Into Tenth Big Season

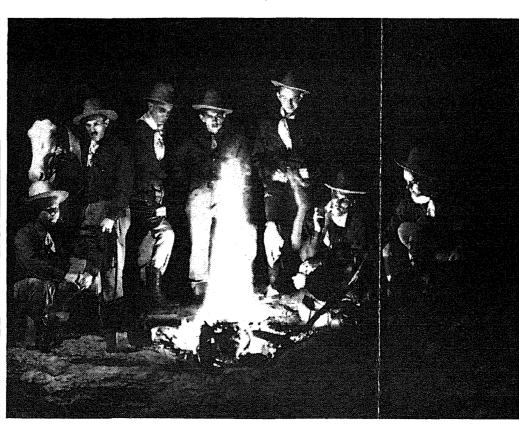


It's still the "Biggest Show In Town" each Saturday night when the KMBC "Brush Creek Fol-

lies" present their favorite twohour radio-stage show from Kansas City's Ivanhoe Temple.

Now in its 10th straight season the "Follies" continue to provide entertainment at its finest with a cast of new and old favorties including "The Texas Rangers," Colorado Pete and Denny Slofoot.

Beaumont Laboratories sponsor the show from 9:15 to 9:30 for 4-Way Cold Tablets.



THE TEXAS RANGERS . . .

Gathered around the camp fire the KMBC Texas Rangers present a picture as pleasing as their renditions of western favorites. Internationally known stars of motion picture, stage and network radio fame, The Texas Rangers play a leading role in the Saturday night presentation of the KMBC Brush Creek Follies and are now featured on their own show at 10:30 p.m. Thursdays over KMBC.

last week by THE SPORTING NEWS as number one sports commentator in the Middle West.

In making the formal presentation of the award, Mr. Hugo Autz, editor of THE QUARTERBACK stated: "Sure- the Midwest includes Chicago, St. Louis, Detroit, Cleveland, Minneapolis, and what have you. But our research quickly led us to Kansas City and to station KMBC. Your fans think so much of you, your work has been so thorough and outstanding, that Mr. Spink of THE SPORTING NEWS had only one candidate in the Midwest- Sam Molen. For your work in football, in broadcasting such top games as this one today, for your rebroadcasts of the leading baseball events, for your winter activities in basketball and all else that goes on in busy Kansas City, for your special nightly sports programs, just for everything you do in your area-we of THE SPORTING NEWS are pleased to have chosen you as the outstanding sports commentator in the Midwest for 1946."

See page two of this issue "Introducing" for details of KMBC's "Voice of Authority In Sports."

Hal Hough Appointed To KMBC Sales Staff

KMBC's sales staff has been expanded with the addition of Hal Hough, in radio since 1940.

Mr. Hough, a graduate of the University of Missouri, comes to KMBC with a thorough grounding in middle-western radio. His efforts will be concentrated in the local division, it was announced by Sam H. Bennett, KMBC's vice president in charge of sales.

HEARTBEATS

кмвс BEATS from the Heart of America KANSAS CITY'S RADIO MERCHANDISER VOL. 4, NO. 7 DECEMBER, 1946

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC and KMBC-FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

E. P. J. Shurick, Director of Promotion, Press Relations and Merchandising W. K. Rodat, Editor

> Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373 DETROIT (26) 3463 Penobscot Bldg. Cadillac 4255-4256

Page 2

NEW YORK (22) 444 Madison Ave. Plaza 5-4130 HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151

SAN FRANCISCO (4) 58 Sutter Sutter 4353 ATLANTA (3) 322 Palmer Bldg. Main 5667

About Criticism in Print

Excerpts from President Justin Miller's keynote address given before the NAB Convention in Chicago.

At the time I was preparing this portion of my address, I had before me a copy of the New York Times for October 8, 1946. The total number of pages was 48, roughly equivalent to the 48 half-hour periods available during a day. Of these 48 pages, 45 contained advertising. Another page carried no advertising except that of the *Times*' own radio station. Another page carried no advertising except the subscription rates of the *Times*. Only one page was entirely free of all commercial material. Six of the 48 pages were devoted exclusively to advertising; 10 additional pages devoted at least half their space to advertising; 15 additional pages devoted

INTRODUCING



SAM MOLEN . KMBC's Director of Sports

Throughout the Heart of America Sam Molen has been termed "The Voice of Authority in Sports." The term fits KMBC's 200 pound 200 proof director of sports, like a glove. Every major sporting event finds Sam with mike in hand giving his graphic play-by-play and calling on his vast knowledge of sports for added color. Sam Molen is no fireside commentator. His know-how is derived from a life time of active participation and intimate study of the sporting events he reports.

Sam was born in Nilwood, Illinois, just before the start of World War I. He attended high school at Girard, Illinois, where the name of Molen still brings back memories Throughout the winter, he presents to the local gentry who recall his his thrilling accounts of the major powers as an athlete. Sam was a college basketball games and tour-12-letter man playing football in naments from Municipal Auditorboth the half and quarter-back po- ium. Sam is also on hand to give sitions, (chosen all-state his Senior KMBC listeners an eye-witness acyear), a stalwart member of the count of boxing, wrestling, golf, basketball team and a track star bowling, track, tennis—everything who holds conference records yet to in sports. be broken in the 440 yard dash. School, Sam entered Illinois College American Sports Weekly", "Basewhere he realized an ambition which ball Digest", Sportfolio" and many dated back to the early 1930's when others. His sports scripts service he was cavorting on the gridiron is used by radio stations coast-tofor Girard. That ambition, to be a radio sports announcer, became a reality in 1937 when Sam opened as yet in the realm of future halfhis own studios on the campus at backs bearing the name of Molen. Jacksonville, Illinois, and broadcast programs by remote control through hands with Sam Molen, KMBC's dithe facilities of WCBS (now rector of sports, author, athlete and WCVS), Springfield. In addition to his radio work Sam served as business manager of all college publica- Next month meet Hal Hough, tions throughout his Junior-Senior KMBC newest addition to its sales year.

After three years at Illinois College and two summers at Illinois State Normal University, Sam received his B. A. degree and took up residence in Springfield joining the staff of WCBS as sports and special events director. In 1938 he moved over to WTAX in Springfield in a like capacity, at the same time becoming Sports Editor of the Citizens Tribune of that city.

1940 found Sam Molen under contract to Ruthrauff & Ryan, a national advertising agency, and broadcasting all sports grograms over both WCBS and WTAX, for a St. Louis account.

May 1942 saw Sam move East to become sports director of WCHS of Charleston, West Virginia, and the West Virginia network, handling all sports broadcasts including playby-play accounts of all football games of West Virginia University While at WCHS Sam originated and edited a sports publication titled "Sport Page of The Air" which was mailed monthly to more than 20.000 West Virginians in the Arm ed Forces all over the world.

After two years in the East, Sam Molen returned to the midwest, to become KMBC's director of sports. Heart of America sports fans immediately took him into their hearts and Hooperatings show him to have the highest rating of any sports programs in the Greater Kansas City area, for both his two daily sportscasts at 6:10 and 9:40 p. m. and his play-by-play reports of the Big Six Highlight Grid Game of the Week, sponsored this year by the Dodge Dealers of Greater Kansas City.

During the 1945 baseball season. Sam broadcast wire reports of the St. Louis Cardinals and St. Louis Browns games over KMBC.



Herewith are listed new program contracts over KMBC taking effect between October 24 and August 5.

Electric Companies of America. sponsoring "Hour of Charm," starting September 15, 3:30-4:00 p.m. CST Sundays.

Ford Motor Car Company, sponsoring "Dinah Shore," starting September 18, 8:30-9:00 p.m. CST Wednesday.

Dodge Dealers of Kansas City, sponsoring Big Six Football with Sam Molen, starting September 21, 2:00 p.m. Saturday.

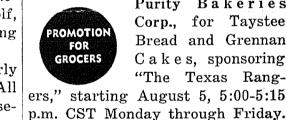
United Farm Agency, sponsoring "KMBC EARLY BIRD Jamboree," starting September 30, 6:45-7:00 a.m. CST Monday through Saturday.

Forum Cafeterias, sponsoring "Variety Fair," starting October 1, 8:45-9:00 a.m. CST Monday, Wednesday and Friday.

Household Finance Corp., sponsoring "That's Finnegan," starting October 3, 8:30-9:00 p.m. CST Thursday.

Anchor Hocking, sponsoring "Crime Photographer," starting October 5, 10:30-11:00 p.m. CST Saturday.

U. S. Rubber Company, sponsoring 'New York Philharmonic Symphony Concerts," starting October 6, 2:00-3:30 p.m. CST Sunday.



Purity Bakeries

at least one quarter of their space to advertising.

According to standards which have been suggested for broadcasting, this copy of an outstanding metropolitan daily was almost 100% commercial. Imagine the reaction which would come to a station which devoted three full consecutive hours to advertising; or to a station which devoted $2\frac{1}{2}$ hours out of an additional five hours to advertising.

In the August 1946 number of a very conservative magazine, an article was published which was very critical of the capacity of broadcasting licensees properly to control their advertising. The display ad on the inside of the back cover page of the same magazine was of an old grandfather drinking whiskey. The broadcasters have a standard of practice which forbids the carrying of such advertising and it is a standard which, so far as I know, has been pretty well lived up to.

 \star \star \star

Wholesale criticism of broadcast advertising is completely unrealistic so far as a large number of people are concerned. Many people actually like such advertising; they believe that it is in the public interest.

One thing which has most impressed me is that those who have been appearing most frequently in public print—trying to tell the people about radio broadcasting-are those who know least about American life and American broadcasting.

* * *

The free lance cynics, the frustrated Don Quixotes, the horseflies of American life play a useful part in applying the gad to entrenched self-interest and complacent sycophancy, but the picture which they paint is a purposely distorted caricature. In order to preserve a decent balance, it is necessary that someone describe the true value of American broadcasting.

His sports stories appear regularly Upon graduation from High in such magazines as "True", "All coast.

Sam is married but with no score So without further ado shake "the voice of authority in sports" throughout the Heart of America. staff.



"I can't do a thing with it since hearing 'Mystery of the Week'!"

General Foods, Inc., for Sanka Coffee, sponsoring "Adventures of the Thin Man," starting August 9, 10:30-11:00 p.m. CST Friday.

Continental Baking Company, sponsoring "Grand Slam," starting September 30, 10:30-10:45 a.m. CST Monday through Friday.

Proctor & Gamble Company, for Oxydol, sponsoring "The Jack Smith Show," starting September 30, 10:15-10:30 p.m. CST Monday through Friday.

Canada Dry, sponsoring "Sparkle Time with Meredith Wilson," starting October 12, 6:30-7:00 p.m. CST Fridays.

Interstate Bakeries Corp., for Butternut Bread, sponsoring "All Star Western Theatre," starting October 24, 7:00-7:30 p.m. CST Thursday.



Katz Drug Company, sponsoring "Rhymaline Time," starting August 10, 7:45-8:15 a.m. CST Monday

through Saturday.

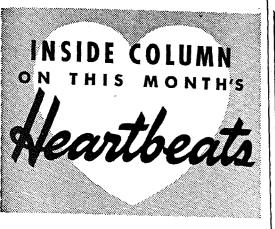
Emerson Drug Company, for Bromo Seltzer, sponsoring "Inner Sanctum," starting August 19, 10:30-11:00 p.m. CST Monday.

Wildroot Company, for Wildroot Hair Tonic, sponsoring "Adventures of Sam Spade," starting September 29, 10:30-11:00 p.m. CST Sunday.

Beaumont Company, for 4-Way Cold Tablets, sponsoring "Western Echoes," starting September 30, 5:30 p.m. CST Monday, Wednesday and Friday.

Parker Pen Company, sponsoring "Information Please," starting October 2, 6:30-7:00 p.m. CST Thursday.

December, 1946





HILDEGARDE . . .

"Incomparable" is the appellation critics have affixed to Hildegarde, heard over KMBC each Sunday evening at 8 as star of the gay new musical, "The Campbell Room Starring Hildegarde." Might we add she is also unequaled, transcendent and peerless!



"Sparkle Time"

"Sparkle Time" with Meredith Willson, heard over KMBC each Friday at 6:30 p.m. for Canada Dry Ginger Ale, offers the Willson flair for comedy and masterof-ceremonies work combined with his scintillating musical arrangements. Each week a new professional, but unrecognized talent will visit the program as guest.



"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

FOOD FIELD REPORTER reports: "After several years of scarcity, stocks of canded fruits, juices, vegetables and baby foods in the hands of canners and wholesalers have suddenly just about reached normal, due largely to this year's record-breaking pack, it is indicated by the Census Bureau's Report on Production and Wholesale Distribution as of September 1." Page 4; October 28, 1946.

SUPER MARKET MERCHAN-DISING reports: "The State of Maine dreamed up an idea to salvage its huge potato crop and by early winter this newest canned item will appear on grocers' shelves. The canned potatoes come peeled, precooked and sliced, diced or cut in strips, ready to use. Only the finest potatoes are used yet the cans are priced within everyone's budget and save housewife time and work. " Page 15; October 1946.

Mary Lee Taylor **Presents Drama On New Saturday Show**



Mary Lee Taylor, one of radio's most beloved personalities, has added something new to her

popular Saturday morning program, heard over KMBC at 11:30 a.m. for Pet Milk.

Long established as a radio food expert, Mary Lee Taylor now "comes out of the kitchen" to present a new series of dramatized human interest stories, along with her famous recipes.

Each week, the new program will feature a complete new story dramatized by Mary Lee Taylor and her own cast of radio players.

Since her introduction to radio audiences thirteen years ago, the Mary Lee Taylor program has been filled with drama. That drama came from the millions of letters that poured into Miss Taylor. Letters came to her from mothers about their children; from brides about their husbands; and, during the war years, letters came from service men about their wives or about the girls they planned to marry. From this tremendous experience with the problems of real people, Mary Lee Taylor will present her "Story of the Week."

Along with the Story of the Week, Miss Taylor will also broadcast the Recipe of the Week and will continue to give to radio audiences the meal-planning suggestions and helpful cooking tips for which she has become so wellknown throughout America.

Carnation Sponsors "Lone Journey"

Quiz Show Presents Guest Stars

Guest stars are appearing every other Sunday on Phil Baker's "Take It Or Leave It" quiz show, heard over KMBC at 9:00 p.m. for Eversharp. The first of these was Humphrey Bogart who worked his entire spot, as did Baker, from memory. Other guests to be heard in the next five weeks include Bob Hope, Red Skelton and Jack Benny.

Kansas City Plays Host To KMBC-CBS "Vox Pop" Program



The coast-to-coast broadcast of "Vox Pop," that pioneer audience - participation interview pro-

gram, heard over KMBC Tuesday nights at 8, from the Arena of Kan-



VOX POP . . .

The conclusion of the Kansas City origination of "Vox Pop" showed a stage piled with gifts and smiling participants left to right: Miss Raye Virginia McCreary, Parks Johnson, Charles Napier, E. D. Frazier and Warren Hull.

Late Hour Spot For "Thriller" Shows

Throughout the week KMBC brings a very imposing selection of "thriller" programs to Heart of America mystery fans.

p.m. its "Mystery of the Week" for be seen why this program is the P & G's Ivory Soap. Thursdays at oldest and yet most popular of its

City's Municipal Auditorium, proved its theory that "the average man has a far more interesting story to tell than any celebrity."

With masters of ceremonies, Parks Johnson and Warren Hull shooting the questions, giving away hard-to-get items, and Lipton products (sponsors of the program) before the 11,000 FFA members gathered for their na-Monday through Friday at 10:00 tional convention, it could easily

MIRIAM WOLFE . . .

Miriam plays witches, dragons, fairy godmothers, cruel and kind stepmothers and does fairy-tale animal dialects on "Let's Pretend," Cream o Wheat's program of dramatized fairy tales heard over KMBC Saturday mornings at 10. We could make a remark about playing wolf with Miss Wolfe-but we won't!



JEAN CARLTON . . .

Jean is the charming soprano who appears as feminine vocalist on the Stradivari Orchestra program each Sunday over KMBC at 1:30 p.m. If only Prince Matchebelli, who sponsors the program, could put this in bottles!



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

AMERICAN DRUGGIST reports: "The day after Thanksgiving get out your early Christmas displays. Select a part of your Christmas stocks for this early display; do not put them all out at oncekeep some merchandise back, so it will be fresh and new for changing displays. But get a good representation out early-don't let other stores get ahead of you." Page 126; October 1946.

CHAIN STORE AGE, Fountain-Restaurant reports: "Orange Flip is the name of an unusual and popular fountain specialty. It is made on the malted milk mixer, consists of two No. 2 scoops of orange sherbet, one tablespoon of simple syrup and a two ounce dipper of milk. The same type drink is sometimes made with pineapple sherbet and pineapple syrup." Page 50; October 1946.

CHAIN STORE AGE, Drug Executives Edition reports: "A display of small pre-packaged bandages on the cigar counter is producing extra business for G. O. Guy Drug store in Seattle. The display not only suggests the item to customers but reminds tobacco salespeople to recommend it. Some customers buy two or three packages of the bandages, one for home use, one to carry in their cars and one for the children to take to school." Page 131; October 1946.

ROMOTION FOR GROCERS

pany sponsors of the thrilling daytime ra-

their advertised product on Tuesers are urged to build displays of these products which will be at the top of many shopping lists.

7:30 p.m. P & G present "F.B.I. In kind. Carnation Com-Peace and War" in the interest of Lava Soap. In the 10:30 p.m. spot, "The Thin Man" that super-sleuth dio drama, "Lone of motion picture fame, is heard Journey," heard on Fridays for Sanka Coffee and Monday through Friday at 1:30 on Saturdays Anchor - Hocking p.m. over KMBC have announced brings that demon lensman "Crime Photographer" to the KMBC airdays, Wednesdays, and Fridays will ways. Sundays its "The Advenbe Carnation Milk, and on Mondays | tures of Sam Spade" for Wildroot and Thursdays "Lone Journey" will and on Monday nights its Emerson promote Friskies Dog Food. Groc- Drug Company's "Inner Sanctum," that chiller of the squeaking door, rounding out a week of thrills and chills over KMBC.



"FOUR CHICKS AND CHUCK"

Here's a view! The "Four Chicks and Chuck" are heard over KMBC each Sunday at 5:30 p.m. on the "Kate Smith Sings" program. The legs, from left to right belong to: Diane Carol, Clair Frim, Virginia McCurdy and Fran Barber.

Mule Authority

Miss Rave Virginia McCreary, 17 year-old senior at the Temple, Texas high school and a Future Homemaker was the first participant. She received an evening gown, a set of musical horns and attachments for her car. Mr. E. D. Frazier of Drexel, Missouri, proved an authority on mules. When asked "And how do you judge a mule?" by Parks Johnson, he replied, "Just like a woman. You look at her legs and her general conformation. You look for beauty." Mr. Frazier was presented a Virginia saddle and bridle and three silver serving spoons for his wife.

"Vox Pop" will celebrate its fifteenth year on the air this month, with close to 7,000 persons having been interviewed. Guest interviewees have received approximately \$200,000 in cash and merchandise as gifts. Parks Johnson and Warren Hull have traveled 260,088 miles for 225 wartime programs since July 4, 1940.

"Hollywood Jackpot" **Stars Kenny Delmar**



Kenny Delmar, famous as Senator Claghorn (It's A Joke Son) is now starred in a new and

different radio production-"Hollywood Jackpot," heard over KMBC Monday, Wednesday and Friday at 3:30 p.m. with advertised products Anacin, Kolynos, Bisodol and Hill's Cold Tablets. The new show is a combination of music, excitement, fun and fabulous prizes with Kenny's inimitable wit thrown in for good measure. As the climax of each program, every contestant gets a chance at the richly-rewarded "Jackpot" question.

Page 4

Complete Coverage Of American Royal Presented By KMBC

The "American Royal" presenting one of the most interesting attractions in Kansas City with its revival after the war years, found KMBC on hand to give Heart of America radio audiences a full report of all activities.

Gene Dennis, KMBC's director of special features presented an eye witness account of the downtown parade and offered a word picture of the pomp and pagentary of the



over KMBC each FOR DRUGGISTS Thursday evening at 6:30

challenges radio listeners to stump the experts and receive a cash award and a set of the Encyclopadia Britannica. The half-hour program, sponsored by the Parker Pen Company, features regular experts Franklin P. Adams, John Kieran and Master of Ceremonies Clifton Fadiman. Guest experts are presented each week.



ORIGINATING FROM THE ROYAL . . .

Daily fifteen-minute broadcasts originated by KMBC from the American Royal gave listeners the inside story on activities. Above, left to right, Gene Dennis interviews Phil Evans, KMBC's director of farm service and John McDermott, secretary of the publicity committee of the Royal, from the KMBC booth.

Grand Ball and Coronation, direct | on Tuesdays, was conducted from started the full week's activity.

Distinguished Guests

Phil Evans, KMBC's director of farm service originated a portion of the CBS "Country Journal" program featuring an interview with Secretary of Agriculture, Clinton P. Anderson and Harry Darby,

from the Municipal Arena which | the small auditorium at the "Royal".

Throughout the week KMBC presented "Dinner Bell Roundup," "The KMBC Big Brother Club" and 'Western Echoes" from the small auditorium with overflow crowds attending each performance.

Daily at 2:30 Gene Dennis, in a fifteen-minute broadcast, covered the highlights and color either from

Audience Response **Inundates** Office of "Grand Slam"



With the rollicking strains of "Good News" ushering in the premiere broadcast of "Grand Slam"

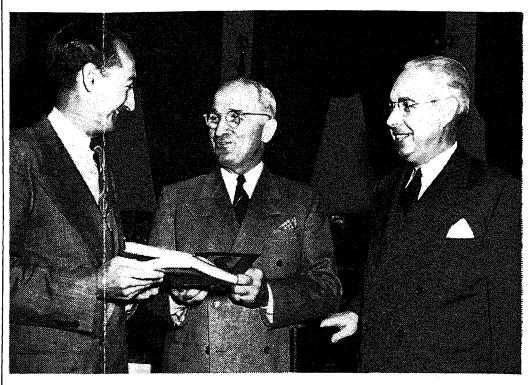
for the bakers of Wonder Bread and Hostess Cake, a new twist in audience participation shows embarked on the air ways. Heard over KMBC Monday through Friday at 10:30 a.m., "Grand Slam" invites listeners to play a musical quiz game against a studio contestant for hard-to-get prizes.

With Irene Beasley as mistress of ceremonies "Grand Slam" features five musical questions sent in by listeners. Each time the person in the studio answers one of the questions correctly she wins a prize. When she misses, the listener collects the gift. If either one wins all five prizes she makes "Grand Slam" and receives as a bonus a \$100 Saving Bond.

When Irene thought up this idea, she felt that listener response would be good, especially when people at home realized they, too, could win some of the valuable prizes. However, she wasn't quite prepared for the avalanche of mail that began with the very first show. As a result of the first week of broadcasting alone, she received the tremendous total of 22,800 letters. And thousands more streaming in!



This Passing Parade



(International News Photo)

PRESENTING "THE FIRST QUARTER-CENTURY" . . .

E. P. J. Shurick, (left) author of "The First Quarter-Century of American Broadcasting," and Arthur B. Church, (right) president and founder of KMBC, are shown with President Truman at the White House in Washington during the presentation of the first copy of the historical volume to the Chief Executive.



TEACHERS CONVENTION DISPLAY . . .

KMBC's Education Department received much favorable comment at both the Kansas and Missouri State Teachers Conventions on its attractive display booth pictured above. The general theme being a display of personalities and programs associated with Educational broadcasts over KMBC.

president of the "Royal." The night the Governor's box or the KMBC of the auction found Phil giving listeners a first hand report of the thrilling show direct from the auctioneer's box.

program, now heard at 9:00 p.m. City by KMBC.

display booth, decorated to tell of the many farm activities of the station.

"Vox Pop" the show that travels The KMBC "County Neighbors" America, was brought to Kansas

Herewith are listed current offers and contests on KMBC. Such "stim-ulators" of the following advertisers result in greater sales for you as a retailer.

Hi-Lex Co., Inc.,--Sponsors of the KMBC newscast with John Farmer, Monday, Wednesday and Friday, 12:01 p.m. offer a free Hi-lex Gift Catalogue containing valuable gifts presented under their profit sharing coupon plan. Send requests to Hilex Premium Dept., 119 W. 19th St., New York, N. Y.

J. B. Williams-Sponsors of "William L. Shirer, heard over KMBC Sundays at 4:45 p.m. offer a free month's supply of Electric Shave. Mail requests to Williams, % KMBC, Kansas City 6, Mo.

Procter & Gamble Co.—Sponsors of "Young Dr. Malone" heard over KMBC Monday through Friday at 4:30 p.m., offer a Crisco Cookbook for 10c in coin. Mail request to Crisco, Box 837, Cincinnati, Ohio.

Bayer Co.—Sponsors of the "American Melody Hour" heard over KMBC Tuesday at 6:30 p.m. offer a gold plated horseshoe pin with rinestones for 25c plus one cardboard top from Dr. Lyons Toothpowder. Mail request to Box 15, New York.

Pet Milk Sales Co .- Sponsors of the "Mary Lee Taylor" program, heard over KMBC each Saturday at 11:30 a.m. offer two free booklets, "Meals Men Like" and "Your Baby." Send requests to: Mary Lee Taylor, Pet Milk Sales Corp., Arcade Bldg., St. Louis 1, Missouri.

American Home Foods Inc.,-Sponsors of "Surprise Party" heard over KMBC each Tuesday and Thursday at 3:30 p.m., offer a steel kitchen all-purpose knife for one label from G. Washington Coffee together with 25c in coin. Mail requests to: G. Washington, Box 23, New York, N. Y.



GADGETS GALORE . . .

Mr. W. J. "Pop" Haynes, wearing his "never fall asleep derby" explains another of his "inventions" to Tim West whose puzzled expression seems to doubt the practicability of the gadget, during a recent meeting of the Big Brother Club in the KMBC Studios.



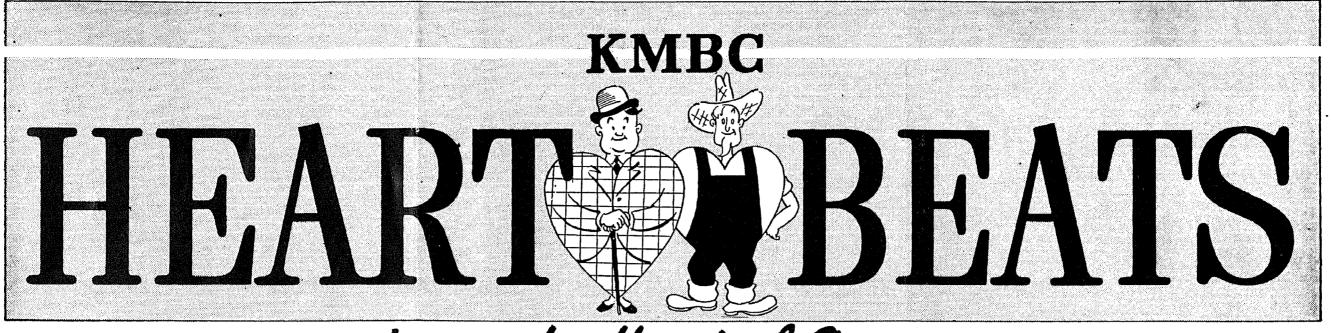
VISITOR . ..

Phil Evans, KMBC's director of farm service (left) brought Secretary of Agriculture Clinton P. Anderson to the KMBC studios to present his views on Kansas City's American Royal for the CBS network "Country Journal" program.



TWO HOURS OF STARS . . .

Armed with a flexible script and plenty of ad libs, Bob Hope, Ginny Simms, Cass Daley, Edgar Bergan and Charlie McCarthy, (shown above) together with a host of additional stars will help to make it a merrier Christmas when they present Elgin's "Two Hours of Stars" over KMBC from 3 to 5 p.m. Christmas Day.



VOL. 5, NO. 4

KANSAS **CITY'S RADIO MERCHANDISER** SEPTEMBER, 1947

Haitus End Sees Return Of Regulars To KMBC Schedule

With vacation periods ending the KMBC schedule lists the return of the top-notch regulars which will bring the best in radio fare throughout the fall-winter-spring to KMBC listeners.

The return of "The FBI In Peace and War," now heard over KMBC on Fridays at 7:30 p.m., is presented in the interest of Proctor & Gamble's Lava Soap.

"Radio Theatre" which returned August 25, opened with Bette Davis and Glenn Ford portraying roles they created in the motion picture "A Stolen Life." "Radio Theatre" is heard over KMBC at 7:00 p.m. for Lever Brothers Company in the interest of Lux Toilet Soap and Lux Flakes.

August 25, came "The Jack Smith Show." Heard over KMBC at 9:15 p.m., Monday through Fridays. "The Jack Smith Show" is sponsored by Proctor & Gamble for Oxydol.

Ozzie and Harriet

"The Adventures of Ozzie and Harriet," that delightful domestic comedy series starring Ozzie Nelson and wife Harriet Hilliard, returned City, has renewed sponsorship of Sunday August 31 at 4p.m. "Ozzie | "Readers Digest-Radio Edition" on and Harriet" is sponsored by the KMBC for the coming year. International Silver Company. Phil Spitalny and the All-Girl Or- stage and screen. chestra and Chorus will be heard p.m., starting September 9. And on CBS. on September 11, the Electric "The Dick Haymes Show" which tations and Tom Shirley the an-Thursday at 7 p.m.

KMBC To Attend Kansas State Fair

Plans to present daily broadcasts of the KMBC Dinner Bell Roundup from the grounds of the Kansas State Fair in Hutchinson, have been formulated.

KMBC talent, including much the same group who attended the Missouri State Fair at Sedalia, will be present to give Kansans a daily radio broadcast of the KMBC Dinner Bell Roundup, Monday through Friday starting September 15.

Heading the group of KMBC personalities and entertainers will be Phil Evans, KMBC's director of farm service who will broadcast his daily reports direct from the fair grounds.

Hall Bros. Renew Returning on the same night, Readers Digest On **KMBC** for 52-Weeks

Hall Brothers, America's out-standing greeting card manufacturer, with headquarters in Kansas

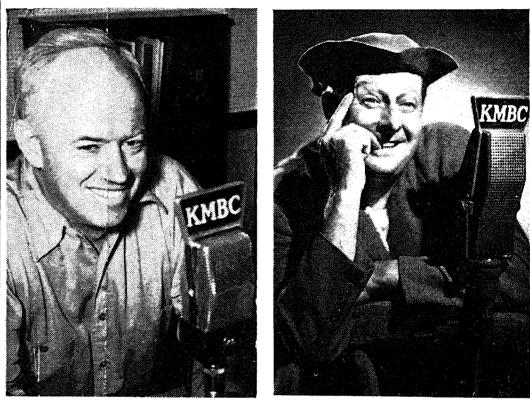
KMBC Originates Dinner Bell Roundup Before Capacity Crowds At Missouri State Fair

Thousands of Missourians saw and heard stars of the KMBC Brush Creek Follies in person when the KMBC Dinner Bell Roundup was broadcast from the Missouri State Fair at Sedalia, August 18 through August 22.

KMBC's participation at the Sedalia fair featured many of its top personalities in daily 1½-hour free shows, 55 minutes of which were broadcast during the noon hour.

In a 50 by 80 foot tent on the fair's midway, the daily shows attracted overflow crowds, and loud speakers enabled spectators who could not find seats inside the tent to hear the show from the outside.

Phil Evans, Director of the KMBC Service Farms, whose "Feed Lot Chats" at 12:55 p.m., were part of the show-broadcast, headed up the KMBC delegation. Phil was kept busy shaking hands with Missouri farmers who listen to his "Chais" and his 6.15 a.m., "Farm Counselor" broadcasts for The



HEADLINERS . . .

Phil Evans, left, KMBC's Director of Farm Service broadcast his daily portions of the KMBC Dinner Bell Roundup from the State Fair grounds at Sedalia and Hiram Higsby, right, emcee of the Dinner Bell Roundup led the cast in presenting a tull hour and a half of entertainment that was well received by those who attended the Missouri Fair.

PROMOTION

30 DRUGGISTS

Heard over KMBC each Thurs-During the first weeks of Sep- day evening at 8, "Readers Digesttember three old favorites are Radio Edition" presents, from the scheduled to return to KMBC. On pages of the most widely read September 7, "The Hour of Charm" magazine in America, the stories returns for the Electric Light and and articles everyone enjoys, en-Power Companies. The program of acted by the greatest names of

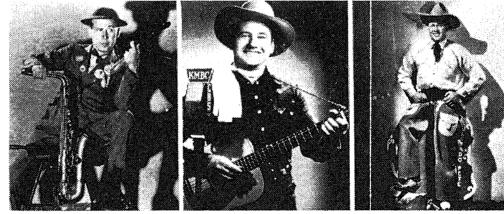
Richard Kollman, stage and at 2:30 P.M., Sundays. General radio actor with a formidable record Foods Corporation will present as a legitimate producer, directs "The Baby Snooks Show" with and emcee's "Readers Digest." Fanny Brice in the interest of Kollman made his radio debut in Jello each Friday evening at 8:30 1934 as the star of a daytime serial

Marx Loeb is the producer of Auto-Lite Company will bring back the especially written radio adapwill be heard over KMBC each nouncer. The music is by Jack Higsby, who returned to KMBC Miller and his orchestra.



BACK IN HOLLYWOOD

The Texas Rangers, KMBC stars of radio, stage and screen are back in Hollywood, where they have just completed their first post war western for Columbia Studios. This one is titled "The Last Roundup" starring Gene Autry. The Texas Rangers are heard over KMBC twice daily, Monday through Friday at 7 a.m. for the B.C. Remedy Company and again at 5 p.m. for Grennan Cakes.



OVER WITH A BANG

Above, left to right, Jed Starkey, KMBC's dry wit from Cinquapin Holler, Don Sullivan, KMBC's romantic cowboy singer; and Colorado Pete, who has the flashingest smile this side of the Rockies, went over with a bang with the folks who attended the Missouri State Fair and heard the KMBC Broadcast of the Dinner Bell Roundup direct from the fair grounds in Sedalia.

Staley Milling Company.

It was old home week for Hiram several weeks ago after an absence of several years. Hiram, who emceed the State Fair show-broadcasts, was remembered by many for his Dinner Bell Roundup and KMBC Brush Creek Follies broadcasts of several years ago.

Tops on Midway

The KMBC broadcasts from Sedalia were one of the most popular events on the midway, and afforded many fair goers their first opportunity to see and hear in person the KMBC stars they've listened to for years on the radio.

The Rhythm Riders, KMBC's 4man group were particularly well liked. And the crowds were wowed humorous vein. by the KMBC Tune Chasers, who feature a washboard in addition to the standard musical instruments.

Colorado Pete, who has been Creek Follies since its beginning nearly 11 years ago, won his listeners as usual, with his flashy cowboy songs. Resounding applause met Jed Starkey and his dry, wry humor. Don Sullivan and his cowand everyone loved Millie and Sue, day.

KMBC's cute sister team, for their favorite hillbilly numbers.

When the curtain rang down on the last performance, everyone agreed . . . It was a swell show before a grand audience.

KMBC Sports Head Has Book Publshed

A collection of sports stories and anecdotes, "They Make Me Laugh,' authored by Sam Molen, KMBC's director of sports will appear next month. Although not a joke book, most of the tales related by Molen in the 210 page collection are of a

"They Make Me Laugh" is Molen's first book, however, he has authored numerous articles for national publications. Named by The featured on the KMBC Brush Sporting News as the number-one sports commentator of the midwest for 1946 Sam Molen presents two daily sportscasts over KMBC, golden-tooth smile, his guitar and at 6:10 p.m., for the Standard Oil Standard Oil Company on Sunday and for Berl Eerry-Century Motors

boy songs went over with a bang on Monday, Wednesday and Fri-

Higsby Returns To M. C. "Dinner Bell" And "Brush Creek"

Hiram Higsby, widely known to Kansas and Missouri radio audiences, has returned to KMBC. He has taken over his duties as masterof-ceremonies of the KMBC Dinner Bell Roundup and will serve in a like capacity when the KMBC Brush Creek Follies two hour radiostage show, goes into its 11th big season in October.

Higsby returned to KMBC after a highly successful radio career in Oklahoma City where he developed such outstanding programs as the Bluff Creek Follies, and the Oklahoma Roundup, which became a CBS coast-to-coast feature.

Given his start as a performer by Sir Harry Lauder in Topeka, Kansas, Hiram Higsby soon began his radio work at KMBC. In 1925 he went to WLS in Chicago, where he was starred as "Radio's Original Rube," and headlined a 14-state tour of the National Barn Dance. In 1936, Hiram Higsby returned to KMBC and with his quick-witted patter, his unusual harmonica playing, and his songs, became one of the Heart of America's most popular radio performers.



A new featured vocalist Jimmy Rich, has been added to KMBC's popular "Rhymaline Time" program which is heard Monday through Saturday from 7:45 to Company and at 9:40 p.m., for the 8:15 a.m., for the Katz Drug Company.

> Jimmy, who has been singing professionally for four years came to KMBC from WSM, Nashville.

HEARTBEATS

SEPTEMBER, 1947



KANSAS CITY'S RADIO MERCHANDISER SEPTEMBER, 1947

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC advertisers as well as to offer a means of informative news concerning the activities of KMBC and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC and KMBC-FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC Sales Promotion Department

Tom Rucker, Director of Promotion, Press Relations and Merchandising W. K. Rodat, Editor

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373 DETROIT (26)

Page 2

VOL. 5, No. 4

3463 Penobscot Bldg. Cadillac 4255-4256

NEW YORK (22) 444 Madison Ave. Plaza 5-4130 HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151 FORT WORTH 406 W. 7th Street

SAN FRANCISCO (4) 58 Sutter Sutter 4353 ATLANTA (3) 322 Palmer Bidg. Main 5667

Trades Speak Up

Fort Worth 3-1234

We have reprinted below, an editorial which ran in the few stories required complete re-July 14, issue of Drug Trade News. It is most gratifying to those of us in the radio industry to see one of the "voices" of those who pay a major portion of the cost of radio broadcasting, by sponsorship of programs, present its views on a subject which would affect the life of every freedom loving American.

FREEDOM OF RADIO

(Reprinted from July 14, 1947, Drug Trade News)

INTRO DUCING



TOM RUCKER . KMBC Director of Promotion

Thomas Alvin Rucker, KMBC's director of promotion, merchandising and press relations, perhaps is the only man who ever started a newspaper career as a columnist and worked his way down.

It all happened back in 1932 when Tom, then 19, was consumed by a burning desire to become a newspaper reporter. Aided and abetted by his father, a reporter on The Daily Oklahoman, Tom wrote newspaper stories for 18 months which were submitted under his fathers by-line. The first vision by the elder Rucker but at the end of the 18 month young Tom was turning out stories almost as well as his father. It was then that Tom's father decided it was time for his son to get the basic fundamentals of the newspaper business and so he placed him with the Oklahoman—starting right at the bottom.

Tom was born in Oklahoma City where he attended the Oklahoma tion Tom is responsible for the City Public Schools and Oklahoma many activities which keep the City University. He also attended | name of KMBC advertisers and Central State Teachers College, at their sponsored products before the Edmond, Oklahoma and spent several summers studying at the sales. University of Colorado, in Boulder. At the tender age of 9, Tom got his first job (unbeknown to his folks) cleaning spittons in a drug store. The end of the job came who has been nicknamed "Titanic" rather abrutly when one day young by his father. Tom came home with a tummy ache and his mother discovered his mott, KMBC's director of special unglamorous occupation. He had | features, whose KMBC broadcasts been taking his weekly stipend in cover all events of particular insodas and that day he had just terest to those in the Heart of one too many.

Tom's first job with the Oklahoman was reading exchanges for State Press columns and "All Over Oklahoma," which dealt with freakish and human interest stories. After six months of reading exchanges, Tom was made an Oklahoma City Times reporter, writing city briefs and obituaries.

Then came the climb up the ladder with a session of police reporting, covering the federal building and the courthouse until he was placed on special assignments. A highlight of this type of reporting took place when Tom boarded the U.S.S. Oklahoma City, a light cruiser, during the war as the Daily Oklahoman war correspondent with the navy.

Working with J. I. Meyerson during War Bond Drives gave Tom his desire to enter the field of promotion. One Bond drive was conducted to sell \$45,000,000 in War Bonds to meet the purchase price of the U.S.S. Oklahoma City, a gigantic feat which they accomplished in just one day.

In 1944, Tom conducted publicity for a three week statewide tour for WKY, which covered twenty three cities to acquaint the public with the WKY 915 foot tower. To say that it was successful would be putting it mildly. The 915 foot tower was the talk of the state for many months due primarly to the unusual and interesting advance publicity which Tom placed in the twenty three cities.

In 1944 Tom was employed by WKY as its one man promotion department. In less than two years he built the department to five men and had been largely responsible for garnering for the station an impressive series of national awards which included: 2 Variety Awards; 2 National Safety Council Awards for Farm Safety; Billboard Awards; The 1946 DuPont Award for the WKY VD Campaign, and 2 Ohio State Honorable Mentions. يو رايون

As KMBC's director of promo-



Herewith are listed new program contracts over KMBC taking effect between May 31, 1947 and August 17, 1947.

Land-Goddard Chevrolet Company, sponsoring The Tune Chasers. starting May 31, 1947, 7:30-7:45 a.m., CST, Tuesday, Thursday and Saturday.

Garst & Thomas, for Hybird Seed Corn, sponsoring Grain and Produce Markets with Phil Evans, starting June 2, 1947, 12:30-12:35 p.m., CST, Monday through Friday.

Don Gaines Super Poultry Market, sponsoring the KMBC Happy Kitchen with June Martin, (renewal) 9:30-9:45 a.m., CST, Saturdays.

The Studebaker Corp., sponsoring the KMBC News with Erle Smith. (renewal) 6:00-6:10 p.m., CST, Tuesday, Thursday and Saturday. Standard Oil Company, sponsoring KMBC Sportscast with Sam Molen. (renewal) 6-10-6:15 and 9:40-9:45 p.m., CST, Sundays. KMBC Sportscasts with Sam Molen, 6:10-6:15 p.m., CST, Monday through Saturday. (renewal)

Gray & Soule Service Station, for Goodrich Tires & Tubes and Service, sponsoring the KMBC News with Jack Benton, starting July 28, 1947, 11:00-11:05 p.m., CST, Monday, Wednesday and Friday.

Forum Cafeterias, sponsoring "Variety Fair" (renewal) 4:30-4:45 p.m., CST, Monday, Wednesday and Friday.

John Taylor's Dry Goods Company. sponsoring "Joanne Taylor's Fashion Flashes," (renewal) 9:00-9:15 a.m., CST, Monday through Saturday.

The fact that Senator White's legislative move to slap curbs upon radio has met with opposition both from the Federal Communications Commission and the broadcasting companies would seem sufficient to cast serious doubt upon its soundness and desirability. FCC Chairman Denny characterizes it as "a serious limitation on free speech." And, to clinch the matter, he insists that, so far as the Commission is concerned, "there is no urgent need for the legislation proposed."

 $\star \star \star$

Niles Trammell, National Broadcasting Company president, says that if Senator White prevails, "an autocratic or dictatorial government could determine what the people shall see and what they shall hear when television becomes an established service." No agency of government, he quite properly insists, should be in position "to intimidate broadcasters as to the kind of program service they must render the public."

* * *

The fact that radio has become a vital factor in the formulation of public opinion is tantamount to saying that it is a vital factor in the preservation of American democracy. Obviously, it must be free and unhampered.

* * *

Freedom of speech is a basic Constitutional concept, and must be protected and defended against any and all forms of abridgement or emasculation, however well intended these may be

* * *

We have high respect for Senator White's record as a conscientious servant, but this time it looks like FCC and Mr. Trammell have the preponderaance of logic and reason on their side.

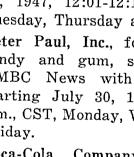


"With a figure like that she doesn't have to be able to sing!"

public which results in increased

Tom and his very charming and attractive wife, a former schoolteacher, have two children; Carol, who will soon be six and Tom Jr.,

Next month meet John McDer-America.



Coca-Cola Company, sponsoring "The Pause That Refreshes On The Air," starting August 17, 1947, 4:30-5:00 p.m., CST, Sundays.



Standard Milling Company, for Aristos Flour, sponsoring the KMBC Happy Kitchen with June Martin,

starting June 3, 1947, 9:15-9:30 a.m., CST, Tuesday, Thursday and Saturday.

Cudahy Packing Company, for Delrich Margarine, sponsoring the KMBC Happy Kitchen with June Martin starting June 4, 1947, adds Wednesday 9:15-9:30 a.m., CST, to present Monday and Friday sponsorship.

General Foods Corp., for Posts Raisin Bran & Bran Flakes, sponsoring "Wendy Warren," starting June 23, 1947, 10:00-10:15 a.m., CST, Monday through Friday.

Campbell Soup Company, sponsoring "Club 15" starting June 30, 1947, 5:30-5:45 p.m., CST, Monday through Friday.

Campbell Soup Company, sponsoring "Robert Trout with News" starting June 30, 1947, 5:45-6:00 p.m., CST, Monday through Friday.



Colgate, Palmolive, Peet Co., for Shaving Cream, sponsoring "Mr. & Mrs. North" starting July 1, 1947, 6:30-6:55 p.m., CST, Tuesdays.

BC Remedy Company, sponsoring "The Texas Rangers," 7:00-7:15 a.m., CST, Monday through Friday. (renewal)

Peter Paul, Inc., for Candy and Gum, sponsoring the KMBC News with John Farmer, starting July 29, 1947, 12:01-12:10 p.m., CST, Tuesday, Thursday and Saturday.

Peter Paul, Inc., for Peter Paul candy and gum, sponsoring the KMBC News with Erle Smith, starting July 30, 1947, 6:00-6:10 p.m., CST, Monday, Wednesday and Friday.

SEPTEMBER, 1947

HEARTBEATS





PEGGY STANLEY . . .

This lovely young lass is a "regular" in the cast of "Perry Mason" weekday detective drama heard over KMBC Monday through Friday at 2:30 p.m., for P & G's Spic and Span. Lucky, Lucky, Perry Mason.



Two Daytime Serials Plug Blu-White Offer

ROMOTION

FOR GROCERS

Tieing in with one of the biggest news events of the year, the marriage

of Princess Elizabeth. the Manhattan Soap Company, makers of Blu-White are offering a "Royal Princess Bridal Wreath Pin" to listeners who send in 25c and a Blu-White box top.

The offer will be made on two dramatic daytime serials, from Friday, September 5, through Friday September 19. The two serials which are heard over KMBC are "Evelyn Winters" 8:30 a.m., Monday through Friday and "Rose Of My Dreams," 1:45 p.m., Monday through Friday. Grocers are urged to have an ample stock of Blu-White Flakes on hand to meet the extra demand.



"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

THE PROGRESSIVE GROCER, reports: "The desperate food situation abroad will lend emphasis to conservation and home canning for some time to come. This means a continued demand for canning accessories-jars and glasses, rubbers and rings, etc. However, to get your share of this business you day news schedule since 1943. have to do more than carry a stock cf canning accessories. Your customers will look to you for practical suggestions." July, 1947, Page 7:15, 9:45 a.m.; noon; 6:00, 9:30 65.

SUPER MARKET MERCHAN-

Ginny Simms Stars In New Musical For Coca-Cola



Ginny Simms has returned to KMBC-CBS to sing under the baton of maestro Percy Faith and his orchestra in a new half-hour of

captivating songs and colorful arrangements titled "The Pause That Refreshes On The Air."

The new musical, which began August 17, is heard over KMBC each Sunday at 4:30 p.m. and is sponsored by the Coca-Cola Company.

The combination of Mr. Faith, an outstanding radio conductor in the field of light concert and popular music, and Ginny Simms' quiet and graceful interpretations of popular tunes, make "The Pause That Refreshes On The Air" representative of its title.

Butter-Nut Renews Sunday News Block With Farmer On KMBC



Renewal of Butter-Nut Coffee's sponsorship of the KMBC Sunday news schedule was announced by

Sam Bennett, KMBC vice president and director of sales.

Edward J. Creighton Jr., sales and advertising manager, represented Butter-Nut in the renewal negotiations. Butter-Nut, owned by Paxton-Gallagher, Omaha, has sponsored KMBC's complete Sun-

John Farmer, KMBC news department staffer, handles the six Sunday Butter-Nut newscasts at and 11:00 p.m.

KMBC News And Sports Returns To 6: P.M.

The early evening KMBC News with Erle Smith, KMBC's news editor, is now heard at 6:00 p.m., followed by Sam Molen at 6:10 with "Today's Sports Hi-Lites."

The 6:00 p.m., KMBC News broadcast is sponsored by Peter Paul on Mondays, Wednesdays, and Fridays; by Studebaker on Tuesdays, Thursdays, and Saturdays; and by Butternut Coffee on Sunday. Sam Molen and "Today's Sports Hi-Lites" is sponsored by Standard Oil, Monday through Sunday.

Gray And Soule Sponsor 11: pm KMBC **News With Benton**

KMBC's 11 P.M. News with Jack Benton is sponsored Mondays, Wednesdays and Fridays by Gray and Soule, One Stop Service, 15th and McGee, Kansas City, Missouri. Gray and Soule bought the popular newscast to plug the B. F. Goodrich line of products, and their own complete motor car service features.

Benton, youngest member of the KMBC news staff, came to the station after several years' ex-



HOW IT WORKS . . .

Jack Benton, KMBC newsman, left, explains the workings of one of the four KMBC teletypes that bring the services of both the Associated and United Press into the KMBC newsroom to Chuck Soule, center and Mike Gray, right who now sponsor Benton's 11: p.m. newscast on Mondays, Wednesdays and Fridays.

Alan Ladd To Visit Lux Radio Theatre

One of Hollywood's leading actors, Alan Ladd will visit the Lux Farmer, the son of a Missouri | Radio Theatre Monday, September

perience as news editor for other Missouri radio stations.

Benton's growing popularity received another shot in the arm during the vacation season when he filled in for Erle Smith, KMBC news chief, and for John Farmer, news department personality.

Now, the 11 P.M. news is a case newspaper family, gained recogni-22, at 7 p.m. over KMBC, when of a veteran working for veterans. and Chuck Soule, who purchased their business a year ago.

PAULENA CARTER . . .

Paulena is the 17-year-old concert pianist heard on "The Ford Showroom" over KMBC Wednesday nights at 7:30. She was featured at the San Francisco and New York World's Fairs . . . one reason why attendance records were broken we'll bet.



DIANE COURTNEY .

Here is the lovely who took Irene Beasley's place when she vacationed from "Grand Slam," heard over KMBC at 9:30 a.m., Monday through Friday for the Continental Baking Company. Mighty fine substitute don't you agree. dy." July, 1947 Page 67.

DISING, reports: "Bad weather, young sows among the breeders, are responsible for many little pigs being lost this spring. The American Veterinary Medical Association reports that there probably will be less pork this fall and winter than consumers have had since the end of price control. Last summer, a lot of hog producers sold off old sows for a good price and used younger ones for breeding stock. As a result, there will likely be shorter supplies of pork for another year or more." July, 1947, Page 19. NATIONAL GROCERS BULLE-TIN, reports: "Want some canning sales help? For writing on your letterhead, The Bernardin Bottle Cap Company will send you a complete kit including price cards, mass display cards, display banners, shelf strips, No. 63 bottle top cards, some 'Home Canning Tips' booklets, and a Good Housekeeping ad easel display." July, 1947, Page 81.

NEW ENGLAND GROCERY & MARKET MAGAZINE, reports: "Here's a good sign! Tomato growers in Texas are protesting the 11-cent-a-pound price being offered by shippers' buyers as the price they will pay for the current crop. Growers claim that a more reasonable solution would be a steady supply of good quality tomatoes at from five to seven cents a pound field run. If more growers believed in the same philosophy, food prices would automatically move to more reasonable levels." July, 1947, Page

CHAIN STORE AGE, GRO-**CERY EDITION**, reports: "Frozen fish fillets, packed in one piece so they can be sliced into any size portions, placed in an oven or skillet and be cooked without defrosting, have been announced by a leading Eastern processor. The package is odorless, drip-free and shaped like a standard box of can-

41.

with the hot news of the Pender- Before the Mast."

disease and a large proportion of tion for his press service when he "Radio Theatre" will present a Benton served in the armed forces beat other services several minutes | radio adaptation of "Two Years | as did the two sponsors, Mike Gray

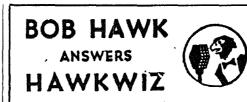


BUTTER-NUT NEWS . . .

John Farmer, right, gets the news of Butter-Nut Coffee in the Butter-Nut plant at Omaha, Nebraska, from Edward J. Creighton, Jr., left, Butter-Nut sales and advertising manager. Butter-Nut recently renewed its KMBC Sunday news schedule, which Farmer prepares and delivers.

gast guilty plea and sentencing. He spent two war years in the marines. News of Butter-Nut's renewal is welcomed particularly by Butter-Nut dealers, who now are assured of the continuing impact of more millions of Butter-Nut advertising impressions on coffee buyers and drinkers.

These additional advertising impressions, added to the hundreds of millions made on coffee buyers by Butter-Nut since 1943, insure Buttter-Nut dealers a brisk continuing demand for Butter-Nut Coffee.



1. Is rayon moth resistant?

2. In writing the President of the United States, would it be correct to use as the salutation the single word "Sir?"

Bob Hawk Answers HAWKWIZ

Two New Programs By Campbell Soup



Two new five-daya-week programs ----"Club 15" emceed by Bob Crosby, and "Double or Nothing,"

paymastered by Walter O'Keefe are now being presented on KMBC by the Campbell Soup Company.

"Club 15," sponsored by Franco-American Spaghetti, is heard over KMBC Monday through Friday at 1:30 p.m. The program, with Bob Crosby as singing host and masterof-ceremonies, Margaret Whiting and Patti Clayton as the femme vocal stars, and the Modernaires, outstanding rhythm quintet, presents fifteen gay minutes of modern music and song five days a week.

"Double or Nothing," sponsored jointly by Campbell's Soups and Franco-American Beef Gravy, is heard over KMBC Monday through Friday at 1:00 p.m. Versatile funster, Walter O'Keefe serves as the big-hearted quizzatorial paymaster, weighted down with folding money for the smart contestants. All contestants are selected from the studio audience and all are eligible for two super-duper cash prizesfor correct answers to a grand slam question, worth \$80, and a sweepstakes question which carries a price tag of \$160 and is pyramided if unanswered.

In addition to the two new programs, the Campbell Soup Company sponsors "Robert Trout With The News Till Now," heard over KMBC Monday through Friday at 'SƏX '7 5:45 and "Meet Corliss Archer,"

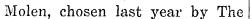
(uofer Ile) sor . I heard on KMBC Sunday at 7 p.m.

Page 4

Berl Berry—Century Motors Sponsor 9:40 **KMBC** Sportscast

Sam Molen, KMBC Sports Director, is broadcasting his 9:40 p.m., "Parade of Sports" for Century Motors, 1901 McGee, on Mondays, Wednesdays and Fridays.

Purchase of the three broadcasts weekly was handled personally by Berl Berry, Century operator. Mr. Berry also operates a Ford agency at 1818 Independence, which is plugged on some of the broadcasts. Century is Kansas City's Mercury and Lincoln agency.



"Crime Doctor" Marks Up No. 7 Seven years on the same network, ROMOTION for the same spon-

debut on CBS in 1940. Philip

Morris & Co., Inc., was the

sponsor, and The Biow Co., Inc.,

the advertising agency, and the

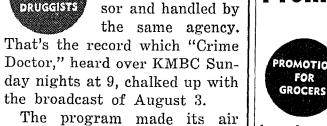
same network-sponsor-agency

combination continues to pre-

sent one of the top detection

programs on the airways.

FOR DRUGGISTS



New Comedy Series "My Friend Irma" **Promotes Swan Soap**

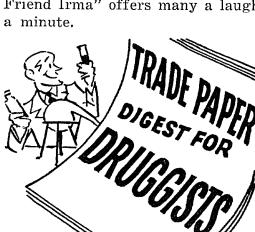
On behalf of its product Swan Soap, Lever Brothers Company is now sponsoring "My Friend Irma," heard over KMBC each Monday at

8 p.m. The new comedy series, which co-stars blonde, curvacious Marie Wilson in the title role and veteranmikester Cathy Lewis as "Jane,"

met with immediate success on its

first broadcast. Revolving around the loves and misadventures of two typical stenos who live in a typical New York apartment, the broadcasts prove that while Irma, master of the soft (and dumb) answers that turneth away wrath and sharptongued Jane may not be the perfect roommates, they are perfect team-mates when it comes to radio comedy.

John Brown is heard as "Al," Irma's job-dodging boy friend. Lief Erickson plays Jane's boss-boy friend "Richard Rhinelander III," Hans Conried is the girls' eccentric neighbor "Professor Kropotkin," and Gloria Gordon is the understanding landlady "Mrs. O'Reilly." With this top-notch cast "My Friend Irma" offers many a laugh



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

DRUG TRADE NEWS, reports: On behalf of its "A booklet listing formularies for toilet and household preparations has been published by the Inquiry Reference Service of the U.S. Department of Commerce. The report suggests many books on cosmetic and drug formulas, and lists directories of suppliers of materials, and consultants and consulting laboratories. July 14, 1947, Page 47.

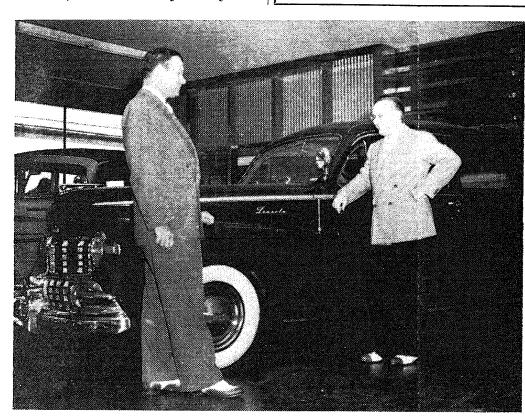
At The State Fairs



THE KMBC RHYTHM RIDERS . . .

> KMBC's popular radio, stage and recording stars, will provide musical entertainment for both the Missouri and the Kansas State Fairs. Left to right, they are: Val Tatham; Ray Hudgens, leader; Howard Smith; and Jce Manning. The Rhythm Riders are heard as featured artists over KMBC at 6:2) p.m., Monday through Friday in "Western Echces" in addition to appearing as stars of the KMBC Dinner Bell Roundup and the KMBC Brush Creek Follies.





GEE! I WISH I HAD ONE! . . .

Mr. Berl Berry, left, of Century Motors shows Sam Molen, right, KMBC's director of sports, the quality features of the new Lincoln, on display in the Century Motors showroom. We can hear Sam saying: "Gee, I wish I had one" . . . our opinion exactly!

Sporting News, as the middlewest's outstanding sports commentator, builds his 9:40 p.m., "Parade of Sports" around the latest sports news, both local and national. The sports strip is one of the most listened to programs in Kansas City.

An unusual twist is given the sports program by Sam Molen giving his listeners an opportunity to test their sports I.Q. He opens each of his broadcasts by asking a sports query, and closes by supplying the correct answer.

Wendy Warren And News **Presents Unusual Format**



A unique format, combining the daytime serial and news broadcast, is featured

on "Wendy Warren And The News" heard over KMBC | the winner is awarded \$100. Also | Monday through Friday for Gen- the winner of each broadcast gets eggs on the other side." July, 1947, eral Foods Post Raisin Bran & three engagements on "The Arthur | Page 46. Bran Flakes. Florence Freeman | Godfrey Show" heard over KMBC takes over on both the distaff news | Monday through Friday at 3:30 and the title role in the story.

products Lipton Tea ROMOTION and Lipton Soup, FOR GROCERS Thomas J. Lipton,

Inc., has taken over sponsorship of "Arthur Godfrey's Talent Scouts."

"Arthur Godfrey's

Talent Scouts" Now

Sponsored By Lipton

The "Talent Scouts" program which was launched a little over a year ago, and met with immediate success, is heard over KMBC each Monday night at 6:30.

Presented on the show are both professional and amateur entertainers recommended by listener scouts.

Each act receives \$100 in cash, scouts get \$25 and the scout of P.M., for Chesterfield Cigarettes.



WHO WOULDN'T LOOK SURPRISED

Just to check the appeal of "Jean Sablon" heard over KMBC each Sunday n-propylthiouracil, it was found at 3:30 p.m. for Richard Hudnut Beauty Preparations we set up our candid camera and look what we got! Richard Hudnut Egg Creme Shampoo about to be applied and a bottle of Creme Rinse standing by. Those Frenchman really same beneficial effect obtained have a way with women . . . as you can see.

CHAIN STORE AGE, FOUN-TAIN-RESTAURANT, reports: "Cold Luncheon Plate: Line a dinner plate with crisp lettuce leaf. Arrange three pickle slices in center of plate. Place a mound of chicken salad on one side of the pickles, and three halved deviled

AMERICAN DRUGGIST, reports: "How can one suggest a deodorant without embarrassing the customer? By showing her the many new and attractive deodorants on the market today, introducing them conversationally. Customers will be fascinaated by the new liquid deodorants, in their charming bottles, which make perfect grooming so very simple these torrid days when a deodorant is definitely a 'must'." July, 1947, Page 126.

CHAIN STORE AGE, DRUG EDITION, reports: "A series of powerful new drugs which include n-propylthiouracil offer complete control of toxic goiter, according to papers read before the American Chemical Society and the Federation of American Societies for Experimental Biology. The new compounds were compared with thiouracil, which was first introduced to medicine in 1944 and which sometime causes serious reactions. However, in the case of that a smaller amount of the new drug was required to produce the from thiouracil." July, Page 40.

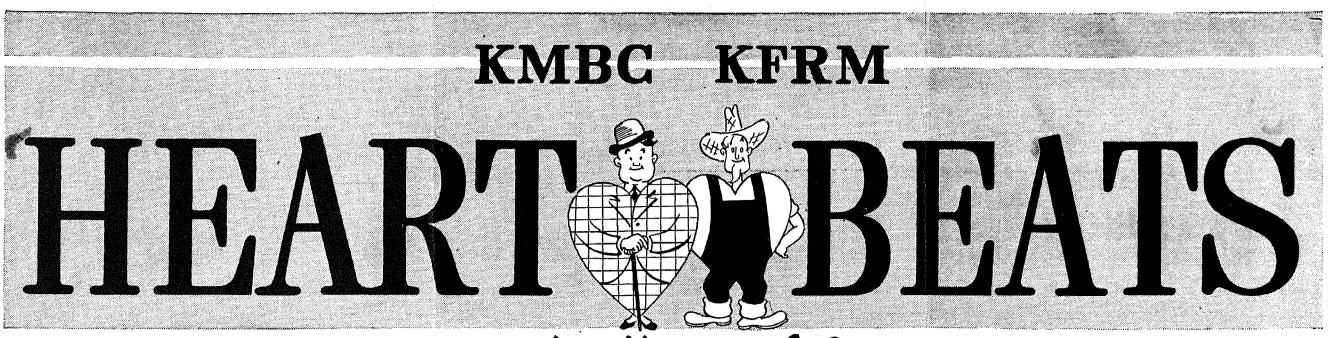
MILLIE AND SUE . .

KMBC's attractive sister team will present their hillbilly duets, with quitar and mandolin accompaniment, to those attending the State Fairs. Millie and Sue, in addition to appearing on the Brush Creek Follies and the KMBC Dinner Bell Roundup are heard over KMBC Monday through Saturday in their own program at 5:30 a.m.



THE KMBC TUNE CHASERS . . .

KMBC's novelty-four-man act will entertain State Fair visitors with their sparkling personalities—in addition to a heap of solid music from the washboard, whistles and horns. The Tune Chasers are featured over KMBC in a quarter-hour program, Monday through Saturday, at 7:30 a.m., sponsored by the Land-Goddard Chevrolet Company on Tuesdays, Thursdays and Saturdays.

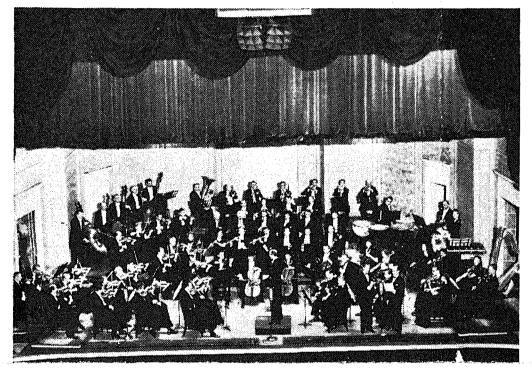


from the Heart of America KANSAS CITY'S RADIO MERCHANDISER

VOL. 6, NO. 1

KMBC-KFRM Team Broadcasts **K. C. Philharmonic Symphony**

An eight-week series of programs by the Kansas City Philharmonic Symphony Orchestra, under the direction of Efrem Kurtz, is being presented by the KMBC-KFRM team to give the benefits of the fine music of the orchestra to the people of the entire Kansas City trade area, and to assist the orchestra in raising funds.



KANSAS CITY PHILHARMONIC . . .

An eight-week series of programs by the Kansas City Philharmonic Symphony

G. L. Taylor To **Vice-Presidency**

Arthur B. Church, president of Midland Broadcasting Company and Midland Television, Inc., has announced the reelection of G. L. Taylor as vicepresident of KMBC in charge of television.

Mr. Taylor, who served with Mr. Church in the same capacity from 1942 to 1944, is president of the Central Radio and Television Schools of Kansas City.

KMBC Sunday News Signed For by ABC Arctic and Aines

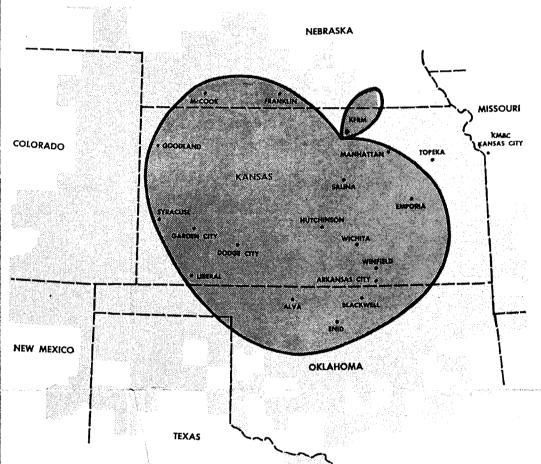
Sponsorship of the six Sunday KMBC news broadcasts with John Farmer has been assumed by the three "A's" of quality dairy products: "Aines, "Mello-D Milk;" "Arctic Ice Cream;" and "ABC Butter."

John Farmer, KMBC-KFRM newsman, like all other members of the 5-man department, is an experienced editor and a journalism graduate. He literally "cut his teeth" on a linotype machine, as his father owned and published the Cameron, Missouri Sun. John came to KMBC after receiving recognition with Transradio for beating all news service in Kansas City by several minutes with the story of the Pendergast guilty plea and sentence. During the war he served on Saipan with the Army Air Force and was awarded the Bronze Star Medal for his meritorious service.

KFRM On The Air At 550 kc **Serving Kansas Farm Families**

FEBRUARY, 1948

With the advent of KFRM, on December 7, 1947, rural families throughout Kansas and adjacent areas for the first time had the service of a radio station dedicated solely to their interests and programmed direct from their trade capital— Kansas City.



Orchestra, under the direction of Efrem Kurtz, is being presented by the KMBC-KFRM Team.

from 3:30 to 4:15 p.m. on both broadcasts in past years and with "pop" type. On Monday evenings from 7:00 to 7:30 the Kansas City Philharmonic presents programs area. of standard symphony music on KMBC only. This same program is broadcast by KFRM only, on Saturday afternoons from 4:00 to 4:30. These programs do not include the highly technical music which cannot be understood or enjoyed by all listeners but are of the type to provide enjoyment and entertainment to all.

Kurtz Directs

Efrem Kurtz, nationally known director of the Kansas City Philharmonic Symphony has been instrumental in greatly extending the activities of the orchestra since his arrival some years ago. Tens of thousands throughout this area have enjoyed the distinguished

KMBC Promotion Tops By Billboard

One of the nation's top promotion awards was presented to KMBC of Kansas City in the recent 10th Annual Radio Promotion Competition conducted by The Billboard. KMBC was named 1st among all Network Affiliates, Regional Channel, in Overall Promotion.

In making the award Billboard popin' every Saturday rounded, covering not only sales | Tune Chasers and Don Sullivan. and audience building, but public public service promotion, and the consistency of the overall job."

The programs heard each Sunday | music by means of the KMBC radio KMBC and KFRM are of the the addition of KFRM the listening audience is increased to envelope the entire Kansas City trade

> Mr. Kurtz made his American debut over fourteen years ago, as conductor of the Ballet Russe de Monte Carlo. He has since conducted such orchestras as the New York Philharmonic Symphony, the Chicago Symphony, the Detroit Symphony and the Montreal Symphony. Before coming to Kansas City Mr. Kurtz was associated with the National Broadcasting Company for several years.

KMBC Brush Creek Follies In 11th Successful Season

Playing before packed houses at Kansas City's Ivanhoe Temple every Saturday night, the KMBC "Brush Creek Follies," Kansas City's favorite radio-stage show, is again providing entertainment to thousands in this, its eleventh successful season.

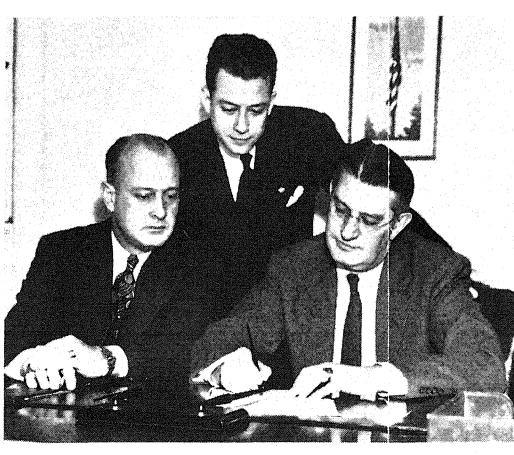
Old favorites such as Colorado Pete, Jed Starkey, The Rhythm Riders are in top form this season. Hiram Higsby, long-time favorite of Brush Creek fans is back as emcee and really keeps things night. stated; "KMBC's promotion is well- Millie and Sue are back as are The

The Brush Creek Follies is heard service as well. Station lives up to over KMBC each Saturday evening its promotion theme 'Perpetual from 8:00 to 8:30 and from 9:45 pro-Motion.' A strong entry, par- to 10:30. Sponsorship includes: ticularly from the standpoint of Quisenberry Feeds, Beaumont 4-Way Cold Tablets, Rutherford's, Hy-Power Chili and Vess Cola.

The six Sunday news broadcasts over KMBC are heard at 7:15 and 9:45 a.m.; noon; 6:00, 9:30 and 11:00 p.m.

Because Sunday radio news can be heard by all segments of the listening audience, the impact of ming, mostly for eastern Kansas the sales messages of the three "A's" of quality dairy products reaches far and wide. Grocers and the entire Kansas City Trade Area Druggists should feel the effect of this extensive advertising by increased demand ... increased sales

... and increased profits.



SIGNS FOR SUNDAY NEWS

Mr. Walter Labhardt, (right) vice president of Aines, Arctic, and ABC signs the contract which puts John Farmer, (center) and the six Sunday KMBC newscasts to work for the 3 "A" products while Sam H. Bennett (left) vice-president and director of sales for KMBC observes.

MAIL PULL . . .

The above map portrays the response to the KMBC-KFRM "Get Acquainted" Contest. Area enclosed by solid black line represents the primary coverage area of KFRM. All counties from which mail was received during the contest are designated by benday; dark, within the KFRM primary coverage area, light benday outside the KFRM primary.

Nearly all of KFRM's regular portance to Kansas farmers since scheduled broadcasts are made it is the Kansas City markets from KMBC of Kansas City, and which set prices for Kansas grain, feature the famed rural service developed in over a quarter-century of programming for farm families. Mr. Arthur B. Church, founder and president of KMBC who has had more than a quarter-century of experience in radio programand western Missouri, realizes in part his life long ambition to serve with programming from its capital—Kansas City.

Having a "voice" from Kansas City is of particular economic im-

livestock and poultry production. Phil Evans, director of farm service, and Bob Riley, marketcaster, both recognized leaders in their respective fields, are featured in daily reports to the Kansas farmer.

For entertainment KFRM will have the services of KMBC's famed talent, shows and personalities such as the KMBC Dinner Bell Roundup. the Brush Creek Follies and the nationally famed Texas Ranggers.

The big \$5000.00 "get acquainted" contest launched the opening day of KFRM and extending for two weeks, received thousands of letters from two hundred and thirty one counties in nine states.

Each entrant received an efficient new-type key ring; a total of 141 cash prizes in addition to numerous gifts of radios, candy and livestock were awarded winning entries.

The map pictured above gives a graphic description of the extent of KFRM coverage. Although KFRM is authorized to operate on 5,000 watts, at 550 kc-a highly directionalized antenna gives it an effective radiated power to the southwest of approximately 12,500 watts.

Comments from listeners throughout the entire area stated "reception clear as a bell." "first station without interference" "wonderful reception and fine programs" attesting to the value and long felt need of KFRM's service to farm families.

FEBRUARY, 1948





from the Heart of America KANSAS CITY'S RADIO MERCHANDISER FEBRUARY, 1948 VOL. 6, No. 1

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC-KFRM advertisers as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC-KFRM and KMBC-FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales

Published by the KMBC-KFRM Sales Promotion Department

Tom Rucker, Director of Promotion, Press Relations and Merchandising W. K. Rodat, Editor Pete Moss, Associate Editor

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1) 180 N. Michigan Franklin 6373

Page 2

NEW YORK (22) 444 Madison Ave. Plaza 5-4130

SAN FRANCISCO (4) 58 Sutter

DETROIT (26) 3463 Penobscot Bldg. Cadillac 4255-4256

HOLLYWOOD (28) 6331 Hollywood Blvd. Hollywood 2151 Main 5667

Sutter 4353 FORT WORTH ATLANTA (3) 322 Palmer Blda. 406 W. 7th Street Fort Worth 3-1234

CONCERNING

Excerpts from an open letter to the people of Kansas and the sur rounding states on the advent of KFRM by Arthur B. Church, founder and president.

One of my moments of greatest disappointment and chagrin was at Manhattan, Kansas in 1922. I had been asked to speak at the Kansas State Teachers Convention. The hall was quite well filled. My audience appeared respectful and attentive. Remember the year was 1922 and radio broadcasting was just a-borning. I began something like this---

"The rural Smith family is seated about the family fireside. All are quiet. Unconsciously they have turned their



eyes toward the loudspeaker from which will shortly come the voice of the President of the United States. The President is to talk to the families of America, reporting on matters of grave concern to all."

Then I tried to explain my forecast of the development of broadcasting and what it would bring to the homes of America in entertainment and information, especially to people in very small communities, on farms, and in isolated places. I was a rather young man-just twentysix-and when I sat down at the end of my dramatic and brilliant talk (I thought) I eagerly anticipated loud and pleasant applause. I didn't get it. There was a very weak clapping of hands. The meeting chairman courteously





JOHN S. McDERMOTT KMBC's Director of Special Features

Throughout the week, at 9:45 p.m., on KMBC, these familiar words "We now bring you another in a series of programs of particular interest to those who live here in the Heart of America." spoken by John McDermott, reach many attentive ears. This series of programs, featuring a wealth of interesting, informative, material of civic import, is presented as one of the many public service features by KMBC.

John McDermott, KMBC's director of special features, who is responsible for the preparation and presentation of these broadcasts was born in Omaha, Nebraska, the first son of a banking family. His school career was marked by an impressive record on the athletic field where he lettered in basketball, football, baseball and track. John completed his formal education in 1941, when he graduated from the University of Nebraska with his B. S. degree.

ties on the University campus and the conference area.

In 1941 John came to Kansas City to work in the Publicity department of Mid-Continent Airlines. In July, 1942, he joined the Kansas City Chamber of Commerce as a staff member of the Publicity department, moving up to the position of Publicity Director in 1943. In this capacity, he served as editor of the Chamber publication, the "Kansas Citian." In January, 1946, he was named executive assistant to the Chamber Manager, and in July, he assumed the Publicity Directorship of the 1946 American Royal.

John is very active in all types of civic work. He is immediate past president of the Nebraska Alumni Association of Greater Kansas City and Vice President of the Junior Chamber of Commerce. He is Public Relations Chairman of the Missouri State Junior Chamber of Commerce and Secretary-Treasurer of the Kansas City Sports, Press and Radio Association.

During the war years, he participated actively in Bond Drives, Red Cross, War Chest, OPA, and other programs in support of the war effort. A citation from the U S. Naval Reserve inscribed to John S. McDermott for services rendered, hangs on his office wall at KMBC. He is one of fourteen Kansas Citians so honored.

John came to KMBC in January of 1946, as director of special features. In this capacity he presents such KMBC features as "Hear the Heart of America," Tuesday, Thursday, and Friday at 9:45 p.m.; "Kansas City Report," Wednesday evenings at 9:45, and the many other KMBC reports on features of special interest that take place in and around Kansas City. He is active in local origination of such CBS network shows as "Word From the Country," "Cross Section, U.S.A." and "Peoples Platform." In all major KMBC sports coverage he is on hand to present



Herewith are listed new program contracts over KMBC.

Chrysler Corp., for DeSoto cars, sponsoring "Christopher Wells". 9:00-9:30 p.m., CST, Sunday.

Index Employment Co., for employment services, sponsoring "Index To Music," 1:30-1:45 p.m., CST, Sunday.

Kansas City Title Insurance Co.. sponsoring "Memory Lane of Sports," 6:45-6:55 p.m., CST, Saturdays.

Land-Goddard Chevrolet Co., for new cars and service, sponsoring "The Tune Chasers", 7:30-7:45 a. m., CST, Monday, Wednesday, and Friday.

International Silver Company, sponsoring "Adventures of Ozzie and Harriet", 8:30-9:00 p.m., CST, Fridays.

Robinson Shoe Company, for Men's Women's and Children's Shoes. sponsoring "My Favorite Story" featuring Ronald Colman, 9:45-10:15 p.m., CST, Sundays.

G. N. Coughlan Co., for Chimney Sweep, sponsoring KMBC Newscast with John Farmer, 12:01-12:11 p.m., CST, Monday, Wednesday, Friday.

Katz Drug Company, for Retail Drug Products, sponsoring "Rhymaline Time" 7:45-8:15 a.m., CST, Monday through Saturday. (Renewal).

Berl Berry, Inc., for Century Motors; Mercury & Lincoln Gars; Rudy Fick: Ford Cars, sponsoring KMBC Sportscast with Sam Molen, 9:40-9:45 p.m., CST, Monday, Wednesday, Friday.

ARTHUR B. CHURCH Founder and President of KMBC and KFRM

thanked me and immediately went on to the next part of the program. I was crushed. I left the hall in a daze and with a resentment that increased until I became mentally furious. My radio dreams had been he conducted sports broadcasts for insulted. It simply couldn't be true that school teachers of all people wouldn't understand and believe my prophecies.

Now, twenty-five years later, you can imagine my feeling of satisfaction when I see radio broadcasting developed far beyond those dreams in many respects, and you can imagine my pride and that of my associates in seeing come to fruition the seeds we have sown, so that we might bring to the homes throughout this great Heart of America area formation and entertainment from its trade capital-Kansas City.

KMBC EXPANDS

Now the broadcasting voice of the radio station I and my associates began in 1921, known as KMBC of Kansas City, is expanded by the addition of KFRM-the Kansas Farm Station in the Heart of the Nation. Developments in the art of broadcasting enable our radio engineers, by locating the KFRM transmitting station with its three transmitter towers in the wheat fields of rich north central Kansas, to concentrate the strong KFRM signal toward the southwest. Thus the KMBC-KFRM team can carry our broadcasting voice to the millions of people who make up our great Kansas City trade area.

KFRM is programmed from Kansas City. For the first time in broadcasting history the government has licensed a station located far from its principal studios. Most transmitters are located only a few miles from the studios. For example, the KMBC transmitter is within six miles of the KMBC studios and business headquarters. The KFRM transmitter is almost two hundred miles from the studios and business headquarters which will activate it. The KFRM site is two hundred and forty acres, nine miles south of our Kansas Governor's home town of Concordia, and about forty-five miles north of the important historical Kansas city of Salina. Special telephone circuits requiring many months to build and costing many tens of thousands of dollars carry the programs from the main studio control switchboard at Kansas City to the KFRM transmitter.

The KMBC-KFRM Team

The KMBC-KFRM team broadcasts many program features simultaneously, such as the nationally known Dinner-Bell Hour of farm service features and entertainment, also newscasts, home making programs, Radio School House and various types of musical programs. However, KFRM broadcasts many programs and features especially planned to the interests and needs of those who live in the great rural area that KFRM serves, with a strong clear signal.

At college, John was president | a vivid description of the exciteof the senior class, sports editor of the College Daily and Cornhusker Annual, the college yearbook.

In 1938, John was selected as a member of the United States Olympic Baseball Team which toured Great Britain giving exhibitions.

Enters Radio

John's introduction to radio began in his college days when the University of Nebraska over stations KFOR and KFAB. Starting in 1938, until graduation, he presented three weekly 15-minute sports programs concerning activi- KMBC.



'Off hand, coach — how does your hockey team look this year?"

ment and color connected with such events.

John and his very charming and attractive wife Betty are the proud parents of a lovely 27-month old daughter, Susan, who is still a little amazed when she hears her daddy's voice coming from the radio.

So without further ado, shake hands with John McDermott, KMBC's director of special features. Next month meet G. L. Taylor, recently re-elected vice president in charge of television for

Standard Pipe & Plumbing Supply Co., Inc., for Plumbing & Heating Supplies; Home Appliances, sponsoring KMBC Sportscast with Sam Molen, 9:45-9:45 p.m., CST, Tuesday, Thursday, Saturday.

Duff & Repp Furniture Co., for Furniture & Household Furnishings, sponsoring "Salon Group" 12:10-12:25 p.m., CST, Sundays. Beaumont Co., for 4-Way Cold Tab-

lets, sponsoring "Western Echoes," 5:30-5:45 p.m., CST, Monday, Wednesday, and Friday.

Vess Beverage Company, sponsoring "Brush Creek Follies", for Vess Cola, 10:15-10:30 p.m., CST, Saturdays.

Beaumont Company, for 4-Way Cold Tablets, sponsoring "Brush Creek Follies", 9:45-10:00 p.m., CST, Saturdays.

Schulz Baking Co., sponsoring "All Star Western Theatre," for Butternut Bread, 8:00-8:30 p.m., CST, Tuesdays.

Rutherford Food Corp., for Hy-Power Chili, sponsoring "Brush Creek Follies", 10:00-10:15 p.m., CST, Saturdays.

Armour & Company, for Chiffon Flakes and Armour Meats, sponsoring "Hint Hunt," 3:00-3:25 p.m., CST, Monday through Friday.

Lever Brothers, for Lipton Tea, sponsoring "Arthur Godfrey's Talent Scouts," 7:30-7:55 p.m., CST, Mondays.

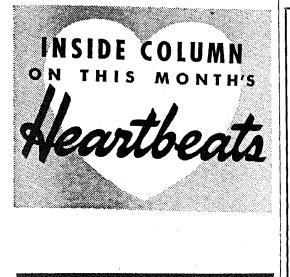
Interstate Bakeries Corp., for Butter-Nut Bread, sponsoring "All Star Western Theatre," 8:00-8:30 p.m., CST, Tuesdays.

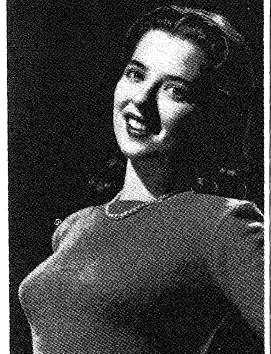
Proctor & Gamble, for P & G Ivory, sponsoring Lowell Thomas, 5:45-6:00 p.m., CST, Monday through Friday.

John F. Jelke Company, for Good Luck Margarine and Whipped Dressing, sponsoring the KMBC News with Bill Griffith, 8:25-8:30 a.m., CST, Monday through Saturday.

FEBRUARY, 1948

Page 3





TINA PRESCOTT . . .

This lovely songstress is Jill of the "Three Jacks and a Jill" vocal quartet, heard over KMBC on Borden's "County Fair" each Saturday afternoon at 2:00. Lucky, lucky "Jacks"!



Staley Sponsors Evans On KFRM

The Staley Milling Company was one of the first to sponsor simutaneous broadcasts on the KMBC-KFRM team with extension of the "Feed Lot Chats" program by Phil Evans, heard on KMBC-KFRM at 12:25 p.m. Monday through Friday. By the addition of KFRM the Staley message will reach throughout the entire Kansas City Trade Area.

TRADE PAPER

"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

FOOD FIELD REPORTER, reports: "Food will be plentiful in 1948, but prices will remain high, according to a statement by Paul S. Willis, president of the Grocery Manufacturers of America, Inc. He declared that it is going to be a real task for the industry to hold down prices in the face of increased costs. Page 2; January 5, 1948.

PROGRESSIVE GROCER, reports: "The battle of the cleaners, between soaps and synthetic detergents, is just beginning, according to observers. Detergent manufacturers explain that, when consumers are educated on what detergents will do, and get over their prejudices, they will buy detergents in preference to soaps. Detergents are cheaper in the long run, they say, despite a higher initial cost. Soap manufacturers assert, on the other hand, that detergents can never compete with soap on a price basis, because soap is made from by-products, lard and tallow, which will be reduced as much as necessary to keep the soap market. The wise thing for merchants to do under such circumstances is to stock both soaps and detergents until consumers make clear, by their purchases, which they prefer. Page 202; November, 1947.

Index Employment Sponsors Songs By Russ Roland

The Index Employment Company has increased its radio advertising to include sponsorship of "Index To Music" over KMBC each Sunday afternoon from 1:30 to 1:45.

"Index to Music" is built around two KMBC personalities, Harry Jenks, pianist, and Russell Roland, tenor. The quarter-hour features songs and music designed for Sunday afternoon listening. Jenks is well known to KMBC listeners, having entered Kansas City radio at the age of 12 in a program of piano and organ music. Russell Roland, a native Kansas Citian, is a recent addition to the KMBC staff but his pleasing personality and tenor voice have established themselves in popular favor.

The Index Employment Company which recently moved to 1121-23 Grand Avenue in Kansas City to occupy the entire fourth floor have the finest and largest office of its kind in the United States. Over 40 trained men and women are employed on the counseling staff of this large and well equipped employment organization. A well defined system of screening assures each firm requesting personnel a recommended applicant who is qualified for the job.

KFRM Signed For Cinder Blox

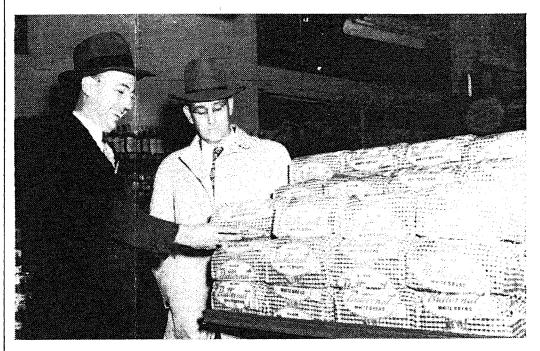
Concrete Products Cinder company, makers of "Cinder Blox", who sponsor "Grain, Poultry and Produce Markets with Phil Evans" on KMBC, Monday through Friday at 12:35 p.m. ,were one of the first sponsors to extend their sales message to the entire Kansas City Trade Area by the addition of KFRM, KMBC's associate station, which carries this program at the same time, Monday through Friday.

Butter-nut Promotes Improved Bread and Wrapper On KMBC



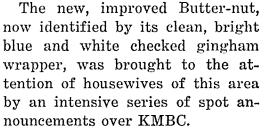
To acquaint grocers and consumers in the Kansas City area with the new,

improved Butter-nut Bread that stays fresh longer, the Interstate Bakeries' Corporation has renewed sponsorship of "All Star Western Theatre," heard over KMBC each Tuesday night at 8:00.



THE NEW BUTTER-NUT ON DISPLAY

A display of the new Butter-nut White Bread in its attractive blue and white checked gingham wrapper is admired by Bill Wilson, (left) manager of the Schulze Baking Company and Charles Eatough, in charge of regional sales for KMBC. The NEW improved Butter-nut in the blue gingham wrapper has met with unanimous approval by housewives and grocers alike.



"All Star Western Theatre," brings the authentic atmosphere of the West into your home each Tuesday night at 8:00 over KMBC Starring America's great cowboy singers, the "Riders of the Purple Sage," Foy Willing, Al Sloey, Scotty Harrell and Johnny Paul, a truly enjoyable half-hour of fun and good music is presented; as pleasing to the ear as the new improved Butternut is to the taste.



CHARLOTTE LAWRENCE

Providing the feminine interest on "Christopher Wells" heard over KMBC each Sunday at 9:00 p.m., for DeSoto-Plymouth, Charlotte plays the part of Stacy McGill, girl Friday to Wells. A wonderful girl Friday . . . or any other day.



JOAN BARTON . .

The girl behind this lovely smile appears as a frequent guest on the General Electric "House Party," heard over KMBC Monday through Friday at 2:30 p.m. A very nice quest for a house party, don't you agree?



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

DRUG TRADE NEWS, reports: "Druggists throughout midwestern states are watching a new type of distribution by a firm which circularizes all types of retail stores and delivers merchandise, including drug sundries, every 60 days in its own trucks.

A 4-page brochure for this firm plugs drug sundries, although much of its merchandise is of the apparel type.

The items listed include shampoos, deodorants, aspirin, shave cream, cough and cold remedies, etc." Page 18; December 29, 1947.

CHAIN STORE AGE, reports: 'Cream King Whipper, a new product introduced by the Kidde Manufacturing Company, is a machine for home use which is said to make a pint and a half of whipped cream from a half-pint bottle of either

light or heavy cream. A knob on topping." Page 90, November, 1947. and 9:40 p.m.

INDEX TO MUSIC

Mr. Arthur C. Haysler, (seated) Managing Director of the Index Employment Company, outlines plans for the "Index To Music" program heard over KMBC each Sunday at 1:30 p.m., to James R. Reese, (left) of the Reese Advertising Company; Russell Roland, (second from right) KMBC tenor, and Harry Jenks, KMBC pianist, who are featured on the program.

The Index Employment Company has used radio to present its employment services to the people of Kansas City for some years with marked success. Be sure to listen to Index to Music each Sunday afternoon at 1:30 for 15 minutes of enjoyable entertainment.

K. C. Tifle & Trust **Airs "Memory Lane"**

"Memory Lane of Sports" a new and exciting sports feature, narrated by Sam Molen, KMBC-KFRM director of sports, is now being presented under the sponsorship of the Kansas City Title and Trust Company.

In presenting "Memory Lane of Sports," Sam brings to the KMBC microphone, fascinating, un-told stories of the past — the same kind of stories that are contained in his book "They Make Me Laugh."

All stories are designed to appeal to the entire family and Sam Molen, a past master at telling sports stories, puts dramatic feeling and action into each story that carries one to the very scene of the event.

In addition to "Memory Lane of Sports" each Saturday night at the side of the whipper is turned to 6:45 Sam Molen presents two daily squeeze out the whipped cream for | sports features over KMBC at 6:10

KMBC Newscasts **Renewed By Phillips**

The 9:30 p.m. KMBC Newscast, Monday through Saturday, with Erle Smith, have been renewed by the Phillips Petroleum Company in the interest of Phillips 66 gas and oils.

KMBC news broadcasts Erle Smith Century Motors; Standard Super is heard at 3:25 and 6:00 p.m. over Stores; and the Standard Oil Com-KMBC, Monday through Saturday. pany.

Rudy Fick On KMBC For Sales & Service

Rudy Fick, downtown Kansas City Ford Dealer who features "The House of Sincere Service" has assumed a portion of the 9:40 KMBC Sportcast with Sam Molen, Monday, Wednesday and Friday, in addition to a series of spot announcements featuring Ford Service.

Molen, designated number one sports commentator in the middlewest by The Sporting News in 1946, presents two nightly sportscasts over KMBC, at 6:10 and 9:40 p.m. Sponsorship, in addition to In addition to the 9:30 p.m. Rudy Fick, includes Berl Berry-



FILLING IT UP WITH PHILLIPS 66 . . .

Erle Smith, (center) KMBC News Editor gets another tank full of Phillips 66 from Charlie Kelly, (left) while Mr. Leo Barry, (right) District Manager for Phillips casts an approving eye. Erle Smith, whose 9:40 p.m., KMBC Newscast is sponsored by Phillips has been getting his gas and oil at this same station for the past 13 years.

Page 4

FEBRUARY, 1948

Robinson Shoe Co. Sponsors Colman In "Favorite Story"

The Robinson Shoe Company of Kansas City has assumed sponsorship of "Favorite Story," heard over KMBC each Sunday evening at 9:45 in the interest of their "Winthrop" brand shoes.

Ronald Colman, one of the outstanding personalities in the entertainment world, conducts the "Favorite Story" series as featured host, narrator and star.

Colman, admired in radio and films for his vibrant, persuasive voice and his perfect diction, combines his own talent with that of an all-star cast in this new program. Thrilling and romantic adLand-Goddard Renews "Tune Chasers"

Land-Goddard Chevrolet Company has renewed its sponsorship of "The Tune Chasers," three days weekly; Mondays, Wednesdays, and Fridays, in the interest of new car sales and service.

The Tune Chasers, heard over KMBC Monday through Saturday at 7:30 a.m., feature four lads in a distinctive style of music which among other musical instruments includes a musical washboard, complete with horns, whistles and bells. It's novelty music at its best by "The Tune Chasers" who have been featured with the Kansas City Philharmonic Symphony Orchestra, washboard and all.

Mindlin's Sponsor Wayne King Show **Tuesday on KMBC**

Each Tuesday evening at 7:30 over KMBC the melodious strains of "The Waltz You Saved For Me" ushers in another program of the "Wayne King Show" sponsored by Mindlin's of Kansas City.

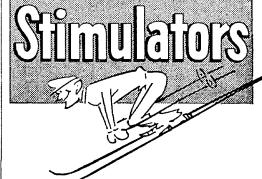
Featuring the incomparable music of the Wayne King orchestra, beautiful blending of 17 pieces in arrangements that emphasize the melody, the glorious young voice of Nancy Evans, whose legitimate 3 octave range has won the applause of music critics and public alike and the smooth voiced roman tic interpretations of Larry Douglas, the Wayne King Show provides the best in listening pleasure.

Franklyn MacCormack acts as narrator to round out the array of talent heard each Tuesday at 7:30 p. m. on the "Wayne King Show."

Century Motors Renew Sportscast

Berl Berry-Century Motors have renewed Sam Molen and the 9:40 p.m. KMBC Sportscast Mondays, Wednesdays, and Fridays for Ford, Lincoln and Mercury cars and automotive service.

The 9:40 sportscast with Sam Molen is heard over KMBC daily, including Sundays featuring late sports news by the number one sports commentator in the middlewest, Sam Molen, so designated by The Sporting News. In addition to Berl Berry-Century Motors sponsorship the 9:40 p.m. sports program is presented in the interest of Standard Oil on Sundays and Standard Super Stores on Tuesday, Thursday and Saturday.





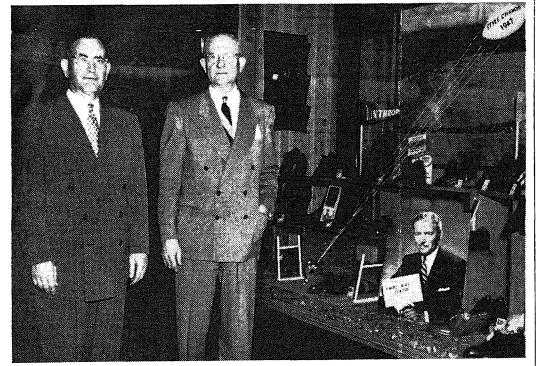
STACKIN' EM UP

Mr. N. Y. Jamssen (left) of Vess Cola puts Hiram Higsby (right) emcee of the KMBC Brush Creek Follies, to work stacking a few cases of Vess Cola while Hiram mumbles; "What's the use? It's so good and sells so fast I'll just have to take it down again so the customer can have it!" Vess sponsors the 10:15 to 10:30 portion of the KMBC Brush Creek Follies each Saturday night.



HY-POWER PEDRO

Mr. Frank Whalen, (left) president of the Whalen Advertising Company and Mr. Clark Ewing, (right) of the Rutherford Food Corporation show "Hy-Power Pedro" (KMBC's David Andrews) an announcement of their sponsorship of the 10:00 to 10:15 p.m., portion of the Saturday night KMBC Brush Creek Follies.



FAVORITE STORY . . .

Mr. Robinson (left) and Mr. Cox of the Robinson Shoe Company are pictured above before a recent window display featuring their sponsorship of the "Favorite Story" program heard over KMBC each Sunday night at 9:45.

ventures from famous books and Hint Hunt Promotes notable public figures of today, are presented on "Favorite Story" and make an unforgettable adventure Armour Products

in radio entertainment.

Program titles of forthcoming broadcasts include: "Lodging For the Night" by R. L. Stevenson and selected by Frank Sullivan; "Alice in Wonderland" by Lewis Carroll, selected by Irving Berlin; "Rappacinni's Daughter" by Nathaniel to 3:25 p.m. Hawthorne, selected by Sydney Lindsay; and "Great Expectations" Walter Hampden.

Armour & Company are now sponsoring a full 25-min-FOR GROCERS 'utes of "Hint Hunt" a new audience-par-

ticipation show, heard over KMBC Monday through Friday from 3:00

The first portion of the program Greenstreet; "Moby Dick" by Her- | features Armour & Co. Meats and man Melville, selected by Howard the second portion, Chiffon Flakes. The program provides homeby Charles Dickens, selected by makers with many worthwhile ideas.

Herewith are listed current offers and contests on KMBC. Such "stim-ulators" of the advertisers result in greater sales for you as a retailer.

Johns-Manville Corp.--Sponsor of "Bill Henry, News," heard over KMBC Monday through Friday at 7:55 p.m., offers free booklet, "Home Insulation." Mail requests to: Johns-Manville, New York. Luden's, Inc .--- Sponsor of "Strike It Rich," heard over KMBC Thursday at 8:30 p.m., offers tickets to broadcasts for reasons for wanting to "Strike It Rich." Send letters to Strike It Rich, 485 Madison Ave., New York 22, N. Y.

Prudential Insurance Co.-Sponsor of "Family Hour," heard over KMBC each Sunday at 5:00 p.m., offers copy of talk "The Future Belongs to Those Who Prepare For It." Address letters to Prudential Insurance Co., Newark, N. J. N. J.

Toni Co. - Sponsor of "Give and Take," heard over KMBC each Saturday at 1:00 p.m., offers Toni Home Permanent Wave to one twin (offer open to twins only). Send snapshot of twins to Give and Take, Box 3511, St. Paul, Minn.

American Home Products - Sponsor of "Romance of Helen Trent," heard over KMBC Monday through Friday at 11:30 a.m. offers personalized silver plated teaspoon. Send carton of Kolynos toothpaste to Helen Trent, P. O. Box 16, New York, N. Y.

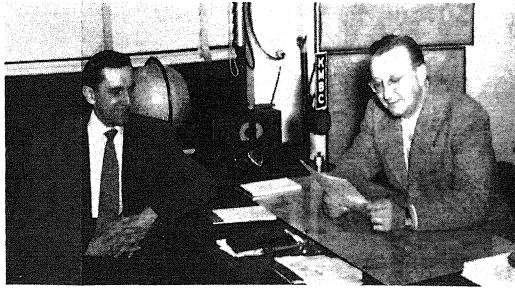
B. T. Babbit Co. - Sponsor of "David Harum," heard over KMBC SITTIN' IN . . .

p. m. offer Aunt Polly's birthday and anniversary book. Send 25c Box 85, New York, N. Y.

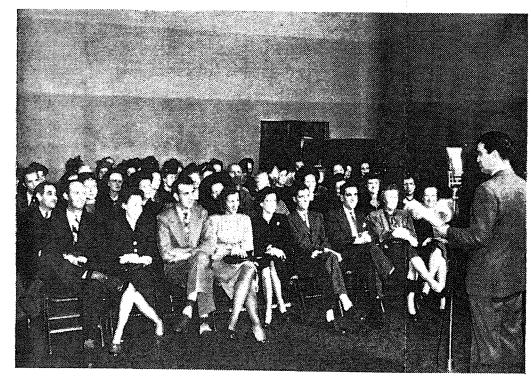


HIRAM HIGSBY, PROPRIETOR . . .

Russell Hay, (left) and Ray Rust (right) of Quisenberry Feeds drop in on Hiram Higsby, (who insists he did not lay the eggs in the basket) at his Quisenberry Feed Store for a little chat before attending the 8:00 to 8:15 p.m. portion of the KMBC Brush Creek Follies, sponsored by Quisenberry.



Mr. Ben West, (left) advertising manager of Standard Super Stores who sponsor Sam Molen (right) and the KMBC sportscast at 9:40 p.m. on Tuesdays, Thursdays and Saturdays, sits in on one of Sam's recent broadcast to get a first hand picture of how KMBC's ace sportscaster, prepares and presents his nightly sportscasts.



HEAR AUDITION AT KMBC STUDIOS . .

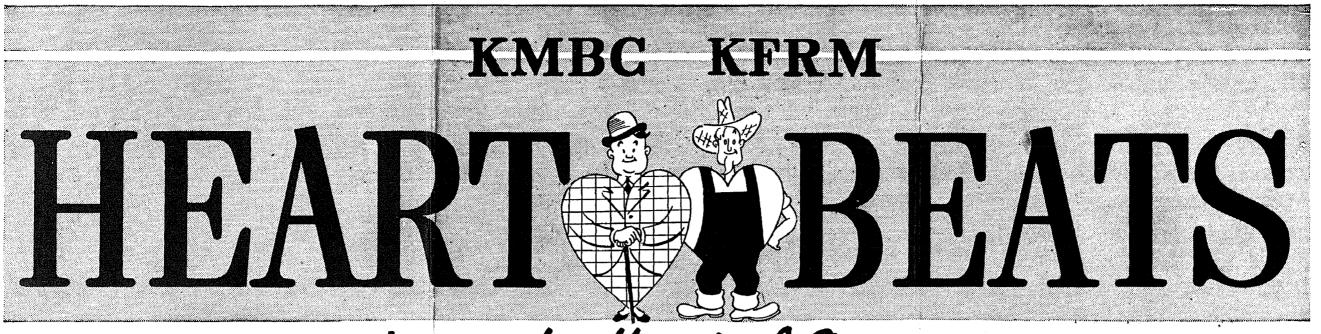
Department heads, personnel and invited guests of Mindlin's, fashionable Kansas City women's clothing store, gathered at the KMBC studios to hear a private audition of the Wayne King show. The program, sponsored by Mindlin's, may be heard over KMBC on Tuesdays, 7:00 to 7:30 p.m.

Erle Smith Writes Magazine Article

Erle Smith, director of KMBC-KFRM news bureau, has written an article for Quill and Scroll, official magazine for the international honorary society of high His 3:25 newscast is also heard and Bab-O Label to David Harum, school journalists.

His article, entitled "Don't Forget That Radio Is Journalism Too," mentioned radio's success in bringing Americans to the actual news scene.

Smith's newscast may be heard | Monday through Friday at 4:30 over KMBC at 3:25, 6:00 and 9:00 p.m., Monday through Saturday. over KFRM.



from the Heart of America

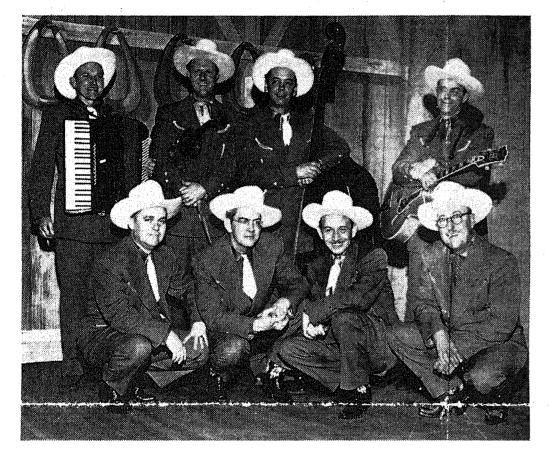
VOL. 6, NO. 5

KANSAS CITY'S RADIO MERCHANDISER

AUGUST, 1948

KMBC-KFRM Hit Shows Feature Nationally Famous Texas Rangers

Hailed by Variety magazine as "America's foremost singers of western tunes," The Texas Rangers, nationally famous stars of radio, stage and screen, are featured regularly over both KMBC and KFRM. Their exciting new album of cowboy hymns, recently released by Bibletone, brings added proof of their ever-increasing popularity. Noted for their



"Happy Kitchen" On Air At New Time

Betty Parker's "Happy Kitchen" has moved to a new time spot on the KMBC-KFRM schedule. The popular program is now heard from 9:00 to 9:15 a.m., Monday through Saturday, and from 9:00 to 9:30 on Saturdays.

Heard on both KMBC and KFRM, "Happy Kitchen" is a widely heard service feature, presented at an hour when many homemakers are preparing their daily menu lists. The program is conducted by KMBC-KFRM's graduate home economist, Betty Parker, who is known throughout the middle west for her delicious recipes and practical household aids.

New Morning Music Show a KMBC Feature

A scintillating guarter-hour of r h y t h m-packed entertainment highlights the week's radio fare when KMBC presents "Bake Rite Musical Album," Monday through Friday at 9:15 a.m.

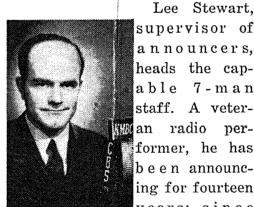
The sparkling musical program features all-time musical hits as

Skilled Staff Of Trained Men Announce KMBC-KFRM Broadcasts

In radio circles, a widely accepted theory states that announcers are pleasant-voiced microphone personalities who perenially remain behind the scenes. KMBC-KFRM punctures that theory by programming its shows with an expert staff of skilled announcers.

The men who handle all KMBC-KFRM originations,

both commercial and sustaining are an outstanding group of welltrained, experienced radio artists. A few are former program directors of small stations. Many of them bring to the microphone artistic techniques they have gained as singers or actors.



supervisor of announcers, heads the capable 7-man staff. A veteran radio performer, he has been announcing for fourteen years; since

1942, he has been LEE STEWART with KMBC.

In addition to his managerial

KMBC Invites Fans To "Hit The Jackpot"

Radio's latest brain-game, "Hit The Jackpot," offers KMBC listeners a chance to win thousands of dollars worth of valuable prizes. The exciting program is heard over KMBC every Tuesday evening at 8:30 p.m.

With smooth-voiced Bill Cullen as emcee, "Hit The Jackpot" gets underway by inviting two studio contestants to enter the radio intelligence test.

Home listeners get a chance to haul away the program's valuable collection of prizes by waiting for a phone call from the emcee. The call invites home listeners to answer the program's "secret sentence." The sentence is announced after studio contestants have successfully answered a series of four brain teasers.

TALENTED YOCAL AND INSTRUMENTAL GROUP

The Texas Rangers, widely acclaimed singers of western songs, are starred regularly over The KMBC-KFRM Team. The famous singing unit, now back in Hollywood, appeared recently in the hit movie, "The Last Round-up," starring Gene Autry and a new movie with the Hoosier Hotshots, to be released soon and tentatively entitled, "The Texas Sandman."

rich harmonies and melodic interpretations of favorite tunes the talented aggregation continually turns in stellar performances, whether before the microphone, movie camera or stage spotlight. Their popular musical programs have, for years, spelled close harmony for both listener and sponsor.

The morning broadcast of The Texas Rangers, heard over KMBC at 7:00 a.m., is sponsored by B.C. Remedy company for B.C. headache powders.

The evening program, heard at 5:00 p.m., is presented by Purity Bakeries for Grennan cakes.

Recently, both of these sponsors renewed their contracts for another year.

Hollywood Symphony **Presented On KMBC**

"Hollywood Bowl Symphony," the first regular transcontinental broadcasts of the celebrated symphonic orchestra, is featured over KMBC each Sunday afternoon at 2:00 p.m. Programs originate from Hollywood's famed outdoor amphitheater.

This is the twenty-seventh consecutive season of symphony concerts given in the Hollywood Bowl. The distinguished music director, Eugene Ormandy, conducts the series.

"Hollywood Bowl Symphony" is presented by KMBC every Sunday at a time traditionally reserved for symphonic music. The time is currently occupied by the outstanding summer series of CBS concerts.

Standard Oil Renews Sam Molen's Sportscast

Throughout the week, the middle west's No. 1 sports commentator, Sam Molen, conducts daily sportscasts over The KMBC-KFRM Team. Popularity and authenticity of these fast-moving, dynamic broadcasts stems from Molen's vast knowledge of sports.

No grandstand quarterback, Molen learned about sports from

actual participation on the athletic field. He holds the amazing distinction of being a 12letter man.

A former allstate halfback from Illinois, he

SAM MOLEN was also a star trackman and basketball player.

When he talks of sports, he speaks with the voice of authority. His stories appear regularly in the nation's leading sports magazines.

Radio fans throughout the Heart of America hail him as their favorite sports commentator. He is on hand to give them an eye witness account of every sport event on the local scene.

Standard Oil company, sponsors of his KMBC "Sports Highlights" at 6:10 p.m. daily and "Parade of Sports" at 9:40 p.m. on Sunday, recently renewed their account over KMBC for another year. Programs are heard in the interests of Standard gas and oils and Standard Service stations.

interpreted by the nationally famous Johnny Duffy orchestra.



JOHNNY DUFFY . . .

Under Duffy's skillful baton, the orchestra plays music as it ought to be played-sweet and smooth.

The personable, young man is a talented orchestra leader who has appeared in several movies and on network radio shows. In addition to his baton work, he composes original melodies and is a master of the Hammond organ.

Featured with the Johnny Duffy orchestra are the two talented vocalists, Marylin, and Tommy Port. The rich voice of Marylin lovely song stylist, marks her as America's leading singing discovery. Tommy Port, romantic baritone, stepped into the nation's musical spotlight as featured singer with prominent orchestras. A former Army pilot, he sang with the Glenn Miller orchestra overseas.

"Musical Album" is presented over KMBC by Wilson & Co., makers of Bake-Rite, the allpurpose shortening.

duties as supervisor of the KMBC-KFRM announcing staff, Stewart appears regularly on "Big Brother Club," and, during the school year, portrays the genial schoolmaster on KMBC-KFRM's famous "Radio Schoolhouse."

Each day throughout the year, the hard-working, smooth-functioning staff of announcers opens and closes KMBC-KFRM's busy radio day. Dulcet-toned Jay Butler begins the broadcast schedule with an early morning sign-on. He appears regularly as program announcer for a variety of shows.

Versatile Joe Marshall doubles as announcer and dramatic artist on KFRM's popular serial, "Lucky Corners." He portrays the seedy character, Titus Pinchdollar.

Announcers frequently appear throughout programs; Frank Williams, for example, capably assists Betty Parker in presenting the KMBC-KFRM "Happy Kitchen."

Or, again, announcers may offer their distinctive style in guiding musical programs from one number to another-as when Paul Taylor or Gordon Heywood announce the musical selections of the famous radio stars, "The Texas Rangers."

Every member of the announcing staff is thoroughly schooled in the art of proper diction. Many of them are accomplished singers, like Fulton King, announcer of KMBC's "A Song Serenade."

Evening announcer, Ken Wilson who is a talented pianist, closes the broadcast day. From sign-on to sign-off, these capable announcers employ their full measure of skill in ushering into the homes of KMBC-KFRM listeners programs of distinctive quality and outstanding service.

As a means of selecting home participants, "Hit The Jackpot" invites listeners to write a postcard giving their name, address and telephone number.

The unique entertainment pattern of the show brought the program immediate, spontaneous success. "Hit The Jackpot" is sponsored by the Plymouth-De-Soto dealers from coast-to-coast.

KMBC Applies for **Conditional TV Grant**

According to an announcement by Arthur B. Church, president and founder of KMBC-KFRM, Midland Broadcasting Company



has filed a petition with the Federal Communications Commission for a conditional grant of KMBC's application for a television station.

Should this conditional

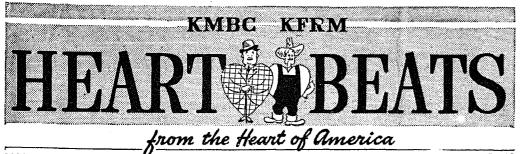
ARTHUR B. CHURCH grant be sanctioned, KMBC

would be able to provide television programs before the end of the summer.

In announcing the filing of this application, Mr. Church indicated that he is willing to take his chances on the possibilities of a permanent grant after competetive hearings, which now appear likely for Kansas City television applicants.

HEARTBEATS

AUGUST, 1948



KANSAS CITY'S RADIO MERCHANDISER **AUGUST, 1948**

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC-KFRM advertisers as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC - - KFRM and KMBC - FM of Kansas City MIDLAND BROADCASTING COMPANY Arthur B. Church, President and General Manager.

Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales G. L. Taylor, Vice President-Television

Published by the KMBC-KFRM Promotion Department

John S. McDermott, Promotion Director Pete Moss, Editor

> Nationally Represented By FREE & PETERS INC

	FREE & FEI	EKS, INC.	
CHICAGO (1)	NEW YORK	(22)	SAN FRANCISCO (4)
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Franklin 6373	Plaza 5-4130		Sutter 4353
DETROIT (26)	HOLLYWOOD (28)	ATLANTA (3)	FORT WORTH
3463 Penobscot Bldg.	6331 Hollywood Blvd.	322 Palmer Bldg.	406 W. 7th Street
Cadillac 4255-4256	Hollywood 2151	Main 5667	Fort Worth 3-1234

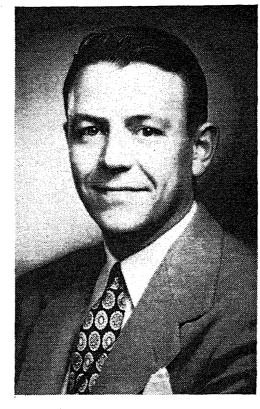
Radio Editorializing

Since its establishment a few decades ago as an important industry, radio has faced the unremitting scrutiny of governmental inspection. As a means of communication traveling through "free air," radio automatically gains entry into the privacy and sanctity of the American home. As a result, it is imbued with certain inherent responsibilities. And ways to meet these responsibilities are carefully outlined by the Communications Act, are daily enforced by the Federal Communications Commission. Far from hampering radio, intelligent legislation has fostered its growth.

Moreover, radio has voluntarily added to these laws by adhering strictly to a body of self-imposed regulations. Thus, through its own agency, the National Association of Broadcasters, the industry has codified its practices.

As an active member of NAB, The KMBC-KFRM Team subscribes fully to the standards of practice as defined in The Broadcasters' Creed. As a matter of fact, KMBC-KFRM augments the creed with its own set of exacting standards. Crime stories that play-up the horror angle, for example, are not heard on either station. KMBC-KFRM, like all members of NAB, recognizes its responsibility to present only those programs which conform to the dictates of decency.





KEITH B. SHAFFER . . .

Looking back at their entry into radio, few men view the interesting route which, last May, brought Keith B. Shaffer to a time salesman's desk with the Midland Broadcasting company. Shaffer, who under the supervision of Sam H. Bennett, vice president and sales director, manages KFRM sales, began his professional career as an auditor with Fox Midwest Theaters.

After three years, he forsook the cinematic ledgers to become a special agent accountant with the Federal Bureau of Investigation. If ever radio seemed distant to Mr. Shaffer, it was that day in 1941 when he took the oath for government service.

Special Assignments

After three months of training in Washington D.C. and Quantico, he was stationed with the FBI in New York. He handled assignments of a confidential nature. Cases on which he worked frequently appeared as front-page news, though he is reluctant to divulge any information.

for a variety of well-known accounts.

In May, 1948, Mr. Shaffer made the long stride across the desk from buying to selling radio time. Three months ago, he joined the sales staff of the Midland Broadcasting company where he handles KFRM sales.

A college graduate, Mr. Shaffer studied Business Administration at Kansas University. He received his degree in 1938.

During his school days, he was active in sports. He lettered in tennis when he attended high school in his native town of Madison, Kansas. To this day, tennis is his favorite sport, with swimming and hunting placing high on the list.

However, he no longer has time for active participation in athletics. He's fully occupied promoting some new sales idea or tracking down a bit of research on KFRM, KMBC's daytime affiliate station for rural farm coverage. Capable, enthusiastic, Mr. Shaffer rapidly wins the confidence of his associates.

He is married and lives in Kansas with his wife, Evelyn. They have a daughter, Karen Sue, who is 5 years old.

In the next issue of Heartbeats, "Introducing" will present Jim Burke, Director of Special Features.

Five G-E Dealers Present KMBC Show

A 15-minute musical treat, featuring both "smooth" and "swing" musical favorites, is presented regularly over KMBC on "Songs of Our Times." The rhythmic song festival is heard Monday through Friday at 2:15 p.m.

With musical flashbacks to the roaring 20's, Bob Grant's popular orchestra interprets America's top tunes of two decades ago.



Herewith are listed new program contracts over KMBC-KFRM, KMBC and KFRM.

KMBC-KFRM

Peter Paul, Inc.-for candy and gum, presents News with John Farmer, Tuesday, Thursday, Saturday at 12:00 noon.

Kellogg Co.-for Kellogg's cereals presents varied schedule of spot announcements, Monday through Friday.

KMBC

Wilson & Co. - for Bake-Rite shortening, presents "Bake Rite Musical Album," Monday through Friday, 9:15 a.m.

Phillips Petroleum Co.-for Phillips 66 gasoline, oils and Phillips service renews sponsorship of News with Erle Smith, 9:30 p.m., Monday through Saturday.

Byer Rolnick Co .- for Self-Conforming hats, presents schedule of spot announcements 6:10 p.m., Tuesday through Saturday.

Purity Bakeries Corp.-for Grennan Cakes renews sponsorship of The Texas Rangers, 5:00 p.m., Monday through Friday.

John F. Jelke Co.-for Good Luck margarine presents News with Bill Griffith, 8:25 a.m., Monday through Saturday.

Kansas City Power & Light Co. for service presents schedule of spot announcements, 9:45 a.m., Monday, Wednesday and Friday. Three Kansas City, Mo. dealers-

Belmont Appliance Co., Todd

VOL. 6, No. 3

View of Broadcasters

However, recently NAB once again raised its objections to the 7-year old Mayflower Decision which forbids stations to editoralize on controversial issues. Judge Justin Miller, president of NAB and outspoken opponent of the Mayflower edict, has charged that the decision violates the freespeech amendment to the Constitution and the no-censorship provisions of the Communications Act.

"Obviously," stated Miller, "Congress cannot do indirectly through an administrative agent [FCC] what it is forbidden to do directly." He maintained that "... speech, broadcast, is speech within the meaning of the first amendment, that prohibition of broadcast editorializing by the Commission is abridgment of freedom of speech."

James Lawrence Fly, nationally famous radio attorney who headed the FCC when the decision was handed down. countered Miller's arguments with fiery opposition. He denounced one-sided presentation of facts which might develop as a result of the "power of exclusion" which broadcasters have. Fly labelled radio's force as "not dynamite, but atomic."

Thought Provoking Questions

Posing a challenging query, Miller replied, "Is there anything in the first amendment, or anywhere else in the Constitution, which says that because one medium of communication is more effective in its impact than another, it shall be restrained? Is it suggested that because of its powerful influence, radio does not come, properly, within the meaning of the first amendment?"

While there have been no official answers to Miller's questions, fact remains that the Mayflower Decision is still in effect. However, eighty-eight per cent of U.S. broadcasters, according to an actual survey, believe that they should have the editorial right under the Communication Act and first amendment. And fifty-five per cent would inaugurate editorial activities if the Mayflower ban were removed. Those broadcasters who foresee the end of the edict are ready to admit that the Commission will never lift the ban without imposing a new set of restrictions.

Perhaps restrictions, in themselves, are tacit admissions that standards for broadcasting can never be final. Broadcasting as a creative art is still developing; as such, it must continually strive for new ways to achieve greater advances.

A quick glance at printed records reveals that he assisted in the widely publicized capture of the Nazi saboteurs who landed on Long Island in 1942.

His first-hand, on-the-scene experiences with the bureau has convinced him that the FBI, in his own words, ". . . is the most efficient organization in the world."

After four and a half years, Mr. Shaffer terminated his service with the government to accept a radio position. He joined Erwin, Wasey & Co., nationally famous New York advertising agency, as time buyer. In that capacity, he bought radio time

Kay Penton, charming vocalist, lends her talents to the delightful program while the talented baritone, Art Gentry, at the other end of Bob Grant's musical ladder, completes the cast of singers.

"Songs of Our Times" is heard over KMBC under the joint sponsorship of five Kansas City General Electric dealers from both Kansas and Missouri.

Kansas dealers are the James Murray company and the Glanville Furniture company. Missouri dealers include Belmont Appliance company, Smith Appliance company and Todd Electric company. The group of dealers present the program in the interests of G-E electrical appliances.

"Songs of Our Times" precedes KMBC's presentation of General Electric's popular network program, "House Party."



"To each of our five losing contestants—a year's supply of toothpaste."

Electric Co. and Smith Appliance Co.-and two Kansas City, Kans., dealers-Glanville Furniture Co. and James Murray Co.-have contracted for joint sponsorship of "Songs of Our Times," 2:15 p.m., Monday through Friday.

Criterion Cleaners & Launders for laundry service present schedule of spot announcements, 10:30 a.m., Wednesday.

American Tobacco Co.--for Lucky Strikes, present varied schedule of spot announcements.

Hall Ice Cream Co.-for ice cream presents "Happy Kitchen," 9:15 a.m., Saturday.

Mid Continent Petroleum Corp. for Diamond D-X renews sponsorship of News with Bill Griffith, 7:15 a.m., Monday through Saturday.

Peppard Seed Co.—presents News with John Farmer, 12:55 p.m., Monday, Wednesday and Friday.

Standard Oil Co .- for Standard gas, oils and Standard service renews sponsorship of Sam Molen's "Sports Highlights," daily, Monday through Sunday, 6:10 p.m., and "Parade of Sports," Sunday, 9:40 p.m.

B C Remedy Co.-for B C Headache powders or tablets renews sponsorship of The Texas Rangers, 7:00 a.m., Monday through Friday.

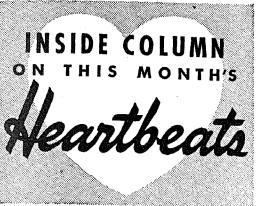
Gold Seal Co. — for Glass Wax presents News with Erle Smith, 3:25 p.m., Monday through Saturday.

Washington State Fruit Commission—for apricots presents varied schedule of spot announcements, Monday through Saturday.

KFRM

Glasco Milling Co .- for poultry, hog and dairy feeds, presents "Your Farm and Ours," with Ken Parsons, 12:55 p.m., Monday, Wednesday and Friday.

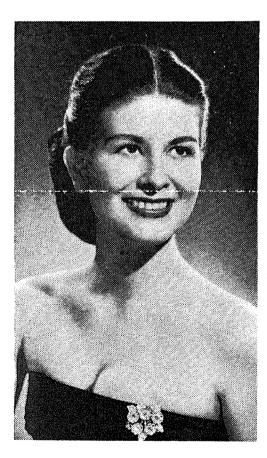
AUGUST, 1948





LAURENE TUTTLE . . .

Lovely Laurene Tuttle, cast as secretary to Sam Spade, lends both stenographic and dramatic ability to radio's dashing sleuth when Wildroot hair tonic presents "The Adventures of Sam Spade," heard over KMBC each Wednesday evening at 10:30 p.m.



KMBC-KFRM Complete News Coverage Proves Popular

Each day of the week, newscasts by The KMBC-KFRM Team present to vast listening audiences in the Heart of America the latest developments on the local, national and international scene. The smooth-functioning, up-to-date news bureau—staffed by seven widely experienced, competent newsmen under the direction of Erle Smith, managing news editor—offers a full schedule of 99 locally originated newscasts each week.

A battery of six teletypes brings the wire services of both the Associated Press and United Press to the humming newsroom. Local correspondents offer full coverage on hometown headline stories. All KMBC-KFRM newscasts are especially written and edited for midwestern listeners.

Erle Smith, an accomplished journalist who has devoted his entire career to journalism, began newspaper work

as a delivery boy and continued up every rung of the ladder from cub reporter to managing editor of a large, metropolitan daily.

He entered ra-

ERLE SMITH dio newscasting in 1925, during its pioneering years. Since 1934 he has headed the KMBC news staff.

His three daily broadcasts are a popular radio feature in the Heart of America. Since 1939 his 9:30 p.m. newscast over KMBC has been sponsored without interruption by the Phillips Petroleum company who recently renewed their contract for another year.

His 6:00 p.m. edition of the news is sponsored over KMBC by Metropolitan Life Insurance company, Monday, Wednesday and Friday.

The mid-afternoon news, heard at 3:25 p.m., is presented over KMBC by the Gold Seal company in the interests of Glass Wax. Noon news, featuring John

Farmer, opens the popular, wide-

TRADE PAPER

"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

PROGRESSIVE GROCER reports: "A new dry ice product, made of saw dust and chemicals, will soon make its appearance on the market. Called Super-ice, the compound was first used for overseas shipment of perishables for military consumption.

"The initial sales campaign of the product will be directed at the larger users of refrigeration. This product might soon be used by grocers since it can be adapted for use with produce displays to help keep merchandise fresh and in peak condition." Page 154, July 1948.

FOOD FIELD REPORTER re-

ports: "A type of coating which posesses the "melt-in-yourmouth" consistency of chocolate, it is now available in fruit flavors and in any desired color. Exhibited at a recent New York exposition, the product is manufactured by Extrax company of Brooklyn.

"Frutti-Kote" is used for filling or coating cookies, doughnuts, wafers, ice-cream pops and various kinds of candies. Eleven distinct fruit flavors are available; each flavor is tinted to the appropriate color." Page 40, July 5, 1948.

Jenks, Lowe Star **On Musical Program**

Every Sunday afternoon at 1:30 p.m., the melodious strains of "The Song Is You" introduces

Ace Farmcast Series **Conducted by Parsons**

Informative farm talks by expert agronomist Ken Parsons are featured exclusively over The KMBC-KFRM Team. His popular morning program, "Better Farming," is



presented six days each week at 6:55 a. m., direct from the station's Service Farms in Kansas.

As assistant director of the KMBC-KFRM

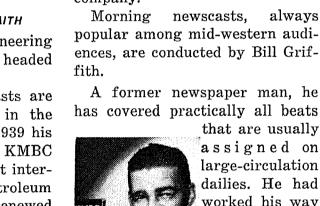
KEN PARSONS Service Farms,

Parsons continuously conducts agricultural experiments for the benefit of both mid-western farmers and the manufacturers of farm equipment. From these tests, he culls valuable facts on proper use and effectiveness of insecticides and herbicides, advanced farming techniques, and other pertinent information of distinct value to farmers. Moreover, he makes daily reports of his findings to KMBC-KFRM's widespread rural audience when he presents his highly rated morning program, "Better Farming."

On Tuesdays, Thursdays and Saturdays "Better Farming" is heard under the sponsorship of the Julius Hyman company, manufacturers of Chlordane — the new insecticide agent for the control of grasshoppers, agricultural insects and livestock parasites. Chlordane, made by the Julius Hyman company, is formulated by the Cook Chemical company of Kansas City.

On Mondays, Wednesdays and Fridays, the program is presented over KMBC-KFRM by the Cook Chemical company, who recently extended their sponsorship.

Vacations Are Over



Sun.

that are usually assigned on large-circulation dailies. He had worked his way newscasting.

always

to acting city editor before en_ tering radio BILL GRIFFITH His morning broadcast, presented at 7:15 a.m., has recently been renewed for another year by the Mid Continent

college journalism. His was raised, almost literally, on a diet of printer's ink; his father owned and published the Cam-

ly-heard "Dinnerbell Roundup" on

John Farmer, like all KMBC-

KFRM newsmen, is an experi-

enced editor and a graduate of

both KMBC and KFRM.

eron, Missouri, JOHN FARMER

Monday, Wednesday and Friday his noon edition of the news is presented over KMBC-KFRM by Peter Paul candy. Later, at 12:55 p.m., his news is heard under the sponsorship of the Peppard Seed company.

GINNIE POWELL . . .

Glamorous Ginnie Powell, new radio singing star, adds a touch of melodic charm to the hilarious "Morey Amsterdam Show," heard over KMBC each Saturday evening at 8:00 p.m. She's a lovely addition for Amsterdam's, or any one else's, show.



LORETTE FILLBRANDT . . .

Attractive radio actress, Lorette Fillbrandt, plays the sympathetic young nurse whose service to the residents of an underprivileged community provides touching drama for "The Guiding Light," presented over KMBC Monday through Friday, 4:15 p.m., by Proctor & Gamble for Duz.



Herewith are listed current offers and contests on KMBC. Such "stim-ulators" of the advertisers result in greater sales for you as a retailer.

DeSoto-Plymouth — Sponsors of "Hit The Jackpot," heard over KMBC Tuesday evening at 8:30 p.m., offer chance to win thousands of dollars worth of valuable prizes as telephone contestant. Send postcard with name, address and telephone number to "Hit The Jackpot," 485 Madison Ave., New York, N. Y.

Borden Co.-Sponsors of "County Fair," heard over KMBC Saturday afternoon at 2:00 p.m., offers \$50 cash prize to wives for winning pictudes of husband performing some kind of stunt; picture to be used by Parade Magazine. Send photos to Borden's County Fair, CBS, New York. Luden's, Inc. — Sponsors of "Strike It Rich," heard over KMBC every Sunday evening at 8:30 p.m., invite listeners to send request for tickets and to give reasons for wanting to "Strike It Rich." Write to Strike It Rich, 485 Madison Ave., New York, N. Y. Phillip Morris-Sponsors of Everybody Wins," heard over KMBC Friday evening at 9:00 p.m., is offering cash awards for use of questions, on any subject, that are accepted for the program. Send five questions, written on back of Phillip Morris wrapper, to Phillip Morris, P.O. Box 732, New York 8, N.Y.

ests of Diamond D-X.

Similarly, the John F. Jelke company, for Good Luck margarine, has renewed his 8:25 a.m. newscast for another year.

Petroleum company in the inter-

Phil Evans Reviews Latest Grain Markets

Throughout the week, the news that's important to KMBC-KFRM's widespread audience of rural listeners, the news about "Produce, Poultry and Grain Markets," is presented by expert farmcaster Phil Evans.

A widely experienced radio commentator on agricultural topics, Phil directs the KMBC-KFRM farm service. His penetrating analyses of market conditions are an outstanding public service feature of both stations.

The most skillful farmcaster in mid-America, Phil entered radio in 1929. Before joining the staff of KMBC-KFRM, he was agricultural commentator on the networks.

As director of the Service Farms, situated near Stanley, Kansas, he conducts scientific experiments in farming, tests new farm products and follows-at first hand-the latest farm developments and trends.

His varied work brings him into daily contact with livestock producers, agricultural marketing experts, successful farmers, farm writers and editors, members of college faculties, 4-H Club leaders and Future Farmers of America. In point of experience, he is one of the country's most skilled farmcasters.

His "Produce, Poultry and Grain Markets" are presented over The KMBC-KFRM Team Monday through Friday, 12:35 p.m., by Garst, Thomas Hybrid Corn company in the interests of Pioneer Hybrid Seed Corn.

KMBC's musical half-hour, "A Song Serenade.'

The popular show features the musical talents of Harry Jenks, organist, and Bob Lowe, tenor. Versatile Jenks frequently transfers his keyboard artistry from the organ to the piano for a melodic interpretation of a popular favorite.

Lowe stars as vocalist whose singing style brings freshness and enjoyment to the excellent musical series.

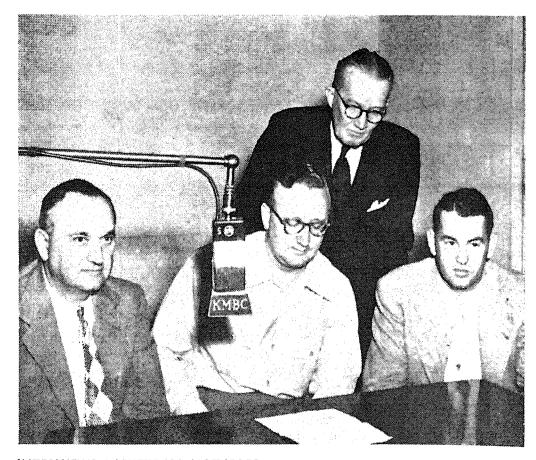
"A Song Serenade" is presented over KMBC by Index Employment company whose offices now occupy the entire fourth floor at 1121-23 Grand Ave., Kansas City, Missouri.

Back on the air after an eight week summer vacation, two popular radio programs have resumed their schedule over KMBC.

"Club 15," featuring Bob Crosby as singing emcee, is heard at 6:30 p.m. Barbara Whiting, talented songstress, shares the vocal spotlight on Monday, Wednesday and Friday; outstanding guest vocalists are heard on other nights.

Each week day at 6:45 p.m., Edward R. Murrow brings his comprehensive report of world news to the microphone.

These programs are heard over KMBC under the sponsorship of Campbell Soups.



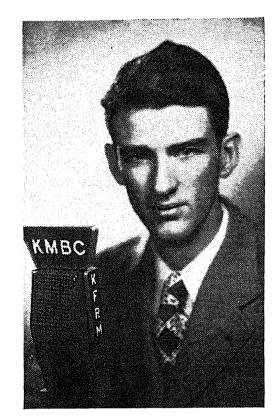
INTERVIEWS BASKETBALL NOTABLES . .

Basketball in mid-summer is unusual for Kansas City, but when it occurred, Sam Molen, KMBC-KFRM director of sports, took full advantage of the rarity in interviewing three nationally known cagemen. Shown here (left to right) are Adolph Rupp, University of Kentucky coach; Molen; Reaves Peters, secretary of the Big Seven Conference; and Omar (Bud) Browning, coach of the Phillips Oilers. The Kentucky and Phillips squads merged to represent the United States in the Olympic games. The gentlemen were photographed during an exclusive Molen interview over KMBC-KFRM.

Hal Harvey Joins Team News Staff

Hal Harvey has joined Henry Wheat to become the second newscaster assigned specifically to KMBC's 5,000 watt daytime associate, KFRM. News bureau of the affiliate station is headed by Erle Smith, managing news editor of The KMBC-KFRM Team.

Harvey has developed an unusual technique for interpreting



HAL HARVEY . . .

news the way that radio listeners like best to hear it. An astute newsman, he is a member of Sigma Delta Chi, national honorary fraternity for journalists. He is a graduate of the University of Kansas, where he studied journalism.

Harvey's versatile microphone technique combines the skills of both newscaster and radio technician. A former studio engineer, he understands both "behind-thescene" and "on-the-air" problems of broadcasting. He is heard Monday through Friday at 5:00 p.m. and on Sunday at 8:00 a.m., 1:00 and 5:00 p.m.

Henry Wheat, KFRM's other special newscaster, may be heard Monday through Saturday at 8:00 and 11:00 a.m.; 1:00 and 1:55 p.m.

"Caravan" Makes Trek To New Spot

The popular musical program, "Camel Caravan," has moved to a new time spot on the KMBC schedule. The melodic half-hour, featuring the music of Vaughn Monroe, is now presented each Monday evening at 9:00 p.m.

Program features music by the Vaughn Monroe aggregation, "the most talked-of band in the land," and vocal selections by attractive songstress Betty Norton and the Moon Maids quintet. Each week, Monroe plays host to two guest entertainers.

The sparkling program is sponsored by the R. J. Reynolds Tobacco company, makers of Camels cigarettes.

"Rhymaline" Fans Enjoy Program's Fun

Hilarity runs wild when David Andrews and Harry Jenks present KMBC-KFRM's zany quarter-hour of comedy and music. The entertaining show is heard over KMBC Monday through Saturday at 8:00 a.m.; and over KFRM, Monday through Friday at 9:30 a.m.

Radio listeners are invited to share the fun of the program by submitting original rhymes which contain song titles. The authors of winning rhymes receive a cash award and "diploma;" in addition, their rhymes are read over the air.

David Andrews, witty master of ceremonies, sets a merry pace for the mad-cap program while Harry Jenks, maestro of the organ and piano, provides the music.

George Morris Joins KMBC-KFRM Sales Staff

According to an announcement

Ace Comedy Team Recalls Debut on KMBC

Radio's favorite exponents of sophisticated wit, "mr ace and JANE" present their hilarious show over KMBC every Friday evening at 7:00 p.m. Now a celebrated network program, the show had an impromptu origin eighteen years ago over KMBC.

As Goodman Ace, writer, producer and co-star of the show, explains in the August issue of Radio Mirror, "Twelve years as newspaperman, and a commentator over KMBC in Kansas City gave me my first radio work which, under the title of The Movie Man, consisted of doing a radio version of my own newspaper column, reading the funnies on the air (something that had never, at that time, been done before), reviewing plays and pictures."

One evening, The Movie Man was called upon at the last minute to fill in for a program. His wife, Jane, had been waiting for



RIOTOUS COMEDY TEAM . .

Favorites for fourteen years, Goodman and Jane Ace are living up to their reputation as radio's "earliest and sharpest husband-wife team" on their new comedy series, "mr. are and JANE."



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

AMERICAN DRUGGIST reports the sales success of a skilled Iowa druggist. "Believing that the modern drug store can bore its customers with too many special sales, this druggist limits them to a few each year. But these few are on the spectacular side, employing spot radio announcements, direct radio broadcasts from the store, large display advertising.

"During a four day '1c sale' more than \$8,000 worth of merchandise was sold. One reason for the tremendous success of these sales is the excellent attitude of employees who receive special commissions and cash prizes during sales. The druggist offers both his own staff and the public an attractive deal." Page 132, July, 1948.

CHAIN STORE AGE reports: "Beau Kit, a matching brush and comb in a plastic case, retailing at fifty-nine cents, is announced by the Empire Brush Works of Port Chester, N. Y.

"The brush, six inches long with four rows of nylon bristles, and its matching comb, with coarse and fine teeth, are of clear plastic. The case is in red or blue plastic with a slide fastener closure and can accommodate other make-up items.

"It is packed with an individual display card for interior or window display." Page 72 of Section One, Drug Executives Edition.

"Happy Kitchen" Has New Saturday Sponsor

Betty Parker, skilled home economist, conducts KMBC-KFRM's popular home-service feature, "Happy Kitchen." Presented simultaneously over both stations,



BETTY PARKER . . .

the program is heard each weekday from 9:00 to 9:15 a.m.; on Saturdays, "Happy Kitchen" is extended to a full half-hour.

Sponsorship of KMBC's second segment of the Saturday program has been assumed by an entirely new sponsor—Hall Ice Cream Company of Kansas City, Kansas.

First 15-minute portion of the program continues to be presented by Standard Milling company in the interests of Aristos enriched flour. Aristos also sponsors Tuesday and Thursday broadcasts of "Happy Kitchen" over KMBC.

Betty Parker, who features interesting and timely items for homemakers, is a graduate home economist. She received her degree from Oklahoma A & M.

Widely recognized throughout the mid-west as a radio personality and food authority, she has cdited newspaper recipe columns, conducted cooking schools and classes, and originated countless delicious recipes.

KMBC-KFRM To Feature Entire Cast At Fairs

KMBC-KFRM's stellar line-up of famous radio personalities will appear in person at coming fairs in both Missouri and Kansas. The complete cast of noted stars will be seen at both Sedalia, during the Missouri State Fair, August 22 through 27, and at the Hutchinson Free Fair, September 19 through 22.

Again this year, as in the past, broadcasts originating from the fairs each day promise to be one of the most popular events on the midway. Fair goers will have the opportunity to see and hear the KMBC-KFRM stars they've enjoyed for years over the radio.

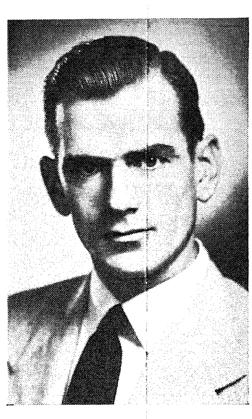
Hiram Higsby will serve as emcee when KMBC originates its popular "Dinnerbell Roundup" from the Sedalia fair and when KFRM conducts both "Dinnerbell Roundup" and "Western Roundup" from the Hutchinson fair.

All-Star Cast

Rhythm Riders, the famous four man vocal and instrumental group, will feature their melodic interpretations of western songs. Tune Chasers will entertain with their wide repertoire of popular tunes.

Colorado Pete, cowboy singer whose golden-tooth smile literally sparkles, will present western songs. KMBC-KFRM's dry wit from Cinquapin Holler, Jed Starkey, will add a touch of humor to the star-studded festival.

Other stellar performers who will be sharing the spotlight include Sunny Daye, talented songstress; Millie and Sue, attractive singing duet; Lazy River Boys, hillbilly trio of instrumentalists and singers; Don Sullivan, celeby Sam H. Bennett, vice president and sales director, George Morris, sales representative, has been named to the sales department of The KMBC-KFRM Team. He



GEORGE MORRIS . . .

handles retail sales. A former member of a Denver advertising agency, Mr. Morris has had extensive experience in sales and promotion.

During the recent war, he served as a pilot with both the Army and Navy.

He is a graduate of the University of Denver where he majored in business administration.

brated cowboy balladeer.

Along with the cast of talented performers will be KMBC-KFRM's noted farm commentator, Phil Evans, director of the Service Farms. He always makes it a point to be on hand when there is an opportunity to meet the people who listen to his popular farm broadcasts.

In more ways than one, it's "Fair Days" ahead for The KMBC-KFRM Team. him outside of KMBC's studios. She too was called, and for fifteen hilarious minutes, the young couple played an imaginary bridge game over the air.

Ace's dour resignation to his wife's lame-brained playing as well as her side-splitting malaprops proved to be a perfect laugh-formula. The pattern is as successful today as it was that rainy evening years ago when the Aces made their first air appearance.

Since then their rise to fame has made radio history. From KMBC, the program moved to Chicago and finally New York. At the height of its popularity, the Aces retired from professional life. But in January of this year, they resumed it.

Once again, their riotious comedy is heard over KMBC when " "mr ace and JANE" air their domestic troubles, Friday evening at 7:00 p.m.

Pause That Refreshes Returns To The Air

Rested after summer vacations, Percy Faith and Jane Froman, the stars of radio's celebrated show, "The Pause That Refreshes," have returned to the microphone. They are heard each Sunday, 5:30 p.m. over KMBC.

Maestro Faith and his aggregation share the program's spotlight with lovely vocalist, Jane Froman who has almost entirely recovered from the severe injuries which she sustained as the result of a wartime airplane crash.

Roger Pryor has returned to the show in his established role as host.

"The Pause That Refreshes" is presented by the Coca Cola Co., who recently renewed sponsorship for another year.

Millie and Sue Star On Hit Show

Popular throughout the midwest, Millie and Sue, talented singing duet, are featured over both KMBC and KFRM.

The attractive vocal and instrumental duet star over their own show which is presented simultaneously over both KMBC and KFRM everyday at 5:30 a.m.

They appear regularly over both stations on "Dinnerbell Roundup" and over KFRM on "Western Roundup." In addition, they are featured in the nation-

·····

ally famous radio-stage hit, "Brush Creek Follies."

The popular stars provide their own musical accompaniment with Millie playing mandolin and Sue, who is the youngest member of the KMBC-KFRM talent staff, playing the guitar.

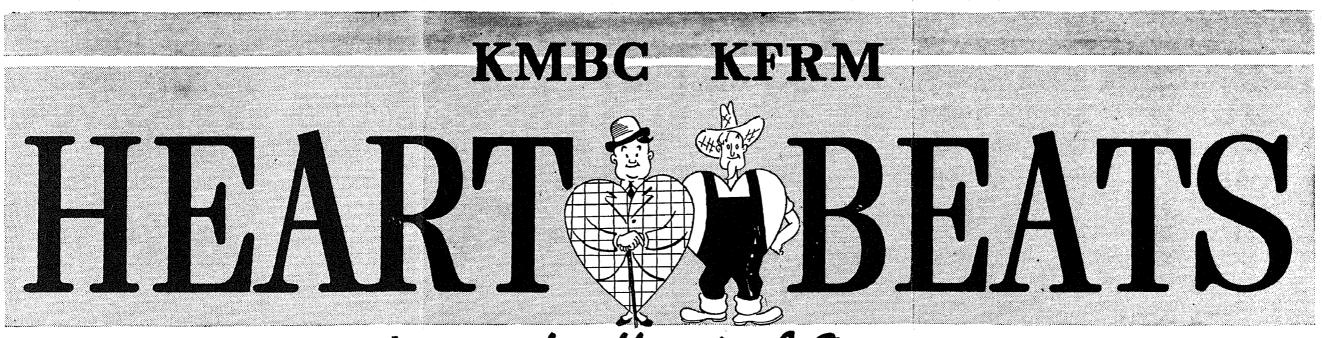
But the versatile girls don't stop there. Millie can play the fiddle, too, and Sue frequently performs on the accordian. The musically gifted girls have even taught themselves cackle-singing and yodeling.

On personal appearance tours, Millie and Sue have been captivating audiences by their singing and brief comedy routines.



KMBC-KFRM LITERALLY TAKES TO THE AIRWAYS

To keep mid-western radio listeners posted on latest developments in air power, KMBC-KFRM staged a spectacular aerial broadcast from the Olathe, Kansas, naval air station. Flying in a Navy plane, Jim Burke, KMBC-KFRM director of special features, described a mock dog-fight between sixty airplanes. He is shown (left, holding mike), as he interviewed Capt. Campbell Keene, commanding officer of the naval air station. In the photograph are (left to right) Burke, Capt. Keene, Lt. Commanders Gordon and Witherspoon. Lt. Davis is partially hidden from view while (extreme left) father of one of the flyers observes the scene. A jet fighter appears in the background.

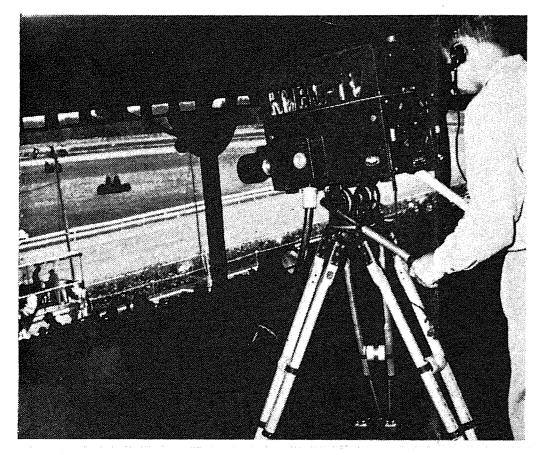


from the Heart of America KANSAS CITY'S RADIO MERCHANDISER

VOL. 6, NO. 6

Television Thrills Excited Spectators At Missouri Fair

For the first time in the history of the Missouri State Fair, television was exhibited last month before enthusiastic throngs of mid-western fair-goers. State Fair officials ar-



VIDEO MAKES HISTORY AT MISSOURI FAIR . . .

This year, for the first time in the history of the Missouri State Fair, television was exhibited. The spectacular exhibit, arranged by officials of the State

SEPTEMBER, 1948

Molen Sportscasts **Reach Vast Audience** Middle-west's No. 1 sports commentator, Sam Molen, presents daily sportscasts over The KMBC-KFRM Team. His widespread audience of loyal followers have come to recognize him as mid-America's voice of authority in sports.

His rapid-fire sportcasts, reviewing highlight events on the local and national scene, bear witness to his leading position as sports participent and commentator. To Molen belongs the amazing record of having won 12 letters in sports.

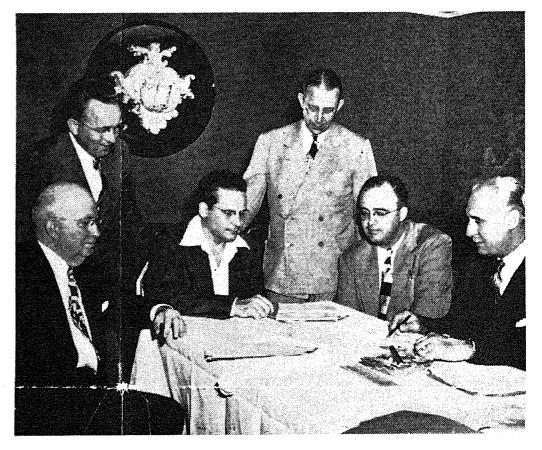
His "Sports Highlights" at 6:10 daily and "Parade of Sports" at 9:40 p.m. on Sunday are presented over KMBC by the Standard Oil company. Programs are heard in the interest of Standard gas and oils and Standard service stations.

News Editor Named To Honorary Position

Capable newsman Erle Smith, managing news director of The KMBC-KFRM Team, has been

Second KFRM Contest Emphasizes **Team's Effective Radio Coverage**

The valuable, far-reaching radio service furnished to listeners in the Heart of America by The KMBC-KFRM Team was, once again, forcefully illustrated by the widespread response to KFRM's second giant radio contest which was concluded in August. The contest attracted literally thousands of entrants, including those people living far



Fair through the cooperation of KMBC, offered thousands of midwesterners their first glimpse of television. Clint Williams, video cameraman, is shown in the main grandstand as he prepared to televise an exciting motorcycle race. Nearby, fair goers watched the race from "box seats" in front of the eight television receivers which were displayed exclusively in the KMBC exhibition tent.

ranged the spectacular display through the cooperation of KMBC of Kansas City.

Eight television receivers were displayed in the KMBC tent where excited fans—sometimes in breathless awe - glimpsed their first view of the electronic art which has captured America's imagination.

Four hours of daily telecasts, fed by direct wire to the TV receivers, gave spectators full video coverage of the Fair's highlight events. KMBC's modern mobile unit roamed the Fair grounds to present remote video shows. Cameras in the grandstand televised a full schedule of events, including the famous horse races.

Comfortably seated TV viewers, as though in magic box seats, watched the complete panorama of the State Fair unfold before their eyes as they scanned television receivers in the KMBC display tent.

Television will be exhibited again for fair-goers at the Kansas Free Fair in Hutchinson.

FBI Dramas Resume Weekly Spot on KMBC

With its summer hiatus well in the past, "F.B.I. in Peace and War" has resumed its radio battle against crime and criminals. The series is presented over KMBC every Thursday at 7:00 p.m.

Each stirring program captures the drama, daring and excitement of the government's courageous war against racketeers. Each week's drama presents a different episode in the exciting work

of Federal agents, suggested and inspired by Frederick L. Collins' book, "The F.B.I. in Peace and War." Collins has been an expert of F.B.I. affairs since 1935 when he learned Federal police methods by sitting in on training classes and studying documents covering hundreds of important cases.

Field agent Sheppard appears on every broadcast and is convincingly portrayed by radio's talented actor Martin Blaine, with supporting casts chosen from broadcasting's best-known players.

"F.B.I. in Peace and War" is sponsored over KMBC by Proctor & Gamble in the interests of Lava soap.

CBS Symphony Resumes Sunday Series On KMBC

Once again, the harmonious strains of the celebrated CBS Symphony orchestra are heard over KMBC each Sunday afternoon at 2:00 o'clock.

Intermission Greenroom, a feature of the afternoon musical presentations during the past summer, has been continued. James Fassett, producer of the broadcasts, serves as moderator.

Resumed in September, the concert series has been scheduled for four weeks. Alfredo Antonini conducts the first three programs and Bernard Herrman is conductor of the fourth broadcast.

Sunday, October 10, at 2:00 o'clock, the New York Philharmonic-Symphony will begin its nineteenth season over the Columbia network when it resumes its afternoon broadcasts.

named chairman of the executive committee of the Missouri As-

> sociation of Associated Press Broad-

casters. The honor was conferred upon the skillful radio journalist by the state associa-

tion which has ERLE SMITH authorized his committee to make a continuing

study of AP radio news reports. An accomplished newsman, Erle Smith has devoted his entire career to journalism. He began his newspaper work as a delivery boy and continued up every rung in the ladder from cub-reporter to managing editor of a large, metropolitan daily.

He entered radio newscasting in 1925 during its pioneering years. Since 1934 he has headed the KMBC news staff.

Today, as managing news editor of the KMBC-KFRM news bureau, Erle Smith directs a staff of seven full-time newscasters.

In addition, he presents a daily schedule of three newscasts at 3:25, 6:00 and 9:30 p.m. His late evening newscast, followed by Sam Molen's sportscasts, is a popular, long-established KMBC feature.

Erle Smith newscasts are sponsored at 3:25 p.m., Monday through Saturday by the Gold Seal company, makers of Gold Seal glass wax; at 6:00 p. m., Monday, Wednesday and Friday, by the Metropalitan Life Insurance company and, Tuesday, Thursday and Saturday, by Studebaker corporation; 9:30 p.m., Monday through Saturday by the Phillips Petroleum company.

DETERMINING WINNERS IN KFRM CONTEST . .

Photographed as they selected final winners in KFRM's second giant radio contest are a group of six expert judges. Seated are (left to right) W. G. Peters, president, Peters Serum company; John D. Hilburn, president, Kansas City Advertising and Sales Executives club; Russell May, president, Quisenberry Mills, Inc.; Herb J. Barr, Herb J. Barr & Sons Ranches, Leoti, Kansas. Standing are (left to right) Jim Groebe, vice president, Cook Chemical company and J. B. Woodbury, vice president, R. J. Potts, Calkins & Holden. Absent when the photograph was taken were Harry Darby, president, American Royal association; C. J. Maney, president, Live Stock Exchange and Ray E. Adams of Maple Hill, Kansas.

beyond the area covered by the station's proved half milli-volt signal.

When final tally was taken, figures revealed that letters had been received from 253 counties in 11 states. The tally sheet, in itself, is convincing proof that The KMBC-KFRM Team provides unparalleled radio coverage of the vast Kansas City trade area.

Selecting winners of the contest imposed a difficult problem upon the board of judges-an impartial, well-qualified group of prominent civic and business leaders in the Kansas-Missouri area.

After careful deliberation, the judges finally reached a decision in the presentation of prizes. Top three grand prizes in the contest were a 1949 Ford 4-door sedan, a Gibson refrigerator and "Freezer Locker."

The contest drew heavy response from the entire state of Kansas and cut impressively into portions of Oklahoma, Texas, Colorado and Nebraska. In addition, scattered response came from six other states!

Letters indicate that rural listeners have come to depend on KFRM for farm reports, marketcasts, news and weather. They appreciate KFRM's excellent schedule of broadcasts, programmed by KMBC of Kansas City. This unusual programming technique provides rural listeners with a complete schedule of fine quality radio entertainment.

As KMBC's daytime associate for Kansas farm coverage, KFRM

offers its fans a full diet of radio fare that is intelligently styled for rural listeners. Farmcasts, direct from the 800-acre KMBC-KFRM Service Farms near Stanley, Kansas, and marketcasts direct from the Kansas City Livestock Exchange building, bring listeners vital information that bears the stamp of onthe-scene authenticity.

Outstanding Services.

Daily up-to-the-minute newscasts, weather reports and sports broadcasts complete the schedule of regular service features presented by the station.

On the distaff side, the valuable services of Caroline Ellis, noted woman commentator of "The Happy Home," and Betty Parker skilled home economist who conducts "The Happy Kitchen," add to the station's presentation of well-balenced programs.

Music, comedy and drama round out the KFRM day.

Broadcasting daytime only at an assigned frequency of 550 kilocycles, KFRM is a 5,000 watt station; however, its antenna, directionalized to the southwest, transmits a signal with an effective radiated power of 12,500 watts. KFRM's transmitter is in Cloud County, Kansas.

Teamed with KMBC of Kansas City, the station provides complete radio coverage of the entire Kansas City trade territory.



SEPTEMBER, 1948



from the Heart of America KANSAS CITY'S RADIO MERCHANDISER SEPTEMBER, 1948

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC-KFRM advertisers as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC - - KFRM and KMBC - FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales G. L. Taylor, Vice President—Television

Published by the KMBC-KFRM Promotion Department

John S. McDermott, Promotion Director Eugene Moss, Editor

> Nationally Represented By FREE & PETERS, INC.

CHICAGO (1)	NEW YORK	(22)	SAN FRANCISCO (4)
180 N. Michigan	444 Madison	Ave.	58 Sutter
Franklin 6373	Plaza 5-4130		Sutter 4353
DETROIT (26)	HOLLYWOOD (28)	ATLANTA (3)	FORT WORTH
3463 Penobscot Bldg.	6331 Hollywood Blvd.	322 Palmer Bldg.	406 W. 7th Street
Cadillac 4255-4256	Hollywood 2151	Main 5667	Fort Worth 3-1234

Crackdown On Giveaways

Early in August, the Federal Communications Commission unleashed a powerful blast intended to end radio's giveaway craze by imposing rules which would put millions of dollars worth of programs off the air for violation of the lottery laws.

Commission authorities indicated that virtually all of the network "big money" shows would be hit. However, several small programs, employing the giveaway technique but depending solely on studio audiences, would probably emerge unscathed. These programs, apparently, are not the main target.

Each program, FCC, has made clear, would be judged separately. The Commission has proposed four tests to determine whether a show is or is not in violation of the national lottery laws.

Determining Factors

Under the FCC's proposal, any giveaway program would be deemed to violate the lottery section if the winner's selection "is dependent in any manner upon lot or chance," and if anyone of the following conditions prevails:

If the winner or winners are required to be listening to



HEARTBEATS



JAMES E. BURKE, JR. . .

From interviewing shapely bathing beauties to flying a mock dog fight with crack naval air squadrons, it's "all in a day's work" for versatile Jim Burke, KMBC-KFRM director of Special Features.

To inject the ring of authenticity into his broadcasts, Jim may scale a towering steeple or explore the dank darkness of underground caverns. No matter how tough the assignment, he knows how to saddle it and ride it smoothly across the airways.

Talented Actor.

His penchant for dramatics dates back to childhood when he made up his mind "to be an actor on the New York stage."

To a large extent, he realized that ambition, having appeared on Broadway and having starred in several radio dramas emanating from New York. But let's start "The Jim Burke Story" at its beginning.

A native Kansas Citian, Jim attended local schools and was graduated from the University of Kansas City where he majored in English and Speech. While he earned his first dollar by selling magazine subscriptions, he has, for all practical purposes, never done any other type of work but radio. Ten years ago, when still a teen-ager, he broke into radio as an announcer on a local station. A year later, he moved to another station where he handled both announcing and special events. In 1941, Jim went to Denver as director of special events for KLZ. He served in that capacity until the following year when he entered the armed forces.

military cast of the show; the following year, he journeyed to Hollywood for the movie version of the play.

After his discharge from the Air Force, he returned to Kansas City where he resumed his radio career. But the networks, like a powerful magnet, drew the young actor back to New York.

During an eventful two years in the East, the spotlight of network radio was focused on him. He played the male lead in the popular CBS daytime serial, "Rose of My Dreams," and was cast in a prominent role in the perennial favorite, "Stella Dallas."

Coast to coast programs became a matter of routine for Jim while he was in New York. During a guest appearance on "Studio One," he portrayed a neurotic ex-GI. "The role was heavily dramatic," he recalled, "but highly enjoyable."

At another time, when he made a guest appearance with Frankie Frisch on "Bill Stern's Sport Show" over NBC, he was cast as a gangster. Curiously NBC casting directors always put him in gangster roles; casting directors of other networks never did.

The rich resonance and dulcet tone of his speaking voice earned him the coveted role of narrator for two Christmas broadcasts of the Nativity. His warm sincerity and convincing performance brought down garlands of praise from the traditionally caustic radio critic of the New York Times.

While the spotlight of network radio can be glaringly brilliant, it never blinded Jim from his secret ambition — handling his own broadcasts and directing special features for a prominent mid-western station. "Most network actors," he noted, "dream of the day when they'll be handling their own complete show."

Reaches Goal

Jims dream came true when "Rose of my Dreams" was suddenly discontinued. He stepped from dramatic roles to directing



Herewith are listed new program contracts over KMBC-KFRM, KMBC and KFRM.

KMBC-KFRM

Penick & Ford, Ltd.—for My T Fine Desserts, present "The Happy Kitchen," with Betty Parker, Wednesday, 9:00 to 9:15. a. m. Quisenberry Mills — for Farm Feeds, renews sponsorship of 15-minute segment of "Brush Creek Follies," heard over KMBC each Saturday evening 9:45 to 10:30 p. m., and over KFRM each Sunday: afternoon, 2:00 to 2:45 p. m.

Seeck & Kade, Inc.—for Pertussin, present 1-minute spot announcements, 7:45 a.m., Monday, Wednesday and Friday.

KMBC

American Home Products Corp. —for Anacin, present varied schedule of spot announcements. Carter Pie Company—for Carter pies and pastries present spot announcements, Monday, 8:30 a.m.

Helzbergs — for diamonds and jewelry, present daily schedule of spot announcements.

Wildroot Company—for Wildroot hair tonic, renews sponsorship for fifty-two weeks of "Adventures of Sam Spade," heard over KMBC every Wednesday at 10:30 p. m. General Foods Corp.—for Jell-O presents "mr ace & JANE," heard over KMBC Friday evening, 7:30 p. m.

Armour & Co.—for Chiffon flakes and Armour meats, renews sponsorship for fifty-two weeks of "Hint Hunt," heard over KMBC

Page 2

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the program in question or watching it on television . .

If the winner or winners are required to answer a question whose answer—or aid in answering—is given on a program broadcast over the station . . .

If the winner or winners are required to answer the phone or write a letter if the phone conversation or contents of the letter, or substance thereof, are broadcast by the station.

FCC crackdown came at a time when the giveaway fever had reached its height. Each week, hundreds of thousands of dollars worth of radio prizes flooded the land; every six weeks, giveaway prizes hit the \$1,000,000 mark.

Networks made no immediate response to the Commission's proposal, but indicated that they would comply with the code of the National Association of Broadcasters.

Position of NAB

Under the newly ratified code, NAB has gone on record as opposing any type of program intended to "buy" audiences and as frowning on contests in which chance, rather than ability and skill, is the determining factor in selecting the winner or winners.

Scarcely had FCC announced its position when embarrased Commission lawyers discovered that the 80th Congress, on June 25, had passed a law recodifying the Criminal Code of the Department of Justice and, in so doing, had removed Section 316 of the Communications Act, the Commission's anti-lottery authority. FCC had not been notified of the revision.

While learned lawyers and "corridor experts" argued FCC's legal right to maintain its present stand, the Commission itself gave no indication that it was experiencing any upset in its administrative prerogative. Meanwhile, a clear-thinking spokesman for the Department of Justice indicated that legal morass should not becloud the issue. "Actually," he observed, "it's a matter for the FCC and broadcasters to resolve among themselves."

Existing FCC Authority

Debating the Commission's right to outlaw giveaway programs is, perhaps, a process of splitting legislative hairs. The FCC is authorized to consider the "Congressional mandate that no licensee should broadcast any program containing any advertisement or information concerning any lottery, gift enterprise or similar scheme."

Broadcasters are ready to meet any fair charge, including the accusation that giveaways are a poor substitute for bona-fide entertainment. Broadcasters, furthermore, carefully establish the complete legality of every program before allowing it to be put on the air. Actually, both FCC and broadcasters are met on common grounds; both are interested in radio as a medium of public service. Attracting advertisers is the broadcaster's by-product for successfully accomplishing his primary function.

The underlying common goal of both FCC and broadcasters places the American public in the role of beneficiary. The current agitation over giveaways can result only in better programming for the nation's radio listeners.

Broadway Appearance.

Jim's dramatic ability soon landed him a part in the Air Force's famous production, "Winged Victory." In 1943 he appeared on Broadway with the special features for KMBC in his hometown of Kansas City.

Jim conducts "Heart of America," over KMBC Tuesday, Thursday and Friday at 9:45 p.m. and over KFRM at 4:00 p.m. on the same days. On Wednesdays, he presents "Kansas City Report" over KMBC at 9:45 p.m. and over KFRM at 4:00 p.m. In addition, he does sports color work on special broadcasts presented in conjunction with Sam Molen, KMBC-KFRM Director of Sports. His favorite sports are tennis, baseball and basketball, but he no longer has time for active participation. His free time is fully occupied by his wife and their two children.

In the next issue of Heartbeats, "Introducing" will present George Morris, member of the KMBC-KFRM Sales Department.



"Our Washington correspondent has just handed me some exclusive news from the capitol."

Monday through Friday, 3:00 p.m.

Lever Bros.—for Lux soap and flakes, renews sponsorship for fifty-two weeks of "Radio Theater," heard over KMBC every Monday at 8:00 p.m.

Lever Bros.—for Pepsodent toothpaste and powder, presents "My Friend Irma," heard over KMBC Monday, 9:00 p.m.

KFRM

Fifth Army Hdqtrs.—for recruiting service, present spot announcements, Monday, 8:00 a. m. Siebert & Willis, Inc.—for Servel refrigerators, Bendix products and Coleman products, presents spot announcements, Monday through Saturday, 8:15 a. m.

Renews Sponsorship Of Ace Mystery Drama

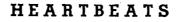
"Adventures of Sam Spade," whose sponsorship has recently been renewed by the Wildroot company for another 52-week period, is heard over KMBC every Wednesday evening at 10:30.

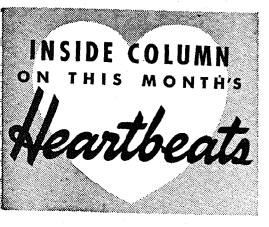
Voted the "best radio mystery of the year" by the Mystery Writers of America, the program recreates Dashiell Hammett's famous private detective, Sam Spade. Cast in the title role is celebrated star of screen and radio, Howard Duff.

Each week, the prize-winning program earns a new blue ribbon in its expert presentation of authentic, hard-hitting drama.

Program's authenticity stems from the fact that its creator, Dashiell Hammett, was himself an ace private detective in the same San Francisco that Sam Spade now roams.

The exciting, satisfying radio show is presented over KMBC each Wednesday at 10:30 p.m., in the interests of Wildroot hair tonic.







JANETTE DAVIS

The sweet tunes of pretty warbler Janette Davis add a sparkling touch to the "Arthur Godfrey Show," heard Monday through Friday over KMBC at 8:30 to 9:00 a.m. for Gold Seal Glass Wax (15-minutes) and the National Buiscuit company (15-minutes) and at 10:00 to 10:30 a.m. for Liggett and Myers Tobacco company in the interests of Chesterfield cigarette's.



"Rhymaline" Expands To 45-Minute Program

Hilarity takes the reins when KMBC-KFRM present the riotous show, "Rhymaline Time." The ace music-comedy show has been expanded over KMBC to a threequarter hour program. The show is presented Monday through Saturday, 7:30 to 8:15 a.m.; the first half hour is heard simultaneously over The KMBC-KFRM Team.

"Rhymaline Time" invites listeners to share the fun of the program by submitting original rhymes which contain song titles. The authors of winning rhymes recieve a cash award and a diploma.

In addition, David Andrews, emcee of the program, reads the rhyme over the air as Harry Jenks, pianist, and The Tune Chasers, instrumental quartet, play the requested tunes.

Spontaneity of the program sets a merry pace for the humorous, tuneful show.

On Monday, Wednesday and Friday, the final quarter hour of "Rhymaline Time" is sponsored over KMBC by the Katz Drug company. On Tuesday, Thursday and Saturday, the same segment of the show is presented by the Land - Goddard Chevrolet company.



Herewith are listed current offers and contests on KMBC. Such "stim-ulators" of the advertisers result in greater sales for you as a retailer.

Armour & Co.-Sponsors of "Hint Hunt," heard over KMBC Monday through Friday at 3:00 p.m., offer miscellaneous merchandise prizes. Send favorite household hint with enclosed Chiffon box top to "Hint Hunt," Box 3505, Chicago 77, Ill.

"Happy Home" Heard at New Hour

KMBC-KFRM's popular morning program, "The Happy Home," featuring noted women commentator Caroline Ellis, is now presented over both stations at 9:30 a. m., Monday through Friday.

The engaging quarter hour of homespun philosophy has been, for years, "must" listening for millions of mid-western radio fans. They have come to know and love Caroline whose warm personality is evident in every broadcast.

"Happy Home," featuring appealing dialogue between Caroline Ellis and David Andrews, is sponsored over KMBC Monday, Wednesday and Friday by the Celanese Corporation of America.

HOPEFULS WIN BREAK ON ''TALENT SCOUTS''

Radio's great salesman, Arthur Godfrey, launches entertainers on the road to fame every Monday evening when the Thomas J. Lipton company presents the popular show, "Talent Scouts." The program is heard over KMBC at 7:30 p.m. each Monday.

The program's format, in itself, is a natural for good radio entertainment. And with the unpredictable, irrepressible Godfrey in charge of proceedings, the show becomes great radio entertainment.

Each week thousands of professional and amateur entertainers are recommended by listener "talent scouts." Those selected from the auditions are presented, with their scouts, on the program.

Each act that appears gets \$100; each scout, \$25: The winner, selected by the studio audience applause, gets auditions with stage, movie and radio producers and is given three engagements on Godfrey's morning program.



"Heartbeats" reads the trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

CHAIN STORE AGE reports: "Big Bear markets of Michigan stressed courteous service, asked customers to select, by ballot, the most courteous, most helpful employee. Courtesy contest, with secret balloting, ran four weeks.

"Employees had been fully told about the contest and knew that each week valuable merchandise prizes would be awarded by actual tally of customer votes.

"Prizes were 9-piece gold plated and crystal cake server set, 8-piece highball set, fluorescent desk lamp, 30-piece set of national brand silverware." Grocery Executives edition, Aug., 1948, page 60.

FOOD FIELD REPORTER reports: "A versatile liquid for flavoring and sweetening called Fler has come from the West Indies, where it originated, to go into retail grocery stores in this country.

"Fler is composed of pure cane sugar syrup, dehydrated lime juice, citric acid and two West Indian flavors.

"The label gives recipes for making iced tea, orangeade, milk shakes and other drinks.

"Product can also be used in fruit salad, prune whip, sundaes and on waffles.

"Manufactured by Fler Corp. of Irvington, N. J., product will sell for approximately 30 cents to consumers and will be distributed through wholesale grocery outlets." August 30, 1948, page 11.

"Happy Kitchen" Has Wednesday Sponsor

"Happy Kitchen," presented simultaneously over both KMBC and KFRM, is conducted by skilled home economist, Betty Parker. Heard throughout the week, Wednesday's pro-



gram is sponsored over The KMBC-KFRM Team by Penick & Ford, Ltd. in the interests of My T Fine desserts. Heard as a

quarter hour

BETTY PARKER

show Monday through Friday at 9:00 a.m., "The Happy Kitchen" expands to a full half hour every Saturday.

Betty Parker, who features interesting and timely items for homemakers, is a graduate home economist who received her degree from Oklahoma A. & M.

Widely recognized throughout the mid-west as a radio personality and food authority, she has edited newspaper recipe columns, conducted cooking schools and classes and originated countless delicious recipes.

KMBC-KFRM To Cover American Royal Show

Once again, KMBC is formulating plans to bring radio listeners authentic, first-hand coverage of the nation's most celebrated livestock and horse show, American Royal. This year, KFRM listeners will be able to follow the gala show which regularly focuses the nation's spotlight on Kansas City as Cowtown, U. S. A.

This year's show marks the Golden Anniversary of the Royal. It represents fifty years of con-

JULIE STEVENS . .

Talented actress Julie Stevens plays the title role in Columbia's oldest daytime serial, "The Romance of Helen Trent." Now in its sixteenth year, the popular serial is sponsored over KMBC Monday through Friday, 11:30 a.m. by American Home Products corporation (Whitehall Pharmacal Co.) in behalf of Kolynos toothpaste.



ALVINA TEMPLE . . .

Lovely young Hollywood actress, Alvina Temple, is frequently cast in supporting roles in the prize winning dramas of "Dr. Christian," presented over KMBC each Wednesday evening at 7:30 p.m. by the Chesebrough Manufacturing company for Vaseline products.

Borden Co.-Sponsors of "County Fair," heard over KMBC each Saturday at 1:30 p.m., offer \$50 prize to wives for prize pictures of husband performing some kind of stunt; picture to be used by Parade magazine. Send photos to Borden's "County Fair," CBS, New York, N. Y.

Continental Baking Co. - Sponsors of "Grand Slam," heard over KMBC Monday through Friday at 10:30 a.m., offer miscellaneous merchandise and chance of winning cash bonus. Send five questions based on music; write name of two products, Wonder Bread and Hostess Cakes, on top of entry. Mail to "Grand Slam," Box 105, New York 8, N. Y.

Cream of Wheat Corp.-Sponsors of "Let's Pretend," heard over KMBC each Saturday at 10:00 a.m., offer baby book. Send request to Cream of Wheat, Minneapolis 13, Minn.

Lever Bros .- Sponsors of "Aunt Jenny," heard over KMBC Monday through Friday at 11:15 a.m., offer circus replica in thirty-five pieces. Send two Spry wrappers and 25 cents to Lever Circus Headquarters, Box 969, New York, N. Y.

Proctor & Gamble-Sponsors of "Big Sister," heard over KMBC Monday through Friday at 3:30 p.m. in behalf of Ivory soap, offers lucite bath brush. Send 75 cents and three Ivory wrappers to "Big Sister," Cincinnati 1, Ohio.

Pet Milk Co.-Sponsors of "Mary Lee Taylor," heard over KMBC each Saturday afternoon at 2:00, offer booklets on "Better Menus" and "Baby Care." Send request to Mary Lee Taylor, % CBS, New Nork, N. Y.

Now in its third year on the air, "Talent Scouts" has received more than 200,000 requests for auditions. The program has an impressive list of successful alumni including singing stars Vic Damone, Gloria Benson and Wilton Clary.

"Arthur Godfrey's Talent Scouts" is presented over KMBC by the Thomas J. Lipton company for Lipton tea.

"Spotlight" on Two Kansas City Youths

Coca Cola's "Spotlight Revue," to be heard over KMBC Friday evening, September 24 at 10:30 p.m., will feature three Kansas Citians — two outstanding teenagers and their chaperon.

Kansas City is to be spotlighted on a national hookup of more than two hundred stations in the United States and Canada for its splendid program which provides organized activities for youngsters.

Coca Cola Bottling company will award a thrilling 3-day trip to New York to the two teenagers who write the finest essays on appropriate youth-program topics.

An exciting schedule of entertainment has been planned for the winners who will stay at the Waldorf, dine at the Stork Club, and Sardi's, meet famous stars of radio, stage and screen, enjoy Broadway plays and watch a major league baseball game from box seats.

In addition, they will tell the entire nation how Kansas City teen-age centers operate when they appear with maestro Dick Jürgens on "Spotlight Revue." The program, to be broadcast September 24, will be heard over KMBC at 10:30 p.m.

Army Musical Show Presented Over KMBC

With the guest appearance of comedian Bob Hope, "Skyway to the Stars," made its radio premiere over KMBC in mid-September. A musical half-hour show, "Skyway to the Stars" is heard over KMBC each Sunday afternoon at 3:30 p.m.

The program features Tex Mc-Crary as Air Force reporter. Songstress Kay Armen handles the vocals. The entertaining show also presents the musical talents of Raymond Paige, his forty piece orchestra, and a chorus of sixteen voices. Each week a famous guest star appears on the program.

"Skyway to the Stars" is presented by the U.S. Army and Air Force recruiting service in cooperation with CBS.

tinuous effort, planning and cooperation which has brought to Kansas City the reputation of being the market center, style center and cultural center of this great mid-west territory.

Spearheading this anniversary Royal will be the largest Hereford show ever held anywhere in the United States. This year's prize list is \$175,000, an all-time record. More than thirty states will be represented.

Elaborate plans are being made to do justice to the golden anniversary show. The coronation ball is expected to be more beautifully staged than ever before; the street parade promises to be unusually attractive.

Accordingly, KMBC-KFRM coverage will be adequately complete, assuring mid-western radio fans of full, accurate review of the colorful pageant.



CELEBRATED PIANIST MAKES GUEST APPEARANCE . .

Dorothy Clarke Norman, New York concert pianist and popular favorite of London and the Continent, recently visited Kansas City where, as a child, she received her early musical training. During her visit, the celebrated star presented a quarter-hour musical program over KMBC. She is shown during an informal interview with Paul Taylor, KMBC-KFRM staff announcer.

KMBC-KFRM Originate Noon Day Shows Before Capacity Audiences

Before capacity audiences that filled the display tent to "standing room only," KMBC-KFRM originated its famous noon day programs, "Dinnerbell Roundup" and "Western Roundup," direct from the State Fair grounds at Sedalia, Mo. Eager fair-goers thronged the display to see, in person,



CROWDS THRONG KMBC DISPLAY AT FAIR . . .

During the presentation of radio shows, KMBC tent at the Missouri State Fair consistently drew "SRO" crowds. This photograph, taken the last day of the Fair, shows part of the standing crowd that lined the outside of the tent when "Dinnerbell Roundup" was on the air. Television sign refers to a spectacular video display which created Fair history. (For story, see page 1.)

the KMBC-KFRM stars they have enjoyed over the radio.

Phil Evans, director of KMBC-KFRM Farm Service, was on hand to meet fair-goers and present his noon day farmcasts.

"Dinnerbell Roundup" was followed immediately by "Western Roundup," over KFRM. Presentation of both programs delighted audiences who enjoyed two hours of sparkling radio entertainment. For many, the shows were reminiscent of the middle-west's biggest radio-stage hit, "Brush Creek Follies."

Appearing at the Missouri



"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

AMERICAN DRUGGIST re

Ace Comedy Show Switches To New Time

Acclaimed as one of the most entertaining shows on the air since its premiere last February, "mr ace and JANE" is now heard over KMBC every Friday evening at 7:30.

The hilarious comedy show co-stars Goodman and Jane Ace. When Ace isn't being hounded, heckled and harrassed by his malapropish wife, he's fighting losing battles with his perennially unemployed brother-in-law, Paul.

Ace writes, produces, directs the series and serves as narrator-introducing the misadventure about to be dramatized and then blending into his own role.

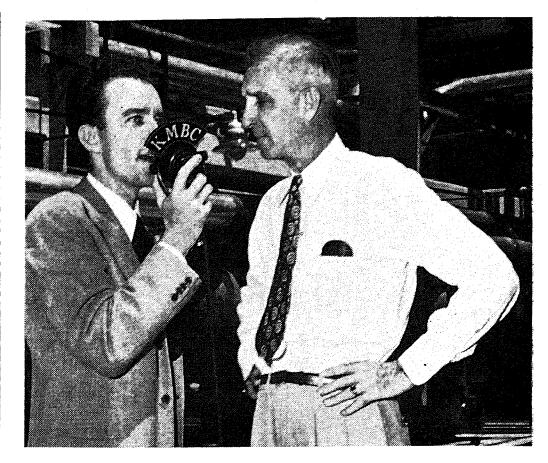
Program is sponsored over KMBC by the General Foods corporation in behalf of Jell-O.

Lux Radio Theater **Opens Fifteenth Year**

The theater which twenty-six million Americans attend each week, Lux Radio Theater, opened its fifteenth successful season in August. The outstanding dramatic show is heard over KMBC every Monday at 8:00 p.m.

Hollywood director William Keighley, producer of the program, selects famous film actors





KMBC-KFRM TAKES LISTENERS TO THE SCENE . .

With characteristic efficiency, Jim Burke, Director of Special Features, was on the scene to bring KMBC-KFRM listeners first hand radio coverage during the grand opening of Standard Oil company's famous "cat-cracker" unit at Sugar Creek, Mo. He is shown interviewing the honorable William E. Kemp, mayor of Kansas City, who interpreted for radio fans the economic, industrial and civic import of the imposing, 16-story catalyst unit.



"HOUSE PARTY" WELCOMES KANSAS CITIAN . . .

KMBC's popular afternoon show, "GE House Party" recently played host to a Kansas City housewife, Mrs. Althea MacDonald. Shown as she played the personal pronoun game with "master of informalities" Ken Niles, Mrs. Mac-Donald lost only one of the ten dollars that she had been given at the outset of the game. Heard over KMBC Monday through Friday at 2:30, "House Party" is sponsored by General Electric, Appliance Division.



State Fair for the shows were Hiram Higsby, emcee, and a full line-up of KMBC-KFRM starsincluding Colorado Pete, Don Sullivan, Jed Starkey, Millie and Sue, Sunny Daye, Rhythm Riders, Tune Chasers and Lazy River Boys. The remote shows were produced by Eddie Edwards.

Plans have been completed for similar shows to be presented at the Kansas State Fair at Hutchinson.

"Suspense" Presents **Exciting Radio Drama**

If radio success follows any formula, then "Suspense," heard over KMBC every Thursday evening at 8:00 o'clock, follows the formula expertly.

Blending elements of mystery with suggestions of suspicion and spiked with dangerous adventure, "Suspense" hits a high point in tense drama whose action measures up to its exciting title.

Winner of the Peabody award in 1947, the program surpasses the daily run of mystery thrillers.

Each broadcast presents a complete story whose smashing climax is dramatically withheld until the last possible moment.

Source material is drawn from classical literature, outstanding plays, notable short stories and from radio scripts written expressly for the series. This method of selecting stories assures the presentation of dramas whose authors are specialists in thrilling and intriguing their audiences.

Famous stars of radio, stage and screen appear for specific roles in "Suspense."

The Electric Auto-Lite company has renewed sponsorship of the program in behalf of Auto-Lite spark plugs, batteries and electrical equipment.

ports: "The small area devoted to greeting cards will return big profits if properly lighted, located and stocked. Cards sell themselves easily to women and to an expanding market of men who, unaccustomed to sending greeting cards before the war, developed the habit of remembering folks back home by means of cards and now account for the sale of one billion cards annually.

"Today's druggist has his choice of fluorescent lighted, wooden cabinets that have eyeappeal or handsome, sturdy steel. His greeting card department can be a self-contained selling unit that chalks up one of the easiest and most generous percentage of profits of any department in the store." August, 1948, page 82.

DRUG TRADE NEWS reports: "Richard Hudnut is introducing Taperette, a long-handled comb which encases a razor blade. Designed to thin, shape and taper the hair. Taperette retails at \$1. August 23, 1948, page 2.

"Featuring of Toni cream shampoo and home permanent wave kits in window and interior displays now that school has resumed is recommended to dealers.

"Display has been suggested which features Toni along with school supplies. Novel display idea is suggested by the Chicago office of the Toni company." August 23, 1948, page 8.

Attractive Premium Offered on KMBC Show

Once again, KMBC's popular afternoon serial, "The Strange Romance of Evelyn Winters," has offered its listeners a valuable premium that is designed to

WILLIAM KEIGHLEY . . .

Hollywood's famous director, William Keighly, produces radio's most celebrated dramatic program, Lux Radio Theater. The popular show, now beginning its fifteenth season on the air, is featured over KMBC Monday evening at 8:00 p.m.

to star in radio adaptations of successful movie dramas.

Superbly directed, brilliantly acted, the program is one of radio's most honored shows. It has received more than sixty awards, starting with three in 1936 and continuing with major awards in every succeeding year.

At one time or another, during its history, nearly every major star in Hollywood has appeared on Radio Theater.

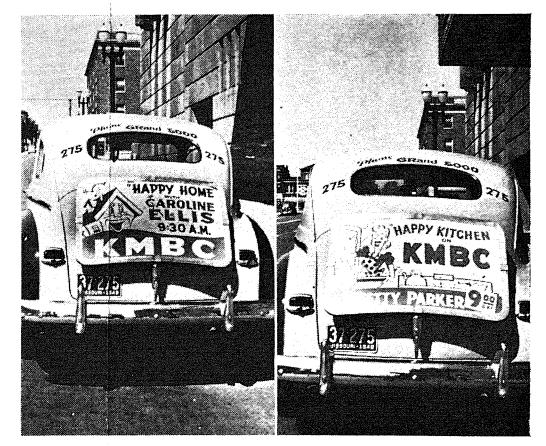
Program is sponsored over KMBC by Lever Brothers company in behalf of Lux soap and flakes.

delight both radio fans and the grocers and druggists who sell Sweetheart soap.

Manhattan Soap company, makers of Sweetheart soap and sponsors of "The Strange Romance of Evelyn Winters," are offering an attractive set of the famous Orchid Earrings to listeners of the program.

The earrings match the previously offered Orchid Pin which captured the fancy of American women.

"The Strange Romance of Evelyn Winters" is heard over KMBC Monday through Friday at 1:45 p.m.



NEW LOOK FOR KMBC CAB COVERS . . .

Attractive cab posters which advertise two leading KMBC radio features have been designed recently. Shown in these photographs, posters of "The Happy Home" (left) and "The Happy Kitchen" will be regularly displayed throughout Kansas City via Yellow Cab.

Saturday Shows Switch To New Hour

Shake-up in Saturday's schedule shifts two programs to new spots in the KMBC day.

First change affects "Theater of Today," now heard over KMBC each Saturday at 11:00 a.m. During its eight years on the air, the show has solidly established itself as choice Saturday listening. The program opens with a brief news summary, and then the curtain goes up on an original drama -a stirring story of contemporary life.

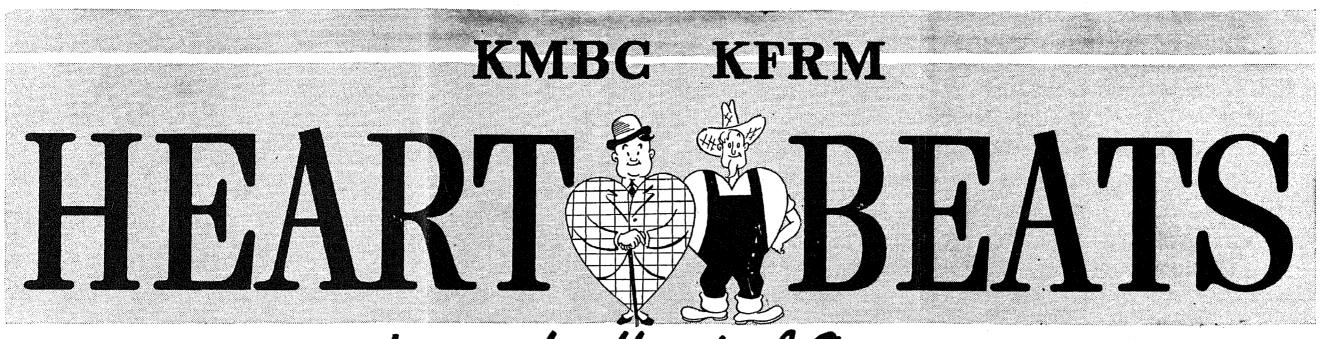
"Theater of Today" is spon-

sored over KMBC by the Armstrong Cork company.

Following the dramatic show is radio's popular "Grand Central Station," now featured over KMBC Saturday at 11:30 a.m.

The program made its radio debut in 1938. Scripts, provided by free-lance writers, sparkle with variety and interest. One week may be comedy, the next drama, the third mystery. But every week presents polished performances by stars who are currently featured in Broadway productions. The brilliant series is played against the colorful, exciting background of Grand Central station itself.

The program is presented weekly over KMBC by Pillsbury Mills, Inc.



from the Heart of America

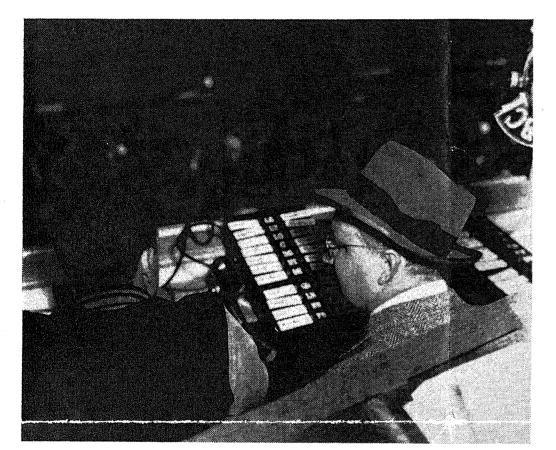
VOL. 6, NO. 7

KANSAS CITY'S RADIO MERCHANDISER

NOVEMBER, 1948

GE Radio Dealers Present Big 7 Highlight Football on KMBC-KFRM

Again this season, midwestern football fans are following the exciting Big Seven conference with their favorite sportscaster, Sam Molen, at the KMBC-KFRM microphone bringing them thrilling, playby-play accounts of the "Highlight Game of the Week." Sponsorship of the season's broadcasts over The KMBC-KFRM Team has



BIG SEVEN HIGHLIGHT GAMES ON KMBC-KFRM . .

Dramatic Serial Moves To New Hour

"Linda's First Love," long established favorite among daytime listeners, has moved to a new spot on the KMBC schedule. The dramatic serial is now heard at 4:30 p.m., Monday through Friday.

Attractive Arline Blackburn, talented radio actress who is cast in the lead, has played the title role since the series began. Cast opposite her is Karl Swenson, in the role of Danny Grogan. In each stirring episode of the serial, the dramatic stars portray their parts convincingly.

"Linda's First Love," is sponsored over KMBC by The Kroger company in the interests of "Hot-Dated" Spotlight coffee.

Brush Creek Follies Enters 12th Big Year

Amid the excitement and fanfare that traditionally accompanies the first night of KMBC-KFRM's star-studded "Brush Creek Follies," the mid-west's biggest radio-stage hit launched its twelfth successful season ear-

KMBC-KFRM Resume Broadcasts Of "Radio Schoolhouse" Series

Continuing its public spirited and outstanding educational series, The KMBC-KFRM Team last month resumed its presentation of "Radio Schoolhouse." The programs, offered expressly as a service to midwestern educators and students, are under the supervision of Dr. Charles F. Church, KMBC-KFRM director of education. Through-

out the school year, "Radio Schoolhouse" is heard over KMBC at 1:30 p.m. and over KFRM at 2:15 p.m., Monday through Friday.

When the series was inaugurated in 1944, the broadcasts were presented three times weekly.

The programs were so enthusiastically received that the series was expanded the following season to five broadcasts weekly. Since then, "Radio Schoolhouse" has continued

Dr. C. F. Church KMBC-KFRM Director of Educction week schedule.

Last season, the broadcasts were extended to KMBC's affiliate station for rural Kansas, KFRM.

"Blackie's" War With Crime Heard On KMBC

"Boston Blackie," radio's famous "friend to those who have no friend" and "enemy to those who make him enemy" now wages his war against crime over KMBC every Monday evening at 7:00 o'clock.

In his fight for justice, the handsome detective frequently calls upon his charming girl friend, Mary Wesley, to date danger and adventure. Broadway actor Richard Kollmar is cast as the devil-may-care, Casanova detective, "Boston Blackie." Attractive Lesley Woods portrays his girl friend, and Maurice Tarplin is cast in the role of Inspector Faraday.

Week after week, the talented cast present dramas whose plots run the gamut from deft, casual



Each week, KMBC-KFRM brings midwestern sport fans radio coverage of the highlight Big Seven football classic. Sam Molen, right, director of sports, gives vivid accounts of the thrilling games. With him on the broadcasts, and just out of camera range at the right, is Jim Burke, who reports on the game's "color."

been assumed by General Electric Radio Dealers.

As in the past, KMBC-KFRM takes its listeners to the stadium where the week's most exciting Big Seven highlight game is being played. And there, Sam Molen, the mid-west's No. 1 sports commentator, presents thrilling, play-by-play accounts of the games. Each week, Jim Burke, KMBC-KFRM director of special features, is on hand to describe for sport fans the color and pageantry that accompanies each highlight game.

Sam Molen, KMBC-KFRM director of sports, is a nationally known authority in his field. A 12-letter man in high school and college, Sam has devoted his life to the pigskin, the hoop and the cinder track.

He is a writer of note, regularly making the leading sport magazines with his short stories. His book, "They Make Me Laugh," has delighted the nation's sport fans since it was published a year and a half ago.

In the field of football, Molen rated an 82.3 average over a six year period on his weekly predictions. His vivid accounts of the Big Seven's weekly gridiron classics clearly reveal his vast knowledge of the nation's favorite winter sport.

This season's climax of KMBC-KFRM's football broadcasts will come November 25 with the Thanksgiving day classic between the University of Missouri and the University of Kansas, to be played this year at Columbia.

The Saturday afternoon broadcasts over The KMBC-KFRM Team are presented in the interests of General Electric Radio Dealers.

KMBC Resumes New York Philharmonic Symphony

Each Sunday afternoon at 2:00 o'clock, KMBC presents America's oldest and greatest symphony orchestra, the New York Philharmonic-Symphony. Now in its 107th year, the famous orchestra will be conducted this season by such famous musicians as Bruno Walter, Dimitri Mitropoulos, Charles Munch and Leopold Stokowski.

As a highlight of the program, this year's concert series includes a new intermission feature, "Weekend with Music." Each week three talented high school students from various parts of the country are brought to New York to attend concerts, operas and other musical events.

As the climax of their weekend visit, they visit Carnegie Hall where they are interviewed by the noted author, composer and critic, Deems Taylor, during the intermission of the New York Philharmonic - Symphony broadcasts.

The young people participating in "Week-end with Music" are chosen on basis of their special musical interest or ability by a distinguished board of educators and critics.

The New York Philharmonic-Symphony broadcasts, now in their nineteenth consecutive year over CBS, are a Sunday afternoon tradition on KMBC. ly in October at Kansas City's Ivanhoe Temple.

The all-star show is broadcast over KMBC every Saturday from 9:00 to 9:30 p.m. and returns for an encore at 9:45 to 10:30 p.m. It is heard over KFRM every Sunday from 2:00 to 3:15 p.m.

Once again, the radio hit with its shining galaxy of KMBC-KFRM stars, is playing to S.R.O. audiences. Hiram Higsby, radio's original Rube, is back as emcee to keep the show running at a rollicking, humorous pace.

And with him is the full cast of talented performers. Colorado Pete, who has been in the show since the original performance, is back with his cowboy tunes. Don Sullivan, another western singer, has returned to "Brush Creek's" cast.

There's Millie and Sue, the attractive feminine vocal and instrumental duet; Rhythm Riders, popular musical quartet and vocal group; Tune Chasers with Herb Kratoska of Texas Rangers fame back with the talented instrumentalists; Lazy River Boys, vocal and instrumental trio famous for sincere, down-to-earth interpretations of western and hillbilly music; and that dry wit from "Chinkapin Holler," Jed Starkey, a humorous, versatile musician.

And there's George Washington White, the delightful blackface comic whose hilarious routines send "Brush Creek" fans rolling into the aisles.

Again this season, the show is being managed by Jim McConnell, produced by Fran Heyser.

Sponsors of "Brush Creek Follies," who each present 15-minute segments of the broadcast, are Kent Products company for Richmade margarine; Quisenberry Mills, Inc. for Quisenberry Quickies and Hogue Mercantile company for Freshnut peanut butter. (For pictures, see page 4). "Radio Schoolhouse" has received the accolades of the nation's educators and radio critics. Twice the Ohio State University bestowed "First Awards" on programs in the series.

Midwestern educators have been liberal in bestowing garlands of praise upon the series, and students have written KMBC-KFRM to thank the station for presenting "Radio Schoolhouse."

Program Schedule.

"Radio Schoolhouse" presents educational broadcasts designed as a supplement to classroom instruction and presented for inschool listening. The week's schedule has been carefully prepared to cover topics for both elementary and high school students.

Monday — "Tomorrow's Farmers," for high school classes in agriculture, economics and social science.

Tuesday — "Fun with Facts," Lee Stewart, KMBC - KFRM's genial schoolmaster, conducting studio classroom discussion of topics that interest students in the upper elementary grades.

Wednesday—"The Magic Book," favorite children's stories, dramatized and narrated by Caroline Ellis, noted KMBC-KFRM woman commentator, for kindergarten and elementary grades.

Thursday—"Music Time," Alice Gallup, supervisor of music education for Kansas City public schools, with studio class presenting carefully planned music lessons for elementary grades.

Friday — "Youth Views the News," news of the week combined with the opinion and frank views of a high school discussion panel, conducted by KMBC-KFRM news editor, Erle Smith. romance to deadly serious skirmishes with murder.

"Boston Blackie" is sponsored over KMBC by Long Hall Laundry & Dry Cleaning.

GE Dealers Present Erle Smith Newscasts

Erle Smith, veteran journalist and KMBC managing news editor, presents his mid-afternoon edition of the news on behalf of a group of Kansas and Missouri General Electric dealers for GE appliances. The newscasts are

> heard over KMBC, Monday, through Friday, at 2:55 p.m. As head of

the KMBC-KFRM news bureau, Erle Smith directs a staff of seven full-time

ERLE SMITH

WTH en full-time newscasters.A wsman.he has devoted

skilled newsman, he has devoted his entire career to journalism.

He entered radio newscasting during its pioneering days in 1925. Nine years later he became head of the KMBC news bureau.

Widely acclaimed for his skillful presentation of authoritative newscasts, Erle Smith is heard three times daily: 2:55, 6:00 and 9:30 p.m. His evening broadcasts, followed by Sam Molen sportscasts, are a long established KMBC feature.

The General Electric dealers who sponsor his 2:55 p.m. broadcast include James Murray company, 968 Central, Kansas City, Kansas; Todd Electric company, 1407 Grand; Smith Appliance company, 5100 Independence Avenue and Emery-Bird-Thayer. The three latter firms are located in Kansas City, Missouri.



from the Heart of America KANSAS CITY'S RADIO MERCHANDISER NOVEMBER, 1948 VOL. 6, NO. 6

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC-KFRM advertisers as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC - - KFRM and KMBC - FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President and Director of Sales G. L. Taylor, Vice President—Television

Published by the KMBC-KFRM Promotion Department

John S. McDermott, Promotion Director Eugene Moss, Editor

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GEORGE MORRIS . . .

For a man who readily admits that his favorite hobby is "whistling off key," George Morris has an uncanny technique for consistently producing perfect harmony when it comes to selling radio time.

The paradox has a simple explanation; like all members of the KMBC-KFRM Sales Department, he is well qualified for his position.

George prepared for his career by studying advertising and selling at Providence College, Rhode Island. His undergraduate preparations, however, were not confined to speculative theory or dusty textbooks. He engaged in campus activities which served to enhance his sales ability. George was advertising manager and assistant editor of the college newspaper, The Cowl.

The enterprising advertising student turned his extra-curricular activities into a paying business; he developed a one man advertising service for local merchants, clipping mats and preparing radio and newspaper advertising.

result of the injury, he was deactivated from the Navy.

Undaunted, he volunteered for duty with the Army's air transport command and was assigned to duty with a non-combat outfit. He was commissioned to fly light bombers from Fairfax Field, Kansas City, to scattered corners of the globe. On ATC assignments, he flew to South America, Alaska, India, Italy and China.

For his service with the air force, he was awarded the distinguished flying cross, air medal, and his outfit received the presidential citation.

Resumes Career

After the war, he returned to Kansas City where he joined the sales promotion department of Western Auto. Later, he became affiliated with a Denver advertising agency.

These two positions gave Morris the proper background and confidence for undertaking a business of his own.

In 1947, he opened his own advertising agency in Albuquerque, New Mexico. The agency represented twelve accounts, handling local, regional and national advertising. After careful deliberation, however, he decided to sell his agency in order to return to Kansas City, his wife's home.

In June, 1948, he joined the KMBC-KFRM sales department as representative for retail sales. A capable salesman, he has won the respect of both his associates and his clients for his diverse practical knowledge of radio. His congenial personality and ready wit serve him well in winning new friends.

He is married and has three children. Geoffrey, 3½ years, Grogory, $1\frac{1}{2}$ and Diane who joined the Morris family just three weeks ago.

George is a member of the Kansas City Advertising and Sales Executives club and the American Legion.



KMBC-KFRM

General Electric Radio Dealersfor General Electric radios, present full season of Big Seven football, "Highlight Game of the Week," each Saturday, 1:45 p.m. Hogue-Mercantile Co. - Freshnut peanut butter, present "Brush Creek Follies," each Saturday night over KMBC, 9:45 to 10:00, and over KFRM each Sunday, 2:30 to 2:45 p.m.

Quisenberry Mills, Inc.-for Quisenberry Quickies, presents "Brush Creek Follies," each Saturday night over KMBC, 9:15 to 9:30, and each Sunday over KFRM, 2:15 to 2:30 p.m.

Kent Products Co.-for Richmade margarine, presents "Brush Creek Follies," Saturday night over KMBC, 9:00 to 9:15, and Sunday, KFRM 2:00 to 2:15 p.m.

KMBC

Land-Goddard Chevrolet Co.- for Chevrolet cars and service, renews sponsorship of "Rhymaline Time," heard over KMBC, Monday through Saturday, 7:30 to 8:15 a.m.

General Electric Dealers-James Murray company, Todd Electric company, Smith Appliance company and Emery-Bird-Thayerfor General Electric appliances, present "Erle Smith and the News," over KMBC, Monday through Friday, 2:55 p.m.

Long-Hall Laundry & Dry Clean-

ENTERTAINING SHOW IS POPULAR FEATURE

"Rhymaline Time," popular KMBC-KFRM morning show, couples spontaneous humor with enjoyable music. David Andrews, right, emcees the program; Harry Jenks, left, adds his smooth, keyboard artistry and The Tune Chasers, not shown in this photograph, round out the show with their rhythmic interpretations of favorite melodies.

Land-Goddard Renews "Rhymaline" Sponsorship

Sponsorship of "Rhymaline Time," that delightful KMBC morning show which combines zany humor with tuneful melodies, has been renewed by the Land-Goddard Chevrolet company for Chevrolet automobiles and service.

A top-notch, highly-popular program, "Rhymaline Time" features the talents of David Andrews, Harry Jenks and The Tune Chasers.

With a delightful disdain for staid dignity, David Andrews, witty emcee, keeps the program rolling at a merry pace. Harry Jenks, talented pianist-organist, and the famous Tune Chasers provide the musical portions of the sparkling show.

"Rhymaline Time" offers listeners an opportunity to "get into the act." Fans are invited to participate in the fun of the show by submitting song requests, written in rhyme form. Best rhymes are read over the radio. In addition, authors of winning rhymes receive both a "diploma" and a cash award.

A lively, ¾-hour program of spontaneous humor and rhythmic music, "Rhymaline's" first thirty minutes are presented simultaneover both KMBC and ously KFRM.

The final quarter hour is heard over only KMBC. It is sponsored on Monday, Wednesday and Friday by the Katz Drug company, and on Tuesday, Thursday and Saturday by the Land-Goddard Chevrolet company.

KMBC Offers Blend Of Comedy and Music

Radio's delightful half-hour of comedy and music, presented in separate 15-minute segments, has resumed its welcomed spot in the KMBC schedule with the reappearance of "Beulah" and "The Jack Smith Show."

Hattie McDaniel, distinguished Negro film and radio actress and winner of the Academy Award, stars in the title role of the fivea-week serial, "Beulah."

A skilled comedienne, she displays expert timing in delivering the humorous lines which inject a pleasant undertone of mirth into the serial.

Humorous Note

Comedy, in itself, is a refreshing addition to a radio serial. Its chuckling warmth adds delightful zest to the series which recounts the fortunes and misfortunes of radio's most lovable domestic.

"Beulah" is sponsored over KMBC Monday through Friday at 10:00 p.m. by Proctor & Gamble in the interests of Dreft.

The entertaining serial is followed by the "man with the smile in his voice," Jack Smith. The singing star is heard over KMBC Monday through Friday at 10:15 p.m.

On Monday and Thursday, Martha Tilton is featured as guest vocalist. The lovely songstress joined the show's cast a few weeks ago.

"The Jack Smith Show" is sponsored over KMBC by Proctor & Gamble in behalf of Oxydol.

His writing ability landed him the post of campus correspondent for the Providence Bulletin. Between these two sideline careers, George managed to keep money jangling in his jeans.

War Service

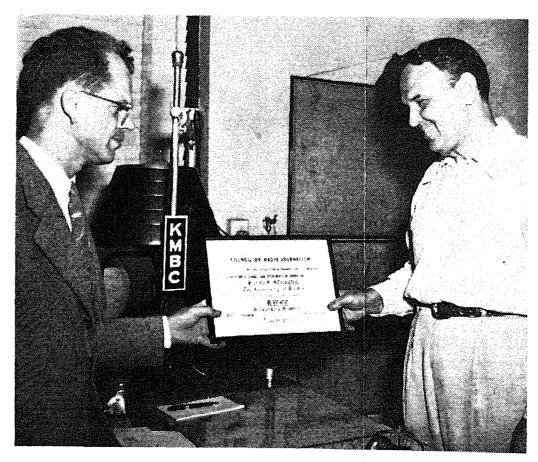
In 1941. after graduation, he entered the Navy as a flight instructor in operational aircraft.

After two years, his Naval career came to a sudden and unfortunate end when his back was injured. "A student," he humorously pointed out, "brought the plane in wrong side up." As a

Renews Sponsorship Of Top Dramatic Show

Radio's most noted medical authority, "Dr. Christian," orders a weekly subscription of excitement, adventure and drama over KMBC each Wednesday evening at 7:30. The thrilling series, based on real life drama, has been renewed by the Chesebrough Manufacturing company for Vaseline products.

Jean Hersholt, distinguished Danish actor, is cast in the title role with Rosemary DeCamp portraying Judy Price, nurse and assistant in the office of the kindly River's End physician. The "Dr. Christian" series is now in its eleventh year as a top-ranking network program.



COMPLETES SUCCESSFUL STUDY SESSION WITH KMBC-KFRM . . .

Erle Smith, right, KMBC-KFRM managing news editor, presents a complimentary certificate to Harold E. Addington, journalism professor from K.U., upon the completion of his radio news internship. Addington was selected as one of fourteen educators throughout the nation to study radio journalism at first hand. The comprehensive program, supported by The KMBC-KFRM Team, was held by the Council on Radio Journalism.

ing-for laundry and dry cleaning service, present "Boston Blackie," heard over KMBC each Monday evening from 7:00 to 7:30.

Purity Bakeries Corp.-for Taystee bread, sponsors "The Food Scout," over KMBC Monday through Saturday at 8:15 a.m. Hall Ice Cream Co. - for ice cream, renews sponsorship of "The Happy Kitchen," with Betty Parker; shifts to Friday, 9:00 to 9:15 a.m.

Lever Brothers-for Rinso presents "Amos 'n' Andy," KMBC each Sunday at 6:30 p.m.

Longines-Wittnauer Watch Co.for watches presents "Festival of Song," heard over KMBC each Sunday afternoon at 1:00 o'clock.

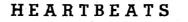
Miles Laboratories - for Alka-Seltzer, present "Hilltop House," heard over KMBC Monday through Friday at 2:15 p.m.

R. J. Reynolds Tobacco Co.-for Camel cigarettes, present "The Bob Hawk Show," KMBC each Tuesday evening at 8:00. General Foods Corp.-for Sanka coffee, presents "The Jack Carson Show," every Friday evening at 7:00.

Ford Motor Co.-for Ford cars and service, present "Friday Night Theater," heard over KMBC each Friday at 8:00 p.m. General Motors - for Frigidaire, present "Lum 'n' Abner," heard over KMBC every Sunday evening at 9:00 o'clock.

Colgate-Palmolive-Peet Co. - for Palmolive soap and Lustre Creme, present "Our Miss Brooks," heard over KMBC each Sunday, 8:30 p.m.

Chesebrough Mfg. Co.-for Vaseline products renews sponsorship of "Dr. Christian," heard over KMBC Wednesday, 7:30 p. m. Kansas City Power & Light Co .-participates in the sponsorship of "The Helen Hayes Show," heard over KMBC Sunday, 8:00 p.m.



INSIDE COLUMN ON THIS MONTH'S Heartbeats



PATSY CAMPBELL . . .

Talented radio actress Patsy Campbell, cast in the dramatic serial "The Second Mrs. Burton," consistently turns in convincing portrayals. The popular program is heard over KMBC Monday through Friday at 1:00 p.m., under the sponsorship of Baker's Chocolate and Minute Tapioca.



"Lum 'N' Abner" Bring Homespun Wit To KMBC

Those famous general store proprietors from Pine Ridge, Arkansas, "Lum 'n' Abner," have opened shop over KMBC. Although most stores are closed on Sundays, the "Jot 'em Down Store," fully stocked with laughs, chuckles and grins, is open every Sunday evening at 9:00 o'clock on KMBC.

The celebrated shopkeepers do business in everything from calico to common sense. But their chief stock in trade is side-splitting, homespun humor.

The series follows closely the format pattern established almost two decades ago. Chet Lauck and Norris Goff, originators and stars of the show, still operate a small town general store. Besides playing the title roles, they also portray most of the other parts. Clarence Hartzell, town constable, is the only other regular member of the cast.

The hilarious situations of "Lum 'n' Abner' and their common sense philosophy have made the storekeeping duo America's best loved rural comedians.

The full half hour of crackerbarrel comedy is presented over KMBC by General Motors in the interests of Frigidaire.

Musical Show Features Nation's Top Melodies

Known traditionally as the "most talked about band in the land," the Vaughn Monroe aggregation is featured over KMBC each Saturday evening at 6:30.

Each performance of "The Vaughn Monroe Show" presents the nation's five top tunes as determined by Variety, the show business magazine.

Year after year, the bandleading singer continues heading

Delightful Comedy Highlights "Jack Carson Show"

For a happy half-hour of comedy in a carefree manner, it's the "Jack Carson Show," heard over KMBC Friday evening at 7:00 o'clock.

Carson, star of the program and one of the funniest guys in radio, packs a carload of laughs into the hilarious show. He is supported by his impish sidekick, Dave Willock. Lovely songstress Marion Hutton graces the musical portion of the show.

The Carson comedy technique, perfected by vaudeville, is as sharp over the radio as it is in the movies. His perfect timing and skillful delivery bring out the full measure of humor in each gag-filled line.

"The Jack Carson Show" is sponsored by the General Foods Corporation for Sanka coffee.



"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

PROGRESSIVE GROCER reports: "Fleetwood - Airflow of Wilkes Barre, Pennsylvania, hails the new Zephyr refrigerated display case as a boon to store sanitation.

"The condensing unit and coils come in a single, self-contained assembly which can easily be replaced for repairs. Refrigeration for the Zephyr is achieved by a slow moving mass of air, controlled to keep foods at the proper temperature and humidity. Both of these cooling elements can be regulated by the storekeeper.

"Food Scout" on KMBC For Taystee Bread

Sponsorship of "The Food Scout" over KMBC has been assumed by Purity Bakeries Corporation for Taystee bread.

> The authentic programs are presented direct from the Kansas City Food Terminal, where Betty Parker reports on the latest market conditions and

BETTY PARKER

the food exchange. She also covers the day's best food buys.

observes the

daily trend on

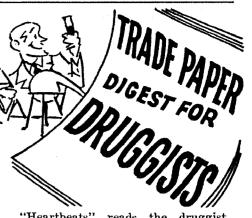
Highlighting the outstanding series are frequent accounts of interesting food legends. These tales, woven intelligently into the script, add a touch of pleasant entertainment to the main service feature of "The Food Scout."

Amos 'N' Andy Bring Comic Routine to KMBC

"Amos 'n' Andy," the unrivaled blackface comedians who have delighted American audiences for more than twenty years, bring the humor and comedy of their Fresh Air Taxicab company to KMBC listeners every Sunday evening at 6:30.

The lovable, laughable characters are as refreshing and stimulating today as they were years ago when the drawling comedians were a five-day a week radio feature.

During their first decade, Charles Correll, Andy, and Freeman Gosden, Amos, played all the



Page 3

"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

DRUG TRADE NEWS reports: "Prizes totaling \$67,000 are being offered by the Colgate Palmolive Peet company in a 'Palmolive Treasure Chest' contest for consumers. The company will award an automobile and cash and merchandise prizes to retail store employees in a second contest.

"The consumer competition is for the best last line for a jingle. Grand prize for the contest is \$100 a month for life, or \$25,000 in one lump sum. Other valuable prizes are offered.

"Dealers whose customers win one of the first 36 prizes will receive awards ranging up to \$200 if they have assisted their customers in writing the last line of the jingle.

"The assistance may be rendered by giving customers Palmolive sales points, by building displays, using special material provided and by promoting the contest locally.

"Retail store employees may compete in a second contest based on the topic: 'How the Colgate Palmolive Peet company can sell more soap products through retail stores.'

"The letters of contestants must be accompanied by photographs or samples of the merchandising idea discussed. Contest closes November 20." Page 21, October 4, 1948.

Ace Dramatic Series Opens Season on KMBC

Highlighting KMBC's Friday

JOAN MEER . .

One of Hollywood's most talented and attractive—young actresses, Joan Meer, is heard in supporting roles on "Radio Theater," which each Monday evening, stars filmdom's top names in full-hour adaptations of hit movies. Sponsored by Lever Brothers for Lux soap and flakes, "Radio Theater" is heard over KMBC Monday at 8:00 p.m.



MARTHA TILTON . . .

Lovely songstress Martha Tilton, "liltin' lady of swing," is featured Mondays and Thursdays on "The Jack Smith Show." Presented by the Proctor & Gamble company for Oxydol, the program is heard over KMBC Monday through Friday at 10:15 p.m. the nation's Number One dance band. His unmatched popularity is attested by record-breaking crowds at his dance engagements and personal appearances. A successful recording band, the group also appears frequently in movie shorts and featured length films. His billing as "most talked about band in the land" is well founded.

The popular radio show features the tuneful melodies of the Moon Maids, Monroe's sweet-singing vocal group.

The sparkling half-hour musical show is presented over KMBC by the R. J. Reynolds Tobacco company for Camel cigarettes.

New Daytime Serial Presents Moving Story

"Hilltop House," an appealing drama that has built a tremendous following of regular daytime listeners, chronicles the daily story of an attractive young matron and her courageous battle for orphaned children. The heartwarming serial is heard over KMBC Monday through Friday at 2:15 p.m.

Grace Matthews, cast as Julie Ericksen, is convincing in her portrayal of the matron whose sympathy and understanding develops the confidence and respect of the children in an orphanage. Complicating her life at the orphanage is the head matron, a stern disciplinarian, whose method of management is diametrically opposed to Julie's system of sympathetic understanding.

"Hilltop House" is a skillful blend of humor, pathos and romance, the necessary elements of a successful daytime serial.

Sponsorship of the show has been assumed by Miles Laboratories, Inc. for Alka Seltzer. "Installation is also said to be simple, requiring only a single electrical connection." Page 229, October, 1948.

FOOD FIELD REPORTER reports "Contest time has arrived and with it notice of Lever Brothers \$100,000 event which runs until November 19.

"In addition to the consumer contest, dealers will have a two way chance to pick up some extra change. A special contest, closing December 6 and asking retailers to submit a merchandising plan, will pay 582 dealers \$10,000 in prizes. Also the retailer whose customer wins one of the Mercurys will get \$100." Page 11, September 27, 1948.

"Miss Brooks" Scores Hit in Comedy Show

America's favorite schoolmarm, "Our Miss Brooks," conducts her radio classrooms over KMBC every Sunday evening at 8:30.

Miss Brooks is a love-struck high school English teacher whose romantic pursuits result in one hilarious situation after another. Her continuing campaign is for the affections of Mr. Boynton, the shy biology teacher, who thus far has eluded her sentimental clutches.

Eve Arden stars in the series as Miss Brooks. Besides Mr. Boynton, ably played by Jeff Chandler, she is supported by Jane Morgan as her pixilated landlady, Joe Forte as the high school principal and Dick Crenna as a bewildered student who gets her into jams.

"Our Miss Brooks" is presented by Colgate, Palmolive, Peet Company in the interests of Palmolive soap and Lustre Creme. parts. It is estimated that they appeared in more than 160 different parts.

But the switch to a half-hour show before studio audiences has made it necessary for them to use other actors for the various roles. Today, the versatile actors play only eight parts. Outstanding Negro performers are cast in supporting roles.

The program's formula for success is simple. Each episode must relate a plausible story with a novel twist at its conclusion. The show's first act must end in such a manner that it fits nicely into the song of the evening.

The comic half-hour is sponsored by Lever Brothers company for Rinso. evening schedule is a full hour of distinguished radio drama, "Friday Night Theater." After an impressive debut early in October, the show has continued its weekly presentation of outstanding hits. The program is heard each Friday at 8:00 p.m.

Cast in the leading roles of the plays are the greatest stars of New York and Hollywood. Each week's show presents a new cast of talented players.

And behind the microphone is one of the finest directors in radio, Fletcher Markle, who produced and directed the Columbia network's distinguished series, "Studio One."

"Friday Night Theater" is sponsored over KMBC by the Ford Motor company for Ford dealers and service.



NETWORK SHOW ORIGINATES ON KMBC

Recently one of the leading commentary programs of CBS, "In My Opinion," originated from KMBC. Jim Burke, left, KMBC-KFRM director of special features, is shown as he moderated the timely discussion: "Democracy Beats Communism?" Guest speakers are Walter Cronkite, center, United Press correspondent, and Dowdal Davis, Kansas City Call general manager.



HIRAM HIGSBY TAKES TO THE AIR . .

"Radio's original Rube," Hiram Higsby, gets unbelievably literal about "taking to the air" for Quisenberry Quickies. Ready to give "full throttle" to feed sales, the witty emcee is starred each week in the mid-west's biggest radiostage hit, "Brush Creek Follies." Quisenberry Mills, Inc. sponsors a fifteen minute segment of the hour and a quarter show over KMBC each Saturday evening from 9:15 to 9:30 and over KFRM each Sunday from 2:15 to 2:30 p.m.



CLOWNING ANTICS DELIGHT FANS . .

"Freshie" is pleased with his attractive display of Freshnut peanut butter and salted peanuts. Portrayed by Charlie Pryor of "The Tunne Chasers," Freshie, the

Helen Hayes Show A Sunday Night Feature

Sunday evening at 8:00 o'clock, KMBC lights its radio marquee with the lustrous name of Helen Hayes. The celebrated actress stars in radio's great dramatic series, "The Helen Hayes Show."

Contractual commitments have detained Miss Hayes in London, where she is appearing in the successful Broadway play, "The Glass Menagerie."

Until her return, an outstanding galaxy of stage and screen luminaries have been starring in guest appearances.

When Helen Hayes assumes the program's spotlight, she'll delight radio audiences with her superb dramatic talents. Her half hour dramas will range from light, romantic comedies to spine-tingling mysteries.

Sponsored by America's business managed Electric Light & Power companies, "The Helen Hayes Show" is heard over KMBC in the interest of the Kansas City Power and Light company.

"Festival of Song" Features Favorite Tunes

"Festival of Song," with its superb presentation of beloved American music, is a musical half-hour of favorite, treasured melodies. Heard at 1:00 o'clock each Sunday afternoon over KMBC, the program features those songs that have come to be part of the culture of this nation.

The songs, played and sung in simple, appealing arrangements, are presented by the nationally famous Symphonette and a 16voice male chorus. Both the distinguished orchestra and choral group are under the direction of Mishel Piastro. A celebrated violinist and conductor, Piastro was formerly concertmaster of the New York Philharmonic-Symphony. He has conducted the Symphonette since 1941. Organized expressly for "Festival of Song" the male chorus is unique in radio entertainment today. Their interpretations of popular favorites pleases devotees of jazz music or of symphony concerts.



NATIVE MISSOURIANS DESCRIBE "SHOW ME" STATE . . .

For its excellent educational series, WLS of Chicago invites school children to describe their native state and translate statistical data into everyday terms. KMBC-KFRM's chief announcer, Lee Stewart, (left) who is schoolmaster for the "Radio Schoolhouse" series, was invited to supervise the broadcast on Missouri. He is shown discussing the "Show Me" state with two native children, Patricia Ann Painton and John Effertz.

Add Touch of Comedy To Novel Quiz Show

America's favorite comedy-quiz rollicks KMBC's audiences every Tuesday evening at 8:00 when Camel cigarettes present the humorous "Bob Hawk Show."

A continuous hit for nearly three years, the program invites a contestant to answer five questions. If he answers correctly, he becomes a "lemac" and wins a

"Jackpot" Offers Bonanza at New Hour

"Hit the Jackpot," the quiz show that offers valuable prizes to listeners who can solve the secret sentence, is now heard over KMBC from 9:00 to 9:30 p.m. every Tuescrack at the evening's grand champion question.

The questions are funny, yet tough. And sprinkled through the quiz are the clever quips of Bob Hawk.

Art Gentry and Charley Stark assist Hawk in conducting the show while Hank Sylvern's orchestra provides the music.

The lively half-hour of music, laughs and quiz-fun is sponsored by the R. J. Reynolds Tobacco company for Camel cigarettes.

Noted Film Stars In New Dramatic Series

A new dramatic series, literally built on stars, now graces KMBC's Sunday afternoon schedule with the weekly performance of the "Family Hour of Stars." The entertaining dramatic series

clown, delights Brush Crek fans every Saturday evening during the 9:45 to 10:00 portion of the famous KMBC show. He is featured on KFRM's repeat broadcast, Sunday. The quarter hour segments are sponsored over both stations by Hogue Mercantile company for Freshnut peanut butter.



LIVING TRADEMARK SPOTS A WINNER . .

Pert and persuasive Marylou, the living trademark of Richmade margarine, performs coyly for Brush Creek Follies audiences each Saturday evening when the show is broadcast from Kansas City's Ivanhoe Temple. Marylou, played by Harold Willis of "The Lazy River Boys," is featured during the 9:00 to 9:15 p.m. segment on KMBC, Saturday evening, and the 2:00 to 2:15 p.m. segment on KFRM, Sunday. The 15-minute portions are presented by Kent Products company for Richmade margarine.

Famous News Analyst Featured Over KMBC

Monday through Friday at 6:45 p. m., KMBC is proud to present the distinguished news analyst, Edward R. Murrow. His astute observations of happenings all over the world are supplemented by a capable staff of foreign correspondents stationed at every news hot-spot on the globe.

A competent research staff and

group of editors assist him in compiling his fifteen minute news program.

Murrow's outstanding reportorial technique won for him the 1947 Alfred I. duPont annual award for "aggressive, independent and meritorious gathering, interpretation and presentation of news by the medium of radio."

He is presented over KMBC by Campbell Soup company for Franco American products. Campbell's recently completed a giant promotional campaign based on the theme, "It's New Pack Time." "Festival of Song" is sponsored by the Longines-Wittnauer Watch company.

KMBC Raises Curtain On "First Nighter" Hits

Each Saturday evening, the "First Nighter" takes KMBC listeners up Broadway, across 42nd Street to the famous mythical "Little Theater" off Times Square. Since Thanksgiving day, 1930, the program has been raising the curtain on new and original radio dramas of comedy, adventure and romance.

Co-starred again this season in the "First Nighter" dramas are Barbara Luddy and Olan Soule who always turn in convincing performances.

For almost eighteen years, the Campana Sales company has sponsored the popular network show. This year, Campana will again feature two products on "First Nighter" — Italian Balm and Magic Touch cream make-up. In addition, for the first time since before the war, the company will again offer lotion users the Italian Balm dispenser.

"First Nighter" is heard over KMBC every Saturday evening at 8:00 o'clock. day.

The exciting radio quiz game offers its fabulous prizes to both studio contestants and listeners at home. Studio winners must answer correctly four questions, and then solve the secret sentence that unlocks the "golden door" leading to a fortune in prizes.

At home listeners win the jackpot if their telephones ring and they know the solution to the secret sentence.

"Hit the Jackpot" is presented over KMBC by the De-Soto-Plymouth dealers of America. is heard Sunday at 5:00 p.m.

Six of Hollywood's most famous personalities, who appear regularly on the program, take turns in portraying the leading roles.

The cinematic sextette who appear alternately on this program are Humphrey Bogart, Bette Davis, Gregory Peck, Ginger Rogers, Barbara Stanwyck and Robert Taylor. They star in original plays written, for the most part, by radio's foremost dramatists.

Music for the star-studded program is provided by Carmen Dragon and his orchestra.

"Family Hour of Stars" is presented over KMBC by the Prudential Insurance Company of America.



A W B DELEGATES FROM DISTRICT 10 CONVENE . .

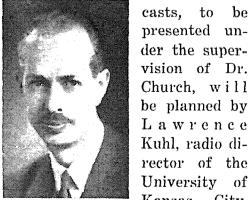
Daytime programming held the attention of this session of the Association of Women Broadcasters, District 10, held in Kansas City. Betty Parker, extreme left, KMBC-KFRM home economist, served as secretary for the District 10 convention. Mary Jordan, who substituted in the Happy Home during the recent illness of Caroline Ellis, is shown third from the left.



ture the enlighted views of faculty members of the University of Kansas City, qualified business

The broad-

leaders and distinguished visitors to Kansas City.



Dr. C. F. Church KMBC-KFRM Director of Education

Marts, School of Law of the University of Kansas City. Programs will alternate between discussions of culsubjects and industrial tural topics.

The show's premiere broadcast will be featured over KMBC, Tuesday, January 11. "What Do You Think?" will be presented over KFRM each Sunday morning at 10:30, beginning January 16.

a feature of its Christmas season programming a broadcast of Handel's oratorio, "The Messiah," sung by the Independence, Missouri, Messiah Choir and originating from KMBC. Program will be presented Sunday, December 19, 10:30 p.m. to midnight. "The Messiah" will be rebroadcast on KFRM on Christmas Day from 3 until 4:30 p.m.

A selected orchestra of 43 members from the personnel of the Kansas City Philharmonic Orchestra, together with the celebrated 280-voice Messiah Choir, sponsored by the Reorganized Church of Jesus Christ of Latter Day Saints, will be featured. Orchestra and choir will be under the direction of Franklyn S. Weddle.

The stirring Christmas program will feature the musical talents of soloists Josephine Crinklaw Mader, soprano, of Kansas City: Annajean Brown, alto, of New York; Garland Tickmeyer, tenor, of Los Angeles; and Hardin Van Deursen, bass, of Kansas City.

KFRM MARKS FIRST ANNIVERSARY . . .

Arthur B. Church, president and founder of KMBC-KFRM, officiated at a special "family breakfast" which commemorated KFRM's first birthday. He is shown cutting the anniversary cake. Interested observers are, left to right, Mildred Whiting, executive secretary; P. Hans Flath, musical director; Caroline Ellis, woman commentator (partially hidden from view); and Hiram Higsby, comedian.

anniversary by conducting its third area-wide radio contest.

A farm station, serving Kansas and parts of border states, KFRM was conceived by Arthur B. Church who had long dreamed of providing adequate coverage of Kansas City's vast and farflung trade territory. With the advent of The KMBC-KFRM Team, his dream achieved reality. And at last, a single broadcaster offered complete coverage of the entire Kansas City area.

Invaluable Aid

Gov. Frank Carlson of Kansas was on hand for KFRM's official inaugural one year ago. He welcomed the station with these words, "KFRM's daily reports on the Kansas City livestock, grain and poultry markets will be of invaluable economic benefit since Kansas City markets largely

establish the price on Kansas production."

Aware of its unique position for offering this invaluable aid to midwestern farmers, KFRM has steadfastly devoted itself to efficient, intelligent farm programing. Now, on its first anniversary, the station is proud of its contribution toward successful farming in the Heart of the Nation.

The station's daily marketcasts, heard widely throughout the entire KFRM area, are vital to both farmers and stockmen. They are authentic, up-to-theminute reports direct from the capital of the vast Kansas City trade territory.

Livestock markets, by Bob Riley, originate from the Kansas City Livestock Exchange build-(Continued on page 4)

lar Saturday schedule. "County Fair" is once again presented at 1:30 p.m., followed by "Give and Take" at 2:00 p.m.

The famous "County Fair" looks back on three years of spectacular radio history. It is popular not only for its wild, amusing stunts but also for its unbounded charity.

Although contestants never know what they will be asked to do, they always like the way emcee Win Elliot gets them to do it.

The popular show is sponsored over KMBC each Saturday afternoon by the Borden company.

It is followed by radio's novel quiz game, "Give and Take." John Reed King, emcee of the show invites guests to inspect a glittering array of prizes-each with a question attached.

If the contestants answer the questions correctly, they get to keep the prizes.

"Give and Take" is presented over KMBC each Saturday afternoon at 2:00 o'clock by the Toni company.

Kansas City. He will be assisted by Lee

DECEMBER, 1948

HEARTBEATS



Page 2

VOL. 6, NO. 8

from the Heart of America DECEMBER, 1948 KANSAS CITY'S RADIO MERCHANDISER

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC-KFRM advertisers as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

К	MBC KFRM	and KMBC -	FM
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MI	LÁND BROADCA	ASTING COM	PANY
Artł	ur B. Church, Presider	nt and General M	anager
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KMBC, KFRM First In Area Study

After only one year of operation, Radio Station KFRM ranks first among all broadcasters in Kansas within KFRM's half-millivolt contour. The KFRM contour covers 73 of the 104 counties in the State of Kansas. (KMBC covers 83 counties.) This fact, based on an Area Survey Study just published by Conlan and Associates, radio survey company, was revealed recently by Arthur B. Church, president and founder of KFRM.

In commenting on the first year of operation, Mr. Church said, "KFRM, teamed with KMBC, has achieved signal success in its first year".

KFRM, programmed from Kansas City, with transmitter in Cloud County, Kansas, 170 air miles northwest of Kansas City, celebrated its first birthday December 7, 1948.

Serves Kansas City Trade Area

The KMBC-KFRM Team was conceived by Mr. Church in his efforts to provide Kansas City with a broadcasting voice to effectively serve Kansas City's vast primary trade area. This area, defined by Dr. W. D. Bryant, now research director of the Tenth Federal Reserve District, includes western Missouri and all of Kansas, also small portions of northwest Arkansas and northern Oklahoma. KFRM's primary coverage extends south and west, well beyond the area defined by Dr. Bryant, into Oklahoma, northwest Texas, northeast New Mexico, and eastern Colorado, as well as southwest Nebraska.

INTRODUCING



EN PARSONS . . . Assistant Director, KMBC-KFRM Service Farms.

A man who believes that not just farming, but better farming is every farmer's goal-that's Ken Parsons, assistant director of KMBC-KFRM's Service Farms, near Stanley, Kansas.

And, to carry out his belief, Ken has developed a technique for combining agricultural research with successful farmingthe real dirt variety—at the Station's farms. As background for his program, "Better Farming," heard Mondays through Fridays on KMBC at 6:55 a.m. and on KFRM at 7:55 a.m., as well as for his "Your Farm and Ours," scheduled at 12:55 p.m. Monday through Friday on KFRM, Ken is constantly conducting experiments, testing new farm products, and working with newly-developed techniques in the field of agriculture.

stock, or testing soil to determine plant nutrient deficiencies which can be remedied by proper use of fertilizers . . . they all add up to more money in the farmer's pocket and less ache in his back. They're all in the day's work for Ken Parsons . . . an interesting day's work, too.

Natural Career

Having spent his childhood on a farm near Winfield, Kansas, it was only natural that, after finishing high school, Kenneth Frederick Parsons should study agriculture at Kansas State College, Manhattan. There, his major was agronomy, which Webster defines as the theory and study of field-crop production and soil management. In college, he did such a good job of studying agriculture that he won a Union Pacific college scholarship. He was also elected to Phi Kappa Phi, honorary scholastic fraternity, and to Alpha Zeta, and Gama Sigma Delta, two outstanding honorary agricultural fraternities. Having been active in 4-H Club work before college, Ken continued to be active in it by belonging to the Collegiate 4-H Club. The Klod and Kernel Klub and the American Society of Agronomy also listed him among their members.

War Record

After being graduated from Kansas State, Ken served as a range examiner and as a personnel director with the United States Department of Agriculture. During World War II, he served from November, 1943, to May, 1946, with the U.S. Naval Reserve, acting as administrative officer on the headquarters staff of aviation cadet regiments at Quonset Point, R. I., and Corpus Christi, Texas.

As a boy, Ken Parsons' ambition was to "make a million." Since joining KMBC-KFRM in late 1947 in the capacity of assistant Service Farm Director, he's come close to realizing that dream. . . . because through his broadcasts, he's "made a million" listeners in the Heart of America.



Herewith are listed new program contracts over KMBC-KFRM, KMBC and KFRM.

KFRM-KMBC

-Jenkins Music Co.-for musical €quipment, furniture, radios, household furnishings, renews sponsorship of News with Bill Griffith; Monday, Wednesday and Friday, 9:45 a.m.

J. O. Coombs & Sons Hatchery present "Better Farming," with Ken Parsons; Monday through Saturday at 6:55 a.m. over KMBC and 7:55 a.m. over KFRM.

Cinder Concrete Products Co. -for Cinder Blox resumes sponsorship of "Grain and Produce Markets," with Phil Evans; Monday through Friday, 12:35 p.m.

KMBC

Armour Troost Motors-for De-Soto and Plymouth, used cars and service, present "Parade of Sports," with Sam Molen; Tuesday, Thursday and Saturday, 9:40 p.m.

Studebaker Corp.- for Studebaker automobiles and service renew sponsorship of News with Erle Smith; Tuesday, Thursday and Saturday, 6:00 p.m.

Cheese Mart — for rare food delicacies, presents "The David Rose Show;" Sunday 3:30 p.m.

Peppard Seed Co.-for Hybrid Seed Corn renews sponsorship of News with John Farmer; Monday, Wednesday and Friday at 12:55 p.m.

Good Foods, Inc.- for Skippy peanut butter present "Hollywood Theater," Tuesdays, 7:00 to 7:30

KFRM

The Conlan Area Survey made this fall is the largest coincidental survey of its kind ever conducted, Mr. Church said. The factual data is published in three books, of which the KMBC-KFRM Area Study is one.

The KMBC Area Study proves KMBC is the most listened to station within its daytime half-millivolt contour. The counties surveyed are in an average radius of slightly over 100 miles from Kansas City.

The KFRM Area Study proves KFRM is the most listened to station in Kansas within KFRM's half-millivolt (primary service) contour.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week ending in early October, exclude the larger cities: both Kansas Cities, St. Joseph, Topeka, Salina, Hutchinson and Wichita are not included, but surveys for all of them have been made by Conlan.

Audience promotion and KFRM programming have played an important part in the phenomenal success of the station, Mr. Church believes.

Staff Is Acclaimed

Major credit for the remarkable success story goes to the KMBC-KFRM program staff, which "ABC" insists is the greatest and best any U.S. broadcaster can boast. More than 130 experts are employed by KMBC-KFRM.

The 30 full-time members of the talent staff include the nationally famous Texas Rangers, the Rhythm Riders, P. Hans Flath, organist, Harry Jenks, piano and organ, Sunny Daye, vocalist, the Tune Chasers, emcee and entertainer Hiram Higsby, Millie and Sue, vocalists, comedian David Andrews, home-spun philosopher and comedian Jed Starkey, Colorado Pete and The Lazy River Boys.

On the personality side of the program staff are Phil Evans, Bob Riley and Ken Parsons, KMBC-KFRM farm information specialists; Caroline Ellis and the late Betty Parker, KMBC-KFRM home service program experts; Erle Smith, John Farmer, Bill Griffith, Henry Wheat, Hal Harvey and Jack Benton, KMBC-KFRM newscasters; Sam Molen, nationally famous sportscaster; Tim West, Big Brother Club director; Jim Burke, director of special features, Jim McConnell, artists bureau, the incomparable KMBC-KFRM announcer staff and numerous others including such behindthe-scenes program personalities as producers Fran Heyser and Eddie Edwards; Charles Avey, continuity editor; John Gilbert, music librarian; Dr. C. F. Church, director of educational and religious programs, and their staffs. Also behind the scenes but quiet and effective are Rod Cupp, program director, and Ken Krahl, studio director.

Zealous Worker

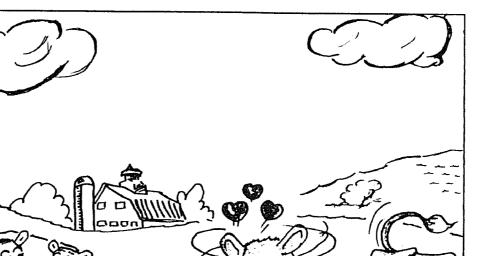
Ken Parsons is a fellow as enthusiastic about his work as most people are about their hobbies. Which is a fortunate circumstance, for assisting Phil Evans in the direction of the Service Farms, appearing on his daily broadcasts, and supervising agricultural experiments is a fulltime job demanding plenty of both enthusiasm and energy. His handling of it has earned him a widespread reputation as a capable agronomist.

Finding new uses for DDT and 2-4-D, figuring out the proper combination of grasses to provide a better pasture for live-

Favorite Hobby

Ken's most preferred afterwork pursuit is photography. He also admits a liking for golfing, gardening, hunting, and fishing. Out at the KMBC-KFRM Service Farms, where he lives in an attractive bungalow, Ken works some around the house, but in his own words, "I can't say I like it."

Ken, and his wife, Blanche, have three children, two girls, and one boy. Pamela, the eldest, is four and one-half; Kathleen O'Nan, is two and one-half; and Master Joe is a bouncing young man just past eight months.



National Biscuit Co.-for Premium crackers present "The Texas Rangers;" Monday, Wednesday and Friday, 11:45 a.m. .

Armour Troost Motors **Present Sports News**

Sam Molen, who last month concluded a successful season of broadcasting play-by-play accounts of highlight Big Seven football, is currently presenting



at 9:40 p.m. three sportcasts weekly in the interests of Ar-Troostmour Motors.

Τhe program, "Parade of Sports," is heard throughout the week

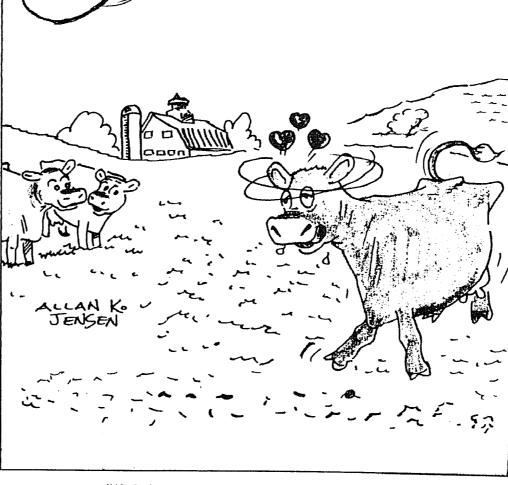
SAM MOLEN

On Tuesdays, Thursdays and Saturdays, the show is sponsored by Armour Troost for DeSoto-Plymouth automobiles and service.

Molen, hailed by the Sporting News as No. 1 sports commentator of the midwest, is featured in the dynamic, 5-minute sportscasts. Since earning the coveted title, he has steadfastly maintained his position as finest sportcaster in the midwest.

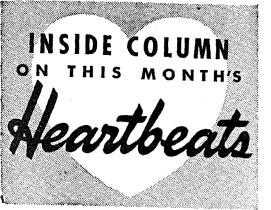
During football season he travels thousands of miles to bring midwestern gridiron fans on-thescene coverage of the week's most exciting game. Throughout the year he is on hand for radio coverage of leading sports events.

Molen's zealous interest in sports, backed by former participation in college and high school, give his sportcasts real authority.



"She's been acting that way ever since she heard Phil Evans and his farm program."

HEARTBEATS





JANE FROMAN . .

Charming, talented Jane Froman who has recuperated from injuries incurred by a plane crash during the recent war, interprets popular and romantic tunes during the "Percy Faith's Orchestra-Jane Froman" show. Sponsored by the Coca-Cola Company, this program is heard at 5:30 p.m. Sunday, over KMBC.



Peppard Continues **To Sponsor Newscast**

Peppard Seed company, manufacturers of Hybrid Seed Corn. have renewed sponsorship of the John Farmer newscasts which close the KMBC portion of "Dinnerbell Roundup" on Monday, Wednesday and Friday.

Like all KMBC-KFRM newsmen, John Farmer is an experienced editor and a graduate of college journalism. He was raised, almost literally, on a diet of printers ink; his father owned and published a newspaper in Cameron, Mo.

An observing reporter, he has developed an excellent technique for radio newscasting. Farmer's broadcasts reveal, unmistakably, the skill and ability that come only with journalistic experience.



"Animal World Court," novel radio series which features Pat O'Brien and Leo Carillo as narrators of animal tales, has enlarged its format.

Originally designed to appeal to animal lovers and to promote the welfare of all types of household pets, the series now includes a weekly patriotic talk, "The American Way." The thought-provoking, 5-minute talk, featured over KMBC each Tuesday at 6:25 p.m., is given by noted network commentator, Harry Wismer,

The complete series is presented over KMBC Monday through Friday at 6:25 p.m. by the Chrysler corporation for DeSoto and Plymouth cars.



SELLS FOOD DELICACIES VIA MUSICAL SHOW . . .

Walker Riordan, left, co-owner of The Cheese Mart and sponsor of the "David Rose Show," heard over KMBC each Sunday afternoon at 3:30, has discovered that excellent music is ideal for selling excellent food. His enticing food shop, located at 5420 Johnson Drive, Mission, Kans., is stocked with more than 1,000 rare delicacies. Mr. Riordan helps his advertising agent, Bob Townsend, right, select a tempting food basket.

Phil Evans Presented



Lovely "Irma" Scores Hit in Clever Comedy

Although she has been on the air for only little more than one full season, that beautiful blonde with the low I.Q., "My Friend Irma," has flirted withand won over-one of radio's largest audiences. The hilarious show, heard over KMBC every Monday evening at 9:00 o'clock, has malapropped its way to radio's top brackets.

Filmdom's Marie Wilson is cast as the lame-brained cutie who is continuously rescued from her self-created dire predicaments by her reliable companion, Jane.

Now in its second triumphant season, "My Friend Irma" shares honors with some of radio's long established programs.

The show is sponsored by Lever Brothers in behalf of Pepsodent toothpaste and tooth powder.

KMBC Offers ¹/₂-Hour Of Comedy and Music

Radio's delightful half-hour of comedy and music, presented in separate 15-minute segments, is a recurring, 5-a-week, bright spot in KMBCs scintillating evening schedule. "Beulah, followed by the "Jack Smith Show," is featured over KMBC Monday through Friday, 10:00 to 10:30 p. m.

Hattie McDaniel, noted Negro film and radio actress, stars in the title role of the five-a-week serial, "Beulah."

A skilled comedienne, she displays expert timing in delivering the humorous lines which inject a pleasant undertone of mirth into the serial.

Comedy, in itself, is a refreshing addition to a radio serial. Its chuckling warmth adds delightful zest to the series which recounts the fortunes and misfortunes of radio's most lovable domestic.

Successful KFRM Show Totals 1,000 Interviews

Page 9

KFRM's successful audience participation show, "The Man from the Stockyards," hit an impressive landmark early last month when Bob Riley conducted his 1,000th interview on the popular morning series.

A regular KFRM feature, the program is virtually as old as the station itself. The show went on the air December 8, 1947one day after KFRM was officially launched.

During its first year, the program, like the station, skyrocketed to popularity among Kansas listeners.

As a result, when Kansas stockmen journey to Kansas City, they frequently call upon Bob Riley to see and to participate in the show which they have been hearing regularly over KFRM, Monday through Friday, at 11:30 a.m.

The majority of the interviewees have been from Kansas; many have been from Nebraska. Oklahoma and Colorado while a few transient guests on the show have come from several, widelyscattered states.

"The Man from the Stockyards" is an audience participation show conducted by KMBC - KFRM's fulltime marketcaster, Bob Riley. The program features impromptu interviews with farmers, stockmen and cattlemen who have bought or sold livestock on the Kansas City exchange.

"Man from the Stockyards" is sponsored over KFRM by the Kansas City Livestock Interests.

(See picture on page 4)

Studebaker Renews Erle Smith Newscast

Studebaker corporation has renewed sponsorship of Erle Smith's 6:00 p.m. newscasts over KMBC, Tuesday, Thursday and Saturday. Programs are presented in the interests of Studebaker automobiles and trucks. On the re-

FRAN WARREN

Voted "most promising girl singer of in a poll conducted by Bill-1948" board, Fran Warren fulfills that promise as a featured network vocalist, heard frequently on KMBC. The lovely songstress does a skillful job whether interpreting romantic ballads or rhythmic swing tunes.



VIVIAN SMOLEN .

Cast as heroine of "Our Gal Sunday" Vivian Smolen portrays an orphaned girl from a western mining town, who has married one of England's wealthiest, most handsome noblemen. The dramatic serial, presented by Whitehall Pharmacal Company, is heard on KMBC at 11:45 a.m., Monday through Friday.

By Cinder Concrete

Cinder Concrete Products company has resumed sponsorship of Phil Evans "Grain and Produce Markets" over the KMBC-KFRM Team. The show is featured Monday through Friday at 12:35 p.m. during the highly-rated "Dinnerbell Roundup."

A leading radio-farm authority, Phil Evans is director of the KMBC-KFRM Service Farms. In addition to managing the farms. Phil supervises the presentation of all KMBC-KFRM farmcasts. He was, formerly, agricultural commentator on the networks.

He appears, frequently, as guest speaker for agricultural groups and grangemen.

His accurate presentation of "Grain and Produce Markets" is a prominent feature in KMBC-KFRM's daily presentation of successful farm shows. It is presented by the Cinder Concrete Products company in the interest cf Cinder Blox.

Nabisco Sponsors **Texas Rangers On KFRM**

National Biscuit Company has assumed sponsorship of the famous Texas Rangers in the 11:45 a.m. spot KFRM each Monday, Wednesday, and Friday.

This one-year contract for the smooth-listening music of the western singing aggregation Variety has tabbed which "America's foremost singers of western tunes" is presented in the interests of Premium Crackers.

Popular throughout the nation on stage and radio shows, and with national prominence as recording artists, The Texas Rangers are an outfit whose name assures spirited, harmonious melodies with the accent on the sagebrush and campfire side.

"Heartbeats" reads the grocer trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

PROGRESSIVE GROCER reports: "Some food merchants will waste as much as 50 per cent of their fuel bills this winter. Heating engineers report that most groceries are improperly heated.

"According to the American Petroleum Institute, food merchants waste precious fuel through leaks in their store heating systems.

"Heating authorities have boiled down fuel economy to nine simple precautions.

"1-Don't overheat; 2-Make sure doors are shut promptly; 3-Locate your thermostat correctly; 4-Reduce temperature at closing time; 5-Heat up fast to save money; 6-Check your insulation; 7-Don't let too much heat go up your chimney; 8-Stop leaks; 9—Keep your heating system clean."

The article explains these nine precautions and enlarges upon them in non technical terms. Page 80, November, 1948.

CHAIN STORE AGE reports: "C. V. Hill & Co. has introduced its latest open frosted food case, featuring an entirely automatic defrosting mechanism.

"The manufacturer points to the model's wide service area, dual illumination, unobstructed interior and the colored photographs of frosted foods, illuminated by fluorescent lighting." Page 180, Grocery executives edition, November, 1948.

"Beulah" is sponsored over KMBC Monday through Friday at 10:00 p.m. by Proctor & Gamble in the interests of Dreft.

The entertaining serial is followed by the "man with the smile in his voice," Jack Smith. The celebrated singing star is heard over KMBC Monday through Friday at 10:15 p.m.

Smith's unique singing style brings a friendly cheerfulness into his tuneful interpretations of the nation's favorite songs.

Martha Tilton, radio's "liltin' lady of swing," joins the "Jack Smith Show" every Monday and Thursday.

The program is sponsored over KMBC by Proctor & Gamble in behalf of Oxydol.

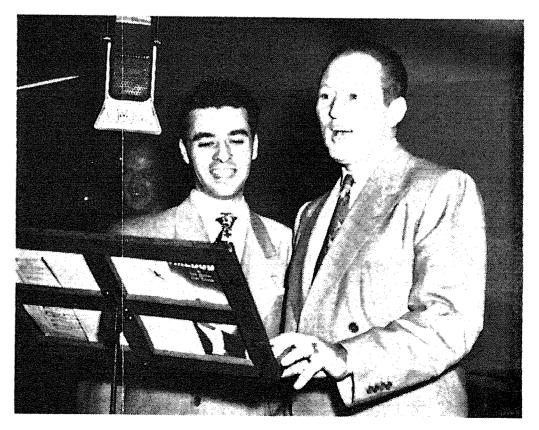
maining days, his 6:00 p.m. newscasts are presented by the Metropolitan Life Insurance company.

One of the nation's leading radio-jour-

ERLE SMITH

Smith was recently appointed chairman of the Awards Committee of the National Association of Radio News Directors.

A former newspaperman, he has been newscasting since 1924. As news editor of The KMBC-KFRM Team, he directs the staff of six, full time newscasters.

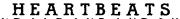


NETWORK STAR SINGS FOR "RHYMALINE" FANS

During a guest appearance on KMBC-KFRM's "Rhymaline Time," Art Linkletter, right, zany host of GE "House Party," teamed up with David Andrews, left, for a rcusing duet. Organist Harry Jenks, background, enjoys the fun. "Rhymaline" is sponsored over KMBC on alternate days by Katz Drug company and Land-Sharp Chevrolet company.

nalists, Erle

DECEMBER, 1948



Page 4



NETWORK SHOW ORIGINATES FROM KMBC

Last month, GE "House Party," nationally famous radio program, was broadcast over the Columbia network from KMBC. The show, which recently marked its 1,000th broadcast over CBS, was presented on the stage of the Ivanhoe Temple. "House Party's" witty host, Art Linkletter (right) is shown reading the card of Mrs. Lucille Evans (left) of Merriam, Kansas. According to the decision of the judges, Mrs. Davis told the finest story of the program. She was awarded a 3-way portable General Electric radio.





"Heartbeats" reads the druggist trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail druggists.

DRUG TRADE NEWS reports: "A new line of Woodbury face cream, featuring an entirely new formula containing Penaten, is now being introduced nationally. The new item includes cold cream, dry skin cream, vanishing facial cream, liquifying cream, powder base foundation cream and an all purpose cream.

"The new creams are packaged in redesigned pink-topped jars bearing pink and gold labels.

"The line will be backed by an intensive advertising campaign which will be geared to increase Christmas sales." Page 14, November 15, 1948.

CHAIN STORE AGE reports: "Colgate-Palmolive-Peet company has designed two gift boxes for Christmas. The Palmolive Gift Box is a light leather-brown set off by a deep brown, cameo-like panel which shows the sculptured head of a white horse." Page 92, Drug executives edition, November, 1948.

Station Breaks

When you hear the announcement, "KMBC, KMBC-FM, and KFRM," you know KMBC is originating a program for all three stations. Incidentally, 1949 will bring another power boost for KMBC-FM which is already the most powerful frequency modulation station in Kansas City, with an effective antenna power of 40,000 watts.

Will FM replace AM? No

Jenkins To Sponsor **News For Another Year**

Sponsorship of Bill Griffith's mid-morning newscast over KMBC-KFRM has been renewed for another year by the Jenkins Music company of Kansas City. The 9:45 a.m. newscasts are presented Monday, Wednesday and Friday in the interests of musical instruments, household furnishings, radios, furniture and gifts.

An ex-newspaperman, Bill Griffith has covered practically all beats that are usually assigned on large circulation dailies. Before entering radio newscasting, he was acting city editor of a prominent midwestern newspaper. The reportorial skill has stayed with him and is clearly evidenced in all his newscasts.

Tentative Change In Monday's Programs

Temporarily, both KMBC and KFRM are scheduling quarter hour musical programs on Monday afternoon during the time normally occupied by "Radio Schoolhouse" series.

Dr. Charles F. Church, director of education, has announced that the change does not affect any other program in the series.

On Mondays, from 1:30 to 1:45 p.m., KMBC features the music of the famous Erno concert orchestra. Rapee KFRM, meanwhile, presents "Todays Tunes," a 15-minute program of recordings. The show is heard on Monday, 2:15 to 2:30 p.m.



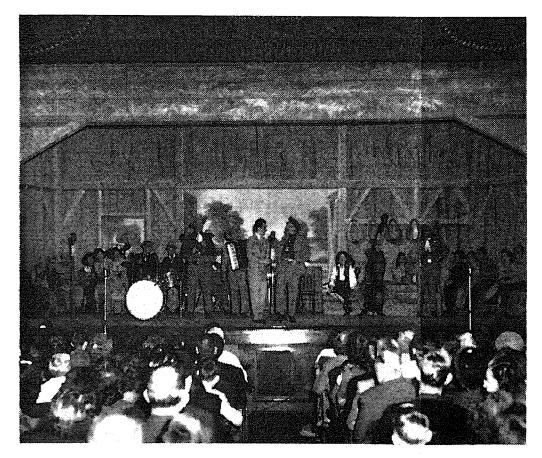
DISTINGUISHED AUTHOR FEATURED ON KMBC-KFRM . . .

Louis Bromfield, the celebrated novelist who abandoned the sophisticated international set for a farm in Ohio, describes the bounty of rural living for KMBC-KFRM listeners during his appearance on the "Heart of America" series. Bromfield, incidentally, termed Kansas City's American Royal, as "the finest livestock and horse show that I've ever seen." He is shown with Jim Burke, left, KMBC-KFRM director of special features.



KMBC BOOTH AT MISSOURI TEACHERS CONVENTION

KMBC was on hand last month to welcome Missouri teachers to Kansas City during the annual convention of the state's teachers. The station's prominent role in educational broadcasting was graphically presented at the attractive display booth. Frances Barker, education department, is shown attending the booth while a visiting teacher signs her name to the station's mailing list. Another teacher, right, views the display. The station's activities during the convention were supervised by Dr. Charles F. Church, KMBC-KFRM director of education.



HIT SHOW CONTINUES SUCCESSUL PACE . . .

KMBC-KFRM's celebrated show, "Brush Creek Follies," each Saturday evening at Ivanhoe Temple, is hailed as the midwest's biggest radio-stage hit. The show is now in its twelfth successful season. Shown at the microphone are comedians David Andrews, left, and Hiram Higsby, right, who emcees the show; in the background is the complete cast of the show. Participating in the sponsorship of "Brush Creek Follies" are Quisenberry Mills, Inc., for Quisenberry Quickies; Hoque Mercantile company, for Freshnut peanuts and peanut butter; and Kent Products company, for Richmade margarine. The show is presented over KMBC each Saturday evening from 9:00 to 9:30 and from 9:45 to 10:30; and over KFRM each Sunday afternoon from 2:00 to 3:15 p.m.

one knows yet, but KMBC-KFRM president Arthur B. Church, a pioneer in both AM and FM broadcasting, is taking no chances. The station holds an FCC permit to increase FM power to 470,000 watts.

KFRM Anniversary

(Continued from page 1)

ing. Grain quotations, by Phil Evans or Ken Parsons, are flashed over KFRM one minute after they are given in the Kansas City grain pit.

Among the varied KFRM services has been the consistent presentation of outstanding radio programs. By virtue of its affiliation with KMBC of Kansas City, KFRM offers the finest line-up of talented performers of any farm station in the nation. Here is practical solution to the ageold radio problem of providing rural listeners with cosmopolitan programming which still retains the local flavor.

News department, headed by Erle Smith, includes a fulltime staff of six skilled newscasters, two of them expressly assigned to KFRM.

A battery of six teletypes brings the wire services of both Associated Press and United Press to the KFRM newsroom. In addition, 200 correspondents

in rural communities handle local coverage on "hometown" news.

KFRM's well-rounded schedule includes the presentation of women's features and educational broadcasts.

The station's daily radio fare is programmed by KMBC. Operating daytime only on an assigned frequency of 550 kilocycles, KFRM transmits a signal directionalized to the southwest and with an effective radiated power of 12,500 watts.

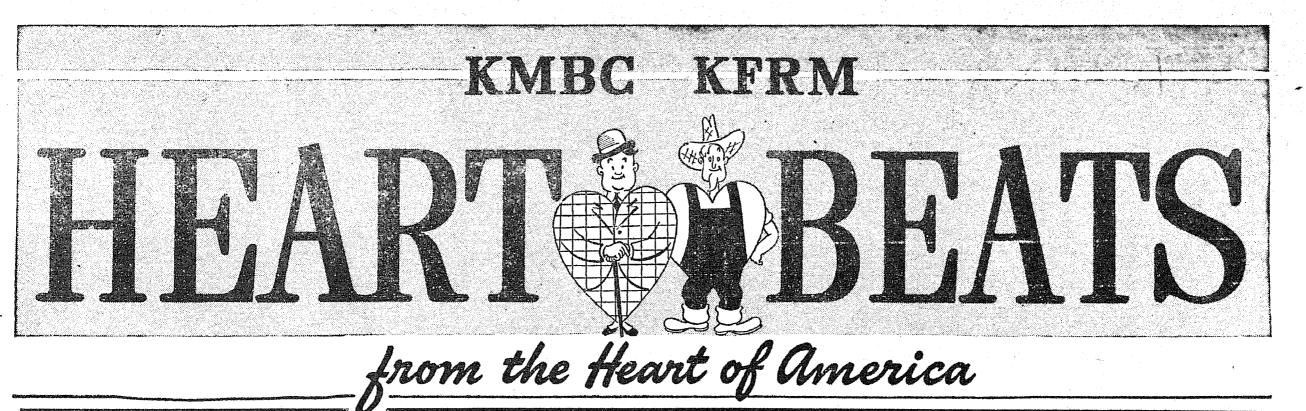
CELEBRATES 1,000 INTERVIEWS ON KFRM SHOW . . .

Willard Olander(left, chairman of the publicity committee of the Kansas City Livestock Interests presents a cash award to Chat Warren, right, of Jewell County, Kansas, for being the 1,000th man to be interviewed on KFRM's popular audience participation show, "The Man from the Stockyards." Bob Riley, center, KMBC-KFRM fulltime marketcaster, conducts the successful program.



EMINENT MAGICIAN ON "BIG BROTHER CLUB"

The world renowned magician, Harry Blackstone, described the art of legerdemain for KMBC-KFRM's juvenile listeners when he appeared on the "Big Brother Club." Tim West, left, Chief Big Brother, glances skeptically at Blackstone, right. Lee Stewart, center, looks on.



KFRM ANNIVERSARY CONTEST

Special Contest Edition

December, 1948

KFRM CELEBRATES FIRST TRIUMPHANT YEAR ON THE AIR

KFRM, in celebrating its first anniversary, looks back upon one year of successful radio programming. A farm station, serving Kansas and parts of border states, KFRM was launched December 7, 1947: Gov. Frank Carlson, on hand for the occasion, welcomed the

station with these words, "KFRM's daily reports on the Kansas City livestock, grain and poultry markets will be of invaluable economic benefit since Kansas City markets largely establish the price on Kansas production.

Aware of its unique position for offering this invaluable aid, to midwestern farmers, KFRM has steadfastly devoted itself to efficient, intelligent farm programming. Now, on its first anniversary, the station is proud of its contribution toward successful farming in the Heart of the Nation. The widespread acceptance of KFRM by the people in the area served, is a great tribute to the station and its entire staff.

The station's daily marketcasts, heard widely throughout the entire KFRM area. are vital to both farmers and stockmen. They are authentic, up-to-theminute reports direct from the capital of the vast Kansas City trade territory. Livestock markets originate from the Kansas City Livestock Exchange building. Grain quotations are broadcast over KFRM one minute after they are given in the Kansas City grain pit. In recent years, farmers have increasingly turned to radio for daily market reports. Consequently Kansas listeners especially appreciate KFRM's timely, accurate marketcasts and farm programs.

Gov. Carlson Heard Over KFRM

Each Sunday afternoon on KFRM, Gov. Frank Carlson personally reviews the legislative week when he presents "Report to the People," heard at 1:30 p.m., CST.

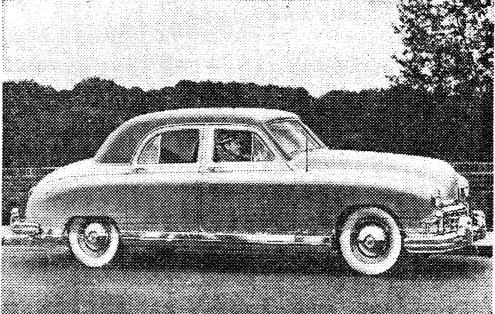
KFRM is proud to participate in this excellent series which is transcribed, each week, from the governor's office in Topeka.

By virtue of its affiliation with KMBC of Kansas City, KFRM offers the finest line-up of talented performers of any farm station in the nation.

News department includes a staff of six experienced newscasters, two of them expressly

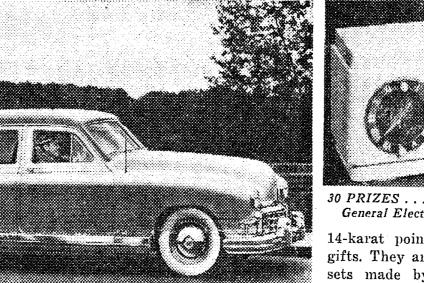
KFRM Celebrates First Year On The Air Anniversary Contest Offering More 🗯 PMBC-KFRM \$15,000 In Valuable Prizes and Gifts

Radio Station KFRM is conducting a giant audience participation contest during December, as part of the station's first birthday anniversary, according to Arthur B. Church, president and founder.



FIRST PRIZE ... 1949 Frazer Manhattan

are Parker pen and pencil sets. These are real values, beautifully matched with the micro-smooth



A Gibson electric stove, the

6060 XXX

General Electric Clock Radios

14-karat point, and are perfect gifts. They are one of the finest sets made by the Parker Pen Company. One hundred sets will be awarded, and they're truly great prizes.

Quality Programs

However, foremost among KFRM services has been the consistent presentation of fine entertainment.

assigned to KFRM. A battery of six teletypes brings the wire services of both Associated Press and United Press to the KFRM newsroom. In addition, 200 correspondents in rural communities handle local coverage on "hometown headlines."

KFRM's well-rounded schedule includes the presentation of women's features and educational broadcasts.

The educational series, "Radio Schoolhouse," is skillfully presented under the direction of Dr. Charles F. Church.

The station's daily radio fare is programmed by KMBC. Operating daytime only on an assigned frequency of 550 kilocycles, KFRM transmits a signal directionalized to the southwest with an effective radiated power of 12,500 watts.

KFRM, which went on the air for the first time on December 7, 1947, is an independently owned radio station, dedicated to public service for those living in the smaller communities and rural areas.

The big contest offers more than \$15,000 in prizes and gifts, and officially begins on December 7. The contest will conclude on December 19.

There are 186 fine prizes in the big Anniversary contest, in addition to three gifts for entrants in each of the 250 counties served by the station.

First prize in the contest is a brand new 1949 Frazer Manhattan automobile. It is a beautiful big car, with all of the latest and most modern safety and engineering devices. It truly is an outstanding automobile, one that you'd be proud to own.

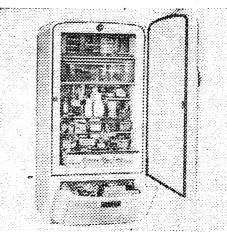
Second prize in the big contest is a gleaming white Kookall electric stove, the finest product



SECOND PRIZE . . . Gibson Electric Stove

made by the Gibson company. Third prize is a Gibson Electric Refrigerator. It's 81/4 cubic feet, with the very latest improvements and design.

fine regular model, is the fourth prize. It's a real value, and a



THIRD PRIZE . . . Gibson Electric Refrigerator

pleasure to have in the kitchen.

Fifth prize in the KFRM contest is an 8 cubic foot Gibson Electric Refrigerator. It's a size smaller than prize number three, but has all of the latest Gibson features.

Sixth prize in the contest is a Gibson Home Freezer unit. This unit is big and roomy, with loads of storage space for food and vegetables of all kinds.

Prizes 7 through 36 re 30 beautiful table - model General Electric clock radios. These are the finest superheterodyne clock radios made. They are modern in design, with a beautiful onepiece cabinet of rich rosewood plastic. These are truly great radios, made to exacting General Electric standards.

Prizes 37 through 86 are the famous Bulova wrist watches. There'll be 50 of these handsome watches, 25 of them in the most popular ladies style, and 25 fine men's watches. Bulova is the finest name in watches, and these 50 wrist watches are certainly outstanding prizes.

Prizes number 87 through 186

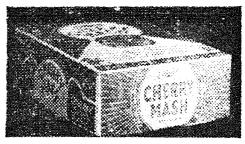
In addition to these wonderful prizes, KFRM is offering gifts to three winners from each



50 PRIZES ... Bulova Wrist Watches

county served by the station. These county gifts will be cartons of Chase's Cherry Mash candy. There are 24 bars in each earton.

Each person who enters KFRM's giant First Birthday Anniversary contest will receive



COUNTY GIFTS ... 3 Cartons of Chase's Cherry Mash

a very useful gift. The gift is a combination letter-opener and magnifying glass, made in clear plastic.

From this list of prizes and gifts, you can see why we are enthusiastic about this giant Anniversary contest. There are more than \$15,000 in prizes and gifts, and at least one thousand lucky KFRM listeners will win them.

It's easy to enter . . . it's easy to win. So, tune to KFRM at 550-first on your dial, and get complete details.



OFFICIATE AT KFRM PREMIERE ... At KFRM's inaugural ceremony, December 7, 1947, Gov. Carlson of Kansas (left) assisted by Arthur B. Church, president of KMBC-KFRM, throws the official switch that put KFRM on the air for the first time. The governor predicted that Kansans would find KFRM "beneficial in many ways." Foremost among those benefits is the high-quality programming derived from KFRM's affiliation with KMBC of Kansas City.

Page 2

Special Anniversary Edition

December, 1948



KFRM SCHEDULE

Tentative

(Mountain Time One Hour Earlier)

All Times Central Standard

Monday Through Friday PM AM

7:30	Rhymaline Time	Noon	News-John Farmer
	—David Andrews, Har	ry12:10	Dinnerbell Roundup
	Jenks, Tune Chasers	12:25	Feed Lot Chat
7:45	Phil Évans		—Phil Evans
	-Farm Counselor	12:30	Livestock Markets
7:55	Better Farming		-Bob Riley
	-Ken Parsons	12:35	Produce, Poultry and
8:00	News-Henry Wheat		Grain Mkts, Phil Ev
8:10	Weather Report	12:40	Dinnerbell Roundup
8:15	Livestok Markets	12:55	Your Farm and Ours
0.10	-Bob Riley		-Ken Parsons
8:20	Village Chapel	1:00	News-Henry Wheat
8:30	Rhythm Riders	1:10	Western Roundup
8:45	Hiram Higsby	1:25	Livestock Markets
9:00	Happy Kitchen		Bob Riley
9:15	Concert Varieties	1:30	Produce, Poultry and
9:30	Happy Home		Grain Mkts, Phil Eva
	-Caroline Ellis	-1:35	
9:45	News—Bill Griffith	1:55	News, Weather
9:50	Livestock Markets		-Henry Wheat
	Bob Riley	2:00	Poetic Pages-Joe N
9:55	Grain Markets-Phil		shall, P. Hans Flath
v 100	Evans or Ken Parsons	2:15	Radio Schoolhouse
0.57		2:30	Familiar Classics
9:57	Musical Interlude	2:55	News-Erle Smith
10:00	Man with the Band	3:00	Polka Holiday
10:15	Harry Jenks, Organ	3:15	
10:30	Sagebrush Serenade	3:30	Remember When-L
10:45	Tune Chasers	1.00	Stewart, P. Hans Fla
11:00		4:00	Hear the Heart
	News-Henry Wheat	4:15	of America Suppre David Entortai
11:05	Fiesta Grande	4:10	Sunny Daye Entertai
11:15	Lucky Corners	4:30	-with Rhythm Rider Big Brother Club
11:30	Man from the Stock-	4:30	News—Hal Harvey
	yards—Bob Riley	4.40	Weather Report

yards—Bob Kiley

11:45 Texas Rangers

ed Lot Chat Phil Evans vestock Markets -Bob Riley oduce, Poultry and ain Mkts, Phil Evans nnerbell Roundup ur Farm and Ours Xen Parsons ws—Henry Wheat estern Roundup restock Markets b Riley oduce, Poultry and ain Mkts, Phil Evans estern Roundup ws, Weather Henry Wheat etic Pages—Joe Marıll, P. Hans Flath dio Schoolhouse miliar Classics ws-Erle Smith lka Holiday zy River Boys member When—Lee ewart, P. Hans Flath ar the Heart

- - America
- nny Daye Entertains vith Rhythm Riders
- Brother Club
- ws-Hal Harvey
- 4:55 Weather Report 5:00 Sign Off

Saturday

1:10

1:20

1:30

AM 7:30 Rhymaline Time-David Noon Andrews, Harry Jenks, **Tune Chasers** News-Henry Wheat Weather Report Village Chapel Rhythm Riders **Concert Varieties** Happy Kitchen

- 9:00 9:15
- 9:30

8:00

8:10

8:12

8:30

8:45

- News-Bill Griffith 9:45

PM News-Bill Griffith Produce, Poultry and Grain Mkts, Ken Parsons Livestock Market Review -Bob Riley Livestock Health -Phil Evans Dinnerbell Roundup Your Farm and Ours -Ken Parsons News, Weather -Henry Wheat Western Roundup

Livestock Market Review -Bob Riley Poultry and Grain

nalism fraternity, Sigma



Delta Chi, are HAL HARVEY expressly assigned to KFRM.

Wheat, a journalism graduate of the University of Kansas, delivers four daily newscasts. A former newspaper man, he became interested in newscasting as a soldier in World War II.

Another graduate of the University of Kansas, Hal Harvey. presents KFRM's Sunday news and a daily newscast throughout the week. He has, in the past, been radio newsman for stations in Kansas and Michigan.



From Nebraska-Mary M. Greening, Bloomington; Mrs. Jack McKenzie, El-wood; and Mrs. William F. Horn, Stam-

Winners of the Stromberg - Carlson table model radios include: From Kansas -Mrs. Bert Brickell, Saffordville; Mr. Oscar Johnson, Kanona; Mrs. Ralph V. Crowell, Severy; Mr. and Mrs. Ernie Hicks, Bucklin; Mr. Fred McCarter, Neodesha; Mrs. J. Everette Jones, Junc-tion City; Carol Verlene Mott, Attica; Mrs. Walter Marihugh, Esbon; Miss Ed-wina Demmitt, Meade; Mrs. Lester Hogan, Beloit: Mrs. M. E. Gentleman, Glen Elder: Mr. C. M. Andrews, Route gan, 1. Delavan; Daryl McCammon, Osborne; Mrs. Lawrence Ruthi, Bloomington; Mrs. Louise H. Rathbun, Tescott; Mrs. Jess McMindes, Kirwin; Mrs. Wesley M. Ehresman, Hutchinson; Gerold Raple, Mt. Hope; and Mrs. Fleta Platz, Paxico. From Oklahoma— Mrs. L. L. Bishop, Putnam; Eugene F. Shreck, Putnam; Mrs. Robert J. Heck, Ponca City; Mrs. Ivan Drum. Mulhill; and Loren L. Smith. Dacoma.

Published with the editorial purpose of acquainting the people of Kansas, Southern Nebraska, Southern Oklahoma, and Eastern Colorado with the farm station, KFRM, which teamed with KMBC of Kansas City affords, for the first time, a complete rural program service from the area's trade capital-Kansas City.

December, 1948

MIDLAND BROADCASTING COMPANY KMBC—KFRM and KMBC-FM

Arthur B. Church, President and General Manager Karl Koerper, Vice-President and Managing Director Sam H. Bennett, Vice-President in Charge of Sales G. L. Taylor, Vice-President in Charge of Television Published by the KMBC-KFRM Promotion Department

> John S. McDermott, Promotion Director Pete Moss, Editor Nationally Represented By FREE & PETERS, INC.



DETERMINING WINNERS OF SECOND KFRM CONTEST ...

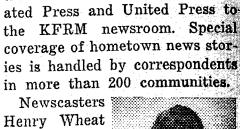
Photographed as they selected final winners in KFRM's second giant radio contest is this group of expert judges: seated (left to right) W. G. Peters, president, Peters Serum company; John D. Hilburn, president, Kansas City Advertising & Sales Executive club; Russel May, presi-dent, Quisenberry Mills, Inc.; Herb J. Barr, Herb J. Barr & Sons Ranches, Leoti, Kansas. Standing are (left to right) Jim Groebe, vice president, Cook Chemical company and J. B. Woodbury, vice-president, R. L. Bette, Calking & Holdon R. J. Potts, Calkins & Holden.

List of Winners In KFRM 2nd Contest

KFRM's second giant radio contest, conducted last July, was popularly received throughout the vast area served by the station. Heavy, enthusiastic response came from listeners in eleven midwestern states.

From Colorado-J. M. Leffel, Lycan; and Mrs. George H. Albers, Two Buttes.

- 12:1012:1512:2512:35 12:551:00
- Deep River Boys Tropicana



Newscasters Henry Wheat and Hal Harvey - both members of the national honorary jour-



listeners posted on latest developments on local, national and international news

HENRY WHEAT ists, headed by

news editor Erle Smith, is on

hand to cover the news. A

battery of six teletypes brings

the wire services of the Associ-

53 Timely Newscasts

Heard On KFRM Weekly A full schedule of timely newscasts, presented over KFRM fif-

ty-three times each week, keep

fronts. An alert

staff of six skilled, fulltime journal-

Judging the contest imposed a difficult task upon the impartial group of civic and business leaders, from the Kansas-Missouri area, who were selected to review the entries. After careful deliberation, they announced the following selections:

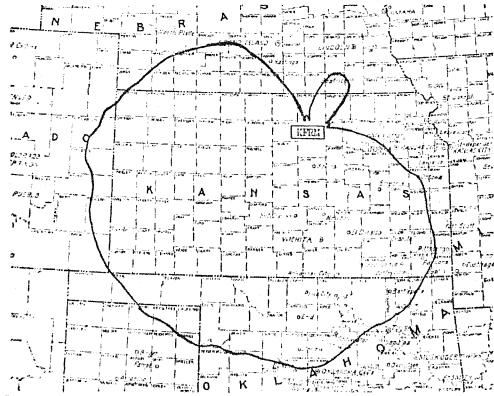
Winners of the Vaculator Coffee makers include: From Kansas- M r s. Frank C. Baldwin, Concordia: Mrs. Keith L. Balding, Hays: Mrs. M. P. Eads, Thrall; Balding, Hays; 1915, M. F. Laws, Lucar, Mrs. R. C. Ford, Sedgwick: Mrs. Lester Williams, Newton: Mrs. G. R. Harper, Healy: Mrs. Laurence Bentz, Peabody; Mrs. Clarence R. Bentz, Durham: Mrs Roberta Mutschler, Meade: Mos. Teresa Arnoldy, Thdox: Mrs. James A. Crab-tree, Arnold: Mrs. Ethel Rouse, Os-borne: Mr. George C. Hitchcock, Tescott: Mrs. Ellen Cline. Phillipsburg; Leonard Harnden, Hutchinson; Albert Segerhammar, Courtland; Mrs. Mrs. F. P. Eshbaugh. Manhattan; Mr. Mrs. John Ludes, Selina; Mrs. S. Earl Tre-kell, Salina; Kenneth W. Brainard, Selden; and Paul G. Brooks, Wakeeney.

From Oklahoma- Lucille Donovan, Enid; Mrs. Everett DeMoss, Laverne; and Mrs. Pat Coyne, Bartlesville.

From Nebraska- Mrs. Ada C. Ekstrum, Stratton

Top Three:

First three grand prizes: Winner of the third prize, a 7-cubic foot refrigerator, was Mrs. Harry J. Rosser, Route 1, Council Grove, Kansas. The second prize winner, Mrs. John R. Foster, Rural Route 2, Great Bend, Kansas, won a Gibson home freezer. The first prize, a new 1949 4-door Ford sedan, went to Mrs. R. L. Rodgers, Box 4, Windom, Kansas.



WIDESPREAD COVERAGE OF KFRM . .

Serving Kansas and the bordering states shown in this map, KFRMwith transmitter at Concordia, Kansas-effectively covers a vast, farflung rural area in the Heart of the Nation. Heavy black line shows area reached within KFRM's directionalized, half millivolt signal. The KMBC-KFRM Team is the middle west's only single broadcaster to cover Kansas City's widespread trade area.

9:50	Vibraphonia
10:00	Man with the Band
10:15	Harry Jenks, Organ
10:30	Sagebrush Serenade
$10:\!45$	Tune Chasers
11:00	News-Henry Wheat
11:05	Fiesta Grande
11:15	Story Book Tales
11:30	Music of Other Lands

11:45 Texas Rangers

AM

Markets Western Roundup News-Henry Wheat 1:351:55 2:00 County Neighbor 2:30Fa 2:55Eı 3:00Je 3:30Ja 4:00 V 4:30Te

- 4:45N
- 4:55W
- 5:00 Si

Sunday

7:30	Bandstand	Noon	News
7:45	Rhythm Riders	10 10	mate
8:00	News-Hal Harvey	12:10	Weat
		12:12	Toda
8:10	Weather Report	12:30	Texa
8:12	Village Chapel	1 00	-We
8:30	D'Artega's Orchestra	1:00	News
			-Ha
9:00	Music for Children	1:10	Soutl
9:15	Kansas Farmer Speaks	1:30	Repo
		$1:\!45$	Echo
9:30	Guest Star		Nine
$9:\!45$	News-John Farmer	2:00	Brus
9:55	Program Notes	2:15	Brusl
		2:30	Brusl
10:00	Familiar Classics	$2:\!45$	Brusl
10:30	Music in Review	3:00	Brus
T0,00	music in iteview	$3:\!15$	Ray
$10:\!45$	Harry Jenks	3:30	Rona
11:00	Stone Church Choir	4:00	Vesp
11:00	stone Gnurch Gholf	$4\!:\!\!30$	Musi
11:30	Bits from Waikiki	$4:\!45$	News
		4:55	Weat
11:45	KFRM Bandstand	5:00	Sign
			0

KFRM Show Hailed As **Public** Service

KFRM's enlightening series, "Hear the Heart of America," is presented expressly as a public service. The afternoon broadcasts, conducted by Jim Burke, director of special features, are heard Tuesday, Thursday and

amiliar Classics rle Smith—News erry Sears Orchestra am Session oices in Harmony oday's Tunes ews—Henry Wheat /eather Report gn Off	
PM	
ews, Livestock Esti- ates, John Farmer 'eather Report oday's Tunes exas Rangers -Western Serenade ews, Weather -Hal Harvey outh of the Border eport to the People choes of the Gay	

eties sh Creek Follies sh Creek Follies sh Creek Follies sh Creek Follies h Creek Follies Bloch Entertains ald Colman Show er Hour ic of Other Lands s-Hal Harvey ther Report Off

Friday at 4:00 p.m., CST.

Wednesday's broadcast "Kansas City Report," is presented with the cooperatioon of the Kansas City Chamber of Commerce. It reviews leading civic developments and community projects. The intelligent series, skillfully presented, typifies KFRM's zeal for civic improvement.

ERLE SMITH KMBC-KFRM News Director Time of KFRM newscasts is listed in this issue with the KFRM schedule on this page.

KFRM WOMAN COMMENTATOR **CONDUCTS "HAPPY HOME"**

Monday through Friday, KMBC-KFRM's famed woman commentator, Caroline Ellis, graces the morning broadcast schedule with her presentation

of "The "Happy Home." The quarter hour program, heard at 9:30 a.m., CST features Caroline's enlightening com-



mentary with Caroline Ellis its heart-warming, down-to-earth philosophy.

As owner of a Kansas farm, she finds it particularly natural to speak to families of rural communities. She is intimately acquainted with problems confronting women in the home and on the farm.

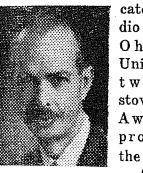
A gifted speaker, Caroline has developed a fine technique for creating living radio dialogue. Appearing with her in "The Happy Home" is David Andrews.

Celebrated Educational Series Resumes Place On KFRM Schedule

Continuing its public spirited and outstanding educaional series, KFRM, in October, resumed its presentation of Radio Schoolhouse." The programs, offered expressly as a ervice to midwestern educators and students, are under the upervision of Dr. Charles F. Church, KMBC-KFRM direc-

or of education. Throughout e school year, "Radio Schoolouse" is heard over KFRM londay through Friday, 2:15 m., CST.

The series has received the ccolades of the nation's edu-



cators and radio critics. Ohio State University has twice bestowed "First Awards" on programs in the series.

"Radio C. F. CHURCH R Director Schoolhouse" of Education

presents edutional broadcasts designed as a upplement to classroom instrucon and presented for in-school stening. The week's schedule as been carefully prepared to over topics for both elementary nd high school students.

Program Schedule

Monday -- "Tomorrow's Farms," for high school classes in griculture, economics and social ience.

Tuesday-"Fun With Facts," ee Stewart, schoolmaster, conicting studio classroom discuson of topics that interest stuents in the upper elementary ades.

Wednesday — "The Magic ook," favorite children's stors, dramatized by Caroline Ellis, tionally famous KMBC-KFRM oman commentator, for kinderurten and elementary grades.

Thursday - "Music Time," lice Gallup, supervisor of muc education for Kansas City ablic schools, with studio class esenting carefully planned muc lessons for elementary grades. Friday - "Youth Views the ews," news of the week comned with the frank opinion nd views of a high school disssion panel, conducted by MBC-KFRM news editor, Erle nith.

Noon Programs Combine Service, Entertainment

With the presentation of two hours of continuous noonday service and entertainment programs, KFRM listeners in both Central and Mountain time zones have the pleasure and benefit of enjoyable entertainment combined with helpful information.

"Dinnerbell Roundup," one of KMBC's most popular programs, is presented over KFRM at 12 noon, CST, Monday through Saturday. It is followed directly by another 1-hour show, "Western Roundup."

The second hour is scheduled expressly as a KFRM service to listeners in the Mountain time zone.

The first "Roundup" program opens with a 10-minute newscast, followed by fifteen minutes of top-notch entertainment. The complete cast of KMBC-KFRM talented radio stars appaer regularly on "Dinnerbell Roundup."

After their quarter hour of entertainment, Phil Evans, director of the Service Farms, opens the program's service features with his "Feed Lot Chats." Bob Riley reviews the latest "Livestock Markets" with Phil returning for "Grain, Produce and Poultry Markets."

Service features are followed by another quarter hour of entertainment. The hour closes with a 5-minute farmcast, "Your Farm and Ours," presented by Ken Parsons.

"Western Roundup," similar in nature to the first hour, follows closely the pattern of "Dinnerbell Roundup." Program opens with news, presented by Henry Wheat. "Dinnerbell's" talented performers return for the show's music and comedy, which is followed by the service features and a second 15-minutes of entertainment.

POPULAR TRIO IS STARRED ON OWN SHOW

Famous for their enjoyable interpretations of western and hillbilly music, the talented "Lazy River Boys" are featured over



LAZY RIVER BOYS ...

KFRM Monday through Friday at 3:15 p.m., CST.

The popular trio furnishes its own musical accompaniment with Hoby Schelp, leader, playing the violin. Jimmy Fulkerson, tenor, plays bass while Harold Willis, baritone, strums the guitar.

The rhythmic aggregation is featured regularly over KFRM on "Brush Creek Follies" and the two noonday "Roundup" shows.

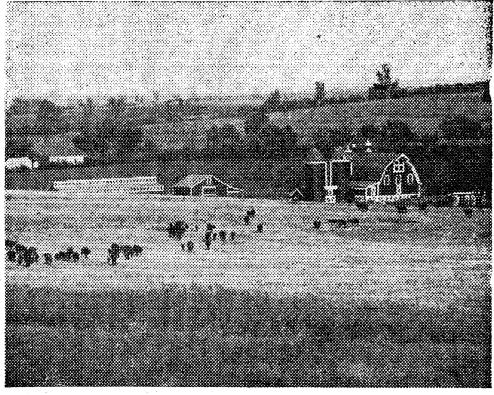
Talented Radio Stars Featured On KFRM Shows

A talented singing duet and two popular vocalists, not cur-

rently appearing on their own shows, are featured regularly on leading KFRM programs -"Brush Creek Follies," and the two

Practical Farm Shows Direct From KMBC-KFRM Service Farms

Striking a progressive and realistic note in radio farm programming, The KMBC-KFRM Team actually operates, throughout the year, 1,000 acres of farm land. The Service Farms, under the direction of Phil Evans, typify KMBC-KFRM's intelligent, practical approach to serving mid-



KMBC-KFRM SERVICE FARMS . . .

This sweeping photograph shows a panoramic view of the KMBC-KFRM Service Farms, situated just east of Stanley, Kansas. The main barn is at the right; some Angus cattle are pictured in the foreground. Authen-ticity of KMBC-KFRM farmcasts stems directly from operation of the developmental farms.

America's rural listeners.

Arthur B. Church, president and founder of KMBC-KFRM, has long recognized radio's inherent responsibility to the farm population in the Heart of the Nation. Accordingly, several years ago he made a pioneering step in radio when he established a full time farm department.

Organization of the Service Farms more than five years ago assured midwestern listeners of the finest, most practical farm programming.

When KFRM was launched one year ago, the complete facilities of the Service Farms were immediately extended to the new station.

Skilled farmcaster and director of the Service Farms, Phil service to midwestern farmers has made the KMBC-KFRM Service Farms an institution in itself. It has elevated KMBC-KFRM farm service programs to heights unparalleled in the Heart of the Nation.

PARSONS FARMCASTS FEATURED OVER KFRM

Ken Parsons, assistant director of the KMBC-KFRM Service Farms, is featured over KFRM in the regular presentation of interesting farmcasts.

"Western Roundup" closes with news and weather reports.

II-Star Cast Featured With (FRM's "Brush Creek Follies"

Unnumbered hosts of KFRM listeners who like to hear olk songs, western and hillbilly music, down-to-earth comly and philosophy with a curbstone twang, have hailed the turn of the midwest's biggest radio-stage hit, "Brush Creek ollies" to KFRM's Sunday afternoon broadcasts. The cele-

rated hour and fifteen minute roadcast is featured over KFRM ach Sunday at 2:00 p.m., CST. The KFRM show is a repeat roadcast of the KMBC "Brush

Creek Fol-

lies," now in

its twelfth

successful sea-

son as one of

Kansas City's

outstanding

Saturday eve-

ning enter-

ment features.

Radio's orig-



IRAM HIGSBY

inal Rube, iram Higsby, known and loved y thousands of midwesterners or his nimble wit and harmonica olos, serves as master of cereonies. With him is KFRM's nining galaxy of talented stars. They are one of the finest talnt staffs ever assembled by any idwestern broadcaster. In adition to their many radio prorams on both KMBC and FRM, the "gang" makes numerous personal appearances throughout the entire KMBC-KFRM area.

Cast includes: Colorado Pete, cowboysinger;

Millie and Sue, hillbilly duet; Sunny Daye, songstress; George Washington White, comedian in blackface; Don Sul-

livan, cowboy JED STARKEY balladeer;

Lazy River Boys, hillbilly trio; Jed Starkey, comedian-musician; Harry Jenks, pianist; David Andrews, comedian, and those celebrated vocal-instrumental quartets - The Rhythm Riders and the Tune Chasers.

The all-star "Brush Creek Follies" is "the most listened to" program of its type in the midwest.

"Roundup" Millie & Sue shows.

Millie & Sue, attractive vocal and instrumental duet, provide their own musical accompani-

ment to their tuneful renditions of hillbilly music.

Colorado Pete — that smiling, singing cowboy who flashes the largest gold tooth

Colorado Pete "west of Crip-

ago.

its original

performance

twelve years

Cowboy bal-

ladeer Don

Sullivan has

appeared on

radio stations

from New

ple Creek"-is another popular favorite among KFRM fans. Pete has appeared in "Brush Creek Follies" since



Don Sullivan

York to California, has appeared in the movles, and has made recordings of western music.

"Lucky Corners" Scores Hit As Humorous Serial

"Lucky Corners" is the homespun story of two proprietors-Hiram Higsby and Jed Starkeywho operate a small town general store.

As friendly rivals, the lovable, laughable Hiram and Jed pull each other out of one hilarjous episode only to find themselves hopelessly involved in another. The versatile actors, through

Evans, enlarged his operation to cover KFRM, A former network farm commentator, Phil is the midwest's leading radio-farm authority. He is assisted by expert agronomist Ken Parsons, graduate of Kansas State college.

Each day, their authoritative farmcasts originate direct from the KMBC-KFRM Service Farms situated near Stanly, Kansas. In addition, Bob Riley's market reports are presented as part of the regular schedule of KMBC-KFRM farm programs.

The KMBC-KFRM Service Farms are operated in such a manner as to be of maximum service to the station's listeners.

Vital experiments have been successfully carried out with soil binding, new products, insecticides, fertilizers and seeds. Dozens of demonstrations have been conducted for FFA, 4-H clubs, veterans and farm groups.

Results of these tests and of other research are given to KMBC-KFRM's widespread farm audience. Over five years of

voice changes and clever characterizations, portray a variety of roles.

Aside from his duties as part owner of the town's general store, Hiram serves the people of Lucky Corners as their mayor. The combination of duties keeps the busy store well stocked in laughs, chuckles and grins.

Frequent callers on the proprietors are Titus, a penny-pinching, likeable character, and Slick, a typical resident of the town.

The entertaining serial is presented over KFRM, Monday through Friday, 11:15 a.m., CST.

A graduate of Kansas State college, Ken knows how to com-



KEN PARSONS . . Assistant Director, KMBC-KFRM Service Farms.

bine successful farming with effective broadcasting.

He conducts his own morning show, "Better Farming," heard Monday through Friday at 7:55 a.m., CST, and an afternoon program, "Your Farm and Ours," presented Monday through Saturday at 12:55 p.m., CST.

Ken relates informative facts about how the KMBC-KFRM farm staff meets its problems. It has been found that the basic farm problems confronting the KMBC-KFRM staff are similar, even identical, to those posed for Kansas and other midwestern farmers.

His broadcasts review the findings of agricultural research and scientific experiments conducted on the Service Farms. On his and all KMBC-KFRM farmcasts, the benefit of this research is extended to millions of rural listeners in the Heart of America.



FANS GET ACQUAINTED ON **INFORMAL KFRM SHOW**

Each Saturday afternoon, KFRM offers its listeners the opportunity of getting to know each other better on the popular show, "County Neighbor."

The weekly program, heard Saturday at 2:00 p.m., features interviews and discussions on farm topics of current interest. Phil Evans, director of the KMBC-KFRM Service Farms, conducts the show. Appearing with him are local farmers who present their frank opinions and views.

Although the discussions are informal, they are, nevertheless, informative and illuminating. They offer KFRM listeners the opportunity of meeting their neighbor-farmers and sharing opinions about daily problems.

LATEST MARKET REPORTS HEARD DAILY OVER KFRM

One of the basic features of KFRM programming for rural Kansas is the daily, up-to-theminute reports of the Kansas City livestock market by Bob Riley, KMBC-KFRM nationally known marketcaster.

These reports come direct from the Kansas City Livestock Exchange building, Monday



through Friday at 12:30 p.m., CST, as a portion of "Dinnerbell Roundup" and at 1:25 p.m., CST, as a feature of "Western Roundup." In the morn-

ing, "Live-BOB RILEY stock Markets" are presented at 8:15 and 9:50, Monday through Friday.

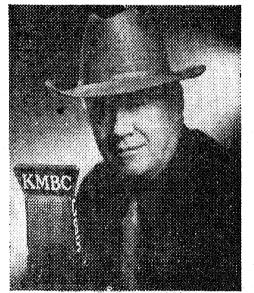
Saturdays at 12:15 p.m., CST, and at 1:20 p.m., CST, Bob Riley reviews the week's market conditions. An expert analyst and authoritative marketcaster, Bob Riley contributes regularly to the nation's leading livestock magazines.



Expert Farmcasts By **Phil Evans Over KFRM**

Important service programs heard over KFRM are highlighted by the presentation of daily, authoritative farmcasts presented under the supervision of Phil Evans, director of the KMBC-KFRM Service Farms.

In addition to supervising the full schedule of farm programs and directing the operation of the station's Service Farms, Phil



PHIL EVANS ...

appears daily on his own brilliant series of broadcasts.

His broadcast day starts over KFRM with the presentation of "Farm Counselor," heard Monday through Friday at 7:45 a.m. At 9:55 a.m., Monday through Friday, he reviews "Grain Markets." Phil Evans is featured during KFRM's popular 2-hour noon programs. His "Feed Lot Chats" at 12:25 p.m. and "Produce, Poultry, Grain Markets" at 12:35 and 1:30 p.m., are an essential part of the successful noonday "Roundup" shows. His weekly program; "Livestock Health," is heard Saturday at 12:25 p.m., CST. He also conducts the popular program. "County Neighbor," featured over KFRM at 2:00 p.m. Saturday.

Kansas Ministers On KFRM "Village Chapel"

An early morning devotional program, "Village Chapel," typifies KFRM's leading role in promoting inter-denominational unity throughout the Heart of America.

Ministers of all faiths participate in this excellent series. "Village Chapel" presents inspirational messages from religious leaders in the Kansas area. Rich interpretations of favorite hymns are also featured on the program.

A daily feature, "Village Chapel," is heard over KFRM at 8:20 a.m., CST, Monday through Friday, and at 8:10 a.m., CST, on Saturday and Sunday.

Sunday's program presents inspiring renditions of well-known hymns and religious music by the famous Texas Rangers.



THE TEXAS RANGERS

Variety magazine has acclaimed The Texas Rangers as "America's fore-most singers of western tunes." The brilliant singing stars, famous for their interpretations of western music and favorite hymns, recently recorded an outstanding album of cowboy hymns. The album has been re-leased by Bibletone. The celebrated artists, featured on stage, screen and radio, are heard regularly over KFRM.

Between radio broadcasts, the Texas Rangers appear in movie pro-ductions as featured players in western type films. They have appeared with Gene Autry, Johnny Mack Brown and other Hollywood notables. Their latest screen triumph, "Arkansas Swing" will be released soon for showing throughout the nation.



POPULAR QUARTET FEATURES WESTERN MUSIC Hailed for their melodic interpretations of western music and cowboy tunes, The Rhythm Riders are starred over KFRM each morning, Monday through Saturday at 8:30 a.m., CST. The talented quartet are featured regularly on the station's highly rated "Dinnerbell Roundup," "Western Roundup" and "Brush Creek Follies."

BLEND MUSIC WITH HUMOR IN HIT SHOW

KFRM's delightful morning program allows hilarity to run wild as it combines zany humor

with tuneful melodies. The musical half hour is heard over KFRM Monday through Saturday, 7:30 a.m.



With a de-David Andrews lightful disdain for dignity, David Andrews, witty emcee, keeps the program rolling at a merry pace. Harry Jenks, talented keyboard artist, and the



popular Tune Chasers provide the musical portions of the sparkling show.

"Rhymaline Time" offers listeners an opportunity to

Harry Jenks enjoy the program's fun.

Audience Participation Show

In addition to his marketcasts, he presents a lively morning feature, "Man from the Stockyards." The interview type program was originated December 8, 1947, one day after KFRM itself was officially launched. During the show's first successful year, Riley has interviewed over 1,000 farmers and cattlemen who have bought or sold livestock on the Kansas City exchange.

"Man from the Stockyards" is heard over KFRM Monday through Friday, 11:30 a.m.

A nationally famous farm commentator, Phil was formerly a network farmcaster on NBC.



CELEBRATES 1,000 INTERVIEWS ON KFRM SHOW ...

Willard Olander, left, chairman of the publicity committee of the Kansas City Livestock Interests, congratulates Chat Warren, right, of Jewell County, Kansas, for being the 1,000 man to be interviewed on KFRM's popular audience participation show, "The Man From the Stockyards." Bob Riley, center, KMBC-KFRM fulltime marketcaster, looks on.



TALENTED VOCAL AND INSTRUMENTAL GROUP ...

"Big Brother" Scores Big Hit

Monday through Friday, at 4:30 p.m., CST, KFRM's Chief

Big Brother, Tim West, con-

ducts a quarter hour program

especially designed for youngsters in their formative years -"The Big Brother Club." Featured guests on the pro-

gram describe entertaining

hobbies, or explain the pur-

pose and function of modern

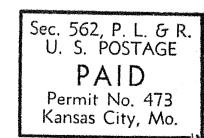
inventions. The show's whole-

someness has natural appeal

for school children.

The Tune Chasers, famous for their rhythmic arrangements, are a versatile vocal and instrumental aggregation. The popular quartet is starred in a quarter hour musical program featured over KFRM, Monday through Friday, at 10:45 a.m. The boys add their talents to other shows, including "Dinnerhell Roundup," "Western Roundup," "Brush Creek Follies," and "Rhymaline Time."

> THE MIDLAND BROADCASTING CO. KMBC-KFRM KANSAS CITY 6, MO.



Rural Route Postoffice or Star Route **Boxholder** Local

Fans are invited to participate in the program by submitting song requests, written in rhyme form. Best rhymes are read over the radio. In addition, authors of the winning rhymes receive both a "diploma" and a cash award.

TALENTED VOCALIST STARS IN OWN SHOW

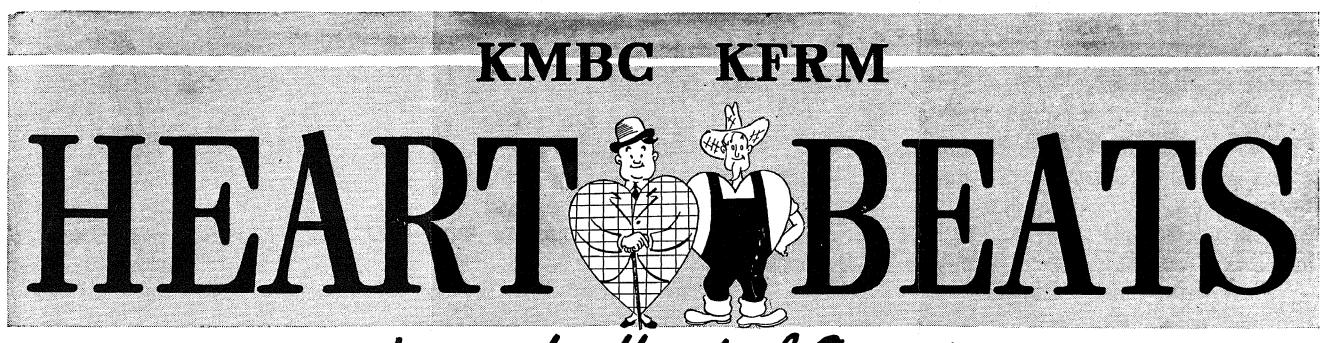
Sunny Daye, vivacious KFRM songstress, stars in her own delightful afternoon program, "Sunny Daye Entertains." Her



day through Friday, 4:15 p.m., CST. The Rhythm Riders, tal-

SUNNY DAYE

aggregation, provide the accompaniment for her songs. She sings both western tunes and popular ballads.



from the Heart of America

VOL. 7, NO. 1

KANSAS CITY'S RADIO MERCHANDISER

FEBRUARY, 1949

Anniversary Contest Proves KMBC-KFRM's Effective Coverage

Overwhelming response to KFRM's Anniversary Contest, marking the station's first year on the air, offers convincing proof that KMBC-KFRM's radio service to the entire Kansas City primary trade area is unmatched in the Heart of America. The contest attracted literally thousands of entrants, including those people living far beyond the



SELECTING WINNERS IN KFRM CONTEST

KMBC-KFRM Sets Record In Stock Food Advertising

Stock food advertisers prove -perhaps more clearly than any other classification of farm accounts — how The KMBC-KFRM Team, beyond any other advertising medium, has won the confidence of advertisers who desire to reach, economically and effectively, the farm homes of the great Kansas City primary trade area.

KMBC-KFRM currently broadcast thirty-seven programs and service features weekly for stockfeeds alone!

The six advertisers in this classification sponsor five different types of informational and entertainment features: "Farm Counselor" and "Feed Lot Chats," with Phil Evans; "Livestock Markets," with Bob Riley; "Your Farm and Ours," with Ken Parsons and "Lazy River Boys," hillbilly act.

The latter two shows are on KFRM only since their sponsors, not having Missouri distribution, specifically wanted Kansas coverage.

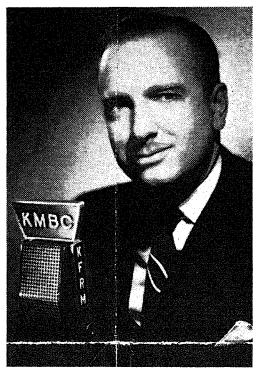
KMBC Marks Twenty-One

KMBC-KFRM Inaugurates Special **News Service From Washington**

Walter Cronkite, Washington Correspondent, To **Report Capitol Hill News For KMBC-KFRM. Listeners**

KMBC-KFRM has appointed Walter Cronkite, former United Press foreign correspondent, as Washington correspondent, according to an announcement by Arthur B. Church, president and founder of the stations.

Cronkite, skilled journalist and seasoned reporter, will be



WALTER CRONKITE . KMBC-KFRM Washington Correspon

KMBC-KFRM Team are delighted to have Walter Cronkite join our organization.

"His outstanding reputation with the United Press the past ten years, and his wide knowledge of international affairs, make him a valuable asset to our stations.

"In augmenting the six-man news staff of The KMBC-KFRM Team with the addition of this new feature," he continued, "we are continuing our programming policy of providing the radio audience in the Kansas City trade area with the best in public service programs."

Sunday News, Sports Advanced To New Hour

Photographed as they determined the final winners in KFRM's third radio contest are four expert judges. The gentlemen are (left to right) Jay B. Dillingham, president of the Kansas City Stockyards company; James R. Reese, James R. Reese Advertising Agency; Oscar Straube, president of Pay Way Feed Mills; and Herbert H. Wilson of Emery Bird Thayer and president of the Chamber of Commerce of Kansas City. Because of train delays during blizzard weather, Ed Creighton, of Butternut Coffee, Omaha, Nebraska, was absent when the photograph was taken.

area covered by the station's proved half millivolt signal.

When final tally was taken, figures revealed that letters had been received from 268 midwestern counties!

Heavy Kansas Response

While response was scattered over a widespread area, it was particularly intensive throughout the state of Kansas. This fact, gratifying in itself, has underlying significance. It shows that the area covered by The KMBC-KFRM Team closely parallels the region which Dr. W. D. Bryant, research director of the Tenth Federal Reserve District, has defined as the Kansas City primary trade area.

Furthermore, it proves that rural listeners, throughout Kansas and in portions of bordering states, rely on Kansas City for radio programming. By virtue of its affiliation with KMBC of Kansas City, KFRM offers its listeners cosmopolitan radio programming which, at the same, retains its local, midwestern flavor.

Selecting Winners

Determining winners of the Anniversary Contest imposed a difficult problem upon the board of judges - an impartial, wellqualified group of prominent civic and business leaders in the Kansas-Missouri area.

After careful deliberation, the judges finally reached a decision in the presentation of prizes. Top prizes in the contest were a Frazer Manhattan 1949 4-door sedan; deluxe and standard models of Gibson stoves, refrigerators and home freezer unit. Other prizes were Bulova watches, Parker pen and pencil sets, General Electric clock radios and Chase's Cherry Mash Candy. Prizes awarded in the contest were valued at \$15,000.

Voice Preferences

Letters indicate that rural listeners have come to depend on KFRM for farm reports, marketcasts, news and weather.

They appreciate KFRM's excellent presentation of a wellrounded program schedule. KFRM, with transmitter at Cloud County, Kansas, is programmed by KMBC. This unusual programming technique provides rural listeners with a complete schedule of fine quality radio entertainment.

Kellogg Renews Spot Schedule On KMBC-KFRM

KMBC-KFRM spot announcements, Kellogg Company has discovered, are effective selling agents. The firm recently renewed its contract for ten 1-minute spot announcements weekly over The KMBC-KFRM Team.

Five of the announcements are presented during the highly popular, widely heard "Dinnerbell Roundup;" the other five, during the well known morning feature, "Happy Kitchen."

The entire schedule is presented simultaneously over KMBC-KFRM.

Years As CBS Affiliate

When KMBC became the seventeenth member of the Columbia Broadcasting System in February, 1928, it was the furthest southwest CBS affiliate.

Some years later, when the network was extended to the Pacific coast and south to the Gulf. KMBC-as southwestern basic affiliate — originated as many as thirty-nine programs weekly to the western and southern CBS supplementary stations.

One of the programs KMBC originated for CBS was The Texas Rangers, first to the southwest, later to a coast-to-coast network.

It was fitting therefore that The Texas Rangers should dedicate to their home station, KMBC, one of their new Saturday afternoon coast-to-coast CBS network programs. The dedicatory program was broadcast from the stage of Columbia's Vine St., theater in Hollywood.

The theater also serves as the locale for The Texas Rangers' weekly television show on KTTV, the CBS Los Angeles Times station, and headquarters for their radio, television and screen personal appearance activities.

Arthur B. Church, president of KMBC-KFRM and still "papa" of The Texas Rangers, and Mrs. Church were in Hollywood for the occasion.

HALL RENEWS FOR **KMBC "HAPPY KITCHEN"**

Hall Ice Cream company of Kansas City, Kansas, has renewed Friday sponsorship of KMBC's famous home service program, "Happy Kitchen."

One of radio's oldest, continuously operated, successful homedent.

heard in the Kansas City primary trade area on KMBC-KFRM exclusively. His newscasts, carefully edited for midwestern radio audiences, will interpret Washington headlines in terms of local meaning.

Cronkite will be heard over KMBC and KFRM each Sunday at 12:10 p.m. in a farm-belt area report which will be of interest to all in the Kansas City trade area.

On Sunday afternoon at 4:45, he will make a report of special interest to Kansas listeners of KFRM. And, Sunday evenings at 9:45, Cronkite will make a report of special interest to KMBC listeners.

In addition, he will report by telephone late each afternoon Washington events of current interest to Kansas City primary trade area listeners for use in KMBC-KFRM evening newscasts.

Overseas Experience

Cronkite returned last September from two years as Moscow Bureau manager for the United Press. Prior to that, he was stationed in Europe as a foreign correspondent. He covered the air war over Germany, the Battle of the North Atlantic, the Normandy invasion and Nuremburg trials.

Cronkite views his present KMBC-KFRM newscasting assignment as an excellent opportunity "for me to report more personally and directly to the people of this important Kansas City trade area."

In commenting on the addition of Cronkite to the staff, Arthur B. Church remarked, "We of The

makers' programs, "Happy Kitchen" is now conducted by Sally Baker, newest member of the KMBC-KFRM program staff.

To accommodate national network programming of "The Jack Benny Show," KMBC. early in January, advanced its Sunday "News and Sports" to 7:00 p.m.

The popular quarter hour feature presents a 10-minute newscast, with John Farmer, followed immediately by a 5-minute sportscast, with Sam Molen.

For years, KMBC fans have enjoyed this program feature which, traditionally, is scheduled in sequence. On Sunday evening, they now hear it at a new hour.

KMBC's Sunday newscasts are presented in the interests of Aines, Arctic and ABC dairy products. The sportscasts are sponsored by Standard Oil of Indiana and Standard dealers.

"First Nighter" Is Dramatic Hit on KMBC

Each Sunday evening at 9:00 o'clock, KMBC's curtain goes up on the "Little Theatre off Times Square," where Barbara Luddy and Olan Soule are co-starred in original radio dramas.

The successful show, now in its eighteenth year, has been sponsored, since its debut, by the Campana Sales company.

Creating an atmosphere of attending the premiere of a Broadway play, the program has given millions of Americans the feeling of being a "First Nighter" amid the excitement of an opening night on the Great White Way.

The dramatic series is presented in the interests of Campana's Italian Balm, and Magic Touch make-up. This year, sponsors of the program have been able to resume their pre-war practice of offering Italian Balm dispensers to lotion-users. (CBS)

HEARTBEATS

FEBRUARY, 1949



Page 2

KANSAS CITY'S RADIO MERCHANDISER FEBRUARY, 1949 VOL. 7, NO. 1

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC-KFRM advertisers as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

> KMBC - - KFRM and KMBC - FM of Kansas City MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President in Charge of Sales G. L. Taylor, Vice President in Charge of Television

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58 Sutter Sutter 4353 FORT WORTH ATLANTA (3) 322 Palmer Bldg. 406 W. 7th Street Main 5667 Fort Worth 3-1234

New Programs, Renewals, Time Shifts Affect KMBC Schedule

Program renewals, new shows and time shifts have effected numerous revisions in the KMBC weekly schedule of CBS broadcasts. Three serials have been renewed over KMBC by Proctor &

Gamble. They include "Guiding Light," Monday through Friday at 4:15 p.m., for Duz; "Big Sister," Monday through Friday at 3:30 p.m. for Ivory; and "Young Dr. Malone," Monday through Friday at 4:00 p.m., for Crisco.

3463 Penobscot Bldg. 6331 Hollywood Blvd.

Hollywood 2151

Cadillac 4255-4256

Tuesday

Popular songstress Dinah Shore has joined the cast of the "Jack Smith Show" for the Tuesday, Wednesday and Thursday performances. On Monday and Friday, Martha Tilton is co-featured with him. The show, heard over KMBC presented at 8:30 p.m. for Fatima cigarettes.

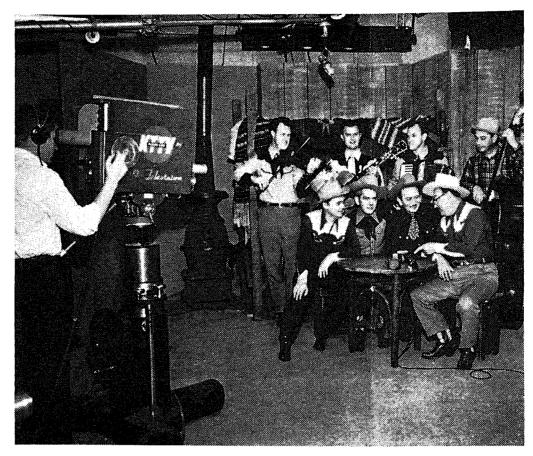
scheduling of "You Are There," outstanding CBS educational drama which re-enacts famous scenes of history. It is heard over KMBC at 4:00 p.m.

Sunday

Longines-Wittnauer has added another half-hour musical festival to its distinguished series. "Festival of Music" is heard at 1:00 p.m.; "Festival of Song" at 4:00 p.m.

Texas Rangers Starred In Weekly CBS Show and Television

The Texas Rangers, hailed by Variety magazine as the nation's "foremost singers of western tunes," are starred over the Columbia network each Saturday afternoon in a half-hour musical program which features instrumental and vocal music of the old west. The talented group is



FEATURED OVER CBS AND ON TELEVISION . . .

The Texas Rangers, widely acclaimed singers of western songs, are starred in a weekly television show each Monday evening at 8:30 p.m., PST, over KTTV, CBS Los Angeles Times station. They are also starred each week over the Columbia network in their own Saturday afternoon show, presented from 3:00 to 3:30 over KMBC. The Texas Rangers are heard daily over KMBC at 7:00 a.m. and 5:00 p.m., and over KFRM at 11:45 a.m.

also starred in a weekly television program each Monday evening over KTTV in Los Angeles.

For years, The Texas Rangers have been a prominent feature of KMBC's programming. They have been starred over KFRM since the station was launched in December, 1947.

CBS Show

Setting for their network show, which is heard over KMBC each Saturday afternoon at 3:00 o'clock, is an imaginary bunkhouse, where the Rangers-led by "Captain Bob" Crawford ---gather after the day's work is

"RHYMALINE TIME" IS **BIGGEST MAIL PULLER**

KMBC-KFRM's riotous musical comedy show, "Rhymaline Time," has recently pulled more than a half a thousand letters weekly from its loyal fans.

Kyron presents a 15 minute segment of the famous morning program Monday through Friday over KMBC-KFRM.

"Rhymaline Time" successfully blends the talents of David Andrews, Harry Jenks and The Tune



Herewith are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

KMBC-KFRM

Metropolitan Life Insurance Co.for life insurance, renews Erle Smith News, 6:00 p.m., Monday, Wednesday and Friday.

Proctor & Gamble - for Oxydol, presents John Farmer News, 12:00 noon, Monday, Wednesday and Friday.

Western Mercantile Co.---for retail hardware, farm implements and parts, presents "Livestock Markets" with Bob Riley, 12:30 p.m., Monday through Saturday. Pay Way Feed Mills-for cattle, hog and poultry feed, presents "Livestock Markets" with Bob Riley, 9:50 a.m., Monday through Friday.

Nutrena — for poultry, hog and cattle feed, presents Weather Report with Henry Wheat, 7:25 a. m., Monday through Saturday.

Continental Pharmaceutical Corp. -for Kyron, diet supplement, presents "Rhymaline Time," 7:45 a.m., Monday through Saturday. Kellogg Co.—for Kellogg cereals and Kellogg products, renews weekly schedule of spot announcements.

KFRM

Kansas Farmers' Union—presents "Lazy River Boys," 1:30 p.m., Monday through Saturday.

Kansas City Livestock Interestsfor Kansas City markets, presents "Man from the Stockyards," 11:30 a.m., Monday through Friday.

Final revision is the shift in the

at 10:15 p.m., is sponsored by Proctor & Gamble for Oxydol.

Former KMBC stars, "mr. ace and JANE," in their delightful half-hour of comedy, now entertain their loyal KMBC fans Tuesday nights, 10:30 to 11:00.

Wednesday

Borden's "County Fair" is another show that has made a trek to a new spot in the KMBC schedule. It is now heard Wednesday evenings at 8:00 o'clock.

Friday

"My Favorite Husband," sponsored by General Foods for Sanka, has moved to 7:30 p.m. Another revision in Friday's schedule is the switch, from Sunday, of "Life With Luigi;" show is presented at 10:30 p.m. Although their stories are worlds apart, both of these half-hour comedies are superbly acted, cleverly written.

Saturday

Saturday schedule revisions include renewal of "Junior Miss" by Lever Bros. for Rinso. The show is heard at 10:30 a.m.

Another 52-week renewal was announced by Pillsbury Mills for the excellent dramatic show, "Grand Central Station," heard Saturday at 11:30 a.m.

The "Gene Autry Show," formerly heard on Sunday, has moved to Saturday evening, 7:00 p. m. It is sponsored by the William Wrigley Jr. company for Wrigley chewing gum.

Two new programs have been added to the evening's schedule -"Gang Busters" and "The Basil Rathbone Show."

The first half-hour drama, "Gang Busters," is heard at 8:00 p.m. in the interests of Grapenuts.

The second half-hour mystery, "The Basil Rathbone Show," is

Filmdom's celebrated actor and former Academy Award winner, Ray Milland, has joined the "Family Hour of Stars." The halfhour dramatic shows are sponsored over KMBC each Sunday at 5:00 p.m. by the Prudential Insurance company of America.

"Spotlight Revue," featuring Spike Jones and the City Slickers has replaced the "Jane Froman-Percy Faith Show," Sunday evening at 5:30 for Coca Cola.

NATION'S TOP COMEDIAN IS SUNDAY HIT ON KMBC

"America's No. 1 Comedian," Jack Benny, is now pulling his punch lines over KMBC each Sunday evening at 6:00 o'clock.

The hilarious show, which for years has been a national favorite, stars Jack Benny, Mary Livingstone, Rochester, Phil Harris, Dennis Day, The Sportsmen Quartet and Don Wilson.

"The Jack Benny Show" has shattered so many records and traditions on the air in the last 16 years that few brother comedians bother to challenge his title as "No. 1 Comedian."

Twenty years ago, when Jack Benny was making a personal appearance tour in Kansas City, Goodman Ace, then a staff member of KMBC, invited him to appear on the radio.

That broadcast, featured over KMBC in 1929, is believed to be one of Benny's first radio appearances.

His network show is sponsored over KMBC by the American Tobacco company for Lucky Strike cigarettes. (CBS)

done.

The network show, originating from Hollywood, is written by Gomer Cool, a former member of The Texas Rangers.

Nutrena Offers Weather **Reports Over KMBC-KFRM**

Monday through Saturday at 7:25 a.m., Henry Wheat, newscaster, presents "Area Weather Report" over KMBC-KFRM. The 5-minute service program is sponsored by Nutrena in the interests of poultry, hog and cattle feeds.

Wheat conducts the program as a supplement to his regular schedule of KFRM newscasts.

On Sundays, another KFRM newscaster, Hal Harvey, conducts the program over The KMBC-KFRM Team.

Chasers. The program attracts wide audiences throughout the midwest by virtue of it spontaneous humor and rhythmic melodies.

David Andrews, emcee, sets a merry pace for the madcap show while Harry Jenks, organistpianist, and The Tune Chasers add the musical touches.

A novel type audience participation show, "Rhymaline Time" invites listeners to send in song requests written in the form of rhymes. Best rhymes are read over the air; winners receive a diploma and a cash award.

"Rhymaline Time" sponsors are currently: on KMBC-KFRM, Continental Pharmaceutical Corp. in the interests of Kyron; on KMBC only, Katz Drug Co. and Land-Sharp Motors.



". . . your fan mail-48 letters and one gift!"

Phillips Petroleum Co.-for Phillips gasoline, grease and motor oils, renews Henry Wheat newscasts, 8:00 a.m., Monday through Saturday.

KMBC

Allbritten Motors, Inc. — for Chrysler-Plymouth sales and service, presents "Western Echoes," 5:30 p.m., Tuesday and Thursday. Hall Ice Cream Co.-for ice cream renews "Happy Kitchen," 9:00 a.m., Friday.

Marshall Hatcheries — for baby chicks, presents "Happy Home" with Caroline Ellis, 9:30 a.m. Tuesday.

Celanese Corp. of America-for Celanese fabrics, renews "Happy Home" with Caroline Ellis, 9:30 a.m., Monday, Wednesday and Friday.

Index Employment-for employment service, renews "Song Serenade," 1:30 p.m., Sunday.

Berl Berry Motors-for Ford and Lincoln-Mercury sales and service, presents "The Guy Lombardo Show," 7:00 p.m., Monday. Good Food, Inc .--- for Skippy peanut butter, presents "Hollywood Theater," 7:00 p.m., Tuesday. Duff & Repp Furniture Co.-for furniture and household goods, presents "The Wayne King

Show," 3:30 p.m., Sunday.

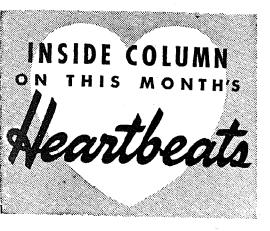
Muehlebach Brewing Co. - for Muchlebach pilsener beer, presents "Good Company Time," 11:05 p.m., Monday through Saturday.

Peppard Seed Co. — for Hybrid seed corn, presents John Farmer News, 12:55 p.m., Monday, Wednesday and Friday.

General Foods Corp .--- for Grapenuts Flakes, presents "Professor Quiz," 7:30 p.m., Saturday.

Purity Bakeries - for Taystee bread, renews "Food Scout," heard at 8:15 a.m., Monday through Saturday.

Page 3





MARION HUTTON . . .

Attractive songstress Marion Hutton adds her vocal charm to the hilarious "Jack Carson Show." The lovely blonde singer also appears in comedy skits during the entertaining half-hour comedy featured over KMBC each Friday evening at 7:00 by General Foods for Sanka coffee.



Riley Interviews 1,158 Stockmen During 1948

Kansas City Livestock Interests, sponsors of KFRM's popular audience participation show, "The Man from the Stockyards," have renewed their contract for another year. The program is featured over KFRM Monday through Friday at 11:30 a.m.

Bob Riley, KMBC-KFRM fulltime marketcaster, conducts the program. During 1948, he interviewed 1,158 livestock men, farmers and cattlemen who bought or sold livestock on the Kansas City Exchange. More than 3,500 visitors of the show signed Riley's guest register. The program is presented under the auspices of the KMBC-KFRM Farm Department.

Phil Evans Returns From Well-Earned Rest

Phil Evans, KMBC-KFRM director of farm service, has returned from a 6-week vacation. When he left, December 12, it marked the first time that he had missed one of his regular farmcasts since October, 1939, when he joined KMBC.

Before going on his vacation, Phil appeared on 8,480 successive broadcasts without a miss.

In addition, he made countless personal appearances as guest speaker at farm meetings, Fairs and other public functions connected with agriculture.

When KFRM, the KMBC affiliate, took to the airwaves, December 7, 1947, Phil inaugurated several daily farmcasts for that station-in addition to those already scheduled on KMBC. Still, he maintained his record for continuous performances.

Rested after his well-earned vacation, Phil has returned to the KMBC-KFRM Service Farms near Stanley, Kansas, and has resumed his regular broadcast schedule.

ACCURATE MARKETCASTS FEATURED ON KMBC-KFRM

Two new sponsors have found that Bob Riley's marketcasts over The KMBC-KFRM Team do an effective selling job. Pay Way Feed Mills and



Western Mercantile company have assumed sponsorship of "Livestock Markets" by Bob Riley. Pay Way Feed Mills

BOB RILEY

present the feature over KMBC-KFRM, Monday through Friday at 9:50 a.m. Program is presented in the interests of Pay Way cattle, hog and poultry feed.

Riley's noon hour "Livestock Markets" are presented over KMBC-KFRM, Monday through Saturday at 12:30 p.m., by the Western Mercantile company for retail hardware, farm implements and parts.

Bob Riley, an astute observer of the Kansas City livestock markets, is a nationally recognized authority. His accurate marketcasts, popular throughout the midwest, report actual transactions on the exchange. As a result, his marketcasts are factual, authentic. His broadcasts originate from special KMBC-KFRM studios located in the Kansas City Livestock Exchange building.

DANCE MUSIC ON KMBC FOR MUEHLEBACH BEER

Throughout the week, KMBC presents a lively quarter-hour of popular dance music featuring a wide selection of rhythmic melodies interpreted by the nation's leading orchestras.

The program is sponsored over



PROMINENT PERSONALITIES APPEAR ON DISTINGUISHED PROGRAM

KMBC-KFRM's distinguished series, "What Do You Think?" is winning widespread acclaim for its intelligent presentation of topics of current industrial and cultural interest. The program is heard over KMBC each Wednesday at 9:00 p.m. and over KFRM each Sunday at 4:30 p.m. Photographed as they discussed "Music in the Heart of America" are (seated, left to right) Robert Adams, professor of musicology at the University of Kansas City; Franklyn Weddle, music director of the Reorganized Church of Jesus Christ of Latter Day Saints and conductor of the Independence symphony orchestra; Dr. Clarence Decker, president of the University of Kansas City and moderator of the program, and Hans Schwieger, conductor of the Kansas City Philharmonic orchestra. Standing (left to right) are Lawrence Kuhl, radio director of the University of Kansas City and Lee Marts, of the School of Law.

Two Sponsors Offer John Farmer Newscasts

Two sponsors - Peppard Seed company for Hybrid Seed Corn and Proctor & Gamble for Oxydol-have contracted for John Farmer newscasts.

At the stroke of noon, Monday through Saturday, skilled newscaster John Farmer opens KMBC-KFRM's famous "Dinnerbell Roundup" with a lively, 10-minute newscast.

On Monday, Wednesday and Friday, his newscast is sponsored over KMBC and KFRM by Proctor & Gamble in the interests of Oxydol.

On the same days, his 5-minute

newscasts which close "Dinnerbell Roundup" are presented over KMBC by the Peppard Seed company for Hybrid Seed Corn.

Like all KMBC-KFRM newscasters, John Farmer is an experienced editor and a graduate of college journalism. He grew up on a diet of printer's ink; John's father owned and published the Cameron, Mo., Sun.

A capable newsman, he won national recognition several years ago when he scooped all news service in Kansas City with the story of the Pendergast guilty plea and sentence.

His three other noon day newscasts are presented by Peter Paul candy.

GRACE MacNAUGHTON . . .

Radio actress is talented in more ways than one. The rising young star was recently picked a winner in a California beauty contest. She appears in featured roles on "Lum n" Abner," Sunday evening comedy featured over KMBC at 9:00 o'clock for Frigidaire.



EVE ARDEN . .

When lovely Eve Arden is the teacher, staying after school is no punishment. She's cast as a high school English teacher in the delightful comedy, "Our Miss Brooks," presented over KMBC each Sunday evening at 8:30 in the interests of Palmolive Lustre cream. At present, Miss Brooks is engrossed in Colgate Palmolive Peet's spectacular "49 'er Gold Rush" contest.

WINS NEW AUTOMOBILE IN NATIONAL CONTEST

An Excelsior Springs woman, Mrs. Mildred Mannheim, scored successfully in the widely publicized "Treasure Chest" contest conducted by Colgate Palmolive Peet.

Her jingle, adjudged in the



WINS FORD IN CONTEST . . .

Smiling happily, Mrs. Mildred Mannheim accepts the key to her new 1949 Ford from G. I. Holland, district sales manager for Colgate Palmolive Peet.

winning class, was awarded a new 1949 4-door sedan.

G. I. Holland, district sales manager of Colgate Palmolive Peet, officiated for the company in the presentation of the award. Active radio advertisers, the company sponsors many leading programs over KMBC. Radio was widely used in promoting the contest.

KMBC, Monday through Saturday from 11:05 to 11:20 p.m., by the Muehlebach Brewing company for Muehlebach pilsener beer.

The rhythmic strains of "Broadway," hit tune of a bygone era, open the show. Each broadcast presents a catchy dixieland jazz number and a melodic interpretation on the "gas-light" piano along with a varied selection of popular dance tunes.

"Organ Concert," formerly heard over KMBC at 11:05 p.m. has moved to a new hour. Now presented at 11:20 to 11:45 p.m. on weekdays, the program is conducted by KMBC-KFRM's director of music, P. Hans Flath. Its Sunday schedule has remained the same—11:05 to 11:30 p.m.

"PROFESSOR" CONDUCTS SATURDAY KMBC QUIZ

Radio's original quizmaster, "Professor Quiz" is now asking his brain teasers over KMBC each Saturday evening at 7:30.

Although he has been a radio figure for more than 12 years, few listeners know the professor by his real name, Craig Earl.

Show's Origin

He originated the first "Professor Quiz" show while playing a theater performance in Washington, D.C. The show soon developed into a national craze.

During his 12 years as radio's foremost quizmaster, the professor has retained the same format and prizes-believing that \$500 is still enough to interest the normal person. And he has the right answer every Saturday at 7:30 p.m. over KMBC.

"Professor Quiz" is sponsored by General Foods Corporation for Grapenuts Flakes.

Missourian Places 2nd In Giant Lipton Contest

A Missourian, Mrs. John A. Jones of Marshall, Mo., has been named second prize winner of the national contest conducted by Lipton Tea company, sponsors of Arthur Godfrey's "Talent Scouts."

Mrs. Jones, who has been using Lipton's tea for forty years and who says "there's no other tea like it," had never entered any contest before. As second prize winner in the Lipton contest, she won a \$1,000 cash prize.

An Arthur Godfrey fan, Mrs. Jones hears "Talent Scouts" each Monday evening over KMBC. The show is heard at 7:30 p.m., under the sponsorship of Thomas J. Lipton, Inc.

KMBC Features Ace Dramatic Series

Tuesday evening at 7:00 o'clock, KMBC presents an outstanding series of dramatic shows, "Hollywood Theater." The series is sponsored by Good Food, Inc., in the interests of Skippy peanut butter.

Each week, the performance features a noted actor or actress in special radio adaptations of dramatic plays. Celebrated stars of New York and Hollywood appear on the show. Host of the "Hollywood

Theater" is Les Mitchel, who produces and directs the series. The show is featured over KMBC each Tuesday evening from 7:00 to 7:30.



MISSOURIAN WINS PRIZE IN NATIONAL CONTEST . .

Placing second in Lipton's national \$36,000 contest, Mrs. John A. Jones, left, of Marshall, Mo. is shown as she received a \$1,000 cash award. A. C. Fackert, riaht. Central Division Manager of Thomas J. Lipton, Inc., made the award.

FEBRUARY, 1949

HEARTBEATS

RENEW SPONSORSHIP OF ''SONG SERENADE''

Index Employment, Kansas City's leading employment agency, has renewed sponsorship of "A Song Serenade," presented over KMBC each Sunday at 1:30 p.m. The contract has been renewed for another year.

The half-hour musical show

features the talents of Harry Jenks, organist-pianist, and Bob Lowe, tenor. The program presents song and music designed for pleasant Sunday afternoon listening. Program is announced by Fulton King.

Each week Carter Blair, in charge of employer relations and job research at Index, appears on the program to explain his company's excellent employment service, including the operations of the entire staff.



reads the "Heartbeats" trade papers and condenses into this column the information that it feels will be of interest and assistance to today's busy retail grocers.

FOOD FIELD REPORTER reports: "Goodyear Tire and Rubber company is promoting a transparent package for oranges. The oranges of one citrus fruit company are now appearing in this type of package in Detroit, Chicago and other metropolitan areas in the midwest.

"Manufacturers of the package are conducting a market analysis in these areas. Tests show that oranges in this package lose only 1 to 4 per cent in weight over a 20-day shelf period-as compared with a 15 to 25 per cent loss on fruit not so protected. The package can also be re-used as a refrigerator food container." Page 16, Jan. 17, 1949.

PROGRESSIVE GROCER reports: "Sanitary Scale company of Belvidere, Ill., has introduced a new meat tenderizing machine. Emphasis has been placed on safety, operating speed and ease in disassembling for cleaning and sharpening. New features include a three-position feed, alternatingly sharpened cutter teeth, new direct worm drive motor.

"The tenderizer, reports the manufacturer, is now available." Page 195, January, 1949.

Metropolitan Life **Renews Erle Smith News**

Metropolitan Life Insurance company has renewed its sponsorship of Erle Smith's 6:00 o'clock newscast over KMBC-KFRM on Monday, Wednesday and Friday.

Cowboy Singer Joins KMBC-KFRM Talent Staff

Cowboy singer and guitarist Tiny Tillman, whose talents are matched only by his corpulence, has joined the staff of The KMBC-KFRM Team.

The talented performer has been playing the guitar and sing-



TINY TILLMAN . . .

ing western ballads since he was nine years of age.

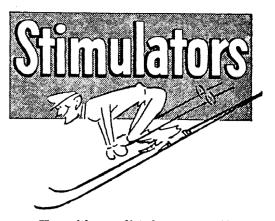
He has appeared with the Valley Barn Dance of St. Louis and Grand Ole Opry of Nashville.

Tiny Tillman is starred in his own show over KMBC, Monday through Saturday at 6:15 a.m. In addition, he appears regularly on such outstanding KMBC-KFRM hit shows as "Dinnerbell Roundup," "Western Roundup," and "Brush Creek Follies."

GODFREY DOES SELLING JOB FOR FOUR SPONSORS

Hailed as America's greatest salesman, Arthur Godfrey demonstrates his unusual selling technique for four different sponsors over KMBC.

Helping him do his tremendous sales job are colleagues Janette



Herewith are listed current offers and contests on KMBC. Such "stimulators" of the advertisers result in greater sales for you as a retailer.

Armour & Co.-Sponsors of "Hint Hunt," heard over KMBC Monday through Friday at 3:00 p.m., offer miscellaneous merchandise prizes. Send favorite household hint along with 1 Chiffon box top to Hint Hunt, Box 3505. Chicago 77, Illinois. (CBS)

Chrysler Corp.-Sponsors of "Hit the Jackpot," heard over KMBC Tuesday evening at 9:00 o'clock. offer chance to "Hit the Jackpot" via telephone. Send postcard with name, address and phone number to Hit the Jackpot, 485 Madison Ave., New York, N.Y. (CBS)

Proctor & Gamble-Sponsors of "What Makes You Tick?" heard over KMBC Monday through Friday at 1:45 p.m., offer two plastic storage bags. Send 50 cents plus 2 Ivory Flakes box tops to Proctor & Gamble, Box, 357, Cincinnati 1, Ohio. (CBS)

Borden Co.-Sponsors of "County Fair," heard over KMBC Wednesday evening at 8:00 p.m., offer recipe booklet. Write County Fair, 485 Madison Ave., New York, N.Y. (CBS)

Pillsbury Mills-Sponsors of "Grand Central Station," heard over KMBC Saturday, 11:30 a.m., offer 3 piece Rogers silverplate starter set, "Lady Ann" pattern. Send value coupon from any Pillsbury product to Pillsbury, Dept. G., Minneapolis, Minn. (CBS)

KMBC's "HAPPY HOME"



DISCUSS PROGRAM FORMAT OF "A SONG SERENADE" . . .

Sponsor and performers of KMBC's Sunday afternoon hit show, "A Song Serenade," exchange ideas for the program's format. Shown as they discussed the show are (sitting) left to right, Arthur C. Haysler, managing director of Index Employment company; Carter Blair, in charge of employer relations and job research; James R. Reese of the James R. Reese Advertising Agency and director of publicity and advertising for Index. Standing are the radio performers of "A Song Serenade": pianist Harry Jenks, left, and singer Bob Lowe.

pertoire.

featured over KMBC Monday

through Friday at 5:30 p.m., pre-

sents songs by The Rhythm Rid-

ers. Tunes range from western

and folk songs to swing and pop-

ular dance numbers. The talent-

ed, versatile Rhythm Riders are

noted for their wide, varied re-

Allbritten Motors presents

"Western Echoes" on Tuesdays

and Thursdays in the interests of

Chrysler-Plymouth automobiles

STELLAR KMBC SHOW GAINS NEW SPONSOR

Tuneful western ballads, as interpreted by The Rhythm Riders, are doing their sales work for Allbritten Motors, Inc., of Kansas City. The firm has contracted for Tuesday and Thursday sponsorship of "Western Echoes" over KMBC.

Page 4

The quarter hour musical show, and service.



WINDOW DISPLAY TELLS STORY . .

Frank Allbritten Motors, Inc., 615 Southwest Blvd., uses window space effecively in promoting its KMBC radio show "Western Echoes." Photographed in front of the attractive window display are C. R. Godbey, secretary and advertising manager; C. E. Allbritten, vice president and sales manager; J. A. Raphel, business manager and Frank Allbritten, president and general manager.

"Hint Hunt" Is Grocers' Sales Aid

Offering prizes for hints has proved to be a successful sales formula for Armour & Co., sponsors of KMBC's popular mid-afternoon show, Hint Hunt."

Heard Monday through Friday of at 3:00 p.m., the program is conducted by witty Chuck Acree. He awards prizes to women whose household hints are adjudged the best.

Recently, "Hint Hunt" played an active part in conducting a successful promotion campaign for Armour's Mayflower margarine. The first half of the show is presented in the interests of Armour meats; the last half, for Chiffon Flakes.

Duff & Repp Presents Wayne King On KMBC

The incomprable music of Wayne King is presented over KMBC each Sunday afternoon at 3:00 p.m., on "The Wayne King Show." The entertaining halfhour is sponsored by Duff & Repp Furniture company.

The show features two young singing stars, Nancy Evans and Larry Douglas. Discovered by Wayne King himself, Nancy Evans has won the plaudits of music critics and the public alike for her amazing 3-octave range.

Fast becoming a favorite for his smooth-voiced interpretations, Larry Douglas, baritone, is a "natural" for the Wayne King orchestra.

As managing news editor of The KMBC-KFRM Team, Erle Smith directs a staff of six fulltime newsmen. In addition, he presents a regular schedule of daily newscasts.

A skilled newsman, he has devoted his entire career to journalism. In 1925, he forsook newspaperdom to become a pioneer in the field of radio newscasting. For the last 15 years, he has headed the KMBC news department.

His skill as a newscaster is recognized by both the listening public and professional associates. Recently, he was appointed chairman of the executive committee of the Missouri Association of Associated Press broadcasters.

His newscasts are featured over KMBC-KFRM, Monday through Saturday, at 3:25 and 6:00 p.m. and over KMBC at 9:30 p.m.

Phillips Renews KFRM News With Henry Wheat

Phillips Petroleum company has renewed its sponsorship of News with Henry Wheat, featured over KFRM monday through Saturday at 8:00 a.m.

A graduate of the University of Kansas' journalism school, Wheat entered radio during World War II when he voluntarily wrote scripts during his non-flying hours in the Aleutians.

When he returned to civilian life, he joined the college station at Lawrence, Kansas, where he was studying journalism.

An outstanding journalist, Wheat is a member of Delta Sigma Chi, national honorary journalism fraternity.

Davis and Bill Lawrence, singers; The Mariners and Archie Bleyer's orchestra.

They are featured in his morning programs, heard over KMBC Monday through Friday, from 8:30 to 8:45 a.m. for the Gold Seal company in the interests of Glass Wax; 8:45 to 9:00 a.m. for the National Biscuit company in the interests of Nabisco baking products and 10:00 to 10:30 a.m. for Liggett & Myers Tobacco company in the interests of Chesterfield cigarettes.

Monday evenings at 7:30, Godfrey works his sales magic for Thomas J. Lipton, Inc., for Lipton tea and soup. He played an active part, recently, in the promotion of Lipton "Hot Tea Week."

Berl Berry Sponsors Hit Show over KMBC

A sparkling half-hour of the "sweetest music this side of heaven" highlights Monday evening's radio fare when KMBC presents "The Guy Lombardo Show." The program is heard each Monday from 7:0) to 7:30 p.m.

The scintillating show, narrated by David Ross, features the Lombardo Medley, Kenney Gardner, Don Rodney, the Twin Pianos and the famous Lombardo picture story.

Perennially popular, Guy Lombardo and his Royal Candians have won, for 16 successive years, the highest rating among bands in the field of "Favorite Orchestra -popular music."

The show is sponsored over KMBC by Berl Berry Motors and Berl Berry Ford dealers in the interests of Ford automobiles and service.

ATTRACTS 2 SPONSORS

KMBC-KFRM's "Happy Home" of Caroline Ellis is the meeting place of happy sponsors.

Celanese Corporation of Amer-



ica, sponsors of the show over KMBC Monday, Wednesday and Friday, has renewed its contract for another year. And a sec-

CAROLINE ELLIS

KMBC.

ond sponsor, the Marshall Hatcheries of Marshall, Mo., has assumed sponsorship of the Tuesday morning program over

The program is heard Monday through Friday from 9:30 to 9:45 a. m.

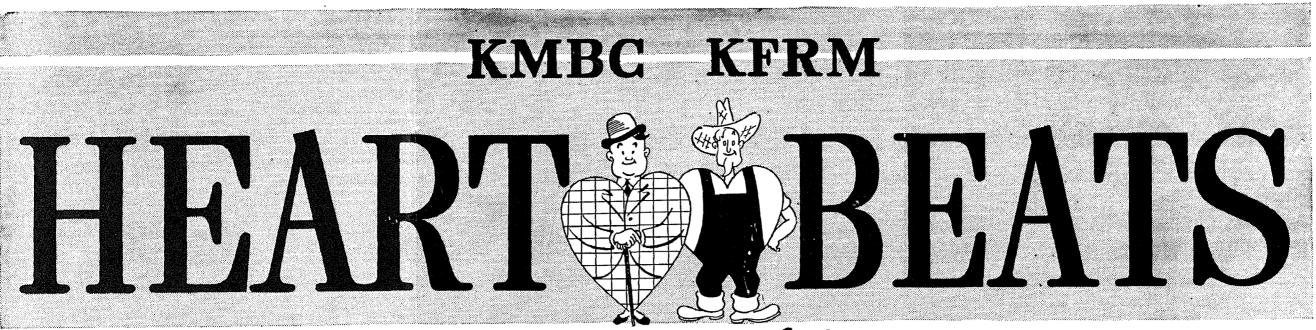
"Happy Home" features the down - to - earth philosophy of KMBC-KFRM's beloved woman commentator, Caroline Ellis. Appearing with her on the program is David Andrews.

Purity Bakeries Renews "Food Scout" Over KMBC

Purity Bakeries Corporation has renewed its sponsorship of KMBC's morning home service feature, "The Food Scout."

Heard Monday through Saturday at 8:15 a.m., the program is presented in the interests of Taystee bread.

"Food Scout," originating from the Kansas City fruit and vegetable terminal, highlights the best food buys of the day. Its commendable service function has made the program an early morning favorite with midwestern homemakers.



from the Heart of America KANSAS CITY'S RADIO MERCHANDISER

VOL. 7, NO. 2

Sally Baker Joins Team Staff as Home Economist

Sally Baker, graduate home economist and experienced radio homemaker, has been named director of the famous KMBC-KFRM "Happy Kitchen" program, one of radio's oldest and most successful women's informational features.



Popular Shows Renewed By Sponsors

Two CBS shows, featured over KMBC, have been renewed by their sponsors for another year.

General Foods Corporation, in the interests of Swans Down Tapioca and Satina, have renewed sponsorship of radio's popular quarter-hour serial, "The Second Mrs. Burton." The program is featured over KMBC Monday through Friday at 1:00 p.m.

The Thomas J. Lipton company, for Lipton tea and soup, has extended its sponsorship of "Talent Scouts" for another 52-week period. Program stars "radio's greatest salesman," the inimitable Arthur Godfrey.

The widely heard program is featured over KMBC every Monday at 7:30 p.m.

Parsons Farmcasts Attract Two Sponsors

Best proof of the effectiveness of Ken Parsons farmcasts can be demostrated by his sponsors! One, Glasco Milling company, makers of Sunflower poultry, hog

Delights KMBC Fans

The rhythmic strains of music by Wayne King delights KMBC fans every Sunday afternoon at 3:30 p.m.

The show features the incomparable music of Wayne King,



Sunday Musical Show THE KMBC-KFRM TEAM RANKS FIRST IN IMPORTANT SURVEY

Small Town and Rural Listeners Prefer "The Team" For Service Programs

Again The KMBC-KFRM Team has won top honors in a big, important survey; this time a personal interview survey of the "aided recall" type. Final report of the Conlan Study was issued in April. The survey was made at the Kansas State Fair and the American Royal Livestock and Horse Show last fall, and was lim-

ited to residents on the farm and in small towns of less than 2,500 population. It included 1,223 interviews from 150 counties within The KMBC-KFRM Team's primary coverage area.

Interview results from each county were weighted to give each county its true relative importance according to its number of radio families.

Experienced interviewers asked six major questions: First, "What Radio Stations Do You Listen to Regularly?" Response showed the Team far out in front among all broadcasters in the huge Kansas City Primary Trade area.

Second: "What Radio Farm

question by 60 per cent over the second place station.

APRIL, 1949

Fifth: "What Radio Stations Do You Listen to for Other Farm Programs?" The Team had four times more mentions than the second ranking station.

Sixth: "What Radio Stations Do You Listen to for Women's Home Making Programs?" The KMBC - KFRM Team received twice as many mentions as the second place station.

The KMBC-KFRM Team not only has top listener preference in the area it serves, but provides advertisers with the most economical circulation in the \$4, 739,317,000 Kansas City Primary Trade territory.

SALLY BAKER . . .

She will also conduct, for the housewives of Kansas City and its environs, the useful, timesaving fresh fruits and vegetable news program, "The Food Scout," direct from the Kansas City Market every morning.

Graduate Home Economist

A graduate of Oklahoma A & M, where she majored in home economics, Sally Baker conducted an early morning homemaker program over a Stillwater station and, by remote facilities, over a Wichita Falls station.

Last year, she joined WRFD of Worthington, Ohio, as director of women's programs. In that capacity, she presented two air shows daily, toured the state to appear in person at various county fairs.

She is in constant demand as a public speaker at women's affairs and other events with a distinct feminine appeal.

Culinary Artist

Actually a cooking enthusiast, Sally Baker likes to experiment with foods, originate recipes, plan new menus.

While employed as assistant director of a research kitchen, she conducted numerous experiments on frozen foods which will result in valuable information to KMBC-KFRM listeners.

Before joining The KMBC-KFRM Team, she made a business trip to New York and Washington where, with a group of radio home economists, she studied TV programming techniques.

The "Happy Kitchen" is a cosponsorship program broadcast over "The Team" Monday through Saturday at 9:00 a.m.

The "Food Scout" program is broadcast over KMBC only Monday through Saturday at 8:15 a.m., sponsored daily by Taystee Bread.

and dairy feeds, has doubled its radio advertising shedule on KFRM. Glasco now sponsors "Your Farm and Ours" with Ken Parsons Monday through Saturday at 12:55 p.m.

New Sponsor

Sponsors of Ken Parsons' "Better Farming" feature, Evans Orchard Supply Company, are promoting the sale of the finest agricultural chemicals and spraying equipment. The KMBC-KFRM Team carries "Better Farming" into farm homes throughout the Kansas City Primary Trade Area. from central Missouri to Colorado.

Skilled agronomist Ken Parsons, associate to Phil Evans, KMBC-KFRM Farm Service Director, continually conducts practical agricultural experiments for the benefit of midwestern farmers.

From these tests, he culls valuable facts on proper use and effectiveness of insecticides, herbicides; advanced farming techniques; and other pertinent information of distinct value to Heart of America farm families. Moreover, he makes daily reports of his findings to KMBC-KFRM's widespread rural audiences when he presents his highly rated farmcasts.

KMBC To Cover Racing's Triple Crown

Once again, KMBC will bring sport fans box seats for the "Triple Crown of Racing" -the Kentucky Derby, Preakness and Belmont Stakes. Gillette Safety Razor company will sponsor the broadcasts over the entire CBS network.

KMBC will be on hand for the Kentucky Derby, May 7 at 4:15 p.m.; for the Preakness, May 14 at 3:00 p.m.; for the Belmont Stakes, June 11 at 2:30 p.m.

WAYNE KING . . .

with Nancy Evans and Larry Douglas stepping into the musical spotlight for the vocal numbers.

Talented songstress Nancy ^{*}Evans has thrilled music fans with her amazing 3-octave range. Larry Douglas, baritone, delights audiences with his smooth-voiced interpretations of popular tunes.

Sponsored over KMBC by the Duff & Repp Furniture company, "The Wayne King Show" is announced by Lee Stewart.

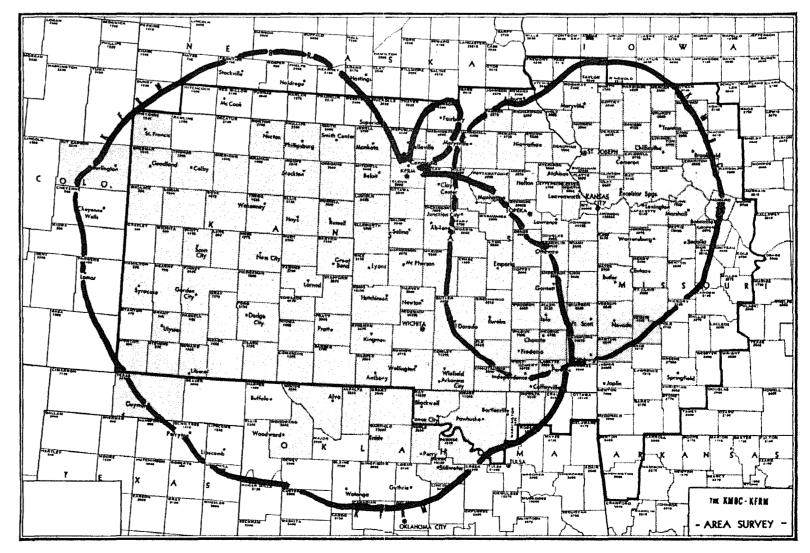
Editors and Market Reporters do you listen to regularly?" The Team's Phil Evans, Bob Riley and Ken Parsons were far in the lead! In fact two of them placed first and second in most number of mentions, while the third member of the trio was in the top five named.

Third: "What Radio Stations Do You Listen to for News?" The KMBC-KFRM Team led all Kansas City broadcasters!

Fourth: "What Radio Stations Do You Listen to for Market Reports?" The KMBC-KFRM Team led in number of mentions to this

Only The Team provides "one broadcaster" coverage of this huge area which encompasses western Missouri, all of Kansas, and portions of adjacent states-3,970,100 people! This wide coverage, also the remarkably widespread sampling in this survey, are dramatically shown in the map on this page.

Interested parties are invited to study this and other KMBC-KFRM surveys. Simply call any Free & Peters "Colonel" or KMBC-KFRM man.



CONLAN AREA SURVEY SHOWS WIDESPREAD KMBC-KFRM COVERAGE . . .

Dramatic evidence of the wide spread sampling of the Conlan Personal Interview Survey, just released this month, is shown by the shaded areas on this map. Replies were received from 150 counties, all within The KMBC-KFRM Team's Primary coverage area, shown by the heavy black contour lines. The Kansas City Primary Trade area is shown in a lighter solid line in this illustration.

Page 2

YOL. 7. NO. 2

KFRM кмвс

from the Heart of America KANSAS CITY'S RADIO MERCHANDISER

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC-KFRM advertisers as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

к	MBC KFRM	and KMBC -	FM
	of Kanso	ıs City	
MIC	LAND BROADCA	STING COM	PANY
Arth	ur B. Church, Presider	nt and General M	anager
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	H. Bennett, Vice Pres Taylor, Vice President	-	
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KFRM---A Study in Facts and Figures

KFRM, the Kansas farm station programmed by KMBC of Kansas City, occupies a unique position in the annals of American broadcasting. Understanding its influence throughout rural Kansas demands new concepts-both of radio broadcasting and of the area which KFRM serves.

KFRM has inaugurated a new technique in presenting top-flight programming for rural listeners. It is the nation's first broadcaster, authorized by FCC, with main studios far removed from the transmitter. KFRM's studios are situated in Kansas City; its transmitter, 175 air miles west, is in north central Kansas, near Concordia-right in the heart of the nation's "bread basket"!

New Programming Technique

Programmed by direct wire from Kansas City, KFRM brings distinctive, fine-quality programming to all of Kansas. Its antenna is drectionalized, giving its signal an effective radiated power of 12,500 watts to the southwest. As a result, KFRM carries the voice of Kansas City to the remotest bounds of the city's rich, far flung trade territory. Furthermore, joined by KMBC. The KMBC-KFRM Team is the nation's only broadcaster offering complete radio coverage of the entire Kansas City primary trade area. This area, as defined by Dr. W. Bryant, now research director of the Tenth Federal Reserve District, includes western Missouri, all of Kansas, small portions of northwest Arkansas and northern Oklahoma. KFRM's primary coverage area extends south and west well beyond the area defined by Dr. Bryant including almost all of Kansas, into Oklahoma, northwest Texas, northeast New Mexico, eastern Colorado and Nebraska! Last year, Kansas produced 231 million bushels of wheat, or 18 per cent of the national total. It's one of America's leading states in the production of petroleum. And its vast livestock resources contribute vitally to Kansas City's position as one of the leading markets in the United States. In 1948, the area served by The KMBC-KFRM Team showed a 10 per cent increase in farm land prices. The farm mortgage debt is the lowest in 25 years, while farm land prices are at the highest in history. Kansas net farm income for 1948 was \$5,311-compared to U.S.A. average of \$3,160. (Figures from Sales Management, Survey of Buying Power, 1948.)

HEARTBEATS



APRIL, 1949



UNNY DAYE . . .

Pert, vivacious Sunny Daye, MBC-KFRM's talented songtress, has been singing since she was three years old. She has been performing before microphones since her graduation from high school. As a matter of fact, her entire life is tinged with music.

Sunny, who does an excellent job before a microphone or on the stage, holds a degree in music from Oklahoma A & M.

Her first professional radio appearance was for a Dallas station -followed by another successful radio run in Oklahoma City. Then KMBC-KFRM lured her to the Heart of America.

Network Appearances

Sunny has appeared on two network shows. She was featured over CBS in "Oklahoma Roundup;" over NBC in "Southwestern Stars." Invariably, her performances over KMBC-KFRM are of sentation of an expensive Wurlitzer accordion. The presentation was made over the CBS network on the show "The First Line."

Stage Experience

Trained by the inevitable highschool operettas. Sunny has developed into a skillful stage performer. She has appeared with the Cass County Boys, Dale Evans, Jimmy Wakeley, Tex Ritter, Roy Acuff and Johnny Bond.

She is a popular favorite with fans of "Brush Creek Follies." And she is featured over KMBC-KFRM on Dinnerbell Roundup. And she is starred over KFRM on her own show, "Sunny Daye Entertains," Monday through Friday, 6:30 p.m.

Dramatic Series Is **Popular KMBC Feature**

Radio's delightful show, "First Nighter," raises its KMBC curtain each Sunday evening at 9:00 o'clock for a half-hour of enjoyable drama.

Each week, Barbara Luddy and Olan Soule co-star in original plays which are staged in the mythical, but well-attended, "Little Theater off Times Square."

Creating the atmosphere of a Broadway premiere, the CBS show has given millions of Americans the feeling of being a "First Nighter" amid the excitement and glamour of opening night on the Great White Way.

The dramatic series is presented in the interests of Campana's Italian Balm and Magic Touch make-up. This year, sponsors of the program have resumed their pre-war practice of offering Italian Balm dispensers to lotion users.

"Spike Jones Show"



Herewith are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

KMBC-KFRM

Peters Serum Co.-for serums, vaccines and veterinary preparations, renews "Livestock Markets." Bob Riley, Monday through Friday at 6:25 a.m.

Peppard Seed Co.-for Hybrid Seed Corn renews "Grain, Produce and Poultry Markets," Phil Evans, Monday through Friday at 12:35 p.m.

Staley Miling Co.-for cattle, hog and poultry feeds renews "Feed Lot Chats," Phil Evans, Monday through Friday at 12:10 p.m. and "Farm Counselor," Phil Evans, Monday through Friday at 6:45 a.m.

Maurer-Neuer Meat Packersfor Rodeo meat products presents "Brush Creek Follies," on KMBC Saturday 9:45 to 10:00 p.m.; on KFRM Sunday, 2:45 to 3:00 p.m.

Evans Orchard Supply Co.--for agricultural chemicals and spraying equipment presents "Better Farming," Ken Parsons, Monday through Friday at 6:55 a.m.

KMBC

Katz Drug Co.-for retail drug products renews sponsorship of "Rhymaline Time," Monday through Saturday, 7:30 to 7:45 a.m.

Rothschild's - for men's and women's clothing presents "Local Report," with Walter Cronkite, Sunday at 9:45 p.m.

Anticipates Continued Prosperity

While some parts of the country are experiencing unemployment unprecedented since before the war, Kansas is conservatively looking forward to another prosperous year —on the heel of six years of bumper crops and record harvests!

The price of wheat and livestock has declined from the dizzy postwar heights, but another top crop is anticipated and industry continues to hum. In fact, experts in the Kansas Department of Labor, who admit having been asked frequently in recent days to spot symptoms of a business recession, say they have thumbed their statistics high and low but fail to find any danger signals thus far.

Growing Industrial Activity

Agriculturally, the importance of Kansas, the wheat state, is unquestioned: industrially, the state is rapidly expanding. Industries, like chemical manufacturers and bomber plants, have moved in next to wheat fields. The University of Kansas' Bureau of Business Research, founded in 1943, gives articulate expression to the state's amazing industrial expansion. Currently, the bureau is conducting a project to discover new uses for Kansas' five billion tons of salt reserves. Last year, the university undertook fortyfive propects at cost of \$430,000, financed by both business firms and governmental agencies.

These signs of continued agricultural and industrial activity are significant to broadcasters and sponsors alike. They indicate continued prosperity in the \$4,739,317,000 Kansas City Primary Trade area— that lucrative region completely covered, effectively and economically, by The KMBC-KFRM Team *exclusively*.

network quality.

The versatile songstress specializes in western ballads and folk tunes. A popular recording artist, her latest releases are "Plain Talkin' Gal from the West" and "Black Sheep, Black Sheep."

Composes Music

Sunny and her musician husband like to spend their leisure hours composing tunes. Many of their tunes have been published; they composed "Who's Gonna Love Me?" and "Little Texas Sweetheart."

During the war, her husband was stationed on the Lexington, aircraft carrier, when it was sunk in the Coral Sea Battle. He escaped unharmed, but lost his accordion. P.K. Wrigley read of the loss and undertook a campaign which ended in the pre-

On KMBC At New Hour

"The Spike Jones Show," starring Spike Jones and his inimitable City Slickers, has moved to Saturday, 10:30 p.m., over KMBC.

Sponsored over CBS by the Coca Cola company, the humorous, musical half-hour features melodic antics by the orchestra whose comedy on stage, radio and recordings has made it one of the country's most popular bands.

"The Spike Jones Show" also presents the bright young comedian, Professor Feetlebaum ---played by Doodles Weaver.

Glamour is added to each performance by the appearance of guest stars from the brightest names of radio, screen, stage and television.



"Very faulty articulation; don't you think, dear?"

KFRM

Kansas Farmers' Union --- for oils, feeds, paints and other products presents Lazy River Boys, Monday through Friday at 1:30 p.m.

Glasco Milling Co. - for Sunflower poultry, hog and dairy feeds, increases sponsorship to full week of "Your Farm and Ours," Ken Parsons, Monday through Saturday at 12:55 p.m.

Staley Renews Two Phil Evans Farmcasts

Staley Milling company, in the interests of cattle, hog and poultry feeds, has renewed sponsorship of two popular KMBC-KFRM farm programs presented by Phil Evans-"Farm Counselor Talks" and "Feed Lot Chats."

The programs are a prominent feature of The KMBC-KFRM Team's farm service. "Farm Counselor" is presented over the Team Monday through Friday at 6:45 a.m.; "Feed Lot Chats," Monday through Friday at 12:10 p.m.

Phil Evans, director of the KMBC-KFRM Service Farms, is the midwest's leading radio farm authority. A widely experienced farm commentator, Phil has been in radio since 1929, when he began reporting livestock markets in Chicago. He has served as a member of the Livestock Commission in both Chicago and Kansas City.

As director of the KMBC-KFRM Service Farms, he supervises the vast agricultural activities of the station including farming, livestock breeding and experimenting with new techniques and products. He directs the station's full schedule of farmcasts; in addition, he presents his own series of popular farm programs.

INSIDE COLUMN ON THIS MONTH'S Heartbeats



TONI DARNAY . . .

When the curtain rises on KMBC's "Theater of Today" each Saturday at 11:00 a.m., young Toni Darnay frequently steps to the microphone to play featured roles. The engrossing CBS series is presented by Armstrong Cork company for Armstrong linoleums and Quaker rugs.



Katz Drug Renews "Rhymaline" on KMBC

Sponsorship renewal of "Rhymaline Time" by Katz Drug company demonstrates that music, blended with comedy, is a powerful force in moving products from dealers' shelves into the homes of KMBC-KFRM listeners.

Once again, the Kansas City firm has renewed its sponsorship of the popular morning show. Katz Drug company began sponsoring "Rhymaline Time" in August, 1945, and has repeatedly renewed its contract.

By far the greatest mail pulling show on KMBC-KFRM, it combines the talents of David Andrews, Harry Jenks and The Tune Chasers.

A novel type audience participation program, "Rhymaline" in-

Andy Devine Joins "Lum 'n' Abner"

Jovial, frog-voiced Andy Devine has joined the cast of the famous CBS comedy team, "Lum 'n' Abner," featured over KMBC each Sunday evening at 7:30.

Friends point out that Andy's voice acquired its raspy sound during college days when, as a Santa Clara football player, he tried to make himself heard above the shouts of sideline hecklers.

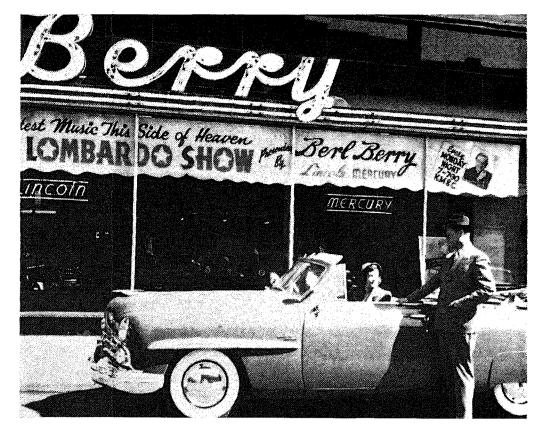
As a member of the "Lum 'n' Abner" cast, he portrays Mose Moots, the laughing barber.

The half hour comedy, dramatizing the adventures of those two famous store proprietors from Pine Ridge, Arkkansas, is sponsored over the network by General Motors Corporation for Frigidaire.



HIT SHOW COMBINES COMEDY, MUSIC . . .

The hilarity and madcap pace of KMBC-KFRM's popular morning program, "Rhymaline Time," is evidenced in this picture of the cast. Seated are (left) Harry Jenks, organist-pianist, and David Andrews, emcee; in the background are The Tune Chasers (left to right) Charley Pryor, Ruel Joyce, Herbie



LOMBARDO SHOW ON KMBC FOR BERL BERRY . . .

The sweet music of America's perennially popular dance band, Guy Lombardo, is featured over KMBC each Monday evening at 7:00 by Berl Berry Motors in the interests of Lincoln-Mercury sales and service. Berl Berry, president of Berl Berry Motors, is shown in front of the sales room with Rosemary Quigley, KMBC-KFRM staff, at the wheel of a 1949 Lincoln convertible.

RODEO PRODUCTS NEW ON "FOLLIES"

Rodeo, prominent Kansas City meat packers company, has assumed sponsorship of quarterhour segment of the KMBC-KFRM Brush Creek Follies each week.

The midwest's greatest radiostage show featuring the entire star-studded talent staff, is heard over KMBC each Saturday night from 9 o'clock until 9:30, and again from 9:45 to 10:30. The variety show, now in its twelfth successful season, is also broad-

"Nora Drake" Joins KMBC Schedule

The dramatic story of a beautiful young nurse, "This Is Nora Drake," has joined the afternoon presentation of radio dramas over KMBC. The trueto-life story, sponsored over CBS by the Toni company, is heard over KMBC Monday through Friday at 2:45 p.m.

Radio's talented Joan Tompkins is cast in the leading role. She portrays the life story of an attractive nurse, Nora Drake, who is trying to strike a delicate balance between her career and personal happiness.



Page 3

JAN MINER . . .

Cast as a reporter who helps sleuthing cameraman Casey solve many a baffling mystery, lovely Jan Miner portrays the feminine lead in the weekly adventures of "Crime Photographer." The CBS thriller is sponsored over KMBC each Thursday evening at 8:30 p.m., by the Toni company.



EVELYN KNIGHT . . .

Lovely songstress Evelyn Knight has replaced Margaret Whiting on "Bob Crosby's "Club 15." She is featured during the Tuesday and Thursday club sessions; Andrews Sisters handle the vocal chores on the other nights. Sponsored over CBS by the Campbell Soup company, "Club 15" is heard over KMBC, Monday through Friday, at 6:30 p.m. Kratoska and Vaughn Busey. The riotous show is featured over KMBC Monday through Saturday; 7:30 to 8:15 a.m.; over KFRM Monday through Saturday, 7:30 to 8:00 a.m.

vites listeners to send in song requests in the form of rhymes. Best rhymes are read over the air with the winners receiving a diploma and cash award.

Currently sponsoring the hit show are: on KMBC-KFRM, Continental Pharmaceutical Corporation in the interests of Kyron; on KMBC only, Katz Drug Co., and Land-Sharp Motors.

TEXAS RANGERS STARRED OVER KMBC FOR GRENNAN

"America's foremost singers of western tunes," The Texas Rangers, are featured over KMBC every Monday through Friday at 5:00 p.m., in the interests of Grennan cakes and cookies.

The successful, highly-rated quarter hour musical show stars this famous octet whose interpretations of western ballads and hymns have been thrilling American audiences for years.

The talented stars are versatile artists. They appear on a coast to coast show over CBS every week, heard on KMBC each Saturday at 3:00 p.m. They star on a Hollywood television show every Monday evening over the Los Angeles Times station, KTTV. Their recordings of cowboy hymns were recently released by Bibletone. And their latest movie, "Arkansas Swing" is being shown currently throughout the nation. Obviously, the popular group has made an enviable mark on America's entertainment scene.

Little wonder that their daily show over KMBC is doing an effective selling job for Grennan cakes.

"Ozzie and Harriet" Resume Show on KMBC

Radio's most outstanding domestic comedy series, "The Adventures of Ozzie and Harriet," has returned to KMBC. The sparkling show, starring Ozzie Nelson and Harriet Hilliard, made



HARRIET HILLIARD . . .

its debut over CBS in 1944 under the sponsorship of the International Silver company.

The true-to-life comedy portrays the hectic, happy and hilarious home life of Ozzie and Harriet and their two children. Its widespread appeal stems from the show's humorous, homespun appeal.

"The Adventures of Ozzie and Harriet" is featured over KMBC, for International silverware, every Sunday at 5:30 p.m. NEW SPONSOR FOR BRUSH CREEK FOLLIES . . .

Maurer-Neuer Meat Packers, in the interests of Rodeo meats, have joined forces with other successful firms in sponsoring a 15-minute segment of the midwest's biggest radio-stage hit, "Brush Follies." Partners of the meat packing firm, who sponsor the program on The KMBC-KFRM Team, are photographed with the show's emcee—left to right Carl Neuer, Hiram Higsby and Arthur Maurer.

cast over KFRM each Sunday afternoon from 2 o'clock until 3:15. The Rodeo sponsored portion of the show is featured over KMBC Saturday, 9:45 to 10:00 p.m., and over KFRM Sunday, 2:45 to 3:00 p.m.

In purchasing this weekly portion of the Brush Creek Follies for Rodeo Meats, the Maurer-Neuer Corporation joins such well-satisfied local sponsors as the Hogue Mercantile Company, for Freshnut Peanut Butter; Kent Products Company, for Richmade margarine; and Quisenberry Mills for Quisenberry feeds.

Brush Creek Follies constently packs in overflow audiences at Ivanhoe Temple, and plays to thousands of radio fans throughout the extensive 5-state area covered by The KMBC-KFRM Team. The fun-loaded show features instrumental and vocal groups, song soloists, and comedy crews in a session of mirth and melody unequalled in this entire area.

Peppard Seed Presents Phil Evans On The Team

Peppard Seed company has assumed sponsorship of Phil Evans' informative noon-hour "Grain and Poultry Markets" on The KMBC-KFRM Team daily at 12:35 p.m.

To bring the Kansas City Trade Area audiences up-to-the-minute quotations and estimates, Phil Evans makes daily use of the Team's direct telephone service to the Board of Trade pits. This exclusive line enables Phil to flash the market activity to his vast listening public as fast as it occurs.

Phil Evans, director of the KMBC-KFRM Service Farms, and recognized farm authority for the middlewest, presents the latest "Grain and Poultry Markets" over KMBC-KFRM at 9:55 a.m., as well as at 12:35, and closing quotations at 1:25 p.m., for KFRM listeners only.

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HEARTBEATS

APRIL, 1949

Kansas Farmers Union A New KFRM Sponsor

The Lazy River Boys, lively hill billy trio, favorites of Brush Creek Follies and Dinnerbell Roundup, are starred in their own new program over KFRM at 1:30 p.m., Monday through Friday, sponsored by the Kansas Farmers' Union.

No hill billy act has ever attained quicker popularity on KMBC-KFRM than the Lazy



LAZY RIVER BOYS . . .

River Boys. Their stage appearances are cues for enthusiastic applause from their numerous, avid fans.

Popularity polls for airwaves favorites repeatedly place the Lazy River Boys among the very top contenders.

The Kansas Farmers' Union presentation of The Lazy River Boys over KFRM now enables listeners in Kansas, Colorado, Oklahoma and Nebraska to enjoy a daily quarter-hour of saddle and sagebrush songs with real hill billy flavor.

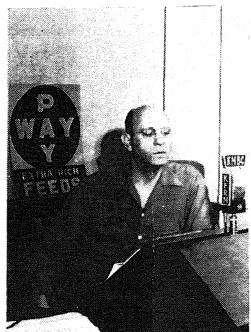
"Hour Of St. Francis" Continued On KMBC-KFRM

KMBC - KFRM's inspiring Sunday morning feature, "The Hour of St. Francis," has been extended for another three months.

The quarter-hour, non-sectarian program dramatizes religious stories. Leading actors of radio and movies appear in the dramas.

Each week's program effectively conveys an important moral lesson. The inspiring tales, wonderfully dramatized, have universal appeal.

"The Hour of St. Francis" is heard over The KMBC-KFRM Team each Sunday morning from 8:45 to 9:00 a.m.



BOB RILEY . . .

The accurate, informative marketcasts of Bob Riley are sponsored over KMBC-KFRM at 9:50 a.m., Monday through Friday, by Pay Way Feed Mills. An astute observer of the Kansas City livestock market, Bob Riley is popular throughout the midwest. His broadcasts originate from special KMBC-KFRM studios in the Kansas City Livestock Exchange building.



CRONKITE FEATURED ON KMBC FOR ROTHSCHILD'S

Each week over KMBC, Rothschild's clothiers—now operating five stores in the Greater Kansas City Area — presents Walter Cronkite's Capitol Hill news direct from Washington.

The timely commentaries presented over KMBC for Rothschild's each Sunday evening at 9:45 p.m., are written and edited expressly for midwestern listeners by KMBC-KFRM's Washington correspondent, Walter Cronkite.

A veteran journalist, he formerly managed the United Press Moscow Bureau. Now, as KMBC-KFRM Washington correspondent, he is in charge of the capitol news service for both stations. He reports his analysis of the week's headline happenings and their significance to residents of the Kansas City trade area over KMBC-KFRM each Sunday at 12:10 p.m. At 4:45 p.m., he



WALTER CRONKITE . . . KMBC-KFRM Washington Correspondent.

presents a newcast of distinct interest to Kansas listeners over KFRM. His 9:45 p.m., broadcast, on KMBC, is specially edited for residents of the Kansas City and KMBC listening area.



NOTED CELEBRITIES FEATURED ON "HEART OF AMERICA" . . .

Frequently, KMBC-KFRM's stellar series, "Heart of America," features celebrated performers of radio, stage and screen. Jim Burke, KMBC-KFRM director of special features, is shown as he interviewed for midwestern radio fans two noted stars, Ruth Warrick (left) and Margo, right. The famous actresses visited Kansas City recently for appearances in local theatrical productions.



AIR MENTION BRINGS SONG BOOK DELUGE

Recently Hiram Higsby, popular KMBC-KFRM emcee and entertainer, received a request to sing an old folk song. He was acquainted with the melody, but he didn't know the lyrics. Casually, Hiram mentioned the fact on his morning show over KFRM. The next couple of days, he was swamped with old song books and sheet music, including the Civil War song book which he is shown handling. All the sheet music shown in the photograph was published more than 50 years ago.

BOB RILEY ON KMBC-KFRM

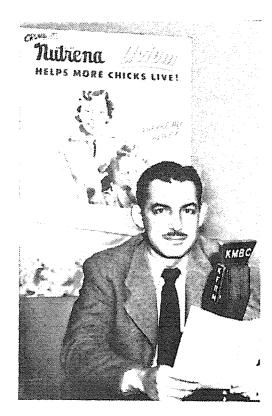
PETERS SERUM RENEWS

Peters Serum company, manufacturers of vaccines, serums and veterinary preparations, has again renewed sponsorship of Bob Riley's 6:25 morning marketcasts from the Kansas City Livestock Exchange building.

KMBC-KFRM "Livestock Markets" broadcasts attract vast audiencs throughout the Kansas City Primary Trade Area.

Bob Riley has become famous as the area's top marketcaster; his "Livestock Markets" present authentic, accurate reports which are vital to livestock raisers, and feeders.

Currently, KMBC-KFRM presents Bob Riley's marketcasts at 6:25, 9:50 a.m., 12:30 p.m. Every Saturday at 12:25 p.m., he presents a weekly review of "Livestock Markets."



HENRY WHEAT . . .

Throughout the week, Henry Wheat, newscaster, presents "Weather News" over The KMBC-KFRM Team. The 5minute newscast, heard Monday through Saturday at 7:25 a.m., is sponsored by Nutrena Mills in the interests of poultry, hog and cattle feeds.

SCORES HIT ON KMBC

"Winner Takes All," radio's exciting contest that allows a contestant to keep winning prizes as long as he has the right answer, is now featured over KMBC Monday through Friday at 4:30 p.m.

"Bud" Collyer, popular radio and television announcer, is emcee of the exciting CBS series.

The quarter-hour program is a contest between two studio contestants. One is finished with a bell; the other, a buzzer — which they sound to indicate that they wish to answer Collyer's questions.

Each correct answer earns one point; three points wins the round. The winner of a round is awarded a valuable prize. There is no limit to the number of rounds a contestant may win, or the number of programs on which be may appear. Prizes keep coming as long as the answers are right.

"Winner Take All" is sponsored by the Pepsodent Division of Lever Brothers for Rayve home permanent wave kits.

KMBC-KFRM Entertainers Popular Throughout Area

For the popular KMBC-KFRM entertainers, the job doesn't end when the broadcast is over. As a matter of fact—another phase of it just begins. The talented performers are constantly active fulfilling unceasing demands for personal appearances.

Under the management of Jim McConnell, KMBC - KFRM operates a full time Artists Bureau which arranges the schedule of personal appearances for the station's popular stars.

The station's entire staff of entertainers—singers, musicians,

KMBC - KFRM operates its Washington news service as a supplement to its well-established, smooth - functioning local News Bureau, under the direction of Erle Smith. The services, complementing each other, rank KMBC-KFRM as the area's leading news stations.

comedians, emcees—are in constant demand for stage appearances. Throughout the KMBC-KFRM area, the stars are called on to appear at leading events, to add their glamour to conventions, business meetings and various functions. Radio fans are constantly demanding to see in person the stars they have enjoyed for so long on the radio.

Last year, KMBC-KFRM artists made more than 800 personal appearances. In addition, each Fall they appear in person at state fairs and the celebrated American Royal at Kansas City.

Their busy itinerary is arranged by the KMBC-KFRM Artists Bureau. They are available for personal appearances through Jim McConnell.

Enthusiastic Reception

Thir appearances are received enthusiastically throughout the Heart of America. A recent letter from Waterville, Kansas, typifies the warm reception which the entertainers always receive. The letter read, "We want to thank the KMBC-KFRM Artists Bureau for the talent you sent.

"We want to thank each member; ... they were all appreciated and much liked by the Chamber of Commerce and the farmers of our community.

"We liked the people, their show and the manner in which they conducted themselves. Thanks a lot."



"FOOD SCOUT" DOES SHOW FROM SCENE OF ACTION . .

Sally Baker, KMBC-KFRM home economist, conducts her popular morning shaw, "Food Scout" from the Kansas City Food Terminal. Her review of the day's best food and vegetable buys is based on actual findings at the terminal. Her widely heard program is sponsored over KMBC at 8:15 a.m., Monday through Saturday, by Purity Bakeries for Taystee bread.

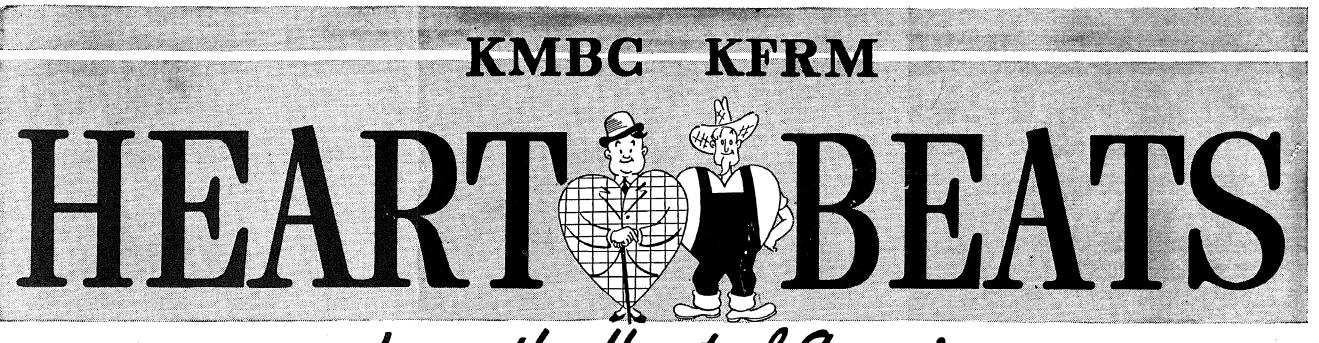


Herewith are listed current offers and contests on KMBC. Such "stimulators" of the advertisers result in greater sales for you as a retailer.

General Foods Corp.—Sponsors of "Second Mrs. Burton," heard over KMBC Monday through Friday at 1:00 p.m., offer two 8-inch aluminum layer cake tins. Send one Swans Down Instant Cake Mix box top plus 75 cents to Swans Down, Dep. D-G, Battle Creek, Michigan.

Sterling Products—sponsors of "Romance of Helen Trent," heard over KMBC Monday through Fridayday at 11:30 a.m., offer six packets of seeds. Send front of Kolynos toothpaste carton plus 15 cents to Helen Trent, Los Angeles 54, California.

Wm. Wise & Co.—Sponsors of "Get More Out of Life," heard over KMBC every Saturday at 2:15 offer Home Decorating book. Send for 7-day trial, or send \$4.95 plus postage to Decoration Book, % Columbia Broadcasting System, 485 Madison Ave., New York, N.Y.



from the Heart of America

VOL. 7, NO. 3

KANSAS CITY'S RADIO MERCHANDISER

AUGUST, 1949

KMBC Named Top Radio Station In Greater Kansas City

Proof that KMBC continues to be the most listened to radio station in Greater Kansas City is furnished in the latest survey released by Conlan & Associates. This general coincidental tele-

phone survey was conducted in April and released the last of May under the joint sponsorship of Kansas City radic stations, including KMBC.

During the week of the survey, more than 70,000 basic calls were made between the hours of 7:00 a.m. and 11:00 p.m.

Results of Survey

KMBC rated first—mornings, afternoons and evenings! Most spectacular ratings were in the forenoons when KMBC topped its nearest competitor 34 per cent.

In this survey, KMBC took top honors by an even greater margin than in a similar survey conducted in November, 1948.

The fact that KMBC continues to lead all Kansas City broadcasters is indeed a tribute to its pro-

gramming policy. Special newscasts, women's programs, livestock, grain and produce reports are morning features that are listener favorites, giving KMBC a 34 per cent greater morning audience than any other Kansas City station. And KMBC is CBS for Kansas City. Enough said!

"Organ Concert" **Resumes Former Schedule**

KMBC's late evening program of organ music has resumed its former hour on the daily schedule. Once again, "Organ Concert" is presented from 11:05 to 11:30 p.m., Monday through Friday.

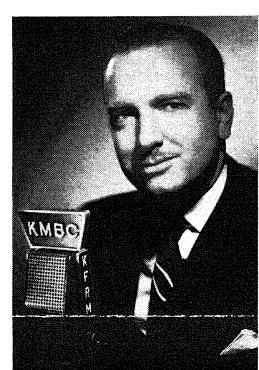
Show features the melodic interpretations of KMBC-KFRM's director of music, P. Hans Flath.

The program is followed by "CBS Dance Orchestra," a half hcur of popular music.

Team Correspondent Marks D-Day Anniversary

Walter Cronkite, KMBC-KFRM Washington correspondent, was one of a select group of American journalists invited, by the French government, to commemorate the anniversary of the Allied D-Day landing on the beaches of Normandy. A former war correspondent, Cronkite covered the invasion five years ago.

Cronkite flew to France with 44 American correspondents. During the commemoration ceremonies.



Conlan Survey Again Rates KFRM Most Popular Station In Kansas

In an area wide radio survey, covering eighty-eight midwestern counties. KFRM was again named the most-listened to station in Kansas. Moreover, this latest survey-conducted in April by Robert S. Conlan and Associates—shows that KFRM's audiences are continually growing, giving the station an even greater margin over competition than it enjoyed as last Fall's area leader.

The coincidental survey, one of the largest of its kind ever conducted, made more than 62,000 telephone calls. It covered 79 Kansas counties, 5 Oklahoma counties and 4 Nebraska counties in a comprehensive survey of 14,423 listening homes within the KFRM area.

KFRM Is Leader

The results, carefully tabulated, show that KFRM leads all broadcasters in Kansas for both morning and afternoon periods-first in listener preference throughout the day. KFRM is on the air daytime only.

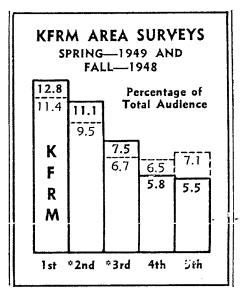
This popularity is convincing proof that KFRM is providing rural listeners with the type of programming that they like-and need!

KFRM broadcasts are specific-

women's features, sports, special events and children's programs.

Cosmopolitan Programming

The Kansas farm station is programmed by KMBC of Kansas City. At times, KFRM shows are



"Follies" Breaks All Attendence

Records As Tempreature Soars

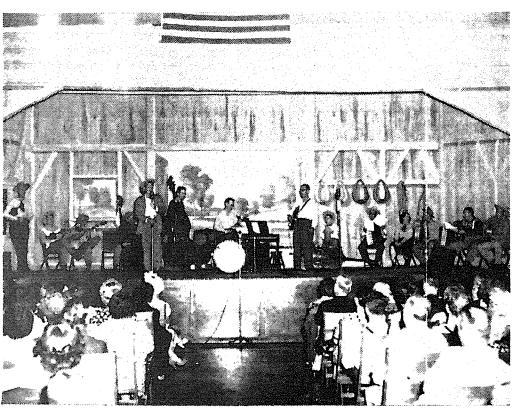
Despite a grueling heat wave, on July 9 KMBC-KFRM's "Brush Creek Follies" topped all previous attendance records when 3,100 enthusiastic fans jammed to capacity the mammoth Memorial Hall of Kansas City, Kansas. The successful radio-stage hit is now concluding its twelfth big season.

Now staged in its summer home, Memorial Hall, the "Follies" moved to its new location June 11. The Kansas City, Kansas, premiere was marked by the personal appearance of The Texas Rangers, celebrated stars of radio, stage, screen and television.

All-Star Cast

"Brush Creek Follies" stars the complete line-up of KMBC-KFRM performers. Hiram Higsby is featured as emcee-comedian. Starring with him are Colorado Pete (only member of the cast who has appeared in the show since its inception) Rhythm Riders, Tune Chasers, Lazy River Boys, Millie and Sue, Sunny Daye, Jed Starkey, Harry Jenks, David Andrews and George Washington White.

"Brush Creek Follies" is sponsored over The KMBC-KFRM Team, in 15-minute segments, by Kent Products Company for Richmade margarine; Franklin Ice Cream company for Franklin Sealtest ice cream and Franklin dairy products; and by Maurer-Neuer corporation for Rodeo meat products. The show is featured over KMBC each Saturday from 9:00 to 9:30 p.m. and 9:45 to 10:30 p.m.; over KFRM each Sunday from 2:00 to 3:15 p.m.



CONTINUES SUCCESSFUL RUN AT NEW LOCATION

KMBC-KFRM's smash hit, "Brush Creek Follies," is continuing its successful run in a new location, Memorial Hall of Kansas City, Kansas. The "Follies" set a new, all-time attendance record July 9 when more than 3,100 fans bought tickets for the greatest barn dance radio show in the Heart of America. Show's emcee, Hiram Higsby, is photographed on stage at the KMBC-KFRM microphone; with him are various members of the all-star cast.

WALTER CRONKITE . . .

he and the other correspondents were decorated by Vincent Auriol. President of France.

Eventful Trip

Cronkite visited Normandy and other former battle scenes along the scarred French coast. He interviewed American soldiers, talked with European laborers. farmers and business men.

His itinerary included conferences with high government officials in Paris, Luxembourg, Frankfurt, Berlin and London. As a result of his trip, Cronkite's dynamic radio series has gained added impact.

Heard in the Kansas City trade area over KMBC and KFRM exclusively, Cronkite has returned to Washington where he conducts his radio broadcasts.

He is featured simultaneously over The KMBC-KFRM Team each Sunday at 12:10 p.m. with a trade area report; over KMBC, Sunday, at 9:45 p.m. for Rothschild's clothiers with a program of interest for KMBC listeners, and over KFRM, Sunday, at 4:45 p.m. with a report of activities in the National Capitol of special interest to Kansas listeners.

Charmin On KMBC With "Minit Musical" Series

"Minit Musicals," presented over KMBC by Charmin, represent an innovation in the company's advertising program.

Reaching thousands of radio families with eight announcements weekly, the series has been designed to stimulate an increased demand for Charmin tissue products. Retailers may capitalize on this demand by featuring prominent displays in their stores.

ally designed for rural audiences. Each day's schedule includes topflight entertainment programs featuring members of the KMBC-KFRM talent staff; farmcasts direct from The Team Service Farms near Stanley, Kansas; upto-the-minute livestock and grain market reports direct from Kansas City.

In addition, KFRM programming presents newscasts that are specially edited for farm listeners,

Western Mercantile **Renews Riley On Team**

Ace marketcaster Bob Riley is doing an effective selling job for Western Mercantile company—as witnessed by the firm's recent renewal of "Live-

> stock Markets" on KMBC-KFRM Monday through Saturday at 12:30 p.m.

The noonday marketcast, featured during"Dinnerbell

BOB RILEY Roundup," is

presented in the interests of farm implements and retail hardware.

Bob Riley, an astute observer of the Kansas City livestock markets, is a nationally recognized authority. His accurate marketcasts, popular throughout the entire Kansas City primary trade area, report the latest conditions on the exchange.

Riley's marketcasts report only actual transactions; they do not predict or analyze. As a result, his broadcasts are factual. authentic. They originate from special KMBC-KFRM studios in the Kansas City Livestock Exchange building.

LEGEND . . .

The larger figures and solid lines indicate the March, 1949 Survey, and the small figures and dotted lines denote the Fall, 1948 standing. The asterisks denote Wichita stations. 79 Kansas counties, 5 Oklahoma counties and 4 Nebraska counties were included in the March, 1949 Survey. 73 Kansas, 5 Oklahoma, and 4 Nebraska counties were included in the Fall, 1948 Survey. A total of 62,368 basic calls were made and 14,423 listening homes surveyed in this new study. All counties surveyed are within KFRM's 0.5 my/m contour.

broadcast simultaneously with KMBC-furnishing listenershighquality, cosmopolitan programming.

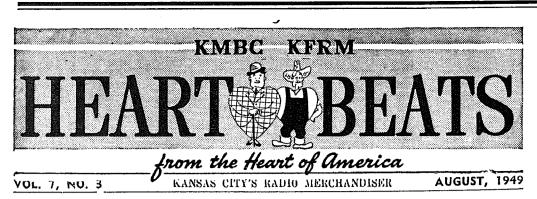
Operating together, The KMBC-KFRM Team provides advertisers with the most complete, effective and economical coverage of Kansas City's vast, lucrative primary trade area.

Sammy Kaye Show Scores Hit On KMBC

"Sammy Kaye Showroom," the sparkling 15-minute musical program featured over KMBC Tuesday, Thursday and Friday at 9:45 p.m. by the Chrysler-Plymouth dealers, is a rhythmic mixture of orchestral arrangements and vocal selections.

Kaye's music, which falls in the "sweet" category, uses saxophones to carry the melody while trumpets supply background music. A believer in mass choral effects, he has a versatile troupe of singing talent. They include Laura Leslie, blues singer; Don Cornell, baritone; Tony Alamo, young tenor who specializes in romantic ballads; The Kayedets, a trio of male voices; and the Kaye Choir.





Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC-KFRM advertisers as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC - - KFRM and KMBC - FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President in Charge of Sales G. L. Taylor, Vice President in Charge of Television

Published by the KMBC-KFRM Promotion Department John S. McDermott, Promotion Director

Eugene Moss, Editor

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1)	NEW YORK (22)		SAN FRANCISCO (4)
180 N. Michigan	444 Madison Ave.		58 Sutter
Franklin 2-6373	Plaza 9-6022		Sutter 1-4355
DETROIT (26)	HOLLYWOOD (28)	ATLANTA (3)	FORT WORTH
•	6331 Hollywood Blvd.	322 Palmer Bldg.	
Woodward 1-4255	Hollywood 9-2151	Main 5667	Fort Worth 36-3349

Radio Editorializing

Early in June, the Federal Communications Commission sanctioned editorializing by radio stations. Thus, after more than a year of deliberation, the Commission repudiated its Mayflower decision of 1941. According to the new ruling, radio station operators may now express their views on controversial issues.

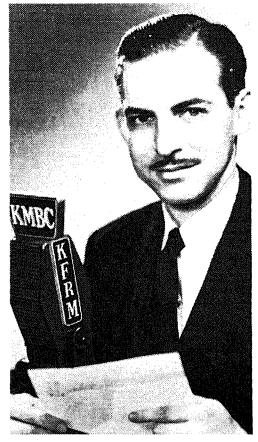
FCC added that the "particular format best suited for the presentation of such programs, in a manner consistent with the public interest, must be determined by the licensee in the light of the facts of each situation."

This broadly-phrased statement contrasted sharply with the defunct Mayflower ruling that the broadcaster "cannot be an advocate . . . cannot support principles he happens to regard most favorably." (Mayflower rule did not apply to news analysts or commentators.)

Acclaimed by Broadcasters

The new directive was hailed by the radio industry as a milestone in the history of American broadcasting. Justin Miller, president of the National Association of Broadcasters, termed the decree ". . . the greatest single victory in behalf of freedom of expression in this nation since the Zenger case, confirming the editorial freedom of newspapers, over a century ago." Poised for the Commission's decree, CBS immediately announced that "from time to time" it will editorialize. During the hearings, CBS submitted transcribed sample editorials and urged its right to broadcast them. "With the recognition by the FCC of this right of broadcasters," stated William S. Paley, CBS board chairman, "Columbia intends, from time to time, to broadcast radio editorials in its name."

INTROLDUCING



HENRY WHEAT . . .

Few men, looking back at their entry into radio, can view the circuitous route which, on December 7, 1947, brought Henry Wheat to The KMBC-KFRM Team. The young, capable newscaster launched his radio career from the cockpit of a P-40; he entered radio during the war when he was a fighter pilot in the United States air force.

Flying and newscasting are probably as closely related as camels and butterflies, but war has a faculty for making strange bedfellows. And so it was in the career of KFRM's special newscaster, Henry Wheat.

Dual Army Career

An Army pilot who flew combat in the Kiska-Attu campaign, he won the Distinguished Flying Cross and Air Medal. His personal war record is, to be sure, outstanding.

But somehow, the energetic pilot didn't consider it enough! He volunteered his free hours to write scripts for Armed Forces Radio Services in the Aleutians. He wrote a weekly variety show, starred in his own series of piano concerts and presented daily newscasts over WXLK, Amchitka Island. "Newscasting in the Aleutians," he commented, "entailed monitoring broadcasts from San Francisco, then editing them for GI consumption." Sigma Delta Chi, national honorary fraternity for journalists.

Wheat joined KFKU, the Lawrence station as announcer and script writer. He became editor of the Kansan, a daily newspaper with a circulation of 10,000. His writing skill brought him a special feature writing award.

While in Lawrence, he headed the Press Club and contributed feature stories to several Kansas newspapers.

After his graduation, he was named news director of KSEK, Pittsburg, Kansas.

Farm Newscaster

In December, 1947, when KMBC launched KFRM as an affiliate station to serve the rural listeners of the Kansas City primary trade area, Henry Wheat was appointed special farm newscaster.

A native of Kansas, Wheat's boyhood days in Parsons combined with his experience on Kansas newspapers and radio stations qualified him splendidly for the job.

His newscasts, featured over KFRM and The Team throughout the week, are specially edited and written for Heart of America's rural audiences. The 8:00 a.m. KFRM newscast is presented by Phillips Petroleum company; the 7:25 a.m. "Weather News," over The KMBC-KFRM Team, is sponsored by Nutrena Feeds.

A talented pianist, Wheat has made a hobby of music. "The hobby," he remarked, "has paid off. In my early years of college, I bought my books and paid my tuition by working in local dance bands."

Married, he lives in Johnson County with his attractive wife, Dale, and their 3½ year old son, R. L. III.

"Music Time" Wins Ohio State First Award

For the second consecutive year, KMBC-KFRM's outstanding educational program, "Music Time" has won a First Award from the Institute for Radio Education at



Herewith are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

KMBC-KFRM

Franklin Ice Cream Co. — for Franklin XX Sealtest ice cream and Franklin dairy products, presents "Brush Creek Follies" on KMBC Saturday 9:15 to 9:30 p.m. and over KFRM Sunday 2:15 to 2:30 p.m.

Maurer-Neuer Corp.—for Rodeo meat products extends sponsorship of "Brush Creek Follies" of their 15 minute segment heard over KMBC Saturday 9:45 to 10:00 p.m. and over KFRM Sunday 2:30 to 2:45 p.m.

Kent Products Co.—for Richmade margarine renews sponsorship of "Brush Creek Follies" on KMBC Saturday night 9:00 to 9:15 p.m. and over KFRM Sunday 2:00 to 2:15 p.m.

Peppard Seed Co. — for Hybrid Seed Corn renews sponsorship of "Grain and Produce Markets" with Phil Evans, heard Monday through Friday at 12:35 p.m.; also Saturday.

Western Mercantile Co.—for retail hardware, farm implements and parts, renews sponsorship of "Livestock Market Reports" with Bob Riley, heard Monday through Saturday at 12:30 p.m.

National Biscuit Co.—for Nabisco graham crackers and Nabisco baking products, presents News with John Farmer, Monday through Saturday at 12:55 p.m.

KFRM

Glasco Milling Co.—for Glasco

Arthur B. Church, president of the Midland Broadcasting Company, in a future issue of this paper will announce KMBC-KFRM's editorial policies.

BAB—A New Force In Radio 🥬

Broadcast Advertising Bureau—a fulltime sales promotion organization styled exactly as the NAB membership demanded at the Chicago convention—has leaped into the middle of the all-media battle for advertising dollars.

Its main function is to operate an industry-wide sales promotion, in the face of heavily financed projects of competing media. The bureau has replaced NAB's department of broadcast advertising. Its budget triples the appropriation set aside for the old department, but is still only a fraction of the promotion funds maintained by competing media.

BAB's director, Maurice B. Mitchell, has been authorized to expand personnel. Headquarters will be in New York with plans for Chicago and West coast representation.

Programs Now Under Way

Already, the bureau has undertaken studies of TV rate cards and contract practices. Another imminent project deals with the development of techniques to produce more revenues from newscasts and women's programs.

Envisioned for BAB is complete autonomy, aside from NAB policy supervision. The following general statement of principles has been set down for BAB's guidance:

- 1. To promote the superior advantages of broadcasting as an advertising medium.
- 2. To conduct a continuing educational campaign designed to improve the techniques of selling broadcast advertising.
- 3. To expand the use of broadcasting as a medium for selling services and merchandise.
- 4. To advance the profession of advertising generally as an essential part of our free enterprise economy.

BAB is expected to contribute notably to the continuing success of radio as an advertising medium—a medium whose potency is convincingly demonstrated day after day, year after year. The task, apparently, fascinated Wheat. At any rate, after his discharge from the Army, he forsook his pre-war training in aeronautical engineering and embarked on a newscasting career.

Journalism Graduate

He entered the University of Kansas where he received his Bachelor of Science degree in journalism. He was tapped into Ohio State University.

Planned and produced for Missouri and Kansas public schools, the program is presented under the supervision of Dr. Charles F. Church, Jr., director of education. It is conducted by Miss Alice Gallup, supervisor of music for the Kansas City public schools.

Judges acclaimed the program as a "refreshing and convincing music series that is meaningful and provocative to teacher and student alike — an excellent program."

The year before last, the show was awarded an Honorable Mention. "Music Time" is featured over KMBC and KFRM as a regular part of the "Radio Schoolhouse" series, which is presented over the air during the school year.



"Have you read tomorrow's script? I break your leg!"

poultry, hog and dairy feeds presents "Your Farm and Ours" at new hour, 1:00 p.m., Monday through Saturday.

KMBC

Mid-Continent Petroleum Corp. for DX motor fuel and DX motor oil, renews sponsorship of News with Bill Griffith, 7:15 a.m., Monday through Saturday.

Muchlebach Brewing Co. — for Muchlebach pilsener beer presents "Parade of Sports" with Sam Molen, 9:40 p.m., Monday through Saturday.

Ace Sportscaster on KMBC for Muehlebach

"Parade of Sports," the dynamic 9:40 p.m., sports series conducted on KMBC by the middle west's No. 1 sports commentator, Sam Molen, is doing an effective



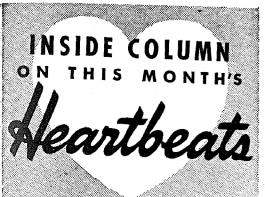
selling job for the Muehlebach Brewing company. The firm sponsors the 9:40 p. m. sportscasts, M o n d a y through Saturd a y o ver K M B C, for Muehlebach

SAM MOLEN

pilsener beer.

Popularity of these sportscasts stems from Molen's vast knowledge and excellent presentation of news in all fields of sports.

A recognized sports authority, he contributes regularly to the nation's leading sports magazines. Radio fans throughout the Heart of America hail him as their favorite sport commentator. He is on hand to give them an eye witness account of every leading sport event on the local scene.





ANN BASTOW . . .

Charming Ann Bastow looks too pretty to be a radio director. But the fact remains that the youthful director is the behind-the-scenes guiding force of CBS' "Theater of Today." The dramatic series is presented over KMBC each Saturday at 11:00 a.m. by the Armstrong Cork company.



Vacations, Program Shifts Bring Revisions to KMBC-KFRM Schedule

In radio, the arrival of summer is always accompanied by vacations and countless shifts in the scheduling of programs. KFRM's summer programs, which have remained fairly uniform, are presented under an expanded daily schedule. However, KMBC's summer schedule, revised to accomodate CBS changes, lists several program shifts.

Monday through Friday

Proctor & Gamble for Ivory Flakes presents "Brighter Day." The new series is heard over KMBC at 1:45 p.m.

Until August 19, Lowell Thomas is heard only three times each week at his usual hour, 5:45 p.m. On the other two evenings he is replaced by seasoned CBS correspondent, Charles Collingwood.

During the summer hiatus of Campbell Soup's "Club 15" and Edward R. Murrow programs, CBS is presenting an informative series titled "You and ...," heard at 6:30 p.m., followed by News with Larry Lesueur. The regular shows will return to the air August 29.

The "Beulah" and "Jack Smith Show," presented by Proctor and Gamble have been replaced by "The World Tonight," heard at 10:00 p.m. and a 5-minute feature "News Analysis." The newscast is followed by "For Your Information," featuring Jim Burke, KMBC-KFRM director of special features.

"This Is Nora Drake," stirring daytime serial sponsored by Toni home permanent, is heard at 1:30 p.m.

Monday

During Arthur Godfrey's vacation from Lipton's "Talent Scouts," CBS is presenting "Young Love"—a comedy series heard over KMBC at 7:30 p.m.

Lux "Radio Theater" has been replaced by two comedy shows. "Leave It to Joan." starring radio's noted comedienne Joan Davis, is heard at 8:00 p.m. The second comedy program, "Breakfast with Burrows," is heard at 8:30 p.m. CBS explains the incongruous hour with the glib phrase, "Burrows gets up late!" While Pepsodent's "Irma" is resting for the summer, the Columbia network is presenting a h alf h our musical program, "Straw Hat Concert." with the musical quarter hour, "Deep River Boys," heard at 9:15 a.m.

The talented "Three Suns" are featured at 5:00 p.m., followed by a timely quarter hour, "Naval Air Reserve Show."

Red Barber's "Sports Review" is heard at 5:30 for United States air forces.

At 7:30 p.m. KMBC presents Columbia's "Adventures of Phillip Marlowe." A half hour of dance music is heard at 10:30 p.m.

Sunday

Sunday's program shifts are varied. Longines - Wittnauer Watch company's two programs — "Choraliers" and "Symphonette" are heard at new hours. Eugene Lowell conducts "Choraliers" at 1:00 p.m.; Mishel Piastro, "Symphonette" at 4:30 p.m.

Prudential Insurance company has installed a summer stock theater flavor into its weekly dramas. The series, "Family Hour of Stars," is heard at 5:00 p.m.

At 6:00 p.m. "Your Hit Parade on Parade" has replaced the "Jack Benny Show" for American Tobacco Company on behalf of Lucky Strike cigarettes.

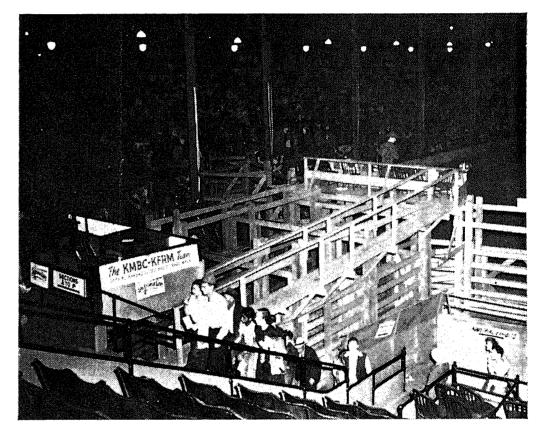
"Call the Police"—a mystery detective thriller dramatizing crime detection methods of a modern police force in an average American city — has replaced "Amos 'n' Andy" at 6:30 p.m. The summer series is sponsored by Lever Brothers for Rinso.

"Life with Luigi," the half



CELEBRATE OPENING OF NEW PHILLIPS PLANT . .

Recently Phillips Petroleum company, refiners of Phillips 66 gasoline and Phillips motor oils, celebrated the opening of its new Kansas City, Kansas, plant with a gala "Open House" day. The event was highlighted by a personal inspection tour of K. S. (Boots) Adams, president of the company. He is shown, right, as he was interviewed by Jim Burke, KMBC-KFRM director of special features. Leo Barry, district manager, center, looks on. In presenting Erle Smith's 9:30 p.m. newscast over KMBC since 1939, Phillips has set a station record for unbroken, continuous sponsorship of a single broadcast. The firm also sponsors Henry Wheat on KFRM, Monday through Saturday at 8:00 a.m.



TEAM ON HAND TO COVER AMERICAN ROYAL EVENT . . .

Heart of America's leading civic station, The KMBC-KFRM Team was on hand to give midwestern listeners complete radio coverage of the American Royal Dairy Show and Rodeo. The broadcast booth, overlooking the main arena, may be seen at the left. Lights of the spacious arena appear as tiny white dots along the top of the photograph. During the gala event, KMBC-KFRM broadcasts direct from the American Royal building were conducted by Phil Evans, Ken Parsons and Jim Burke.

GLORIA McMILLAN . . .

Small wonder that Gloria McMillan sounds so natural portraying Harriet, the high school principal's daughter, on the CBS comedy, "Our Miss Brooks." Gloria, 16, is a junior at Westlake School, Los Angeles. The humorous dramas, starring Eve Arden, are sponsored over KMBC Sunday at 8:30 p.m. in the interests of Palmolive Lustre Cream.



MONICA LEWIS . . .

Glamorous chanteuse, Monica Lewis, shares the vocal spotlight with John Laurens on CBS' "Your Hit Parade on Parade." Sponsored by the American Tobacco company for Lucky Strike cigarettes, the program is the summer replacement for the "Jack Benny Show." It is heard over KMBC Sunday at 6:00 p.m.

Tuesday

Camel's "Bob Hawk Show" is on vacation for the summer; its replacement is unannounced. At 8:30 p.m. KMBC presents "It Pays To Be Ignorant."

Wednesday

Borden's "County Fair," now heard on Saturdays has been replaced by "Lewisohn Stadium Concerts."

Thursday

"First Nighter," for Italian Balm. moves into the 9:00 p.m., period vacated, for the summer, by Electric Auto Lite's "Suspense."

Effective with the August 4 broadcast, Phillip Morris assumes sponsorship of "Crime Photographer." The show is featured over KMBC at 8:30 p.m.

"FBI in Peace and War," the weekly series renewed over CBS by Proctor & Gamble for Lava soap, has been replaced for the summer by "Broadway Is My Beat." The show is heard at 7:00 p.m.

Friday

General Foods' two comedy programs have been replaced by "St. Louis Municipal Opera." The hour program is presented at 8:00 p.m.

"This Is Broadway," the real life drama about show business and the problems it imposes upon young hopefuls, offers sixty minutes of fine entertainment every Friday at 9:00 p.m.

Saturday

Saturday's shifts affect the entire day's schedule, beginning hour story of an immigrant's life in the United States, is presented Sunday at 7:30 p.m.

A new, unique quiz show on which the contestants must be school teachers, "Earn Your Vacation," is the summer replacement for the Electric Light & Power companies' series, starring Helen Hayes.

MID-CONTINENT RENEWS BILL GRIFFITH ON KMBC

Mid-Continent Petroleum Corporation, sponsor of Bill Griffith's 7:15 a.m. newscast over KMBC, has renewed its contract for an-



other year. Renewals, undoubtedly, are the most convincing proof that K M B C newscasts bring results.

Newscaster Bill Griffith, a native Kansas

BILL GRIFFITH Citian, is one of the most skilled journalists on radio or newspapers—in the area.

A graduate of the University of Kansas, he entered journalism as a reporter on a large metropolitan daily.

During his sixteen years with the newspaper, he covered practically all news beats, worked his way up to acting city editor. Then, Bill transferred his journalistic skill to radio.

He was, formerly, news editor of a Kansas radio station. His 7:15 a.m. newscast, heard Monday through Saturday over KMBC, is presented by Mid-Continent Petroleum Corp. in the interest of DX motor fuel, motor oil and DX products.



NEW SPONSOR FOR SPORTS DIRECTOR . . .

Sports Director Sam Molen, right, is shown looking over a display erected by his new sponsor, Muehlebach Brewing Company. From left to right are Pete O'Donnell, Parkview store manager; Felix Heim, of the store; and A. C. Busby, city sales manager for Muehlebach. Molen's 9:40 p.m. sportscast Monday through Saturday is under Muehlebach sponsorship.

STAR CBS SALESMAN HAS FIVE SPONSORS

Radio's greatest salesman, the irrepressible Arthur Godfrey, is now pulling his punch lines for a *fifth* network sponsor—Spray-A-Wave. His new quarter hour show is featured over KMBC Monday through Friday at 3:00 p.m.

A product of the Lee Pharmacal company, Spray-A-Wave is described as a "home wave . . . without a permanent."

The quarter hour show features the same cast that has won fame and popularity on Godfrey's other CBS shows — vocalists Janette Davis, Bill Lawrence and the Mariners quartet, announcer Teny Marvin and Archie Bleyer's orchestra.

The added 15 minutes brings Godfrey's radio and television schedule up to seven and three quarter hours each week. His Monday through Friday daytime shows are presented over KMBC at 8:30 a.m. for Gold Seal Glass Wax, at 8:45 a.m. for National Biscuit company, at 10:00 a.m. for Chesterfield cigarettes and at 3:00 p.m. for Spray-A-Wave.

His Monday evening "Talent Scouts" show, sponsored by Thomas J. Lipton, Inc., currently is on summer vacation.

HEARTBEATS

John Farmer On Team For Nabisco Products

National Biscuit Company, in the interests of Nabisco graham crackers, have assumed sponsorship of John Farmer's 12:55 p.m. news over The KMBC-KFRM Team.

The five minute newscast closes the highly-rated, widely-heard "Dinnerbell Roundup," featured at noon over The Team Monday through Saturday.

Like all KMBC-KFRM newscasters, John Farmer is an experienced editor and graduate of college journalism. A thoroughly trained, top-notch journalist, he has been a member of the KMBC news staff for ten years.

His former newspaper experience, both as a reporter and advertising salesman, qualifies him expertly for handling newscasting assignments of radio advertisers.

Purity Bakeries Renew "Texas Rangers"

In the interests of Grennan cakes and cookies, Purity Bakeries corporation has renewed sponsorship of "America's foremost singers of western tunes," The Texas Rangers, over KMBC Monday through Friday at 5:00 p.m.

The gentleman in white hats have shown themselves to be effective salesmen as witnessed by their continuing success for Grennan cakes.

The celebrated octet is nationally famous for its inimitable interpretations of western ballads and cowboy hymns. Recently, the stars were seen in person in Kansas City and other midwestern cities when they conducted a successful personal appearance tour.

The Texas Rangers are also sponsored over KMBC, Monday through Friday at 7:00 a.m., by B C Remedy company for B C headache tablets.



Herewith are listed current offers and contests on KMBC. Such "stim-ulators" of the advertisers result in greater sales for you as a retailer.

Chrysler Corp.—Sponsors of CBS "Hit the Jackpot," heard over KMBC Tuesday evening at 9:00 o'clock, offers opportunity to "Hit the Jackpot" via telephone. Send name, address and phone number to Plymouth-DeSoto, Hit the Jackpot, 485 Madison Ave., New York, N.Y.

Continental Baking Co. - Sponsors of CBS "Grand Slam," heard overKMBC Monday through Friday at 10:30 a.m., offer merchandise prizes awarded in competition with studio contestant. Send five questions on subject of music, add names of two products, to Grand Slam, Box 105, New York, N.Y.

General Foods Corp.—Sponsors of CBS "The Second Mrs. Burton," heard over KMBC Monday through Friday at 1:00 p.m., offer recipe folders. Send request to Jell-O, Dept. 16, Battle Creek, Michigan.

Prudential Insurance Company of America-Sponsors of "Family Hour of Stars," heard over KMBC Sunday afternoon at 5:00 p.m., offers booklet, "It's Fun To Be Healthy." Send request to Prudential, Box 1212, Newark, N.J.

General Foods Corp.—Sponsors of CBS "Wendy Warren and the News," heard over KMBC Monday through Friday at 11:00 a.m., offer four silver plated teaspoons in the Marianne pattern. Send one label of Instant Maxwell coffee plus 50 cents to Instant Maxwell House, Dept. R, Battle Creek, Mich.



NAMED HONORARY COLONELS OF THE STATE OF OKLAHOMA . . .

The Texas Rangers, America's foremost singers of western tunes, have won another feather for their famous white hats! The celebrated group, pictured here, recently completed a successful personal appearance tour of the midwest which included an engagement in Oklahoma City. While there, they were the guests of Governor Roy J. Turner whose distinguished career successfully blends politics with composing western music. The governor commissioned The Texas Rangers honorary colonels of the state of Oklahoma.





A FEW POINTERS FROM THE EXPERTS . . .

New member of Nabisco's sales force, John Farmer (center) KMBC-KFRM newscaster, gets some expert coaching from Jim Neenan, district manager (left) while John Karn, local manager, looks on. In the background, a cut-out figure of Nabisco's most widely known salesman, the unpredictable Arthur Godfrey, grins approvingly.

SPONSORS RENEW SEVEN SHOWS ON KMBC

Sponsors of seven stellar CBS shows have renewed their contracts for 52 weeks over the network and KMBC.

Colgate Palmolive Peet company, spensors of "Mr. & Mrs. North, have renewed the mysteryy-comedy series. Heard over KMBC Tuesday at 7:30 p.m., the show stars Alice Frost and Joseph Curtin.

Proctor & Gamble has renewed sponsorship of two shows, "Perry Mason" and "FBI in Peace and War." The thrilling detective series, starring John Larkin, is featured over KMBC Monday through Friday at 4:45 p.m. in the interests of Tide. The FBI weekly dramas, presented on behalf of Lava soap, are heard each Thursday at 7:00 p.m. The show, currently, is on summer vacation.

Borden company, in the interests of Borden dairy products, have renewed sponsorship of "County Fair," heard over KMBC Saturday at 2:00 p.m.

The Prudential Insurance company has extended its sponsoship of "Family Hour of Stars" for another year. The program casts celebrated Hollywood stars in original radio dramas.

Presented in the interests of Bromo Seltzer, "Inner Sanctum" has been renewed over the networks for another year. The half hour mystery dramas are featured over KMBC at 10:30 p.m., every Monday.

"Mr. Chameleon," starring Karl Swenson, will continue his sleuthing expeditions through another year for Bayer aspirin on CBS. The series is heard over KMBC each Wednesday at 7:00 p.m.

"Ma Perkins" To KMBC-CBS—Exclusively

The kindly sage of Rushville center, "Ma Perkins," now does her philosophizing over only one network, CBS. To local listeners that means one thing ----in Kansas City the quarter hour serial is heard only on KMBC.

For more than sixteen years, the grand program has been fascinating radio audiences. It has long carried one of radio's highest daytime Hooper ratings.

"Ma Perkins" is heard over KMBC Mondaythrough Friday, 1:15 p.m.

Peppard Renews Evans "Grain Markets" on KMBC

Peppard Seed company, in the interests of Hybrid Seed Corn, has renewed sponsorship of Phil Evans Grain & Produce Markets.

> The popular farm service feature, with KMBC-KFRM Farm Director Phil Evans, is presented over The KMBC-KFRM Team Monday through Fri-

PHIL EVANS

day at 12:50 p.m. It's an essential portion of the "Dinnerbell Roundup."

The KMBC-KFRM Team maintains a direct wire to the Board of Trade grain pits. All market reviews are accurate, up-to-the minute reports. Because they summarize the situation of the important Kansas City market, they provide vital information to farmers of the KMBC-KFRM area.

Educators Acclaim

"Radio Schoolhouse"

A recent survey of Kansas-Misscuri schools revealed the effectiveness of KMBC-KFRM's widely lauded educational series. "Radio Schoolhouse." The programs, presented under the supervision of Dr. Charles F. Church, perform an outstanding service for midwestern educators and students.

The survey indicated that students attending KMBC-KFRM's "Schoolhouse" number upwards of 100,000. Furthermore, the series undoubtedly has a large number of listeners not reported in the survey.

"Magic Book" Is Favorite

During the academic year, "Radio Schoolhouse" is presented over both KMBC and KFRM five days a week. Most popular program in the series, on basis of the report, continues to be "Magic Book," narrated by Caroline Ellis.

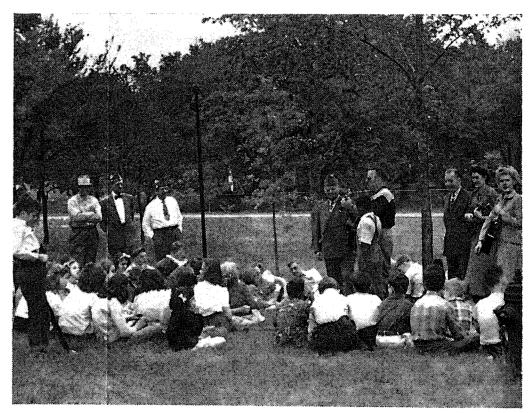
Of those schools reporting on radio equipment, nearly 60 per cent have added equipment since the end of the war. And 127 out of 226 expect to increase their radio facilities in the future.

Teachers expressed appreciation for the weekly outlines sent out by KMBC-KFRM's Education Department. Frequently, teachers returned the questionnaires with both compliments and suggestions for "Radio Schoolhouse."

Typical comment came from a supervisor of a rural school. She wrote, "I think the series is a wonderful opportunity for our schools. The teachers in our county are high in its praise."

HOME ECONOMIST IS SUCCESSFUL SALESLADY . . .

KMBC-KFRM's graduate home economist, Sally Baker, participated in the recent national bond drive by selling bonds at a local dress salon. She is shown, right, as she received a \$1,500 check from Mrs. Pearl Harlan, Kansas City housewife who learned of the Lond drive through listening to KMBC-KFRM's homemaking shows. KMBC "Food Scout" program is heard Monday through Saturday at 8:15 a.m. Taystee bread is the sponsor. "Happy Kitchen" is presented over KMBC-KFRM Monday through Saturday at 9:00 a.m. by Hall Ice Cream company.



KMBC-KERM STARS ENTERTAIN AT SCHOOL PICNIC . . .

The annual picnic of the sightless students of the Kansas State School for the Blind was a pronounced success that starred four KMBC-KFRM performers. A segment of the student body of seventy-six is shown grouped around Tiny Tillman, Tim West and Millie & Sue. Their acts were enthusiastically received, as evidenced by braille fan letters received by The KMBC-KFRM Team. Singers, the letters indicated, were fine; but the biggest hit of the afternoon was Tim West whose tricks of magic, though unseen, had immense appeal to the imaginations of the children. A few members of the American Legion post that sponsored the picnic are also shown in the photograph.

LISTENERS DIAL TO KMBC FOR

Armour company, sponsors of "Stars Over Hollywood" - heard over KMBC each Saturday at 1:00 p.m.—is devoting seven broadcasts toward promoting the company's new soap product. Dial.

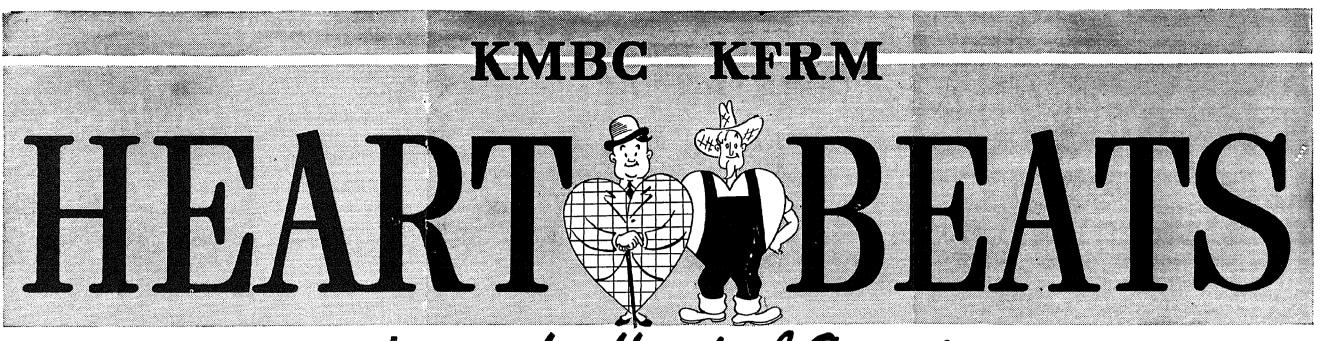
These seven broadcasts, spaced

out over the Summer through early Fall, are part of Armour's national campaign designed to promote sales of the new soap.

A scented bath and toilet soap, Dial contains a war-developed ingredient which kills the skin bacteria responsible for perspiration odor.

Hailed as Armour's post-war discovery, Dial offers grocers and druggists a new field of profit.





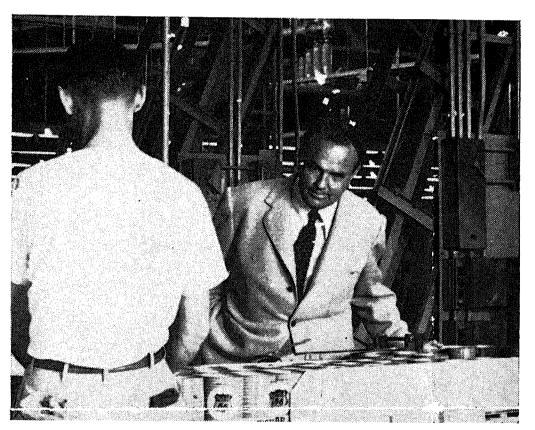
from the Heart of America KANSAS CITY'S RADIO MERCHANDISER

VOL. 7, NO. 4

SEPTEMBER, 1949

Erle Smith Sets New Record As He Begins Second Decade For Phillips

Erle Smith, managing news director, hit a new, all-time record at KMBC recently when he entered his second decade of newscasting for Phillips Petroleum Company. His achievement sets the mark for continuous, uninterrupted sponsorship of a single KMBC feature by the same adver-



ERLE SMITH INSPECTS PHILLIPS PLANT Erle Smith launched his second decade of newscasting for Phillips Petroleum by

Brush Creek Follies Is a Sell-out On 'Team''

End of summer 1949 finds "Brush Creek Follies," the Kansas City area's most popular Saturday night barn dance stage-radio feature, drawing the greatest crowds in the show's history and sponsored, completely, on both KMBC and KFRM.

Heretofore at this time of year, Fall promotion of the Follies was just getting underway. But moving the show to air-conditioned Memorial Hall has transformed it into a successful year around hit. It is sponsored by Franklin Ice Cream, Rodeo meat products, Richmade margarine, Spear feeds and Butter-Nut coffee. (See page 3 for picture and story.)

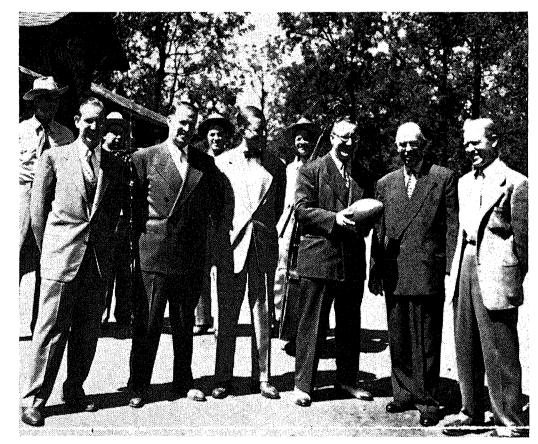
BC Renewal Is For **KMBC-KFRM** Team

B C Remedy Company, unofficially credited as being KMBC's oldest advertiser, became a Team advertiser when it recently renewed its sponsorship of The Texas Rangers' morning show.

On the station since 1929, with only minor lapses, B C Headache Powders now sponsors the quarter hour show simultaneously over both KMBC and KFRM, Monday, Wednesday and Friday, 7:00 a.m. Program features the inimitable music of The Texas Rangers, celebrated stars of stage, screen, radio and television. The gentlemen in white hats have been hailed by Variety magazine as "America's foremost singers of western tunes." The talented quintet appeared in Kansas City in person on the"Follies." Their 5:00 p.m. Monday through Friday strip is sponsored over KMBC by Grennan cakes.

GE Dealers Return To KMBC-KFRM For Second "Big7" Football Season

For the second successive season, the General Electric Radio dealers of Missouri and Kansas are sponsoring the full, exciting schedule of Big Seven football on The KMBC-KFRM Team. Once again the Midwest's No. 1 sportscaster,



GENERAL ELECTRIC DEALERS LAUNCH SECOND SEASON ON KMBC-KFRM After a successful season of sponsoring Sam Molen's football broadcasts last

visiting the company's huge plant at Kansas City, Kansas. He is shown examining some cans of Phillips motor oil as they roll off the assembly line. His tour was the subject of an attractive 12-page picture story in Phillips excellent publication, Selling 66. The company has sponsored Erle Smith's late evening newscast on KMBC since 1939; it also sponsors Henry Wheat's 8:00 a.m. newscast on KFRM.

tiser. Phillips entered the second decade on KMBC a few weeks ago when, once again, they renewed sponsorship of Smith's 9:30 p.m. news reviews.

These contract renewals, in mute eloquence, shout the story of KMBC's effectiveness in covering the Kansas City market, of Erle Smith's tremendous influence not only as a fluent newscaster but also as a radio salesman.

Successful Record

In 1939, Phillips began sponsoring his evening newscasts three times a week. Soon, they expanded the schedule to six a week. But never once have they deviated from the 9:30 p.m. time spot the hour when Kansas Citians, traditionally, dial to KMBC for the latest news.

This well-established listening habit is directly traceable to Erle Smith's newscasting skill. His expert faculty for spotting top news stories and editing them for the air is evident in every newscast.

A former managing editor of a large metropolitan daily, he entered radio journalism in 1925during its pioneering days. Since 1934, he has headed KMBC's news staff.

Under his direction, the station has organized what is reputed to be the area's finest facilities for newscasting.

Smith's news programs are sponsored over KMBC by Phillips Petroleum Company, Metropolitan Life Insurance Company and Studebaker automobiles.

Two Sponsors Renew **Riley on KMBC-KFRM**

Two renewals of Bob Riley's marketcasts attest the popularity -and potency-of KMBC-KFRM's "Livestock Markets."

Peters Serum Company has re-

newed the morning markets, Monday through Friday at 6:25 a.m.; Western Mercantile, the 12:30 p. m. markets Monday through Saturday. Riley's mar-

BOB RILEY

ketcasts are of vital importance to mid-western farmers and cattlemen in the administration of their business affairs. Keenly aware of this fact, Bob Riley makes frequent, timely reports of the actual market conditions on the Kansas City exchange.

His review of the market is presented over the air direct from the Kansas City Livestock Exchange Building.

The morning feature is sponsored simultaneously over KMBC and KFRM by Peters Serum Company in the interests of Peters serums, vaccines and veterinary preparations. Similarly, the noon hour marketcast, presented as an integral part of KMBC-KFRM's "Dinnerbell Roundup," is sponsored simultaneously over both stations by Western Mercantile Company in the interests of retail hardware, farm implements and parts.

"Team" Stars Appear In Person At Hutchinson

Again this year, KMBC -KFRM's stellar line-up of radio performers appeared in person at the Kansas Fair in Hutchinson, September 19 through 23. Special 2-hour shows were staged so that Fair goers would have the opportunity to enjoy, in person, the performers they listen to regularly over KMBC-KFRM.

Along with the cast of talented performers was KMBC-KFRM's noted farm commentator, Phil Evans, director of the Service Farms. He always makes it a point to be on hand at every event where there will be an opportunity to meet, personally, rural listeners.

KFRM's display tent was located conspicuously on the Fair's busy midway. Free shows were featured each day from 12:00 to 2:00 p.m.

The shows starred in person, Hiram Higsby, Millie and Sue, Tiny Tillman and Jed Starkey. They were produced by Eddie Edwards.

During the Fair week, KMBC-KFRM originated its celebrated noon day program "Dinnerbell Roundup" direct from the Hutchinson fair grounds.

year, the General Electric dealers of Missouri and Kansas have returned to The KMBC-KFRM Team for a second great year of Big Seven broadcasts. Just as he is pictured in the photograph, Molen is once again carrying the ball for GE. Shown in the photo are Chuck Eatough, KMBC-KFRM regional sales; John Puckett, district manager, GE Supply Corporation, Kansas City; Wally Lyon, president of W. D. Lyon advertising agency, Cedar Rapids, Ia.; Molen; Tom Condon, appliance sales manager, GE Supply Corporation, Kansas City; and John Tietze, branch manager, GE Supply Corporation, Wichita. In the background are KMBC-KFRM's famous Rhythm Riders-Ray, Joe, Val and Smitty.

Sam Molen, is at the microphone.

The Molen-G. E. combination is primed to repeat last year's performance — attracting, Saturday after Saturday, the area's largest audience for the Highlight Game of the Week.

Broadcasting the highlight game is a Molen specialty. Each week, he selects the game with the greatest interest for Heart of America gridiron fans. Each week, KMBC-KFRM travels to the stadium where the highlight game is being played. And there, Molen presents his thrilling, play-byplay broadcast of Big Seven football.

Jim Burke, director of special features, will be on hand to describe the color and pageantry that accompanies each highlight game.

1949 Schedule

This year, the General Electric Radio dealers of Missouri and Kansas are presenting a full schedule of eleven Big Seven conference games. To bring midwestern fans topnotch football coverage, Molen travels thousands of miles each season.

His skill as a football announcer won national recognition three years ago when The Sporting News crowned him "The Midwest's No. 1 Sports Commentator." Since that time he has successfully maintained the crown. His brand of football coverage sets the pace in the Heart of America.

Molen's other sponsors are Standard Oil on "Sports Highlights" and Muehlebach Brewing Company on "Parade of Sports."

General Foods Returns To Friday Hour On KMBC

General Foods has resumed its Friday hour on CBS with two scintillating network shows, "The Goldbergs," heard on KMBC at 7 o'clock, and "My Favorite Husband," featured at 7:30 p.m.

On September 2, "The Goldbergs" returned to radio, the medium which, for 17 years, made them "America's favorite family." The show is independent of the video version. Both the radio and TV show are sponsored by General Foods for Sanka coffee.

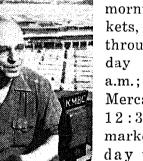
Gertrude Berg, author and star throughout the series long life, is cast again in the familiar role of Molly Goldberg. Playing opposite her is the veteran Broadway performer Philip Loeb, who portrays Jake.

"The Goldbergs" was first aired in 1929 and soon established itself as one of the most successful comedy series of all time.

The show is followed on KMBC by "My Favorite Husband." It is sponsored by General Foods for Jell-O products.

The gay, domestic comedy series stars Lucille Ball as Liz Cooper and Richard Dennings as her husband, George.

The series depicts the hilarious crises of a young married couple. CBS aired the series for the first time in July, 1948, as a sneak, onetime broadcast. The following January, it was chosen for sponsorship by General Foods.



HEARTBEATS

SEPTEMBER, 1949



Page 2

VOL. 7, NO. 4 *from the Heart of America* KANSAS CITY'S RADIO MERCHANDISER SEPTEMBER, 1949

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC-KFRM advertisers as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC - - KFRM and KMBC - FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President in Charge of Sales G. L. Taylor, Vice President in Charge of Television

Published by the KMBC-KFRM Promotion Department

John S. McDermott, Promotion Director Eugene Moss, Editor

> Nationally Represented By FREE & PETERS, INC.

CHICAGO (1)	NEW YORK (22)		SAN FRANCISCO (4)
180 N. Michigan	444 Madison Aye.		58 Sutter
Franklin 2-6373	Plaza 9-6022		Sutter 1-4355
DETROIT (26)	HOLLYWOOD (28)	ATLANTA (3)	FORT WORTH
3463 Penobscot Bldg.	6331 Hollywood Blvd.	322 Palmer Bldg.	406 W. 7th Street
Woodward 1-4255	Hollywood 9-2151	Main 5667	Fort Worth 36-3349

Commercials and the Public

To the despair of advertisers, radio listeners, traditionally, ignore commercials. Should, then, radio advertising be limited to mere sponsor identification?

Recently, Macfadden Publications, Inc., took this moot issue before the public in a family survey, conducted by Wage Earner Forum. They asked, pointedly, "Would you like radio commercials removed from radio?" The answers are significant.

Public Likes Commercials

A large majority of families—72.8 per cent—said no! In their opinion, advertised products are "more dependable and, as a rule, of better quality . . ." The effect of brand name advertising was also apparent in other questions.

Nearly 100 per cent of the wives interviewed said they make it a point when shopping to buy products they have seen or heard advertised. More than half of the families polled thought that advertising, in general, wasn't specific enough.





JACK BENTON . . .

For KMBC-KFRM newsman Jack Benton, no greater person ever lived than his buddy Bell— Alexander Graham, that is!

Everyday, Benton blankets all the news sources in Kansas City via telephone. Making more than 100 calls per evening is mere routine for the busy radio newscaster, reporter, leg-man and journalist.

A well-trained and skillful newsman, Benton would probably prefer that his story be written in typical news fashion. So, lets take a fresh start and begin this story with the conventional five Ws of journalism—who, what, where, when and why.

Benton Biography

A native of Missouri, Jack Benton was born in Neosho, raised in Kansas City. His elementary education was rather evenly distributed among the public schools of Missouri, Kansas and Oklahoma. He explains the nomadic tutoring by referring to the fact that his Dad was a railroad man. However, "Show Me" roots always sink deep. When it was time for college, Benton enrolled in the journalism school of the University of Missouri. But it wasn't all work and no play for Jack. While on the campus, he met an attractive coed, wooed her and, finally, won her for his wife. After graduation, he embarked on a newscasting career by joining the staff of KWOS in Jefferson City. He served as the station's news editor and announcer. He held a similar post for WMBH in Joplin. Then came the war. During his four years in the Air Force, Benton had little occasion to deal with news tickers or typewriters. He served as a captain in the Service Command of the 9th Air Force. He saw duty in England, France, Holland,

Belgium and Germany.

He has a vivid recollection of one wartime New Year's Eve when he and a group of Yanks were staging a private celebration. "Suddenly," as he phrased it, "we were interrupted by some hostile flyers who had completely lost the holiday spirit. They flew over to bomb us! But they hardly made a dent in the party," he observed. "Three bombs hit our strip, but they didn't get any of the men." He added jokingly, "That was the only time they ever used me as a target."

Resumes Career

After the war, Benton returned to Joplin for a short period. Then, he joined The KMBC-KFRM Team. His assignments range from field reporting to radio sportcasting. That's quite a pace. The versatile journalist takes it in easy stride.

Whether substituting for Erle Smith, managing news editor, or for Sam Molen, sports director, Benton exhibits a fine, easy to listen-to radio technique. His own late-evening newscast on KMBC will return to the air soon.

Everyday, Benton runs a journalistic finecomb over all of Greater Kansas City. His "pipelines"—as journalists like to call their news sources — are well scattered to assure Kansas Citians of thorough news coverage.

For three years, he has conducted a continuing study of market prices and food costs. Figures on market conditions and price trends are broadcast to the public each week, *before* similar studies are released by the government. This continuing study is conducted by KMBC-KFRM as a public service. Its findings are presented on the air every Friday evening at 6 o'clock by Erle Smith.

Benton and his wife, Evelyn, have one child — Karen, three years old. They live in Kansas City and, like busmen on a holiday, they live on Benton boulevard.



Herewith are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

KMBC-KFRM

B C Remedy Co.—Makers of B C Headache powders, present "The Texas Rangers," Monday, Wednesday and Friday at 7:00 a. m. Peter Paul, Inc.—for candy and gum, renew sponsorship of John Farmer newscast, Tuesday, Thursday and Saturday at 12:00 noon. Peters Serum Co. — for Peters serums, vaccines and veterinary preparations, renew sponsorship of Bob Riley's "Livestock Markets," Monday through Friday at 6:25 a.m.

Western Mercantile Co.—for retail hardware, farm implements and parts, renew sponsorship of Bob Riley's "Livestock Markets," Monday through Friday at 12:30 p.m.; Saturday at 12:25 p.m.

Cargill Inc. — for Nutrena feeds extends sponsorship of Henry Wheat's "Area Weather News," Monday through Saturday at 7:25 a.m.

General Electric Dealers of Missouri and Kansas — present full schedule of Big Seven football with Sam Molen broadcasting the "Highlight Game of the Week," Saturday afternoon.

Spear Mil's — for Spear poultry, hog and cattle feeds, present "Brush Creek Follies" over KMBC Saturday, 10:00 to 10:15 p.m., and over KFRM Sunday, 2:45 to 3:00 p.m.

Paxton & Gallagher — for Butter-Nut coffee presents "Brush Creek

On the other side of the ledger were these criticisms: nearly 10 per cent of the housewives felt that too much advertising was repetitious and almost a fifth of the respondents, husbands and wives, objected to singing commercials.

Wage Earner Forum is conducted as a continuing study, based on a cross-sectional panel of 1,500 families. The studies provide advertisers with meaningful ammunition.

Radio Advertising

With America's economic pendulum swinging steadily back to a buyers' market, advertisers are growing more critical, more discriminating, in planning their media expenditures.

And it stands to reason that if advertisers are making new appraisals, then certainly radio must make a clear-cut appraisal of its own capacities. One fact is clear — radio, consistently, underestimates its own strength. That's a bold statement; it's borne out by bold facts.

In the latest report of the size of America's radio audiences, Broadcast Measurement Bureau points to an increase of 1,658,230 radio families in 1949 over the total number of families listed for 1948. Today radio homes in the United States are numbered at 39,281,230. In other words, more than 94 per cent of America's homes are radio equipped!

Radio's coverage is so complete—with listening so universal—that it is actually difficult for a broadcaster or an advertiser to evaluate the full potency and economy of radio as an advertising medium.

Radio's Widespread Influence

In terms of circulation, radio reaches more people than either newspapers or magazines. (National Opinion Research Center.) And, in terms of time, the balance is tipped even more spectacularly in favor of radio. The average family spends 3 hours and 35 minutes daily listening to the radio; 1 hour and 14 minutes reading newspapers; 21 minutes reading magazines.

Radio's strong advantages in circulation and attention redound directly to the individual advertiser as bigger audience at lower unit cost. This fact gains double-barreled impact for budget-minded advertisers with a message for the Heart of America.

Loaded in barrel No. 1 is the powerful fact that Kansas and Missouri are above U.S.A. average in radio homes. B.M.B. reveals that Kansas homes are 95.1 per cent radio equipped; Missouri homes, 94.3 per cent. In barrel No. 2 is the proved fact that this vast, lucrative audience can be reached by *one* broadcaster—The KMBC-KFRM Team, the only broadcaster that covers, completely and economically, Kansas City's entire primary trading area.

Beulah Resumes Her Witty Serial On KMBC

Radio's delightful quarter hour serial, "Beulah," has resumed its welcomed spot on the KMBC schedule with the reappearance of Proctor & Gamble's lovable domestic. Heard on KMBC Monday through Friday at 10:00 p.m., the comedy series is sponsored over CBS by P & G for Dreft.

KMBC alumnus Hugh Studebaker portrays Mr. Henderson, Beulah's employer. Hattie Mc-Daniel, distinguished Negro film actress, stars in the title role.

A skilled comedienne, she displays expert timing in delivering the humorous lines which inject a pleasant undertone of mirth into the five-a-week serial.



"How did you like the sound effects for the rain storm scene?"

Follies" over KMBC Saturday, 10:15 to 10:30 p.m., and over KFRM Sunday, 3:00 to 3:15 p.m. Drackett Co. — for Drano and Windex, sponsor "Happy Homes" with Caroline Ellis, Tuesday and Thursday, 9:30 a.m.

KMBC

Eorden Co. — for Borden dairy products presents "The Dick Haymes Show," Monday through Friday, 2:45 p. m.

Wilson & Co. — for Bake Rite shortening renews sponsorship of "Musical Album," heard Monday through Friday at 9:15 a.m.

Phillips Petroleum Co.—for gasoline, motor oils and greases, renews sponsorship of Erle Smith newscast, Monday through Saturday at 9:30 p.m.

Standard Oil Co. — for gasoline, oils and Standard service stations, renews sponsorship of Sam Molen's "Sports Highlights," Monday through Saturday at 6:10 p.m.; Sunday, 7:10 p.m. and "Parade of Sports," Sunday, 9:40 p.m.

Purity Bakeries — for Taystee bread renews sponsorship of "The Food Scout," Tuesday, Thursday and Saturday at 8:15 a.m.

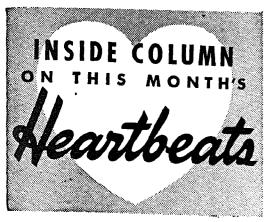
DUFF & REPP SHOW IS IDEAL SUNDAY VEHICLE

Duff & Repp's brilliant musical series, "The Wayne King Show" has shown itself to be the ideal program for reaching Kansas City's Sunday listeners!

The rhythmic, star-studded show is featured over KMBC each Sunday afternoon at 3:30.

The half-hour program highlights the incomparable music of Wayne King. Sharing the vocal spotlight are two talented singers, Nancy Evans and Larry Douglas.

"The Wayne King Show" is announced by Lee Stewart, KMBC chief announcer.





FRAN LAFFERTY . . .

Charming Fran Lafferty is cast as Nora Tragg in the five-a-week CBS daytime thriller, "Perry Mason." Sponsored by Proctor & Gamble for Tide, the exciting serial is featured on KMBC Monday through Friday at 4:45 p.m.



KMBC To Help Lux Find America's Beauty Queen

Lux "Radio Theater," this year, made its return to the networks with a spectacular contest to find "America's most beautiful 15year old girl." The gigantic promotion commemorates the 15th anniversary of the program.

KMBC is cooperating fully with CBS and Lever Brothers in the national contest. The station is conducting a local beauty contest that will select six finalists who will compete for the Kansas City crown.

One 15-year old girl from among the six will be named Kansas City winner by a vote of the public. Voting will take place from October 17, the fifteenth birthday of Lux "Radio Theater," to November 14. Details of the contest will be made public through Kansas City grocers with the cooperation of KMBC.

To each of the six finalists, Lever Brothers will award an attractive gift package of Harriet Hubbard Ayer teen-age cosmetics. The local winner, who will be named over the air during the "Radio Theater" broadcast of Monday, November 21, will win a solid gold lady Elgin watch plus the opportunity to compete in the national contest. The grand winner will be named December 5. Among her many prizes will be a 10-day, all expense trip to Hollywood during the Christmas holidays.

The celebrated CBS program "Radio Theater" has been a continuous network feature, under Lever Brothers sponsorship, since July, 1935. It is produced by filmdom's skilled director, William Keighley, and is featured over KMBC every Monday evening at 8 o'clock.

Camels Resume Tuesday Comedy-Quiz Over KMBC

KMBC Series Dramatizes **Community Chest Services**

It's Red Feather time again! To KMBC, Kansas City's civic minded station, that means an opportunity to support the Community Chest drive with an outstanding Sunday evening series, "Adventures of the Red Feather Man."

The 6-week series, featured over KMBC Sunday evening at 10:15, dramatizes typical social problems being met through local Red Feather services.

Celebrated personalities of stage, screen and radio are starred on the programs. Stories deal with child welfare, day nurseries, home placement and other needed services provided through the Community Chest.

Index Scores Hit With KMBC "Song Serenade"

Kansas City's leading employment service, Index, and Kansas City's leading radio station, KMBC, have pooled their facilities to provide listeners with a top-notch, weekly musical show, "A Song Serenade."

The half-hour program is heard each Sunday at 1:30 p.m. It stars the musical talents of Harry Jenks, organist-pianist, and Bob Lowe, tenor. Program's announcer is Fulton King.

Each week Carter Blair, in charge of employer relations and job research at Index, appears on the program to explain his company's excellent employment service, including the operations of the entire staff.

BAKERITE RENEWS "ALBUM" OVER KMBC

KMBC's scintillating quarter-



VACATION IS OVER . . .

Vacation is just a memory for lovely Margaret Whiting, featured over CBS on "The Jack Smith - Dinah Shore -Margaret Whiting Show." Sponsored by Proctor & Gamble for Oxydol, the musical trio is heard on KMBC Monday through Friday at 10:00 p.m. Lucky Jack Smith is teamed with Margaret Whiting on Monday and Friday; with Dinah Shore, Tuesday, Wednesday and Thursday.

Campbell Soup Stars Haymes In Club 15 Lead

Campbell Soup Company has returned for another triumphant season on CBS. This year, Dick Haymes, the popular singing star of screen and radio, swings the head man's gavel on "Club 15" while Edward R. Murrow, radio's most honored reporter, resumes his 5-a-week newscast series.

The top notch half hour show is heard on KMBC Monday through Friday at 6:30 p.m.

Starring with Dick Haymes are The Andrews Sisters, featured on "Club 15" Monday, Wednesday and Friday. Lovely songstress Evelyn Knight is the co-star on Tuesday and Thursday night. Jerry Gray and his orchestra and The Modernaire are "Club 15" regulars.

Show is followed by CBS' noted news analyst and reporter, Edward R. Murrow, heard at 6:45 p.m.

The skilled newsman is the recipient of no less than 13 awards for his outstanding radio reporting.

Both shows are sponsored over the network and KMBC by Campbell Soup.

Follies Sold "Solid" As Two More **Sponsors Sign Area's Greatest Hit**

Spear Mills, Butter-Nut Join Franklin, Rodeo and Richmade On The KMBC-KFRM Team

When it comes to sponsorship, the Midwest's most successful radio-stage hit, "Brush Creek Follies," finds no rival in the entire Heart of America. As a matter of fact, only radio's greatest salesman, Arthur Godfrey, can match its sparkling record—*five sponsors*! The spectacular show is a sellout, to advertisers and to the thousands who have been attending the Saturday night performances.



LAURA LESLIE . . .

Pert Laura Leslie, caught in a provocative pose, matches her beauty with talent. The attractive torch singer is the featured femme vocalist on "Sammy Kaye Showroom," heard on KMBC Tuesday, Thursday and Friday at 9:45 p.m. The musical quarter hour is sponsored by the Chrysler Corporation dealers.



JOAN DAVIS . . .

Witty Joan Davis stars in CBS' hilarious series, "Leave It To Joan." Presented over KMBC Friday evening at 8 o'clock, the show is sponsored by the American Tobacco Company for Roi Tan cigars. Sponsors bought the entertaining half-hour comedy after only one broadcast on the network.

Back from his vacation, quiz master Bob Hawk, once again, is posing his sticklers over CBS for Camel cigarettes. The program is heard on KMBC Tuesday evening at 8 o'clock.

"The Bob Hawk Show," now originating in Hollywood instead of New York, retains a format almost identical to that of last season.

Studio contestants correctly answering five questions are given a chance at a special "Lemac" question which pays \$250 cash. For the other questions they receive \$5 and cigarettes for every correct answer.

Hawk originated the program in 1946. He keeps the show moving at a lively pace with banter and quips directed at his contestants. The popular, Iowa-born quipmaster took his dramatic training in Kansas City.

"Playhouse" Curtain **Rises Thursdays on KMBC**

Kansas City's noted manufactures of greeting cards, Hall Brothers, Inc., have returned to the CBS network with their stellar dramatic series, "Playhouse."

Show casts leading Hollywood stars in radio adaptations of great novels. It is featured over KMBC Thursday evening at 9 o'clock.

The program has retained last season's format. Once again, the distinguished author, James Hilton, serves as host and narrator of the show. He selects the stories that are dramatized by the film stars.

To find the right story for Hall Brothers' show, Hilton reads between ten and twenty books or stories a week.

hour of rhythm-packed entertainment, "Musical Album," has been renewed by Wilson & Co. for Bakerite shortening. Heard Monday through Friday at 9:15 a.m., the show stars Johnny Duffy and his nationally famous orchestra. Featured with him are Tommy Port, baritone, and Marylin, talented songstress.

The sparkling musical show features all-time hits played as they should be-sweet and slow.

"Musical Album" precedes KMBC's celebrated women's feature, "Happy Home" with Caroline Ellis. Small wonder that Wilson & Co. renewed the show. It's the perfect hour to reach Kansas City homemakers with a message about Bakerite shortening.

Nutrena Extends Weather **News Over KMBC-KFRM**

Henry Wheat's morning show is doing an effective selling job for Nutrena throughout the entire Kansas City Primary Trading area -as evidenced



HENRY WHEAT

taneously over the area's most listened-to radio stations Monday through Saturday at 7:25 a.m.

Wheat conducts the series as an important supplement to his regular schedule of KFRM newscasts. "Area Weather News" is presented by Nutrena in the interests of poultry, hog and cattle feeds.



NOW UNDER THE AEGIS OF FIVE SPONSORS . . .

KMBC-KFRM's spectacular radio-stage success, "Brush Creek Follies" is now presented under the sponsorship of five advertisers! Breaking records is routine for the show now concluding its twelfth year in Kansas City. The entire allstar cast is shown on stage during the recent performance; photographed with them are The Texas Rangers who were appearing as guest stars.

KMBC-KFRM's all-star "Follies" entered the exclusive class of quintet sponsorship a few weeks ago when two more advertisers --Spear Mills and Butternut Coffee -snapped up the two remaining quarter hours of the hit radio show.

Now concluding its twelfth year on the air, "Brush Creek Follies" is, by far, Midwest's favorite radiostage presentation.

Sets New Record

This past summer, despite soaring temperatures, the show set new, all-time attendance records when, week after week, overflow crowds jammed the 3,300 seat capacity of Memorial Hall, Kansas City, Kansas.

Appearing in the show is KMBC-KFRM's entire talent array: Hiram Higsby, comedian-emcee; Colorado Pete, Tiny Tillman, Rhythm Riders, Tune Chasers, Lazy River Boys, Millie and Sue, Sunny Daye, Jed Starkey, Harry Jenks, George Washington White, David Andrews and announcer Paul Taylor.

In recent weeks, noted guests have appeared with the all-star cast. Among them have been The Texas Rangers, Tex Owens, Arkansas Travelers, Ezra Hawkins and other talented performers.

Impressive Sponsorship

"Brush Creek Follies" is sponsored over The KMBC-KFRM Team, in 15-minute segments, by Franklin Ice Cream company, for Franklin Sealtest ice cream; by Kent Products company for Richmade margarine; by Maurer -Neuer Corporation for Rodeo meat products; by Spear Mills, Inc. for Spear cattle, hog and poultry feeds; and by Paxton & Gallagher for Butter Nut coffee.

The show is featured over KMBC each Saturday from 9:00 to 9:30 p.m. and from 9:45 to 10:30 p.m., and over KFRM each Sunday from 2:00 to 3:15 p.m.

sponsorship of "Area Weather News" on The KMBC-KFRM Team. The 5-minute service pro-

by the com-

pany's recent

extension of

gram is sponsored simul-

Katz Takes New Portion Of "Rhymaline" On KMBC

Katz Drug Company, sponsors of "Rhymaline Time" since 1945, has switched to a new segment of the popular morning program. The Kansas City drug firm now sponsors the quarter-hour segment featured over KMBC from 8:00 to 8:15 a.m., Tuesday, Thursday and Saturday.

Week after week, the riotous musical comedy show pulls more fan mail than any other feature on The KMBC-KFRM Team!

A novel type audience participation show, "Rhymaline" invites listeners to send in song requests written in rhyming verses. Best verses are read over the air; winners receive a diploma and a cash award.

Even newspaper editors have caught the spirit of the delightful show. As a service to their readers, they publish the names of "Rhymaline" winners throughout the entire KMBC-KFRM area.

The famous morning show successfully blends the talents of David Andrews, witty emcee and singer; Harry Jenks, organistpianist; and The Tune Chasers, vocal-instrumental quartet.

By virtue of its spontaneous humor and rhythmic melodies, "Rhymaline Time" attracts widespread audiences throughout the midwest.

First half-hour is broadcast simultaneously, Monday through Saturday, over both KMBC and KFRM—with the 7:45 to 8:00 a.m., segment presented under the sponsorship of Kyron. The final quarter hour is heard only on KMBC.

Armstrong Renews "Theater of Today"

Armstrong Cork company, makers of Armstrong linoleum and Quaker rugs, have renewed sponsorship of the star-spangled CBS series, "Theater of Today." The dramatic show is heard over KMBC each Saturday morning at 11:00 o'clock. This season, "Theater of Today" embarks on its ninth year on the air. Consistently through its colorful career on the networks, the program has garnered high ratings to match the high calibre of its productions. "Theater of Today" raises its weekly curtain with a brief news-capsule. Then follows an original drama starring a leading Hollywood, Broadway or radio actor.

Renew Molen For 4th Straight Year!

For the fourth consecutive year, Standard Oil Company has renewed sponsorship of Sam Molen's "Sports Highlights."

The oil firm has found the sportscasts ideal for covering the Kansas City market. Molen is on KMBC in the interests of Standard gasoline, oils and Standard service stations Monday through Saturday at 6:10 p.m., and on Sunday at 7:10 and 9:40 p.m.

Repeated renewals by Standard attest his popularity in the Heart of America.

"Crime Photographer" Clicks For New Sponsor

Last month, Casey, star lensman of CBS, began clicking his shutters for Phillip Morris & Company. The cigarette firm assumed sponsorship of "Crime Photographer," top rung mystery drama featured over KMBC Thursday at 8:30 p.m.

Staats Cotsworth stars as Casey, fearless news cameraman. He is the radio counterpart of "Flash Gun Casey," fictional character created by George Harmon Coxe.

Jan Miner plays Ann Williams, feature writer - reporter of the Morning Express.

Sunday's Star Studded Line-up Shines On KMBC

Radiant? No! . . . Brilliant? No! Scintillating? No!

None of the pat phrases are adequate to describe KMBC's star-studded Sunday evenings. This Fall's Sunday line-up on CBS is so great that it defies description.

Only listening—the week after week, Sunday after Sunday brand of listening—does it justice.

The all-star evening tees-off with radio's king of comics, Jack Benny. Once again the fiddler from Waukegan is selling Lucky Strike cigarettes from behind CBS' famous sales counter. He is heard over KMBC at 6:00 p.m. Benny is followed by another half-hour comedy program, "Amos 'n' Andy." Two of radio's most beloved characters, the blackface comedians are sponsored over the network by Lever Brothers for Rinso. They are heard on KMBC at 6:30 p.m. Another sparkling luminary in Sunday's galaxy is Edgar Bergen. He feeds the straight lines to Charlie McCarthy on behalf of Coca-Cola at 7:00 p.m. Red Skelton, one of the most popular comedians in all radio, joins the all-star cast at 7:30 p.m. over KMBC. The radio-film comedian, who started his professional career at the age of ten, is sponsored over the Columbia network by Proctor & Gamble.

CBS Wednesday Array Glitters Over KMBC

Three scintillating Wednesday shows, new on CBS, are tailormade to keep Kansas City radio dials glued to KMBC.

First in the all-star trio is "You Bet Your Life," starring Groucho Marx. The hilarious comedy makes its debut over CBS and KMBC Wednesday evening, October 5. It will be heard locally at 8:00 p.m., under the sponsorship of Elgin watches.

Groucho Marx dishes out cash and comedy for 30 side-splitting minutes on the fun-packed quiz show.

He is followed by that celebrated vocalist of the racetrack and baseball diamond, Bing Crosby. His sprightly show, sponsored over the Columbia network by Chesterfield cigarettes, is heard on KMBC each Wednesday at 8:30 p.m.

The show is 30 minutes of great entertainment, fun and song with the incomparable Bing, Peggy Lee, John Scott Trotter and his orchestra and famous guest stars.

Final hit in the all-star CBS trio is "The Burns and Allen Show," starring America's greatest laugh team — George Burns and Gracie Allen.

Sponsored by Amm-i-dent, the comedy series makes its KMBC appearance each Wednesday at 9:00 p.m.

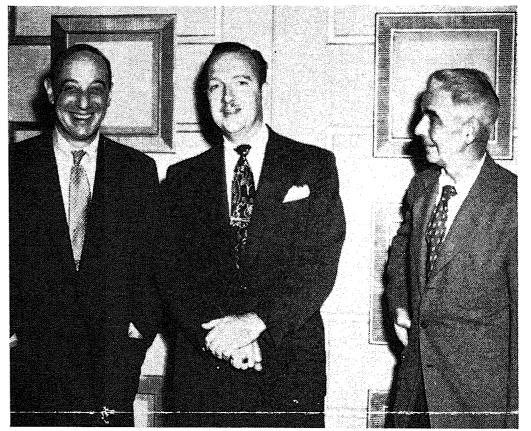
The return of Burns and Allen to CBS is in the nature of a homecoming. The act made its radio debut over the Columbia network in 1931 and continued until 1945. George and Gracie have been husband and wife since 1925, but they did not appear on the air as a married couple until seven years ago.

Lava's F. B. I. Resumes



AIRLINES CELEBRATE TWENTIETH ANNIVERSARY . .

A gala celebration, sponsored by the Kansas City Chamber of Commerce, marked the twentieth anniversary of the first transcontinental air passenger flight. KMBC-KFRM heralded the feat with a special broadcast that highlighted Senator Edwin C. Johnson of Colorado, chairman of the Senate interstate and foreign commerce committee, and Ralph S. Damon, president of T.W.A. Shown in the photograph are (left to right) Karl Koerper, KMBC-KFRM vice president and managing director, Senator Johnson, Mr. Damon and Jim Burke, KMBC-KFRM director of special features.



KMBC-KFRM WASHINGTON CORRESPONDENT ADDRESSES ROTARIANS . . . During his Kansas City visit, Walter Cronkite, KMBC-KFRM Washington cor-



HELEN FORREST . . .

Petite, blonde chanteuse Helen Forrest shares the vocal spotlight with crooner Haymes an KMBC's popular afternoon program, "The Dick Haymes Show." The singing stars rhyme June with moon to the accompaniment of the Carmen Dragon orchestra. They are heard over KMBC Monday through Friday at 2:45 p.m. The rhythmic quarter hour is sponsored by the Borden Company in the interests of Borden dairy products. Dramatic Show

Stars continue shining over KMBC when the First Lady of theater, Helen Hayes, is heard in a half-hour dramatic show. Now on vacation, "The Helen Hayes Show" returns to the KMBC schedule at 8 o'clock Sunday evening October 9, under the sponsorship of America's Power & Light companies.

Then, appropriately, music follows drama with the "Youth Opportunity Program" starring Horace Heidt. Show features young entertainers from all sections of the country. Each week, they compete for the \$750 cash award and a chance at the \$5,000 grand final prize. Sponsored by Philip Morris, the program is heard over KMBC each Sunday night at 8:30.

Another musical half-hour sparkles across the KMBC airways immediately afterwards when Carnation milk presents "Contented Hour." The show stars talented singer Buddy Clark.

Crime War Over KMBC

Proctor & Gamble's "F.B.I." series has launched its 1949-50 CBS season of fighting crime. This season is the show's sixth year on the air. Presented on behalf of Lava soap, the weekly series is featured over KMBC Thursday evening at 7 o'clock.

The radio dramas are based on the exploits and courageous battles of this dangerous branch of the United States government.

Each week, "F.B.I. In Peace And War" presents a complete story. The episodes are based on Frederick L. Collins' famous book which chronicles the feats of federal agents.

Martin Blaine portrays Field Agent Sheppard; supporting casts are chosen from radio's best known players.

PEPSODENT'S "IRMA" RETURNS FOR 3rd YEAR

"My Friend Irma," the beautiful blonde with the low I.Q., has returned for her 3rd season on CBS. And she is just as dumb, just as lovable, as she was last year. Once again, Lever Brothers are sponsoring the half-hour comedy on behalf of Pepsodent toothpaste.

Celebrated as one of radio's most popular nighttime shows. "My Friend Irma" is featured over KMBC every Monday at 9:00 p.m.

Marie Wilson is cast as Irma, the ornamental female who forgot to be decorated with a brain. Her room mate, Jane, is played by talented Cathy Lewis. Week after week, Irma gets hopelessly involved in mad merriment while level-headed Jane manages to retrieve her.

The film version of "My Friend Irma," also starring Marie Wilson, will be released by Paramount in October. respondent addressed the Rotary Club on "The Progress of the Cold War." He is shown, center, with Rotarian Louis Rothschild who sponsors his show on KMBC Sunday at 9:45 p.m. Roy Craft, right, advertising manager for Rothschild's, looks on. Cronkite is also heard over KFRM Sunday at 4:45 and, simultaneously, on The KMBC-KFRM Team Sunday at 12:10 p.m.

Peter Paul Enters 8th Year As News Sponsor

Once again, Peter Paul, Inc., has renewed sponsorship of John Farmer's noon edition of the news — the up-to-the-minute newscast which opens "Dinnerbell Roundup." The candy firm has sponsored the noon news continuously since February, 1942. Latest contract calls for sponsorship on KMBC and KFRM, Monday, Wednesday and Friday.

In the final analysis, repeat contracts provide the strongest proof that KMBC-KFRM newscasts are potent selling agents when it comes to reaching the Kansas City Primary Trade area. (For story on the record-breaking sponsorship of a newscast, see page 1.)

Peter Paul sponsors three newscasts of the noon hour strip; the other three are sponsored by Garst & Thomas, for Pioneer Seed corn.

Four Network Sponsors RenewPrograms on KMBC

Sponsors of four stellar CBS programs have renewed their contracts for 52 weeks over the network and KMBC.

Nabisco, sponsors of a quarterhour of the irrepressible Mr. Godfrey, have renewed sponsorship of "The Arthur Godfrey Show." The Nabisco segment of the popular program is featured over KMBC Monday through Friday, 8:45 a.m.

Cream of Wheat Corporation has extended its sponsorship of "Lets Pretend" for another year. The 18-year old show, produced

P & G Sponsor Excellent Serial Drama

Proctor & Gamble's new CBS serial, "Brighter Day," is a brilliant highlight in daytime radio. The absorbing drama, heard on KMBC Monday through Friday at 1:45 p.m., tells the story of a small town minister and his family.

America's favorite radio family, the Dennises, live in the little town of Three Rivers. The minister, Richard Dennis, is a widower and father of six children.

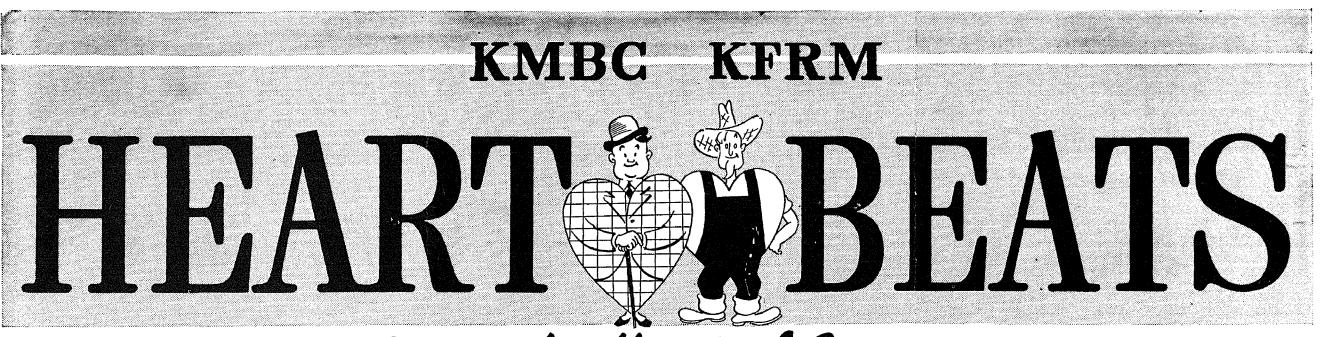
Attractive Margaret Draper plays the leading role. She is cast as the self-sacrificing Liz, the minister's 25-year old daughter and family mainstay.

Other roles in the drama are Gray, the only son—spoiled but charming; Althea, the glamorous teenager; Patsy, 16, a spirited tomboy; and Barbara, 14, a placid, uncomplicated girl.

and directed by Nila Mack, dramatizes the world's greatest fairy tales. The half-hour dramatic series is starred over KMBC each Saturday at 10:05 a.m.

Electric Auto-Lite dealers have signed for another 52-week period of "Suspense," the exciting Thursday night thriller aired over KMBC at 8 o'clock.

Last sponsor in the foursome is Armour & Company with the renewal of "Stars Over Hollywood." The half-hour program casts favorite movie stars in original radio dramas written especially for the series. "Stars Over Hollywood" shine over KMBC each Saturday at 1:00 p.m.



from the Heart of America

VOL. 7, NO. 5

KANSAS CITY'S RADIO MERCHANDISER

The KMBC-KFRM Team Continues Leadership In Kansas City Area

The KMBC-KFRM Team continues to lead all broadcasters in the Kansas City area as the most listened to stations in the area!

This top leadership, along with complete coverage by the Team of the Kansas City area was once again demonstrated with the announcement of results in the 1949 Kansas City Primary Trade Area Radio survey, made at the Missouri and Kansas State Fairs, and the American Royal in Kansas City this fall.

A total of 2,122 interviews from The Team area were made in this study, (duplication eliminated), including 1,548 interviews from persons living on farms, and 574 from towns, the majority under 2,500 population.

One hundred sixty-three counties, all within The KMBC-KFRM Team's half-millivolt contours included 37 in Missouri, 103 counties in Kansas, and 23 others in adjoining states, as indicated on the accompanying map.

The KMBC-KFRM Team ranked first in the six major questions included in this recall-type radio rurvey. All mentions from each of the 163 counties were weighted to give each county its true relative importance according to the number of its radio families.

"Stations Listened to for Other Farm Programs."

First in News

The questions on "Stations Listened to for News" revealed KMBC-KFRM in first place, ahead of all other stations in the area.

KMBC-KFRM received four times more mentions than the second-place station, on the question "Kansas City Stations Depended on Most for Farm Information Service."

The question on "Stations Listened to for Women's Programs" showed KMBC-KFRM in first place by a substantial margin over the station in second place. Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Primary Trade area, and provides radio coverage to over Four Million potential listeners! Latest population figures reveal 1,159,740 radio families living within the Team's halfmillivolt contours! Smart advertisers know the great potential sales in this rich agricultural Heart of America. Providing them most effective coverage and top listener loyalty, the most economical and the best buy, is The KMBC-KFRM Team!



To Have New Sponsor "You Bet Your Life," comedy quiz starring Groucho Marx, will have a new sponsor January 4, the DeSoto-Plymouth dealers of America. One of the most popular programs on the air, the Groucho Marx show is heard every Wednesday on KMBC at 8 p.m. Originated by John Guedel, well known producer, the Marx quiz last year won a Peabody Award (radio's Pulitzer Prize) in the comedy classification. Three sets of couples, selected from the studio audience, meet Marx at the microphone. Groucho leads them through hi-jinks and hilarity, with "ad-lib" gags and situations that are amusing and unexpected, before he starts the formal "quiz" portion of the show.

"You Bet Your Life" Orange and Rose Bowl Classics To Have New Sponsor "You Bet Your Life," comedy

Results of the six questions follow:

"Radio Farm Editors & Market Reporters Listened to Regularly," showed Phil Evans, Bob Riley and Ken Parsons of KMBC-KFRM in the top three places, ahead of all other farm broadcasters.

The KMBC-KFRM Team received three times more mentions than its nearest competitor in the question "Stations Listened to for Market Reports."

Twice as many mentions were given KMBC-KFRM over the next station, in the question Copies of this 1949 Kansas City Primary Trade Area Radio Survey may be secured by contacting KMBC-KFRM, cr any Free & Peters 'Colonel.' America's top football teams square off Monday, January 2, in football's two greatest annual events—the Rose and Orange Bowl games. These classics of the gridiron both will be heard on KMBC beginning at 12:45 p.m., with the Orange Bowl broadcast. The Rose Bowl game will follow immediately after the end of the Orange Bowl clash.

The Rose Bowl game will pit the undefeated Golden Bears of the University of California, champ of the Pacific Coast Conference, against the Buckeyes of Ohio State, the unanimous choice to represent the Big Nine Western Conference in the coast classic. Coach Pappy Waldorf's Bears, who were also in the 1949 Rose Bowl game, had a magnificent season in which they zoomed through a ten-game schedule.

Ohio State is another powerful squad with a record of seven wins, a setback by Minnesota, and a tie with Michigan. The team's versatile offense punched out an average gain of 337 yards a game last season. And their well-knit defense is attested by their opponents.

Wildcats vs Broncos

The Orange Bowl game between the Broncos of Santa Clara and the Wildcats of the University of Kentucky will be witnessed by a sellout crowd of more than 60,000 fans. Coached by Len Casanova, Santa Clara rolled to seven victories, two defeats and one tie during the 1949 season. Their pair of setbacks were at the hands of California and Oklahoma.

Kentucky, champs of the Southeastern Conference, piled up 304 points to their foes' 53 in grabbing nine victories against two defeats the past season. Southern Methodist and Tennessee were the only squads to stop the rampaging Wildcats who are coached by Paul Bryant.

The two games will be broadcast by radio's well-known sportcasters—Red Barber and Mel Allen. Barber will describe the Rose Bowl fracas in Pasadena and Allen will call the play-by-play of the Orange Bowl struggle.

DECEMBER, 1949

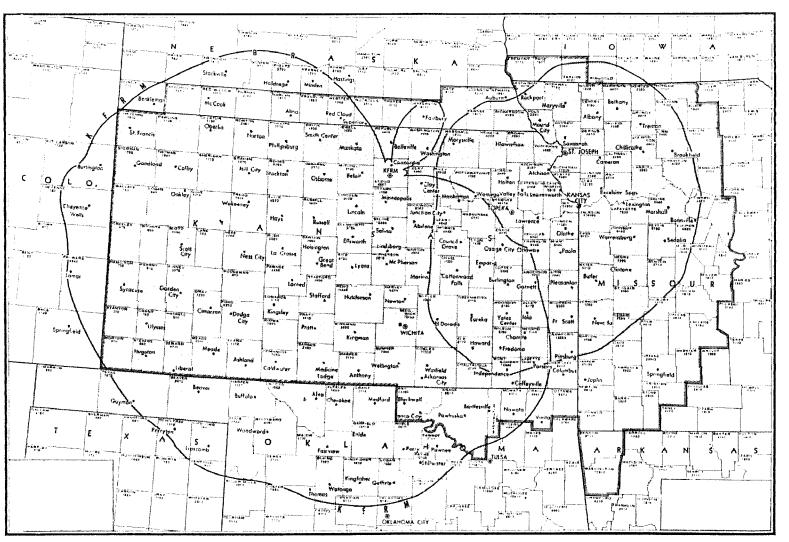
This is the second consecutive year that these two great games have been aired over KMBC and the CBS Network under the sponsorship of the Gillette Safety Razor Company.

Economic Growth Of Team Area Underlined

The Kansas City trade area, served in its entirety by The KMBC-KFRM Team, according to data recently released by the bureau of the census gained over 23,000 production workers in the 8-year period from 1939 to 1947. During the same time, value added by manufacture in the area increased over \$320 million.

Fifty-three metropolitan areas having forty thousand or more employees in 1947 were included in the bureau's survey. Kansas City ranks twenty-fifth in the group in the number of workers gained.

As the Chamber of Commerce pointed out, this growth is progress of an important nature for the trade area. Besides indicating better economic balance, Chamber officials also stressed that the figures show an excellent measurement of the worth of industrial enterprise to a particular community.



Widespread coverage of the 1949 Kansas City Trade Area Radio Survey is indicated by the shaded portions of this map. The solid black lines show the half-millivolt contours of KMBC and KFRM. The heavily shaded line shows the Kansas City Primary Trade area, as determined by Dr. W. D. Bryant, researchist.



from the Heart of America KANSAS CITY'S RADIO MERCHANDISER DECEMBER, 1949

Published with the editorial purpose of furthering the reputation, the distribution and sales of KMBC-KFRM advertisers as well as to offer a means of informative news concerning the activities of KMBC-KFRM and of the radio industry, our free system of broadcasting dedicated to serving the home and the nation in peace as in war.

KMBC - - KFRM and KMBC - FM

of Kansas City

MIDLAND BROADCASTING COMPANY

Arthur B. Church, President and General Manager Karl Koerper, Vice President and Managing Director Sam H. Bennett, Vice President in Charge of Sales G. L. Taylor, Vice President in Charge of Television

Published by the KMBC-KFRM Promotion Department John S. McDermott, Promotion Director Dave Burch, Editor

Nationally Represented By FREE & PETERS, INC.

CHICAGO (1)	NEW YORK		SAN FRANCISCO (4)
180 N. Michigan	444 Madison Ave.		58 Sutter
Franklin 2-6373	Plaza 9-6022		Sutter 1-4355
• •	HOLLYWOOD (28)	ATLANTA (3)	FORT WORTH
	6331 Hollywood Blyd.	322 Palmer Bldg.	406 W. 7th Street
Woodward 1-4255	Hollywood 9-2151	Main 5667	Fort Worth 36-3349

"Welfare State" Defined for Murrow

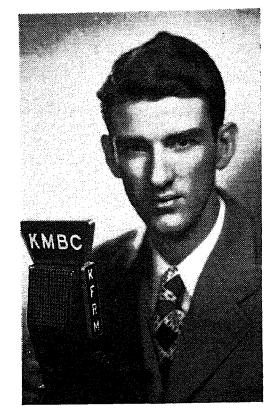
Edward R. Murrow, noting in a recent broadcast that many men in public life decry the use of loose language and phrases and yet proceed to use them, asked the Republican and Democratic National Committees to define what they mean by "welfare state" and "statism."

And in two exclusive statements, these were the answers:

The Democrats said the "welfare state is the opposite of the 'ill-fare state.' And 'statism' is the opposite of staticism, a philosophy of non-government under which the federal government says: 'The state and local governments are not solving problems of health, education and old-age security; therefore, the federal government should pretend that no such problems exist and do nothing about them'."

The Republican National Committee defined the "welfare state" as an advertising slogan, designed to convince the people that they can get more for their money if they turn it over to the government to spend for them than they can by spending it themselves for things they want. The Republicans defined "statism" as a philosophy of government based upon the theory that the people cannot be trusted to run their own affairs.

INTROLDUCING



HAL HARVEY . . .

Legwork is nothing new to Hal Harvey, special KFRM newscaster. As an MP in the Army he had plenty of it, and making the rounds of city hall, Federal building, county offices and special news assignments keeps him in trim.

Harvey has developed an unusual technique for interpreting news the way that rural listeners like best to hear it. An astute news man, he has succeeded in avoiding the formalism of network newscasters and is the master of a personal, conversational style of news presentation.

Besides his regular Monday through Friday 5 p.m. news stint, Harvey presents, as a special KMBC service, five club newscasts direct from the studio. The Chamber of Commerce, Real Estate Board, Rotary, Advertising Club, and South Central Businessmen's Association hear Harvey each week.

A native of Concordia, Kansas, Harvey graduated from East High in Kansas City and majored in journalism at K.U. While at the university he was a member of the Kansan Board, governing body of the student newspaper, the Daily Kansan. He is a member of Sigma Delta Chi, national journalism fraternity. Harvey first came to KMBC in 1939, when he got a part time job as "transcription boy." After Army service, he worked on the technical side at KMBC but left shortly to finish his work at KU. Talking to KMBC News Editor Erle Smith one day while still at Lawrence, Harvey jokingly offered his services "if you ever need a good man on week-ends."

Next thing he knew he had a weekend job, and the day after graduation went on full-time.

Except for the three year Army interlude, Harvey has always been "in" radio. As for those three years, "I had the distinction of rising from private to PFC entirely without political pull," Harvey avers. "Although I was a qualified radio technician and attended more specialized service schools than a brigadier, they made me an M. P. The pay-off, naturally, was when I later learned that a friend of mine who had been on the police force became a radio operator in the service'."

Harvey married his high school sweetheart while he was on Army duty in Georgia. With their daughter making a family threesome, they live on Norton street in Kansas City.

Molen's Sunday Show Ideal Gateway Vehicle

Gateway Sporting Goods Company's sponsorship of Sam Molen's "Memory Lane of Sports" has shown itself to be the ideal way to reach sports-minded Heart of Americans. An ideal combination of sports and story-telling all



wrapped up into a sure-fire Sun-

day program, "Memory Lane" is

aired from 5:35 to 5:45 p.m. on

such magazines as True, Baseball

Digest and Sportsfolio, provides

the same kind of favorite sports

anectodes as are featured in his

book "They Make Me Laugh."

Highlights of "Memory Lane"

are the dramatized narratives de-

picting episodes in the careers

of the greats and near-greats of

published by Dorrance.

the sports world.

Molen, a regular contributor to

SAM MOLEN . . .

KMBC.



Herewith are listed new accounts and renewals of old accounts over KMBC-KFRM, KMBC and KFRM.

Western Mercantile Co.—for farm implements and retail hardware, renews "Livestock Market Reports" with Bob Riley, Monday through Saturday at 12:30 p.m.

J. O. Coombs and Son Hatchery baby chicks, presents "Better Farming" with Ken Parsons Monday through Saturday at 6:55 a. m.

Rutherford Food Corp.—for Rutherford chili and meatballs, presents the Texas Rangers on Tuesday, Thursday and Saturday at 7:00 a.m.

Cargill, Inc.—for Nutrena feeds extends sponsorship of Area Weather News with Henry Wheat Monday through Saturday at 7:25 a.m.

Cinder Concrete Products, Inc. for Cinder Blox, present Phil Evans' Grain and Produce Markets Monday through Friday at 12:50 p.m.

Jenkins Music Co.—presents the 9:45 a.m. news with Bill Griffith Monday, Wednesday, and Friday.

KMBC

Gateway Sporting Goods Company—for sports equipment, presents Sam Molen's "Memory Lane of Sports" on KMBC Sundays 5:35 to 5:45 p.m.

Grove Laboratories — for 4-way Cold Tablets, presents Western Echoes Monday, Wednesday and Friday, 5:30 to 5:45 p.m.

VOL 7, NO. 5

Murrow is heard Monday through Friday at 6:45 p.m. on KMBC, sponsored by Campbell Soup Company.

Varied KMBC Menu Saturday Afternoons

After the final broadcast of Big Seven football last month, KMBC reverted to its regular Saturday schedule. "Give and Take" is presented at 1:30 p.m. followed at 2 p.m. by a full hour of interesting Columbia Broadcasting System features.

"Give and Take," the hilarious audience-participation quiz show with emcee John Reed King as its humorous and humor-loving host, has been renewed by the Toni Company, in the interest of Toni Home Permanent Wave.

John Reed King invites contestants to inspect a glittering array of prizes, each with a question attached. The ladies designate the prizes they would like to try for, and get them if they can answer the questions.

The four quarter-hours from two to three present a varied menu calculated to appeal to many tastes. "Report from Overseas," "Adventures in Science," and "CBS Farm News" occupy the first three segments of the hour, and "Cross Section, U.S.A." the final fifteen minute period.

Four Top Segments

"Report from Overseas" at 2:00 p. m. presents CBS foreign correspondents with latest news and its meaning, from important world centers outside the United States.

"Adventures in Science" at 2:15 with Watson Davis, Director of Science Service, as emcee, partrays advanced scientific developments and thinking, with prominent guests in each field.

"CBS Farm News" at 3:30 presents up-to-the-minute reports from agricultural sources in Washington and bulletins from farm areas throughout the country.

"Cross Section," as the name implies, criss-crosses the land with its broadcasts, bringing in spokesmen from national organizations in widely separated areas in order to provide organizational and regional opinions under debate. Views of management, labor and agriculture on important current questions are discussed by authoritative speakers. Emcee is Dwight Cooke.



[&]quot;A listener just called and would like to know when you're going to return the book you borrowed."

Emery, Bird, Thayer Co.—institutional, presents the KMBC news with Bill Griffith, Monday thru Saturday from 8:25 to 8:30 a.m.

American Dairies—for Aines milk, Arctic ice cream, and ABC butter, presents six Sunday newscasts with John Farmer, at 7:15, 9:45, 12 noon, 5:45, 9:30 and 11 p.m. ,

KFRM

Kansas Farmers Union—for oils, feeds, and paints, presents Millie and Sue and Tiny Too, Monday through Friday, 11:15 to 11:30 a. m.

Kansas City Livestock Interests presents Bob Riley's "The Man From the Stockyards" Monday through Friday 11:30 to 11:45 a. m.

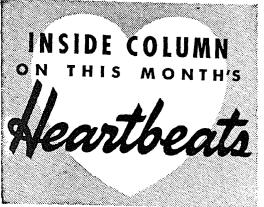
National Biscuit Co.—for Premium crackers, present the Texas Rangers Monday, Wednesday, and Friday, 11:45 to 12:00 noon.

Local Winner On "Hit The Jackpot"

Mrs. Mary Thomson of 7830 Main street won a "Hit the Jackpot" prize November 29 when she was called by the DeSoto-Plymouth program, heard each Tuesday night over KMBC, at 9 p. m.

Although she missed the correct answer to the DeSoto-Plymouth 'Secret Saying," for playing on "Hit the Jackpot" she was awarded a Lewyt vacuum cleaner. Had she given the right answer, she would have won a giant jackpot of valuable prizes—topped by a new DeSoto custom sedan.

"Hit the Jackpot" has become even more dramatic with the addition of Al Goodman and his 18piece orchestra.





CURVACEOUS CAROL . . .

New addition to Der Bingle's lyrical ranks is lovely Carol Richards, who shares the distaff spotlight with Peggy Lee during the season on Bing's program. Curvaceous Carol was discovered by Bob Hope and sang on his radio program in 1946.



KMBC Again Originates Five Hit Comedies Handel's "Messiah"

For the eleventh year, Columbia Broadcasting System presented as a feature of its Christmas season programming a broadcast of Handel's oratorio, "The Messiah," sung by the Independence Messiah Choir and originating from KMBC. The program was heard Sunday, December 18 from 10:30 p. m. to midnight, and was presented on KFRM at 3:30 p. m. Christmas Day.

A selected group of 43 musicians from the Kansas City Philharmonic Orchestra, and the 280voice choir, sponsored by the Reorganized Church of Jesus Christ of Latter Day Saints, were under the direction of Franklyn S. Weddle.

Soloists in the stirring Christmas program were Josephine Crinklaw Mader of Kansas City, soprano; Harriet Porter Moore of Des Moines, Iowa, contralto; Garland Tickemyer of Los Angeles, tenor; and John McDonald of Chicago, bass.

This year marks the thirtythird annual performance of the group, and nine of the original choir members continue to sing with the chorus.

Phil Evans Presented Farm Service Award

Phil Evans, KMBC-KFRM Service Farms director has been awarded a citation for nearly twenty years of service as an agricultural broadcaster. The award was made in Chicago November 29 at the convention of the National Association of Radio

Make Fridays Sparkle

Friday nights from 7 to 9:30 on KMBC offer a bushel of fun for all members of the family. Five half-hour segments present an equal number of amusing, heart-warming situation comedies calculated to appeal to Mom and Dad as well as the children.

First on at 7 p.m. are the Goldbergs, "America's Favorite Family." Gertrude Berg, author and star throughout the series' long life, is cast again in the familiar role of Molly. Philip Loeb plays opposite her as Jake.

"My Favorite Husband," the gay domestic comedy starring Lucille Ball as Liz Cooper and Richard Denning as husband George follows at 7:30 p.m. Crisis follows crisis in the life of this young married couple, but they are all hilarious.

Three More Funfests

"Leave It To Joan," at 8:00, stars the inimitable Joan Davis, voted radio's "queen of comedy" for four straight years, as a saleslady in a department store with a job from which she can't be fired. Joan's personal daydreams and business nightmares leave her listeners weak with laughter!

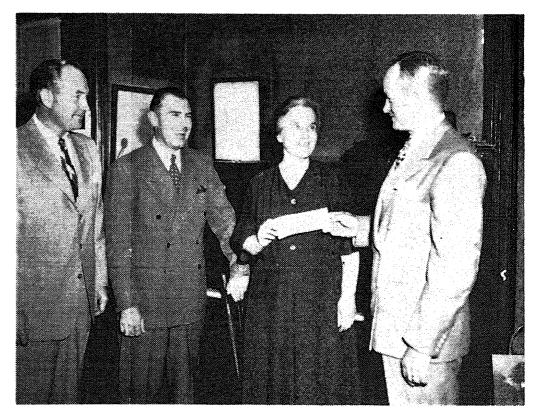
Next on the sparkling Friday night lineup of hit comedies is "Young Love," the summer program replacement that came to be such a favorite that it stayed on full-time! Janet Waldo and Jimmy Lydon play the two young marrieds on the college campus, where they are not supposed to be! Here's an expert situation comedy series that's one of the entertainment highlights of the evening.

"Our Miss Brooks," the 9:00 p.m. offering, rounds out two and one-half hours of rib-tickling fun with Eve Arden starring as a sentimental schoolmarm. Besides Miss Arden in the title role, the program features an outstanding cast of players including Jeff Chandler as Mr. Boynton, the bashful biology teacher who is the object of Miss Brook's affections. Sponsors of the Friday night shows are: "The Goldbergs," General Foods for Sanka coffee; "My Favorite Husband," General Foods for Jello; "Leave It to Joan," American Tobacco Company for Roi-Tan cigars; and "Our Miss Brooks," Colgate-Palmolive-Peet Company, for Palmolive Lustre Cream shampoo.



DISTAFF VIEW PRESENTED ON KMBC-KFRM . . .

Mrs. Georgia Neese Clark, treasurer of the United States, was KMBC-KFRM's honored guest when she appeared on the morning women's show, "Happy Kitchen." A native of Kansas, Mrs. Clark stressed the expanding role now played by midwestern women in America's present day economy. She is shown, left, as she was interviewed by Mrs. Bea Johnson, center, home economist, and Caroline Ellis, KMBC-KFRM noted woman commentator. Through the facilities of KFRM, the broadcast was heard in Richland, Kansas, the hometown of Mrs. Clark.



PROCTER AND GAMBLE \$1,000 PRIZE WINNER . . .

The happy winner of the Procter and Gamble contest for naming a Shampoo is Miss Ruby Eleanor Pate, 4058 Baltimore, Kansas City, Mo. She is shown receiving a check for \$1,000 from William Lynch, P & G salesman. The smiling onlookers are, from left, C. H. Retrum, manager of the Kansas City district, P & G Distributing Co.; and Dean Johnson, P & G unit supervisor.

FAVORITE GAL . . .

Cowboys who appeared at the tent's annual Arkansas Livestock Show in Little Rock this fall named Arkansas' own Janette Davis, who sings on the Arthur Godfrey program on KMBC, as the "Girl They Would Most Like to Be Lassoed By."



EASY LISTENING . . .

Pretty song stylist Margaret Whiting adds sparkle to the Jack Smith-Dinah Shore-Margaret Whiting show heard Monday through Friday at 10:15 on KMBC. Margaret's sweet voice, accompanied by Frank DeVol's aggregation, makes easy listening.

Farm Directors.

Nationally famous as a farm authority, Evans originates three



PHIL EVANS . . . Awarded a citation for nearly twenty years of service as an agricultural broadcaster.

daily programs from the KMBC-KFRM Service Farms. Under his supervision, new techniques and methods are tested; experiments constantly are conducted for farmers and manufacturers of farm equipment - giving Team farmcasts and market reports the added authority of practical experience.

Phil Eyans knows the KMBC-KFRM territory. He's a farmer's farmer as well as a very effective salesman, being continuously sponsored for nine years by two firms. Three others, with seasonal businesses, have sponsored Evans during certain months each year during this time.

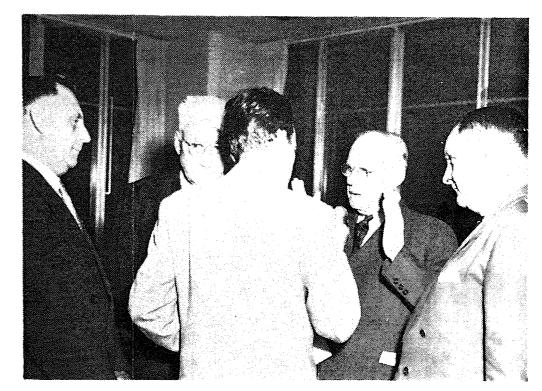
Evans' current sponsors are Staley Milling Co., Pay Way Feed Mills, and Cinder Concrete Products, Inc., for Cinder Blox.

Whitehall Renews "Mr. Keen" On KMBC

The Whitehall Pharmacal Company sponsor of the exciting dramatic series, "Mr. Keen, Tracer of Lost Persons," has renewed the series for another year. If additional proof were needed to underline the success of this popular 7:30 p. m. Thursday program, the recent national rankings of out standing programs place "Mr. Keen" in the top 15 most popular programs in radio.

"Mr. Keen," as presented by the Whitehall Company in behalf of Kolynos toothpaste, toothpowder, and Anacin, highlights the adventures of a private investigator who relies on his powers of acute deductive reasoning and long experience in solving crimes to bring the criminal to justice.

A slightly different approach is evident in "Mr. Keen" in that an unusual circumstance or a psychological quirk often provides the clue to the mystery, instead of a marked bullet or a poisoned glass.



ATTEND LOCAL DEDICATION . .

Famed national labor leaders and state and local dignitaries gathered in Kansas City, Kansas, recently for the dedication of the new Brotherhood building. Jim Burke, KMBC-KFRM's director of special features, is shown (back to camera) as he interviewed-left to right-Frank Carlson, governor of Kansas; Charles J. MacGowan, International President of the Brotherhood of Boilermakers, Iron Ship Builders and Helpers of America; William Green, president, American Federation of Labor; and Clark Tucker, mayor of Kansas City, Kansas.

Three Lever Shows Renewed on KMBC

Three top programs, including the number one rated "Lux Radio Theatre," have been renewed on KMBC for 52 weeks by Lever Brothers company. "My Friend Irma," who gets madly mixed up in merriment every Monday night, and the amusing situation-comedy series, "Junior Miss," are the other Lever renewals.

"Lux Radio Theatre," now in its fifteenth year, has a record of steady audience appeal, of consistent critical acclaim. Excellent casting and brilliant direction of fine dramas have made it, year after year, one of the most distinguished and popular programs in all radio. It is heard every Monday evening on KMBC from 8 until 9.

Marie Wilson in the title role of "My Friend Irma" remains the classic dumb blonde, though just as kind and funny as ever. The hilarious series is aired over KMBC every Monday night from 9 to 9:30, in the interests of Pepsodent.

The entertaining Saturday morning show "Junior Miss", portraying the ups and downs of teen-ager Judy, is sponsored by Lever Brothers for Rayve cream shampoo. The comedy is heard over KMBC every Saturday from 10:30 to 11:00 a.m.

Brush Creek Follies Breaks All-Time Attendance Record

All-time attendance records have twice been scored this fall by the Midwest's most successful radio-stage hit, the Brush Creek Follies. A late October performance first toppled all past records, when star Tiny Tillman's father was a Brush Creek visitor and Tim West's magic act proved a highly popular feature. And again on December 3, Colorado Pete startled a record-breaking 3.000-plus crowd at the Kansas City, Kansas, Memorial Hall with a unique and highly individual

back and makes new friends too for the Follies performers. Among the popular guests who have appeared with the all-star cast in recent weeks are Betty Riley. talented singer of Western ballads; Minor Clites, famous blind entertainer; and Doad Adams, popular baritone.

Mainstay of the show, of course, is KMBC-KFRM's entire talent array: Hiram Higsby, comedianemcee: Colorado Pete and Tiny Tillman-those sterling entertainers with an unsuspected tal-

"Linda's First Love" Aired at New Time

"Linda's First Love," popular uarter-hour dramatic show now heard on KMBC at 2:30 p.m., will be aired at 9:00 a.m. Monday through Friday beginning January 2. Sponsored by the Kroger



ARLENE BLACKBURN . . .

Company for "Hot-Dated" Spotlight coffee, the show has attracted regular followers for more than ten years.

Attractive Arlene Blackburn, talented radio actress, has played the title role since the series began. Known to millions of radio listeners as Linda, she made her acting bedut at the age of two. when she was carried on the stage by Lionel Barrymore.

KMBC's entertaining and informative morning homemakers show, "Happy Kitchen," will be heard at 9:15 a.m. starting January 2, following "Linda's First Love."

Top Texas Rangers



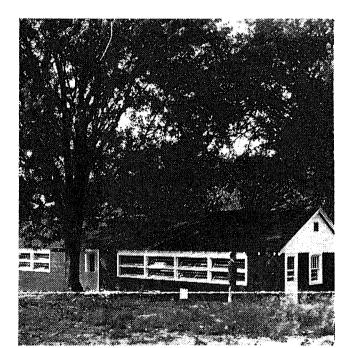
TUNE CHASERS PLAY . . .

The Tune Chasers, KMBC-KFRM's talented vocal and instrumental artists, helped the South Central Business Association "kick-off" to a flvina start at their opening meeting this fall. The performers are Herb Kratoska, guitar; Ruel Joyce, bass; Vaughn Busey, clarinet; and Charlie Pryor, drums.

Phil Evans Again Sells Cinder Blox

Cinder Concrete Products, Inc., makers of Cinder Blox building material, has again renewed their seasonal sponsorship of Phil Evans' Grain and Produce Markets.

The popular farm service fea-



The Team maintains a direct wire to the Board of Trade grain pits. All market reviews are accurate, up-to-the-minute reports. Because they summarize the situation of the important Kansas City market, they provide vital information to farmers throughout the KMBC-KFRM area.

Evans is well-qualified to sell Cinder Blox, as he built his own

> CINDER BLOX CHICKEN HOUSE . . .

On the KMBC-KFRM Service Farms. Cinder Concrete Products, Inc., makers of Cinder Blox, sponsor Phil Evans' Grain and Produce Markets on The Team Monday thru Friday at 12:50 p.m.

RECORD CROWDS . .

They keep coming back to Memorial Hall in Kansas City, Kansas, to see and hear the top-flight entertainment provided by KMBC-KFRM's talent array. "Brush Creek Follies" is heard over KMBC every Saturday from 9:00 to 9:30 p.m. and from 9:45 to 10:30 p.m.

performance of the Highland Fling.

Something new and different in the way of entertainment every week keeps the regulars coming

Western Mercantile **Renews Riley on Team**

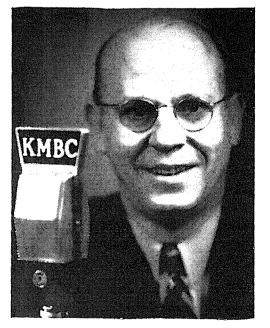
ent for terpsichore, the Tune Chasers, Millie and Sue, Sunny Daye, Jed Starkey, Harry Jenks, George Washington White, David Andrews, and announcer Paul Taylor.

The Team's all-star "Follies" is sponsored in fifteen-minute segments by Kent Products Co. for Richmade margarine; by Maurer-Neuer corporation for Rodeo meat products; by Spear Mills Inc. for Spear cattle, hog, and poultry feeds; and by Paxton & Gallagher for Butter-Nut coffee.

Page 4

Bob Riley's marketcasts continue to hold their lead in popularity and their potency with sponsors, as another renewal by Western Mercantile Company attests. The firm has renewed its 12:30 p.m. Livestock Markets with Riley Monday through Saturday on The KMBC-KFRM Team.

Bob Riley's marketcasts are of



BOB RILEY . . .

vital importance to Kansas City trade area farmers and cattlemen. Bob delivers timely, accurate, and complete reports of actual market conditions at the important Kansas City stockyards every business day.

Riley performs this service for farmers and cattlemen in the Heart of America, direct from the KMBC-KFRM studio in the Kansas City Livestock Exchange Building.

The noon hour 12:30 p.m. marketcast, presented as an integral part of the "Dinnerbell Roundup," is sponsored simultaneously over both stations by Western Mercantile company in the interests of retail hardware, farm implements and parts.

The show is featured over KMBC each Saturday from 9:00 to 9:30 p. m., and from 9:45 to 10:30 p.m., and over KFRM each Sunday from 2:00 to 3:15 p.m.

Ten Of Top Fifteen **Programs On KMBC**

Columbia Broadcasting System programs heard over KMBC continue their nation-wide leadership, according to the latest Hooperatings and Nielsen ratings of radio listenership.

The ratings give CBS four of the first five and ten of the top fifteen shows. The two top-rated programs in all radio are CBS' "Lux Radio Theatre," sponsored by Lever Brothers, and the "Jack Benny Program," sponsored by the American Tobacco Co. These two top shows are heard over KMBC at 8 p.m. each Monday and 6 p.m. each Sunday, respectively.

Other CBS programs in the top fifteen are: "My Friend Irma," "Arthur Godfrey's Talent Scouts," Groucho Marx's "You Bet Your Life," "Edgar Bergen-Charlie Mc-Carthy Show," "Bing Crosby Show," "Mr. Keen, Tracer of Lost Persons," and the "Bob Hawk Show."

Neilsen ratings point out that CBS also emerges with a dominant leadership in daytime programs, with the first eight out of ten and 11 out of 15 shows weekdays, and a 1-2-3 sweep on Saturdays.

Sell Hy-Power Foods

Hy-Power meat balls with spaghetti sauce, a new addition to the Rutherford company's oldtime favorites, Hy-Power chili and Hy-Power tamales, is fast be-



HY-POWER DISPLAY . . .

Sales representative for Hy-Power food products, Joe Cohn approves a display of Hy-Power chili, tamales, and the new Hy-Power meat balls with spaghetti. The top-flight Texas Rangers are heard each Tuesday, Thursday, and Saturday at 7 a.m. on KMBC-KFRM for Hy-Power foods.

coming a well-known food product, due in part to the firm's sponsorship of the top-flight Texas Rangers. The Rangers are heard each Tuesday, Thursday and Saturday morning at 7:00 a.m. on both KMBC and KFRM.

Their music and songs are grand entertainment. Variety, the show world's leading publication, has rated them as "America's finest singers of western songs." The Rangers have a huge following in the Midwest, and this particular program-at a time when the whole family can listen -has been one of the most popular on The Team.

ture is presented over The KMBC-KFRM Team Monday through Friday at 12:50 p.m. It's an essential portion of the "Dinnerbell Roundup."

Local Girl Wins Lux Beauty Prize

Joan Vigder, lovely brunette from Southwest High, Kansas City, Mo., was voted the most beautiful 15-year-old girl in the city as part of a spectacular nation-wide contest to find America's most beautiful 15-year-old. Lux "Radio Theatre" made its

return to the networks this year



JOAN VIGDER . . . Lux contest winner.

with this gigantic promotion commemorating the 15th anniversary of the popular program.

KMBC cooperated fully with CBS and Lever Brothers in the national contest. Details of the contest were made public through local grocers with the cooperation of KMBC.

Each of the six finalists were awarded an attractive gift packchicken house and several other farm buildings at the Service Farms with this versatile construction material.

age of Harriet Hubbard Ayer teen-age cosmetics. Miss Vigder was named the local winner over the air during the "Radio Theatre" broadcast of November 21.

The grand winner, Miss Jackie Lee Barnes, of Albuquerque, New Mexico, was named on the Lux "Radio Theatre" December 5.

The celebrated CBS program has been a continuous network feature, under Lever Brothers sponsorship, since July, 1935. It is produced by filmdom's skilled director, William Keighley, and is heard over KMBC every Monday evening at 8 o'clock.

"Luigi", Hit Comedy **Sponsored By Wrigley**

"Life with Luigi," the amusing and heartwarming adventures of an Italian newcomer to the United States, heard each Tuesday at 8 p. m. on KMBC, will be sponsored beginning January 10 by Wm. Wrigley, Jr. company, for Wrigley's chewing gum.

The hit comedy series stars the noted motion picture character actor J. Carrol Naish. He plays the title role as Luigi Basco, who reached maturity in the suburbs of Rome, before he realized his ambition to move to America.

Although familiar with the history and traditions of America, the comedy element is ever present as Luigi tries to adjust his daily life to New World ways.